

# VITA

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#### Personal Information

### EDUCATION

Ph.D. Social Psychology. Minors in Statistics, Philosophy and Sociology.

Ohio State University, Columbus, Ohio, 1987.

*Dissertation: "The Effects of Scarcity on Perceived Value: Investigations of Commodity Theory", Dr. Timothy C. Brock, Chair.*

M.A. Social Psychology. Minors in Statistics and Philosophy.

Ohio State University, Columbus, Ohio, 1983.

*Thesis: "The Psychology of Restaurant Tipping", Dr. Bibb Latane, Chair.*

B.A. Psychology. University of Texas, Austin, Texas, 1979. Also completed requirements for a B.A. in Economics.

## **PROFESSIONAL WORK EXPERIENCE**

Burton M. Sack '61 Professor of Food & Beverage Management,  
School of Hotel Administration, Cornell University, 2010-present.

Full Professor of Consumer Behavior and Marketing,  
School of Hotel Administration, Cornell University, 2008-present.

Associate Professor of Consumer Behavior and Marketing,  
School of Hotel Administration, Cornell University, 1995-2007.

Assistant Professor of Marketing,  
College of Business Administration, University of Houston, 1990-1995.

Visiting Assistant Professor of Marketing,  
School of Business, University of Missouri - Columbia, 1988-1990.

Visiting Assistant Professor of Psychology,  
College of Arts and Science, University of Missouri - Columbia, 1987-1988.

## **ASSOCIATION MEMBERSHIPS**

Council on Hotel, Restaurant and Institutional Education  
Association for Consumer Research  
Society for Consumer Psychology  
Academy of Marketing Science  
American Marketing Association  
American Psychological Association  
American Psychological Society  
Society for Personality and Social Psychology

## RESEARCH

### Tipping Publications

Lynn, M. (forthcoming). The effects of tipping on consumers' satisfaction with restaurants. *Journal of Consumer Affairs*.

Lynn, M. & Brewster, Z. (2018). A within-restaurant analysis of changes in customer satisfaction following the introduction of service inclusive pricing or automatic service charges. *International Journal of Hospitality Management*, 70, 9-15.

Lynn, M. (2018). Are published techniques for increasing service gratuities/tips effective? P-curve and r-indexing the evidence. *International Journal of Hospitality Management*, 69, 65-74.

Wang, S. & Lynn, M. (2017). The effects of service charges versus service-included pricing on deal perception. *Journal of Hospitality & Tourism Research*, 41 (2), 246-254.

Lynn, M. (2017). Does tipping help to attract and retain better service workers? *Journal of Foodservice Business Research*, 20 (1), 82-89.

Lynn, M. (2017). Should U.S. restaurants abandon tipping? A review of the issues and evidence. *Psychosociological Issues in Human Resource Management*, 5 (1), 120-159.

Lynn, M. (2016). Motivations for tipping: How they differ across more and less frequently tipped services. *Journal of Behavioral and Experimental Economics*, 65, 38-48.

Lynn, M., Giebelhausen, M., Garcia, S., Li, Y. & Patumanon, I. (2016). Clothing color and tipping: An attempted replication and extension. *Journal of Hospitality & Tourism Research*, 40 (4), 516-524.

Lynn, M. (2016). Why are we more likely to tip some occupations than others? Theory, evidence, and implications. *Journal of Economic Psychology*, 54, 134-150.

Lynn, M. & Kwortnik, R.J. (2015). The effects of tipping policies on customer satisfaction: A test from the cruise industry. *International Journal of Hospitality Management*, 51, 15-18.

Lynn, M. & Starbuck, M. (2015). National differences in tipping customs: The effects of national attitudes toward tipping and sensitivities to duty and social pressure. *Journal of Behavioral and Experimental Economics*, 57, 158-166.

Brewster, Z., Brauer, J.R. & Lynn, M. (2015). Economic motivations and moral controls regulating discrimination against black and Hispanic diners. *The Sociological Quarterly*, 56 (3), 506-538.

Lynn, M. (2015). Negative perceptions of Christian tippers: How widespread are they? *Journal of Foodservice Business Research*, 18 (2), 163-170.

