

## **DINA MARIE V. ZEMKE, Ph.D., RPA, LEED Green Associate**

**Education:**      **UNIVERSITY OF NEVADA, LAS VEGAS (2003)**      Las Vegas, NV  
Ph.D., Hospitality Administration  
Dissertation: The effect of ambient scent on social interactions and affiliation behaviors.  
Available through *Dissertation Abstracts International*, 64 (8), pg. 2987 (UMI No. 3102468).

**UNIVERSITY OF MINNESOTA (1990)**      Minneapolis, MN  
M.B.A., Operations Management

**CORNELL UNIVERSITY (1985)**      Ithaca, NY  
B.S., Hotel Administration

### **Experience:**

**BALL STATE UNIVERSITY**, August 2019 to May 2025  
Miller College of Business, Department of Applied Business Studies  
Associate Professor of Property Management (PM)  
Area Coordinator for PM Program, August 2020 – August 2023  
Internship Coordinator for PM Program, 2020 - 2023  
Weidner Center for Property Management – Director, 2020 - 2023

**UNIVERSITY OF NEVADA, LAS VEGAS**, August 2012 to July 2019  
William F. Harrah College of Hospitality, Department of Resorts, Gaming & Golf Management  
Assistant Professor

**JOHNSON & WALES UNIVERSITY – CHARLOTTE**, December 2008 to June 2012  
The Hospitality College  
Associate Professor

**CORNELL UNIVERSITY**, July 2005 to December 2008  
School of Hotel Administration  
Assistant Professor

**UNIVERSITY OF NEW HAMPSHIRE**, August 2003 to May 2005  
Whittemore School of Business and Economics, Department of Hospitality Management  
Assistant Professor

**UNIVERSITY OF NEVADA, LAS VEGAS**, January 2000 to August 2003  
William F. Harrah College of Hotel Administration  
Doctoral Student and Graduate Assistant

**AMERICAN CANCER SOCIETY**, 1998 to 2000  
Community Development Representative, Madison, WI  

- Responsible for developing, planning, and executing effective fundraising, education, and service programs. The success of the fundraising effort was dependent on effective recruitment and management of volunteers.

**EQUITABLE/EQ FINANCIAL CONSULTANTS, INC.**, 1997 to 1998  
Agent and Registered Representative, Madison, WI  

- Responsible for developing a client base in the individual and small/medium-sized business markets. Products included securities and insurance products.

**OTIS ELEVATOR COMPANY**, 1990 to 1997  
Branch Manager/Senior Account Manager, various locations

- Responsible for market share growth through the sale of maintenance, modernization, and repairs to new and existing customers. Ensured performance of work sold, contract management, collections of accounts receivable, and overall territory management.

#### **HILTON HOTELS CORPORATION, 1985 to 1989**

Acting Chief Engineer, Tarrytown Hilton Inn, Tarrytown, NY 1988 to 1989

Technical Assistant, Hotel Waldorf=Astoria, New York, NY 1985 to 1988

- Responsible for management of all capital improvement projects and for the property's computerized building management systems and work order system. Supervised both union and non-union personnel. Developed capital budgets and departmental cost control.

#### **Publications – refereed journals: please note that my name may appear under authorship as Dina Zemke, Dina Marie Zemke, or Dina Marie V. Zemke.**

Han, W., Raab, C., & Zemke, D. V. (2025, in press). Serving up innovation: Unpacking restaurant employees' intentions to embrace service robots. *Journal of Hospitality & Tourism Horizons*, <https://doi.org/10.1108/JHTH-01-2025-0008>

Zemke, D.V., Raab, C., & Han, W. (2025, in press). Robot acceptability in quick service restaurants: A customer's point of view. *International Hospitality Review*, <https://doi.org/10.1108/IHR-04-2024-0020>

Zhang, Y., Zemke, D. V., Belarmino, A., & Shum, C. (2024, in press). Comparing the antecedents of manager's and employee's job satisfaction in the housekeeping department. *International Hospitality Review*. <https://doi.org/10.1108/IHR-06-2023-0034>

