

## **Ajai Ammachathram Ph.D. CHE**

Associate Professor and Program Director  
Extension Specialist, Hospitality - Food and Beverage Management  
HRTM Global Engagement Coordinator  
Hospitality, Restaurant and Tourism Management, University of Nebraska-Lincoln  
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### **Education**

**Doctor of Philosophy**, Eastern Michigan University, 2015

Major: Educational Leadership  
Supporting Areas of Emphasis: Higher Education Administration

**Master of Science**, Eastern Michigan University, 2006

Major: Hospitality Management  
Thesis Title: Enhancing student and graduate employability in the hospitality industry

**Bachelor of Science**, Southern New Hampshire University, 2002

Major: Hospitality Administration  
Supporting Areas of Emphasis: Restaurant Management

**Bachelor of Science**, University of Madras, 2000

Major: Hotel and Catering Management  
Supporting Areas of Emphasis: Food and Beverage Management

### **Teaching Experience**

**Associate Professor, Program Director, Hospitality Extension Specialist, HRTM Global Engagement Coordinator**, University of Nebraska-Lincoln, Hospitality, Restaurant and Tourism Management, Nutrition and Health Sciences Department, *Fall 2016 - Present*

Apportionment: 60% teaching, 25% Extension, 10% administration and 5% service – 12-month appointment.

**Teaching (60%)**: Develop and teach high impact hospitality management courses for Hospitality, Restaurant and Tourism Management - Successfully completed Summer Institute of Online Teaching (SIOT), Scholarly Enhancement Program and Peer Review of Teaching (completed foundation and advanced)

**Extension (25%)**: Food and beverage management education specifically for statewide ProStart and Child Nutrition Training Academy (formerly NTENT) programs and serve as Vice President (incoming President) for the Central Council on Hotel, Restaurant, and Institutional Education. Founded 'Restaurant Academy' to assist Nebraska hospitality industry through several food and beverage workshops, online resources, and extension partnerships.

**Administration (10%)**: Participating in recruitment activities for program, mentoring students and faculty in all aspects of their professional development; developing industry connections and programs at the state, national and international levels. Coordinate academic program initiatives, program, and advisory board meetings. Participate in all aspects of scholarly and academic service to the university.

**Adjunct Faculty**, Eastern Michigan University, Hotel and Restaurant Management, *Fall 2008 - Spring 2014*

- ✓ Taught hospitality courses for Hotel and Restaurant Management, Eastern Michigan University
- ✓ Coordinated group projects, presentations, and research writing requirements other assignments
- ✓ Prepared lesson plans and syllabi, prepared and administered mid-term and final exams
- ✓ Planned thought motivating classroom activities relevant to current literature on hospitality.

## Industry Experience (May 1998 – Jun 2016)

Manager, Food and Nutrition, *Windsor Regional Hospital*, Windsor, ON Sep 2014 - Jun 2016

- ✓ Managed hospitality service operations supervising unionized foodservice employees
- ✓ Actively involved in revamping the menu and implementing room service à la carte program
- ✓ Ensured for prompt service and delivery of food trays to patient rooms
- ✓ Oversaw purchasing and inventory control of the guest service operations
- ✓ Accountable for staffing, scheduling, training, and collecting data through surveys and for ensuring high standards of quality, safety and health, knowledge and commitment of Occupational Health and Safety Act regulations pertaining to foodservice operations

Manager, Real Canadian Superstore, *Loblaw's*, Windsor, ON Aug 2008 - Aug 2014

- ✓ Involved in managing various aspects of the business such as driving sales, minimizing wastage, purchasing, pricing, financial analysis, hiring, training, labor management, merchandising, and promotional aspects of the store management
- ✓ Spearheaded the health and safety committee of the store to ensure the safety, security, and well-being of all the store colleagues
- ✓ Prepared numerous financial reports including profit & loss reports for the multi-million-dollar business
- ✓ Familiar with North American food standards, product recalls, food safety and other accountability reporting procedures
- ✓ Strong experience in training and coaching employees towards exceptional customer care

Store Manager, Dining Services, *Eastern Michigan University*, Ypsilanti, MI Aug 2006 - Aug 2008  
Aug 2002 - Dec 2004

- ✓ Coordinated the daily operations of a franchising operation and a retail outlet
- ✓ Involved in accounts payable, purchase orders, inventory control, staffing, training, and evaluation of employees for dining services
- ✓ Expert in product displays, merchandising, product availability, ordering, vendor communication and great emphasis on reducing waste while meeting customer expectations and demand
- ✓ Established new job descriptions for all dining services employees
- ✓ Implemented training curriculum, training materials and evaluation processes for new employees
- ✓ Initiated and implemented the standardization of recipes for hot and cold-deli menus

Manager, *Ritz-Carlton Beach Resort* Naples, FL Jan 2005 - Jul 2006

- ✓ Demonstrated leadership in the operational aspects of the retail and food operations at this Five Star Five Diamond beach resort
- ✓ Involved in cross-functional aspects of the organization working effectively with other departments for smooth operations
- ✓ Involved in budgeting, costing and profit and loss aspects of the restaurant operations at the resort
- ✓ Revamped all standard operating procedures and training certifications in the retail operations
- ✓ Exceeded all budgeted goals in revenues and reduced labor percentage by 3% in the department
- ✓ Involved in staffing, training, inventory management, invoicing management, scheduling, labor management systems, employee relations and team building

Supervisor, *Taj Madras Flight Kitchen* Madras, India May 1998 - May 2001

- ✓ Responsible for timely food preparation and service to departing flights at Chennai International Airport
- ✓ Managed more than 25 staff members, staffing, scheduling & maintaining budgetary and payroll
- ✓ Operated within budgeted labor and inventory needs for forecasted sales
- ✓ Enforced portion control standards and sanitation standards of the department
- ✓ Supervised purchasing and inventory control and storage operations of the kitchen operations
- ✓ Prepared daily schedules based on departing flights and operational needs of the business.

