

## DAVID C. BOJANIC

Anheuser-Busch Foundation Professor in Tourism Management  
Department of Marketing  
College of Business  
University of Texas at San Antonio  
San Antonio, TX 78249  
210-458-5373  
[David.Bojanic@UTSA.edu](mailto:David.Bojanic@UTSA.edu)

### EDUCATION

**University of Kentucky**, D.B.A., 1988, Marketing, Lexington, KY

**James Madison University**, M.B.A., 1983, Harrisonburg, VA

**Pennsylvania State University**, B.S., 1980, Marketing, State College, PA

### TEACHING EXPERIENCE

**University of Texas at San Antonio** 2007 – present

- *Anheuser-Busch Foundation Professor in Tourism Management*, Dept. of Marketing
- *Director*: Sport, Event and Tourism Management Program (2013-2017)
- *Courses*: Destination Marketing, Sports Tourism, Resort & Club Mgt., Event Management, Sports Marketing, Media Relations

**University of Massachusetts Amherst** 1992 – 2007

- *Professor*, Department of Hospitality and Tourism Management
- *Associate Department Head* (2006-2007)
- *Graduate Program Director* (1993-1995)
- *Courses*: Research, Pricing, Sales and Marketing, Event Management

**University of North Carolina at Wilmington** 1988 – 1992

- *Assistant Professor*, Department of Management and Marketing
- *Courses*: Marketing Management/Strategy, Research, and International Marketing

**University of Kentucky** 1985 – 1988

- *Teaching Assistant*, Department of Marketing
- *Courses*: Marketing Research, Retailing, and Principles of Marketing

### International Programs

- DCT International Hotel & Business Management School, Switzerland (10/05)
- SHATEC, Singapore (1/04; 12/05)
- International College of Hospitality Administration, Switzerland (6/93)

## PROFESSIONAL EXPERIENCE

- Littlewood, Shain & Company**, Wayne, PA, *Banking Analyst*. 1984 - 1985  
Performed marketing research for financial institutions.
- Pennsylvania Housing and Finance Agency**, Harrisburg, PA, *Financial Auditor*. 1983 - 1984  
Reviewed financial statements.
- Dauphin Deposit Bank**, Harrisburg, PA, *Bank Auditor*. 1980 - 1981  
Examined the operations of all bank departments.

## EDITORIAL REVIEW BOARDS

- Journal of Travel Research (1997-2004; 2010-present)  
International Journal of Hospitality Management (2003-present)  
Tourism, Culture & Communication (2002-present)  
Marketing Education Review (2010-2012)

## GRANTS, AWARDS, AND SEMINARS/SPEAKING ENGAGEMENTS

- |                 |                                       |  |
|-----------------|---------------------------------------|--|
| <b>Grants</b>   | 2014-2015                             | San Antonio CVB Heritage Research Grant (\$29K)  |
|                 | 2014                                  | UTSA Institute for Economic Development (\$6K)   |
|                 | 2008-2013                             | UTSA College of Business Research Grant (\$5K/year)  |
|                 | 2006                                  | Isenberg School of Management Research Grant (\$3K)  |
|                 | 2004                                  | Sentosa Leisure Group Needs Assessment Grant (\$50K)   |
|                 | 1995                                  | Massachusetts Department of Public Health ((\$5K)  |
|                 | 1994                                  | Fletcher Research Grant/AHMA (\$2K)  |
|                 | 1990                                  | Cameron School of Business Research Grant (\$2K)   |
| 1988            | Kentucky Department of Parks (\$100K) |  |
| <b>Awards</b>   | 2019                                  | President's Distinguished Achievement Award for Excellence in Community Engagement                 |
|                 | 2011                                  | Reviewer of the Year, Marketing Education Review   |
|                 | 2004                                  | Certificate for Outstanding Teaching, Continuing Education   |
|                 | 2001                                  | Certificate of Achievement for Outstanding Outreach  |
|                 | 1994                                  | Meritorious Service Award from RCRA  |
| <b>Seminars</b> | 2004                                  | International Association of Amusement Parks and Attractions (IAAPA), Invited Speaker, Singapore   |
|                 | 1997                                  | U.S.-Russian Partnership (USAID/Eurasia Fund), Tourism Development Seminar, St. Petersburg, Russia |
|                 | 1994                                  | Resort and Commercial Recreation Association, Invited Speaker, Annual Conference                   |
|                 | 1994                                  | The Athens Laboratory of Business Adm., Tourism Seminar, Greece                                    |
|                 | 1994                                  | Massachusetts Lodging Association, Guest Speaker   |

