

## Research & Popular Press June 2016



["Hotel Greenwashing Dirties Eco-friendly Reputation"](#)

Christina Chi, associate professor of hospitality business management, investigates the consequences of greenwashing in the lodging industry and suggest ways hotels can establish credibility in consumers' minds in her article featured in the October 12, 2015 edition of *Eco-Business*.



["Tackling Job Burnout and Keeping Guests Happy: How Training and Recruiting Techniques Can Kill Two Birds With One Stone"](#)

**Jenny Kim**, professor of hospitality business management, provides expertise on steps hotel managers can take to help reduce burnout and subsequent job turnover among employees in her article featured in the December 16, 2015 issue of *Restaurant Hospitality*.



["People's Time Orientation Can Affect Their Fiscal Decisions: Physical, Cognitive Habits Strengthen Self-control"](#)

**Jeff Joireman**, associate professor of marketing, examines how individuals' time orientation can affect their fiscal management in his article featured in the December 3, 2015 issue of the *Spokane Journal of Business*.



[“Flipped Classrooms Boost Learning: Model Provides Students Hands-on Business Skills”](#)

**Andrew Perkins**, associate professor of marketing, discusses the many benefits of the “flipped-classroom” model in his article featured in the April 7, 2016 issue of the *Spokane Journal of Business*.



[“Microtask Crowdsourcing Can Both Empower and Marginalise Workers”](#)

**K.D. Joshi**, professor of management, information systems, and entrepreneurship, shares insights from her deep analysis of crowd workers’ values in her blog featured in the April 16, 2016 issue of the *LSE Business Review* published by the London School of Economics.