Zemke, D. M., Raab, C., & Han, W. (2023). Factors influencing QSR guests' acceptance of robotic technology. *Journal of Foodservice Business Research*, <https://doi.org/10.1080/15378020.2023.2265795>

Tang, J., Raab, C., Zemke, D.V., & Choi, C.B. (2021). The effect of the minimum server wage on restaurant guest tipping behavior. *Journal of Foodservice Business Research*, 25(1), 1-32. <https://doi.org/10.1080/15378020.2021.1903786>

Zemke, D. V., Tang, J., Raab, C., & Kim, J. (2020). How to build a better robot...for quick service restaurants. *Journal of Hospitality & Tourism Research*, 44(8), 1235 - 1269. <https://doi.org/10.1177%2F1096348020946383>

Joe, S-J., Kim, J., & Zemke, D. V. (2020). Effects of social influence and entertainment value on kiosk acceptance with a moderating role of gender. *International Journal of Hospitality and Tourism Administration*. <https://doi.org/10.1080/15256480.2020.1746217>

Zemke, D. V., Zhong, Y.Y., & Raab, C. (2019). Measuring the esoteric: Hotel design quality. *Property Management*, 37(1), 97-114. <https://doi.org/10.1108/PM-12-2017-0068>

Zemke, D.V., Raab, C., & Wu, K. (2018). How does hotel design contribute to property performance? *International Journal of Contemporary Hospitality Management*, 30(2), 919-938. <https://doi.org/10.1108/IJCHM-06-2016-0330>

Kim, J., Yoon, S., & Zemke, D.V. (2017). Determinants of customers' adoption of location-based services (LBS) in the lodging industry. *Journal of Hospitality and Tourism Technology*, 8(3), 337-356. <https://doi.org/10.1108/JHTT-03-2017-0023>

Zemke, D.V., Chen, Y., Raab, C., & Zhong, Y.Y. (2017). Hotel design's influence on guest satisfaction and behavioral intentions. *Anatolia: An International Journal of Hospitality and Tourism Research*, 28(3), 338-350. <https://doi.org/10.1080/13032917.2017.1319868>

Raab, C., & Zemke, D.V. (2016). Activity-based costing in the restaurant industry: What's past is prologue. *Journal of Hospitality Financial Management*, 24(2), 133-146.  
<https://doi.org/10.1080/10913211.2016.1239488>

Mazurenko, O., Zemke, D.V., & Lefforge, N. (2016). Who is a hospital's customer? It depends on where you sit. *Journal of Healthcare Management*, 61(5), 319-333. Available at:  
[https://journals.lww.com/jhmonline/Citation/2016/09000/Who\\_Is\\_a\\_Hospital\\_s\\_Customer\\_.5.aspx](https://journals.lww.com/jhmonline/Citation/2016/09000/Who_Is_a_Hospital_s_Customer_.5.aspx)

Mazurenko, O., Zemke, D.V., Lefforge, N.L., Shoemaker, S., & Menachemi, N. (2015). What determines the patient experience? Exploring the patient, clinical staff, and management perspectives. *Journal of Healthcare Management*, 60(5), 332-346. Available at:  
[https://journals.lww.com/jhmonline/Abstract/2015/09000/What\\_Determines\\_the\\_Surgical\\_Patient\\_Experience\\_.7.aspx](https://journals.lww.com/jhmonline/Abstract/2015/09000/What_Determines_the_Surgical_Patient_Experience_.7.aspx)

Zemke, D.V., Neal, J., Shoemaker, S., & Kirsch, K. (2015). Hotel cleanliness: Will guests pay for enhanced disinfection? *International Journal of Contemporary Hospitality Management*, 27(4), 690-710.  
<https://doi.org/10.1108/IJCHM-01-2014-0020>

Chen, S. C., Shoemaker, S., & Zemke, D.V. (2013). Segmenting slot machine players: A factor-cluster analysis. *International Journal of Contemporary Hospitality Management*, 25(1), 23-48.  
<https://doi.org/10.1108/09596111311290200>

