

## **Drew Martin, Ph.D.**

### **Academic Experience**

- 8/17- to date     School of Hospitality Management, University of South Carolina  
Director of AI Research and Education (interim)  
School Director 2017-2020
- 8/04-6/17        College of Business and Economics, University of Hawaii, Hilo  
Dean (2016-2017)  
Professor of Marketing (2011-16)  
Associate Professor of Marketing (2007-11)  
Assistant Professor of Marketing (2004-07)
- 8/99- 6/04        College of Business Administration, North Dakota State University  
Associate Professor of Marketing (2003-04)  
Assistant Professor of Marketing (1999-03)
- 9/97- 6/99        Lundquist College of Business, University of Oregon  
Adjunct Assistant Professor of Marketing and Decision Sciences
- 10/95- 9/97       Faculty of Economics, Niigata University, Japan  
Lecturer (Assistant Professor)
- 8/93- 6/95        College of Business, University of Hawaii, Mānoa  
Lecturer of Marketing
- 6/91- 7/93        Edmonds College, Kobe, Japan  
Department Head of International Business

### **Professional Experience**

- 10/01- 5/02       Microsoft Business Solutions, Fargo, North Dakota
- 4/90- 8/93        City of Kobe, Trade, Exhibition, and Tourism Bureaus, Japan
- 4/90- 6/91        Office of the Governor, Hyogo Prefectural Government, Japan
- 8/83- 4/90        Department of General Administration, State of Washington

### **Education**

- Ph.D.     Political Science, University of Hawaii at Manoa, Honolulu, Hawaii, 1996
- M.A.     Political Science, University of Hawaii at Manoa, Honolulu, Hawaii, 1995
- M.B.A.   Business Administration, Pacific Lutheran University, Tacoma, Washington, 1985
- B.A.     Business Administration, Pacific Lutheran University, Tacoma, Washington, 1983

### **Professional Activities**

#### **Editorial Duties**

- Senior Associate Editor of Buyer Behavior, *Journal of Business Research*, 2012-15.
- Associate Editor of Buyer Behavior, *Journal of Business Research*, 2009-12.

Associate Editor of Culture, Leisure and Tourism Executive Training and Experimental Learning, *International Journal of Culture, Tourism and Hospitality Research*, 2007-13.

Guest Editor, Advances in Tourism and Retail Services, *Journal of Business Research*, 2020.

Guest Editor, Consumers Away: Consumer storytelling theory and research on tourists' humble-to-grand tours and place-brand experiences. *Journal of Global Scholars of Marketing Science*, 2020.

Guest Editor, Marketing anthropology research (MAR): artifacts/closet digs, field experiments, and direct observation of marketing and/or customer interactions and other behaviors, *Journal of Business Research*, 2017, 74.

Guest Editor, Research Frontiers in Cognitive, Behavioural, Social and Applied Psychology: Implications for Marketing Theory, Thought and Practice, *Journal of Marketing Management*, 2017, 33(11-12).

Guest Editor, Service Innovation, Renewal, and Adoption/Rejection, *Journal of Business Research*, 2016, 69(7).

Guest Editor, Consumer Behavior and International Tourism, *Journal of Business Research*, 2015, 68(9).

Guest Editor, Marketing Service Products Globally, *Journal of Business Research*, 2013, 66(6).

Guest Editor, Tourism and Hospitality Training, *International Journal of Culture, Tourism and Hospitality Research*, 2008, 3(4).

Guest Editor, Tourism and Hospitality Training, *International Journal of Culture, Tourism and Hospitality Research*, 2007, 1(4).

#### Academic Journal Boards

Senior Advisory Board, *Consumer Behavior in Tourism and Hospitality*

Editorial Review Board, *Tourism Analysis*

Editorial Review Board, *Journal of Research in Interactive Marketing*

Editorial Advisory Board, *Advances in Culture, Tourism and Hospitality Research* book series

Editorial Review Board, *Journal of Contemporary Marketing Science*

#### Recent Research

Arhin, A. K., Sarfo, G., & Martin, D. (2025). Workforce Empowerment in Hospitality and Tourism: The Need for Industry-Specific Considerations. *International Journal of Tourism Research*, 27(2), e70020.

Seger-Guttmann, T., Medler-Liraz, Rosembaum, M.S., & Martin, D. (2025). Transformative journey experiences to heritage sites: A dark tourism spectrum. *Journal of Heritage Tourism*, 20(2), 216-234.

Odosashvili, L., & Martin, D. (2025). Tourism development in post-Soviet nations: A comparative systematic review of English and Russian language research. *International Journal of Tourism Sciences*, 24(1), 39-61.

Li, N. Q., Meng, F., & Martin, D. (2024). The distorted gaze: Examining travel photo editing in the social media age. *Journal of Travel Research*, 64(8), 1804-1819.

Jadnanansing, M., and Martin, D. (2024). Challenges of women working as leaders in Aruba's hotel industry. *CABI Tourism Cases*.

Martin, D., Odosashvili, L., & Subedi, S. (2024). Understanding travelers' motivations and preferences relating to sustainable behavior: Configural analysis of traveler mindfulness. *Tourism Analysis*, 29, 159-174.

Li, N., Meng, F., & Martin, D. (2023). The Influence of Travel Photo Editing on Tourists' Experiences. *Tourism Management*, 98, 104762.