## UNL Extension

### Nebraska ProStart

2016 - present

- ✓ Working closely with the Nebraska Restaurant Association (NRA) & the Nebraska Restaurant Association Hospitality Educational Foundation (NRAHEF) ProStart program, and the Nebraska Retail Federation
- ✓ Mentored and recruited over 25 industry partners for ProStart management and culinary teams
- ✓ Assisted to coordinate Culinary Arts Series for Lincoln public schools ProStart educators
- ✓ Served as judge in the business plan and state competition presentations for Nebraska ProStart management competition
- ✓ Authored management related articles for Nebraska Restaurant Association quarterly publication, Hospitality News
- ✓ Presented in ProStart classrooms to recruit more public schools to compete in ProStart
- ✓ Developed presentations and presented for ProStart topics including careers, marketing, concept development, staffing, return on investment and food trends
- ✓ Completed school visits and industry visits to recruit competition judges and new schools to participate in Nebraska ProStart.
- ✓ Sponsored business plan development educator and student forum at UNL during Summer 2017, 2018 and organized the forum by recruiting presenters from the UNL HRTM program to present on several restaurant management topics.
- ✓ Trained ProStart management and culinary teams for regional and state competitions.
- ✓ Assisted and mentored the Nebraska management team in 2018 to 2020 who presented a written and oral proposal to a panel of world-class judges who then quizzed them on how they would solve some of the challenge's restaurateurs face every day.

### Child Nutrition Training Academy (CNTA)

2017 - present

- ✓ Facilitated the new training under the Child Nutrition Training Academy with #22 participants in year one and #62 participants in continuing education in 2017 (formerly NTENT) and the program has continued till 2022.
- ✓ In consultation with four school districts across the Nebraska, created new curriculum for the Child Nutrition Training Academy
- ✓ Trained foodservice managers in critical thinking and cultivated creativity through experiential learning. Taught several management and hands-on sessions on "developing flavors" during CNTA in 2018 and 2019.
- ✓ Coordinated with logistical planning, educational materials, registration, and revenue management for the CNTA Training working closely with the Nebraska Department of Education
- ✓ As the UNL Liaison, made all logistical arrangements for the participants for the weeklong training in UNL campus 2017 to 2022.

### Extension Materials/ Programs Developed and Published - Toolkits and Guides – Refereed (Internal peer review process)

#### Foodservice Operations Management Checklist Project

2019 - present

Created educational resources and decision support tools for foodservice and small businesses (editable and personalize web resources) published in [www.foods.unl.edu](http://www.foods.unl.edu) under restaurant management category. These are foodservice educational resources (online one-on-one coaching and mentoring) benefiting small business owners and minorities to get formal training and access to materials which would otherwise be only available through formal education.

Topics for editable checklist includes: Purchasing and ordering for foodservice operations, receiving goods, storing goods, front-of-the house preparation, back-of-the house preparation, proper service standards for the restaurants, cleaning standards, bar and beverage operations, manager shift change checklist, catering operations, hiring checklist, and training new employee's checklist. <https://food.unl.edu/free-resources/restaurant-management-operationschecklist>

**Primary Audience:** *Foodservice owners, operators, and managers*

## Restaurant Academy

Launched April 2019

Launched Restaurant Academy training workshops to assist restaurant owners and managers in and around rural Nebraska with educational training and resources, one-on-one technical assistance, and free consultation. The goal of Restaurant Academy is to assist entrepreneurs or current business owners on business plan development, marketing plan development, references and resources, networking, and support in complying with legal and financial requirements for small businesses. Workshop topics include:

Customer service challenges faced by restaurants	Incorporating ethnic ingredients in the menu
How to tackle social media effectively	Food waste prevention.
Constantly trying to please everyone	Next steps with a great concept/idea?
Stressful interactions with customers.	Myths about restaurant business?
Human resources issues	Pros and cons starting a restaurant
Communication in the workplace	What are current and future food trends?
Lack of balance between work and home	Why location matters?
Vague job descriptions in the restaurant industry	How to identify a good target market?
Drug/alcohol abuse among foodservice workers	Menu planning hacks
Sexual Harassment within restaurants	How do you find angel investors/right partners?
Employee theft and unethical behaviors	Marketing and advertising in the 21st century?
Menu management	Identifying your real competition?
Marketing challenges and appealing to millennials	How to get the right market research data?
How to deal with Nebraska low unemployment rate	Style decor/design and floor plan
Fine dining etiquette	Special events and catering for additional revenue
Tipping etiquette	What is next? Concept to Concrete!!!