- Lynn, M. (2015). Explanations for service gratuities and tipping: Evidence from individual differences in tipping motivations and tendencies. *Journal of Behavioral and Experimental Economics*, 55, 65-71.
- Lynn, M. (2015). Service gratuities and tipping: A motivational framework. *Journal of Economic Psychology*, 46, 74-88.
- Lynn, M. & Brewster, Z. (2015). Racial and ethnic differences in tipping: The role of perceived descriptive and injunctive tipping norms. *Cornell Hospitality Quarterly*, 56 (1), 68-79.
- Brewster, Z. & Lynn, M. (2014). Black-White earnings gap among restaurant servers: A replication, extension, and exploration of consumer racial discrimination in tipping. *Sociological Inquiry*, 84(4), 545-569.
- Lynn, M. (2014). The contribution of norm familiarity to race differences in tipping: A replication and extension. *Journal of Hospitality & Tourism Research*, 38(3), 414-425.
- Lynn, M. & Wang, S. (2013). The indirect effects of tipping policies on patronage intentions through perceived expensiveness, fairness and quality. *Journal of Economic Psychology*, 39, 62-71.
- Lynn, M. & Katz, B. (2013). Are Christian/religious people poor tippers? *Journal of Applied Social Psychology*, 43, 928-935.
- Lynn, M. (2013). A comparison of Asians', Hispanics' and Whites' restaurant tipping. *Journal of Applied Social Psychology*, 43, 834-839.
- Lynn, M., Pugh, C.C. & Williams, J. (2012). Black-White differences in tipping: Moderated by socio-economic status. *Cornell Hospitality Quarterly*, 53 (4), 286-294.
- Lynn, M. & Williams, J. (2012). Black-White differences in beliefs about the U.S. restaurant tipping norm: Moderated by socio-economic status? *International Journal of Hospitality Management*, 31, 1033-1035.
- Lynn, M., Jabbour, P. & Kim, W.G. (2012). Who uses tips as a reward for service and when? An examination of potential moderators of the service-tipping relationship. *Journal of Economic Psychology*, 33, 90-103.
- Lynn, M. (2011). Race differences in tipping: Testing the role of norm familiarity. *Cornell Hospitality Quarterly*, 52 (1), 73-80.
- Lynn, M., Kworntnik, R. & Sturman, M. (2011). Voluntary tipping and the selective attraction and retention of service workers in the United States: An application of the ASA Model. *International Journal of Human Resources Management*, 22 (9), 1887-1901.
- Lynn, M. & Sturman, M.C. (2010). Tipping and service quality: A within-subjects analysis. *Journal of Hospitality and Tourism Research*, 34 (2), 269-275.

- Saunders, S.G. & Lynn, M. (2010). Why tip? An empirical test of motivations for tipping car guards. *Journal of Economic Psychology*, 31 (1), 106-113.
- Lynn, M. & McCall, M. (2009). Techniques for increasing tips: How generalizable are they? *Cornell Hospitality Quarterly*, 50, 198-208.
- Lynn, M. (2009). Individual differences in self-attributed motives for tipping: Antecedents, consequences, and implications. *International Journal of Hospitality Management*, 28, 432-438.
- Kwortnik, R.J., Lynn, M. & Ross, W.T. (2009). Buyer monitoring: A means to insure personalized service. *Journal of Marketing Research*, XLVI, 573-583.
- Lynn, M. (2009). Determinants and consequences of female attractiveness and sexiness: Realistic tests with restaurant waitresses. *Archives of Sexual Behavior*, 38, 737-745.
- Lynn, M. & Withiam, G. (2008). Tipping and its alternatives: Business considerations and directions for research. *Journal of Services Marketing*, 22 (4), 328-336.
- Lynn, M., et. al. (2008). Consumer racial discrimination in tipping: A replication and extension. *Journal of Applied Social Psychology*, 38, 1045-1060.
- Lynn, M. (2008). Personality effects on tipping attitudes, self-reported behaviors and customs: A multi-level inquiry. *Personality and Individual Differences*, 44, 989-999.
- Leodoro, G. & Lynn, M. (2007). The effect of server posture on the tips of Whites and Blacks. *Journal of Applied Social Psychology*, 7 (2), 201-209.
- Lynn, M. (2006). Race differences in restaurant tipping: A literature review and discussion of practical implications. *Journal of Foodservice Business Research*, 9(4), 99-113.
- Lynn, M. (2006). Geo-demographic differences in knowledge about the restaurant tipping norm. *Journal of Applied Social Psychology*, 36 (3), 740-750.
- Lynn, M. (2006). Tipping in restaurants and around the globe: An Interdisciplinary review. Chapter 31, pp. 626-643. In Morris Altman (Ed.) *Handbook of Contemporary Behavioral Economics: Foundations and Developments*, M.E. Sharpe Publishers.
- Lynn, M. (2005). Increasing servers' tips: What managers can do and why they should do it. *Journal of Foodservice Business Research*, 8 (4), 89-98.
- Lynn, M. (2004). Black-White differences in tipping various service providers. *Journal of Applied Social Psychology*, 34 (11), 2261-2271.
- Lynn, M. (2004). Restaurant tips and service quality: A commentary on Bodvarsson, Luksetich and McDermott (2003). *Applied Economics Letters*, 11, 975-978.
- Lynn, M. (2004). Ethnic differences in tipping: A matter of familiarity with tipping norms. *Cornell Hotel and Restaurant Administration Quarterly*, 45 (1), 12-22.

Lynn, M. & Lynn, A. (2004). National values and tipping customs: A replication and extension. *Journal of Hospitality and Tourism Research*, 28, 356-364.

Lynn, M. & Thomas-Haysbert, C. (2003). Ethnic differences in tipping: Evidence, explanations and implications. *Journal of Applied Social Psychology*, 33, 1747-1772. [Winner of the 2004 W. Bradford Wiley Memorial Research Award for the best hospitality research by a CHRIE member published the previous year.]

