



John P. Hayes

Education

- 1985 Temple University, Doctor of Philosophy, American Studies (with emphasis in the American magazine, American literature, recent cultural and political history, and popular culture). Dissertation: Biography of James A. Michener.
- 1973 Kent State University, Master of Arts, Journalism
- 1971 Kent State University, Bachelor of Arts, Journalism with a Theatre minor.
Member, Honors College.

Teaching Experience

- 2017- Palm Beach Atlantic University, West Palm Beach, FL
Professor (dual appointment) Business and Journalism
Titus Chair for Franchise Leadership
Director, Titus Center for Franchising
- 2010-2017 Gulf University for Science & Technology (GUST)
Kuwait. Dual appointment in Mass Communication and Business Administration.
- 2014-2017 Chair, AACSB Steering Committee
2012-2014 Head, Business Administration
- Courses: Managerial Communication (MBA), Basic Marketing, Internet Marketing, Management of Promotion, Services Marketing, International Marketing, Writing for the Mass Media, Online Public Relations, PR Cases, Special Topics (Case Writing).
- GUST is Kuwait's first private university established in 2002 and affiliated with the University of Missouri St. Louis and Florida International University.
- 2001-2003 University of Dallas
Adjunct Professor

Graduate School of Management
Course: Franchising

1976-1985

Temple University
Assistant Professor/Head, Magazine Writing Program
School of Communications

Courses: Newswriting I&II, History of the Press, Mass Comm Overview, Magazine Writing, Magazine Editing & Production; Graduate Courses: Non-Fiction Writing, Book Writing; Continuing Education Courses: Buying a Franchise, Franchising Your Business, Writing a Book to Promote Your Business.

1974-1976

Kent State University
Assistant Professor, School of Journalism

Courses: Newswriting I&II, Intro to Mass Media, Feature Writing, Public Relations Writing.

1972-1974

Kent State University
Instructor, School of Journalism, and Public Relations Manager of the Trumbull County Campus

Courses: Newswriting I&II, Intro to Mass Media, Feature Writing.

Professional Experience

Feb/09 – Present

President, HayesWorldwide

Advisor and coach to entrepreneurial and franchised businesses. Author of two blogs; speaker and trainer on topics of marketing, franchising, strategic planning, communications, leadership. Senior Advisor to BizCom Public Relations in Dallas, TX.

Jan/05 to Feb/09

President, CEO, Chairman of the Board, HomeVestors of America, Inc.

Nov/04 to Jan/05

President & COO
Dallas, TX
Franchisor, 265 outlets in 34 states & District of Columbia. Managed 12-member leadership team and 90 staff.

Host of the weekly *HomeVestors Real Estate Investors Hour* on WBAP News/Talk radio (50,000 watts), Dallas/Ft Worth.

1990-2005

Director & Advisor to The Dwyer Group in Waco, Texas. I remained on the Board until The Dwyer Group was sold to Riverside in 2003. I remained an advisor to the company through 2005. The Dwyer Group eventually changed its name to

Neighborly.

1995-2004

President, HayesWorldwide

Advisor to entrepreneurial and franchised businesses; writer, speaker and trainer. Senior Advisor to BizCom Public Relations in Dallas, TX. Editor of *Successful Franchising* magazine (1995-1997); editor of *International Franchising* magazine (2001-2003); editor of the *Master Franchising Newsletter* (1999-2002); editor of the online *Zig Ziglar Newsletter* (1996-2007).

1985-1995

Founder/President, The Hayes Group, Inc.

Marketing and Public Relations Agency serving more than 100 franchised and entrepreneurial businesses internationally. Ranked in the Philadelphia 100 sponsored by the Wharton School of the University of Pennsylvania. Sold business in 1995. . . . Co-host of Business Radio Network's weekly program, "Grand Opening," 1988-1993. Promoted international trade missions for International Franchise Association.

1969-1972

Entertainment Editor/General Assignment Reporter, Kent-Ravenna *Record Courier*, local newspaper. Also served as Campus Correspondent for the state desk of the Cleveland *Plain Dealer*.

1968-1969

Director of Public Relations, Harcatus anti-poverty organization, Uhrichsville, Ohio. Responsibilities included promoting Harcatus in a tri-county area through advertising, news releases, radio and TV promotions, and internal publications.