## **INDUSTRY RESEARCH PROJECTS**

### **Sports, Events and Tourism**

San Antonio Missions Baseball Team (2017; 2018; 2019) – fan experience survey and promotion plan  
Cascade Caverns, Boerne, TX (2015) – expert witness on attraction management and performance  
Canyon Lake Gorge, TX (2014) – destination marketing plan  
Crystal City, TX (2013-2014) – city marketing plan for business and tourism  
UTSA Athletic Department, San Antonio, TX (2013) – student athlete survey for recruiting/satisfaction  
King William Fair, San Antonio, TX (2012) – attendee survey and social media campaign  
San Antonio Convention & Visitors Bureau (2008, 2011) – Mexican visitor spending  
Westfield International Air Show, MA (2010) – attendee profile and economic impact  
Artpace (Chalk It Up), San Antonio, TX (2010) – designed survey (profile and impact)  
King William Fair, San Antonio, TX (2010) – attendee profile and economic impact  
King William Fair, San Antonio, TX (2009) – integrated marketing campaign  
LBJ Golf Course, Fredericksburg, TX (2009-present) – usage and satisfaction survey  
Fredericksburg Convention & Visitors Bureau, TX (2009) – visitor profile  
Volleyball Hall of Fame, Holyoke, MA (2009) – visitor profile and economic impact  
Greater New England Air Show, MA (2008) – attendee profile and economic impact  
Golf San Antonio, TX (2008) – product design study for Valero Texas Open  
Rio Cibolo Ranch, Sequin, TX (2007) – feasibility study for lodging facilities  
Greater Springfield CVB, MA (2003) – motorcoach market analysis  
Greater Springfield Convention and Visitors Bureau (2000) – conversion study  
Cross-Culture Travel, Amherst, MA (2000) – study of national customer base  
First Night Northampton, MA (1998) – study of local community event perceptions  
Smugglers' Notch Ski Resort, VT (1993-1995) – segmentation and service design  
Resort and Commercial Recreation Association (1994) – membership study  
Florida Center for Tourism, UCF (1988) – developed a forecasting model for center  
Kentucky Department of Parks (1988) – service design for park lodging facilities

### **Hospitality Organizations**

Campus Center Hotel, UMass, Amherst, MA (2001-2007) – comment card analysis  
MassMutual Learning & Conference Center, Chicopee, MA (2007) – marketing audit  
UMass Convenience Stores, Amherst, MA (2006) – customer satisfaction study  
Haroodon Restaurants, Seoul, Korea (2004) – intercept study of customer base  
House of Teriyaki, Amherst, MA (2003) – intercept study of customer base  
Abdow Corporation, Springfield, MA (2002) – intercept study of restaurants' customers  
Restaurant Associates, NY (1998) – study of business cafeteria customers  
Le Meridian Hotel, Boston, MA (1996) – study to aid in the redesign of the atrium cafe  
Bertucci's Restaurant, Amherst, MA (1996) – intercept study of customer base  
Marriott Management Services (1995) – effect of distance education on campus dining

### **Other Service and Nonprofit Organizations**

Global Pain Association, San Antonio, TX (2019) – seminar attendee survey  
Santikos, San Antonio, TX (2010-11) – expert witness on shopping center potential sales  
Haven for Hope, San Antonio, TX (2010) – designed survey for Life Safety Department  
Northern Dauphin YMCA and Communities That Care, PA (2004) – program evaluation  
Northern Dauphin YMCA, PA (1997) – membership satisfaction study  
Massachusetts Dept. of Public Health (1995) – impact of smoking bans on restaurants  
Hampshire Mall (Pyramid), Hadley, MA (1994-1995) – mystery shopper program  
United Carolina Bank (1990-1995) – service design and customer satisfaction  
University of North Carolina at Wilmington (1992) – university image study  
American Lung Association of North Carolina (1992) – study for fundraising product  
Bank One of Lexington (1988) – service design for commercial banking

## **PUBLICATIONS**

### **Books and Book Chapters**

Bojanic, D. and R. Reid (2017), *Hospitality Marketing Management*, 6<sup>th</sup> edition, New York: John Wiley & Sons, Inc.