Conlin, M., Lynn, M. & O'Donoghue, T. (2003). The norm of restaurant tipping. *Journal of Economic Behavior and Organization*, 52, 297-321.

Lynn, M. (2003). Tip levels and service: An update, extension and reconciliation. *Cornell Hotel and Restaurant Administration Quarterly*, 42, 139-148.

Lynn, M. (2003). Restaurant tips and service quality: A weak relationship or just weak measurement? *International Journal of Hospitality Management*, 22, 321-325.

Lynn, M. & Sturman, M. (2003). It's simpler than it seems: An alternative explanation for the magnitude effect in tipping. *International Journal of Hospitality Management*, 22, 103-110.

Lynn, M. (2002). Turnover's relationships with sales, tips and service across restaurants in a chain. *International Journal of Hospitality Management*, 21, 443-447.

Strohmetz, D., Rind, B., Fisher, R. & Lynn, M. (2002). Sweetening the til: The use of candy to increase restaurant tipping. *Journal of Applied Social Psychology*, 32, 300-309.

Lynn, M. (2001). Restaurant tipping and service quality: A tenuous relationship. *Cornell Hotel and Restaurant Administration Quarterly*, 42, 14-20. [A managerial version of Lynn & McCall, 2000].

Lynn, M. & Gregor, R. (2001). Tipping and service: The case of hotel bellmen. *International Journal of Hospitality Management*, 20, 299-303.

Lynn, M. (2000). National character and tipping customs: The needs for achievement, affiliation and power as predictors of the prevalence of tipping. *International Journal of Hospitality Management*, 19, 205-210.

Lynn, M. (2000). The relationship between tipping and service quality: A comment on Bodvarsson and Gibson's article. *Social Science Journal*, 37, 131-135.

Lynn, M. (2000). National personality and tipping customs. *Personality and Individual Differences*, 28, 395-404.

Lynn, M. & McCall, M. (2000). Gratitude and gratuity: A meta-analysis of research on the service-tipping relationship. *Journal of Socio-Economics*, 29, 203-214.

Lynn, M. & Simons, T. (2000). Predictors of male and female servers' average tip earnings. *Journal of Applied Social Psychology*, 30, 241-252. [Reprinted in Derek Soles, 2004, *Essentials of Academic Writing*, Houghton Mifflin Co.]

Lynn, M., Le, J. & Sherwyn, D. (1998). Reach out and touch your customer. *Cornell Hotel and Restaurant Administration Quarterly*, 39, 60-65.

Lynn, M. (1997). Tipping customs and status seeking: A cross-country study. *International Journal of Hospitality Management*, 16, 221-224.

Lynn, M. (1996). Seven ways to increase your servers' tips. *Cornell Hotel and Restaurant Administration Quarterly*, 37 (June), 24-29. [Translated into Spanish and reprinted in *Alta Hotelaria*, Septiembre-Octubre 1996, pp. 17-23.]

Lynn, M. & Graves, J. (1996). Restaurant tipping: An incentive/reward for service? *Hospitality Research Journal*, 20, 1-14.

Lynn, M. (1994). Neuroticism and the prevalence of tipping: A cross-country study. *Personality and Individual Differences*, 17, 137-138.

Lynn, M., Zinkhan, G. & Harris, J. (1993). Consumer tipping: A cross-country study. *Journal of Consumer Research*, 20, 478-488.

Lynn, M. & Mynier, K. (1993). The effects of server posture on restaurant tipping. *Journal of Applied Social Psychology*, 23, 678-685. [Data was selected for inclusion in Bill Notz, Dennis Pearl and Elizabeth Stasny, Ed.s, 2004, the *Electronic Encyclopedia of Statistical Examples and Exercises*, W.H. Freeman.]

Lynn, M. & Bond, C.F. (1992). Conceptual meaning and spuriousness in ratio correlations: The case of restaurant tipping. *Journal of Applied Social Psychology*, 22, 327-341.

Lynn, M. & Grassman, A. (1990). Restaurant tipping: An examination of three "rational" explanations. *Journal of Economic Psychology*, 11, 169-181.

Lynn, M. (1988). The effects of alcohol consumption on restaurant tipping. *Personality and Social Psychology Bulletin*, 14, 87-91.

Lynn, M. & Latane, B. (1984). The psychology of restaurant tipping. *Journal of Applied Social Psychology*, 14, 551-563.

## Scarcity and Related Publications

Lynn, M. & Snyder, C.R. (2002). Uniqueness seeking. In C.R. Snyder & S. Lopez (Eds.) *Handbook of Positive Psychology*, Oxford: Oxford University Press, pgs. 395-410.

Catrett, J. & Lynn, M. (1999). Managing status in the hotel industry: How Four Seasons came to the fore. *Cornell Hotel and Restaurant Administration Quarterly*, 40, 26-39. [Translated into Japanese and reprinted in *The Hotel Management*, Nov. 1999.]

Lynn, M. & Harris, J. (1997). Individual differences in the pursuit of uniqueness through consumption. *Journal of Applied Social Psychology*, 27, 1861-1883.

