FACULTY AND CURRICULUM FOCUS

STHM professor wins award for brand-loyalty research

Dr. Ceridwyn King’s involvement with the tourism and hospitality industries stems beyond her award-winning research into customer engagement and brand loyalty. She also enjoys the opportunity to work in “a people industry.”

“Tourism and hospitality is an inherently human and positive industry,” said King, an Associate Professor at the School of Tourism and Hospitality Management. “It’s creating experiences based on innovation, imagination and escapism.”

King’s co-authored publication won the Article of the Year Award at the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) conference, held in July 2015. The article, titled “Customer Engagement with Tourism Brands: Scale Development and Validation,” and published in the Journal of Hospitality and Tourism Research, delves into the tourism industry’s measures of customer engagement with a brand beyond the initial transaction.

STHM professor appointed Faculty Athletics Representative

Dr. Jeremy S. Jordan, director of Temple University’s Sport Industry Research Center and Associate Professor in the School of Tourism and Hospitality Management, has been appointed the university’s Faculty Athletics Representative (FAR). He succeeds Eleanor W. Myers, an associate professor at the Beasley School of Law, who is stepping down from the position.

Faculty Athletics Representatives help ensure academic integrity of intercollegiate athletics programs and enhance the student-athlete experience. Jordan will serve as the representative of Temple and its faculty to the American Athletic Conference, NCAA and other stakeholder groups. His five-year term begins July 1.

“Dr. Jordan has an incredible blend of personal and professional experience that will inform his role as Temple’s Faculty Athletics Representative,” said President Neil D. Theobald. “As we welcome Jeremy to this position, we also recognize Eleanor’s distinguished service. The university has benefited greatly from her efforts on behalf of Temple’s intercollegiate athletics program.”

A former student-athlete, coach and administrator, Jordan researches intercollegiate athletics and teaches courses on the topic at the undergraduate and graduate levels. He is currently the principal investigator on a study funded by the NCAA that examines the relative consistency of sanctions issued by its Committee on Infractions over the last 50 years.

In collaboration with Temple Athletic Director Dr. Patrick Kraft, Jordan developed a two-year experiential learning extern program in the athletics department for School of Tourism and Hospitality Management graduate students.

–Lora Strum

Developing a social media campaign that appeals to the company’s targeted audience provides the ability to foster customer engagement, King said. Or, as she explained it, can create a psychological connection with a particular brand. For example, King mentions in her research that if a customer is truly engaged with a particular brand, and that brand faces scrutiny in the public eye or in the media, the customer will take it as a personal affront.

This emotional connection, however, doesn’t always result in an increase in purchasing, she said. Understanding the gap between transactional behavior and customer engagement is where King’s research offers companies a leg-up. The scale developed in her research suggests that a strong customer-brand relationship is more powerful than purchasing habits.

–Lora Strum