

Janet Sim

Janet Sim, M.S., R.D., Ed.D., is the Chair of the Hospitality and Tourism Management Department at San Francisco State University. The program, housed in the College of Business, AACSB accredited, prepares students in the management of hotels, restaurant and catering management, conventions, meetings and event management and international tourism. There are currently 450 students in the program, the largest four-year hospitality management degree in the Bay Area.

Dr. Sim had professional experience in commercial and institutional foodservice management prior to starting her academic career. She received an M.S. from Iowa State University and an Ed.D. from the University of San Francisco. She taught at Rochester Institute of Technology, Rochester, New York, and University of Illinois, Chicago, Illinois. She joined San Francisco State University in 1986. She became the Chair of the Department of Hospitality Management in the College of Business in 1995. Dr. Sim was responsible for the design and coordination of the restaurant and foodservice management courses, including the Vista Room, acclaimed for its exquisite cuisine and service, managed and operated by students.

In addition, Dr. Sim has scholarly peer-reviewed works in publications such as *Services Marketing Journal* and the *Journal of Quality Assurance in Hospitality and Tourism*. She also contributed to textbooks in the hospitality and tourism fields. Her published work focuses on service quality, customer loyalty and retention, relationship management and contract management.