**Primary Audience:** *Foodservice owners, operators, and managers*

## Customer Service Excellence 101+

Launched Jan 2020

Launched CSE101+ Customer Service Workshops in Spring 2020. These 2-hour interactive, hands-on instructor-led sessions are designed for anyone who interacts with a customer in any setting, be it foodservice, farmer's markets, on-line sales, retail, childcare and non-profit organizations. Participants learn the finest standards of performance that impact customer experience and how to create a competitive advantage, Identify and practice service recovery strategies that satisfy customers and prevent issues from reoccurring, how to gather, interpret, and utilize guest feedback to improve customer loyalty along with a participation certificate and workshop materials for a small fee.

## Teaching Dossier

- ✓ HRTM 479, Senior Seminar in Hospitality Management
- ✓ HRTM 495 Hospitality Management Tour – Netherlands Study Abroad
- ✓ HRTM 373, Catering Management
- ✓ HRTM 274, Introduction to Food and Beverage Management
- ✓ HRTM 289, Introduction to Event Planning
- ✓ HRTM 374, Guest Services Management
- ✓ HRTM 396, Independent Study in Hospitality, Restaurant and Tourism Management
- ✓ HRTM 397, Internship in Hospitality Management
- ✓ HRTM 474, Advanced Food and Beverage Management
- ✓ HRTM 477, Hospitality Facility Planning and Purchasing
- ✓ NUTR 371, Applied Food Production Labs
- ✓ HRTM 377, Franchising Management in the Hospitality Industry – *Curricula developed in 2018*
- ✓ HRTM 498, Introduction to Brewing Science and Management – *Curricula being developed*

## Professional Memberships

- ✓ Immediate Past President (2022-2023), International Council on Hotel, Restaurant, and Institutional Education – Central Federation (Jul 2020 - present)
- ✓ President (2021-2022), International Council on Hotel, Restaurant, and Institutional Education – Central Federation (Jul 2020 - present)
- ✓ Certified Hospitality Educator (CHE) - American Hotel and Lodging Association – expiry 2025
- ✓ Director of Education, Central Federation Council on Hotel, Restaurant, and Institutional Education (2018 - 2020)
- ✓ Faculty member, International Council on Hotel, Restaurant, and Institutional Education (2016 - present)
- ✓ Faculty member, American Hotel & Lodging Educational Institute (Oct 2016 - present)
- ✓ Faculty member, Nebraska Hotel & Lodging Association, Lincoln, NE (Mar 2017 - present)
- ✓ Faculty member, National Restaurant Association (Sep 2016 - present)
- ✓ Faculty member and advisor, Nebraska Restaurant Association (Aug 2017 - present)
- ✓ Nebraska Winery and Grape Growers Association (Aug 2019 - present)
- ✓ Member and faculty advisor - Nebraska Craft Brewers Guild (Aug 2019 - present)
- ✓ Member, Research Chefs of America, Chicago, IL (Nov 2017 - present)
- ✓ Member, Comparative and International Education Society (Sep 2012 - present)
- ✓ Member, Phi Delta Kappa International (Sep 2009 – Sep 2012).

## UNL Non-Credit Instruction

- ✓ Spice Myth-busters' demonstration at Nebraska State Fair, 195 participants (2017 - 2019)
- ✓ Workshop, Lancaster County Extension Office, 30 participants (Jun 2017)
- ✓ Clinical/Laboratory Instruction, UNL Graduate Studies, 1150 guests (Aug 2018 - #550) (Aug 2019 - #600)
- ✓ Clinical/Laboratory Instruction, Big Ten Academic Alliance, 85 participants (Apr 2018)
- ✓ Clinical/Laboratory Instruction, Nebraska Academy of Nutrition and Dietetics, 70 participants (Mar 2018)
- ✓ Travel with Students, Lincoln Libraries, 55 participants (Sep 2017)
- ✓ Omaha Restaurant Week, 55 restaurants in Omaha (Sep 2018)
- ✓ World Food Prize Presentation, 30 participants (Mar 2019).

## Directed Student Learning

- ✓ Doctorate (committee member), "Yātrā: A Phenomenology of Acculturation and Sojourner Experience of Indian International Students in the US," UNL Educational Leadership. (Apr 2021) Advised: Dr. Pankaj Desai
- ✓ Doctorate (committee member), "Development and Evaluation of a culturally-adapted intervention to reduce fat intake among foreign-born Arabic speaking women of reproductive age," Nutrition & Health Sciences. (Nov 2020) Advised: Dr. Rehab Aldahash
- ✓ Masters Thesis: Event Management, (Dec 2020) Ms. Lillian Nguyen
- ✓ Masters (committee member), "Using Technology to Enhance Classroom Learning," Nutrition & Health Sciences. (Dec 2018) Advised: Ms. Lauren Pope
- ✓ Catering Management Teaching Assistant - Independent Study, "Teaching Assistant," Nutrition & Health Sciences. (Aug 2020 - Nov 2020) Advised: Ms. Kaitlin Ertl, Ms. Emilee Feilmeier
- ✓ Catering Management Teaching Assistant - Independent Study, "Teaching Assistant," Nutrition & Health Sciences. (Jan 2020 - Apr 2020) Advised: Ms. Kaitlin Ertl, Ms. Brooklyn Dworok
- ✓ Catering Management Teaching Assistant - Independent Study, "Teaching Assistant," Nutrition & Health Sciences. (Jan 2019 - Apr 2019) Advised: Ms. Anna Dobrednio, Ms. Madison Schlake
- ✓ Catering Management Teaching Assistant - Independent Study, "Teaching Assistant," Nutrition & Health Sciences. (Aug 2018 - Dec 2018) Advised: Ms. Katie Coil, Ms. Madison Schlake
- ✓ Catering Management Teaching Assistant - Independent Study, "Teaching Assistant," Nutrition & Health Sciences. (Jan 2018 - May 2018) Advised: Ms. Ashley Keetle and Advised: Ms. Marissa Sandman
- ✓ Teaching Assistant, "Teaching Assistant," Nutrition & Health Sciences (Aug 2017 - Dec 2017) Advised: Ms. London Sindelar and Advised: Ms. Thu Mai

