

**Baker Ayoun, Ph.D., CHE**

*June M. Henton Endowed Professor  
Graduate Programs Officer*

School of Hospitality Management  
324H Rane Culinary Science Center  
205 South College St.  
Auburn University, AL 36830  
Phone: +1 334-844-8196; [bma0002@auburn.edu](mailto:bma0002@auburn.edu)

**Research Interests**

International and cross-cultural management; strategic management of hospitality business; organizational behavior; organizational culture, expatriate managers, top executives; comparative HR in hospitality; hospitality education.

**Education**

Doctor of Philosophy (Ph.D.) in Hospitality & Tourism Administration  
*School of Hotel and Restaurant Administration, Oklahoma State University, 2006.*

**Selected Publications**

- Chen, H., & Ayoun, B. (2022). Does national culture matter? Restaurant employees' workplace humor and job embeddedness. *Journal of Hospitality & Tourism Research*, 46(6), 1096-1121.
- Ayoun, B., Rowe, L., & Yassine, F. (2015). Is Workplace Spirituality Associated with Business Ethics? *International Journal of Contemporary Hospitality Management*, 27(5), 938-957.
- Causin, G., & Ayoun, B. (2011). Packing for the Trip: A Model of Competencies for Successful Expatriate Hospitality Assignment. *International Journal of Hospitality Management*, 30(4), 795-802.
- Ayoun, B., & Moreo, P. (2008). The Influence of the Cultural Dimension of Uncertainty Avoidance on Business Strategy Development: A Cross-National Study of Hotel Managers. *International Journal of Hospitality Management*, 27(1), 65-75.

**Awards & Recognitions**

- Best Paper Award, ICHRIE Annual Conference, Palm Springs, California, 2018.
- 'Impact Award' for significant support of and contribution to industry relevant hospitality education, presented by Smith Travel Research (str) Share Center, 2017.
- Third Place Prize winner, ICHRIE Research Reports journal, 2016.
- 2016 Outstanding Graduate Mentor Award recipient, Auburn University's Graduate Student Council.
- Article of the Year Award, *Journal of Hospitality & Tourism Education*, 2015.
- "100 Graduates of Significance" by Oklahoma State University's Graduate College in celebration of 100 years of graduate education at OSU, during Spring 2012.

- Best Paper Award, the 17<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL, 2012.
- SGA Outstanding Faculty Member Award recipient for the College of Human Sciences, Auburn University, 2010-2011.
- A paper at the top of the 10 MOST POPULAR PAPERS published in the *Journal of Hospitality Financial Management*.
- The Emerald/EFMD Highly Commended Research Award, 2009.
- Best Application Paper Award and Best Hospitality Paper Award, Decision Sciences Institute (DSI) Conference, Baltimore, Maryland, 2008.
- Lanphere Research Scholar Award, Oklahoma State University, 2006.

### **Courses Taught/Supervised at Auburn**

#### *Undergraduate:*

HOSP 1010 Introduction to Hospitality Management  
 HOSP 2500 Lodging Operations  
 HOSP 4500 Strategic Hospitality Management  
 HOSP 5570 Global Hospitality  
 HOSP 4920 Professional Internship  
 NTRI 4930 Directed Studies  
 IDSC 4930 Interdisciplinary Experience  
 HUSC 5940 Study and Travel in Human Sciences

#### *Graduate:*

HOSP 6570 Global Hospitality  
 HOSP 8860 Current Issues in Hospitality  
 HOSP 7500 Global Hospitality Strategy  
 HOSP 7960 Special Problems  
 HOSP 7986 Non-Thesis Research  
 HOSP 7990 Research and Thesis  
 HOSP 7920 Professional Internship in HOSP  
 NTRI 8970 Advanced Topics in NTRI  
 HOSP 8990 Research and Dissertation  
 HUSC 6940 Study and Travel in Human Sciences  
 HOSP 8910 Supervised Teaching  
 NTRI 7850/8850 Research Seminar for MS and Ph.D. Programs