

Cornell Hospitality Quarterly Article Wins Emerald Award

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An article published in the Cornell Hospitality Quarterly (CQ) has been named as one of the 50 best articles published in the world's top management journals in 2007. The article, 'Guest Satisfaction and Restaurant Performance,' by Sachin Gupta, Edward McLaughlin, and Miguel Gomez, has won the Emerald Management Reviews Citation of Excellence.

Chosen from 15,000 articles that were reviewed for this award, the article was published in the August 2007 issue of the CQ, which was then known as Cornell Hotel and Restaurant Administration Quarterly. The article is available for download from the Center for Hospitality Research, which publishes the journal, www.hotelschool.cornell.edu/research/chr/pubs/quarterly/winner.html. Subscriptions to the Cornell Hospitality Quarterly are available through Sage Publishing (cqx.sagepub.com), which manages the journal.

Gupta, McLaughlin, and Gomez present seminal research that specifically connects a measure of restaurant customers' satisfaction-intent to return-with increased restaurant sales. 'Our study analyzed what we believe is a key point of the concept known as the customer-value chain,' said Gupta. 'The critical point is this: satisfied customers are expected not only to return but to contribute to a restaurant's profitability. We identified the factors that make that connection.'

Specifically, for the restaurant chains that they studied, the researchers found that delicious food, an appropriate cost, a cheerful greeting, and attentive service drove customer satisfaction and sales. Gupta, McLaughlin, and Gomez are professors at Cornell University.

Emerald Management Reviews is an abstracting and indexing database that covers every article in the world's top 400 business and management journals worldwide including the Cornell Hospitality Quarterly, Administrative Science Quarterly (also published by Cornell), Academy of Management Journal, and the Journal of Finance.

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