

## **BREFFNI NOONE**

Associate Professor  
The Pennsylvania State University  
University Park, PA 16802  
Tel: (814) 865-7128  
Email: bmn2@psu.edu

---

### **EDUCATION**

*Cornell University, School of Hotel Administration, New York, USA*  
Doctor of Philosophy, August 2004  
Concentration: Revenue Management

*Dublin City University, Dublin, Ireland*  
Master of Business Studies, May 1996  
Concentration: Management/Marketing: - Strategic Decision-Making Models

*University of Dublin, Trinity College / Technological University Dublin, Ireland*  
B.Sc. (Mgmt.) / Higher Diploma in Hotel & Catering Management, 1<sup>st</sup> Class Honors, May 1994

### **ACADEMIC POSITIONS**

*Associate Professor, School of Hospitality Management* 2013 - present  
*The Pennsylvania State University*  
Undergraduate level: Hospitality Operations Management; Revenue Management;  
Data Modelling for the Hospitality Industry  
Graduate level: Doctoral Colloquium: Pedagogy; Seminar in Hospitality Management

*Visiting Professor, Ecole Hôtelière de Lausanne, Switzerland* 2016  
Undergraduate level: New Frontiers in Revenue Management

*Assistant Professor, School of Hospitality Management* 2005 - 2013  
*The Pennsylvania State University*  
Undergraduate level: Service Operations Management; Revenue Management  
Graduate level: Doctoral Research Seminar

*Visiting Assistant Professor, School of Hotel Administration, Cornell University* 2004 - 2005  
Undergraduate level: Service Operations Management  
Graduate level: Revenue Management

*Course Instructor, School of Hotel Administration, Cornell University* 2003  
Undergraduate level: Service Operations Management

*Lecturer in Hospitality Management, Technological University Dublin, Ireland* 1995-2000  
Undergraduate level: Information Technology Management; Accounting  
Graduate level: Operations Management; Information Technology Management

## **EXTERNAL INDUSTRY AND UNIVERSITY ENGAGEMENT**

### ***Board Membership***

*Hospitality Sales and Marketing Association International, Revenue Management Advisory Board for the Americas*

- **Chairperson: Faculty Outreach Workgroup** 2016 - present  
Responsible for developing educational programs for revenue management faculty and spearheading initiatives to bridge industry practice and revenue management education
- **Board member** 2015 - present

*Les Roches International School of Hotel Management, Switzerland*

- **Chairperson: Governing board** 2019 - present  
Financial oversight, strategic planning, review of academic programs, and oversight of academic outcomes for three campuses: Crans-Montana, Switzerland, Marbella, Spain, and Shanghai, China
- **Governing board member** 2017 - present

### ***Industry Consulting***

*Revenue Management Consultant* 2000 - present

Industry clients include US Foodservice, The Dorchester Collection, Irish National Tourism Development Authority, UniFocus, Destination Resorts and Hotels, White Lodging

*Consultant, KPD Solutions and West Strand Enterprise Limited, Northern Ireland* 1997-1999

Project manager for the development of a Best Practice Industry Training Program on Revenue Management for European Small and Medium Sized Hotels.

This program was nominated for the European Millennium Training Awards.

### ***University Consulting: Curriculum review and support***

- Glion Institute of Higher Education, Switzerland 2017
- Les Roches International School of Hotel Management, Switzerland 2017
- Ecole Hôtelière de Lausanne, Switzerland 2014-2016

### ***Executive Education***

- Cornell University School of Hotel Administration Executive Education Program 2006 to present
- Glion Institute of Higher Education Executive Education Program 2018 to present

### ***Industry Operations*** 1989-1995

Operations and management positions held in independent and chain hotel companies (4- and 5- star), independent restaurants and clubs.

## **REFEREED PUBLICATIONS**

Noone, B. M., & Cachia, G. (2020) Menu Engineering Re-Engineered: Accounting for Menu Item Substitutes in Pricing and Menu Placement Decisions. *International Journal of Hospitality Management*.

Noone, B. M., & Lin, M. (2020) Scarcity-based price promotions: How effective are they in a revenue management environment? *Journal of Hospitality and Tourism Research*.

Noone, B. M., Enz, C. A. & Canina, L. (2019). The Uniqueness of Revenue Management Approaches in Non-Traditional Settings: The Case of the Golf Industry. *Journal of Hospitality and Tourism Research*.