Raab, C., Zemke, D.V., Hertzman, J. L., & Singh, D. (2013). Restaurant customers' perceptions of noise and their satisfaction and loyalty behaviors. *International Journal of Hospitality & Tourism Administration*, 14(4), 398 – 414. <https://doi.org/10.1080/15256480.2013.838090>

Zemke, D.V., Hertzman, J. L., Raab, C., & Singh, D. (2011). A little more noise and a little less conversation? Ambient noise in restaurants. *Journal of Foodservice Business Research*, 14, 256-271.  
<https://doi.org/10.1080/15378020.2011.594384>

Zemke, D. V. & Shoemaker, S. (2009). An overview of consumer non-problem gaming research. *Worldwide Hospitality and Tourism Themes*, 1, 355 – 365. <https://doi.org/10.1108/17554210911002192>

Zemke, D. V., & Pullman, M. (2008). Assessing the value of good design in hotels. *Building Research & Information*, 36, 543- 556. <https://doi.org/10.1080/09613210802380993>

Zemke, D. V., & Shoemaker, S. (2008). A sociable atmosphere: Ambient scent's effect on social interaction. *Cornell Hotel and Restaurant Administration Quarterly*, 49, 317-329.  
<https://doi.org/10.1177/1938965508320626>

Zemke, D. V., & Shoemaker, S. (2007). Scent across a crowded room: Exploring the effect of ambient scent on social interactions. *International Journal of Hospitality Management*, 26, 927-940.  
<https://doi.org/10.1016/j.ijhm.2006.10.009>

Kincaid, C. S., & Zemke, D. V. (2006). Perceptions of cheating: An exploratory study. *Journal of Hospitality and Tourism Education*, 18, 47-55. <https://doi.org/10.1080/10963758.2006.10696849>

Shoemaker, S., & Zemke, D. V. (2005). The “locals” market: A new gaming segment. *Journal of Gambling Studies*, 21, 379-409. <https://doi.org/10.1007/s10899-005-5555-5>

#### **Publications – invited (refereed journal):**

Kroeze, C., Zemke, D.V., & Raab, C. (2018). Improving airline bankruptcy prediction. *Journal of Hospitality Financial Management*, 26(2), article 6. DOI: <https://doi.org/10.7275/nqny-pc47>

**Books:**

Zemke, D. (2024). *Managing the Built Environment in Hospitality Facilities (3rd ed.)*. Dubuque, IA: Kendall Hunt Publishing.

Zemke, D. (2018). *Managing the Built Environment in Hospitality Facilities (2<sup>nd</sup> ed.)*. Dubuque, IA: Kendall Hunt Publishing.

Jones, T., & Zemke, D.V. (2010). *Managing the Built Environment in Hospitality Facilities (1<sup>st</sup> ed.)*. Upper Saddle River, NJ: Prentice-Hall.

Zemke, D. V. (editor) (2003). *Shannon Bybee: Evidence of a Serendipitous Career in Gaming*. Boston: Pearson Custom Publishing. This publication was funded by a grant from the Ace Denken Group.

**Book chapters and miscellaneous:**

Zemke, D. V. (2005). Several encyclopedia entries, including Perceptual Mapping, Malcolm Baldrige Award, Experience Economy, Atmospherics, Biases in Consumer Decision-Making, Framing, and Vertical Transportation in the International Encyclopedia of Hospitality Management (Abraham Pizam, Editor). Oxford, U.K.: Elsevier Limited.

Zemke, D. V. (2003). The hospitality industry and the environment. Book chapter in *Introduction to Hospitality*, (Gail Sammons, ed.). Upper Saddle River, NJ: Pearson Custom Publishing. The textbook is customized for use at the University of Nevada, Las Vegas in HMD 101 – Introduction to the Hospitality Industry.

**Invited publications (non-refereed):**

Zemke, D.V., & Jung, S.Y. (May, 2015). How can academia plant the seeds of sustainability in future managers? *Hotel Business Review*.

