

Call for Papers: Cornell Research Center to Expand Its Report Series

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The Cornell University Center for Hospitality Research invites faculty members from colleges and universities around the world to submit papers for its practitioner oriented series of reports.

Since its inception in 1992, the center has provided the hospitality industry with a steady flow of research studies conducted by Cornell University faculty members. Posted on the center's website, the series of Cornell Hospitality Reports and Cornell Hospitality Tools has been made freely available to both researchers and practitioners, thanks to the generous support of its industry partners. Industry and academe alike have responded to the availability of the reports. From January 2003 through June 2008, over 71,000 people have registered to download the center's research and the center tallied over 312,000 downloads from its website. In 2007, the center issued 46 press releases announcing its latest research and other activities which generated over 1,000 articles resulting in a combined circulation of over 420 million.

With the success of this model, the Center for Hospitality Research seeks to expand both the number of reports and the subject areas in its report series. Consequently, faculty members are invited to submit research papers to the center. While the topic areas are unlimited, all submitted manuscripts must have empirical rigor, a straightforward presentation, and clear implications for hospitality practitioners. A double-blind review process will ensure the continued quality of the reports.

From its inception the Center for Hospitality Research has issued reports on topics suggested by members of its advisory board, but it was not until the maturation of the worldwide web that the center's reports could be widely and easily distributed. This electronic report series, now in its eighth volume, has included not only research reports, but tools for hospitality practitioners, and web-based interactive surveys.

Based on advisory board recommendations, topics of interest for the Cornell Hospitality Reports series include sustainability, pricing, women in travel, technology, service innovation, retail & hospitality, entertainment & hospitality, and consumer behavior. 'I want to make it clear that we will consider relevant research topics in all areas,' said David Sherwyn, who is the center's academic director and associate professor at the Cornell School of Hotel Administration. 'I will be happy to discuss any and all potential research reports.' Submissions should be sent to <http://mstracker.com/submit1.php?jc=chr>.

About the Center for Hospitality Research

A unit of the Cornell School of Hotel Administration, The Center for Hospitality Research (CHR) sponsors research designed to improve practices in the hospitality industry. Under the lead of the center's 69 corporate affiliates, experienced scholars work closely with business executives to discover new insights into strategic, managerial and operating practices. The center also publishes the award-winning hospitality journal, the Cornell Hospitality Quarterly (formerly the Cornell Hotel and Restaurant Administration Quarterly). To learn more about center and its projects, visit www.chr.cornell.edu.

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