The 21st Annual
GRADUATE EDUCATION &
GRADUATE STUDENT RESEARCH
CONFERENCE
IN HOSPITALITY & TOURISM

JANUARY 7—9, 2016
PHILADELPHIA, PENNSYLVANIA USA

Temple University
School of Tourism and Hospitality Management
USE YOUR INFLUENCE

As a graduate student in the area of tourism and hospitality, you are part of a group of leaders and visionaries dedicated to shaping and innovating the industry.

At the Philadelphia Convention & Visitors Bureau, we are proud to work with such an influential mix of people to help continually drive the growth and positive transformation needed to keep our region globally competitive.

Meetings and conventions generate billions of dollars each year for local businesses and supports more than 188,000 jobs in the region. Be a part of the success by bringing the next major gathering of your business, volunteer organization or association to Philadelphia.

We’re here to help. MeetPHL.com or 1-855-MEET-PHL

PHLCVB
Philadelphia Convention & Visitors Bureau

Pennsylvania Convention Center
Philadelphia

SMMANAGED FACILITY
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Welcome Message from the Founder

**WELCOME** to the 21st Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism!

The Conference was founded in 1996 with four specific objectives: (1) providing a platform for exchange of cutting-edge research in the field of hospitality and tourism; (2) fostering healthy research culture in the field of hospitality and tourism; (3) providing a forum for networking among and between graduate students and faculty members in hospitality and tourism; and (4) serving as a career mart for graduate students who are completing their terminal degrees. For more than 20 years, the Conference has developed into an important research and networking forum for graduate students and faculty in hospitality and tourism.

The Conference is administered by a Standing Committee chaired by myself as the Founding Chairman. The Standing Committee consists of members who are representatives from all sponsoring institutions responsible for soliciting and selecting the destination of the Conference each year. I am grateful to the institutions which have hosted the Conference during the past 21 years.

I wish also to thank our sponsors and partners for their generous support. As the Founding Chairman of the Conference, I look forward to the role the Annual Graduate Conference will continue to play in promoting academic and research exchange and furthering the research development in our field of hospitality and tourism.

May I wish you all a successful and rewarding Conference.

**Professor Kaye Chon**

*Founding Chairman*

GRADUATE EDUCATION AND GRADUATE STUDENTS RESEARCH CONFERENCE IN HOSPITALITY AND TOURISM

and

DEAN AND CHAIR PROFESSOR

WALTER KWOK FOUNDATION PROFESSOR IN INTERNATIONAL HOSPITALITY MANAGEMENT

SCHOOL OF HOTEL AND TOURISM MANAGEMENT

THE HONG KONG POLYTECHNIC UNIVERSITY
THE FOUNDER EXTENDS HIS THANKS TO OUR PAST HOSTS

1st Conference in 1996, in Houston, hosted by University of Houston
2nd Conference in 1997, in Las Vegas, hosted by University of Nevada, Las Vegas
3rd Conference in 1998, in Houston, hosted by University of Houston
4th Conference in 1999, in Las Vegas, hosted by Kansas State University
5th Conference in 2000, in Houston, hosted by University of Houston
6th Conference in 2001, in Atlanta, hosted by Georgia State University
7th Conference in 2002, in Houston, hosted by University of Houston
8th Conference in 2003, in Las Vegas, hosted by Oklahoma State University
9th Conference in 2004, in Houston, hosted by University of Houston
10th Conference in 2005, in Myrtle Beach, hosted by Purdue University and University of South Carolina
11th Conference in 2006, in Houston, hosted by University of Houston
12th Conference in 2007, in Seattle, hosted by Washington State University
13th Conference in 2008, in Orlando, hosted by University of Central Florida
14th Conference in 2009, in Houston, hosted by University of Houston and The Hong Kong Polytechnic University
15th Conference in 2010, in Northern Virginia, hosted by The Pennsylvania State University and Virginia Tech
16th Conference in 2011, in Houston, hosted by University of Houston and The Hong Kong Polytechnic University
17th Conference in 2012, in Auburn, hosted by Auburn University
18th Conference in 2013, in Seattle, hosted by Washington State University
19th Conference in 2014, in Houston, hosted by University of Houston and The Hong Kong Polytechnic University
20th Conference in 2015, in Tampa, hosted by University of South Florida
21st Conference in 2016, in Philadelphia, hosted by TEMPLE UNIVERSITY
Welcome to the Conference

WELCOME TO PHILADELPHIA for the 21st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism.

Temple University’s School of Tourism and Hospitality Management (STHM) is honored to host you at this conference, which has made its way to the City of Brotherly Love and Sisterly Affection for the very first time.

In 2015, STHM experienced a banner year. Our Sport and Recreation Management undergraduate program was ranked No. 1 in the nation by Sports-Management-Degrees.com. We also earned a top-25 ranking from SuccessfulStudent.org as one of the nation’s elite providers of tourism and hospitality education.

While we have an enriching schedule of programming arranged for you, please be sure to sample what Philadelphia has to offer.

The nation’s fifth-largest city, Philadelphia is a premier destination for global visitors. A shining example of this took place in September, when Pope Francis visited Philadelphia as part of the World Meeting of Families. Later this year, Philadelphia will host the Democratic National Convention. Powered by two dynamic destination-marketing organizations, Visit Philadelphia and PHL Convention & Visitors Bureau, Philadelphia attracts thousands of visitors annually. New York Times ranked Philadelphia No. 3 on its top places to visit in 2015, and Travel + Leisure Magazine labeled Philadelphia “America’s Next Great Food City.”

I would like to take this opportunity to thank all of the academic and corporate sponsors who have made this conference possible. Also, I’d like to extend special thanks to all of the authors.

On behalf of Conference Program Chair Dr. Michael (Chihyung) Ok, Associate Professor of Tourism and Hospitality Management at STHM and our entire team, I extend my warmest welcome to our city, and truly hope you have a rewarding and enjoyable stay in Philadelphia.

Best wishes to all attendees and congratulations to all of the presenters at the conference.

Elizabeth H. Barber, PhD, CHE

ASSOCIATE DEAN
SCHOOL OF TOURISM AND HOSPITALITY MANAGEMENT
TEMPLE UNIVERSITY
Conference Chair
OUR INDUSTRIES are rooted in deep professional networks, first-class service and access to opportunities. So are we.

The School of Tourism and Hospitality Management (STHM) is the largest provider of tourism, hospitality, sport and recreation management education in the Philadelphia region and an international model for innovative teaching and research. Through classroom instruction, experiential learning and executive education, we prepare talented professionals and scholars for rewarding careers. Our comprehensive programs and research institutes, led by accomplished faculty, are among the nation’s best.

STHM offers undergraduate degree programs in two major areas of concentration: sport and recreation management, and tourism and hospitality management. It also offers master’s degree programs in sport business, and tourism and hospitality management. In conjunction with the Fox School of Business, STHM offers a PhD program in business administration with a concentration in tourism/sport, as well as an Executive MBA in Hospitality Asset Management.

The strength of the programs lies in the strength of its faculty. STHM faculty are engaged in cutting-edge research that is shaping the fields and charting new courses for the sport, recreation, tourism, and hospitality industries. Integrating a real-world perspective with critical theory, students experience a classroom environment where world-renowned research meets practice every day.
Established in 1884 by Dr. Russell H. Conwell, Temple University, of the Commonwealth System of Higher Education, is a comprehensive public research and teaching university with more than 38,000 students and over 300,000 alumni. Nationally and internationally ranked in a number of disciplines, it is strongly committed to academic excellence.

Temple has a distinguished faculty in 17 schools and colleges, including schools of law, business, medicine, pharmacy, podiatric medicine and dentistry, as well as a world-renowned Health Sciences Center. Through its various schools and colleges, Temple University offers degree programs in two associate degree areas, 149 bachelor’s degree areas, 146 master’s degree areas, 51 doctoral degree areas and 14 professional degree areas.

Temple is one of Pennsylvania’s three public research universities, along with the University of Pittsburgh and Penn State University. Temple University is the 31st largest university in the United States, and it is the fifth largest provider of professional education (law, dentistry, medicine, pharmacy and podiatric medicine) in the country.

Of the more than 5,000 institutions of higher education in the United States, Temple is designated as a Research University by the Carnegie Foundation for the Advancement of Teaching. This distinction is based upon Temple’s range of programs, its commitment to graduate education, and the breadth and number of doctoral degrees it awards.

Temple maintains four regional campuses, including the flagship Main Campus, Health Sciences Campus, and Center City Campus in Philadelphia; and a major suburban campus—Temple University at Ambler. The university has an education center in Harrisburg and international campuses in Tokyo, Japan, and Rome, Italy. Temple also offers educational programs in the People’s Republic of China, Israel, Greece, Great Britain, France, India and other countries throughout the world.
UNIQUELY POSITIONED in the heart of Philadelphia, the second-largest city on the East Coast of the United States, students in STHM have access to a metropolitan region that is one of the country’s most prominent centers for the sport, recreation, tourism, and hospitality industries.

