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Professional Development Grant Report
August 26, 2014

I sincerely appreciate the professional development grant I received last fall to attend the International Academy of Business and Economics (IABE) 2013 Las Vegas Annual Conference in Las Vegas, Nevada October 13-15, 2013 to present a paper written by my colleagues at Arkansas Tech and I titled "Quick Service Restaurant Success Factors."

For long-term success quick service restaurants must be perceived as offering sufficient value for consumers. To do this, restaurants must first determine what consumers' value in a quick service restaurant experience.

Our research study explored consumers' service quality preferences in the quick service restaurant industry. Results of this research highlight critical factors which help to determine the expectations that consumers have about the quick service restaurant industry and their perceptions of service quality from a dining experience.

The results of this study were disseminated both by the presentation of this paper at the IABE conference and publication of the paper in the *Journal of International Business and Economics*, one of the journals associated with IABE. IABE is a leading global organization of academic scholars, business executives, students, and public policy makers in business, economics, and related fields organized to promote international exchange of state-of-the-art knowledge and ideas in research, teaching, and managerial best practices to help improve nations' productivity and competitiveness.

My presentation at the IABE conference was well attended and the audience offered several good suggestions for additional research on the topic. In addition, at this conference I was able to attend presentations by several other academics in my field.