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The Research Forum

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The Research Forum

Abstract

We are pleased to present the first Research Forum, which we anticipate will become a regular feature of the Cornell Hotel and Restaurant Administration Quarterly. During the past 18 months we received manuscripts covering a wide range of disciplines— including finance, food and beverage management, marketing, and property development. Our thanks both to contributors who considered the Research Forum as an appropriate outlet for their work and to our board of editors, who applied rigorous standards in selecting papers they found relevant and intellectually provocative.

Disciplines

Hospitality Administration and Management

Comments

Required Publisher Statement

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The Research Forum

*Edited by
Judi Brownell and
Michael Morgan,
Cornell University*

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The interdisciplinary nature of the hospitality industry provides an opportunity for a wide range of contributions. We seek papers that suggest innovative ways of examin-

ing the fabric of hospitality and that propose new methodologies for detecting changes and nuances in that fabric. This may include, for example, newly advanced statistical methods for studying restaurant market positioning, as well as new ethnographic approaches to understanding hotel employees' subcultures. Please think of the Research Forum as a sort of long-term "research and development" venture in hospitality management, a forum that stimulates scholars to rethink current models and that provides hospitality managers with potential innovations in management practice.

With your contributions and the assistance of our reviewers, we expect the Research Forum to distinguish itself in the field of hospitality research.

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