Home to five major sport franchises, over 80 college athletic programs, world-class sport venues, and one of the country’s largest Parks and Recreation departments, Philadelphia is often designated as “Destination Sports.”

Similarly, as a center for tourism and hospitality, Philadelphia is home to over 13,000 hotel rooms, one of the largest convention centers on the East Coast with the Pennsylvania Convention Center, a growing and thriving casino and gaming scene, over 700 Zagat-rated restaurants, and active destination marketing centers like the PHL Convention and Visitors Bureau and Visit Philadelphia. No matter where your interests lie, Philadelphia can provide students the opportunities to apply what they learn in the classroom to real-world experiences.

For more information on what to do and see in Philadelphia, please visit the following sites:

PHILADELPHIA TRAVEL AND TOURISM - visitphilly.com
THE BARNES FOUNDATION - barnesfoundation.org
PHILADELPHIA MUSEUM OF ART - philamuseum.org
PHILADELPHIA FLYERS - philadelphiaflyers.com
PHILADELPHIA ORCHESTRA - philorch.org
READING TERMINAL MARKET - readingterminalmarket.org
WALNUT STREET THEATER - walnutstreettheatre.org
Keynote Speakers

**Friday, January 8 - Lunch General Session**

**CHRISTOPHER L. THOMPSON**  
President and CEO  
Brand USA

Christopher L. Thompson is president and CEO of Brand USA, the nation’s public-private partnership dedicated to increasing international visitation to the United States through marketing and promotional efforts. In this role, Chris is responsible for accelerating the organization’s efforts to build and execute effective marketing strategies to increase U.S. travel exports, create jobs, strengthen the economy, and help enhance the image of the United States with people all over the world.

**Friday, January 8 - Awards Dinner Banquet**

**DUANE VINSON**  
Vice President and Assistant Director  
STR SHARE Center

Mr. Duane Vinson is a Vice President and the Assistant Director of the STR SHARE Center (Supporting Hotel-related Academic Research & Education), a program that in cooperation with EI (American Hotel & Lodging Association Education Institute) and ICHRIE (International Council on Hotel, Restaurant, and Institutional Education), works with hospitality and tourism schools around the world to provide thorough and timely data for academic research and to provide comprehensive and relevant training materials for the classroom.

**Thursday, January 7 - Welcome General Session**

**JACK FERGUSON**  
President and CEO  
Philadelphia Convention & Visitors Bureau

As the President & CEO of the Philadelphia Convention & Visitors Bureau (PHLCVB), Jack Ferguson has more than four decades of experience in the hospitality business and is known for his energized, can-do leadership style. Ferguson’s vision is centered on three areas – enhancing the customer experience, maximizing global marketing communications through technology and educating the Philadelphia region’s workforce.
Graduate Conference Panels

PANEL 1
So You Want to Publish – View from Editors
Thursday Jan. 7th 4:30 p.m. – 5:30 p.m.
Kaye Chon
Hong Kong Polytech
Jay Kandampully
Ohio State University
Rick Perdue
Virginia Tech
Chris Roberts
DePaul University
Dan Funk (Moderator)
Temple University

PANEL 2
Grant Writing and External Funding – The New Normal
Friday Jan. 8th 9:00 a.m. – 10:00 a.m.
Jeremy Jordan
Temple University
Junehee Kwon
Kansas State University
Nancy McGehee
Virginia Tech
Fevzi Okumus
University of Central Florida
Robert Li (Moderator)
Temple University

PANEL 3
In-depth Look at Tenure and Promotion
Friday Jan 8th 4:15 p.m.-5:15 p.m.
Aubrey Kent
Temple University
Sheryl Kline
University of Delaware
Jay Neal
University of Houston
Neha Singh
Cal Poly - Pomona
Ceridwyn King (Moderator)
Temple University

PANEL 4
A Discussion with Junior Faculty – Finding your First Job and Early Career Success
Saturday Jan. 9th 9:45 a.m. -10:45 a.m.
Anil Bilghian
Florida Atlantic University
Kimberly Mathe-Soulek
Texas Tech University
Sangwon Park
University of Surrey
Yang Yang
Temple University
Laurie Wu (Moderator)
Temple University
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<td>Dr. Mimi Li</td>
<td>Hong Kong Polytechnic University</td>
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Conference Awards

**FOUNDER’S AWARD**

At the 10th anniversary conference held in Myrtle Beach, S.C., in January 2005, the co-hosts of the conference, Purdue University and University of South Carolina, presented an award to Kaye Chon, Founding Chairman of the Conference, in recognition of his contribution to graduate students’ research and scholarship in hospitality and tourism. Consequently, the Founder’s Award was formally created in the name of the conference founder Professor Kaye Chon. The award each year recognizes one world-class scholar in the field of hospitality and tourism for his or her significant contributions in research, scholarship and development of graduate programs/students.

**PAST RECIPIENTS OF FOUNDER’S AWARD:**

- 2005 Professor Kaye Chon, The Hong Kong Polytechnic University
- 2006 Professor Michael D. Olsen, Virginia Tech
- 2007 Professor John Bowen, University of Houston
- 2008 Professor Abraham Pizam, University of Central Florida
- 2009 Professor Carol Shanklin, Kansas State University
- 2010 Professor Anna Mattila, the Pennsylvania State University
- 2011 Professor Bob Bosselman, Iowa State University
- 2012 Professor Hailin Qu, Oklahoma State University
- 2013 Professor Terry Umbreit, Washington State University
- 2014 Professor Barbara Almanza, Purdue University

**THE UNIVERSITY OF DELAWARE MICHEAL D. OLSEN RESEARCH ACHIEVEMENT AWARD**

This award is given to honor the accomplishments of Dr. Michael D. Olsen, Professor at Virginia Tech and Wise Executive-in-Residence at the University of Delaware. Dr. Olsen has distinguished himself by his research and publishing in the area of strategy and hospitality management, as well as by mentoring Virginia Tech students and supporting professional growth of young scholars around the world. The award recognizes scholars who have concentrated on hospitality to a higher level and the award winner’s work represents serious scientific endeavors and goes beyond descriptive inquiry and enters into scientific realm of new knowledge contribution. Award winners have conducted focused, high-quality research in hospitality and are known for their commitment to graduate education and mentoring.

**BEST PAPER AWARD:**

- *Asia Pacific Journal of Tourism Research (APJTR)*
- *Journal of Travel and Tourism Marketing (JTTM)*
- *Journal of Hospitality and Tourism Technology (JHTT)*
- *International Journal of Contemporary Hospitality Management (IICHM)*
General Schedule of Events

**WEDNESDAY, JANUARY 6, 2016**

8:30 a.m. – 5:30 p.m.  
Certification in Hotel Analytics  
TEMPLE UNIVERSITY MAIN CAMPUS, SPEAKMAN HALL 214

5:00 p.m. – 7:00 p.m.  
Registration

7:00 p.m. – 9:00 p.m.  
Welcome Reception – Reading Terminal Market

**THURSDAY, JANUARY 7, 2016**

9:00 a.m. – 6:00 p.m.  
Registration Open

9:30 a.m. – 10:45 a.m.  
Knowledge Matters ProSim Hotel Presentation  
ROOM ARIA-B

11:00 a.m. – 11:45 a.m.  
Poster Session A  
ORMANDY BALLROOM

11:30 a.m. – 12:30 p.m.  
Sponsors Lunch Meeting *(by invitation only)*

12:30 p.m. – 1:45 p.m.  
Session I *(concurrent session)*  
3RD AND 4TH FLOOR MEETING ROOMS

2:00 p.m. – 2:45 p.m.  
Poster Session B and Refreshment Break  
ORMANDY BALLROOM

3:00 p.m. – 4:15 p.m.  
Session II *(concurrent sessions)*  
3RD AND 4TH FLOOR MEETING ROOMS

4:30 p.m. – 5:30 p.m.  
Panel Session I  
*So You Want to Publish – Views of Editors*  
SYMPHONY BALLROOM

6:00 p.m. – 6:30 p.m.  
Welcome General Session, *Keynote-Jack Ferguson*  
SYMPHONY BALLROOM

6:30 p.m. – 8:30 p.m.  
Sponsoring Schools’ Reception  
ORMANDY BALLROOM

**FRIDAY, JANUARY 8, 2016**

7:30 a.m. – 6:00 p.m.  
Registration Open

7:15 a.m. – 8:00 a.m.  
Continental Breakfast  
OVERTURE

8:00 a.m. – 9:00 a.m.  
Session III *(concurrent sessions)*  
3RD AND 4TH FLOOR MEETING ROOMS