- ✓ Teaching Assistant, "Teaching Assistant," Nutrition & Health Sciences (Jan 2017 - May 2017) Advised: Mr. Duy Nguyen and Advised: Ms. Tonny Sehnert
- ✓ Independent Study, "Catering Lab Teaching Assistant," Nutrition & Health Sciences (Sep 2016 - Dec 2016) Advised: Ms. Kaitlyn Miller.

### **Published material in professional publications/media**

- ✓ 2021, "Why Tipping is an American Custom" - CNBC Network interview <https://www.youtube.com/watch?v=Gyjr7Fvpl74>
- ✓ 2021, "Why Does Alcohol Cost So Much When You Fly?" - Mel Magazine <https://melmagazine.com/en-us/story/airplane-alcohol-prices>
- ✓ Is Dining Out Done? A Nebraska Industry Expert Discusses BTN LIVEBIG: <https://btn.com/2020/04/25/is-dining-out-done-a-nebraska-industry-expert-discusses-btn-livebig/>
- ✓ Hospitality Industry Faces Unique Challenges When Economy Reopens (COVID-19): <https://www.klin.com/2020/04/15/hospitality-industry-faces-unique-challenges-when-economy-reopens/>
- ✓ Hospitality program looks toward future amid uncertainty in industry (COVID-19): <https://news.unl.edu/newsrooms/today/article/hospitality-program-looks-toward-future-amid-uncertainty-in-industry/>
- ✓ Surviving The Storm (2019 Flooding article): <https://foodfocus.co.za/home//Industry-Topics/food-safety/Surviving-The-Storm> and <https://www.foodqualityandsafety.com/article/surviving-the-storm/>
- ✓ When natural emergencies hit home: [https://www.nebraska-dining.org/wp-content/uploads/2019/10/2019\\_3rdQuarter\\_060319-compress.pdf](https://www.nebraska-dining.org/wp-content/uploads/2019/10/2019_3rdQuarter_060319-compress.pdf) (Page. 17)
- ✓ Be a guide on the side: [https://www.nebraska-dining.org/wp-content/uploads/2019/10/2019\\_2ndQuarter-031819.pdf](https://www.nebraska-dining.org/wp-content/uploads/2019/10/2019_2ndQuarter-031819.pdf) (Page.19)
- ✓ Ajai Ammachathram presents on latest Food and Beverage trends in the Hotel Industry in India: <https://newsroom.unl.edu/announce/cehs-news/8316/47382>
- ✓ Child Nutrition Training Academy: UNL Liaison and program chair for 'Food Service Management Continuing Education' program in partnership with Nebraska Department of Education (2017-2019). <https://www.education.ne.gov/ns/training/national-school-lunch-program/child-nutrition-training-academy/>
- ✓ Five Things with Ajai Ammachathram: <https://www.unl.edu/podcasts/five-things-ajai-ammachathram/>

### **Invited Extension and Community Presentations In - services and Workshops (International) Total participants reached = 270**

Ammachathram, A., (2020) "Attitude, Skills and Knowledge Excellence in the Hospitality Industry," May 2020, virtual workshop, University of Madras, 85 participants

Ammachathram, A., (2018) "Latest Food and Beverage Trends in the Hotel Industry" on Jul 2018, Asan Memorial College of Arts and Science, Jaladianpet, Chennai, Tamil Nadu, India. - Workshop, University of Madras - Asan College, 120 participants

Ammachathram, A., (2018) (Discussant) "Old world grapes in new world regions" Vinexpo 2018 - Hong Kong, 65 participants

**Invited Extension and Community Presentations In - services and Workshops (National)**  
**Total participants reached = 130**

Bellavita VIP Judge – National Restaurant Association Show, Chicago, 75 participants. Served as VIP judge at the Italian Food and Beverage show (May 2018, 2019)

Penn State University, School of Hospitality Management, (45 participants) Connecting the foodservice industry and classrooms through Nebraska Extension, (Nov 2019)

Nebraska Brewers Guild Conference. Lincoln, NE, 55 participants. Presented at the NBG conference on “Taproom Management” (Jan 2019)

**Other Extension, Industry and Community collaborations (in-state) Total participants reached = 660 + (55 restaurants and 1350 guests)**

Panelist, Economic Vitality Tourism Focus Group/Attractions, Lincoln Chambers of Commerce 2022

Curry Clash, Students planned, organized, prepared, and served at the “Curry Clash” event organized by the Lincoln Asian community and Cultural Center, Lincoln, 200+ Participants, Nov 2021

Invited Speaker, School of Hospitality Management, Penn State University, COVID 19 impact on restaurant industry - Allinfoodz podcast (Nov 2020)

Panelist, Hospitality Restaurant Tourism Management Townhall, 40 participants, *The power of Nebraska Extension, How has COVID 19 changed Extension or the way they support Nebraskans?* (June 2020)

Sheldon Museum, UNL, 205 participants. Catering Management students planned, organized, prepared, and served at the “First Friday” event (Apr 2019)