**Research Reports:**

Belarmino, A., & Zemke, D. V. *Measuring satisfaction with an international hospitality organization*. This is in fulfillment of a contract between UNLV and the IEHA; report submitted July 2020.

Zemke, D.V., & Kim, Y-S. (2016). *Sustainable Meeting and Event Practices: The State of the Industry*. Study conducted for the Events Industry Council Sustainability Initiative (formerly, Green Meeting Industry Council). Report is available at: [www.eicsustainability.org/page/EducationResources](http://www.eicsustainability.org/page/EducationResources)

**White Papers (sponsor reports):**

Zemke, D.V. & Garner, V. (2016). Water consumption, measurement, and reporting – moving toward a unified metric in the meetings and events industry. Prepared for the GMIC as part of the *Sustainable Meeting and Event Practices: The State of the Industry* study.

Zemke, D.V. & Garner, V. (2016). Carbon measurement in the meetings and events industry: The need for clear and consistent reporting. Prepared for the GMIC as part of the *Sustainable Meeting and Event Practices: The State of the Industry* study.

Zemke, D.V. (2016). What do planners want? Prepared for the GMIC as part of the *Sustainable Meeting and Event Practices: The State of the Industry* study.

Zemke, D.V. (2016). Food donation and food waste management. Prepared for the GMIC as part of the *Sustainable Meeting and Event Practices: The State of the Industry* study.

## Honors/Awards:

*Journal of Hospitality and Tourism Research*'s Reviewer of the Year, awarded at the ICHRIE Conference in Baltimore, MD, July 28, 2017.

Highly Commended Award winner, Literati Network Awards for Excellence 2010, Emerald Literati Network, for Zemke, D. V. & Shoemaker, S. (2009). An overview of consumer non-problem gaming research. *Worldwide Hospitality and Tourism Themes*, 1, 355 – 365.

Best Conference Paper award for “*Means-End Chain Model for Restaurant Attributes*” (authors Chong, Y.K., Raab, C., & Zemke, D. V.), presented at the 7<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, January 3-5, 2002.

## Grants/Contracts:

**Community Engage Alliance (2024).** Awarded the High Impact Community Engagement Practices grant to fund activities related to PMGT 498. Grant amount: \$3,850. Co-investigators: David Martin, Alan Yen, and Cynthia Hunter.

**Provost's Immersive Learning Rapid Grant (2022)** – awarded \$4,900 to conduct clerkship housing project for Indiana University School of Medicine in PMGT 375 in Fall 2022. Co-PI: David Martin.

**International Executive Housekeepers Association (2019)** – Received a \$3,000 contract through UNLV to study housekeeping managers' motivations to stay in their career and the types of organizational support they receive. Co-investigator: Amanda Belarmino.

**Green Meeting Industry Council (2015-16)** – An analysis of corporate brands: How corporate brands use live events to underscore sustainability initiatives. Final title changed to “The State of Sustainability in the Meetings Industry.” Co-investigator: Yen-Soon Kim. Grant amount: \$14,128. The full report is available at <http://www.eicsustainability.org/page/EducationResources>

**MountainView Hospital (2013-2014)** – Examination of the overall patient experience among surgical services patients at MountainView Hospital. Co-investigators: Noelle Lefforge, Olena Mazurenko, Stowe Shoemaker. Grant amount: \$56,000.

**Gaming Standards Association** -- Completed Phase I and Phase II exploratory study for the Gaming Standards Association in July, 2001. Intent is to explore the attitudes and beliefs of gaming regulators, attorneys, and operators on establishing technological standards for gaming machines (slots, video poker, etc.). Co-investigators: Pearl Brewer and Stowe Shoemaker, UNLV. Grant amount: \$15,000.

**PostNet, Inc.** -- conducted an attitude, awareness, and usage study for the Director of Marketing, June, 2001. Grant amount: \$3,000.

## Industry Research:

Picnic study (2021-2022). Examined consumer attitudes regarding robotics.

UNLV/DQI/Hilton Worldwide/CBRE study (2013 – 2016). Examines hotel design and its relationship with property performance and customer satisfaction.