9:00 a.m. – 10:00 a.m.  
Panel Session II  
*Grant Writing and External Funding – The New Normal*  
SYMPHONY BALLROOM
10:15 a.m. – 11:00 a.m.  Poster Session C and Refreshment Break  ORMANDY BALLROOM
11:00 a.m. – 12:15 p.m. Session IV (concurrent session)  3RD AND 4TH FLOOR MEETING ROOMS
12:15 p.m. – 1:45 p.m. Lunch - General Session, Keynote-Christopher L. Thompson
1:45 p.m. – 3:00 p.m. Session V (concurrent session)  3RD AND 4TH FLOOR MEETING ROOMS
3:15 p.m. – 4:00 p.m. Poster Session D and Refreshment Break  ORMANDY BALLROOM
4:15 p.m. – 5:15 p.m. Panel Session III  In-Depth Look at Promotion and Tenure  SYMPHONY BALLROOM
5:15 p.m. – 6:15 p.m. Sponsor Meeting/2017 Conference Planning  SYMPHONY BALLROOM
6:30 p.m. – 7:00 p.m. Cocktail Reception  ORMANDY LOBBY
7:00 p.m. – 9:00 p.m. Awards Banquet, Keynote-Duane Vinson  ORMANDY BALLROOM
9:00 p.m. – 11:00 p.m. Off-Site Gathering - TBA

SATURDAY, JANUARY 9, 2016

7:30 a.m. – 12:00 p.m. Registration Open
7:15 a.m. - 8:00 a.m. Continental Breakfast  OVERTURE BALLROOM
8:15 a.m. – 9:30 a.m. Session VI (concurrent session)  3RD AND 4TH FLOOR MEETING ROOMS
9:45 a.m. – 10:45 a.m. Panel Session IV  A Discussion with Junior Faculty - Finding your First Job and Early Career Successes  SYMPHONY BALLROOM
11:00 a.m. – 11:45 a.m. Poster Session E and Refreshment Break  ORMANDY BALLROOM
1:00 -?? Post Conference Activities
Thursday, January 7, 2016

Poster Session A
11:00 a.m. — 11:45 a.m., Ormandy Ballroom

CONSUMER BEHAVIOR (Poster A)
Moderator: Dr. Laurie Wu, Temple University

328 Serving with professional look: Restaurant waitress influences customer’s tipping behavior
   Can Lu and Milos Bujisic, The Ohio State University

368 Effects of consumers’ ethical consumption values on green restaurant patronage intention
   Stephany Hwang and Jiyoung Yoon, Sookmyung Women’s University, Seoul, South Korea

425 Food in tourism: Exploring inherent influential factors in food decision processes of travelers
   Angel F. Gonzalez and Catherine Curtis, Oklahoma State University

327 The influence of Generation Y’s interactions on SNSs: An exploratory study on customer brand loyalty in the hospitality industry
   Can Lu and Jay Kandampully, The Ohio State University

460 Cultural dimension reflected in sojourners’ consumer behavior on Korean local restaurants
   Soomi Han and Jiyoung Yoon, Sookmyung Women’s University, Seoul, South Korea

522 Is celebrity chef branding successful? Role of chef persona and expertise
   Jee-Ahe Ahn and Soobin Seo, The Ohio State University

528 When creativity is too much to digest: Dish innovation and molecular gastronomy experience
   Jungyoung Tiffany Shin and Rodney Warnick, University of Massachusetts, Amherst; Seung-Gu Kim, Johnson & Wales University

LODGING (Poster A)
Moderator: Dr. Sheila Scott, Texas Tech University

321 Impact of national minimum wage policy on Malaysian hotel industry
   Nur Hidayah Che Ahmat and Susan Arendt, Iowa State University

331 The impacts of new hotels on neighboring hotels’ operational performances: The case of Houston metropolitan area
   Harold Lee, Ji Hye Min and Jessica Yuan, Texas Tech University

422 Revenue management pricing and customers’ length of stay
   Songzi Li and Zvi Schwartz, University of Delaware
468  Suggestion or coercion: Hotel gratuity envelopes  
*I-Hsuan Shih, Tun-Min Catherine Jai and Shane Blum, Texas Tech University*

504  Understanding the lifestyle of bed-and-breakfast innkeepers  
*Yuan Li and Hee Jung Kang, Virginia Polytechnic Institute and State University; Li Miao, Oklahoma State University*

541  US students’ attributes of hostel choice  
*Katia Siamionava, Nohema Garcia, Angel Gonzalez and Lisa Slevitch, Oklahoma State University*

543  Maximum or minimum differentiation? The effects of mixed strategy on hotel performance  
*Minsun Kim and Wesley Roehl, Temple University*

**MARKETING (Poster A)**
Moderator: Dr. Chang Huh, Niagara University

424  The impact of online reviews on financial performance: The moderating role of brand reputation  
*Woohyuk Kim and Jichul Jang, Kansas State University*

429  Image convergence and personality divergence of budget hotels’ different brand position  
*Dazhi Qin and Hailin Qu, Oklahoma State University; Hong Xu, Nankai University*

513  The social experience of lodging accommodation in sharing economy: A case of Airbnb  
*Hyoungeun Moon and Li Miao, Oklahoma State University*

514  Marketing effectiveness of hotel Twitter accounts in Saudi Arabia: A mixed methods study  
*Mansour Alansari and Natalia Velikova, Texas Tech University*

519  The marketing effectiveness of hotel mobile applications  
*Yixiu Yu and Xu Li, Texas Tech University*

**TRAVEL AND TOURISM (Poster A)**
Moderator: Dr. Chris Choi, University of Guelph

358  Perceptions of residents toward rural tourism and its effects in Virginia  
*Sharon Smith and Yan Zhong, Virginia State University*

388  Crisis expansion: How perceived image affects opportunities for tourism in Egypt  
*Jessica Wiitala and Jeeyeon Hahm, University of Central Florida*

439  An analysis of the local government’s tourism crisis communication management: The case of MERS outbreak in Korea  
*Eunbi Oh and Inhye Jung, Hanyang University, Seoul, Republic of Korea*

470  The impact of rural tourism on thriving and non-thriving communities in Arkansas  
*Katelynn Cassidy and Kelly Way, University of Arkansas*
478 Market insights: Roadtripping – America’s most popular destinations  
Shangzhi Qiu and Liping Cai, Purdue University

502 Use of smartphone applications by museum visitors: An extended technology acceptance model  
Juhyun Kang and Jichul Jang, Kansas State University

532 Internal organization structure of participation in community-based tourism: A case of Yogyakarta, Indonesia  
Filza Armadita and Jonathon Day, Purdue University

Concurrent Session I  
12:30 p.m. – 1:45 p.m.

CONSUMER BEHAVIOR (Session I – 1A) Room: Aria-A  
Moderator: Dr. Soon-Ho Kim, Georgia State University

311 The role of perceived values, emotion, satisfaction, and attitudes in the online loyalty development process  
Minseong Kim and Stephen Holland, University of Florida; Soon-Ho Kim, Georgia State University

442 The emotional relationships between customers and brand: A comparison of brand love, emotional attachment, and brand romance  
Shuyue Huang, Ye Shen, Chris Choi and Jingen Liang, University of Guleph, Guleph, ON, Canada

472 VIP and NON-VIP tourist shoppers’ emotional responses and behavioral brand loyalty  
Kai Jiang, Mark Havitz and Luke Potwarka, University of Waterloo, Waterloo, ON, Canada

CONSUMER BEHAVIOR (Session I – 1B) Room: Aria-B  
Moderator: Dr. Jeremy Whaley, The University of Tennessee

335 Understanding customer experience in hedonic and utilitarian service settings  
Tingting Zhang, Vanja Bogicevic, Can Lu and Milos Bujisic, The Ohio State University

555 The impact of employee appearance, eye contact, and courtesy on building customer-employee rapport  
Kawon Kim and Melissa Baker, University of Massachusetts, Amherst

431 Effects of plate size and portion size on customer’s perceptions of restaurant food value  
Li Ge, Barbara Almanza and Carl Behnke, Purdue University
EDUCATION (Session I – 2) Room: Concerto-A
Moderator: Ms. Patti Northcutt, Auburn University

302 Perceptions, learning approaches, and the quality of hospitality financial management education
Zihui Ma and Ming Chen, Washington State University; Apostolos Ampountolas, University of Exeter, Exeter, UK

450 By design: A case study of course quality and student outcomes in an experiential, online, culinary classroom
Donna J. Fickes, Shane Blum and Sheila Scott, Texas Tech University

455 Does semester-length matter? A purchasing course in the hospitality industry
Chia-Ning Chiu and Barent McCool, Texas Tech University

FOOD SERVICE (Concurrent Session I – 4) Room: Concerto-B
Moderator: Ms. Marissa Orlowski, University of Central Florida

319 Attributes of choosing a restaurant during a sport event: A case study of the collegiate football game
Oluwakolapo Smith and Young Hoon Kim, University of North Texas; Byung Woong Chung, SoonChunHyang University, Asan, South Korea

443 Generational perception and satisfaction differences related to restaurant service environment
Scott Taylor Jr and Robin Dipietro, University of South Carolina

353 Impact of perceived authenticity: A case study of an independent Italian restaurant
Hongbo Liu, Temple University; Hengyun Li and Robin Dipietro, University of South Carolina

HUMAN RESOURCES & MANAGEMENT (Concurrent Session I – 5) Room: Minuet
Moderator: Dr. Jichul Jang, Kansas State University