Presentation of Academic Papers

Hayes, J. (2015, November). *Is Coaching a Better Method of Teaching Case Writing to College Students?* Abstract discussion at Decision Sciences Institute Annual Meeting, Seattle, Wa.

Hayes, J. (2014, November). *MEGLOCAL: A Case for Culture*. Paper presented at Decision Sciences Institute Annual Meeting, Tampa, FL.

Kathawala, Y.; Chawla, S.; Hayes, J. (2013, November). *Stress and Emotional Intelligence*. Paper presented at Decision Sciences Institute Annual Meeting, Baltimore, MD.

Kathawala, Y.; Chawla, S.; Hayes, J. (2013, November). *Information Technology and Customer Service: A Case Study of a University*. Paper presented at Decision Sciences Institute Annual Meeting, Baltimore, MD.

Hayes, J. (1977, April). *James A. Michener On The Future Of America*. Paper presented at the Popular Culture Convention, Baltimore, Md.

Hayes, J. (1977, August). *Newspaper Sponsored Magazines As A Market For Freelance Writers: A Survey Census*. Paper presented at the Association for Education in Journalism Convention, University of Wisconsin.

Hayes, J. (1977, September). *Newspaper Sponsored Magazines As A Market For Freelance Writers: A Survey Census*. Paper presented at the American Association of Sunday and Feature Editors, Houston, Tx.

Hayes, J. Discussant. Paper presented at the annual meeting of the Association for Education in Journalism by John Mack Carter, editor, *Good Housekeeping* magazine, University of Wisconsin, 1977.

Hayes, J. Discussant. *Kin and Communities: The Peopling of America*. Panel presentation at the Smithsonian Institution, Washington, DC, 1977.

Publications & Recordings

Peer-Reviewed Journal Articles

Michael, N., Reisinger, Y. and Hayes, J. (2018) "The UAE tourism competitiveness: A business perspective" *Tourism Management Perspectives* (revised; re-submitted)

Reisinger, Y., Michael, N. and Hayes, J. (2018) "Destination competitiveness from a tourist perspective: A case of the United Arab Emirates". *Journal of Travel and Tourism Marketing* (accepted)

Reisinger, Y., Mostafa, M. and Hayes, J. (2018) "A psychographic segmentation of Kuwaiti travelers using self-organizing maps". *Tourism Analysis*, vol. 24, 2019, pp. 87-92.

Mirchandani, D.; Hayes, J. P.; Kathawala, Y. A.; Chawla, S. (2018) "Preferences of Kuwait's Residents for E-Government Services and Portal Factors." *The Journal of Developing Areas*, vol. 52 no. 1, 2018, pp. 269-279.

Mirchandani, D.; Kathawala, Y.; Johnson, Jr., J.; Hayes, J.; Chawla, S. (2018) "A Comparison of Perspectives of Kuwaiti and Indonesian Residents Towards E-Government." *Electronic Government*, vol. 14 no. 2, pp. 134-159.

Mirchandani, D.; Kathawala, Y.; Hayes, J.; and Chawla, S. (2015). *Impact of IS Service Quality on Business Performance in a Service-Oriented Economy*. Academy of Taiwan Business Management Review. December.

Hayes, J.; Chawla, S.; Kathawala, Y. (2015). *A Comparative Study of Problems Encountered in the Development of Small Businesses in the U.S. and Mexico*. Journal of Developing Areas. July.

Boggs, D.; Harris, C.; Kathawala, Y.; and Hayes, J. (2014). *What Influences Americans versus Kuwaitis to Accept an International Assignment?* *Journal of International Business Research and Practice*, Vol. 8.

Boggs, D.; Hackney, K.; Kathawala, Y. and Hayes, J. (2014). *Willingness to Study Abroad: An Examination of Kuwaiti Students*. Journal of International Education and Leadership. Spring, Vol. 4:1.

Hayes, J. and Moustafa, M. (2013). *An empirical analysis of Kuwaiti consumers' attitudes towards e-books*, Review of Strategic and International Studies, Vol. 5 No. 3, pp. 5-12.

Hayes, J. and Moustafa, M. (2013). *What drives franchise business intentions in Kuwait? A theory of planned behavior analysis*, Journal of International and Strategic Studies. Vol. 8 No. 1, pp 109-122.

Hayes, J. (1979). *Newspaper sponsored magazines as a market for freelance writers: A survey census*, Journalism Quarterly, 1979 (3), 586-589.

