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An Analysis of Contributors to the FIU Hospitality Review: Volume 1 to Volume 19

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An Analysis of Contributors to the FIU Hospitality Review: Volume 1 to Volume 19

Abstract

This article documents all major articles in the FIU Hospitality Review, from its inaugural issue in spring of 1983 through 2001; 346 articles and 325 authors from 127 affiliations are included, as well as the academic institutions, hospitality industry organizations and authors who have contributed most frequently. The high ranking received by the FIU Hospitality Review is evidence of the many researchers and industry executives who have contributed over the past two decades.

Keywords

William O'Brien, FIU

FIU Hospitality Review: **Analysis of contributors**

by William O'Brien
and Elisa Moncarz

This article documents all major articles in the FIU Hospitality Review, from its inaugural issue in spring 1983 through 2001; 346 articles and 325 authors from 127 affiliations are included, as well as the academic institutions, hospitality industry organizations, and authors who have contributed most frequently. The high ranking received by the FIU Hospitality Review is evidence of the academic standing and leadership of the many researchers and industry executives who have contributed over the past two decades.

Of the vast assortment of academic majors and fields of study offered by universities in the United States, few have experienced as much development and growth in the past three decades as hospitality management. Many of the newly-developed schools have quickly established a reputation for quality, while others have added to the roster of available options.¹

Schools of hospitality management pursue academic standing when they create an image of acad-

emic respect and leadership through publication by their faculty. The increase in the number and quality of relevant journals has helped establish the credibility and respectability of the field and is a symptom of its present depth and maturity. While tourism and hospitality research has, arguably, assumed a more applied orientation, these new journals have provided a vehicle for increased research output.²

Review receives high rankings

Since its inception two decades ago, the *FIU Hospitality Review* has been consistently ranked as one of the top refereed academic hospitality journals, along with the *Cornell Quarterly*, the *International Journal of Hospitality Management*, and the *Journal of Hospitality and Tourism Research*, formerly known as the *Hospitality Research Journal*.

In a 1986 article presenting the results of a survey of senior faculty members of CHRIE, Kent and

Rutherford reported that the *FIU Hospitality Review* received a sixth ranking based on academic prestige.³ In a 1996 *Cornell Quarterly* article, Schmidgall, Woods, and Rutherford found that faculty members affiliated with CHRIE perceived the *FIU Hospitality Review* as one of the top academic journals in terms of usefulness for publishing hospitality research as well as a source of research information.⁴ Recent studies report that hospitality industry professionals selected the *FIU Hospitality Review* as one of three leading journals contributing to employee information and general business knowledge development.⁵

This study provides a detailed profile of scholarly and industry articles published in the *FIU Hospitality Review* from Volume 1 in 1983 through Volume 19 in 2001. This includes an overview of 346 articles by 325 authors, excluding publisher's columns and book reviews.

It also examines the historical pattern of contributions by industry professionals. Such non-academic organizations have made a major contribution. These included governmental agencies and professional groups from several countries. Major chains ranged from Walt Disney to Cendant, from Wendy's to Darden Restaurants, and from Delta Airlines to Carnival Cruise Lines. Hotel and resort companies such as Hilton, Cendant, and Sheraton were prominent. Of the 127 unique institutional affiliations, (76) 60

percent are from academe and (51) 40 percent from industry. From the outset, the *Review* was intended to be a scholarly journal that would provide a bridge from the academic world to industry. It would present research in a format to be read and used by industry practitioners as well as by scholars. The size of the journal was designed to fit easily into a business traveler's briefcase or purse and on a standard office bookshelf.

Studies focus on contributors

Research productivity analyses of academic journals help to codify the contributions of a discipline, illustrate that discipline's maturation, and provide for the evaluation or setting of standards for scholarly output.⁶ Analyses include an assessment of institutional contributions, as well as the contributions of individual authors.⁷ In the last two decades, researchers in a wide variety of disciplines have been analyzing their journals and the contributors to their journals. These studies have evaluated the worth and prestige of journals through surveys, citation analysis, content analysis, time series analysis, modified Delphi techniques, and a variety of other methodologies.

There are two major research productivity issues: the quantity of research output of individuals and their respective institutions, and the quality of that research productivity. The quality issue deals generally with the image, status, and prestige of the various journals

within a discipline, as well as the number of citations a given author receives.

