



**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  
  
Established the Titus Center for Franchising which provides a Concentration in Franchising to students who earn 12 academic credits for the following courses:  
  
Principles of Franchising  
Franchise Creative Ventures  
Franchise Management & Operations  
Internship in 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 Certification**

2022

Certified Franchise Executive (CFE) awarded by the International Franchise Association.

### **Professional Experience**

1995 – Present

President, HayesWorldwide

Advisor to entrepreneurial and franchised businesses.  
Expert witness.  
Book author.  
Keynote speaker. 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).
- 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.
- 1989-2005      Director & Advisor to The Dwyer Group in Waco, Texas.  
Board member until 2003 when Dwyer was acquired by The Riverside Company. Consultant through 2005.
- 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.
- 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.

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

### **Selected Professional Presentations**

Panelist, International Franchise Association Convention, San Diego, Feb. 26, 2022, at the IFA Board of Directors meeting, speaking on the topic of franchise education.

Moderator, Thought Leadership Roundtables, International Franchise Association Convention, San Diego, Feb. 28, 2022, How to Cultivate Future Franchisees & Employees at Universities.

Featured commentator in "The Food That Built America: Submarine Warfare," Season 3 Episode 1. History Channel. Aired Feb. 27, 2022.

### **Publications & Recordings**

#### **Peer-Reviewed Journal Articles**

Hayes, J. (2023) "Sma" *Small Business Institute Journal*, vol. 19 (1).

Hayes, J, Smith, D and Copeland, MK (2022) "Determinants Impacting Resale Premium Disparity When Selling a Small Business: A Predictive Non-Linear Approach" *Journal of Business and Economic Studies*, vol. 26 (1), 1-22.

Michael, N., Reisinger, Y. and Hayes, J. (2019) "The UAE tourism competitiveness: A business perspective" *Tourism Management Perspectives*, vol. 30, pp. 53-64.

Reisinger, Y., Michael, N. and Hayes, J. (2018) "Destination competitiveness from a tourist perspective: A case of the United Arab Emirates". *International Journal of Tourism Research*. 21. 10.1002.

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

Franchise Case Study: Truth in Franchising, Dr. John P. Hayes. Received Yum! Center for Global Franchise Excellence Franchise Teaching Case Award, University of Louisville, February 2022.

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](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](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](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.

### **Selected Professional Articles**

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

"Training your team members to be leaders," Global Franchise, January 2022, [www.global-franchise.com/insight/training-your-team-members-to-be-leaders](http://www.global-franchise.com/insight/training-your-team-members-to-be-leaders)

"Seven Ways to Maintain a Strong Relationship with Franchisees," Global Franchise, p. 18, Issue 5.6.

“How often do franchises fail?,” Global Franchise, June 11, 2019, <https://www.global-franchise.com/news/john-hayes-how-often-do-franchises-fail>

“The Last Word,” Global Franchise, Nov. 23, 2018, <https://www.global-franchise.com/insight/the-last-word-john-hayes>

“Exploit Your Expo Visit,” Global Franchise, Oct. 30, 2018, <https://www.global-franchise.com/insight/john-p-hayes-exploit-your-expo-visit>

“Where we go from here,” Global Franchise, Sept. 21, 2018, <https://www.global-franchise.com/insight/john-hayes-where-we-go-from-here>

“The Getting of Wealth,” Global Franchise, Aug. 17, 2018, <https://www.global-franchise.com/insight/john-p-hayes-the-getting-of-wealth>

“The Last Word,” Global Franchise, June 13, 2018, <https://www.global-franchise.com/insight/the-last-word-john-p-hayes>

“Viewpoint: April 19, 2018,” Global Franchise, <https://www.global-franchise.com/insight/viewpoint-john-p-hayes>

“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](http://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: 21<sup>st</sup> 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.

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.

“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](mailto:leegcaldwell@gmail.com).

Dr. Robert Cook, retired vice president of academic affairs, Gulf University for Science &

Technology, Kuwait. Email: [Rcooknewaygo@gmail.com](mailto:Rcooknewaygo@gmail.com). Phone: 416-831-8100.

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

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My home base is West Palm Beach, FL  
Phone: 972-375-5341  
Email: [John@Hayesworldwide.com](mailto:John@Hayesworldwide.com)

My permanent mailing address is:  
PO Box 29  
724 Old York Rd.  
Jenkintown, PA 19046  
Phone: 215-576-6666