Siguaw, J. and D. Bojanic (2004), *Hospitality Sales: Selling Smarter*, New York: Delmar/Thomson Learning.

Bojanic, D. (2008), "Hospitality Marketing Mix and Service Marketing Principles," *Handbook of Hospitality Marketing Management*, edited by H. Oh and A. Pizam, Butterworth-Heinemann, Chapter 3: 59-84.

### **Refereed Journals**

Bojanic, D. and M. Lo (forthcoming). "Are Tourism Imports a Luxury or Necessity?" *Tourism Analysis*.

Bojanic, D. and R. Warnick (2020). "The Relationship between a Country's Level of Tourism and Environmental Performance," *Journal of Travel Research*, 59(2): 220-230.

Lien, D., M. Lo and D. Bojanic (2019). "Asymmetric Effects of Cultural Institutes on Trade and FDI," *The World Economy*, 42(5), 1520-1523.

Musante, M., and D. Bojanic (2018). "Regulatory Focus and Risk Factors in Travel Planning," *Journal of Applied Marketing Theory*, 8(1), 53-63.

Warnick, R., D. Bojanic and E. Cartier (2017). "A Comparison of Economic Impact Measurement Techniques for a Tourism Special Event," *Journal of Travel Research*, 56(5), 578-592.

Bojanic, D. and M. Lo (2016). "A Comparison of the Moderating Effect of Tourism Reliance on the Economic Development for Islands and Other Countries," *Tourism Management*, 53, 207-214.

Warnick, R., D. Bojanic and F. Xu (2015). "Using a Trade Market Analysis Technique to Refine Measurements for Economic Impact Analysis of Special Events," *Journal of Travel Research*, 54(1), 52-65.

Bojanic, D. and R. Warnick (2012), "The Role of Purchase Decision Involvement in a Special Event," *Journal of Travel Research*, 51(3), 357-366.

Bojanic, D. (2011), "Using an Importance-Performance Typology to Investigate Environmental Sustainability on a Global Level," *Journal of Sustainable Tourism*, 19(8), 989-1003.

Bojanic, D. (2011), "The Impact of Age and Family Life Experiences on Mexican Visitor Shopping Expenditures," *Tourism Management*, 32(2), 406-414.

## Refereed Journals (continued)

Warnick, R., D. Bojanic, A. Mathur, and D. Ninan (2011), "Segmenting Event Attendees Based on Travel Distance, Frequency of Attendance and Involvement Measures: A Cluster Segmentation Technique," *Event Management*, 15(1), 97-103.

Kim, J., D. Bojanic, and R. Warnick (2009), "Price Bundling and Travel Product Pricing Practices Used by Online Channels of Distribution," *Journal of Travel Research*, 47(4), 403-412. (*JTR* List of Most Read Papers, 2009).

Musante, M., Bojanic, D. and J. Zhiang (2009), "An Evaluation of Hotel Website Attribute Utilization and Effectiveness by Hotel Class," *Journal of Vacation Marketing*, 15(3), 203-215.

Musante, M., Bojanic, D. and J. Zhang (2008), "A Modified Brand Personality Scale for the Restaurant Industry," *Journal of Hospitality and Leisure Marketing*, 16(4), 303-323

Bojanic, D., R. Warnick and M. Musante (2007), "An Extension of Burgernomics: Using a Full-Service Restaurant Product to Measure Purchasing Power Parity," *Journal of Hospitality Financial Management*, 15(1), 57-69.

Bojanic, D. (2007), "Global Pricing Strategy for a Quick-Service Restaurant Chain," *FIU Hospitality and Tourism Review*, 25(1), 32-39.

Bojanic, D. (2007), "Customer Profile of the "Carryout" Segment for Restaurants," *International Journal of Contemporary Hospitality Management*, 19(1), 21-31.

