

Curriculum Vitae

DR. BETSY BENDER STRINGAM

Professor, New Mexico State University

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UNIVERSITY POSITIONS HELD:

PROFESSOR/ASSOCIATE/ASSISTANT, New Mexico State University, July 2008-present

GRADUATE PROGRAM DIRECTOR, New Mexico State University January 2020-present

DIRECTOR FOR NMSU GLOBAL FOR THE COLLEGE OF ACES, New Mexico State University,
January 2024-present

ASSOCIATE PROFESSOR, University of South Carolina, July 2004 – July 2008

ASSOCIATE PROFESSOR, University of South Carolina, Beaufort Campus, July 2003 – July 2004.

ASSISTANT PROFESSOR, Penn State University. July 1991 – May 1994.

ASSISTANT PROFESSOR, University of Nevada, Las Vegas. August 1987 – July 1991.

INSTRUCTOR, Division of Continuing Education, University of Nevada, Reno.
September 1990 – December 1991.

LECTURER, University of Wisconsin - Stout, Menomonie WI. January 1987 - July 1987.

EDUCATION:

BACHELOR OF SCIENCE, HOTEL ADMINISTRATION, Cornell University, Ithaca, NY. June 1983.

MASTER OF SCIENCE IN HOTEL AND FOODSERVICE MANAGEMENT, Florida International University, Miami,
FL. December 1986.

DOCTORATE OF EDUCATION, Northern Arizona University, Flagstaff, AZ. May 1991.

GRADUATE CERTIFICATE IN ONLINE TEACHING AND LEARNING, New Mexico State University, Las Cruces,
NM. December 2012.

MASTER OF ARTS IN EDUCATIONAL LEARNING TECHNOLOGIES, New Mexico State University, Las Cruces,
NM. May 2016.

AWARDS

Cornell Hospitality Quarterly Best Article Award 2023.

Westhafer Award for Excellence in Teaching, Office of the Provost, New Mexico State University,
August 2023.

Distinguished Teaching Award, August 2020. College of Agriculture, Consumer and Environmental
Sciences, New Mexico State University.

Leading the Way Award, November 2016 (for service, mentorship, and leadership in online
learning), New Mexico State University.

Best Reviewer, Lodging Track, Council on Hotel, Restaurant, and Institutional Education, 2015.

Henry and Carmen Varney Distinguished Professor of the Year Award, March 2008, College of
Hospitality, Retail and Sport Management, University of South Carolina.

CERTIFICATIONS AND RESEARCH AFFILIATIONS

Registered Resort Professional (2011) from the American Resort Development Association.

Certificate in Effective Online Teaching Practices (2022) Association of College and University
Educators (ACUE).

Certification in Hotel Industry Analytics, American Hotel & Lodging Association in collaboration
with STR (2019).

Certified Hospitality Educator Designation (2008) from the Educational Institute of the American Hotel & Lodging Association

Alfred P. Sloan Foundation Industries Center Research Affiliate, 2005- present.

Certified Master Reviewer for Quality Matters for Higher Education and K-12 (2014/2017),
Quality Matters National Benchmark for Online Course Design.

Certified Quality Matters Peer Reviewer for Higher Education and K-12 (2013/2017), Quality
Matters National Benchmark for Online Course Design.

OTHER ACADEMIC POSITIONS HELD:

Collection Editor for the Tourism and Hospitality Management Book Collection, Business Expert
Press, 2016 to present

INDUSTRY POSITIONS HELD:

Systems Trainer for Operational Assistance, Marriott Corporation International Headquarters, Bethesda
MD. January 1984 - September 1984

Systems Manager, Marriott's Harbor Beach Resort, Ft. Lauderdale FL. 1984 - 1986.

Reservations Manager, Marriott's Harbor Beach Resort, Ft. Lauderdale FL. 1985 - 1986.

Front Desk Manager, Marriott's Harbor Beach Resort, Ft. Lauderdale FL. 1984 - 1985.

