



The Center for Sustainable Tourism in  
partnership with the Department of Marketing  
& Supply Chain Management *presents*

**“Green with Guilt: Navigating the Intersection of  
Morality and Marketing in Sustainable Services”**

**Dr. Michael Giebelhausen**

**School of Hotel Administration  
Cornell University**



**Tuesday, April 9, 2013**

**3:30 p.m.**

**Science and Technology Building, Room 311**

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Dr. Giebelhausen is a member of the Marketing Faculty at the Cornell University School of Hotel Administration. He earned his Ph.D. in Marketing from Florida State University, graduate degrees (MBA & MS) from Loyola University Chicago and undergraduate degrees from the University of Illinois. He teaches Marketing Management for Services and Marketing Research and has been honored with the FSU College of Business Ph.D. Teaching Award and Cornell School of Hotel Administration Ted Teng '79 Dean's Teaching Excellence Award. His research focuses on consumer behavior and signaling in service settings with emphasis on the effects of green marketing.