


TO: Patrick J. Wolfe, Provost and Executive Vice President for Academic Affairs and Diversity

FROM: Aaron B. Bowman, Interim Dean, College of Health and Human Sciences 

DATE: November 4, 2024 (revised request, superseding the prior request dated September 24, 2024)

RE: Appointment of Dr. Kam Fung (Kevin) So as the C.B. Smith Endowed Professor of Hospitality and Tourism Management

I write to ask for your approval to appoint Dr. Kam Fung (Kevin) So, Professor of Hospitality and Tourism Management here at Purdue, as the C.B. Smith Endowed Professor of Hospitality and Tourism Management. Dr. So was recruited to Purdue this Fall 2024 under the movable dream hire program. As outlined in the University's *Procedures for Awarding Distinguished and Named Professorships and Faculty Scholars*, I include with this memo:

- ☐ a memorandum from the review team that evaluated Dr. So's credentials,
- ☐ a full *curriculum vitae*,
- ☐ a description of the qualifications of eight esteemed colleagues from distinct, distinguished universities and programs outside of Purdue University who reviewed Dr. So's credentials,
- ☐ letters of support from these eight esteemed colleagues, and
- ☐ an introduction of Dr. So, to be used in presenting to the Board of Trustees.

The C.B. Smith Endowed Professorship at Purdue was created "... to attract and retain a professor with an international reputation" in the HTM department. While not detailed in the endowment agreement, for the purposes of selection, the C.B. Smith Endowed Professorship will be given to a professor who has an international reputation as a leading scholar in the field, an established and sustained record of publication in top tier hospitality and tourism journals, as well as an exemplary record in graduate student mentorship. In addition to significant achievements in learning, discovery and engagement, the C.B. Smith Endowed Professor will elevate the academic standing and reputation of the White Lodging-J.W. Marriott Jr. School of Hospitality and Tourism Management. As outlined in the recommendation from representatives of the Primary Committee of the school, which served as the review team for this nomination, Dr. So reflects these considerations in abundance.

His significant academic contributions were recognized at his former institution, Oklahoma State University, where he was the William S. Spears Chair (endowed) in Business. Further, the accompanying letters of support from leaders in the field who, having reviewed Dr. So's work, are enthusiastic about his contributions also. Purdue University recently recognized his accomplishments and his promise by recruiting Dr. So as part of the strategic movable dream hire

initiative. Taken together, Dr. So exemplifies the characteristics of the C.B. Smith Endowed Professorship. We thank you for your consideration of his appointment to this prestigious position.

Approval Recommended:

 11/06/2024

Patrick J. Wolfe
Provost and Executive Vice President
for Academic Affairs and Diversity
Miller Family Professor of Statistics and
Computer Science

Approved:

 11.13.2024

Mung Chiang
President
Roscoe H. George Distinguished Professor
of Electrical and Computer Engineering