For the 2014-15 academic year, the School of Tourism and Hospitality Management welcomed two new faculty members:

**CHRISTOPHER T. LEE**  
Assistant Professor  
Dr. Christopher T. Lee joined STHM from the Lundquist College of Business at the University of Oregon, where he attained his PhD in Marketing. Lee is a published researcher whose research interests include qualitative and quantitative effects on numerical processes, social media, persuasive technology and technology-aided decision-making, and sports marketing.

**LAURIE WU**  
Assistant Professor  
Dr. Laurie Wu joined STHM from Pennsylvania State University, where she earned her PhD. Wu, who has authored five refereed publications and five additional submissions that are under review, lists sensory marketing, consumer emotions, services marketing and consumer behavior among her research interests.

Philadelphia Union soccer player, STHM professor team up to tackle Ebola

Philadelphia Union soccer player Michael Lahoud and Assistant Professor Dr. Thilo Kunkel, from the School of Tourism and Hospitality Management, partnered in September to help prevent the spread of the Ebola virus. Specifically, Lahoud and STHM Assistant Professor Dr. Thilo Kunkel set out hoping to “Kick Ebola in the Butt.”

The latest outbreak of the Ebola virus originated in Guinea in 2013, but was not detected for another four months. It had spread to at least five West African nations and claimed the lives of more than 2,100 people. In August, the outbreak was designated “a public health emergency of international concern” by the World Health Organization.

A native of Sierra Leone, a nation to which Ebola had spread, Lahoud and Kunkel used soccer — the world’s most-popular sport — as their vehicle to fight the spread of the Ebola virus.

Here’s the concept behind the Kick Ebola in the Butt Challenge, which shared traits of similar video-themed charitable drives like the ALS Ice Bucket Challenge.

For Kick Ebola in the Butt, one participant elects to have a soft, lightly inflated soccer ball kicked from five yards away into his or her backside. If the ball hits its intended target, the participant will donate to a charity that supports the fight against Ebola. If it misses, the kicker will donate to the cause.

And like the ALS challenge, the participant can nominate a few individuals who have up to three days to Kick Ebola in the Butt — including the kicker. (Hey, turnabout is fair play.)

“One dollar or one-hundred dollars, it’s up to the participant to determine how much they wish to donate,” Kunkel said. “Every dollar and every donation matters in the fight against the Ebola virus.”

—Christopher A. Vito

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