346 Connection or quality: The impact of emotional labor and service quality in the food and beverage industry, a pilot study
Andrew Moreo and Christine Bergman, University of Nevada, Las Vegas

409 The consequences of experienced customer incivility in the hospitality industry
Haemi Kim and Hailin Qu, Oklahoma State University

348 Customer mistreatment and service sabotage: Assessing the mediating role of job stress and the moderating role of emotional intelligence
Chen-Wei Tao, Jichul Jang and Junehee Kwon, Kansas State University
INFORMATION TECHNOLOGY (Concurrent Session I – 6) Room: Rhapsody
Moderator: Dr. Woojin Lee, Arizona State University

295 Social media use among individuals with food allergies: Activities, motives, and barriers
Han Chen and Yee Ming Lee, Auburn University

505 The role of time-of-day, gender, and age in hotel Facebook engagement
Chuhan Wang, Marketa Kubickova and Scott Smith, University of South Carolina

391 Students’ perceived benefits of professional networking sites: An application of LinkedIn
Woohyuk Kim and Kristin Malek, Kansas State University

MARKETING (Concurrent Session I – 8) Room: Maestro-A
Moderator: Dr. Woojin Lee, Arizona State University

441 Factors affecting tourism advertising responses
Hyerhim Kim and Sangwon Park, University of Surrey

448 In-flight safety videos as viral marketing tools: The impact of humor on customer responses
Kathleen Kim and Dae-Young Kim, University of Missouri

405 Proud TEXAN: Exploring the influence of state-level ethnocentrism on consumer responses towards a state-operated sustainable marketing program
Nicholas Johnston and Tun-Min Catherine Jai, Texas Tech University; Kelly Phelan, University of Queensland, Brisbane, AU

TRAVEL & TOURISM (Session I – 9) Room: Maestro-B
Moderator: Ms. Lu Lu, Washington State University

355 The impact of cultural heritage tourism on tourist well-being
Jeongyong Jew and Muzaffer Uysal, Virginia Polytechnic Institute and State University

484 Wellness vacation: A question of tourist lifestyle?
Pei Zhang, Fang Meng, Simon Hudson and David Cárdenas, University of South Carolina

Poster Session B
2:00 p.m. – 2:45 p.m., Ormandy Ballroom

CONSUMER BEHAVIOR (Poster B)
Moderator: Dr. Milos Bujisic, The Ohio State University

324 Effect of group membership on green purchasing decision: An empirical study
Hanna Paulose and Milos Bujisic, The Ohio State University
338 Service and satisfaction: Writing the right prescription for your healthcare facility
Donna J. Fickes, Kimberly Mathe Soulek, Sheila Scott-Halsell and Mara Driscoll, Texas Tech University

344 An examination of quality of life as an extended value of satisfaction of local festival attendees
Heekyung Sung and Woojin Lee, Arizona State University

364 The effect of exhibitor characteristics on trade show selection
Jie Sun and Seyhmus Baloglu, University of Nevada, Las Vegas

392 Is big data meaningful to the MICE industry? Discovering the influence of big data on meeting professionals’ decision making
Shin Yong Jung and Eun Min Hwang, University of Nevada, Las Vegas; Kristin Malek, Kansas State University

495 Exploring the perceived negative cross-cultural customer-to-customer interactions (CC-CCI) in theme parks: A role theory approach
Trishna Gajjar and Wei Wei, University of Central Florida

EDUCATION (Poster B)
Moderator: Dr. Neha Singh, Cal Poly Pomona

383 Benefits of a short-term study abroad program: Pre and post evaluation from students’ perspective
Tiziana Oggionni and Neha Singh, California State Polytechnic University, Pomona

440 Interdisciplinary project-based learning to promote 21st Century workplace skills and intrinsic motivation
David Davis and Catherine Curtis, Oklahoma State University

471 Lights, camera, action...Welcome! Discovering the efficacy of welcome videos for online learners
Dawn Abbott, Mara Driscoll and Sheila Scott, Texas Tech University

485 Event management - Pedagogy at a southeastern university
Kenny Jordan, Jeremy Eugene Whaley and Ann Fairhurst, University of Tennessee

557 The impact of cultural intelligence among study abroad programse instructional laboratory
Joanne Lam and Neha Singh, California State Polytechnic University, Pomona

FOOD SERVICE (Poster B)
Moderator: Dr. Jay Neal, University of Houston

369 An analysis of food tourist intentions to consume local cuisine
Jamie Levitt, Robin Dipietro and Fang Meng, University of South Carolina

370 Understanding why people visit microbreweries
Allison Carr, Yeon Ho Shin and Kimberly Severt, University of Alabama
The perceived value of sommeliers, a restaurant’s perception
X. Amanda Hu and D. Christopher Taylor, University of Houston; Nicholas E
Johnston, Texas Tech University

A study of the plate waste in on-campus dining halls
Nripendra Singh, Syafiqah Rahamat and Lakshman Rajagopal, Iowa State
University

The perception and attitude of US traditional college students on Asian
menus in campus foodservices
Minwoo Lee, University of Massachusetts, Amhurst; Jumyong Stephen Lee, Florida
International University; Hyun Kyung Grace Chatfield, University of Nevada, Las
Vegas and Bomi Kang, Coastal Carolina University

Reusable water bottles: Sustainable, yes – Sanitary, maybe?
Xiaodi Sun, Carl Behnke and Barbara Almanza, Purdue University

Travelling with food allergies: How coeliac sufferers perceive the
destination experience
Nicole Schnell and Bridget Bordelon, University of New Orleans

INFORMATION TECHNOLOGY (Poster B)
Moderator: Dr. Stephanie Bae, James Madison University

An empirical study on factors affecting continuance intentions of using
MICE mobile applications
Ka Eun Lee, Thomas Schrier and Suzanne Markham-Bagnera, Iowa State University

Do we really need to care about being tech savvy in the hospitality
industry?
Hye Ryeon Lee and Shane Blum, Texas Tech University

Generation Y’s attitudes toward using smartphone apps in selecting
restaurants
Yixiu Yu and Xu Li, Texas Tech University; Han Chen, Texas Tech University

Interactive restaurant self-service technology (IRSSST): The role of
innovativeness and gadget-loving propensity
Jee-Ahe Ahn and Soobin Seo, The Ohio State University

Examination of consumer resistance to tabletop technology in restaurants
Redha Widarsyah, Carl Behnke and Xinran Lehto, Purdue University

Concurrent Session II
3:00 p.m. – 4:15 p.m.

CONSUMER BEHAVIOR (Session II – 1A) Room: Aria-A
Moderator: Dr. Jeong-Yeol Park, University of Central Florida

Measuring the beneficial factors in personal interaction at hotel settings
Ya-Ling Chen and Joseph Chen, Indiana University, Bloomington
The wine forum of Oklahoma: An investigation of factors affecting loyalty
Seza Zerman, Tian Lin, Murat Hancer and Ben Goh, Oklahoma State University

Estimating heterosexual consumer willingness to pay (WTP) for LGBT-friendly cues in restaurants
Kaiyang Wu and Wen Chang, University of Nevada, Las Vegas; Larry Martinez, Pennsylvania

CONSUMER BEHAVIOR (Session II – 1B) Room: Aria-B
Moderator: Dr. Jay Kandampully, The Ohio State University

Wine choosing criteria based on Michigan residents
Yizhi Li and Jay Kandampully, The Ohio State University

Important attributes related to craft beer consumption
Karl Hartdegen, David Njite and Harsha Chacko, The University of New Orleans

Craft beer drinkers’ motivations: An exploratory study
Scott Taylor Jr and Robin Dipietro, University of South Carolina

FOOD SERVICE (Concurrent Session II – 4) Room: Concerto-A
Moderator: Dr. Carola Raab, University of Nevada Las Vegas

Factors affecting risky food consumption in restaurants
Jooho Kim, Barbara Almanza, Sandra Sydnor and Richard Ghiselli

The role of uncertainty avoidance on foreign residents’ dining out behavior of Korean restaurant
Kawon Kim, University of Massachusetts, Amherst; Sunhee Seo, Ewha Womans University, Seoul Korea

Assessing consumers’ food safety behaviors in university market-style restaurants
Eun-Sol Her, Soobin Seo, Victor Pool, Jihee Choi and Sanja Ilic, The Ohio State University

HUMAN RESOURCES & MANAGEMENT (Concurrent Session II – 5) Room: Concerto-B
Moderator: Mr. Chen-Wei Tao, Kansas State University

Predicting organizational citizenship behaviors in hospitality employees: Integrating motivation approaches
Minseong Kim and Stephen Holland, University of Florida; Soon-Ho Kim, Georgia State University

Examining why employees exhibit brand citizenship behavior from an identification perspective
Hye-Mi Lee and Ceridwyn King, Temple University

A qualitative exploration of day spa therapists’ motivations and job satisfaction in Thailand
Chompoonut Suttikun, Hyo Jung Chang and Hamilton Bicksler, Texas Tech University
INFORMATION TECHNOLOGY (Concurrent Session II – 6) Room: Minuet
Moderator: Mr. Seunghyun Park, University of Central Missouri