Omaha Restaurant Week, 55 restaurants in Omaha, NE. Advanced food and beverage class were involved in planning, organizing, and evaluating the event (Sep 2018)

Nebraska State Fair, 195 participants. Travelled with students to demo on spices at Nebraska State Fair (2017 - 2019)

Planned, organized, and executed the Annual UNL Graduate Studies Welcome Picnic. Students gained hands-on experience in working the grand event, Aug 2018 (#550 guests), Aug 2019 (#600 guests)

Jean Ann Fischer, Emily Gratopp, Natalie Sehi, Ajai Ammachathram, Kristen Houska, Nicole Vencil, Donnia Behrends, Morgan Hartline, and Diane Brown, 2018 Cultural Food Immersion Workshop: Increasing Paraprofessional Knowledge in Diversity and Inclusion University of Nebraska-Lincoln Nebraska Extension (20 participants)  
[https://static.sched.com/hosted\\_files/2018nationalefnepcoordinatorscon/03/EFNEP%202018%20Cultural%20Food%20Immersion%20Workshop%20Presentation%20%28egratopp3%40unl.edu%29.pdf](https://static.sched.com/hosted_files/2018nationalefnepcoordinatorscon/03/EFNEP%202018%20Cultural%20Food%20Immersion%20Workshop%20Presentation%20%28egratopp3%40unl.edu%29.pdf)

Planned, organized, and executed the Big Ten Academic Alliance luncheon at UNL, 85 participants. Students gained hands-on experience in working the BIG10 event (Apr 2018)

Clinical/Laboratory Instruction, Nebraska Academy of Nutrition and Dietetics, 70 participants. Clinical/Laboratory Instruction (Mar 2018)

One-book One-Lincoln, 55 participants. Advanced Food and Beverage students presented on various topics to library patrons during the event (Sep 2017)

Ethnic Food and Flavors workshop, 30 participants. Lancaster County Extension Office (Jun 2017)

## **UNL Extension Materials Published – Refereed (Internal peer review process)**

Fischer, J.A., Gratopp, E., Sehi.N., Ammachathram, A., & Houska, K. (2020) “Cultural immersion workshop and formative evaluation: Increasing diversity and including in nutrition education programs.” *American Public Health Association*, Washington D.C

Ammachathram, A., (2020) “Preparing Students for the Unknown in the Hospitality Industry.” *International Council on Hotel, Restaurant, and Institutional Education*, ICHRIE Communique, Baltimore MD (International readership: >10,000)

Ammachathram, A., (2019) “Why I am excited about education.” *International Council on Hotel, Restaurant, and Institutional Education*, ICHRIE Communique, Baltimore MD (International readership: >10,000)

Ammachathram, A., (2019) “Flooding in the Restaurant – Some key points to consider.” *Nebraska Hospitality News - Nebraska Restaurant Association Publication*, Lincoln NE (readership: >5,000)

Ammachathram, A., (2019) “Being a Mentor!!!” *Nebraska Hospitality News, Nebraska Restaurant Association Publication*, Lincoln NE (readership: >5,000)

Ammachathram, A., (2018) “Turnover is high; retention is low? Well do something!!!” *Nebraska Hospitality News, Nebraska Restaurant Association Publication*, Lincoln NE (readership: >5,000)

## **Publications - Peer Reviewed**

Ammachathram, A., (2019). “Restaurant Operations Editable Checklist” University of Nebraska - Lincoln Extension, Lincoln NE <https://food.unl.edu/free-resources/restaurant-management-operations-checklist> (Google Analytics report available).

Ammachathram, A., (2017) “Addressing the Challenges Facing Hospitality Academic Programs in the USA: Portfolios and Action-Learning.” In dr. Daphne Dekker, Research Centre Hotelschool The Hague dr. Jeroen Oskam, Research Centre Hotelschool The Hague dr. Karoline Wiegerink, Research Centre Hotelschool The Hague (Ed.), *Innovation in Hospitality Education: Anticipating the Educational Needs of a Changing Profession*. Hotelschool The Hague, Hospitality Business School (Book Chapter)

Ammachathram, A., (2017) “Importance of Portfolio Building Among Hospitality Academic Programs in USA” *International Council on Hotel, Restaurant and Institutional Education Annual Conference*, Baltimore MD

Ammachathram, A., & Anderson, D. (2016) (Book Chapter) Addressing the Challenges Facing Hospitality Academic Programs in the USA: Portfolios and Action-Learning, The Hague, Campus The Hague. Amsterdam

Ammachathram, A., (2015) "The Impact of the quota-based system on social stratification among the students at the Indian Institute of Technology, Madras." Masters Theses and Doctoral Dissertations. Paper 185. <https://commons.emich.edu/theses/767/>

Ammachathram, A., & Anderson, D. (2009) Comparative analysis of Affirmative Action policies in the United States and Quota Based Reservation policies in India. *International Association for Intercultural Education* International Association for Intercultural Education. Athens, Greece

Ammachathram, A., & Anderson, D. (2009) Serving Quota Based Students in Indian Higher Education: "Don't Admit and Abandon - Assist as Well!!!" *International Association for Intercultural Education* International Association for Intercultural Education. Athens, Greece



Ammachathram, A., & Anderson, D. & Zamani-Gallaher, E. (2009) "Comparative cost/benefit analysis of affirmative action policies in the United States and quota-based reservation policies in India" *Comparative and International Education Society, South Carolina*