While quality is a very important issue, the focus of this article is the quantity of research productivity.

In any quantitative analysis, the researcher must take into account the frequency of publication of each journal being studied. The *Review* appears twice a year and publishes about 20 articles. Research productivity of contributors has been measured in a number of ways, but the basis for measurement normally involves counting articles published, the number of pages published, or citations of articles published. Items are counted for a selected journal or group of journals perceived to be leading publications in the discipline of interest.⁸ In any quantitative analysis dealing with the number of articles, the researcher must take into account the frequency of publication of the journal, and page counts must take into account the size and format of the journal page.

An early analysis of general business and management research productivity investigated article productivity in a number of areas, including marketing, accounting, finance, management science, operations research, general management, risk and insurance, and industrial and labor relations. Moore and Taylor, in a 1980 study⁹ counted both articles and pages published between 1972 and 1978 for a sample of 15

journals representing five different business disciplines.

In a 1986 study, Heck, Cooley, and Hubbard¹⁰ counted articles and notes published in a single journal, *The Journal of Finance*, from 1946 through 1985. The counting procedure was adjusted for co-authorship by giving each of the authors credit for a 1/n share of the article. The co-author adjusted article count and attendant rankings were reported for all three categories of contributors. Authors' employers were ranked based upon article counts. Separate results also were reported for each of the three journals. Although the number of pages published was stated, the number of articles published was used to rank authors' employers. In 1987, Williams updated the Moore and Taylor study and, in addition, provided ratios for the leading employers and analyzed intertemporal changes among employing institutions.¹¹

Contributors are studied

Over the past 15 years, there have been several studies of institutional and individual contributors to hospitality management literature. Studies of article productivity and factors determining research productivity are found in Weaver and McCleary¹² in 1989, Weaver, McCleary, and Farrar in 1990,¹³ and Samenfink and Rutherford in 1992 and 1996.¹⁴

In a 1989 article in the *Ohio Hospitality Journal*, Weaver and McCleary¹⁵ identified the 10 most active universities with hospitality

programs in terms of publication by their faculty in four academic journals over a five-year period. Cornell University and Florida International University were found to have the largest numbers of publications during the designated period.

In a 1992 study, Denney G. Rutherford and William Samenfink identified the 87 most prolific authors in four hospitality journals in order of total appearances as well as adjusted appearances. The research methodology was based on a model from the finance discipline developed by Heck and Cooley in 1988¹⁶ in which a point was awarded to each author for total appearances and partial points for multiple authorships. It was assumed that if an author was listed, he or she completed an equal share of the work. Adjusted points were based on the number of authors who wrote the article. With two authors, each was awarded one half point; with three authors, each was awarded one third of a point, etc. A ranking of academic institutions of these authors was used to develop comparative rankings of institutions employing authors in the four hospitality journals. Business affiliations of non-academic authors were not included.

A 1996 study by Samenfink and Rutherford¹⁷ in the *Hospitality and Tourism Educator* identified the most prolific authors from its first issue in 1988 to the third issue of Volume 7 in 1995. The methodology used in the research was based on the authors' 1992 study. A compar-

ative ranking of academic institutions based on the employer of the author was also included.

Studies by Weaver and McCleary (1989), Weaver, McCleary, and Farrar (1990), and Rutherford and Samenfink (1992, 1996) reported a ranking of universities based on the number of times a writer's university affiliation was listed. According to Heck and Cooley, "Published research leads the intellectual development of the discipline, and it is generally believed that significant research and quality teaching go hand in hand." Because of the obscurity and difficulty of measuring other standards (success of graduates, size of endowments or grants, industry acceptance, etc.), rankings such as these are the only quantitative established benchmarks of program quality that can be universally accepted.¹⁸ Clearly, a longitudinal study spanning major hospitality schools would be of value commensurate with its expense.

FIU Review analyzed

The focus in this study is on the publication productivity of hospitality management scholars and industry professionals publishing in the *FIU Hospitality Review* over most of its first two decades, 1983 to 2001. All data were collected into a database, which was placed on the journal's website (www.fiu.edu/~review/) and later compiled into a computer spreadsheet. Although each issue includes a publisher's column and some book reviews,

only primary refereed articles were used in identifying the contributions of individual authors, their employers, and their academic or industry affiliations.

