



# Cornell Hospitality Quarterly

Hospitality Leadership Through Learning

Volume 55 Number 4 November 2014 • [cq.sagepub.com](http://cq.sagepub.com)



---

## Invited Article

- 333 Brand Revitalization

CHEKITAN S. DEV AND KEVIN LANE KELLER

---

## Focus on Customer Relationship Management

- 342 Sticktion: Assessing Memory for the Customer Experience

KATHRYN A. LATOUR AND LEWIS P. CARBONE

- 354 Drivers of Customer Relationships in Quick-Service Restaurants:  
The Role of Corporate Social Responsibility

KRIST R. SWIMBERGHE AND BARBARA ROSS WOOLDRIDGE

- 365 The Differential Effects of the Quality and Quantity of Online Reviews  
on Hotel Room Sales

INÈS BLAL AND MICHAEL C. STURMAN

---

## Focus on Human Resources

- 376 Attributing Corporate Responsibility for Sexual Harassment:  
The Supervisory Connection

JEANNA L. ABBOTT, TERI J. ELKINS, JAMES S. PHILLIPS, AND JUAN M. MADERA

- 388 The Importance of Supervisor Support for Effective Hotel Employees:  
An Empirical Investigation in Cameroon

OSMAN M. KARATEPE

- 398 Front-line Service Employees' Job Satisfaction in the Hospitality Industry:  
The Influence of Job Demand Variability and the Moderating Roles of Job  
Content and Job Context Factors

FLORA F. T. CHIANG, THOMAS A. BIRTCH, AND ZHENYAO CAI

- 408 An Investigation into the Relationship between Hospitality Employees'  
Work-Family Conflicts and Their Leisure Intentions

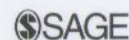
XINYUAN (ROY) ZHAO, HAILIN QU, AND JINGYAN LIU

- 422 The Impact of Frontline Employees' Work-Family Conflict on  
Customer Satisfaction: The Mediating Role of Exhaustion and  
Emotional Displays

XINYUAN (ROY) ZHAO, ANNA S. MATTILA, AND NEI NA NGAN

- 433 Who's in Charge Now? The Decision Autonomy of Hotel General Managers

DEMIAN HODARI AND MICHAEL C. STURMAN



[cq.sagepub.com](http://cq.sagepub.com)

ISSN: 1938-9655



Cornell University  
School of Hotel Administration