Assistant Restaurant Manager, Houlihan's Restaurants, Philadelphia PA. 1983 - 1984.

Assistant Beverage Manager, Statler Inn, Ithaca, NY. 1980 -1983.

Assistant Restaurant Manager, O'Leary's Restaurant, Peoria, IL. 1982

A.M. Food and Beverage Manager, Whitehall Hotel and Club, Chicago, IL. 1982

COURSES TAUGHT (UNDERGRADUATE):

Timeshare and Vacation Ownership
Management

Hotel Management/Operations I and II
Resort Management

Advanced Lodging and Sales Management

International Lodging Management

Hotel Sales and Revenue Management

Capstone

Hospitality Management Strategy

Organizational Theory for the Service
Industries

Hospitality Marketing and Sales

Hotel Accounting I

Hospitality Legal Issues

Introduction to the Hospitality Industry

Housekeeping Management

Computer Applications for the Hospitality
Industry

COURSES TAUGHT (GRADUATE):

Timeshare and Vacation Ownership
Management

Advanced Lodging and Sales
Management

Hotel Sales and Revenue Management

Research Methods

The Hospitality Industry and Sustainable
Competitive Strategy

Contemporary Global Issues in
Hospitality

Service Management for the Hospitality
Industry

Resort Management

International Lodging Management

Hospitality Management Strategy

RESEARCH AND PUBLICATIONS:

GRANTS AND FUNDING

National Science Foundation, Future of Work at the Human Technology Frontier. Collaborative
Research: Preparing Hospitality Workers and Workplaces for the Future of Automation.
\$1,500,000, NMSU Award \$303,000. 2021-2025.

Resale Inventory Analysis Study, \$86, 371. Funding Source: American Resort and Development Association International Foundation. Co-Investigator: John Gerdes, University of South Carolina.

Survey of HOA Controlled Timeshare Resorts in the United States, \$48,100. Funding Source: American Resort and Development Association International Foundation. Co-Investigators: Randy Upchurch, Florida International University; Catherine Curtis, Oklahoma State University

Corporate Strategy and Management Practice in Multinational Hospitality Firms, \$78,517. Funding Source: Alfred P. Sloan Foundation Travel and Tourism Industry Center. Co-Investigators: Marty Roth, David Schweiger, Charles Partlow

TEXTBOOKS, BOOKS AND BOOK CHAPTERS

Stringam, B., Figart, D., Mutari, E., Begleiter, B. Fox, S., Spektor, F., Riordan, C., Rho, H.J., Forlizzi, J. (2025). Navigating Technology and Worker Well-Being in the Hospitality Industry, in T. Behrend, (Ed.) *The Future of Human-Technology Partnerships at Work*. Cambridge University Press

Stringam B., Gerdes, J. (2023). Hotel and Guestroom Technology. In C. Cobanoglu, S. Dogan, K. Berezina, & G. Collins (Eds.), *Hospitality and tourism information technology*. USF M3 Publishing. <https://www.doi.org/10.5038/9781732127593>

Stringam, B., Koupriouchina, L. (2021) Inventory Management in Repetti, T., Schwartz, Z., & Parsa, H.G. (eds). *The Foundations of Revenue Management*. Smith Travel Research/COSTAR.

Stringam, B. (2020). *A Profile of the Hospitality Industry*, 2nd Edition. New York: Business Expert Press, ISBN: 1952538386. Part of an MBA library series that explains the Hospitality Industry and its key strategic components to MBA students, also used in graduate level hospitality classes.

Stringam, B, Goopio, J., Denizci-Guillet, B., & Mansa, H. (2020). Industry Structures and Organization, in Ottenbacher, M., Gardini, M. & Schuckert, M. (eds.). *Routledge Companion International Hospitality Management*, Routledge, ISBN 9781138386372.