Lynn, M. & Harris, J. (1997). The desire for unique consumer products: A new individual differences scale. *Psychology & Marketing*, 14, 601-616. [A synopsis of this article is included in: W.O. Bearden & R.G. Netemeyer, Eds. ,1999, *Handbook of Marketing Scales*, 2<sup>nd</sup> edition, pgs 100-101, London: Sage.]

Lynn, M. & Bogert, P. (1996). The effect of scarcity on anticipated price appreciation. *Journal of Applied Social Psychology*, 26, 1978-1984.

Lynn, M. (1992). The psychology of unavailability: Explanations for scarcity and cost effects on value. *Basic and Applied Social Psychology*, 13, 3-7.

Lynn, M. (1992). Scarcity's enhancement of desirability: The role of naive economic theories. *Basic and Applied Social Psychology*, 13, 67-78.

Lynn, M. (1991). Scarcity effects on value: A quantitative review of the commodity theory literature. *Psychology and Marketing*, 8, 43-57.

Harris, J., Lynn, M. & Clair, S. (1991). Scarcity's polarization of evaluations: Current theories and null results. *Representative Research in Social Psychology*, 19, 121-135.

Lynn, M. (1989). Scarcity effects on desirability: Mediated by assumed expensiveness? *Journal of Economic Psychology*, 10, 257-274.



## Other Publications

Brewster, Z.W., Brauer, J.R. & Lynn, M. (forthcoming). Morality at work: Do employee's moral commitments inhibit service disparities and reactive workplace behaviors? *Social Currents*.

Wong, K.Y. & Lynn, M. (2017). The easy money effect: Credit card spending and hard work reminder. *Journal of Consumer Marketing*, 34(7), 541-551.

Yang, S. & Lynn, M. (2014). More evidence challenging the robustness and usefulness of the attraction effect. *Journal of Marketing Research*, 51 (4), 508-513.

Brewster, Z., Lynn, M. & Cocroft, S. (2014). Consumer racial profiling in U.S. restaurants: Exploring subtle forms of service discrimination against black diners. *Sociological Forum*, 29 (2), 476-495.

Lynn, M., Flynn, S.M. & Helion, C. (2013). Do consumers prefer round prices? Evidence from pay-what-you-want decisions and self-pumped gasoline purchases. *Journal of Economic Psychology*, 36, 96-102.

Lynn, M. (2011). Segmenting and targeting your market: Strategies and limitations. In M. Sturman, J. Corgel and R. Verma (Eds.) *The Cornell School of Hotel Administration on Hospitality*, New York: John Wiley & Sons, pgs. 353-369.

Lynn, M. & Sturman, M. (2011). Is the customer always right? The potential for racial bias in customer evaluations of employee performance. *Journal of Applied Social Psychology*, 41 (9), 2312-2324.

McGuire, K, Kimes, S., Lynn, M., Pullman, M. & Lloyd, R. (2010). A framework for evaluating the customer wait experience. *Journal of Service Management*, 21 (3), 269-290. [Winner of Emerald's 2011 Highly Commended Award for 1 of the top 3 articles in the journal that year.]

Lynn, M. & Steele, P. (2006). National differences in subjective well-being: The interactive effects of extraversion and neuroticism. *Journal of Happiness Studies*, 7, 155-165.

Lynn, A. & Lynn, M. (2003). Experiments and quasi-experiments: Methods for evaluating marketing options. *Cornell Hotel and Restaurant Administration Quarterly*, 44(2), 75-84.

Straughan, R. & Lynn, M. (2002). The effects of salesperson compensation on perceptions of salesperson honesty. *Journal of Applied Social Psychology*, 32 (4), 719-731.

Lynn, M. Kampschroeder, K. & Periera, A. (1999). Evolutionary perspectives on consumer behavior: An introduction. *Advances in Consumer Research*, 26, 226-230.

Lynn, M. & Mullen, B. (1998). A rebuttal to Borchgrevink's criticism of our meta-analytic recommendations. *Journal of Hospitality & Tourism Research*, 21, 102-105.

Lynn, M. & Mullen, B. (1997). The quantitative integration of research: An introduction to meta-analysis. *Journal of Hospitality & Tourism Research*, 21, 121-139.