Ammachathram, A., & Zamani - Gallaher, E. (2009) Reconceptualizing Diversity as a Compelling State Interest: The Context for Globalization in Michigan Community Colleges, "American Educational Research Association, San Diego CA

Ammachathram, A., & Anderson, D. (2008) "Extent of Support Services to Quota-based Students in Higher Education Institutions in India", Comparative and International Education Society Annual Conference, Academic, International, Teachers College, Columbia University, New York, NY

Ammachathram, A., (2006) "Enhancing student and graduate employability in the hospitality industry: a video project", Masters Theses and Doctoral Dissertations. Paper 53. <http://commons.emich.edu/theses/53>

### **Research Presentations Given**

Ammachathram, A, "Hard Knowledge" to "Soft Skills" among Hospitality Graduates", Research/Creative Activity, Conference, Regional, peer-reviewed and refereed, published in proceedings, Ammachathram, A, "Hard Knowledge" to "Soft Skills" among Hospitality Graduates at Central Federation CHRIE Regional Conference on Mar 2017 at Oklahoma State University in Stillwater, OK, (Mar 2017)

Ammachathram, A., & Anderson, D, The Impact of the quota-based system on social stratification among the students at the Indian Institute of Technology, Madras, Department of Leadership and Counseling EMU GRF (2014)

Ammachathram, A., & Anderson, D, How Quota-based policy has impacted Quota-based students in Public Higher Educational Institutions in India, Department of Leadership and Counseling EMU GRF (2013)

Ammachathram, A., & Anderson, D, Intercultural Education: Paideia, Polity, Demoi, International Association for Intercultural Education, Athens, Greece, "Comparative analysis of Affirmative Action policies in the United States and Quota Based Reservation policies in India", Academic, International, Refereed, Accepted. (Jun 2009)

Ammachathram, A., & Anderson, D, Intercultural Education: Paideia, Polity, Demoi, International Association for Intercultural Education, Athens, Greece, "Serving Quota Based Students in Indian Higher Education: "Don't Admit and Abandon - Assist as Well!!!", Academic, International, Refereed, Accepted. (Jun 2009)

Ammachathram, A., & Anderson, D, Impact on Quota-based policy among Public Higher Educational Institutions in India, Department of Leadership and Counseling EMU GRF 2009

Ammachathram, A., Anderson, D., Zamani - Gallaher, E., Comparative and International Education Society (CIES) 53rd Annual Conference, Comparative International Education Society (CIES), Charleston, SC, "Comparative Cost/Benefit Analysis of Affirmative Action Policies in the United States and Quota Based Reservation Policies in India", Academic, International, Refereed, Accepted. (Mar 2009)

Ammachathram, A., & Anderson, D, Support Services to Quota-based Students in Public Higher Educational Institutions in India, Department of Leadership and Counseling EMU GRF 2007

Ammachathram, A., & Anderson, D, Comparative and International Education Society 2008 Annual Conference, Teachers College, Columbia University, New York, NY, "Extent of Support Services to Quota-based Students in Higher Education Institutions in India", Academic, International, Refereed, Accepted. (Mar 2008)

Ammachathram, A., & Zamani - Gallaher, E., American Educational Research Association, San Diego CA " Reconceptualizing Diversity as a Compelling State Interest: The Context for Globalization in Michigan Community Colleges ", Academic, International, Refereed, Accepted. (Apr 14, 2009)

Ammachathram, A. *Advantages of Web-Based Portfolios in Social Sciences*. Orlando, Florida: International Conference on Society and Information Technologies.

Ammachathram, A., & Anderson, D, *Impact of Web-based Portfolio building among hospitality academic programs in the USA*. Baltimore, Maryland USA: International Council for Hotel, Restaurant, and Institutional Education

### **Other Programs (under progress)**

Ammachathram, A. *Mobilizing Citizen Network to Enhance Food Rescue for Reducing Hunger by Optimizing Distribution*.

### **Contracts, Grants and Sponsored Research, Funded or Submitted**

Sharma, A. (Principal Investigator), Ammachathram, A (Investigator) (2022); "Developing Evidenced-Based Guidelines for Incorporating Information and Increased Offerings of Sustainable Diet on Restaurant Menus," National Institute of Food and Agriculture (NIFA), \$310,000 (under-review)

Ajai Ammachathram (60%) Director of Hospitality, Restaurant and Tourism Management (HRTM) program; MaryAnn Johnson (10%); Kristin Malek (10%); Myunghwa Kang (10%); and Kelly Abdelmassih (10%). Department of Commerce's Economic Development Administration (EDA) construction grant for UNL Hospitality Academy \$1,600,000: Funded: July 2022

Ammachathram, A. (Training Coordinator), Malek, K. (Collaborator), Rowen, S. (Collaborator), Barrera-Fuentes, S (Collaborator), "2019 Cochran Fellowship Program – Gastronomy & Restaurant Management for the Dominican Republic," Sponsored by United States Department of Agriculture, \$50,423. not funded.

Ammachathram, A. (Training Coordinator), Malek, K. (Collaborator), Rowen, S. (Collaborator), Barrera-Fuentes, S (Collaborator), "2019 Cochran Fellowship Program for Costa Rica, Nicaragua, and Mexico – U.S. Restaurant Management," Sponsored by United States Department of Agriculture, \$66,227. not funded.