Stringam, B, Goopio, J., Denizci-Guillet, B., & Mansa, H. (2020). Past and Present Key Players, in Ottenbacher, M. (ed.). *Routledge Companion International Hospitality Management*, Routledge, ISBN 9781138386372.

Stringam, B., & Partlow, C. (2016). *A Profile of the Hospitality Industry*, 1st Edition. New York: Business Expert Press, ISBN: 9781606499191.

PEER REVIEWED ARTICLES

Min, S., Spektor, F., Stringam, B., Sarfo, G., Begleiter, B., Fox., S., Riordan, C., Rho, H.J., Forlizzi, J. (in review). Hotel housekeeping workers' experiences with algorithmic management, a case study. Submitted to the *International Journal of Contemporary Hospitality Management*.

Min, S., Martinez, J. & Stringam B. (2025). Adoption of Semiautonomous Food Delivery Robots: Employee Experiences and Workplace Adaptation. *International Journal of Hospitality Management*. (Accepted for publication May 2025).

Min, S., Martinez, J. & Stringam B. (in review). Embracing Change: Exploring Employee Experiences and Acceptance of Semiautonomous Food Delivery Robots in the Workplace. Submitted to the *Journal of Food Service Management* December 2024, second revisions submitted August 2025.

F Spektor, SE Fox, E Awumey, CA Riordan, HJ Rho, C Kulkarni, Marlen Martinez-Lopez, Betsy Stringam, Ben Begleiter, Jodi Forlizzi. (2023) Designing for Wellbeing: Worker-Generated Ideas on Adapting Algorithmic Management in the Hospitality Industry. *Association for Computing Machinery Digital Library*. <https://doi.org/10.1145/3563657.3596018>.

Spektor, Franchesca, Sarah E. Fox, Ezra Awumey, Ben Begleiter, Chinmay Kulkarni, Betsy Stringam, Christine A. Riordan, Hye Jin Rho, Hunter Akridge, and Jodi Forlizzi (2023). Charting the Automation of Hospitality: An Interdisciplinary Literature Review Examining the Evolution of Frontline Service work in the Face of Algorithmic Management. *PACM on Human-Computer Interaction, Association for Computing Machinery Digital Library*, Vol. 7, No. CSCW1, Article V7cscw033. <https://doi.org/10.1145/3579466>.

Martinez, J. E., VanLeeuwen, D., Stringam, B. B., & Fraune, M. R. (2023). Hey?! What did you think about that Robot? Human Robot Interactions, *Association for Computing Machinery Digital Library*. <https://doi.org/10.1145/3568162.3576984>

Stringam, B., Gerdes, J. H., & Anderson, C. K. (2023). Legal and Ethical Issues of Collecting and Using Online Hospitality Data. *Cornell Hospitality Quarterly*, 64(1), pp 54-62. <https://doi.org/10.1177/19389655211040434>.

Preusse, H., Skulsky, R., Fraune, M. R., & Stringam, B. B. (2021). Together we can figure it out: Groups find hospitality robots easier to use and interact with them more than individuals. *Frontiers in Robotics and AI*, 8, 730399.

Miller, C., Mandabach, K.H., Stringam, E.B., and VanLeeuwen, D.A. (2020). Evaluating Student Performance in Foodservice / Culinary Laboratories: A Study of Assessment, *Journal of Culinary Education Best Practices*, 3(2), 71-80.

Stringam, B. & Gerdes, J. (2019) First impressions in a mobile world: How hotel sites compare with OTAs, Aggregators, and Peer to Peer Accommodations on website performance. *Journal of Service Science and Management*, 12(4).

Stringam, B., Gerdes, J. (2019) Service Gaps in Hotel Website Loadtimes. *International Hospitality Review*, ISSN: 2516-8142; DOI: 10.1108/IHR-09-2018-0012.

Gerdes, J. & Stringam B. (2019) Don't Make Your Guests Wait Online. *ICHRIE Research Reports* ISSN 2476-1060.