Shin, Y., Noone, B. M. & Robson, S. (2020). An Exploration of the Effects of Photograph Content, Photograph Source, and Price on Consumers' Online Travel Booking Intentions. *Journal of Travel Research*.

Song, M., Noone, B. M., & Han, R. (2019) An Examination of the Role of Booking Lead Time in Consumers' Reactions to Online Scarcity Messages. *International Journal of Hospitality Management*. 77, 483-491.

Song, M., Noone, B. M., & Mattila, A. S. (2018). A tale of two cultures: Consumer reactance and willingness to book fenced rates. *Journal of Travel Research*. 57(6), 707-726.

Song, M., & Noone, B. M. (2017). The moderating effect of spatial crowding on the relationship between perceived service encounter pace and customer satisfaction relationship. *International Journal of Hospitality Management*. 65, 37-46

Noone, B. M., Enz, C., & Glassmire, J. (2017). Total Hotel Revenue Management: A Strategic Profit Perspective. *Cornell Center for Hospitality Research Report*. 17 (8).

Noone, B. M. (2016). Pricing for Hotel Revenue Management: Evolution in an Era of Price Transparency. *Journal of Revenue and Pricing Management*, 15(3-4), 264-269.

Noone, B. M. & Robson, S. (2016). Understanding consumers' inferences from price and non-price information in the online lodging purchase decision. *Service Science*, 8(2), 108-123.

Noone, B. M., & McGuire, K. A. (2016). Impact of Attitudinal Loyalty on the Frequent Unmanaged Business Traveler's Use of Price and Consumer Reviews in Hotel Choice. *Journal of Revenue and Pricing Management*, 15(1), 20-36.

Noone, B. M. & Maier, T. (2015). A Decision Framework for Restaurant Revenue Management. *Journal of Revenue and Pricing Management*. 14, 231-244

Noone, B. M. & K. A. McGuire. (2014). Effects of price and user-generated content on consumers' pre-purchase evaluations of variably priced services. *Journal of Hospitality & Tourism Research* 38(4): 562-581.

Noone, B. M. & Robson, S. (2014). "Using Eye Tracking to Obtain a Deeper Understanding of What Drives Online Hotel Choice." *Cornell Center for Hospitality Research Report*. 14 (18).

Robson, S., & Noone, B. M. (2014). "Show me what you see, tell me what you think: Using eye tracking for hospitality research." *Cornell Center for Hospitality Research Report*. 14 (17).

Noone, B. M. & McGuire, K. (2013). Pricing in a Social World: The Influence of Non-Price Information on Hotel Choice, *Journal of Revenue and Pricing Management*, 12, 385-401.

Noone, B. M., Canina, L. & Enz, C. (2013). Strategic price positioning for revenue management: The effects of relative price position and fluctuation on performance. *Journal of Revenue and Pricing Management*, 12, 207-220.

Noone, B. M., Wirtz, J. & Kimes, S. (2012). The effect of perceived control on consumer responses to service encounter pace: A revenue management perspective. *Cornell Hospitality Quarterly*, 53(4), 295-307.

Enz, C. A., Canina, L. & Noone, B. M. (2012). Strategic revenue management and the role of competitive price shifting, Cornell University Center for Hospitality Research Report, 12 (6).

Noone, B. M. (2012). Overcompensating for severe service failure: Perceived fairness and effect on negative word-of-mouth intent. *Journal of Services Marketing*, 26 (5), 342-351.

