



## NEWS RELEASE

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**Total: 3 pg(s) including this pg**

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### **Cornell Professor Judy Siguw named Founding Dean of Cornell-Nanyang Institute of Hospitality Management in Singapore**

Ithaca, N.Y., USA and Singapore, Feb 3, 2005 – Cornell Hotel School Professor Judy Siguw has been named founding dean of the Cornell-Nanyang Institute of Hospitality Management (CNI) in Singapore. Professor Siguw will move to Singapore this March.

Beginning in July 2006, CNI will offer a 12-month Master of Management in Hospitality programme to be housed at Nanyang Technological University's (NTU) campus in Singapore. Up to 50 students per class will spend equal periods of time at NTU and at Cornell in what is the first joint degree programme for both institutions and the first graduate hospitality management programme in Asia.

“Judy Siguw is an ideal choice to lead this historic new venture,” said David W. Butler, dean of the Cornell Hotel School. “We are confident that under Judy’s lead, CNI will quickly emerge as the pacesetter in producing the next generation of leaders for the hospitality industry in Asia.”

Said Hong Hai, Dean of NTU's Nanyang Business School, "Judy Siguaw's appointment is an important step forward for CNI, which aims to set the standard for hospitality management education in this part of the world."

A noted scholar in sales and marketing, Siguaw joined the Hotel School faculty in 1997. She is now the J. Thomas Clark Professor of Entrepreneurship and Personal Enterprise, teaching in the School's Marketing, Information Systems, Strategy & Tourism department.

"CNI represents an exciting opportunity to leverage the brand names of two prestigious institutions, while creating a renowned hospitality program for students seeking expertise in Asian markets," Siguaw said. "I look forward to the opportunities and challenges this new venture will present."

***About Professor Judy Siguaw, newly-appointed Dean of Cornell-Nanyang Institute of Hospitality Management***

An accomplished researcher, Professor Siguaw has published over 65 conference proceedings and journal articles in leading publications such as the *Journal of Marketing*, the *Journal of Marketing Research*, the *Journal of Travel Research*, and the *Cornell Hotel and Restaurant Administration Quarterly*. She is the co-author of three books: *American Lodging Excellence: The Key to the Best Practices in the U.S. Lodging Industry*; *Marketing: Best Practices*; and *Introducing LISREL: A Guide for the Uninitiated*. She holds a D.B.A. and M.B.A from Louisiana Tech University and a B.B.A. from Lamar University.

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***About Cornell University School of Hotel Administration***

*The Cornell University School of Hotel Administration is shaping the global knowledge base for hospitality management through leadership in education, research and industry advancement. The school provides management-level instruction in the full range of hospitality disciplines, educating the next generation of leaders in the world's largest industry. Founded in 1922 as the nation's first collegiate course of study in hospitality management, the Cornell University School of Hotel Administration is recognized as the world leader in its field.*

*For more information, visit [www.hotelschool.cornell.edu/](http://www.hotelschool.cornell.edu/)*

**About Nanyang Technological University**

*Nanyang Technological University (NTU) is an established international institution in tertiary education.*

*Our university has a distinguished lineage with roots that go back to 1955. We began as Nanyang University, a private university set up with donations from people of all walks of life, from Singapore and the region. The university grounds, Yunnan Garden Campus, was donated by the Hokkien Clan Association as part of this campaign.*

*We were reborn as Nanyang Technological Institute, established on the same campus in 1981 with government funding to educate practice-oriented engineers for the burgeoning Singapore economy. In 1991 we became Nanyang Technological University with the absorption of the National Institute of Education.*

*Today, we are a research-intensive university ranked among the top 50 universities in the world. We have a strong engineering college ranked among the best globally, a business school with one of the top 100 MBA programmes in the world, an internationally acclaimed National Institute of Education, one of the best communication and information schools in Asia, and a biological sciences school at the forefront of Singapore's life sciences initiative.*

*Undergraduate enrolment will swell from 17,500 to 23,500 with the establishment of three new schools – the School of Humanities and Social Sciences, School of Art, Design and Media, and School of Physical and Mathematical Sciences.*

*A traditional strength of the university is the high employment rate and high remuneration received by its graduates. The university is now in the process of realising its New Undergraduate Experience initiative with a comprehensive curriculum, wide choices of options for students, vibrant campus life and international experience. Strong international relationships and collaboration programmes is a hallmark of the university. This includes the Singapore-MIT Alliance, Singapore-Stanford Partnership, Cornell-Nanyang Institute of Hospitality Management, Singapore – University of Washington Alliance in Bioengineering, Global Immersion Programme with Peking University, Tsinghua University, Shanghai Jiaotong University, University of Washington and Georgia Institute of Technology, among many other programmes in US, China, India, Japan and Europe.*

*For more information, visit [www.ntu.edu.sg](http://www.ntu.edu.sg)*