Bojanic, D. and Y. Xu (2006), "An Investigation of Acculturation and the Dining-Out Behavior of Chinese Living in the United States," *International Journal of Hospitality Management*, 25 (2), 211-226.

Bojanic, D. (2005), "Tourism Area Life Cycle Stage and the Impact of a Crisis, *ASEAN Journal on Hospitality and Tourism*," 4(2), 139-150.

Murase, H. and D. Bojanic (2004), "An Examination of the Differences in Restaurant Brand Personality Across Cultures," *Journal of Hospitality and Leisure Marketing*, 11(2/3), 97-113.

Harris, K., D. Bojanic and D. Cannon (2003), "Service Encounters and Service Bias: A Preliminary Investigation," *Journal of Hospitality & Tourism Research*, 27(3), 272-290.

Gould, S. and D. Bojanic (2003), "Exploring Hospitality Program Rankings," *Journal of Hospitality and Tourism Education*, 14(4), 24-32.

Bojanic, D. and R. Kashyap (2000), "A Customer Oriented Approach to Managing Noncommercial Foodservice Operations," *Journal of Restaurant and Foodservice Marketing*, 4(1), 5-18.

Kashyap, R. and D. Bojanic (2000), "The Role of Value, Quality, and Price in Travel Decisions," *Journal of Travel Research*, 39(1), 45-51.

## **Refereed Journals (continued)**

- Bojanic, D. and L. Shea (1997), "Segmentation for a Multiunit Restaurant Operation: Taking Location into Account When Advertising," *Cornell Hotel and Restaurant Administration Quarterly*, 38(4), 56-61.
- Bojanic, D. (1996), "The Smoking Debate: A Look at the Issues Surrounding Smoking Bans in Restaurants," *Hospitality Research Journal*, 20(1), 27-38.
- Bojanic, D. (1996), "Consumer Perceptions of Price, Value and Satisfaction in the Hotel Industry: An Exploratory Study," *Journal of Hospitality & Leisure Marketing*, 4(1), 5-22.
- Bojanic, D., L. Shea and E. Honeycutt, Jr. (1995), "An Examination of Hotel Conventions Sales Training Programs: Implications for Industry and Academic Institutions," *Hospitality and Tourism Educator*, 7(2), 15-19.
- Bojanic, D. and R. Warnick (1995), "Segmenting the Market for Winter Vacations," *Journal of Travel and Tourism Marketing*, 4(4), 85-95.
- Bojanic, D. and D. Rosen (1994), "Measuring Service Quality in Restaurants: An Application of the SERVQUAL Instrument," *Hospitality Research Journal*, 18(1), 3-14.
- Warnick, R., D. Bojanic and S. Bojanic (1994), "Yield Management in Recreation Resources Management," *Journal of Park and Recreation Administration*, 12(3), 71-90.
- Bojanic, D. and E. Dale (1993), "A Survey of Convention Sales Career Opportunities," *Hospitality and Tourism Educator*, 5(4), Fall, 41-43.
- di Benedetto, A. and D. Bojanic (1993), "Tourist Area Life Cycle Extensions: A Step-Logarithmic Approach," *Annals of Tourism Research*, 20(3), 557-570.
- Bojanic, D. and P. Voli (1992), "Customer Interchange Analysis: A Look at the 'Locals'," *Journal of Hospitality and Leisure Marketing*, 1(2), 45-58.
- Bojanic, D. (1992), "A Look at a Modernized Family Life Cycle and Overseas Travel," *Journal of Travel and Tourism Marketing*, 1(1), 61-79.
- Bojanic, D. (1991), "The Use of Advertising in Managing Destination Image," *Tourism Management*, 12(4), December, 352-355.
- Bojanic, D. (1991), "Quality Measurement in Professional Service Firms," *Journal of Professional Services Marketing*, 7(2), 27-36.
- Bojanic, D. and R. Calantone (1990), "A Contribution Approach to Price Bundling in Services," *Annals of Tourism Research*, 17(4), 528-540.
- Bojanic, D. and R. Calantone (1990), "Price Bundling in Public Recreation," *Leisure Sciences*, 12(1), 67-78.
- Calantone, R., A. di Benedetto, A. Hakam and D. Bojanic (1989), "Multiple Multinational Tourism Positioning Using Correspondence Analysis," *Journal of Travel Research*, 28(2), Fall, 25-32.

