Conference Schedule

Friday, January 4

PAPER PRESENTATIONS 1 – 11 a.m. to 12:15 p.m.

CONSUMER BEHAVIOR, HOSPITALITY (ROOM 180)
Moderator: Dr. Miyoung Jeong, University of South Carolina

#21 The Impact of Avatar Profile Design on Source Credibility and Online Community Engagement
Elizabeth A. Whalen, University of Houston; John T. Bowen, University of Houston

#8 Less Is More? The Effects of Repetition of Visual Design Elements in Food Advertising
Jinha Lee, The University of Tennessee, Knoxville; and Heejin Lim, The University of Tennessee, Knoxville

#207 Anthropomorphic Cues on SNSs and the Effects on Customers
Heewon Kim, School of Hospitality and Tourism Management, Purdue University; Soocheong Shawn Jang, School of Hospitality and Tourism Management, Purdue University

CONSUMER BEHAVIOR, TOURISM (ROOM s104)
Moderator: Dr. Carl A. Boger Jr., University of Houston

#38 Factors Creating Urgency for Online Travel Purchase Decisions
Eun Joo Kim, University of Nevada, Las Vegas; Choongbeom Choi, University of Nevada, Las Vegas; Sarah Tanford, University of Nevada, Las Vegas

#74 Social Media and Self-Congruity in Wedding Destination Selection Moderated by First or Subsequent Marriage
Marisa Ritter, University of Houston; Carl A. Boger Jr., University of Houston

#75 Examining Tourist Non-Purchase Intention of Peer-To-Peer Accommodation: Impeding Factors and Perceived Risks
Ho-Young Lee, Texas Tech University; Pei Zhang, University of Kentucky; Jingxue Yuan, Texas Tech University

HUMAN RESOURCES & LEADERSHIP (ROOM s116)
Moderator: Dr. Annette Kang, Virginia Tech

#72 Empathy and Customer Compensation: Whose Fault Is It Anyway?
Lindsey Lee, University of Houston; Juan M. Madera, University of Houston
An Exploratory Study: The Willingness of Front-Of-House Employees to Use Technology in A Casual Dining Environment.

Michael Pittman, Purdue University; Stephen Leitch, Purdue University

Is Customer Citizenship Behavior the Secret Sauce for Fostering Employee Citizenship Behavior Toward Customers?

Misun Kim, Kansas State University; Jichul Jang, Kansas State University

MARKETING (ROOM s125)
Moderator: Dr. David Cardenas, University of South Carolina

Personality Congruence Among Brands, Recruiters, and Applicants: Internal Brand Management during The Anticipatory Socialization Process

Yeonjung Kang, University of Houston; Tiffany Legendre, University of Houston

Understanding The Long-Term Effects of Advertising Expenditures

Rui Qi, University of South Carolina; Xichen Mou, University of South Carolina; David Cardenas, University of South Carolina

Too Much Information! Optimizing Hotel Websites to Maximize Booking Intentions

Marco W.W. Nutta, University of Central Florida; Robin M. Back, University of Central Florida; Diego Bufquin, University of Central Florida; Jeong-Yeol Park, University of Central Florida

LODGING MANAGEMENT & SERVICE QUALITY (ROOM s131)
Moderator: Dr. JéAnna Abbott, University of Houston

Second-Hand Service Failures and Their Impact on Guests’ Intention to Revenge

Karima Lanfranco, University of Central Florida; Jeong-Yeol Park, University of Central Florida; Fevzi Okumus, University of Central Florida; Diego Bufquin, University of Central Florida

Personal Values and Their Impact on Hospiquality and Customer Satisfaction

Shaniel Bernard, Auburn University; Srikanth Beldona, University of Delaware; John Micklos, University of Delaware

Assessment of Physical Workload, Ergonomic Problems and Prevalence of Pain Among Low Wage Hotel Housekeepers in Orlando

Rachel Mammen, Texas Tech University; Sevil Sonmez, University of Central Florida; Alan Fyall, University of Central Florida; Denver Severt, University of Central Florida; Jessica Yuan, Texas Tech University
PAPER PRESENTATIONS 2 – 2:30 p.m. to 3:45 p.m.