Stringam, B., Mandabach, K., & Van Leeuwen, D. (2015). Management Contracts and Homeowners Association Controlled Timeshare Resorts: Is There a Difference in Performance Metrics. *Journal of Tourism & Hospitality*, 4:151. doi: 10.4172/2167-0269.1000151

Mandabach, K., Stringam, B., Ma, X. Van Leeuwen, D. & Gerdes G. (2014). The impact of online traveler ratings with the willingness of the traveler to recommend hotels for five selected cities in China. *Journal of Tourism & Hospitality*, 3:134. doi: 10.4172/2167-0269.1000134.

Stringam, B., Gerdes, J. J. (2012). An Investigation of the Traveler Rating Lexicon Across Hotel Segments. *Journal of Quality Assurance in Hospitality and Tourism*, 13(3).

Bender-Stringam, B., Gerdes, J. (2010). An Analysis of Word of Mouse Ratings and Guest Comments of Online Hotel Distribution Sites, *Journal of Hospitality Marketing & Management* 19(7), 773-796.

Stringam-Bender, B. and Gerdes, J. (2010) Are Pictures Worth a Thousand Room Nights: Success Factors for Hotel Web Site Design. *Journal of Hospitality and Tourism Technology* 1(1), 30-49.

Stringam-Bender, B. (2010) Timeshare and Vacation Ownership Executives Analysis of the Industry and of the Future. *Journal of Retail and Leisure Property*, 9(1), 37-54.

Stringam-Bender, B., Gerdes, J., Van Leeuwen, D., (2010) Assessing the Importance and Relationships of Ratings on User Generated Traveler Reviews. *Journal of Quality Assurance in Hospitality & Tourism*, 11(2), 73-92.

Bender-Stringam, B. (2008). A Comparison of Vacation Ownership Amenities with Hotel and Resort Hotel Amenities. *Journal of Retail and Leisure Property*, 7(3), 186–203

Bender, B., Partlow, C., & Roth, M. (2008). An Examination of Strategic Drivers Impacting U.S. Multinational Lodging Corporations. *International Journal of Hospitality & Tourism Administration*. 9(3), 219-243.

Gerdes, J., Bender-Stringam, B., & Brookshire, B. (2008). An integrative approach to assess qualitative and quantitative consumer feedback. *Electronic Consumer Research*, 8(4), 217-234

Harrill, R. & Bender, B. (2008). From Sales Tool to Site Development: The Evolution of Destination Marketing on the Web. *Tourism Analysis*, 13(3), 295-307.

Gerdes, J., & Bender-Stringam, B. (2008) Addressing Researchers' Quest for Hospitality Data: Mechanism for Collecting Data from Web Resources, *Tourism Analysis*, 13(3), 309-315.

Bender, B., Partlow, C., & Roth, M. (2007). An Examination of Strategic Drivers Impacting U.S. Multinational Lodging Corporations. *Sloan Industry Studies Working Papers. Number WP – 2007-06*. Alfred P. Sloan Industry Association.

Harrill, R., & B. Bender. (2007). State Tourism Funding: equity, consensus, and accountability models. *Tourism Analysis*, Volume 12, Number 4, pp. 287-298.

KP Brewer, JK Poffley, and EB Pederson (1995). Travel Interests among Special Seniors: Continuing Care Retirement Community Residents. *Journal of Travel and Tourism Marketing*, Volume 4, Number 2, pp. 93-98.

Pederson, B. (1994). Future Seniors and the Travel Industry. *FIU Hospitality Review*. 12(2), 59-70.

Pederson, B. (1993, February). Teaching Writing Skills Through Upper Division Hospitality Courses. *Hospitality & Tourism Educator*. 5(2), 64-65.

Pederson, B., & F. DeMicco (1993, Fall). Future Seniors: Restaurant Dining Strategies for the Nutrition Conscious Future Senior Market Segment. *FIU Hospitality Review*. 11(2), 7-17.