301 Mapping the competitive hotel market with online reviews: The case of Manhattan
Matthew Krawczyk and Zheng Xiang, Virginia Tech

395 Assessing tourism knowledge distribution via text mining techniques: A case study
Yingsha Zhang, University of South Carolina; Xia Wang, Nanjing University, Nanjing, China; Xiang Li, Temple University

512 Investigating dining experiences at Chinese restaurants using user-generated content and topic modeling
Xiaoye Li, Chen-Wei Tao, Bongsug Chae, Han Wen and Junehee Kwon, Kansas State University

LODGING (Concurrent Session II – 7) Room: Rhapsody
Moderator: Ms. Minsun Kim, Temple University

435 Why do travelers choose Airbnb?
Jaemun Byun and Shawn Jang, Purdue University

500 An analysis of the multidimensional attributes of Airbnb through the Kano model
Seobgyu Song and Dae-Young Kim, University of Missouri

449 Understanding repurchase intention of Airbnb consumers: Perceived authenticity, eWoM and price sensitivity
Lena Jingen Liang, Chris Choi and Marion Joppe, University of Guelph, Ontario, Canada

MARKETING (Concurrent Session II – 8) Room: Maestro-A
Moderator: Dr. Jumyong Lee, Florida International University

336 Building stronger brands through online communities: An empirical study of hotels
Tingting Zhang, The Ohio State University; Anil Bilgihan, Florida Atlanta University

396 Effect of brand attachment and trust on willingness-to-participate in collaborative marketing for hospitality brands
Lenna Shulga, Billy Bai and James Busser, University of Nevada, Las Vegas

403 Restaurant customers' motivation to participate in value co-creation
Jin Young Im and Hailin Qu, Oklahoma State University
TRAVEL & TOURISM (Concurrent Session II – 9)
Room: Maestro-A
Moderator: Dr. Sangwon Park, University of Surrey

351 Why people functionally and emotionally engage with travel information on social network sites: The role of psychological closeness and attachment
Heejeong Han and Namho Chung, Kyung Hee University, Seoul, Republic of Korea

551 The impact of similarity on social identity, social trust, and destination source credibility
Heelye Park and So Jung Lee, Iowa State University

433 Outdoor recreationists’ environmentally responsible behavior: The effect of activity involvement and place attachment
Eunkyoung Park and Sojung Lee, Iowa State University

Panel Session I
4:30 p.m. – 5:30 p.m., Symphony Ballroom

So You Want To Publish - View From The Editors
Moderator: Dan Funk, Temple University
Kaye Chon, Hong Kong Polytech; Jay Kandampully, Ohio State University; Rick Perdue, Virginia Tech; Chris Roberts, DePaul University

Friday, January 8, 2016

Concurrent Session III
8:00 a.m. – 9:00 a.m.

CONSUMER BEHAVIOR (Session III – 1) Room: Aria-A
Moderator: Dr. Li Miao, Oklahoma State University

303 Do consumers raise their voices or leave after service failures? Examining angry rumination, distraction, and brand loyalty
Jungyun Hur and Soocheong Shawn Jang, Purdue University

503 The Influence of distributive justice on Saudis’ perception of service recovery
Salman Alotaibi and Murat Hancer, Oklahoma State University; Kirsten Tripodi, Fairleigh Dickinson University
FINANCE & ECONOMICS (Concurrent Session III – 3)  
Room: Aria-B  
Moderator: Dr. Yoon Ko, University of Houston

419 Impacts of the climate determinant on tourism demand of Jeju Island: China, Japan, Korea, East-South Asia tourist  
Seungmin Nam and Hong-Chul Shin, Kyunghee University, Seoul, Republic of Korea

447 Could tourism led the economic growth in large countries? - The case of the USA from a dynamic stochastic general equilibrium perspective  
Anyu Liu and Haiyan Song, The Hong Kong Polytech University, Hong Kong, China

FOOD SERVICE (Concurrent Session III – 4)  
Room: Concerto-A  
Moderator: Dr. Soobin Seo, The Ohio State University

416 Inspectors’ perceptions of the FDA’s newest recommended restaurant inspection format  
Jing Ma, Jooho Kim and Barbara Almanza, Purdue University

310 Consumers’ perceptions of the FDA’s newest recommended restaurant inspection format  
Jooho Kim, Jing Ma and Barbara Almanza, Purdue University

HUMAN RESOURCES & MANAGEMENT (Concurrent Session III – 5) Room: Concerto-A  
Moderator: Ms. Zihui Ma, Washington State University

307 Food and beverage employee drug use: A qualitative foundation  
Kristen Kaminski, Miranda Kitterlin and Lisa Moll, Florida International University

304 The impact of other consumers, donation appeal, and action visibility on restaurant consumers’ donation behaviors  
Yixing Lisa Gao and Anna Mattila, Pennsylvania State University; Laurie Wu, Temple University

INFORMATION TECHNOLOGY (Concurrent Session III – 6)  
Room: Minuet  
Moderator: Dr. Stephanie Bae, James Madison University

537 How to navigate the ever-evolving guest room technology space: An exploratory study  
Sungsik Yoon and , Mehmet Erdem, University of Nevada Las Vegas; Hilmi Atadil, University of South Carolina

305 Consumer responses to service failures caused by different types of SST machines – The moderating role of SST self-efficacy  
Alei Fan and Anna Mattila, Pennsylvania State University; Laurie Wu, Temple University
**FOOD SERVICE (Concurrent Session III – 4B)**

**LODGING (Concurrent Session III – 7) Room: Rhapsody**  
Moderator: Dr. Milos Bujisic, The Ohio State University

469  Tipping: The case of hotel turndown service  
*I-Hsuan Shih, Tun-Min Catherine Jai and Shane Blum, Texas Tech University*

300  What’s on the plate? Let the tips tell you  
*Yang-Su Chen and Chih-Chien Chen, University of Nevada, Las Vegas*

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**TRAVEL & TOURISM (Concurrent Session III – 9A) Room: Maestro-A**  
Moderator: Dr. SooCheong (Shawn) Jang, Purdue University

359  Cultural characteristics and tourism shopping expenditure: The impact of business cycle  
*Na Su, China Tourism Academy; Hyounae Min and Ming Chen, Washington State University*

454  Determinants of travel expenditures and revisit intentions: The case of international visitors to Taiwan  
*Chia-Ning Chiu, Shane Blum and Barent McCool, Texas Tech University*

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**TRAVEL AND TOURISM (Concurrent Session III – 9B) Room-Maestro-B**  
Moderator: Dr. Chris Choi, University of Guelph

325  “Sustainable” drive tourism routes: A comparative study  
*Aj Templeton, Jill Fjelstul and Alan Fyall, University of Central Florida*

480  Trustworthiness and community support for tourism development  
*Pei Zhang, Fang Meng, David Cárdenas and Simon Hudson, University of South Carolina*

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**Panel Session II**  
9:00 a.m. – 10:00 a.m., Symphony Ballroom

**Grant Writing and External Funding – The New Normal**  
Moderator: Robert Li, Temple University  
*KJunehee Kwon, Kansas State University; Jeremy Jordan, Temple University; Nancy McGehee, Virginia Tech; Fevzi Okumus, University of Central Florida*
Poster Session C
10:15 a.m. – 11:00 a.m., Ormandy Ballroom

CONSUMER BEHAVIOR (Poster C)
Moderator: Dr. Ceridwyn King, Temple University

318 The impact of relationship benefits on commitment, emotion, and behavioral intention in the context of kids café in South Korea
Jerusalem Merkebu and Naehyun Jin, George Mason University; Sang-Mook Lee, Kyungsung University

347 Be our guest...the doctor will see you now: Defining customer service factors for medical clinic patients
Mara Driscoll, Sheila Scott and Donna J. Fickes, Texas Tech University

349 Consumers’ propensity to post fake online reviews
Sungwoo Choi and Anna Mattila, Pennsylvania State University

444 The luxury value perception of China’s millennials when selecting a luxury hotel
Meng Shen and Carl A. Boger Jr., University of Houston

459 Shared food is a double Joy: The impact of sharing intention on variety seeking behavior and choice satisfaction
Hyojin Chloe Cho, Anna Mattila and Peter Bordi, Pennsylvania State University

474 Encouraging guests conserve water in the guestroom: A nudge approach
Jovani Salceiro and Howook Sean Chang, Florida International University; Chang Huh, Niagara University

FOOD SERVICE (Poster C)
Moderator: Dr. Junehee Kwon, Kansas State University

323 Measuring the effectiveness of social media campaign in the restaurant industry
Jun Justin Li and Woody G. Kim, Florida State University

363 Food traceability in school foodservice operations
Basem Boutros, Kevin Roberts and Kevin Sauer, Kansas State University

401 Improve handwashing through behavior-based training
Heyao Yu, Jay Neal, Mary Dawson and Juan Madera, University of Houston

