

Assistant Professor

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Hospitality & Food Industry Management Program (HFIM)

Department of Agricultural & Applied Economics

College of Agricultural & Environmental Sciences

University of Georgia

Athens, GA 30602

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EDUCATION

Doctor of Philosophy

University of South Carolina, August 2015, Columbia, South Carolina

Hospitality Management

Concentration: Restaurants/Foodservice and Sustainability

Academic cognate: Statistics and Consumer Behavior

Master of Liberal Arts

Boston University, May 2012, Boston, Massachusetts

Gastronomy

Concentration: Food Systems and Policy, Tourism, Marketing and History

Bachelor of Science

Boston University, May 2003, Boston, Massachusetts

Communications

Major in Advertising and Marketing

Minor in History

RESEARCH ACTIVITIES

Refereed Journal Publications:

Remar, D., Sukhu, A; Bilgihan, A. (2022) The effects of environmental consciousness and menu information on the perception of restaurant image. *British Food Journal*, 124(11).

DiPietro, R.B., **Remar, D.**, & Parsa, H.G. (2016). Health consciousness, menu information and consumer's purchase intentions: An empirical investigation. *Journal of Foodservice Business Research*, 19(5).

Remar, D., Campbell, J., & DiPietro, R.B. (2016). The impact of local food marketing on purchase decision and willingness-to-pay in a foodservice setting. *Journal of Foodservice Business Research*, 19(1).

Barber, N., Taylor, D.C., & **Remar, D.** (2016). The role of perceived consumer effectiveness in willingness-to-pay for normative wine products. *International Journal of Wine Business Research*, 28(3), 206-227.*

*Recognized as Highly Commended by Emerald Publishing

Campbell, J., DiPietro, R.B., & **Remar, D.** (2014). Local foods in a university setting: Price consciousness, product involvement, price/quality inference and consumers' willingness-to-pay. *International Journal of Hospitality Management*, 42, 39-49.

Published Dissertation:

Remar, D. (2015). The effects of environmental consciousness and menu information on consumers' perceptions of restaurant image and purchase behavior related to local foods. *ProQuest Dissertations Publishing*.

Refereed Conference Proceedings—Paper Presentation:

Remar, D. & Salazar, J. (2024). Embracing AI in the classroom. *SECSA-CHRIE Annual Conference*, Columbia, SC, March 7-9.

Roy, T., Landry, C., & **Remar, D.** (Aug., 2022). Economic Value of Restaurant Safety Measures and Propensity to Dine during the COVID-19 Pandemic. *Agricultural & Applied Economics Association Annual Conference*. Anaheim, California.

Remar, D., Taylor, S., & DiPietro, R.B. (July, 2016). Sustainability practices in university foodservice: The millennial perspective. *The International Council on Hotel, Restaurant and Institutional Education (ICHRIE) Annual Summer Conference Proceedings*, Dallas, Texas.

Remar, D., DiPietro, R. B., & Parsa, H.G. (August, 2014). Health consciousness, menu information and consumers' purchase intention: An empirical investigation. *The International Council on Hotel, Restaurant and Institutional Education (ICHRIE) Annual Summer Conference Proceedings*, San Diego, California.

Remar, D., & DiPietro, R. B. (January, 2014). Predicting sustainable behavior: Students' willingness to participate in a reusable container program. *The 19th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism Proceedings*, Houston, Texas.

Remar, D., & DiPietro, R. B. (February, 2013). College students' perceptions and awareness of campus sustainability initiatives. *The Southeast Council on Hotel, Restaurant and Institutional Education (SeCHRIE) Proceedings*, Atlanta, Georgia.

