

Vita of Jay R. Schrock  
August 19, 2013

**Jay R. Schrock, Ph.D, FMP**  
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## **CURRENT POSITION**

**University of South Florida Sarasota/Manatee (2/20/02 – present)** Professor of Hotel and Restaurant Management in the College of Hospitality and Technology Leadership

## **EDUCATION**

**1985 Texas Tech University Ph.D.**, Home Economics Education.

Area of Specialization: Curriculum Development and Vocational Education.

Dissertation Topic: Competencies Needed for Articulation Among and Between Post-Secondary Vocational Food Service Programs in Texas.

**1974 Kansas State University M.S.**, Institutional Management.

Area of Specialization: Hospitality Organizations with an Emphasis on School Food Service.

**1972 Oklahoma State University B.S.**, Department of Hotel Restaurant Administration.

Major: HRIM. Minor: Management.

## **Refereed Journal Articles**

Schrock, Jay “Russian Gamers: Who Are They” *Journal of Travel and Tourism Marketing*  
Volume 26, Number 4, June 2009 ( with Dunn, Gregory and Annaraud, Katerina)

Schrock, Jay “The Application of Activity-Based Costing in a Quick Service Restaurant” *Journal of Food Service Research* Volume 11, Number 1 2008 (with Annaraud, Katerina and Raab Carola)

Schrock, J. R. “Uruguayan Wine Industry”, Presentation and Abstract, 2002 The International Applied Business Research Conference, March 2002, p 18, (with Nicholson J. D., Curbelo ., Adams C.)

Schrock J. R. “The Profession of Hospitality or The Professionalization of Hospitality. Which Is It?”, *Journal of Hospitality & Tourism Education*, Vol:13 Number 5, 2001. (With Crocker, K. and Walker, J.)

Schrock, J.R. “Strategic Initiatives in the Argentinean Wine Industry, *International Journal of Wine Marketing* (with Dodd T., Adams C.) \* accepted waiting publication

Schrock, J. R. "Analysis of Members Perceptions of Service Quality in Hong Kong Tourist Association" *Journal of Travel and Tourism Marketing* Vol. 10 Number 2/3 2001 pp 67-86 (with Qu H.)

Schrock, J. R. "The Helms-Burton Law's Jurisdiction in International Law ." 1999 *Business & Economics for The 21<sup>st</sup> Century*, Volume III, p 493-498, (with J. D. Nicholson & E.D. Annaraud)

Schrock, J. R. "Mexico's Primary Service Export: Tourism." 1998 *Business & Economics Society International Conference proceedings*, p76, (with J. D. Nicholson)

Schrock, J.R. (1991) "Computer Use in Hospitality Education," *Hospitality and Tourism Educator* 3(2), (with J.M. Schrock).

Schrock, J.R. "China's Tourism Industry," *Cornell Quarterly* 30(3):68 (with C. Adams and J. Lung).

Schrock, J.R. "Corporate Day Care: An Answer to the Labor Shortage," *Cornell Quarterly* 28(1):22, (with L.M. Huffman).

Schrock, J.R. (1985) "Computers in the Hospitality Industry," 1985 *Proceedings West Coast Computer Faire* (pp. 110-112). A publication of Computer Faire, Inc., a division of Prentice Hall.

Schrock, J.R. (1985) Selling C&HE skills to the hospitality industry. *Tips and Topics*, 25(3), 7.

Schrock, J.R. (1985) CBORD's Menu Management System: useful food service tool. *Hi-Tech Hospitality*, 1(1), 21.

Schrock, J.R. (1985) Saflok opens door to security. *Hi-Tech Hospitality*, 1(2), 18.

Schrock, J.R. (1985) Competencies needed for articulation among and between post-secondary vocational food technology programs in Texas. Austin, Texas: Texas Education Agency, (with L.R. Glosson).

### **Refereed Abstracts and Presentations**

Schrock, J. R. "Uruguayan Wine Industry", Presentation and Abstract, 2002 The International Applied Business Research Conference, March 2002, p 18, (with Nicholson J. D., Curbelo ., Adams C.)