Research Award

Allies' Use of Photographic Propaganda to Influence Arabs During World War II. Lead Researcher: Dr. John P. Hayes. Received Kuwait Foundation for the Advancement of Sciences (KFAS) award 2014. 6,900 KWD. With Dr. Ali Dashti.

Books

More than 20 published non-fiction books. Primary topics: franchising, business and biography. Books include:

12 Amazing Franchise Opportunities Second Edition (eBook and paperback), Bizcom Press, 2018.

Take the Fear Out of Franchising (eBook and paperback), Bizcom Press, 2016.

12 Amazing Franchise Opportunities for 2015 (eBook and paperback), Bizcom Press, 2014. http://www.amazon.com/12-Amazing-Franchise-Opportunities-2015-ebook/dp/B00OHO8K16/ref=sr_1_sc_1?s=digital-text&ie=UTF8&qid=1418302862&sr=1-1-spell&keywords=12+amazing+franchise

Buy "Hot" Franchises Without Getting Burned (eBook and audiobook), 2013. http://www.amazon.com/Buy-Franchises-Without-Getting-Burned-ebook/dp/B00EPFSXV4/ref=sr_1_1?s=digital-text&ie=UTF8&qid=1418302676&sr=1-1&keywords=buy+hot+franchises

101 Questions to Ask Before You Invest in a Franchise (eBook), 2013. http://www.amazon.com/101-Questions-Before-Invest-Franchise-ebook/dp/B00EYT5BB6/ref=pd_sim_kstore_1?ie=UTF8&refRID=0N0QHBM42VBY7JCM2KV5

Help Your Banker Say Yes! What franchisors and franchisees need to know to get financing today, BCAFranchising.com (eBook), 2010.

Get It! Secrets to Cultivating the HomeVestors Millionaire Mindset, HomeVestors of America, Inc., 2009. Won Texas Public Relations Association 2009 Best of Texas Special Purpose Publication.

Network Marketing For Dummies, IDG, (with Zig Ziglar), 2001.

Start Small, Finish Big, Warner Books, (with Fred DeLuca, founder of Subway), 2000.

You Can't Teach A Kid To Ride A Bike At A Seminar, (with David Sandler), Dutton, 1996.

James A. Michener: A Biography, Bobbs Merrill, 1985.

Franchising: The Inside Story, TriMark, (with John Kinch), 1983.

Philadelphia In Color, Hastings House, 1982.

Taming Your Turmoil: Managing The Transitions of Adult Life, Prentice Hall (with Peter L. Brill, M.D.), 1981.

Lonely Fighter: One Man's Battle with the U.S. Government, Lyle Stuart, 1979.

Professional Articles

The following list represents a sample of articles published online and offline.

"Financing Your Franchise: The Rules Aren't What They Used To Be," *Franchise Handbook*, two parts, Fall, 2009 and Winter, 2010.

"Pros and Cons of Buying an Existing Franchise," *WhichFranchise.com*, August, 2009.

"Seven Ways For You To Gain Customer Share," SalesVantage.com, 2005.

"Taking the Fear Out of Franchising," *Asia Franchise* magazine, two parts, October, 1999 and January, 2000.

"How To Buy A Franchise," cover story, *Opportunity* magazine, January, 1995.

"Empowering People," cover story, profile of Don Dwyer, founder The Dwyer Group, *Business Opportunities Journal* magazine, October, 1994.

"Art Bartlett: 21st Century Man," profile of the founder of Century 21, *Franchising Opportunities* magazine, August, 1990.

"Kemmons Wilson: The Deal Maker," profile of the founder of Holiday Inns, *Franchising Opportunities*, June, 1990.

"William Rosenberg: Dollars from Doughnuts," profile of the founder of Dunkin' Donuts, *Franchising Opportunities*, February, 1990.

"You Can Own Your Own Business," *Reader's Digest* magazine, February, 1989.

“James A. Michener: Life After *Chesapeake*,” cover story, *Delaware Today* magazine, September, 1980.

“Sunday newspaper magazines: Good market for students,” *Journalism Educator*, (1979) 34 (2), 48-50.

“Profitable writing for the Sunday magazines,” cover story, *The Writer*, October, 1979.

“U.S. Males: In Transition,” syndicated to newspapers that subscribed to United Press International, Summer, 1979.