- Lynn, M. & Gelb, B. (1996). Identifying innovative national markets for technical consumer goods. *International Marketing Review*, 13, 43-57.
- Lynn, M. (1990). Choose your own price: An exploratory study requiring an expanded view of price's functions. *Advances in Consumer Research*, 17, 710-714.
- Lynn, M. (1989). Race differences in sexual behavior: A critique of Rushton and Bogaert's evolutionary hypothesis. *Journal of Research in Personality*, 23, 1-6.
- Lynn, M. (1989). Criticisms of an evolutionary hypothesis about race differences: A rebuttal to Rushton's reply. *Journal of Research in Personality*, 23, 21-34.
- Lynn, M. & Oldenquist, A. (1986). Egoistic and non-egoistic motives in social dilemmas. *American Psychologist*, 41, 529-534.
- Lynn, M., Shavitt, S., & Ostrom, T. (1985). The effects of pictures on the organization and recall of social information. *Journal of Personality and Social Psychology*, 49, 1160-1168.
- Lynn, M. & Bolig, R. (1985). Personal advertisements: Sources of data about relationships. *Journal of Social and Personal Relationships*, 2, 377-383.
- Lynn, M. & Shurgot, B. (1984). Responses to lonely hearts advertisements: Effects of reported physical attractiveness, physique, and coloration. *Personality and Social Psychology Bulletin*, 10, 349-357.
- Lynn, M. & Oldenquist, A. (1984). American social psychologists: The children of Hobbes. *Academic Psychology Bulletin*, 6, 43-47.

## **Editorials**

Lynn, M. (2017). CQ authors' reactions to my editorial policies and practices. *Cornell Hospitality Quarterly*, 58(4), 324 - 328.

Lynn, M. (2017). More multi-study articles wanted. *Cornell Hospitality Quarterly*, 58(3), 228.

Lynn, M. (2017). Summary of CQ's 2016 submissions and editorial decisions. *Cornell Hospitality Quarterly*, 59(2), 120-121.

Lynn, M. (2017). How to make and sell a meaningful empirical contribution. *Cornell Hospitality Quarterly*, 58(1), 4 - 5.

Lynn, M. (2016). Conciseness is critical. *Cornell Hospitality Quarterly*, 57(4), 346 - 347.

Lynn, M. (2016). My attitudes and beliefs about different types of research. *Cornell Hospitality Quarterly*, 57(3), 234.

Lynn, M. (2016). Improving the review policy and process for authors and reviewers. *Cornell Hospitality Quarterly*, 57(2), 120 -121.

Lynn, M. (2016). From the editor. *Cornell Hospitality Quarterly*, 57(1), 6.

## **Edited Volumes**

Lynn, M. (Ed.) (1992). *The Psychology of Unavailability: Explanations for Scarcity and Cost Effects on Value*. Special issue of *Basic and Applied Social Psychology*, Vol. 13, No. 1, Hillsdale, NJ: Lawrence Erlbaum Associates.

Lynn, M. & Jackson, J.M. (Eds.)(1991). *Proceedings of the Society for Consumer Psychology*. Madison, WI: Omnipress.

## Center for Hospitality Research Reports & Tool

Lynn, M. (2016). The Business Case for (and Against) Restaurant Tipping. *Cornell Hospitality Report*, Vol. 16, No. 4.

Lynn, M. & Boone, C. (2015). Have Minimum Wage Increases Hurt the Restaurant Industry? The Evidence Says No! *Cornell Hospitality Report*, Vol. 15, No.22.

Lynn, M. & Ukhov, A. (2013). Tips Predict Restaurant Sales. *Cornell Hospitality Report*, Vol. 13, No. 8.

Lynn, M. (2013). The Target Market Misapprehension: Lessons from Restaurant Duplication of Purchase Data. *Cornell Hospitality Report*, Vol. 13, No. 3.

Lynn, M. (2011). MegaTips 2: Twenty Tested Techniques to Increase Your Tips. *CHR Tool*, Vol. 2, No. 1.

Wang, S. & Lynn, M. (2010). The Impact of Prix Fixe menu Price Formats on Guests' deal Perception. *Cornell Hospitality Report*, Vol. 10, No. 15.

Yang, S. & Lynn, M. (2009). Wine List Characteristics Associated with Greater Wine Sales. *Cornell Hospitality Report*, Vol. 9, No. 11.

Lynn, M. (2008). Frequency Strategies and Double Jeopardy in Marketing: The Pitfalls of relying on Loyalty programs. *Cornell Hospitality Report*, Vol. 8, No. 12.

Lynn, M. (2007). Brand Segmentation in the Hotel and Cruise Industries: Fact or Fiction? *Cornell Hospitality Report*, Vol. 7, No. 4.

Wang, S. & Lynn, M. (2007). The Effects on Perceived Restaurant Expensiveness of Tipping and Its Alternatives. *Cornell Hospitality Report*, Vol. 7, No. 3.

Lynn, M. (2006). Tipping Quiz. *CHR Tool*.

Lynn, M. (2006). Tipping and Its Alternatives: When and Why to Choose Voluntary Tipping, Service Charges or Service-Inclusive Pricing Policies. *Cornell Hospitality Report*, Vol. 6, No. 5.

Lynn, M. (2006). Race Differences in Tipping: Questions and Answers for the Restaurant Industry. *Cornell Hospitality Report*, Vol. 6, No. 1.

Lynn, M. (2004). Increasing Servers' Tips: What Managers Can Do and Why They Should Do It. *Cornell Hospitality Report*, Vol. 4, No. 5.

Lynn, M. (2004). Mega Tips: Scientifically Tested Ways to Increase Your Tips. *CHR Tool*.