The study ranked the academic contributors of Volume 1 to Volume 19 in terms of total and weighted appearances. For the weighted value, each author's contribution was assessed according to the number of co-authors. The institution or industry affiliation at the time of publication was also tabulated.

Points are adjusted

The methodology for this research was based on studies by Rutherford and Samenfink (1992, 1996).¹⁹ The employer of record at the time the author published an article was given credit for that publication. Authors were awarded one point for single-authored pieces. For an article with two authors, each was awarded half a point; with three authors, each was awarded a third of a point; etc. In all cases, the number of weighted appearances was less than or equal to the total number of appearances.²⁰

The database included an entry each time an author published an article, the rank or position of the author, and his or her company or university affiliation at the time of the publication. MS Excel Pivot Tables were used to run frequencies and cross tabulations. Some, as suggested by Laband²¹ and Ederington²², incorporate the number of pages published into scores in order

to reflect the quality of research output as perceived by the authors' peers.²³ This is not appropriate for a *Review* analysis because of page size, the fact that authors are limited to a specific size and format by the published authors' guidelines, and the editing of articles. More is not necessarily better.

A total of 346 articles were published during the study period. The frequency of authorship and the institutions based on number of appearances is presented in Table 1. Of the 325 authors who have contributed to the *Review* during the period, nearly three-fourths (74 percent or 242) appeared only once; 13 percent (42) appeared three or more times. This is consistent with the Rutherford and Samenfink findings in their 1992 and 1996 studies. While research emphasis may diminish for academicians once they attain tenure, industry professionals tend to appear fewer times than established authors.²⁴

Data vary greatly

One of the areas tested was academic or managerial rank of authorship (See Table 2).

Distinct groups are represented in the authors. Assistant professors (30 percent) seek a medium to advance the frontiers of knowledge as they make progress toward tenure. If combined with the "other" category, which includes lecturer, instructor, librarian, adjunct professors, graduate students, and members of industry not in managerial positions, it yields 47 percent whose motivation, it could

Table 1
Most frequent contributors by total and adjusted appearances

Author	Affiliation	Number of appearances	Weighted number of appearances
Elisa S. Moncarz	FIU	13	11.3
John M. Tarras	Michigan St.	9	8.5
Robert M. O'Halloran	Univ. of Denver	8	6.0
Frederick J. DeMicco	Univ. of Delaware	7	3.6
Michael L. Kasavana	Michigan St.	7	6.0
William O'Brien	FIU	7	5.5
J.A.F. Nicholls	FIU	6	5.5
K. Michael Haywood	Univ. of Guelph	6	6.0
Larry Strate	UNLV	6	4.3
Mickey Warner	FIU	6	5.5
Raymond S. Schmidgall	Michigan St.	6	4.5
Anthony G. Marshall	AH & MA	5	4.0
Elio Bellucci	FIU	5	4.0
Kye-Sung Chon	UNLV	5	2.5
Marcel Escoffier	FIU	5	4.0
Ronald F. Cichy	Michigan St.	5	1.8
Andrew N. Vladimir	FIU	4	4.0
David Walczak	Nova	4	4.0
Hubert B. Van Hoof	N. Arizona Univ.	4	2.2
Jack Ninemeier	Michigan St.	4	2.3
Laurence Miller	FIU	4	3.5
Lendal H. Kotschevar	FIU	4	4.0
Mort Sarabakhsh	Univ. of N. Dakota	4	3.0
Richard Ghiselli	Purdue	4	1.8
Stephen M. LeBruto	UCF	4	1.5
Steven V. Moll	FIU	4	3.5
A. J. Singh	Michigan St.	3	2.5
Betsy Pederson	Penn. State	3	2.5
Deborah Breiter	New. Mex. St. Univ.	3	1.8
Galen Collins	N. Arizona Univ.	3	3.0
Herman E. Zaccarelli	Purdue	3	3.0
Joseph B. Gregg	FIU	3	2.5
Judi Brownell	Cornell	3	2.0
Leslie Cummings	UNLV	3	2.0
Matt A. Casado	N. Arizona Univ.	3	2.3
Michael D. Olsen	Virginia Tech.	3	1.5
Michael P. Sciarini	Michigan St.	3	0.8
R. Thomas George	Ohio St. Univ.	3	3.0
Robert H. Bosselman	UNLV	3	2.3
Sandra Strick	U. S. Carolina	3	1.8
Thomas E. Combrink	N. Arizona Univ.	3	1.2
Thomas Jones	UNLV	3	1.2
Totals		194	146.3
Average		4.62	3.48