- Noone, B. M. & Coulter, R., (2012). Applying modern robotics technologies to demand prediction and production management in the quick-service restaurant sector, *Cornell Hospitality Quarterly*, 53 (2), 122-133.
- Noone, B. M. & Hultberg, T. (2011). Profiting through teamwork: The role of the revenue management and sales functions in group revenue management. *Cornell Hospitality Quarterly*, 52 (4), 407-420.
- Noone, B. M., McGuire, K. & Rohlf, K., (2011). Social media meets revenue management: Opportunities, issues and unanswered questions. *Journal of Revenue and Pricing Management*, 10 (4), 293–305.
- Noone, B. M. & Lee, C. H. (2011). Hotel Overbooking: The effect of overcompensation on customers' reactions to denied service, *Journal of Hospitality and Tourism Research*, 35 (3) 334-357.
- Noone, B. M. & Mattila, A. (2010). Consumer goals and the service encounter: evaluating goal importance and the moderating effect of goal progress on satisfaction formation, *Journal of Hospitality and Tourism Research*, 34, 247-268.
- Noone, B. M., Namasivayam, K. & Spitler, H. (2010). Examining the application of Six Sigma in the service exchange, *Managing Service Quality*, 20 (3), 273-293.
- Noone, B. M., Kimes, S., Mattila, A. & Wirtz, J. (2009). Perceived service encounter pace and customer satisfaction: An empirical study of restaurant experiences, *Journal of Service Management*, 20 (4), 380-403.
- Noone, B. M. & Mattila, A. (2009a). Restaurant crowding and perceptions of service quality: the role of consumption goals and attributions, *Journal of Foodservice Business Research*, 12 (4), 331-343.
- Noone, B. M. & Mattila, A. (2009b). Consumer reaction to crowding for extended service encounters, *Managing Service Quality*, 19 (1).
- Noone, B. M. & Mattila, A. (2009c). Hotel revenue management and the internet: the effect of price presentation strategies on customers' willingness to book, *International Journal of Hospitality Management*, 28 (2), 272-279.
- Noone, B. M. & Mount, D. (2008). The effect of price on return intentions: do satisfaction and reward programme membership matter? *Journal of Revenue and Pricing Management*, 7 (4), 357-369.
- Noone, B. M. (2008). Customer perceived control and the moderating effect of restaurant type on evaluations of restaurant employee performance, *International Journal of Hospitality Management*, 27 (1), 23-29.
- Noone, B. M., Kimes, S., Mattila, A. & Wirtz, J. (2007). The effect of meal pace on customer satisfaction, *Cornell Hotel and Restaurant Administration Quarterly*, 48, 231-244.
- Noone, B. M. & Kimes, S. (2005). Dining duration and customer satisfaction, Cornell University Center for Hospitality Research Report, 5 (9).
- Noone, B. M., Kimes, S. & Renaghan, L. (2003). Integrating customer relationship management and revenue management: A hotel perspective, *Journal of Revenue and Pricing Management*, 2 (1), 7-22.
- Kimes, S., Wirtz, J. & Noone, B. M. (2002). How long should dinner take? Measuring expected meal duration for restaurant revenue management, *Journal of Revenue and Pricing Management*, 1 (3), 220-233.
- Kimes, S. & Noone, B. M. (2002). Perceived fairness of revenue management – An update, *Cornell Hotel and Restaurant Administration Quarterly*, 43 (1), 28-29.
- Noone, B. M. & Griffin, P. (1999). Managing the long-term profit yield from market segments in a hotel environment: A case study on the implementation of customer profitability analysis, *International Journal of Hospitality Management*, 18 (2), 111-128.
- Noone, B. M. & Griffin, P. (1998). Development of an activity-based customer profitability system for yield management, *Progress in Tourism and Hospitality Research*, 4, 279-292.
- Noone, B. M. & Griffin, P. (1997). Enhancing yield management with customer profitability analysis, *International Journal of Contemporary Hospitality Management*, 9 (2), 75-79.

## **NON-REFEREED/ TRADE PUBLICATIONS**

Noone, B. M., & Heim, P. (2020). "Branding your Property.... and Yourself!" Association for Short Term Rental Owners <https://astrho.org/blog/branding-your-property-and-yourself/>

McGuire, K., & Noone, B. M. (2018). "Focusing on Strategy in a Fast-Moving World" *Hospitality Upgrade*. [http://mag.hospitalityupgrade.com/publication/frame.php?i=533071&p=&pn=&ver=html5&view=articleBrowser&article\\_id=3210792](http://mag.hospitalityupgrade.com/publication/frame.php?i=533071&p=&pn=&ver=html5&view=articleBrowser&article_id=3210792)

Noone, B. M. & McGuire, K. (2018). "How do I know what Revenue Management System is best for me? Understanding what's under the hood" *HotelExecutive.com*. [https://www.hotelexecutive.com/feature\\_focus/5877/how-do-i-know-what-hotel-revenue-management-system-is-the-right-one](https://www.hotelexecutive.com/feature_focus/5877/how-do-i-know-what-hotel-revenue-management-system-is-the-right-one)

Noone, B. M. (2017). "'Bridging the Revenue Management Talent Gap." *HotelExecutive.com*. [http://www.hotelexecutive.com/business\\_review/5407/bridging-the-revenue-management-talent-gap](http://www.hotelexecutive.com/business_review/5407/bridging-the-revenue-management-talent-gap).