## **Academic Convention Presentations**

Brewster, Z., Brauer, J.R. & Lynn, M. (2014). Economic motivations and moral controls regulating discrimination against black and Hispanic restaurant patrons. Midwest Sociological Society Annual Meeting, April 3-6.

Brewster, Z., Lynn, M. & Cocroft, S. (2013). Consumer racial profiling in U.S. restaurants: Exploring subtle forms of service discrimination against black diners. Society for the Study of Social Problems meetings, NY, August.

Lynn, M., Kwortnik, R. & Sturman, M. (2011). Voluntary tipping and the selective attraction and retention of service workers in the USA: An application of the ASA Model. QUIS 12, Ithaca, NY, June.

Wang, S. & Lynn, M. (2010). The impact of prix fixe menu price formats on guests' deal perception. Harrah Hospitality Research Center 2010 Summit.

McGuire, K., Kimes, S. Lynn, M. & Pullman, M. (2007). Perceived time, satisfaction and the effect of time filling activities. Informs Annual Meeting, Seattle, WA, November.

Lynn, M. (2007). Invited member of a panel on "Emerging Research in Service Management and Marketing" QUIS 10: International research Symposium on Service Excellence in Management, June 14-17.

Noone, B., Kimes, S., Lynn, M. & Wirtz, J. (2004). Effect of service encounter duration on customer satisfaction. Service Frontiers Conference, Miami, FL, October 30.

Kwortnik, R. & Lynn, M. (2004). The effect of tipping policy on perceived service quality in the cruise industry. Frontiers in Services Conference, Miami, FL, October 30.

Lynn, M. (2001). Restaurant tips and service quality: Evidence of a weak relationship. CU2 Joint Conference in Hospitality and Tourism, Hong Kong, January 12-14.

Lynn, M. (1997). The determinants of restaurant tipping: A meta-analytic review. Annual Conference of the Society for the Advancement of Behavioral Economics, Lexington, VA, June.

Lynn, M. (1996). The effects of scarcity on anticipated price appreciation. Winter Marketing Educator's Conference, Hilton Head, SC, February.

Harris, J. & Lynn, M. (1996). Manifestations of the pursuit of uniqueness through consumption. Winter Marketing Educator's Conference, Hilton Head, SC, February.

Harris, J. & Lynn, M. (1994). The manifestations and measurement of the desire to be a unique consumer. Annual Convention of the Society for Consumer Psychology, St. Petersburg, FL, February.

Straughan, R.D. & Lynn, M. (1994). Consumer evaluation of retail salespeople: Dimensionality and relationship to salesperson compensation. Association for Consumer Research, Boston, MA, October.

- Lynn, M. (1993). The tendency to downward compare scale. Annual Meeting of Social Psychologists in Texas, Dallas, TX, January.
- Lynn, M. (1990). Unavailability effects on desirability: The role of implicit economic theories. Annual Meeting of the American Psychological Association (Division 23), Boston, MA, August.
- Lynn, M. (1988). Scarcity effects on psychological value: Mediated by perceived expensiveness? 60th Annual Meeting of the Midwestern Psychological Association, Chicago, IL, April.
- Lynn, M. & Bond, C. F. (1988). Spuriousness in ratio correlations: The case of restaurant tipping. 60th Annual Meeting of the Midwestern Psychological Association, Chicago, IL, April.
- Lynn, M. (1987). Commodity theory: A quantitative literature review. 59th Annual Meeting of the Midwestern Psychological Association, Chicago, IL, May.
- Lynn, M. (1987). Playing hard to get: Does it work and why? 59th Annual Meeting of the Midwestern Psychological Association, Chicago, IL, May.
- Lynn, M. (1986). Effects of alcohol on restaurant tipping. 58th Annual Meeting of the Midwestern Psychological Association, Chicago, IL, May.
- Lynn, M. & Oldenquist, A. (1983). Egotistic, group egotistic, and moral motives in social dilemmas. 2nd Annual Conference on Prosocial Behavior, Nags Head, NC, May.
- Shavitt, S., Lynn, M., & Ostrom, T. (1983). Effects of pictures on the organization and recall of person information. 55th Annual Meeting of the Midwestern Psychological Association, Chicago, IL, May.
- Lynn, M. & Shurgot, B. (1983). Physical appearance and responses to lonely hearts advertisements. 55th Annual Meeting of the Midwestern Psychological Association, Chicago, IL, May.
- Lynn, M. & Latane, B. (1982). Tipping as normative, prosocial behavior. 1st Annual International Conference on Prosocial Behavior, Nags Head, NC, May.
- Lynn, M. & Latane, B. (1982). The psychology of tipping. 53rd Annual Meeting of the Eastern Psychological Association, Baltimore, MD, April.
- Scarlett, S., Lynn, M. & Latane, B. (1982). Social impact theory: Turning the tables on tipping. 53rd Annual Meeting of the Eastern Psychological Association, Baltimore, MD, April.

## Research in Progress

What does tipping say about the tippers' personality/character?

How do occupational characteristics affect the motives for tipping?

Why do average tip sizes vary across states within the U.S. as they do?

