Endowed Research Chair in Foodservices and Entrepreneurship

Currently, the foodservices industry needs support in addressing a range of challenges. As a premier university in Canada, with a dedicated restaurant as part of its Bachelor of Commerce Hospitality, the University of Guelph can lead the way. Our goal is to reach $5 million dollars through fundraising initiatives to create a Research Chair in Foodservices and Entrepreneurship.

Impact Statement:

With a rise in “food with benefits” and a push to e-commerce, the restaurant industry faces new challenges as well as age-old issues that have never been properly addressed. Employee and customer retention as well as the production, consumption and distribution of food all remain challenges today.

The University of Guelph boasts a 40-year legacy of management education and the HFTM uniquely focuses on the hospitality and tourism industry. With the right Chair in place, our university will help to ensure the economic, social and environmental sustainability in the restaurant industry.

Goals:

The creation of this Chair will allow us to develop the restaurant industry through student learning, stakeholder outreach and research. This is our opportunity to advance the sustainability of the industry, from revenue management and capacity issues, to social and environmental concerns.

The Chair will support and advance Guelph’s role in supporting the restaurant industry by expanding experiential learning in our food labs and further help to answer the following challenges:

- Employer issues
- Compensatory modeling
- Retention
- Leadership
- Relationships between front and back of house
- Human resources management issues

Learn more at alumni.uoguelph.ca/givingpriorities or contact alumni@uoguelph.ca