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Stowe Shoemaker is the Associate Dean of Research at the University of Houston's Conrad Hilton College of Hotel and Restaurant Management. He holds a Ph.D. from Cornell University in the School of Hotel Administration, an MS from the University of Massachusetts and BS from the University of Vermont. Prior to moving to the University of Houston, Stowe taught at the University of Nevada, Las Vegas. Courses currently taught include marketing, strategy, basic statistics, consumer behavior, research methods, multivariate statistics, and services marketing.

Stowe also teaches Revenue Enhancement through Strategic Pricing and Customer Relationship Management for Cornell University's Professional Development Program. Stowe also spends time at Ecole Hotelier de Lausanne. His research interests include the antecedents and consequences of consumer loyalty, loyalty programs, and strategic pricing and revenue management. His research has appeared in the *Journal of Pricing and Revenue Management*, *Journal of Travel Research*, *Cornell Hotel and Restaurant Administrative Quarterly*, *International Journal of Hospitality Management*, *International Gaming and Wagering Business*, and *Journal of Restaurant and Foodservice Marketing*. Stowe's research has won numerous awards.

Stowe is currently writing a text book on hospitality marketing with Robert Lewis, Peter Yesawich, and Richard Chambers. The book will be published by Prentice Hall.

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