McGuire, K., & Noone, B. M. (2016). "Price, UGC and Loyalty - How the Road Warrior Chooses a Hotel." *Hospitality Net*. <http://www.hospitalitynet.org/news/154000320/4076356.html>.

Noone, B. M. (2016). "Developing the Revenue Management Talent Pipeline: An Industry and Academia Partnership." *HotelExecutive.com*. [http://hotelexecutive.com/business\\_review/4925/developing-the-revenue-management-talent-pipeline-an-industry-and-academia-partnership](http://hotelexecutive.com/business_review/4925/developing-the-revenue-management-talent-pipeline-an-industry-and-academia-partnership).

Noone, B. M. (2014). "New Data for Revenue Management: Adding Value or Adding Distraction?" *HotelExecutive.com*. [http://http://hotelexecutive.com/business\\_review/4098/new-data-for-revenue-management-adding-value-or-adding-distraction](http://http://hotelexecutive.com/business_review/4098/new-data-for-revenue-management-adding-value-or-adding-distraction).

McGuire, K. A., & Noone, B. M. (2014). "Price Ratings and Reviews: Value Transparency in Hotel Pricing." *Hospitality Upgrade*. <http://browndigital.bpc.com/publication/frame.php?i=201234&p=34&pn=&ver=flex>.

McGuire, K. A., & Noone, B. M. (2014). "Price, reviews, ratings and the business traveler: Hotel pricing in a social world." *Tnooz*. <http://http://www.tnooz.com/article/price-reviews-ratings-business-traveler-hotel-pricing-social-world/>.

McGuire, K. A., & Noone, B. M. (2013). "Pricing in a Social World." *HotelOnline*. [http://www.hotel-online.com/press\\_releases/release/pricing-in-a-social-world-by-kelly-a-mcguire-phd-and-breffni-m-noone-phd](http://www.hotel-online.com/press_releases/release/pricing-in-a-social-world-by-kelly-a-mcguire-phd-and-breffni-m-noone-phd).

McGuire, K. A., & Noone, B. M. (2013). "Price, Reviews and Ratings: How Consumers Evaluate a Hotel Room Purchase in a Social World." *TNooz*. <http://www.tnooz.com/2013/07/11/data/price-reviews-and-ratings-how-consumers-evaluate-a-hotel-room-purchase-in-a-social-world/>.

McGuire, K. A., & Noone, B. M. (2013). "Pricing in a Social World." *Lodging Magazine*. <http://www.lodgingmagazine.com/pricing-in-a-social-world/>.

McGuire, K. A., & Noone, B. M. (2013). "Pricing in a Social World: Five Findings for Revenue Managers." *HotelExecutive*. [http://hotelexecutive.com/business\\_review/3496/pricing-in-a-social-world-five-findings-for-revenue-managers](http://hotelexecutive.com/business_review/3496/pricing-in-a-social-world-five-findings-for-revenue-managers).

McGuire, K. A., & Noone, B. M. (2013). "Price, Reviews and Ratings: How consumers process UGC and price when buying a hotel room." *TNooz*. <http://www.tnooz.com/2013/08/21/news/price-ratings-and-reviews-how-consumers-process-ugc-and-price-when-buying-a-hotel-room/>.

## **BOOK CHAPTERS**

McGuire, K. A. & Noone, B. M. (2016) Hotel Pricing in a Social World: Price, UGC and Buying Behavior in *Hotel Pricing in a Social World: Driving Value in the Digital Economy*, Wiley, U.S.A.

Noone, B. M. and Andrews, N. (2000) Revenue Management over the Internet: A Study of the Irish Hotel Industry in *Yield Management: Strategies for the Service Industries* (2<sup>nd</sup> ed.), Cassell, U.K.

## **OTHER PUBLICATIONS**

Noone, B. M. (2004). Effect of Service Encounter Pace on Customer Satisfaction, *Doctoral Dissertation*, Cornell University.