Table 2
Number of appearances per category of author

Title	Number of appearances for title	Percent	Category Percent
Academic Administrators			
Dean	7	1.3%	
Assoc. Dean	8	1.5%	
Assist. Dean	3	0.6%	
Chair	7	1.3%	
Dept. Head.	3	0.6%	
Director	32	6.2%	
Senior Researchers			11.6%
Distinguished. Prof	4	0.8%	
Professor	49	9.4%	
Assoc.Prof.	108	20.8%	
Junior Researchers			31.0%
Assist. Prof.	158	30.4%	
Other	86	16.6%	
Industry Managers			47.0%
Manager	12	2.3%	
President	12	2.3%	
CEO	9	1.7%	
Vice. Pres.	7	1.3%	
Consultant	5	1.0%	
Coordinator	4	0.8%	
Business Head	2	0.4%	
Asst. GM	1	0.2%	
Head	1	0.2%	
U.Sec.Com	1	0.2%	
Total	519	100.0%	10.40

Note: average authorship is 519/346 or 1.5 co-authors per article.

be argued, includes promotion. Academic administrators, who comprise just under 12 percent, might be presumed to be publishing knowledge for its own sake. Many of the same individuals published several times over the course of 19 years. Senior academic administrators and industry executives tended to publish only once.

Table 3 lists the top 15 academic institutions with regard to the

number of times faculty from those institutions published in the *FIU Hospitality Review* during the study period. If two individuals authored an article, it would be counted once if both coauthors were from the same institution, but credit would be split if they were from different institutions. As the journal matured and gained recognition, there was a decline in the percentage of FIU authors. (See

Figure 1.) With a total contribution population of 346 articles and 325 individual author appearances, the average number of total appearances per author was 1.6

Table 1 lists individual authors ranked on the basis of total appearances with ties adjudicated by a descending rank of adjusted appearances. The number of authors who had more than three total appearances accounted for only 13 percent of the list. Elisa Moncarz of Florida International University leads the list with 13 total appearances and 11.3 adjusted appearances. She is followed by John Tarras of Michigan State University, then Robert M. O'Halloran of the University of Denver who, by weighted numbers, is tied with Michael Kasavana and K. Michael Haywood.

It was decided to determine if

there was a lot of movement in position from rankings comparing total appearances to adjusted appearances; Pearson SPSS correlation between total and adjusted appearances for the top 42 ranked authors equaled 0.909 at the 0.01 level. This implies a strong relationship between total and weighted appearances and suggests that the authors on both lists are major contributors. Because of the major presence in the tabulation of Elisa Moncarz, the same test was conducted without her. The correlation (0.852) indicated little movement in the rest of the list.

Research should continue

As is true in any single study, this study has certain limitations. First, only one leading refereed hospitality journal is used. In spite of the "full-life" coverage of this academic journal, it is clear that

Table 3
Affiliations of authors or co-authors

Institution Name	Total
Florida International University	83
Michigan State University	39
University of Nevada, Las Vegas	29
Purdue University	20
Virginia Polytechnic Institute and State Univ.	15
Pennsylvania State University	13
University of Central Florida	10
Northern Arizona University	9
University of Guelph, Ontario, Canada	9
Cornell University	8
University of Denver	8
Northern Arizona University	6
Georgia State University	5
Oklahoma State University	4
University of Massachusetts	4