Pederson, B. (1992, Fall). Future Seniors, Is the Hospitality Industry Ready for them? *FIU Hospitality Review*. 10(2), 1-8.

Pederson, B. & C. Pederson. Improving the Use of Computer Simulations in the Hospitality Curricula. *Hospitality & Tourism Educator*. 5(3), 25-29

PRESENTATIONS AND POSTERS AT PROFESSIONAL CONFERENCES AND WORKSHOPS:

Min, S., Stringam, B., Sarfo, G., Begleiter, B., Fox, S., Riordan, C., Spektor, F., Rho, H.J., Forlizzi, J. Job Demands-Resources Theory and Algorithmic Management in Housekeeping: A Qualitative Exploration. West Federation CHRIE Conference 28 February 2025, Denton, Texas.

Sarfo, G., Min, S., Stringam, B., Begleiter, B., Fox, S., Riordan, C., Spektor, F., Rho, H.J., Forlizzi, J. Digital Literacy in the Hospitality Industry: A case study of technology adoption among hotel housekeepers. West Federation CHRIE Conference, 28 February 2025, Denton, Texas.

Min, S., Martinez, J. & B. Stringam. Navigating Innovation: Exploring Perceptions of Food Delivery Robot Adoption of Employees and Managers. West Federation CHRIE Conference, 2 February 2024, Denver Colorado.

Sarfo, G., & B. Stringam. Digital Literacy in The Hospitality Industry by Using the TAM & Extended UTAUT Model. West Federation CHRIE Conference, 3 February 2024, Denver Colorado.

Martinez, J., & Stringam B. How Food Delivery Robots are Changing Work and Workplaces. International CHRIE Conference, July 21, 2023, Phoenix, Arizona.

Stringam, B. & Mandabach, K. Teaching Students to Use ChatGPT and Other AI Tools to Improve their Skills and Extend their Learning. International CHRIE Conference, July 19, 2023, Phoenix, Arizona.

Stringam, B. The Next Generation of Hospitality & Tourism: How technology is transforming work, workplaces, and the guest experience. New Mexico Governor's Conference on Travel & Tourism, May 2023, Las Cruces, NM.

Martinez, J., & Stringam B. The Effects of implementing Food Delivery Robots within the Restaurant Industry. West Federation CHRIE Conference, February 18, 2023, Las Vegas, Nevada.

Stringam B. On a Completely Different Plant: Teaching Synchronously Online. NMSU 2021 Quality in Education Conference. March 2022: Las Cruces NM.

Stringam, B., Gerdes, J. The Ethics of collecting and using data online. International CHRIE Conference, July 2021, Virtual/Online

Stringam, B., Gerdes, J. Will a Robot Take my Job? Automation and the Hotel Industry Workforce. Industry Studies Association, June 2021, Virtual/Online.

Stringam B. Teaching Techniques for Online Learning. Faculty Panel, West Federation CHRIE. February 2021 Online.

Stringam, B. Impact of the U.S. Federal Government Shutdown on New Mexico Hotels. West Federation CHRIE Conference, February 6, 2020. Pomona, California.

Stringam, B. Impact of the U.S. Government Shutdown on Hotel Demand in New Mexico. International CHRIE Conference, July 24-26, 2019. New Orleans, Louisiana.

Stringam, B., Gerdes, J., Mitchell, P & Hertzman J. A Hotel's First Contact with the Guest: A Comparison of Desktop and Mobile Load Times. International CHRIE Conference, July 25-27, 2018, Palm Desert, California.

Stringam, B. Do's and Don'ts in Discussions in Online Courses. Quality in Online Education Conference, 2 March 2018: Las Cruces NM.

Stringam, B. Course Maps, The 1st Step. Quality in Online Education Conference, 2 March 2018: Las Cruces NM.

Gerdes, J. & Stringam B. First Impressions in the Digital Age. Global Conference on Services Management, October 5, 2017: Volterra, Italy.