### **Refereed Journals (continued)**

Calantone, R., A. di Benedetto and D. Bojanic (1988), "Multimethod Forecasts for Tourism Analysis," *Annals of Tourism Research*, 15(3), 387-406.

Calantone, R., A. di Benedetto and D. Bojanic (1987), "A Comprehensive Review of the Tourism Forecasting Literature," *Journal of Travel Research*, 26(2), Fall, 28-39.

### **Conference Papers and Presentations (Refereed)**

Warnick, R., and D. Bojanic (2020). "Economic Impact Analysis – Great New England Air Show: Lessons Learned after a Decade of EI Assessments," *National Environment and Recreation Research Symposium*, Annapolis, MD.

Bojanic, D., Hillner, J. and M. Musante (2019). "Can Fantasy Football Consumers Rely on Player Projections Found on Internet Websites?," *Association of Marketing Theory and Practice*, Charleston, SC.

Warnick, R., and D. Bojanic (2019). "Economic Impact Measures: EI Benchmarking and Market Profiling of Non-Attendees at Regional Special Events," *National Environment and Recreation Research Symposium*, Annapolis, MD.

Musante, M., and D. Bojanic (2017). "Consumer Attitudes Toward Travel Risks by Regulatory Focus Orientation and Gender," *Association of Marketing Theory and Practice*, Myrtle Beach, SC.

Bojanic, D., M. Musante, and R. Warnick (2016), "An Examination of International Tourist Hotel Performance by Segment and Season," *Association of Marketing Theory and Practice*, St. Simons, Georgia.

Warnick, R., Bojanic, D. C., Shin, T. J., & Cartier, E. (2016). Great New England Air Show Economic Impact Analysis: EI Benchmarking and Market Profiling. *National Environment and Recreation Research Symposium*.

Bojanic, D. and M. Lo (2013), "The Role of Tourism in the Economic Development of Small Island Developing States," *International Management Development Association Conference*, Taipei, Taiwan.

Warnick, R., D. Bojanic, and E. Cartier (2013), "Economic Impact and Significance Studies: Research Measurement," *Northeastern Recreation Research Proceedings*, Bolton Landing, NY.

Bojanic, D. and M. Lo (2012), "Evaluating the Impact of the Recession on the International Tourist Hotel Market in Taiwan," *Asia Pacific Tourism Association Conference*, Taipei, Taiwan.

Warnick, R., D. Bojanic and F. Xu (2012), "Economic Impact and Significance: Additional Insights for Measurement in Special Events," *Northeastern Recreation Research Proceedings*, Bolton Landing, NY.

## **Conference Papers and Presentations (Refereed - continued)**

Musante, M., D. Bojanic and R. Warnick (2011), "Risk as a Decision-Making Variable in Travel Destination Selection", *Association of Marketing Theory and Practice Annual Conference*, Panama City, FL.

Warnick, R. and D. Bojanic (2010), "Purchase Decision Involvement: Event Management Segments and Related Event Behavior," *Northeastern Recreation Research Proceedings*, Bolton Landing, NY.

Warnick, Rodney B, David C. Bojanic, Atul Sheel, Apurv Mathur and Deepak Ninan. (2009), "Economic Impact and Market Analysis of a Special Event: The Great New England Air Show." *Northeastern Recreation Research Symposium Proceedings*, Bolton Landing, NY. General Technical Report. Newtown Square, PA: U.S. Department of Agriculture, Forest Service, Northern Research Station.

Bojanic, D., Warnick, R., and M. Musante (2009), "A Comparison of the Economic Importance of Tourism between Island Nations and Other Countries," *Travel and Tourism Research Association Conference*, Hawaii.

Kim, J., D. Bojanic, and R. Warnick (2008), "Using the Internet for Price Bundling in Tourism: An Examination of Online Travel Agents," *Travel and Tourism Research Association Conference*, Philadelphia, PA. (Best Paper Nominee)

Musante, Michael, and David Bojanic (2008), "Event Marketing Management and Audience Profiling: The Case of First Night," *Association of Marketing Theory and Practice Conference*, Savannah, GA.

