




DATE: April 6, 2009

MEMORANDUM

TO: Richard Perdue
Sunghyup Hyun

FROM: Carmen Green 

SUBJECT: **IRB Exempt Approval:** "Creating and Validating a Measure of Customer Equity in Hospitality Businesses", IRB # 09-195

I have reviewed your request to the IRB for exemption for the above referenced project. The research falls within the exempt status. Approval is granted effective as of April 6, 2009.

As an investigator of human subjects, your responsibilities include the following:

1. Report promptly proposed changes in the research protocol. The proposed changes must not be initiated without IRB review and approval, except where necessary to eliminate apparent immediate hazards to the subjects.
2. Report promptly to the IRB any injuries or other unanticipated or adverse events involving risks or harms to human research subjects or others.

cc: File