Schrock, J. R. "Cross-Cultural Managerial Effectiveness in Latin America" Association for Global Business, Proceedings, Presentation and Abstract, 2001, Nov 15-18, p 22 (with Nicholson, J., McCline, R., Wong, Y., Manzanaro., A.)

Schrock, J.R "Marketing of Argentinean Wines, Strategic Initiatives in the Argentina Wine Industry", Presentation and Abstract, 2001 Hawaii Conference on Business, June 14-17, 2001 (with Dodd T., Adams C.)

Schrock, J. R. "History and review of the U.S. Trade Embargo on Cuba" March, 2001 Applied Business Research Conference Program and Proceedings, p13, (with Nicholson, J. D. and Vinson, T.)

Schrock, J. R. (2000) "Chilean and Argentine Wine Export Strategies." May 2000, Applied Business Research Conference, p 82, (with Joel Nicholson)

Schrock, J. R. (2000) "Eating Quality and Customer Acceptability of Soy Substituted Novelty Muffins", 2000 CHRIE Conference, p 109 (with Janet Sim)

Schrock, J. R. "The Helms-Burton Law's Jurisdiction in International Law ." July, 1999 Business & Economics Society International Conference, p94, (with J. D. Nicholson & E.D. Annaraud)

Schrock, J. R. "Mexico's Primary Service Export: Tourism." 1998 Business & Economics Society International Conference, p76, (with J. D. Nicholson)

### **Books**

Walker John R. "Introduction to Hospitality "Beverages; Chapter 10;  
Matching Wine with Food pp.343-351. Pearson, Prentice Hall fourth edition

Schrock, Jay R., "Networking," Chapter 15 in Effective Computer Management: Food and Nutrition Services, pp 287-291, Aspen Publishers, Inc., Rockville, Maryland, 1989. (with Janet Schrock)

Schrock, Jay R., Home Economics Computer Learning Center Lab Manual, (with Janet Schrock), Texas Tech Press, 1988. NOTE: This manual was published in September, 1989 by Kendall/Hunt Publishing Company, Dubuque, Iowa.

Schrock, Jay R., Competencies Needed for Articulating Among and Between Post-Secondary Vocational Food Technology Programs in Texas, (with Linda Glosson), July 1985. (sold by State of Texas Press, Austin, Texas)

### **Editorship and Reviews**

CHRIE accreditation site evaluation team  
Reviewer and editor Pearson, Prentice Hall Upper Saddle River NJ  
Reviewer for John Wiley and Sons, New York.  
Reviewer for Delmar Publishing, New York.

### **OTHER PROFESSIONAL GROWTH ITEMS**

Professional Certification (PFM) in 1991 by the Educational Foundation of the National Restaurant Association

Committee Participation in CHRIE (Council on Hotel, Restaurant and Institutional Education (serve on two committees)

Serve in the Accreditation Committee for Programs in Hospitality Administration (one site visit this year)

### **GRANTS AND FUNDING**

Jan V. and Sid W. Hotel and Restaurant Management Foundation 2008

Checkers Drive-In Restaurant Scholarship 2007

Fred and Traudel Martin Scholarship Fund 2005

McKibbon Hotel Management Chair 2004

SFSU Hospitality Management Partners in Education (PIE) formed in 1991 to obtain support and financial resources for the program from the industry.

The first event was on November 22, 1991 at Mondavi Winery

The second event was with the Hotel Council of San Francisco

In progress, Endowment Grant from a Hospitality Company

March 9, 1994, major Black Tie, \$100 per person event was held

Linear Programming Model, \$36,000 project funded by El Chico Corporation, July 1989.

Voice Activation System to replace POS Systems under review by Wyatt Corp.