Noone, B. M. (1996). An Investigation into the Application of Customer Profitability Analysis as a Strategic Decision-Making Tool in a Hospitality Environment, *Master Thesis*, Dublin City University.

Noone, B. M. (1994). The Establishment of Worker Productivity Standards for Labour Cost Control in the Irish Hotel Industry, *Undergraduate Thesis*, Dublin Institute of Technology.

## **CONFERENCE PRESENTATIONS**

Noone, B. M., Song, M. & Han, R. (2018). An Examination of the Role of Booking Lead Time in Consumers' Reactions to Online Scarcity Messages. *EuroCHRIE Conference, Dublin, Ireland*.

Noone, B. M. & Song, M. (2018). Driving Ancillary Revenue: Effective Bundling Strategies for Revenue Management. *HSMIAI Revenue Optimization Conference, Houston, TX*.

Noone, B. M. (2017). A photo is worth a thousand clicks.... or is it? Examining the joint effects of photo type, photo provider and price on hotel guests' booking behavior. *HSMIAI Revenue Optimization Conference, Toronto, Canada*.

Song, M. & Noone, B. M., (2017). The moderating effect of perceived crowding on the relationship between perceived service encounter pace and customer satisfaction. *21<sup>st</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX*.

Song, M., Noone, B. M., & Mattila, A. S. (2016). A tale of two cultures: Consumer reactance and willingness to book fenced rates. *Academy of Global Hospitality & Tourism Conference, Seoul, Republic of Korea*.

Bowen, E. & Noone, B. M., (2016). An Industry-Academia Partnership Approach to Developing the Revenue Management Talent Pipeline. *HSMIAI Revenue Optimization Conference, New Orleans, LA*.

Noone, B. M. & Robson, S., (2015). Picturing Hotels: Attributes of Hotel Images That Attract Consumer Attention Online. *INFORMS Annual Meeting, Philadelphia, PA*.

McGuire, K. & Noone, B. M. (2015). Price, UGC and the Business Traveler. *ENTER 2015, Lugano Switzerland*.

McGuire, K. & Noone, B. M. (2015). Pricing in a Social World. *HSMIAI Revenue Optimization Conference Asia*.

McGuire, K. & Noone, B. M. (2015). Price, UGC and the Business Traveler. *HSMIAI Revenue Optimization Conference London, UK*.

McGuire, K. & Noone, B. M. (2015). Hotel Pricing in a Social World: How business travelers buy. *HSMIAI Revenue Optimization Conference U.S.*

McGuire, K. & Noone, B. M. (2015). Price, UGC, Loyalty and the Business traveler. *SAS Global Forum, Manila, Philippines*.

McGuire, K. & Noone, B. M. (2015). Price, UGC and the Road Warrior. *STR Hotel Data Conference*.

Noone, B. M. & Robson, S. K. (2014). We See What You Think: Using Eye Tracking to Obtain a Deeper Understanding of the Hotel Choice Process. *Cornell Hospitality Research Summit, Cornell University, Ithaca NY*.

McGuire, K. A. & Noone, B. M. (2014). Understanding the unmanaged business traveler: how price, UGC and loyalty influence purchase decisions. *Cornell Hospitality Research Summit, Cornell University, Ithaca NY*.

McGuire, K. A. & Noone, B. M. (2014). UGC, Price and the Business Traveler. *HSMIAI Revenue Optimization Conference, HSMIAI, Los Angeles, CA*.

