



Dr. Bill Rowson is senior lecturer in Operations Management at Stenden University and has held various senior academic positions at international universities, including Manchester Metropolitan University (where he obtained his PhD), Leeds Metropolitan University, Nottingham Trent University and Sheffield Hallam University. Internationally, Bill is guest professor at the Emirates Academy of Hospitality Management in Dubai and the Beijing Hospitality Institute in Beijing and is (co-)author of more than 50 scientific articles for various scientific journals and international congresses. With his extensive experience in and knowledge of the hospitality industry he contributes substantially to applied research and consultancy in the field of Hospitality, both in the Netherlands and abroad. Bill is a regular guest professor on the international stage and is a member of the scientific research committee of the European Academic Network (EAN). His focus lies particularly on researching the meaning of 'hospitableness' as a social phenomenon. This is a recurring topic in his research into Human Resource Management and labour relations in the hospitality industry.

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