Refereed Conference Proceedings—Poster Presentation:

- Othuon, V., Campbell, B., Secor, W., & **Remar, D.** (2024). Factors Determining Consumers' Awareness and Willingness to Purchase Contemporary Agri-Food Innovations in the United States of America. *SAEA Annual Conference*, Atlanta, GA, Feb. 3-6.
- Remar, D.**, & DiPietro, R.B. (January, 2015). Using Hierarchical Linear Modeling (HLM) to explore variations in restaurant consumers' willingness to pay for sustainable practices. *The 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism Proceedings*, Tampa, Florida.
- Remar, D.**, & DiPietro, R.B. (January, 2015). The effects of local food descriptions and related menu information on consumers' purchase behavior and attitudes towards a restaurant. *The 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism Proceedings*, Tampa, Florida.
- Remar, D.** & Meng, F. (January, 2014). Can the use of local food wordage in a menu item description influence perception of quality and purchase intention. *The 19th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism Proceedings*, Houston, Texas.
- Remar, D.** & DiPietro, R. B. (January 2013). Generation-Y: Perceptions and awareness of green restaurant practices. *The 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism Proceedings*, Seattle, Washington.

Non-Refereed Conference Proceedings:

- Remar, D.** (2023). Restaurant consumers' willingness to pay for eco-friendly packaging and disposable food service ware. 2nd Annual UGA Georgia Hospitality & Tourism Summit.
- Remar, D.** (2016). The effects of environmental consciousness and menu information on the perception of restaurant image. *New England Hospitality Research Symposium Series*, Boston University.
- Remar, D.** & DiPietro, R. B. (April 2013). Generation-Y: Perceptions and awareness of green restaurant practices. *University of South Carolina, College of Hospitality, Retail and Sport Management (HRSM) Research Symposium*, Columbia, South Carolina.

Remar, D. & Meng, F. (April 2013). Can the use of local food wordage in a menu item description influence perception of quality and purchase intention. *University of South Carolina, College of Hospitality, Retail and Sport Management (HRSM) Research Symposium*, Columbia, South Carolina.

Extension Publications/Outputs:

Im YS, Amusan M., Salazar J., & **Remar D.** (April. 2024) *Georgia Agritourism Economy Indicators*. Publication label: AGECON-24-04-PR

Remar, D. & Campbell, B. (Jan 2024). *Georgia's Alcoholic Beverage Industry 2024 Outlook*. 2024 AgForecast Series. Publication label: Annual Publication # 130-2-15

Daniel J., Im YS, & **Remar D.** (Jan 2024). *Georgia Agricultural Census: Agritourism & Direct Marketing*.

Grant Activity:

Frimpong, E. & **Remar, D.** (2024). Opportunities for aquaculture to provide a sustainable food supply for aquariums and zoos. *National Oceanic and Atmospheric Administration*. (\$250,000). Not awarded.

Ritchie, B., **Remar, D.**, et al. (2022). Reducing Methane Through Scaled Use of Compostable Foodservice Items in Archetypal Hospitality Operations. *USDA National Institute for Food and Agriculture BioProduct Pilot Program*. (\$2 million). Not awarded.

Remar, D. & Fluech, B. (2022). Improving the economic utilization of brown-shrimp in coastal Georgia through access to processing equipment and expanded market distribution. *National Oceanic and Atmospheric Administration, Saltonstall-Kennedy Grant*. (\$296,500). Not awarded.

Remar, D. (2021). Replacing environmentally persistent plastic foodservice takeout containers with biologically degradable alternatives and strategy development for widespread adoption into food and beverage operations. UGA Presidential Interdisciplinary Seed Grant Program. (\$150,000). Not awarded.

Remar, D. (2018-2021). Assessing the potential for the development and promotion of a consumer market for underutilized fish species in restaurants and foodservice. *National Oceanic and Atmospheric Administration, Saltonstall-Kennedy Grant*. (\$121,801).
Awarded: Award # NA17NMF4270199

Remar, D. (2017). Assessing the potential for the development and promotion of a consumer

market for underutilized fish species in restaurants. *NH SeaGrant*. (\$56,000). Not awarded.

Remar, D. (2016). The Bycatch Tender. *Slow Money Boston*. \$90,000 Not awarded.

Remar, D. (2016). Restaurant Management Certificate Program: Providing skills and knowledge for returning U.S. veterans or active duty military personnel. *Peter T. Paul Innovation Fund*. (\$25,000). Not awarded.