- McGuire, K. A., & Noone, B. M. (2014). Price UGC and the business traveler. *STR Hotel Data Conference, Smith Travel Research, Nashville, TN.*
- McGuire, K. & Noone, B. M. (2013). Pricing in a social world, *HSMIAI Revenue Optimization Conference, Minneapolis, MN.*
- Noone, B. M. & McGuire, K. (2012). Understanding the joint effects of price and user-generated content on consumers' purchase decisions. *2<sup>nd</sup> Cornell Hospitality Research Summit, Ithaca, NY.*
- Noone, B. M. & McGuire, K. (2012). Using price and non-price data for optimal pricing decisions. *Eye for Travel, Travel Distribution Summit North America, Las Vegas, NV.*
- Noone, B. M., & McGuire, K. (2012). Effects of price and user-generated content on consumers' pre-purchase evaluations of hotels. *International CHRIE Conference, Providence, RI.*
- McGuire, K. & Noone, B. M. (2012). Pricing in a social world: Understanding the impact of user generated content on purchase decisions. *HSMIAI Revenue Optimization Conference, Baltimore, MD.*
- Noone, B. M. & McGuire, K. (2011). Utilize social media to enhance revenue and pricing decisions. *Eye for Travel, Travel Distribution Summit North America, Las Vegas, NV.*
- Noone, B. M., McGuire, K., & Rohlf, K., (2011) Social media meets revenue management: Opportunities, issues and unanswered questions. *International CHRIE Conference, Denver, CO.*
- Noone, B. M. & McGuire, K. (2011). Effect of electronic word of mouth on consumer response to price for variably-priced services. *QUIS 12: 12<sup>th</sup> International Research Symposium on Service Excellence in Management, Ithaca, NY.*
- Noone, B. M., (2010). Overcompensation for denied service: Perceived fairness and its mediating role in the overcompensation-negative word-of-mouth intent relationship. *International CHRIE Conference, San Juan, PR.*
- Noone, B. M., & Hultberg, T. (2010). The role of the revenue management and sales functions in group revenue management: Insights from the field. *HSMIAI Revenue Management and Internet Marketing Strategy Conference, Orlando, FL.*
- Noone, B. M. & Mattila, A. (2009). Customer Reactions to Pace Across Brief and Extended Foodservice Service Encounters: A Revenue Management Perspective. *International CHRIE Conference, San Francisco, CA.*
- Kokkinou, A & Noone, B. M. (2009). Self-service technology and staffing decisions using simulation in the hospitality industry. *14<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, NV.*
- Kokkinou, A & Noone, B. M. (2008). Reference price formation in the context of revenue management. *17<sup>th</sup> Annual Frontiers in Services Conference, Washington DC.*
- Noone, B. M. (2008). Crowding and perceptions of service quality: The role of consumption goals and attributions. *3<sup>rd</sup> International Conference on Services Management, State College, PA.*
- Kokkinou, A & Noone, B. M. (2008). The effect of demand-based pricing practices on reference price in the hospitality industry. *13<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Orlando, FL.*
- Noone, B. M., Kimes, S., Lynn, M. & Wirtz, J. (2005). Service encounter pace, goal attainment and customer satisfaction. *14<sup>th</sup> Annual Frontiers in Services Conference, Tempe, AZ.*
- Noone, B. M., Kimes, S., Lynn, M. & Wirtz, J. (2004). Controlling service encounter duration for revenue management: why and when does duration impact customer satisfaction with service encounters. *13<sup>th</sup> Annual Frontiers in Services Conference, Miami, FL.*
- Noone, B. M., Kimes, S. & Wirtz, J. (2003). Managing service encounter duration for revenue management in environments of unpredictable duration. *12<sup>th</sup> Annual Frontiers in Services Conference, Washington, DC.*

Noone, B. M., Kimes, S. & Wirtz, J. (2003). Measuring customer expectations of dining duration for restaurant revenue management. *8<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, NV.*

Noone B. M., & Andrews, N. (1999). An investigation into the use of the internet in revenue management in the Irish hotel industry. *4<sup>th</sup> International Yield and Revenue Management Conference, UK.*

Noone, B. M. (1998). Customer profitability analysis as a decision support tool for hospitality marketers. *IAHMS/ EuroCHRIE Competitiveness in the International Hospitality Industry Conference, Switzerland.*

Noone, B. M. & Griffin, P. (1997). The development of a revenue and cost matching system for yield management. *39<sup>th</sup> Operations Research Conference, UK.*

Noone, B. M. & Griffin, P. (1996). Enhancing yield management with customer profitability analysis: a hotel perspective. *1<sup>st</sup> International Yield Management Conference, UK.*