Stringam B., and Gerdes, J. The Automation of Service in the Hospitality Industry. Global Conference on Services Management, October 5, 2017: Volterra, Italy.

Stringam, B., Correa, J., Mitchell, P. & Mandabach, K. Extending your Academic Reach using the Internet. International CHRIE Conference, July 22, 2016, Grapevine, TX.

Stringam B. Beyond Standard 8: Universal Design in Online Courses. Quality Matters for Online Course Design, International Conference, September 2014, Baltimore, MD.

Stringam B. Universal Design: Beyond Standard 8. Quality Matters for Online Course Design Southwest Regional Conference, April 2014, Santa Fe, NM.

Stringam, B. Industry Research Update. American Resort Development Association International Conference April 2013, Hollywood, FL.

Stringam, B. Industry Research Update. American Resort Development Association International Conference March 2012, Las Vegas, NV.

Stringam, B. Gerdes, J., Guillet, B. Does Customer Loyalty Translate into Long term Profitability within the Hotel Industry? EURO CHRIE Conference, Lausanne Switzerland, October 26, 2012.

Stringam B. Students get involved in hotel recycling efforts. EURO CHRIE Conference, Lausanne Switzerland, October 24-27, 2012 (Poster).

Stringam, B. HOA Controlled Resorts, American Resort Development Association International Convention, American Resort Development Association, Las Vegas, NV, April 3, 2012.

Stringam, B. American Resort Development Association Fall Legislative Meetings, American Resort Development Association, Washington DC, "HOA Controlled Resorts", November 2011.

Stringam, B. Industry Update Panel Presentation. American Resort Development Association International Conference March 2011, Orlando, FL.

Stringam, B., & Gerdes, J. Assessing Differences in Word Use in Online User Generated Travel Reviews across Hotel Segments, International CHRIE Conference 28-31 July 2010, San Juan, Puerto Rico.

Stringam, B. Industry Update Panel Presentation. American Resort Development Association International Conference 15-18 March 2010, Las Vegas NV.

Stringam, B. Words of Mouse and Other Changes to Hotel Reservation and Rating Systems, Rocky Mountain Regional CHRIE meeting, Feb 12-14, 2009. Denver, Colorado.

Stringam, B. Generational and Technological Market Segments, Tourism Association of New Mexico Research and Marketing Conference, Las Cruces, NM, November 6, 2008

Stringam, B. & Gerdes, J. Words of Mouse: Consumer Generated Feedback and Internet Strategies, Tourism Association of New Mexico Research and Marketing Conference, Las Cruces, NM, November 7, 2008

Stringam, B. Panel Presentation: Business and Solutions Panel, Workforce Summit, Las Cruces, NM, October 8, 2008.

Invited panelist "Vacation compression – what do leisure travelers need now?" 8th Annual Resort Conference, Hotel Sales and Marketing Association and the International Resort Management Association, San Diego, CA April 2008.

Bender, B. (2007) Amenities of Timeshare and Vacation Ownership Resorts. *American Resort Development Association Carolinas Region Annual Meeting*, Myrtle Beach, SC September 2007.

Bender, B., Partlow, C, and D. Norris. Corporate Strategies of the Future: National Tourism Research. Invited panelist. *Alfred P. Sloan Travel and Tourism Industry Center Conference*, September 2007, Columbia, South Carolina.

Bender, B. and Gerdes, J. To Book or Not to Book: The Role of Hotel Web Site Heuristics. *Hospitality Information Technology Association 2007 International Conference*, June 25, 2007, Orlando Florida.

Bender, B., C. Partlow, and M. Roth. Corporate Strategy of Multinational Hotel Companies. *Sloan Industry Studies Annual Conference*, April 26-27, 2007, Cambridge, Massachusetts.

Bender, B., C. Partlow, and M. Roth. Corporate Strategy of Multinational Hotel Companies. *International Council on Hotel, Restaurant and Institutional Education 2006 Annual Conference*, July 29, 2006, Washington D.C.