Novel Networking Grant for \$20,000, Novel Corporation, 1988.  
Receiver hospitality software valued at more than \$75,000 for 1987-1988.  
Fund Raising: Secured the donation of one ice machine (1986), one dishwasher, and computer software.  
Computer Usage in Hospitality Education, \$2,000, Jan. 1986.  
Attitudes Toward Hospitality, education in China, \$5,000, Sept. 1986.  
Dissertation research funded by Texas Education Agency (\$50,000), "Articulation Between Post-Secondary Food Service Programs," July 1984.  
Obtained a \$50,000 software package from CBORD Group, Inc. One of only six in the nation, Nov. 1984.

## **INTERNATIONAL TEACHING AND RESEARCH**

Antalya International University, Antalya, Turkey September 2013 to January 2014  
Ozyegin University, Istanbul Turkey, August 2011 to April 2012  
Al Baath University May1 to May 10 2010  
University of the Philippines May-June 2009 May –June 2010  
Vixjo University, Vexjo Sweden Fall 1999 Customer Services Marketing  
Austerias Business School, Oviado Spain, Fall 1995 (a partner school with San Francisco State University. One management and one Marketing class  
Tainjin University of Commerce, Business School in October -November1987, October-November 1988, November-December 1990.  
"Computer Applications in Hospitality Management," Tainjin University of Commerce, Tainjin, China, Oct. 1987.  
"Attitudes Toward Hospitality Positions in China," Jan. 1988.  
"The Returning Traveler," Chitose, Japan, Nov. 1987.  
2007 I-CHRIE Membership Survey  
As part of the I-CHRIE Strategic Planning process, we have conducted a survey of CHRIE members concerning their international partnerships.  
There has been an excellent response by the members to this survey and we will be sharing the findings with CHRIE members at CHRIE conferences.  
This survey was conducted at the suggestion of the current I-CHRIE leadership and is intended to increase membership and participation in the organization.

## **PROFESSIONAL SEMINARS/WORKSHOPS/ BOARDS**

Sarasota Convention and Visitors Bureau Board and Board of Directors 2006 to present  
Booker High School Tourism Program Board 2004 to present  
Manatee Technical Institute Culinary Board 2004 to present  
Tourism Presentations to the Sarasota and Bradenton Chamber of Commerce 2005,2006,2007, 2008,2009,2010  
Florida State Legislator presentation and award for one of the 100 best ideas in Education 2006  
Florida Restaurant Association educational opportunities 2004, 2005 2006,2007  
Sarasota Chapter of Florida Restaurant and Lodging Association Presentation each year  
Competition Analysis During Challenging Economic Times Keynote Speaker Annual NACE program meeting October 9, 2001San Francisco NACE The role of education in the catering profession October 1999Schrock, J.R. (1991). "The Requirements for Receiving a Textbook Contract and How to Finish the Work," 1991 Annual CHRIE Conference, p. 78, (with J.N. Koppel and R. Baliszewski).  
"Research Ideas in Hospitality Education," CHRIE National Meeting, Las Vegas, NV, 1989.  
"Corporate Day Care - Should we make room at the inn?" Proceedings from Council on Hotel, Restaurant and Institutional Educators National Meeting, Boston, MA, 1986.

“Computerizing Your Food Service,” Texas Club Managers Association, Midland, TX, 1986.  
“Back of the House Computers to Aid Chefs,” Texas Chefs Association Annual Convention, Dallas, TX, 1985.  
“Making of a Manager,” four parts, McDonald’s Corporation, 1987.  
“Computers in the Wholesale Food Business,” Potato Specialty Company, 1987.  
“Motivating Employees,” Texas School Food Service Association Annual Convention, San Antonio, TX, 1987.  
“Use of Computers in the Classroom,” West Coast Computer Faire, San Francisco, CA, 1984.  
“Computers in the Hospitality Industry,” West Coast Computer Faire, San Francisco, CA, 1984.  
“Why do Hospitality Programs Lose Students?” South Central CHRIE Fall Meeting, New Orleans, LA, 1985.  
Computer Consultant to Lubbock Independent School District, 1984, 1985.  
Design Consultant to Nonprofit Food Services, Day Care, extended care facility.  
“Articulation of Food Service Programs in Texas,” Texas Education Agency, 1985.