Special Issue: Data Collection, Methods, and Measurement in Hospitality Research

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Call for Papers

As hospitality has matured as an academic field, so too have the theories and analytical tools that can be used to explore the focal subject matter. In recent years, a number of respected hospitality journals have published special issues devoted to the development of hospitality-specific theories. Likewise, there have also been special issues dedicated to the advancement of statistical analysis in the field. Naturally, the research published in these special issues has been essential in driving the field of hospitality forward as a unique domain.

Unfortunately, there has been relatively less emphasis on data collection, methods, and measurement in the field of hospitality. Accordingly, the purpose of this call for papers is to generate submissions for a special issue on data collection, methods, and measurement in the field of hospitality management to be published in the Cornell Hospitality Quarterly. As a unique field of study, hospitality has a correspondingly unique set of challenges and opportunities when it comes to data collection and measurement. To continue growing as a discipline, however, the methods used to collect data and the measurements used to operationalize domain-specific constructs must progress along with the advancement of theory and analysis. Yet, when it comes to methods, hospitality researchers have too often been content to simply borrow the practices of other fields (e.g., psychology, sociology, management, marketing, etc.) without attending to the contextual nuances of the hospitality landscape. Likewise, when it comes to measurement and operationalization, constructs used in hospitality research are often adopted from other fields and adapted to the research context without consideration of how the measurement of such constructs should change in a hospitality setting.

This special issue on data collection, methods, and measurement in hospitality research will focus on addressing these types of methods/measurement issues, with a specific emphasis on how such advancements can affect both theoretical progress and practical management in the field of hospitality. Importantly, this special issue will be differentiated from its predecessors in its exclusive focus on data collection, methods, and measurement. Whereas others have focused on methods as a part of the
analytical process, the proposed special issue will be confined to topics relating to data collection, methodology, and construct measurement only. Relevant topics may include but are not limited to:

- Construct operationalization (of both measured and manipulated constructs)
- The use of different sampling platforms
- Survey design
- Common method bias (assessment and testing)
- Qualitative research design and data collection
- Mixed methods approaches
- Scale development
- Validity and reliability
- Establishing cross-cultural measurement invariance of constructs
- Unstructured data (e.g., tweets, photos, blogs, customer comments, etc.)
- Measurement model types: common factors versus composites as construct proxies

In addition to helping move the field of hospitality forward, submissions to the special issue will also be tasked with providing evidence of how the proposed methodological contribution(s) will affect practical managerial decision-making. Thus, the discussion and/or execution of each proposed methods/measurement advancement will require an account of that advancement in a way that provides some benefit to relevant stakeholders in the field. In this way, the *Data Collection, Methods, and Measurement in Hospitality Research* special issue will both drive the field of hospitality forward as a unique discipline as well as provide meaningful insights to academics and industry practitioners.

**Submission Information**

Submissions should be between 6,000 and 8,000 words all inclusive. All submissions should reflect the highest possible quality as there will be limited time for those manuscripts that respond to a revise and resubmit decision. Additionally, even though the focus of this special issue is on data collection and measurement, all submissions must feature a section outlining how the research will affect practical hospitality management either directly or indirectly. Finally, all submissions must follow *Cornell Hospitality Quarterly* manuscript guidelines which can be found at [https://us.sagepub.com/en-us/nam/journal/cornell-hospitality-quarterly#submission-guidelines](https://us.sagepub.com/en-us/nam/journal/cornell-hospitality-quarterly#submission-guidelines).

**Publication Timelines**

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Thanks for your participation in this project. We look forward to hearing from you. If you have any questions, please feel free to contact one of the corresponding guest editors.

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