

## Pearo Named New Editor of Cornell Center for Hospitality Research Publications

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Cornell Hospitality Reports series continues to expand

Lisa Klein Pearo has been named the editor of Cornell Hospitality Reports, Cornell Hospitality Tools, and Industry Perspectives: A White Paper Series from Cornell. The reports, tools, and perspectives are a series of stand-alone reports published for the hospitality industry by the Center for Hospitality Research. Pearo is also a visiting assistant professor of marketing at the Cornell School of Hotel Administration.

Announcing Pearo's appointment, David Sherwyn, the center's academic director, pointed to her distinctive set of academic credentials and industry experience. 'Lisa Klein Pearo is an outstanding scholar and has been a strong participant in the center by bringing together industry and academe in the center's Roundtable program,' said Sherwyn, who is an associate professor of law at the School of Hotel Administration. 'I am delighted that she will provide her expertise as we expand the scope of the center's research reports and tools.'

Begun as a vehicle for Cornell faculty to share their research findings with the industry, Cornell Hospitality Reports now accepts submissions from college and university faculty around the world. 'As I begin my editorial management role with the Center for Hospitality Research, I encourage my colleagues at other schools to consider publishing their research with us,' said Pearo. 'The center's reach is unprecedented, with thousands of users downloading reports from our website.' Pearo pointed out that the center has recorded over 77,000 registrants on its website, who have collectively downloaded more than 328,000 copies of the center's publications. To date in 2008, nearly 29,000 new users have registered with the center. Downloads of the research reports, tools, and perspectives are free to registered users at [www.chr.cornell.edu](http://www.chr.cornell.edu).

Pearo's research focuses on consumer behavior in interactive environments, with an emphasis on information search and experiential learning online. With numerous publications in marketing and business journals, she has also written several Harvard Business School cases. Her industry experience includes being a consultant in conducting market research, exploring consumer behavior on the internet, and designing internet marketing strategies. Prior to her career in academe, Pearo worked in direct marketing and in management consulting, focusing on clients in consumer goods and services and the media industry.

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