Cramer, J. (Principal Investigator), Su, Q. (Investigator), Koehler, K. (Investigator), Kohnke, C. (Investigator), Ammachathram, A. (Investigator), Eberspacher, H. (Investigator), Housh, T. (Investigator), Miramonti, A. (Investigator), Gillen, Z. (Investigator), McKay, B. (Investigator), "Carbohydrates and Children," Sponsored by Abbott Laboratories, Industry, \$222,215.00. (Jun 2017 - May 2018), Funded.

Gustafson, C, Rakhmatullaeva, N, Beckford, S, Ammachathram, A, Cristobal, A, Koehler, K, (2018). "Exercise and the Timing of Snack Choice: Healthy Snack Choice is Reduced in the Post-Exercise State." *Nutrients* 10, no. 12: 1941.

Research support provided: "How Do Restaurant Menu Calorie Labeling requirements and Exercise Impact Consumer Food Decision Making?" Ms. Nigina Rakhmatullaeva, 2018 University of Nebraska-Lincoln.

### **Reviewer and Editor**

- ✓ Reviewer - Poster Presentations, Spirit of Hospitality, Purdue University September 2022
- ✓ Journal of Global Hospitality and Tourism - Editorial Board member (2020 - present)
- ✓ Journal of Tourism & Hospitality Reviewer - Editor (2018 - present)
- ✓ Journal of Hospitality & Tourism Research (Sage publication) - Reviewer (2020 - present)
- ✓ Journal of Hospitality and Tourism Technology - Editor (JHTT) (2017 - present)
- ✓ Global Conference on Hospitality, Tourism, Event and Leisure Management (HOTEL) (2017 - present)
- ✓ International Marketing Journal of Culture and Tourism - Editor (2021 – present)

## Judge in Industry Competitions

- ✓ Invited to judge at the National Restaurant Association Show in Chicago in 2018 and 2019 - BellaVita Judge: <https://www.bellavita.com/en/awards/>
- ✓ Prostart Nebraska: Judged Prostart Culinary competitions from 2017 to 2020. ProStart is a program of the hospitality education foundation, the educational arm of the National Restaurant Association (NRA). <https://chooseresaurants.org/prostart>
- ✓ Judged the “2017 Raising Nebraska Mystery Foods Event”: The Nebraska Mystery Foods Event is a competitive food preparation event for youth that highlights Nebraska grown foods. A basket of food items was given to each team of two to four members. In preparing their main entree, they were required to use only the food from the basket and a “mystery” ingredient was revealed until just before the event. Each team made a short presentation to the judges explaining their entree.

## Exhibitions or showcases

- ✓ Dr. Ajai Ammachathram discusses on “Why does alcohol cost so much when you fly.” <https://melmagazine.com/en-us/story/airplane-alcohol-prices>
- ✓ Dr. Ajai Ammachathram discusses the experience that is fine dining. <https://lincolnlibraries.org/wp-content/uploads/2017/08/FineDiningFlyer.pdf>
- ✓ Dr. Ajai Ammachathram along with his students showcase at Sheldon, students team up for ‘Art and Food’ event: <https://news.unl.edu/newsrooms/today/article/sheldon-students-team-up-for-art-and-food-event/>
- ✓ Dr. Ajai Ammachathram and Extension Team Participates in Cultural Immersion Workshop: <http://nebraskaagconnection.com/story-state.php?Id=1014&yr=2017>
- ✓ Customer Service Excellence 101+ workshop by Ajai Ammachathram Flyer: <https://chambermaster.blob.core.windows.net/userfiles/UserFiles/chambers/299/File/Customer-Service-Workshops---Columbus.pdf>
- ✓ Dr. Ajai Ammachathram presents on Taproom Management at the 2019 Nebraska Brewers Guild Conference: <https://newsroom.unl.edu/announce/unlagrohorthnews/8412/48267>
- ✓ Cultural Food Immersion Workshop: Increasing Paraprofessional Knowledge in Diversity and Inclusion (co-author): [https://static.sched.com/hosted\\_files/2018nationalefnepcoordinatorscon/03/EFNEP%202018%20Cultural%20Food%20Immersion%20Workshop%20Presentation%20%28egratopp3%40unl.edu%29.pdf](https://static.sched.com/hosted_files/2018nationalefnepcoordinatorscon/03/EFNEP%202018%20Cultural%20Food%20Immersion%20Workshop%20Presentation%20%28egratopp3%40unl.edu%29.pdf)
- ✓ “Spice Myth-busters” cooking demo presentation by Dr. Ajai Ammachathram at the Nebraska State Fair 2017- 2020: [https://www.statefair.org/sites/default/files/\\_images/content/VisitorsGuidebook2019.pdf](https://www.statefair.org/sites/default/files/_images/content/VisitorsGuidebook2019.pdf)

## Technical Skills

- ✓ *Operating Systems/Languages:* MS Word, Power-point, Excel, MS-DOS, Windows Operating System, Lotus 123, Dbase, FoxBASE
- ✓ *Industry Software:* SPSS (Research), STAS, ELVIS, BDR, Kronos, CBORD, DacEasy, POSITouch, Optim System, MICROS, Blackboard and PEOPLESOFT
- ✓ *Web-based Applications:* Dreamweaver, Apple and Android applications, FTP and Webpage Maintenance

## University Service

- ✓ Invited speaker – University of Nebraska - Lincoln Emeriti Association. October 2022.
- ✓ External Reviewer – UNL Housing and Dining Services. September 2022.
- ✓ Deans and Directors Member International Council on Hotel, Restaurant and Institutional Education, July 2022 to present
- ✓ Search Committee Chair - Assistant Professor of Practice Faculty Member HRTM University of Nebraska-Lincoln Appointed by NHS Department Chair (February 2022 - May 2022).