### **INVITED PRESENTATIONS AND PANELS**

<i>Vacation Rental Data and Revenue Management Conference, Virtual</i> KPIs for Revenue Management Segmenting Properties and Building Comp Sets	2020
<i>Pennsylvania Restaurant and Lodging Association Conference, PA</i> Pricing in a Social World	2017
<i>Glion Institute of Higher Education Research Series, Switzerland.</i> Evolving Trends in Revenue Management.	2017
<i>Annual Shaner Hotel Group General Manager/ Director of Sales Conference, PA</i> Pricing in a Social World.	2016
<i>Spire Hospitality Leadership Conference, GA</i> Hotel Pricing in a Social World.	2016
<i>Ecole Hôtelière de Lausanne Research Series, Switzerland.</i> Pricing in a Social World.	2015
<i>HSMAI Revenue Management Webinar Series</i> Consumer Eye-Tracking and Revenue Management.	2015
<i>University of Delaware RevME Workshop, DE</i> How to Teach Forecasting.	2015
<i>University of Las Vegas Graduate Research Seminar, NV</i> Research, scholarship, tenure and promotion.	2015
<i>Annual Shaner Hotel Group General Manager/Director of Sales Conference, TN</i> Pricing in a Social World: Understanding the Joint Effects of Price and User-Generated Content on Consumers' Purchase Decisions.	2014
<i>SAS Premier Business Leadership Series, Las Vegas, NV</i> Revenue management and price optimization analytics.	2012
<i>Kimpton Hotels Annual Revenue Management, Marketing &amp; Distribution Conference, DC</i> Pricing and social media.	2012
<i>Cornell University, Center for Hospitality Research Advisory Board Meeting, NY</i> Effect of revenue management practices on customer reactions to service encounters.	2005



## **THINK TANK PARTICIPATION**

Noone, B. M., (2017) HSMAI Revenue Optimization Conference, Toronto, Canada.

Noone, B. M., (2016) Phocuswright Conference, Los Angeles CA.

Noone, B. M., (2016) OPTIMIZE2016, Rainmaker Revenue Management Systems, Miami FL.

## **EDITORIAL RESPONSIBILITIES**

### ***Associate Editor***

Journal of Hospitality and Tourism Research 2015 - present

### ***Editorial Board Member***

International Journal of Hospitality Management 2012 - present

Journal of Revenue and Pricing Management 2013 - present

Journal of Hospitality and Tourism Research 2012-2015

Journal of Revenue and Pricing Management 2002-2008

### ***Ad Hoc Reviewer***

Cornell Hospitality Quarterly

Tourism Management

Journal of Service Research

Journal of Service Management

Information Technology in Hospitality

Journal of Hospitality Marketing and Management

Managing Service Quality

Review of Industrial Organization

## **GRANTS**

*Title: Response Strategies for Restaurant and Foodservice Industry to COVID-19 Pandemic*

Principal Investigators: Noone, B. M., Sharma, A., Lee, S., Yu, H.

Funding Agent: Social Science Research Institute

Total awarded: \$20,000

Period: 2020

*Title: Role of price and non-price data in purchase decisions: The unmanaged business market*

Principal Investigators: Noone, B. & McGuire, K.

Funding Agent: The SAS Institute Inc.

Total awarded: \$10,275

Period: 2014

*Title: Understanding the interplay between price and non-price content in the lodging purchase decision*

Principal Investigators: Noone, B. & Robson, S.

Funding Agent: Center for Hospitality Research, Cornell University

Funding awarded: \$13,700

Period: 2013-2014

*Title: Examining consumer use of price & non-price information in purchase decisions in the online environment*

Principal Investigators: Noone, B. & McGuire, K.

Funding Agent: The SAS Institute Inc.

Total awarded: \$10,000

Period: 2011-2013

## **STUDENT DISSERTATION / THESIS SUPERVISION**

### ***Ph.D. Committee Chair***

Myungkeun Song (2014-2018). Exploring bundling strategies to optimize cross-selling in the hotel industry: A systematic approach for total hotel revenue management.

### ***M.S. Committee Chair***

Yoojin Shin (2015-2017). A photo is worth a thousand clicks: an examination of the differential effects of photograph type and provider on consumers' willingness to book.