452 Service classification for centers for children’s foodservice management (CCFSM) in South Korea using importance-performance analysis
Eunhye Park and Junehee Kwon, Kansas State University; Meera Jang, Gangneung-Wonju National University
Does green mean safe and healthy? The role of green design and green marketing message
Vanja Bogicevic and Soobin Seo, The Ohio State University

Explore food safety of sushi restaurants in California: Regular sushi restaurants vs. full-service sushi kiosks in grocery stores
Hyunghwa Oh and Junehee Kwon, Kansas State University

HUMAN RESOURCES (Poster C)
Moderator: Dr. Scott Sheila, Texas Tech University

American hotel expatriates in the Middle East: The influence of Hofstede’s individualism/collectivism dimension, cross-cultural adjustment, and perceived organizational support on expatriate performance
Khalid Eyoun, Han Chen and Alecia Douglas, Auburn University

Hospitality repatriate managers’ adjustment and turnover intentions: The role of social networking media
Aahed Khliefat and Baker Ayoun, Auburn University

The relationship between role stress and burnout of hotel frontline employees: An impact of mentoring as a moderator
Choonghyoung Lee and Murat Hancer, Oklahoma State University

Developing a holistic diversity management framework within the hospitality industry
Trishna Gajjar, Po-Ju Chen and Fevzi Okumus, University of Central Florida

A mixed methods investigation of personality and affective trait profiles effectiveness on the selection of entry level managers in the hospitality industry
John Long, Charlie Adams and Kimberly Mathe-Soulek, Texas Tech University

An exploratory study of positive customer feedback chain: From the perspective of value co-creation
Eun-Sol Her and Jay Kandampully, The Ohio State University

The construction of a professional competency framework for hotel training managers in China
Yu Ma, Si He and Fang Liu, Hunan Normal University

TRAVEL & TOURISM (Poster C)
Moderator: Dr. Neha Singh, California State Polytechnic University, Pomona

Travel motivations of Chinese college students: A comparison of male and female
Shihui Shen and Eun Kyong Choi, University of Memphis

Studying the impact of perceived quality and perceived value on satisfaction using SEM analysis
Thao Nguyen and Neha Singh, California State University, Pomona
A study on the public’s situational perception and policy support: A case of the Korea grand sale
Seul Gi Lee and Atsuko Yasumoto, University of Hanyang, Seoul, Republic of Korea

Does the consumption of local food make you healthier?
Saerom Wang, Yunzi Yaayaa Zhang and Liping Cai, Purdue University

Finding happiness through travel? Wellness tourism vs. traditional vacations
Alana Dillette and Alecia Douglas, Auburn University

Understanding tourists’ travel planning and execution behaviors based on sensation seeking - A latent class segmentation analysis
Yaou Hu and Jenny Kim, Washington State University

Perceived attributes of incentive travel: From the viewpoint of participants
Hyeongjin Jeon and Junehee Kwon, Kansas State University; Chihyung Ok, Temple University

Concurrent Session IV
11:00 a.m. – 12:15 p.m.

CONSUMER BEHAVIOR (Concurrent Session IV – 1A)
Room: Aria-A
Moderator: Dr. Myong Jae Lee, California State Polytechnic University, Pomona

Group complaining behavior from a Guanxi perspective: The moderating effects of group size and relational distance
Li Pan, Southwestern University of Finance and Economics, Chengdu, China; Xing’An Xu, Shandong Normal University; Ruifying Cai and Christina Geng-Qing Chi, Washington State University

Guest waiting experience at Hotels: Evidence from Saudi Arabia
Khaled Alsumait and Murat Hancer, Oklahoma State University; Muhammet Kesgin, Rochester Institute of Technology

Examining customers’ complaint effort scale in restaurants
Ruifying Cai, Christina Chi and Dogan Gursoy, Washington State University

CONSUMER BEHAVIOR (Concurrent Session IV – 1B)
Room: Aria-B
Moderator: Dr. Jeong-Yeol Park, University of Central Florida

The impact of perceived security and consumer innovativeness on adoption of online tourism purchasing
Feng Cui and Derong Lin, Xiamen University, Fujian, China; Hailin Qu, Oklahoma State University

Identifying dimensions of normative and informational influence in today’s purchasing environment
Laura Book and Sarah Tanford, University of Nevada, Las Vegas
538 Onsite recommendations in restaurants: Solicited recommendations increase satisfaction
  Eunjin Kwon, Hyojae Cho and Anna Mattila, Pennsylvania State University

FINANCE & ECONOMICS (Concurrent Session IV – 3)
Room: Concerto-A
Moderator: Mr. Won Sok Frank Jee, Temple University

371 Advance or retreat: Financial implications of investment under uncertainty
  Jayoung Sohn, Hugo Tang and Shawn Jang, Purdue University

492 Cash flow sensitivity of restaurant firm’s capital investment
  Sung Gyun Mun and Soocheong Shawn Jang, Purdue University

FOOD SERVICE (Concurrent Session IV – 4)
Room: Concerto-B
Moderator: Dr. Melissa Baker, University of Massachusetts Amherst

530 Health halo effects in sequential consumption at restaurants: The role of health-consciousness and attribute framing
  Eun-Sol Her and Soobin Seo, The Ohio State University

377 Consumer usage of MyPlate for healthy consumption
  Dylan Martinez, Kabo Segokgo and Godwin-Charles Ogbeide, University of Arkansas

379 Consumers’ cognitive and affective responses to restaurant menu items
  Min Jung Kim, Carl Behnke and Barbara Almanza, Purdue University; Li Miao, Oklahoma State University

HUMAN RESOURCES & MANAGEMENT
(Concurrent Session IV – 5) Room: Minuet
Moderator: Dr. Annette Kang, Virginia Tech

339 How are they motivated and engaged: Student volunteers at the Wine Forum of Oklahoma
  Tian Lin, Seza Zerman and Murat Hancer, Oklahoma State University

539 The impact of corporate social responsibility on hotel employees’ work engagement
  Fang Liu, Si He and Hailin Qu, Oklahoma State University

313 Pygmalion leadership and job performance in the hotel employees: The mediating roles of trust and engagement
  Minseong Kim and Esther Yi, University of Florida; Soon-Ho Kim, Georgia State University
INFORMATON TECHNOLOGY (Concurrent Session IV – 6)
Room: Rhapsody
Moderator: Dr. Annette Kang, Virginia Tech

345 A room with three views: Analyzing the discrepancies in three types of online travel review websites
Amanda Belarmino and Yoon Koh, University of Houston

367 Factors influencing the popularity of branded content of integrated resort in social media
Soey Sut Ieng Lei, Dan Wang and Stephen Pratt, Hong Kong Polytechnic University

LODGING (Concurrent Session IV – 7) Room: Maestro-A
Moderator: Dr. Chihyung “Michael” Ok, Temple University

456 LODGSCAPE: A scale for guests’ perception of hotel room physical environment quality
Vanja Bogicevic and Milos Bujisic, The Ohio State University; HyeYoon Choi, Ohio University

354 Does design matter for your purchasing decision? The impact of hotel design on booking intention and willingness to pay
Jooa Baek and Chihyung Ok, Temple University

385 How does consumer’s awareness of a functional parent lodging company’s ownership of a luxury hotel brand moderate the effect of brand reputation and prestige on consumer attitude?
Xiaoxia Liu and Carl A. Boger Jr., University of Houston

TRAVEL & TOURISM (Concurrent Session IV – 9)
Room: Maestro-B
Moderator: Dr. Dan Wang, The Hong Kong Polytechnic University

544 The exploration of the factors motivating the providers of tourism-related sharing economy
Chen Ying and Wang Dan, The Hong Kong Polytechnic University, Hong Kong, China

542 Distinct brand personality of Airbnb based upon consumers’ level of involvement
Seung Hwan Lee and Dae-Young Kim, University of Missouri, Columbia

320 Personalized online advertising: The case of Airbnb
Stephanie Qing Liu and Anna Mattila, Pennsylvania State University
Concurrent Session V
1:45 p.m. – 3:00 p.m.