Warnick, R. and D. Bojanic (2007), "New England's travel and recreation markets: trends in the geographic target markets beyond 2000," *Northeastern Recreation Research Symposium Proceedings*, Bolton Landing, NY. Gen. Tech. Rep. NRS-P-14. Newtown Sq., PA: U.S. Dept. of Agriculture, Forest Service, Northern Research Station: 78-88.

Bojanic, D. and R. Warnick (2006), "The Role of Post-Event Evaluation in Planning Marketing Strategies," *Society for Marketing Advances Conference*, Nashville, TN.

Bojanic, D. and J. Zhang (2005), "The Evolution of Tourism in China: A Tourist Area Life Cycle Approach," *Second PolyU China Tourism Forum and Third China Tourism Academy Annual Conference*, Guangzhou, China.

Siriangkul, A, R. Warnick, D. Bojanic, and L. Lowry (2005), "Movie Effects on the Image of Thailand Among Student Travelers," *Northeastern Recreation Research Symposium*, Bolton Landing, New York.

Bojanic, D. and J. Siguaw (2001), "Segmenting the Market for Cultural Tours: A Guide for Successful Tour Operations," *Cornell University and City University of Hong Kong Joint Conference in Hospitality and Tourism*, Hong Kong.

Bojanic, D. and R. Kashyap (2000), "A Means-End Approach to Investigating the Influence of Perceived Value on Consumers' Purchase Intentions," *Academy of Marketing Science Conference*, Montreal, Quebec, Canada.



## **Conference Papers and Presentations (Refereed - continued)**

Bojanic, D. and R. Kashyap (1999), "A Means-End Approach to Designing and Managing Noncommercial Foodservice Operations," *CHRIE Conference*, Albuquerque, NM.

Bojanic, D. and R. Kashyap (1997), "The Development of an Ethical Orientation Typology and its Impact on Public Policy in the Service Industry," *AMA Conference on Marketing and Public Policy*, Boston, MA.

Kashyap, R. and D. Bojanic (1997), "The Strategic Value Chain and Sustainable Competitive Advantage," *AMA Summer Educator's Conference*, Chicago, IL.

Bojanic, D. (1996), "An Examination of the Means-End Model of Price, Quality and Value in the Service Industry," *Academy of Marketing Science*, Pheonix, AZ.

Bojanic, D. (1995), "The Relationship Between Price, Value and Satisfaction in Consumer Evaluations of Hotel Services," *CHRIE Conference*, Nashville, TN.

Bojanic, D., L. Shea and E. Honeycutt (1994), "An Evaluation of Convention Sales Training Programs: Implications for Industry and Academic Institutions," *CHRIE Conference*, Palm Springs, CA.

Bojanic, D. and R. Warnick (1994), "Regional Trade Market Analysis: Resort Marketing Approaches," *Northeast Recreation Research Conference*, Saratoga Springs, NY.

Bojanic, D. and R. Kashyap (1993), "Forecasting the Seasonal Demand for Lodging: Econometrics vs. Time Series," *CHRIE Conference*, Chicago, IL.

Bojanic, D., S. Bojanic and R. Warnick (1993), "Yield Management in Recreation," *Northeast Recreation Research Conference*, Saratoga Springs, NY.

Bojanic, D. and T. Baker (1992), "Consumer Vacation Behavior Across Stages of the Family Life Cycle," *Association of Marketing Theory and Practice*, Hilton Head, SC.

Bojanic, D., P. Voli and V. Howe (1992), "Pricing in Public Institutions: An Empirical Examination," *Southeast Decision Sciences Institute*, Savannah, GA.

Bojanic, D., E. Honeycutt and J. Ford (1992), "From Trading Stamps to Frequent Flyer Programs: The Case of Add-On Bundling," *Association of Marketing Theory and Practice*, Hilton Head, SC.

Baker, T., D. Bojanic and L. Pleshko (1992), "An Investigation into the External Orientation of Miles and Snow's Strategic Types," *Southern Marketing Conference*, New Orleans, LA.