How do tipping vs no-tipping policies affect restaurant turnover and customer satisfaction?

## Research Interests

General Interest: Consumer psychology – especially consumers' use of money, goods and services to satisfy their needs for self-identity, social-acceptance and social-status.

Theoretical Approaches: Information processing, rational choice, social exchange and evolutionary psychology perspectives.

Current Focus: Determinants of tipping behavior and customs.

## Google Scholar Metrics\*

Total Citations:	5,939
h-index:	41
i10-index:	85

\* on 12/17/17

## Popular Media Coverage

My opinions and/or research have been mentioned in hundreds of articles on tipping in the popular and trade press - including articles in the *Economist*, *the Financial Times*, *Forbes*, the *International Herald Tribune*, the *NY Times*, *Reader's Digest*, *USA Today*, the *Wall Street Journal*, and the *Washington Post*.

In addition, I have appeared on national television shows in both the U.S. (ABC's *20/20*, aired 9/20/99; BET's *Nightly News*, aired 8/12/03; CNN's *Money Matters*, aired 11/11/04) and Canada (CBC's *Marketplace*, aired 10/27/98) to talk about tipping.

Finally, I have done radio interviews about tipping for NPR's *All Things Considered* (aired 11/11/15 and 2/18/15), *Planet Money* (aired 6/22/11), *Morning Edition* (aired 7/11/03 and 2/18/15), *Freakonomics Radio Podcast* (aired 6/3/13 and 8/7/14) and numerous other commercial and public radio programs.

## TEACHING

### Courses Taught

#### Marketing Courses

Advertising (UG)  
Consumer Behavior (M & UG)  
Marketing Management (M & UG)  
Marketing Research (UG)  
Personal Selling (UG)

#### Psychology Courses

Introductory Psychology (UG)  
Social Psychology (UG)  
Research Methods Seminar (PhD)  
Social Exchange Theories Seminar (PhD)  
Literature Review Seminar (PhD)

### Recent Student Evaluations

Semester	Course	Average Course Rating*	Average Instructor Rating*
Fall 2016	Consumer Behavior	4.00	3.94
Fall 2015	Consumer Behavior	4.55	4.40
Fall 2014	Consumer Behavior	4.24	4.21

*\*ratings on a 5 point scale; averaged across two sections of the class each semester; class sizes approximately 50 per section*

### Dissertation & Thesis Committees

2014 Dissertation Chair for King Yin Wong (School of Hotel Administration, Cornell University)  
2013 Dissertation Chair for Sybil Yang (School of Hotel Administration, Cornell University)  
2012 Dissertation Chair for Shuo Wang (School of Hotel Administration, Cornell University)  
2007 Dissertation Committee of Kelly McGuire (School of Hotel Administration, Cornell University)  
2004/2009 External Dissertation Examiner of Mark Starbuck (Dept. of Sociology, Oxford University)  
2004 Dissertation Committee of Brefni Noone (School of Hotel Administration, Cornell University)  
1995 Dissertation Committee of Robert Straughan (Dept. of Marketing, U. of Houston)  
1994 Dissertation Committee of Samantha Williams (Dept. of Psychology, U. of Houston)  
1993 Thesis Committee of Scott Clair (Dept. of Psychology, U. of Houston)  
1992 Thesis Committee of Samantha Williams (Dept. of Psychology, U. of Houston)  
1991 Dissertation Committee of Mark Sharp (Dept. of Psychology, U. of Houston)



## PROFESSIONAL SERVICE

Editor of *Cornell Hospitality Quarterly*, 2015 (July) - present

Associate Editor for *Journal of Socio-Economics*, 2013 – 2015.

Editorial Review Board for *Cornell H.R.A. Quarterly*, 2002 – 2003, 2012 – 2015.  
(received “Outstanding Editorial Board Reviewer Award” in 2013 and 2014)

Editorial Review Board for *Journal of Hospitality and Tourism Research*, 2012-2015.

Editorial Review Board for *International Journal of Hospitality Management*, 2012 – 2015.

Editorial Review Board for *Journal of the Academy of Marketing Science*, 2003 – 2011.  
(received “Outstanding Reviewer Award” in 2006)

Editorial Review Board for *Journal of Advertising*, 1993 - 2006.

Editor of *Cornell H.R.A. Quarterly*, 2001 – 2002 (July).

Editorial Review Board for *Journal of Socio-Economics*, 2000 - 2001.

Chair of the Membership Committee for the Society for Consumer Psychology, 1995 & 1996.

Co-Chair of the APA Convention Program for the Society for Consumer Psychology, 1991.

