Cornell Hotel Society, Hong Kong & Macao Chapter, and the MMH in Asia Program presents:

“How the hospitality industry can harness online, social media, and mobile innovations”

and

A look at current projects at the Center for Hospitality Research

With Professor Rohit Verma
Professor of Service Operations Management
Executive Director, Center for Hospitality Research
School of Hotel Administration, Cornell University

Followed by:

CHS Annual Festive Holiday Cocktails

With Professor Chris Chan
Professor of Accounting
School of Hotel Administration, Cornell University

**Event Info**

**Location:** HUSH Bar, G/F, 2 Glenealy St, Central, Hong Kong

**Time:** 5-6pm, Presentation by Professor Verma
6-7pm, Drinks with Professor Verma, Professor Chan, and fellow hotelies

**Date:** Saturday, December 10, 2011

**Price:** HKD 200 per head, includes two standard drinks and snacks
*All proceeds go towards inaugural CHS Hong Kong & Macao Scholarship

This event is sponsored by the MMH in Asia Program

**Professional Bio: Professor Rohit Verma**

Rohit Verma is a Professor of Service Operations Management at the School of Hotel Administration, and also serves as the Executive Director for the Center for Hospitality Research (CHR). His research interests include new product/service design, quality management and process improvement, and operations/marketing interrelated issues. His research has been supported by numerous well-respected organizations around the world, such as Fairmont, Raffles, and Swissôtel (Singapore); Hammerson and NCR Knowledge Lab (UK); Citycon (Finland); Siemens and Fraport (Germany); Wiener Konzerthaus (Austria); and, in the United States, American Express, Calvin Klein, CSFB, eBay, First Chicago, General Growth Properties, HSMAI, Neiman Marcus, and the U.S. Forest Service.

Verma has received several teaching and research awards including the "Skinner Award For Early Career Research Accomplishments" from the Production and Operations Management Society; "Spirit of Inquiry Award" the highest honor for scholarly activities within DePaul University; “Teaching Innovation Award” DePaul University; and “Doctoral faculty Teaching Award” University of Utah. He serves as the academic editor of the CHR’s managerial report series; associate editor of Journal of Operations Management, and Decision Sciences; senior editor of Production and Operations Management; and editorial board member of Journal of Service Research, and the Cornell Hospitality Quarterly.