

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

Associate Professor & Graduate Programs Officer  
Hotel and Restaurant Management Program  
360 Spidle Hall  
Auburn University, AL 36849  
Phone: (334)-844-8196  
Fax: (334)-844-3279  
[bayoun@auburn.edu](mailto:bayoun@auburn.edu)

**Research Interests**

International hospitality; Strategic management of hospitality business; Hospitality education.

**Selected Publications**

Causin, G., Ayoun, B., & Moreo, P. (2011). Expatriation in the Hotel Industry: An Exploratory Study of Management Skills and Cultural Training. *International Journal of Contemporary Hospitality Management*, 23 (7).

Ayoun, B., Johnson, M., Van Hyfte, M., & O'Neill, M. (2010). A Comparison Study of U.S. and Non-U.S. Education Internationalization Practices of Hospitality and Tourism Programs. *Journal of Teaching in Travel & Tourism*, 10(4).

Ayoun, B., & Palakurthi, R. (2008). Doctoral students in the U.S. hospitality programs: A survey of their demographic, academic, and professional characteristics. *Journal of Hospitality & Tourism Education*, 20 (4).

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).

**Awards**

- Oklahoma State University's "100 Graduate Students of Significance", in celebration of the Graduate College's centennial of graduate education.
- Best Paper Award, the 17<sup>th</sup> Graduate Conference, 2012.
- SGA Outstanding Faculty Member Award, Auburn University, 2010-2011.
- Emerald/EFMD Highly Commended Research Award, 2009.
- Best Application Paper Award and Best Hospitality Paper Award, Decision Sciences Institute (DSI) Conference, 2008.
- Lanphere Research Scholar Award, Oklahoma State University, 2006.

## **Courses Taught at Auburn**

### **Undergraduate:**

- HRMT 1010 Introduction to Hospitality Management
- HRMT 2500 Lodging Operations
- HRMT 4500 Strategic Hospitality Management
- HRMT 5570 Global Hospitality
- HRMT 4920 Professional Internship
- NTRI 4930 Directed Studies

### **Graduate:**

- HRMT 6570/6576 Global Hospitality
- HRMT 8860/8866 Current Issues in Hospitality
- NTRI 7960/7966 Special Problems
- NTRI 7986 Non-Thesis Research
- NTRI 7990 Research and Thesis
- HRMT 7920 Professional Internship in HRMT
- NTRI 8970 Advanced Topics in NTRI
- NTRI 8990 Research and Dissertation