- ✓ Advisory Board Member - UNL Extension 4H Halsey Revitalization Project (2020 – 2022)
- ✓ University of Nebraska-Lincoln Faculty Fellow for Student Success (selected) University of Nebraska-Lincoln May 2021 to Apr 2022.
- ✓ Hospitality, Restaurant and Tourism Management Advisory Board Coordinator, University of Nebraska-Lincoln Start Date: Jan 2022 to present
- ✓ Nutrition & Health Sciences, Promotion & Tenure Committee, University of Nebraska-Lincoln (August 2022 to present)
- ✓ Undergraduate Curriculum Committee, Nutrition & Health Sciences, University of Nebraska-Lincoln (August 2022 to present)
- ✓ Faculty Member - CEHS International Advisory Committee (2020 – present)
- ✓ Committee Member, UNL PGA Golf Management Advisory Committee (Oct 2016 - present)
- ✓ Faculty advisor Nebraska Innovation Campus Scarlet Hotel planning committee (2019 – present)
- ✓ Chancellor's University Safety Committee (2019 - 2022)
- ✓ First Generation Student Mentor University of Nebraska-Lincoln (September 2017 to present)
- ✓ Faculty Advisor, UNL Culinary Science (Culinology) (Sep 2016 - present)
- ✓ Committee Member, Hospitality Restaurant and Tourism Management Faculty Search Committee (2016-2018)
- ✓ Committee Member, Department Chair Advisory Board Member (Aug 2017 - Aug 2019)

## Awards and Honors

- ✓ University of Nebraska - Lincoln, College of Education and Human Sciences, University Distinguished Teaching Award - Apr 2021
- ✓ University of Nebraska - Lincoln, College of Education and Human Sciences, Outstanding Teaching Award - Apr 2020
- ✓ University of Nebraska Lincoln - Parents Association Teaching Award (recognition) 2018,2019, 2020, 2021 and 2022
- ✓ Received the 2021 Dinsdale Family Faculty Award, Institute of Agriculture and Natural Resources, University of Nebraska - Lincoln
- ✓ Nominated for the Dinsdale Family Faculty Award, Institute of Agriculture and Natural Resources (2018, 2019)
- ✓ Certified Hospitality Educator (CHE) - American Hotel and Lodging Association - expiry 2025
- ✓ Activity chair, Phi Delta Kappa chapter #0099 (2008 - 2012)
- ✓ Assisted in travel arrangements, technology arrangements and presentation assistance for Drs. Tiao /Tack at ASHE conference, Louisville KY (Nov 2007)
- ✓ Participated and won the "Annual Department Pasta Competition," (Dec 2007)
- ✓ Attended annual conference, "Michigan Association of Professors of Educational Administration", MI (Sep 2008)
- ✓ Workshop, "Faculty Development Center", EMU, Ypsilanti, MI (Sep 2008 - present)
- ✓ Attended training sessions in Dreamweaver, Podcasting, and mixed multimedia, EMU
- ✓ Organized and moderated an international group panel for courses in educational leadership
- ✓ Moderated 2008 Annual Michigan Association of Professors of Educational Administration (MAPEA) symposium held at Eastern Michigan University (2008 - 2009)
- ✓ Attended annual conference of the Association for the Study of Higher Education (ASHE) in Louisville, KY (Nov 2007)
- ✓ Attended "New Beginnings" teaching workshop at EMU (Aug 2007)
- ✓ Attended emuonline.edu training at EMU-ICT (Aug 2007)
- ✓ Posted and monitored online reading materials for EDLD 613/EDLD 622 (2007, 2008)
- ✓ Attended Grant writing workshop offered by EMU Graduate School (2007, 2008)
- ✓ Represented Michigan Restaurant Association to meet Michigan state representatives (2004)
- ✓ Loblaw's Store #567 food safety and health and safety committee chair (2009)
- ✓ Ritz Carlton certified food handler (Jan 2005)
- ✓ TIPS & CARE certified bartender & food handler (2004-2006)
- ✓ Vice President, International Student Association. Eastern Michigan University (2003 - 2004)
- ✓ Best speaker award Southern New Hampshire University (2001)
- ✓ President's list and Deans list Southern New Hampshire University (2001)

- ✓ Student President Food and Beverage Association, University of Madras (2000)
- ✓ Stood second in a state level chef competition, Madras, India (1999)
- ✓ National Cadet Corps, Navy, India (1996)

## **Consulting**

- ✓ Associate Leader, Faculty-led Inquiry into Reflective and Scholarly Teaching Project (formerly known as the Peer Review of Teaching Project) FIRST program (2022 - present)
- ✓ Faculty member, Rural Prosperity Nebraska, (2020 - present)
- ✓ Faculty member, Regional Food Systems (2019 - present)
- ✓ Food and Beverage Extension Specialist, University of Nebraska, Lincoln (2016 - present)
- ✓ Community Vitality Initiative, Nebraska Extension, Buffalo, Hall, Kearney, Adams County (Sep 2018 - present)
- ✓ Nebraska Hospitality Educational Foundation Faculty Member (Aug 2017 - present).