

ABOUT THE AUTHORS



Robert C. Ford (Ph.D., Arizona State University) is professor of management in the College of Business Administration (COBA) of the University of Central Florida (UCF) where he teaches management of service organizations. He joined UCF as the chairman of its hospitality department. He was also the COBA Associate Dean for Graduate and External Programs.

Bob has authored or coauthored numerous publications in both top research and practitioner journals. He serves on several editorial boards including *Cornell Hospitality Quarterly*, *British Journal of Management*, *Journal of Leadership and Organizational Studies*, *Journal of Convention and Event Tourism*, and *Journal of Service Management*. He has also published several books including *Managing the Guest Experience in Hospitality*, *Achieving Service Excellence: Strategies for Health Care*, *Managing Destination Marketing Organizations*, and *The Fun Minute Manager*.

Bob has been an active participant in many professional organizations. He has served the Academy of Management (AOM) as editor of *The Academy of Management Executive*, Director of Placement, board member of the HRM division, Division Chair for both its Management History and Management Education and Development divisions, a member of its Ethics Adjudication Committee, and a co-founder of the Community of Academy Senior Scholars. Bob has served the Southern Management Association (SMA) in every elective office including president. He was a founding member and Chair of the Accreditation Commission for Programs in Hospitality Administration and currently serves on the Destination Marketing Accreditation Program.

Bob has been recognized for his service by many organizations. He received the Distinguished Service Award from AOM's MED, SMA's Distinguished Service Award, and was elected to SMA Fellows. In recognition of his service to hospitality education, he was given the Paul Brown Award by the Florida Hotel and Lodging Association.



Michael C. Sturman (Ph.D., Cornell University) is the Kenneth and Marjorie Blanchard Professor of Human Resources at Cornell University's School of Hotel Administration. There, he teaches undergraduate, graduate, and executive education courses on human resource management and compensation. His current research focuses on the prediction of individual job performance over time, the influence of compensation systems, and the impact of human resource management on organizational performance. He has published research articles in journals such as the *Journal of Applied Psychology*, *Academy of Management Journal*, *Personnel Psychology*, and *Journal of Management*. He has also published hospitality-focused papers in the *Cornell Hospitality Quarterly*, *International Journal of Hospitality Management*, *Lodging Magazine*, *Lodging HR*, *A.A.H.O.A. Hospitality*, *HR.Com*, and the *American Compensation Association Journal*. Michael holds a Ph.D., M.S., and B.S. from Cornell University's School of Industrial and Labor Relations, and is a Senior Professional of Human Resources as certified by the Society for Human Resource Management.

Cherrill P. Heaton (Ph.D., Florida State University) recently retired as Professor of Organizational Communications from the University of North Florida where he taught organizational and business communications to students in the graduate business programs for thirty years. In addition, he taught short courses in effective business communication in numerous executive education programs. Besides serving as editor of *Management by Objectives in Higher Education*, he is the co-author of several articles on service management and four texts: *Principles of Management: A Decision Making Approach*; *Organizational Theory: An Integrative Approach*; *Achieving Service Excellence: Strategies for Healthcare*; and *Managing the Guest Experience in Hospitality*. He also served as managing editor for the *Academy of Management Executive*.