Pederson, B., Calvert C. (2003). Where in the Web Have They Been: A Study to Determine Student Use and Satisfaction with University Internet Courseware. *Southeast Council on Hotel, Restaurant and Institutional Education Conference*, November 14, 2003, Wilmington, NC.

Calvert C., Pederson, B, (2003) A Curriculum Assessment by Members of the Hospitality Association on Hilton Head Island, South Carolina. *Southeast Council on Hotel, Restaurant and Institutional Education Conference*, November 14, 2003, Wilmington, NC.

Pederson, B. (1992) Improving the Use of Computer Simulations in the Hospitality Curricula. *Information Technology in Hospitality Education Conference*. January 1992, Cornell University, Ithaca, N.Y.

OTHER PUBLICATIONS AND REPORTS:

Gerdes J. & Stringam, B. (2013). American Resort Development Association, Resale Inventory Analysis Study.

Stringam B., (November/December 2012). Notitur (magazín for AMDATUR). Tiempo Compartido y Propiedad Vacacional, Situación Actual de la Industria en los Estados Unidos.

Stringam, B., Upchurch, R., & Curtis, C. (March 2012). A Study of HOA Controlled Resorts. American Resort Development Association *Developments Magazine*, Survey of HOA Controlled Timeshare Resorts in the United States.

Stringam, B., Upchurch, R., & Curtis, C. (January 2012). American Resort Development Association, Survey of HOA Controlled Timeshare Resorts in the United States, 2011.

Stringam, B., Upchurch, R., & Curtis, C. (April 2011). American Resort Development Association, Independent Single Site Timeshare Resorts Study, 2011

Stringam-Bender, B., & Gerdes, J. (2010, August) American Hotel & Lodging Association, Consumer Insight Newsletter, Words of Mouse: Examining Low ADR Hotel Segments.

Stringam-Bender, B., & Gerdes, J. (2009, December) American Hotel & Lodging Association, Consumer Insight Newsletter, Words of Mouse: Food & Beverage and Recreational Amenities.

Stringam-Bender, B., & Gerdes, J. (2009, April) American Hotel & Lodging Association, Consumer Insight Newsletter, Words of Mouse: Cleanliness and Maintenance Related words.

Stringam-Bender, B., & Gerdes, J. (2009, August) American Hotel & Lodging Association, Consumer Insight Newsletter, Words of Mouse: Service, Staff and Location.

Bender, B. (2007) Amenities of Timeshare and Vacation Ownership Resorts. American Resort Development Association International Foundation and the Alfred P. Sloan Center for International Travel and Tourism.

Bender, B., C. Partlow, and M. Roth. (2006) Multinational Hotel Corporate Strategy. Alfred P. Sloan Center for International Travel and Tourism.

MEMBERSHIPS HELD AND SERVICE TO THE ACADEMIC COMMUNITY:

Service to the Academic Community

Director for NMSU Global for the College of ACES, January 2024 – present.

Member, Global Faculty Advisory Committee, August 2024 – present.

Member, Goal 5 Faculty Success Committee, March 2024 – present.

Member, Goal 5 KPI Committee, February 2024 – present.

Chair, Promotion and Tenure Committee, College of Agricultural, Consumer and Environmental Science, New Mexico State University, March 2022-2024

Member, Promotion & Tenure Committee, College of Agricultural, Consumer and Environmental Science, New Mexico State University, 2018-present.

Chair, Curriculum Committee, School of Hotel, Restaurant & Tourism Management, New Mexico State University, 2018-2024.

Member, Curriculum Committee, College of Agricultural, Consumer and Environmental Science, 2017-present.

Member, University Athletic Council, New Mexico State University, 2018-2024.

Chair, Taskforce for the Continuous Improvement of Teaching across Modalities, New Mexico State University, 2019-2020.

Digital Faculty Fellow for the College of Agricultural, Consumer and Environmental Sciences, New Mexico State University, 2020-2021.