Rosen, D. and D. Bojanic (1992), "A Methodology for the Measurement of Quality in Professional Services," *Southeast Decision Sciences Institute*, Savannah, GA.

### **Conference Papers and Presentations (Refereed - continued)**

Bojanic, D., Howe, V. and D. Bojanic (1992), "Utilization of Consumer Research by Charitable Organizations: Overcoming Donor Fatigue," *Association of Marketing Theory and Practice*, Hilton Head, SC.

Bojanic, D., P. Voli and J. Hunt (1991), "Can Consumers Match Celebrities and the Products They Endorse?," *Academy of Marketing Science*, Ft. Lauderdale, FL.

Bojanic, D., P. Voli and J. Hunt (1990), "An Examination of Consumers' Ability to Match Celebrities and Brands," *Southeastern Chapter of the Institute of Management Sciences*, Myrtle Beach, SC.

Bojanic, D. (1990), "The Effect of Advertising on Country Image," *Association for Global Business*, Orlando, FL.

Bojanic, D. and S. Bojanic (1990), "The Effect of Foreign Exchange Rates on International Tourism," *Southeast Decision Sciences Institute*, Columbia, SC.

Bojanic, D. and D. Latham (1989), "An Examination of Quality Measurement Scales," *Southeastern Chapter of the Institute of Management Sciences*, Myrtle Beach, SC.

Bojanic, D. and R. Calantone (1989), "The Use of Discriminant Analysis in Identifying the Nonloyal Commercial Bank Customer," *Southern Marketing Association*, New Orleans, LA.

Bojanic, D., S. Bojanic and R. Warnick (1993), "Yield Management in Recreation," *Northeast Recreation Research Conference*, Saratoga Springs, NY.

Bojanic, D. and T. Baker (1992), "Consumer Vacation Behavior Across Stages of the Family Life Cycle," *Association of Marketing Theory and Practice*, Hilton Head, SC.

Bojanic, D., P. Voli and V. Howe (1992), "Pricing in Public Institutions: An Empirical Examination," *Southeast Decision Sciences Institute*, Savannah, GA.

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Baker, T., D. Bojanic and L. Pleshko (1992), "An Investigation into the External Orientation of Miles and Snow's Strategic Types," *Southern Marketing Conference*, New Orleans, LA.

Rosen, D. and D. Bojanic (1992), "A Methodology for the Measurement of Quality in Professional Services," *Southeast Decision Sciences Institute*, Savannah, GA.

Bojanic, D., Howe, V. and D. Bojanic (1992), "Utilization of Consumer Research by Charitable Organizations: Overcoming Donor Fatigue," *Association of Marketing Theory and Practice*, Hilton Head, SC.

### **Conference Papers and Presentations (Refereed - continued)**

Bojanic, D., P. Voli and J. Hunt (1991), "Can Consumers Match Celebrities and the Products They Endorse?", *Academy of Marketing Science*, Ft. Lauderdale, FL.

Bojanic, D., P. Voli and J. Hunt (1990), "An Examination of Consumers' Ability to Match Celebrities and Brands," *Southeastern Chapter of the Institute of Management Sciences*, Myrtle Beach, SC.

Bojanic, D. (1990), "The Effect of Advertising on Country Image," *Association for Global Business*, Orlando, FL.

Bojanic, D. and S. Bojanic (1990), "The Effect of Foreign Exchange Rates on International Tourism," *Southeast Decision Sciences Institute*, Columbia, SC.

Bojanic, D. and D. Latham (1989), "An Examination of Quality Measurement Scales," *Southeastern Chapter of the Institute of Management Sciences*, Myrtle Beach, SC.

Bojanic, D. and R. Calantone (1989), "The Use of Discriminant Analysis in Identifying the Nonloyal Commercial Bank Customer," *Southern Marketing Association*, New Orleans, LA.

Bojanic, D. (1989), "Consumer Utility for Alternative Price Deals," *Southeast Decision Sciences Institute*, Charleston, SC.

Bojanic, D. and R. Calantone (1988), "The Use of Multivariate Time Series Analysis for

Bojanic, D., R. Calantone and A. di Benedetto (1988), "Price Dealing and Service Consumption," *Midwest Decision Sciences Institute*, Louisville, KY.