“When The Four Year College Calls,” *Journalist*, Fall, 1978.

Author & Contributing Editor, *Writer’s Digest* magazine, 1977-1980. I wrote the magazine’s monthly column: New York Newsletter, which required monthly visits to New York City to interview magazine and book editors and then write about their editorial needs for the magazine’s audience.

“The Man Who Never Loses,” profile, Andrew Luther, president of the United States Playing Card Co., *Gallery* magazine, October, 1977.

“Everybody Is Climbing Their Family Tree,” *New York Times*, Sunday, July 25, 1976.

“James A. Michener: An Exclusive Interview,” *Writer’s Digest*, two-parts, April and May, 1972.

Corporate, Academic & Non-Profit Boards

Chairman, Ken D’Angelo Foundation, 2005-2010. Raised \$300,000 to provide scholarships to students studying entrepreneurship, real estate, or franchising.

President, Saint Vincent de Paul Conference, St. Francis of Assisi Parish, Frisco, TX, 2009-2010.

Member, Board of Directors, National Open Door Housing Foundation, Dallas, TX, 2009-2010.

Member, Board of Directors, HomeVestors of America, Inc., 2003-2009.

Member, Board of Directors, Beaver College (now Arcadia College), Glenside, Pa.
Member, Academic Affairs Committee, 1989-1994; Committee Chairman, 1992-1994.

Member, Board of Directors, The Dwyer Group, Inc., Waco, Tx., 1994-2003.
Member, Personnel Committee, 1994-2003.
Member, Audit Committee, 1994-2003.
Chairman, Executive Board, 1997-1998.

Founder/Chairman, Entrepreneurial Advisory Board, Temple University School of Business, Philadelphia, Pa., 1990.

Member, Entrepreneurial Advisory Board, Wharton School, Philadelphia, Pa., 1985-1990.

Executive Board Member (elected), Magazine Division, Association for Education in Journalism, 1977.

Chairman, High School Journalism Awards Program, Kent State Stark Campus, 1975.

Chairman, World of Women Seminar, Kent State Warren Campus, 1973.

Chairman, Trumbull School of Journalism Awards Program, Kent State Warren Campus, 1973-1975.

Editorial Appointments & Positions

Editor, *Zig Ziglar Newsletter* (weekly e-zine), Ziglar Training Systems, 1996 to 2007

Editor, *ZigOnline Today*, (daily e-zine), Ziglar Training Systems, 2000 to 2005

Editor, *International Franchising* magazine, 2001-2003

Editor & Publisher, *Master Franchising* newsletter (specialized quarterly publication for master licensees worldwide), Dallas, Tx., 1999 to 2002

Editor, *Sales & Marketing Coach* newsletter (weekly e-zine), 1998 to 2001

Board of Editors, *Leader's Franchising Business & Law Alert*, New York, NY, 1995 to 2000

Chairman, Editorial Board & Editor, *Successful Franchising*, national magazine, 1995-1998

Contributing Editor, *Business Opportunities Journal*, 1992-1996

Contributing Editor, *Writer's Digest* magazine, 1977-1980

Contributing Editor, *Ohio History Express*, 1977

Member, Editorial Board, *Temple Faculty Herald*, 1977

Editor, *Magazine Matter*, newsletter of the Magazine Division, Association for Education in Journalism, 1975-1977

Editor, *Western Reserve* regional (Ohio) magazine, 1975-1976

Contributing Editor, *Arts, Culture & Cuisine* regional (Ohio) magazine, 1975-1976

Editor, *Journalist*, Community College Journalism Assn., 1975-1976

Entertainment Editor, *Western Reserve* regional (Ohio) magazine, 1973-1975

References

Dr. Lee Caldwell, retired dean of the College of Business Administration, Gulf University for Science & Technology, Kuwait. Email: leegcaldwell@gmail.com.

Dr. Robert Cook, retired vice president of academic affairs, Gulf University for Science & Technology, Kuwait. Email: Rcooknewaygo@gmail.com. Phone: 416-831-8100.

Tom Ziglar, President, Zig Ziglar Corporation, Dallas, TX. Phone: 972-383-3201. Email: Tziglar@ziglar.com.

John Reynolds, President, IFA Educational Foundation, International Franchise Association, Washington, DC. Phone: 202-628-8000. Email: JReynolds@franchise.org.

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