Book Chapters:

Remar, D. (2015). Food fads leading to diminished species. In Albala, K. (Ed.), *Food Issues*. California: Sage.

Remar, D. (2015). Oyster bars. In Albala, K. (Ed.), *Food Issues*. California: Sage.

Scholarly/Academic Service:

Invited speaker:

- “A Look into Restaurant Operations, From Front to Back.” HFIM 2500 (Intro to Hospitality & Food Industry Management, 1/23/2024)
- “Are You What You Eat? Food Choice in a Globalized System.” ADSC 4000 (Sustainability of Resilient Global Food Systems) 9/19/2023.
- “The effects of consumer demands and dietary trends on hospitality and foodservice operations.” Nutritional Sciences graduate seminar series in the School of Family and Consumer Sciences (8/31/2022)
- “A Look into Restaurant Operations, From Front to Back.” Department of Food Science and Technology’s graduate seminar series (10/14/2021).

Referee/Reviewer:

- Abstract reviewer for the AAEA annual conference (2022-)
 - Reviewed 10 abstracts for submissions in the Food and Agricultural Marketing Policy track.
- Manuscript reviewer for the Journal of Extension (2021-)
- Manuscript reviewer for Journal of Agribusiness (2022-)

TEACHING EXPERIENCE

University of Georgia; 2019 --

Food & Beverage Operations (HFIM 4080)

- Required course for the major, mostly 2nd and 3rd year students.

- Only F&B-focused course in the HFIM curriculum; plays an important role in delivering fundamental content material to students in the major.
- Goal is to provide students with the knowledge and skills needed to be successful in their career in hospitality.

Hospitality Facilities Management (HFIM 3560)

- Required course for the major, mostly 3rd and 4th year students.
- Provides students with updated and applicable content be useful in a variety of hospitality settings.
- Draws from multiple disciplines to address fundamental facility management principles (HR, law and compliance, sustainability) exclusively in the context of a variety of hospitality settings, including lodging and resorts, F&B, meetings and events, etc.
- Frequent site-visits and experiential learning opportunities.

Meeting & Event Planning (HFIM 4580)

- Major elective. Covers an increasingly important aspect of hospitality programs and is in high demand among students.
- Teaching objectives focus on the role of the meeting and event industry in community and economic development, as well as covering the key components of event design, planning and management.
- In addition to keeping material relevant through topical lecture materials, homework, and guest speakers, the primary assignment has been to collaborate with an industry partner to consult on the planning and production of an actual event.

Hospitality Financial Management (HFIM 3210)

- Required course for the major, mostly 3rd and 4th year students.
- Provides fundamental financial management principles within the specific context of the hospitality industry.
- Students conduct various types of financial analyses (vertical, horizontal, ratio) and learn how to apply the information to making operational and managerial decisions.
- students are also exposed to topics that include growing and financing a business, time value of money, and financial technology.
- Features a recurring guest speaker.

Hospitality Senior Capstone (HFIM 4910)

- The culmination of student's hospitality education, meant to prepare them for success in various roles throughout the industry.
- Course content takes a strategic management approach and covers the most relevant topics to hospitality management, including HR, service, technology, marketing, and finance.

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- Major project is to develop a formal business plan—which some students even use as a blueprint for an actual business plan.

Hospitality Beverage Management (HFIM 4090)

- Covered all aspects of beverage management
- In-class tastings of wine, beer and spirits

University of New Hampshire; 2015-2019

Advanced Food & Beverage Management (HMGT 667)

- Required, capstone course for all HMGT majors. Includes a culinary lab component.
- Guide students with planning and developing a large scale, fine-dining event.
- Additional focus on beverage management, service, and food costs/pricing.

International Food and Culture (HMGT 570)

- Discovery course, writing-intensive, world-culture—open to all students.
- Included a culinary lab component.

Introduction to Food and Service Management (HMGT 405)

- Required course for all hospitality minors and majors.
- Includes a culinary lab component.