Member, ad hoc committee in support of ACES online instruction, College of Agricultural, Consumer and Environmental Sciences, New Mexico State University, 2020.

Member, NMSU Online Task Force. New Mexico State University, 2018-2020.

Chair, Online Course Improvement Program Advisory Board, New Mexico State University, 2016-2019.

Chair, development and implementation of an online Master's degree program in HRTM, School of Hotel, and Restaurant & Tourism Management New Mexico State University, 2016-2019.

Chair and Member, Assessment Committee, Baccalaureate Experience, New Mexico State University, 2015-2017.

Member, Dean's Advisory Committee, College of Agricultural, Consumer and Environmental Science, New Mexico State University, 2017-2019.

Faculty Fellow, Residential Life, New Mexico State University, 2017-2020.

Faculty Leader, Hotel Sustainability and Community Project, School of Hotel, Restaurant & Tourism Management, New Mexico State University, 2009–2020.

Chair, Member, Promotion & Tenure Committee, School of Hotel, Restaurant & Tourism Management, New Mexico State University, 2018-present

Service to the Profession and the Community:

Member Research Committee for the American Resort and Development Association International Foundation, 2005 – present

Member Ad hoc Committee Reviewing: U.S. Owners Report. 2009, 2012, 2014, 2016, 2022, 2024

Member Ad hoc Committee Reviewing RFPs for U.S. Timeshare Ownership Market Size and Owner Profile, 2008, 2009

Member Ad hoc Committee Reviewing RFPs for Resale Study, 2010, 2013, 2017

Member Ad hoc Committee Reviewing State of the Industry Report, 2012, 2013, 2014, 2016, 2018, 2020, 2025

Member Ad hoc Committee Reviewing: Next Generation Report, 2015

Member Ad hoc Committee Reviewing: World Wide Shared Vacation Ownership Report, 2012

Member Education Committee (University Task Force) for the American Resort and Development Association International Foundation, 2006 – 2020.

Member American Hotel & Lodging Association, 2008—present

Member HTNG AI Community

Member HTNG Hotel Infrastructure Community

Alfred P. Sloan Foundation Industry Studies Association, Research Affiliate, 2005-present

Member of By-Laws Committee, ICHRIE, 2003-2006, and again 2019-2021

Member, New Mexico 1st, Broadband Working Group, 2013-2014.

Member (ex-officio) South Carolina Hospitality Association Board of Directors, 2004-2008

Member, Education Committee, South Carolina Hospitality Association, 2004-2008

Member, Women in Lodging, American Hotel and Lodging Association, 2004 – present.

Editorial Review Board, Journal of Hospitality & Tourism Education, 2006- present.

Regularly review journal article submissions for Tourism Analysis Journal, Journal of Hospitality Marketing & Management, Journal of Hospitality and Tourism Technology, and The International Journal of Contemporary Hospitality Management.

Review occasional article submissions for: The Bulletin of Geography, Electronic Commerce Research Journal, Technological Forecasting & Social Change, and SciTechnol.

Invited Faculty for the Faculty Internship Program with CHRIE and Marriott Vacation Club International, June 2007.

Judge, Student Invitational, Lodging Management Program of the American Hotel and Lodging Association, 2004, 2006, 2008

Paper Referee for ICHRIE International Conference, 2004 – present

Paper Referee, Graduate Conference, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014.

Executive committee member and advisor to the South Carolina Hospitality Association Student Competition and Conference, 2003-2004.

Contributing Editor for the Hospitality and Tourism Educator, 1992-1994

Charter Executive Committee Member, Program Chair, and Paper Chair Hospitality Information Technology Association, 1992-1994

Member of ICHRIE (International Council for Hotel Restaurant and Institution Educators) 1987 - present

Member of the Cornell Hotel Society, 1983 - present.

Master Reviewer, Quality Matters for Online Instruction, 2014-2023.