CONSUMER BEHAVIOR (Concurrent Session V – 1A)
Room: Aria-A
Moderator: Dr. Zheng Xiang, Virginia Tech

365 Availability and primacy-recency in evaluation of online restaurants reviews
Nadia Hanin Nazlan, Sarah Tanford and Rhonda Montgomery, university of Nevada, Las Vegas

399 Effect of online reviews on persuasiveness: Examining the role of social tie, brand familiarity, and restaurant type
Youngjoo Shin and Soocheong Shawn Jang, Purdue University

306 Whom do we trust? Cultural differences in consumer responses to online recommendations
Alei Fan and Anna Mattila, Pennsylvania State University; Han Shen, Fudan University, Shanghai, China; Laurie Wu, Temple University

CONSUMER BEHAVIOR (Concurrent Session V – 1B)
Room: Aria-B
Moderator: Ms. Donna Fickes, Texas Tech University

366 Generational differences: The effect of friendship and initiation of co-creation on satisfaction, trust, and loyalty
Lenna Shulga and James Busser, University of Nevada, Las Vegas

536 “Food envy” the effects of scarcity and similarity
Eunjin Kwon and Anna Mattila, Pennsylvania State University

EDUCATION (Concurrent Session V – 2) Room: Concerto-A
Moderator: Dr. Shane Blum, Texas Tech University

297 Most influential health issues on undergraduate students’ academic performance for the past 10 Years
Yu Chih Chiang and Susan Arendt, Iowa State University

494 The relevance of academic hospitality: An investigation of international students’ evaluation of quality of life in the American universities
Yi Luo and Liang Tang, Iowa State University

FINANCE & ECONOMICS (Concurrent Session V – 3)
Room: Concerto-B
Moderator: Dr. Soocheong Jang, Purdue University

400 What makes a firm socially responsible: Evidence from restaurant companies
Yinyoung Rhou and Manisha Singal, Virginia Tech
423 Effects of internationalization on financial performance in the restaurant industry: The moderating role of firm resources  
Woohyuk Kim and Jichul Jang, Kansas State University

515 Restaurant segment performances in economic booms and recessions  
Sangwon Jung and Soocheong Jang, Purdue University

**FOOD SERVICE (Concurrent Session V – 4) Room: Minuet**  
Moderator: Mr. Hyunghwa Oh, Kansas State University

299 Are they worth it? The impact of celebrity chefs on restaurants  
Yang-Su Chen and Carola Raab, University of Nevada Las Vegas

413 The impact of price discounts and surcharges on restaurant loyalty: A cross-cultural comparison between France and the U.S.  
Marie Ozanne and Anna Mattila, Pennsylvania State University

**LODGING (Concurrent Session V – 7) Room: Rhapsody**  
Moderator: Dr. Yoon Ko, University of Houston

337 Corporate social responsibility in the Brazilian lodging industry: A perspective of small and medium-sized properties  
Renata Fernandes Guzzo and Yoon Koh, University of Houston

342 Borders of hotel segmentation blurred: Examination of room rate  
Amanda Belarmino and Yoon Koh, University of Houston

491 Don’t be unfair to me: Guests’ attitudes toward the hotel management’s negative response on social media  
Hye Ryeon Lee and Tun-Min Jai, Texas Tech University

**TRAVEL & TOURISM (Concurrent Session V – 9A) Room: Maestro-A**  
Moderator: Ms. Pei Zhang, University of South Carolina

446 Exploring the dimensionality of tourist-host social contact and the typology of tourists  
Daisy Fan and Hanqin Qiu, The Hong Kong Polytechnic University, Hong Kong

457 Ethnocentrism in the making - Chinese tourists in Japan  
Yunzi Yaayyaa Zhang and Liping Cai, Purdue University

475 Generational gaps of Chinese tourists to Japan: An attitudinal analysis  
Shangzhi Qiu, Yunzi Zhang, Liping Cai and Ze Chen, Purdue University

**TRAVEL & TOURISM (Concurrent Session V – 9B) Room: Maestro-B**  
Moderator: Dr. Xiang Li, Temple University

420 Explaining destination loyalty based on Investment Model: A comparative measure of quality of alternatives  
Hongbo Liu and Xiang Li, Temple University
Developing a destination brand personality scale of China
Li Pan, Lu Lu and Dogan Gursoy, Washington State University

Dubai rebranding: Logo awareness and brand positioning
Maryam Al Awar, Hamda Alshaikh, Hessa Alfalasi and Rowdha Alsayegh, Zayed University, Dubai, United Arab Emirates

Poster Session D
3:15 p.m. – 4:00 p.m., Ormandy Ballroom

CONSUMER BEHAVIOR (Poster D)
Moderator: Dr. Donghwan Yoon, Pennsylvania State University, Berks

- Study of tourism image of urban destinations through content analysis
  Xing Liu and Han Shen, Fudan University; Alei Fan, Pennsylvania State University

- Utilizing the self-congruity theory to identify the local food consumer
  Amy Bardwell and Alecia Douglas, Auburn University

- Sweet tea theory: A study of cultural influences on wine preference in the Southern U.S.
  Randi Combs and Rhonda Hammond, University of Arkansas

- Sodium information on menus: Impact on restaurant purchasing intentions
  Karen Byrd and Barbara Almanza, Purdue University

- The effects of message contents on water conservation: A moderating role of homosexual identity
  Piyaporn Deejiang, Seob-Gyu Song and Dae-Young Kim, University of Missouri, Columbia

- Online reviews content analysis & visitors influence to publish reviews on TripAdvisor: The case of George Eastman museum international museum of photography and film
  Mussab Aljahdali and Muhammet Kesgin, Rochester Institute of Technology

FOOD SERVICE (Poster D)
Moderator: Dr. Yee Ming Lee, Auburn University

- The impact of social media on restaurant performance: Investigating the moderating effect of excellence certificate
  Jun Justin Li and Woody G. Kim, Florida State University

- The effect of trade-off attributes and order timing on consumer's menu selections
  Min Jung Kim, Carl Behnke and Barbara Almanza, Purdue University; Li Miao, Oklahoma State University

- Exploring factors influencing restaurant selections among vegetarian customers
  Deborah Thompson Thompson and Eun-Kyong Cindy Choi, University of Memphis
436 Perception of cooking in Asia and America as a career
   Ryan Patrick Smith, Hong Kong Polytechnic University

547 Socio-demographic change and restaurant performance in U.S. metropolitan areas
   Jing-Huei Huang and Yang Yang, Temple University

554 Perceived quality on high-low service performance of German restaurants
   Jee Ahe Ahn and Milos Bujisic, The Ohio State University; H.G. Parsa, University of Denver

INFORMATION TECHNOLOGY (Poster D)
Moderator: Mr. Minwoo Lee, University of Massachusetts, Amherst

334 Service innovation: Engaging generation Y to co-create through mobile technologies
   Tingting Zhang and Jay Kandampully, The Ohio State University

340 A comparative analysis of digital and paper restaurant menus on the basis of customer perception and nutritional labeling
   Bailey Moody and Bharath Josiam, University of North Texas

352 Managerial response impact on user-generated hotel reviews
   Suzanne Markham-Bagnera, Boston University; Thomas Schrier, Iowa State University

415 Communicating food safety information using social media
   Jing Ma, Barbara Almanza, Richard Ghiselli and Mihaela Vorvoreanu, Purdue University

524 Examining online consumer’s intention to book hotel rooms
   John Stephan, Amy Bardwell and Imran Rahman, Auburn University

MARKETING (Poster D)
Moderator: Dr. Cindy Huh, Ecole hôtelière de Lausanne

361 Content analysis of big data in hospitality and tourism academic research: 2000-2015
   Eunmin Hwang and Yen-Soon Kim, University of Nevada, Las Vegas

373 Measuring the influence of persuasion marketing on China’s millennial wine consumers
   X. Amanda Hu and D. Christopher Taylor, University of Houston

404 The perceived justice and psychological process of restaurant customers’ participation in value co-creation
   Jin Young Im and Hailin Qu, Oklahoma State University

417 Examining Chinese exhibitors’ motivation towards attending US-based trade fairs
   Yingchuan Wang and Myong Jae Lee, California State Polytechnic University; Chang Huh, Niagara University
Comparative advertising for destination: To compare or not?  
Jaemun Byun and Shawn Jang, Purdue University

Relationship marketing strategies on hotel websites: A comparison of budget hotels in the United States and China  
Yixiu Yu and Xu Li, Texas Tech University

Panel Session III  
4:15 p.m. – 5:15 p.m., Symphony Ballroom

In-Depth Look at Tenure and Promotion  
Moderator: Ceridwyn King, Temple University  
Aubrey Kent, Temple University; Sheryl Kline, University of Delaware; Jay Neal, University of Houston; Neha Singh, Cal Poly - Pomona

Saturday, January 9, 2016

Concurrent Session VI  
8:15 a.m. – 9:30 a.m.