International Wine and Beverage (HMGT 771)

- Covered all aspects of beverage management
- In-class tastings of wine, beer and spirits

Instructor/Lecturer:

Restaurant Food Production Management (HRTM 370);

University of South Carolina: Fall 2014, Spring 2015.

Quantity Food Production (HRTM 270).

University of South Carolina: Fall 2013, Spring 2014.

CONSULTING EXPERIENCE

Sodexo USA; University of South Carolina Campus Foodservice Operations (Carolina Dining)

Columbia, South Carolina, August 2012-June 2015; *Sustainability Coordinator/Consumer Research*

- Composting:
 - Assessed and measured pre-consumer compostable waste.
 - Created and presented power point presentation to Sodexo management staff (and used for employee training).
 - Attempted to grow herbs for re-entrance into the campus foodservice operations. ▪ Proposed working model.

- Campus waste mitigation strategies
 - ‘Weigh Your Waste’ Study
 - Measurement of post-consumer waste output.
 - Literature review.
 - Survey development and administration.
 - Data collection and analysis.

- Reusable container program: Planned and implemented a program aimed at reducing disposable waste.
 - Survey development and implementation.
 - Data analysis.
 - Synthesis and reporting of findings.
 - Research and development for actual implementation strategy.

- Marketing and strategy development: Assisted in brand development and strategic prioritization for newly launched foodservice concept focusing on healthy and organic products.

- Consumer perception survey: Established a baseline measurement of consumers’ attitudes towards sustainability and their perceptions of Carolina Dining’s involvement with such initiatives.

HOSPITALITY/F&B EXPERIENCE

Slip 14 Restaurant

Nantucket Island, Massachusetts

Line Cook, May-July 2013

Sous Chef, May-August 2008-2010

- Assisted the head chef with daily and weekly restaurant operations, including ordering, inventorying and storage, food preparation and recipe development. Also oversaw the offsite catering operations.
- Worked line positions at this popular waterfront bistro; lunch and dinner service.

Le Clos Saint Roch

Maussane-Les-Alpilles, Provence, France, August 2011-September 2011

Stage/Apprentice

- Helped chef/owner open a new bistro-style restaurant, assisting with menu development and recipe creation, as well as kitchen functionality and design.
- Partook in all components of the daily kitchen operations for lunch and dinner service.
- Michelin Star restaurant.

Island Creek Oyster Bar

Boston, Massachusetts, November 2010-June 2011

Rounds/Line Cook

- Worked all kitchen stations, including sauté, hot appetizers, grill, garde manger, fry, and raw bar, at one of Boston's most prestigious restaurants. Chef Jeremy Sewall.
- Fine dining restaurant specializing in the freshest, locally sourced produce and seafood.

Surf Sliders Restaurant

Delray Beach, Florida, December 2009-May 2010

Assistant Kitchen Manager

- Assisted in kitchen management, line-expedited, and cooked for a newly opened beach-side restaurant concept.

Susan M. Warner Catering

Nantucket Island, Massachusetts

Location Chef, Manager, May-November 2002-2004, 2006-2008

- Coordinated all aspects of catering, from preparation and planning to kitchen set-up and cooking. Catered all types and sizes of events, including private dinner parties, formal weddings, and clambakes.
- Learned the unique art of a pit-bake, and how to cook in a professional capacity.

OTHER PROFESSIONAL EXPERIENCE

Boston University

Boston, Massachusetts, September 2011-May 2012

Graduate Student Assistant

- Worked in the Metropolitan College Office of Lifelong Learning and Programs in Food, Wine, assisting the kitchen supervisor and participating faculty and culinary instructor/chef's in the 14-week Culinary Arts Certificate program.
- Assisted in the daily instruction components of the curriculum, as well as helped with ordering, inventorying, and preparation for hosted events.
- Successfully established composting program in the professional training kitchen.

