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A Salute to the Knowledge Gained with Elsevier Publishing

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Abstract

[Excerpt] This "double issue" of *Cornell Quarterly* is special in a number of ways. Most obviously, it is quite lengthy. Given the amount of material for this issue, we decided to make this a combined issue, and thus this represents the October-December 2003 issue (numbers 5 and 6 of volume 44). But besides its length, the timing of this issue is also noteworthy. This is the final issue of *Cornell Quarterly* to be published by Elsevier. The reasons and benefits of this change will be discussed in our next issue; however, I did want to mention this important point. Furthermore, as this marks the end of an impressive run, I wanted to end this relationship by looking back over Elsevier's publishing tenure, and provide a salute to the content that *CQ* has printed over this time.

Keywords

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Comments

Required Publisher Statement

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From the Editor



Michael C. Sturman

This “double issue” of *Cornell Quarterly* is special in a number of ways. Most obviously, it is quite lengthy. Given the amount of material for this issue, we decided to make this a combined issue, and thus this represents the October–December 2003 issue (numbers 5 and 6 of volume 44). But besides its length, the timing of this issue is also noteworthy. This is the final issue of *Cornell Quarterly* to be published by Elsevier. The reasons and benefits of this change will be discussed in our next issue; however, I did want to mention this important point. Furthermore, as this marks the end of an impressive run, I wanted to end this relationship by looking back over Elsevier’s publishing tenure, and provide a salute to the content that *CQ* has printed over this time.

Our publishing relationship with Elsevier ends after 12 years, 73 issues, and 723 feature articles. Over this time *CQ* has helped disseminate some truly valuable advances for the practice of hospitality. With the help of my editorial board and the faculty of the Cornell University School of Hotel Administration, I sought nominations for particularly special articles that were worth highlighting. Originally, the idea was to reprint these articles and solicit commentaries and updates on their content. Many articles were nominated—too many for one issue. Glenn Withiam and I went through these nominations and invited commentaries on six of the papers. I am pleased to report that not only were commentaries written on all six of these papers, but as you will see, most of those were written by the authors of the original papers. I hope that you will agree that these updates, reprinted with each of the original articles, helps provide a valuable perspective on the type of information gained through *CQ* articles, how this content has made important predictions and discoveries that were important for the practice of hospitality, and how even this arguably “old” material is still relevant today.

In addition to specific article nominations, I also received a number of nominations for sets of articles that covered specific topics. These included series of

articles on revenue management, labor scheduling, best practices, tipping, customer-choice modeling, revenue enhancement, and customer satisfaction. Each of these topics was examined in numerous articles during Elsevier’s publishing tenure. It was clearly impractical for us to reprint all of the relevant articles, but we did want to pay tribute to these series of fine work. Thus, we decided to invite commentaries on these various topics from the authors who contributed substantially to these areas in past *CQ* publications. This issue benefits from the publication of eight such commentaries.

Please note that while this issue highlights some content judged to be particularly valuable, it is not my intent to represent this number as a “best of” issue. There were many more nominations and noteworthy articles than we could reasonably reprint or for which we could solicit commentaries. Our years with Elsevier yielded a bounty of insights for the study and practice of hospitality. This issue is but a taste of those offerings.

If you are a long-time reader of *CQ*, you will certainly have noted that the style and content of *CQ* has evolved over time. Given the dynamic nature of the hospitality field and the advances being made in hospitality research, education, and practice, we will continue to make changes. Yet there is often value to looking to the past and reflecting on some of the contributions that have helped us learn. The contents of this issue represent but a subset of the past dozen years of material, but even this sampling helps to show some of the considerable learning that has occurred in our field.

In closing, with this issue, we are saying “good bye” to Elsevier. It is my hope that this issue ends our relationship on a high note, with an issue that appropriately salutes the past, while it gives readers valuable and practical ideas for the future. Thank you, Elsevier. We have learned a lot.—*M.C.S.*