Ad Hoc Reviewer for:

*Basic and Applied Social Psychology*  
*Body Image*  
*Canadian Journal of Economics*  
*Contemporary Economic Policy*  
*Eastern Economic Journal*  
*Economic Journal*  
*Evolution & Human Behavior*  
*Hospitality & Society*  
*Hospitality Research Journal*  
*International Journal of Hospitality*  
*Management*  
*International Journal of Service Industries*  
*Management*  
*International Journal of Social Research*  
*Methodology*  
*International Studies Quarterly*  
*Journal of Applied Psychology*  
*Journal of Applied Social Psychology*  
*Journal of Australian Studies*

*Journal of Consumer Psychology*  
*Journal of Consumer Research*  
*Journal of Economic Behavior and*  
*Organization*  
*Journal of Economic Psychology*  
*Journal of Experimental Social Psychology*  
*Journal of Marketing Research*  
*Journal of Non-verbal Behavior*  
*Journal of Personality and Social*  
*Psychology*  
*Journal of Services Management*  
*Marketing Letters*  
*Psychological Bulletin*  
*Scandinavian Journal of Psychology*  
*Social Problems*  
*Sociological Inquiry*  
*Southern Economic Journal*  
*Yale Law Journal*

## **HOSPITALITY INDUSTRY INTERACTIONS**

### **Industry Conventions/Events**

Lynn, M. (2016). Tackling the Labor Cost Hike. Member of a discussion panel hosted by Harri, ADP and the NYC Hospitality Alliance, NYC, October 19.

Lynn, M. (2015). Have We Reached the Tipping Point for Tips? Member of a discussion panel hosted by the NYC Hospitality Alliance Conference, NYC, February 2.

Lynn, M. (2014). Should America Ban Tipping? Member of a discussion panel at 9<sup>th</sup> Annual StarChefs.com International Chefs Congress, NYC, October.

Lynn, M. (2004). Minorities don't tip: Fact or fiction? Part 2. Participant in a workshop panel discussion at the Multi-Cultural Foodservice & Hospitality Alliance Conference, Washington, D.C. August.

Lynn, M. (2002). Minorities don't tip: Fact or fiction? Participant in a major session panel discussion at the Multi-Cultural Foodservice & Hospitality Alliance Conference, San Diego, CA, August.

Lynn, M. (1997). Tips for the taking: Techniques to increase tips at your restaurant. 78th Annual Restaurant Hotel-Motel Show of National Restaurant Association, Chicago, IL, May.

Lynn, M. (1997). Seven ways to increase servers' tips. HOSTEX 97: Annual trade show of the Canadian Restaurant and Foodservices Association, Toronto, Ontario, October.

### **Paid Consulting**

Brinker International (Was hired as an expert witness in a tipping related lawsuit.)

Canyon Ranch (Was hired as an expert consultant for a tipping related lawsuit.)

Country Club of Virginia (Analyzed the club's membership survey and provided a psychographic segmentation of the club's members.)

E & J Gallo Wineries (Wrote a report reviewing ways to increase restaurant wine sales that are being advocated in the hospitality trade press.)

Fors|Marsh Group (Hired as a consultant on a tipping related contract with the Internal Revenue Service.)

Fort Collins Country Club (Analyzed the club's membership survey and provided a psychographic segmentation of the club's members.)

Legends Hospitality LLC (Hired by Akin Gump Strauss Hauer & Feld as an expert witness on a tipping related lawsuit.)

MasterCard International (Helped create a training program designed to teach restaurant servers how to establish rapport with their customers.)

Select Restaurants (Hired by Doherty Wallace Pillsbury & Murphy as an expert witness in a tipping related lawsuit.)

Travel Centers of America (Hired by Jones Day as an expert witness in a tipping related lawsuit.)

U.S. General Services Administration (Wrote a report about the adequacy of current Federal Travel Regulation per-diem allowances for incidental tipping.)

### **Other**

Ecole Hoteliere de Lausanne (Taught a 5-day course on consumer psychology in 1999, 2000, 2001, 2002 & 2003.)

Inter-Continental Hotels (Worked with company representatives on a world-wide survey of the company's concierges about tipping customs in their countries.)

Bass Leisure Retail (Was consulted by executives from Bass about ways to increase tips at the company's Vintage Inn and Harvester restaurant chains.)

Accenture (Worked with Accenture's Umar Riaz on a 2015 white paper on recent I.T. research available at [https://www.accenture.com/\\_acnmedia/Accenture/Conversion-Assets/DotCom/Documents/Global/PDF/Dualpub\\_15/Accenture-Social-Media-and-Hospitality.pdf](https://www.accenture.com/_acnmedia/Accenture/Conversion-Assets/DotCom/Documents/Global/PDF/Dualpub_15/Accenture-Social-Media-and-Hospitality.pdf))

NYC Hospitality Alliance (Conducted survey and compiled data for 2015 NYC Restaurant Industry Compensation & Benefits Report)

A Woman's Nation (Pro-bono consultation - including designing and conducting a survey- with this organization concerning their 2013 project "The Envelope Please..." to increase tipping of hotel maids.)

Numerous restaurants (Conducted tipping research. In approximately 20 cases, provided management with written reports of exit survey results from their restaurants.)

## **PERSONAL INFORMATION**

Born: June 27, 1958

Wife: Ann Louise Lynn, PhD

Children: Wm. James Lynn & Teresa Lynn Dodge (now adults)

Hobbies: Flint Knapping; Traditional Archery; Training/Showing Dogs

December 2017