CONSUMER BEHAVIOR (Concurrent Session VI – 1A)  
Room: Aria-A  
Moderator: Mr. Basem Boutros, Kansas State University

421 Predicting and explaining behavioral intention and hand sanitizer use among U.S. Army soldiers at dining facility  
Naiqing Lin and Kevin Roberts, Kansas State University

535 Choosing a restaurant versus a menu item: The effects of choice order and construal level  
Eunjin Kwon and Anna Mattila, Pennsylvania State University

CONSUMER BEHAVIOR (Concurrent Session VI – 1B)  
Room: Aria-B  
Moderator: Dr. Donghwan Yoon, Pennsylvania State University, Berks

317 Exploring California residents' gambling motivations: California Indian reservations vs. Las Vegas casinos  
Soojin Lee, Hyeongmin Kim and Myong Jae Lee, California State Polytechnic University, Pomona

393 Environmental sustainability at tradeshows: Attendees’ perceptions and willingness to participate  
Shin Yong Jung and Yen-Soon Kim, University of Nevada, Las Vegas; Kristin Malek, Kansas State University
Perceived quality, satisfaction, and customer loyalty: A model of U.S. day spa visitors’ behavior
Chompoonut Suttikun, Jingxue Yuan, Shane Blum and Tim Dodd, Texas Tech University

**FINANCE & ECONOMICS (Concurrent Session VI – 3)**

**Room: Concerto-A**

**Moderator: Ms. Yue Teng-Vaughan, University of Houston**

- **315** Impacts of geographic diversification on U.S. restaurant firms’ risk: Domestic vs. international diversification
  Sujin Song, Sungbeen Park and Seoki Lee, Pennsylvania State University

- **332** Franchising and industry competition structure: How franchising alters the condition of rivalry for individual firms
  Kyung-A Sun and Seoki Lee, Pennsylvania State University

- **548** The effect of ownership structure on firm investment in hotel industry
  Hong Soon Kim and Soocheong Shawn Jang, Purdue University

**FOOD SERVICE (Concurrent Session VI – 4)**

**Room: Concerto-B**

**Moderator: Mr. Naiqing Lin, Kansas State University**

- **390** How do gluten free diets affect frequency of dining out?
  Karen Byrd and Barbara Almanza, Purdue University

- **428** Consumer perceived value of organic dining: A comparative study between quick service and fine dining restaurants
  Lu Lu and Dogan Gursoy, Washington State University

- **518** Perceived value of fast-food restaurant franchises in the USA
  Yisak Jang, Li Miao, Oklahoma State University; Myongjee Yoo, California State Polytechnic University, Pomona

**HUMAN RESOURCES & MANAGEMENT (Concurrent Session VI – 5) Room: Minuet**

**Moderator: Dr. Jichul Jang, Kansas State University**

- **293** The impact of personality dimensions on managers’ sense of self-efficacy within a managerial role
  Gunce Malan-Rush and Cihan Cobanoglu, University of South Florida; Robert D. Waldo, Liberty University

- **497** Diversity management practices of the top 5 hospitality and tourism companies
  Trishna Gajjar, Fevzi Okumus and Po-Ju Chen, University of Central Florida

- **511** Impacts of Facebook career site on hotel job seekers’ attitude
  Yi-Sung Cheng and Seonghee Cho, University of Missouri, Columbia
LODGING (Concurrent Session VI – 7) Room: Rhapsody
Moderator: Ms. Amanda Belarmino, University of Houston

461 Hotel service recovery efforts in social media: Tie strength, observer perceived fairness, behavioral intentions, and hotel image
Minwoo Lee and Linda Shea, University of Massachusetts, Amherst; Miyoung Jeong, University of South Carolina

498 Show your response efforts: Online communication platform approach to service recovery
Hye Ryeon Lee and Shane Blum, Texas Tech University

MARKETING (Concurrent Session VI – 8) Room: Maestro-A
Moderator: Dr. Jeremy Jordan, Temple University

350 What are the most and least important attributes for hotel selection? A comparison between upscale and budget hotels
Bona Kim and Seongseop Sam Kim; Hong Kong Polytechnic University, Hong Kong, China; Cindy Yoonjoung Heo, Ecole hôtelière de Lausanne, Switzerland

483 Perceived importance of event design on overall satisfaction
Meghan Beardsley and Muzzo Uysal, Virginia Polytechnic Institute and State University

552 Examining the determinants of advanced event registration and testing differences of post-event evaluation outcomes between early and late registrants
Won Sok Frank Jee, James Du, Daniel Funk and Jeremy Jordan, Temple University

TRAVEL & TOURISM (Concurrent Session VI – 9)
Room: Maestro-B
Moderator: Ms. Yingsha Zhang, University of South Carolina

326 Regulating emotions during a vacation: From sad to happy to happier
Jie Gao and Deborah Kerstetter, Pennsylvania State University

451 Reconciling unsatisfying tourism experiences: Message type effectiveness and the role of counterfactual thinking
Saerom Wang and Xinran Lehto, Purdue University; Ksenia Kirillova, Hong Kong Polytechnic University, Hong Kong

526 Examining service recovery’s effect on perceived value of two-product travel bundles
Alhussain Alhamid and Barent Mccool, Texas Tech University
Panel Session IV
9:45 a.m. – 10:45 a.m., Symphony Ballroom

**A Discussion with Junior Faculty – Finding your First Job and Early Career Success**
Moderator: Laurie Wu, Temple University
Kimberly Mathe-Soulek, Texas Tech University; Anil Bilgihan, Florida Atlantic University; Yang Yang, Temple University; Sangwon Park, University of Surrey

Poster Session E
11:00 a.m. – 11:45 a.m., Ormandy Ballroom

**EDUCATION (Poster E)**
Moderator: Dr. Howook Chang, Florida International University

330 How do college students utilize social media to select a hospitality management program?
*Harold Lee, Ji Hye Min and Jessica Yuan, Texas Tech University*

381 Selection criteria of hospitality programs: A comparison of undergraduate and graduate international students
*Anqi Wang, Eun Kyong Cindy Choi and Carol Silkes, University of Memphis*

387 An exploration into the travel motivations of international Chinese students within the United States
*Wei-Ting Huang, David Njite and Kim Williams, University of New Orleans*

438 An investigation of alumni perceptions of and program executives’ desired ProStart program student outcomes
*Xiaopei Yang, Jerald Chesser, Zhenxing Mao and Wan Yang, California State Polytechnic University, Pomona*

508 The effect of parental financial support on hospitality students
*Chia-Ning Chiu, Texas Tech University; Stephanie Bae and Jun Kwon, James Madison University*

**FINANCE & ECONOMICS (Poster E)**
Moderator: Dr. Yang Yang, Temple University

316 How do investments in employee satisfaction affect firm-specific risk in the restaurant industry?
*Sungbeen Park, Kyung-A Sun, Sujin Song and Seoki Lee, Pennsylvania State University*

341 Franchising and investment cash flow sensitivities of US restaurant firms
*Kyung-A Sun, Serin Choi and Seoki Lee, Pennsylvania State University*
The influence of language on the perception of transaction costs in restaurant menu choices

Jungtae Soh and Amit Sharma, Pennsylvania State University

CSR and uncertainty avoidance: Effect of CEO’s narcissism

Bora Kim and Seoki Lee, Pennsylvania State University; Kyung Ho Kang, Kyung Hee University, Seoul, Korea

Role of operational efficiency in rapid international expansion of service companies

Yue Teng-Vaughan and Yoon Koh, University of Houston

The relationship between gasoline price fluctuations and lodging demand in the interstate hotels

Katia Siamionava and Murat Hancer, Oklahoma State University

HUMAN RESOURCES (Poster E)
Moderator: Dr. Jay Lee, East Carolina University

Why are hospitality managers with multicultural involvement willing to accept expatriate assignments?

Seunghyun Park, Kansas State University; Junghoon Lee, East Carolina University

The impact of payment methods on restaurant employees’ abuse behaviors: Application of regulatory focus theory

Kyle Hight and Jeong-Yeol Park, University of Central Florida

Measurement development: Intercultural sensitivity scale (ISS) for frontline employees in the hospitality industry

Sun-Hwa Kim and John Lounsbury, University of Tennessee, Knoxville

The effect of workplace characteristics on employees’ perceptions of job embeddedness and turnover intention in the hospitality industry

Timothy Self, Howard Adler, Sandra Sydnor and Chun-Hung Tang, Purdue University

Emotional intelligence and social support as moderators in a negative spiral of incivility

Haemi Kim and Hailin Qu, Oklahoma State University

Effects of hotels’ responses to guests’ reviews on TripAdvisor

Yuchao Shao, Yi-Sung Cheng and Seonghee Cho, University of Missouri-Columbia

An analysis of job satisfaction and motivational factors among hotels employees in Riyadh, the Kingdom of Saudi Arabia

Abdulaziz Alqusayer, Muhammet Kesgin and Jerrie Hsieh, Rochester Institute of Technology

MANAGEMENT (Poster E)
Moderator: Dr. Wes Roehl, Temple University

Inter-city comparisons of the economic impact of the convention industry

Ka Eun Lee, Thomas Schrier and Suzanne Markham-Baghera, Iowa State University
397  The relationship between satisfaction, involvement, and perceptions of service quality at a university recreation center
   Chompoonut Suttikun and Hyo Jung Chang, Texas Tech University

411  Revisiting corporate social responsibility from a consumer perspective
   Yuan Wang and Xiang Li, Temple University

479  The global entrepreneurship trend from 2010 to 2014: Latent growth curve approach
   Jaewook Kim and Tang Liang, Iowa State University

510  Weighing the frequency of competence vs. integrity-based trust violations in hospitality industry
   Jia-Ling Yu and Je'Anna Abbott, University of Houston

531  Country-of-origin agglomeration effects in the hotel industry
   Linda Woo, University of Massachusetts, Amherst

545  Halo/horns effects on hotel service quality measurement: An empirical test of mystery shopping
   Yidong Zhang and Murat Hancer, Oklahoma State University
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