Massachusetts Department of Agricultural Resources

Boston, Massachusetts, January 2012- May 2012; *Intern*

- Assisted on research and development projects for various Massachusetts agricultural promotions, agri-tourism, and culinary tourism initiatives.
- Operating under the Massachusetts Executive Office of Energy and Environmental Affairs, duties included copy writing, content analysis, and helping to strengthen the relationship between local farms and businesses and the state of Massachusetts

Axis Promotions and Events

New York, New York, January 2005-April 2006

Account Manager

- Developed and executed marketing campaigns through the use of promotional products.
- Handled multiple accounts, including multiple Fortune 500 companies.

Arnold Worldwide

Boston, Massachusetts, May-December, 2001

Advertising Intern

- Assisted account executives on daily objectives for multiple accounts.
- Most notably: the launch of the “truth” anti-smoking campaign.

ACADEMIC CERTIFICATIONS:

- *UNH Research & Engagement Academy*. Class of 2017.
- Certified Hospitality Educator (CHE). *American Hospitality & Lodging Association (AHLA)*. 2014.
- Preparing Future Faculty (PFF). *Center for Teaching Excellence (CTE), University of South Carolina*, Spring, 2013.

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- Teaching Assistant Development Training. *Center for Teaching Excellence (CTE), University of South Carolina*, Fall, 2012.

PROFESSIONAL CERTIFICATIONS:

- CPR/AED certified, 2016
- ServSafe. *National Restaurant Association*, Spring, 2012.
- Wine Studies, Level 1 Certificate. *Boston University*, Spring, 2012.
- Cheese Studies. *Boston University*, Spring, 2012.

PROFESSIONAL & ACADEMIC AFFILIATIONS

- Member, Chef's Collaborative
- Member, National Restaurant Association
- Student member, International Council on Hotel, Restaurant, and Institutional Education

TEACHING PHILOSOPHY

“You give a man a fish, you feed him for a day. You teach a man to fish, you feed him for life.”

-Ancient Chinese Proverb

The purpose of teaching is more than just explaining a subject or topic. Teaching is meant to pass along vital knowledge and skills that are necessary to maintain the prosperity of future generations and the progression of mankind. Teaching and learning extend far beyond the classroom, but how you teach and how you learn in the setting of higher education will forever impact the way you live your life.

My responsibility as a teacher is manifold, but my primary responsibility is to provide the best learning environment for every student in the class. The classroom environment should be safe and nonthreatening, where each student feels comfortable. Alongside that, the classroom environment and

Free thinking and ALL ideas are welcome, and students should feel comfortable to say and think what they want. Keeping that in mind, the learning environment and classroom atmosphere will always maintain the highest level of RESPECT, FAIRNESS, JUSTICE and SAFETY.

RESEARCH PHILOSOPHY

All of my research goals and general involvement in academia has been guided by three core tenets or beliefs that I set forth for myself while pursuing a career in academia. The first is that every endeavor should have the purpose of advancing knowledge and contributing to the greater good. I am of the belief that there should be utilitarian purpose to all research, acting as a means to an end. Conducting research to simply posit new information into the bank of knowledge or just to get published is not good enough at this level and dilutes the value of the meaning of science. Research should be inherently interesting, and I believe we should push ourselves to look at the real “so what?” behind all inquiry and really test the threshold of creative thinking.

The second core tenet is to always adhere to the scientific process. Every research endeavor should be grounded in or attributed to theory, regardless of whether taking an inductive or deductive approach. A methodology should be clearly stated, and should incorporate both qualitative and quantitative methods. The temptation to rely on a primary method does exist, and though the human element sometimes prevents our discipline as being considered scientific, the social sciences, hospitality included, requires a strict dedication to a dual-methodology and avoidance of a methodological bias.

The last fundamental element in the building block of my philosophy of research is to be continuously rooted in pedagogy. Education and the art of learning and teaching drive innovation, and it is the responsibility of professors and teachers in higher education to push students to their creative and intellectual limits, all with the overarching goal to advance a greater knowledge and understanding. I believe everyone has the capability to make a difference, even if it is one small step at a time.