Figure 1
Weighted FIU appearances by year

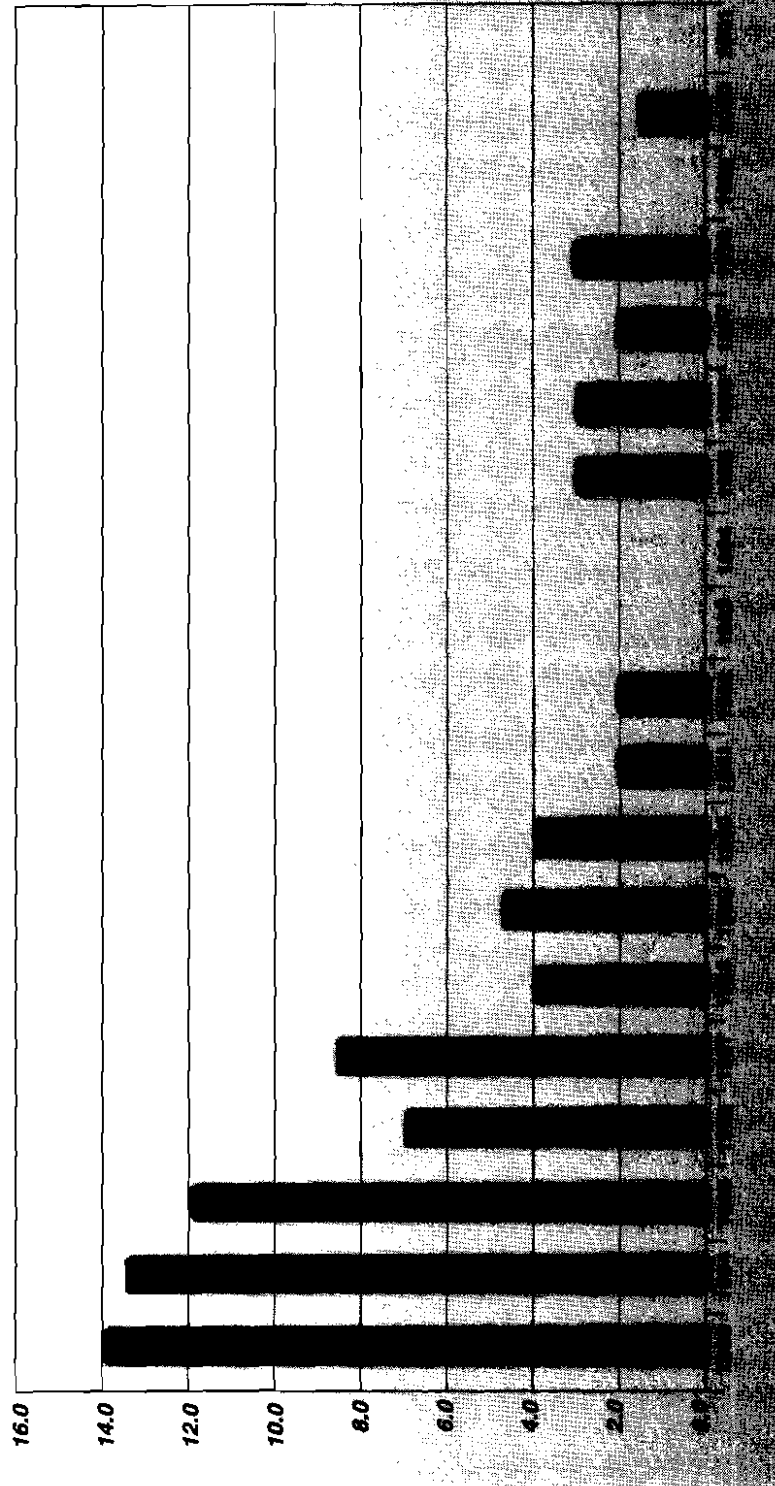


Table 4
Comparison of most frequent authors with all authors

	All authors	Top 42 authors
Number of articles	346	172
Number of authors	325	42
Number of name appearances	519	194
Articles per author	1.06	4.10
Appearances per author	1.60	4.62

there is significant article productivity in other major hospitality journals, such as the *International Journal of Hospitality Management*, the *Cornell Hotel and Administration Quarterly*, the *Journal of Hospitality and Tourism Research*, and the *Journal of Hospitality and Tourism Education*. As the hospitality discipline continues to mature, other research journals will appear. Indeed, *Praxis*, the *Journal of Hospitality and Leisure Marketing*, and *Annals of Tourism* have their hospitality contributors and will most certainly be used in future studies.

It is hoped that this effort will serve as a catalyst for future research. In a future article, the authors would like to address the type and nature of articles as they evolved during the time period. Moreover, this study focused primarily on the quantity of production and, as in previous studies, largely ignored the concept of quality differences between and among types of articles in the *Review* and their content.

Periodic study of the productivity of academics and industry professionals contributing to the

hospitality discipline should continue. Future research can eliminate the limitations of this and other studies by investigating contributions to the hospitality literature made in other hospitality and tourism journals. Citation analyses such as the ones completed by Woods and Schmidgall in 1994, 1998, and 2001²⁵ can shed light on the quality dimension of contributions to hospitality literature, supplementing findings related to research productivity.

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