### ***Ph.D. Committee Member***

Ellen Kim (2011). Consumer perceptions of green cause-related marketing (CRM) price fairness

Chenya Wang (2011). The impact of Servicescapes on the pre-consumption authenticity assessment of ethnic-oriented services

Chung Hun Lee (2011). Towards understanding consumer processing of online negative word-of-mouth communication: The roles of opinion consensus and organizational response strategies

Min Gyung Kim (2010). The effect of surprise on customer delight and the role of explanations for managing customer expectations

### ***Honors Undergraduate Thesis Supervisor***

Alex Shockley (2017) Managerial Perceptions of Homeless Hires

Jessie Glassmire (2014) Total Hotel Revenue Management

Brooke Gattens (2013) A content analysis of TripAdvisor reviews: Quantifying guests' attitudes towards hotel attributes

Welch, Jessie (2010) Attrition clauses in group sales agreements

Amanda Lang (2007) Role of safety and security in guest hotel selection

Brandon Stiver (2007) Effect of customer loyalty on distribution channel choice

## **AWARDS**

PSU College of Health and Human Development Teaching Excellence Award	2018
PSU College of Health and Human Development Teaching Excellence Award	2017
PSU College of Health and Human Development Teaching Excellence Award	2016
PSU Schreyer Honors College Excellence in Advising Award	2014
PSU College of Health and Human Development: HHD Teaching Excellence Award	2013
Journal of Hospitality and Tourism Research Article of the Year Award	2012
National Society of Leadership and Success Excellence in Teaching Award	2012
PSU College of Health and Human Development: Alumni Award for Teaching Excellence	2010
14th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism: Best Paper Award	2009
Technological University Dublin, Ireland: Gold Medal for Academic Excellence	1999

## **THE PENNSYLVANIA STATE UNIVERSITY SERVICE**

### ***School of Hospitality Management***

Graduate Admissions Committee, Chairperson	2020 - present
Promotion and Tenure Committee, Chairperson	2020 - present
MPS committee, Member	2020 - present
Strategic planning committee, Member	2020 - present
Curriculum and Assessment Committee, Member	2018 - present
Graduate Admissions Committee, Member	2018 - 2020
Academic Achievement Committee, Chairperson	2015 - 2020
Eta Sigma Delta Honors Society, Faculty Adviser	2010 - 2020
Promotion and Tenure Committee, Member	2015 - 2017
Tenure Track Faculty Search Committee, Chairperson	2016
Tenure Track Faculty Search Committee, Member	2015
Tenure Track Faculty Search Committee, Member	2013
Graduate Exam Committee, Chairperson	2010 - 2012
Graduate Admissions Committee, Member	2009 - 2011
Tenure Track Faculty Search Committee, Member	2008
Information Technology Committee, Member	2006 - 2008
Instructor Search Committee, Chairperson	2006 - 2007
Graduate Exam Committee, Member	2005 - 2010
International Committee, Member	2005 - 2009
Tenure Track Faculty Search Committee, Member	2005 - 2006

### ***College of Health and Human Development***

Academic Integrity Committee, Member	2018 - 2019
Internal Advisory Committee of the Women's Leadership Initiative, Member	2012 - 2018
Sabbatical Leave Review Committee, Chairperson	2016
Academic Integrity Committee, Member	2011-2014
Alternate Ombudsperson	2011-2013
Director of the School of Hospitality Management Search Committee, Member	2010-2011
Information Systems and Services Technology Committee, Member	2006-2008

### ***Penn State University***

Schreyer Honors College adviser	2010 - 2019
Graduate Council, Member	2018 - 2019
Graduate Fellowship and Awards Committee, Member	2018 - 2019
Graduate Council Subcommittee on New & Revised Programs & Courses, Member	2017 - 2018
AD-14 Academic Administrative Evaluation Committee, Member	2012

## **TECHNOLOGICAL UNIVERSITY DUBLIN SERVICE**

Course tutor for the M.Sc. Hospitality Management Program	1998-2000
Dublin Institute of Technology Representative on E.U. Distance Learning Project	1997-2000
<i>Developed and tutored a hybrid RM course: Online and classroom instruction at the Haaga Institute, Finland</i>	
B.Sc. Hospitality Management Course Development Committee, Member	1996-2000
M.Sc. Hospitality Management Course Development Committee, Member	1996-2000

## **OTHER SERVICE TO THE ACADEMIC COMMUNITY**

### ***Lebanese American University***

External Reviewer for promotion and tenure.	2016
---	------

*Journal of Hospitality and Tourism Research* Editorial Board  
Reviewer of the Year Committee, Chairperson.

2016

*Council of the Revenue Management Alliance at DePaul University*  
Adviser.

2012 - 2014

### **SOCIETIES AND ORGANIZATIONS**

Cornell Hotel Society

Hospitality Sales and Marketing Association International

International Council on Hotel, Restaurant, and Institutional Education