CONSUMER BEHAVIOR, HOSPITALITY (ROOM 180)
Moderator: Dr. Billy Bai, University of Nevada, Las Vegas

#87 “How May I Help You?” Says A Robot: Language Style Expectancy and Service Agent Type  
Sungwoo Choi, The Pennsylvania State University; Stephanie Liu, The Ohio State University; Anna Mattila, The Pennsylvania State University

#102 The Lodging Shared Economy Experience: Scale Development and Validation  
Jing Li, University of South Carolina; Simon Hudson, University of South Carolina; Kevin So, University of South Carolina

#103 The Effect of Nature Immersion on the Pro-Environmental Intention: The Mediating Role of Self-Control  
Jookyung Kwon, University of Houston; Tiffany Legendre, University of Houston; Carl A. Boger Jr., University of Houston

CONSUMER BEHAVIOR, HOSPITALITY (ROOM 247)
Moderator: Dr. Junehee Kwon, Kansas State University

#143 Are Your Eyes Bigger Than Your Stomach? The Impact of Trayless University Dining Implementation on Customers’ Food Selection, Consumption, Waste Behavior and Satisfaction  
Wenhao Zhang, Kansas State University; Junehee Kwon, Kansas State University

#148 Time to Rethink Brand Loyalty and Bring in Brand Love: Developing and Validating Hospitality Brand Love Scale  
Min Jung Shin, University of Houston; Ki-Joon Back, University of Houston

#155 Corporate Social Responsibility on Social Media: CSR Strategies and User Engagement  
Minseong Kim, University of Florida; Svetlana Stepchenkova, University of Florida

FINANCE & ECONOMICS 9 (ROOM s104)
Moderator: Dr. Agnes L. DeFranco, University of Houston

#226 When Overpaid CEO Meets Vigilant Board: What About Managerial Risk-Taking?  
Bora Kim, The Pennsylvania State University; Seoki Lee, The Pennsylvania State University; Phil Jolly, The Pennsylvania State University

#250 Multi-Unit Ownership and Market Power: A Study of the Lodging Industry in Texas  
Jung Koh, University of Massachusetts, Amherst; Christian Rojas, University of Massachusetts, Amherst
#265 The Impact of Board of Director Interlocks on Corporate Social Responsibility Performance in the US Restaurant Industry  
_Yue Teng-Vaughan, University of Houston; Yoon Koh, University of Houston_

**HUMAN RESOURCES & LEADERSHIP (ROOM s116)**  
Moderator: Dr. James Arthur Williams, University of Tennessee, Knoxville

#23 Effects of Diversity Management on Hospitality Industry Employees  
_Trishna Mistry, University of Central Florida; Fevzi Okumus, University of Central Florida_

#43 The Glass Ceiling in The Restaurant Industry: Understanding Barriers to Gender Equality  
_Michelle Russen, Riverhouse Reef & Grill; Luana Nanu, University of South Florida - Manatee; Cihan Cobanoglu, University of South Florida Sarasota-Manatee_

#57 Event Managers’ Fashion Leadership: A Social Learning Theory Perspective On Event Employee Behaviors  
_Courtney Troxtel, University of Arkansas; Yao-Chin Wang, University of Arkansas; Dede Hamm, University of Arkansas and Iowa State University_

**IT ADOPTION & APPLICATION (ROOM s125)**  
Moderator: Dr. Jaewook Kim, University of Houston

#192 Exploring Cultural Difference in Online Review: Text Mining of Hotel Booking Websites  
_Yejin Lee, University of Missouri; Dae-Young Kim, University of Missouri_

#220 Exploring Hotel Guests’ Preferences for Traits of Voice-Enabled AI  
_Jun Jin, University of Nevada, Las Vegas; Saeed Hasanzadeh Vayghan, University of Nevada, Las Vegas; Mehmet Erdem, University of Nevada, Las Vegas_

#247 Cheerleader Effect: Is a Group of Dish Photos on Social Media More Attractive than Individuals?  
_Xingbao Hu, Temple University; Yang Yang, Temple University_

**TOURISM & SUSTAINABILITY (ROOM s131)**  
Moderator: Dr. Mathilda van Niekerk, University of Central Florida

#125 Features of Gastro-clusters and Gastro-anchors Significant to Sustainable Gastro-tourism Destination Development or Expansion  
_Helena A. Williams, Texas Tech University; Matthew J. Bauman, Texas Tech University; Jessica Jingxue Yuan, Texas Tech University; Natalia Velikova, Texas Tech University_

#157 Tourism in Georgia - Time for A Legislative Overhaul  
_Lali Odosashvili, University of Delaware; Srikanth Beldona, University of Delaware_
Are US Cities Using Event Tourism to Support Their Localities?
Meghan Beardsley, Virginia Tech; Mathilda van Niekerk, University of Central Florida

POSTER SESSION 1 (Shamrock Ballroom) – 3:45 to 4:30 p.m.

CONSUMER BEHAVIOR, HOSPITALITY

#218 The Relationship Between Queuing Techniques and Wait Times On Guest Experience in Theme Park Attractions
William Zanetti, University of Central Florida; Murat Hancer, University of Central Florida

#221 Understanding Food Truck Customers: Selection Attributes and Customer Segmentation
Hayeon Hailey Choi, The University of Mississippi; Hyun-Woo David Joung, The University of Mississippi; Eun-Kyong Cindy Choi, The University of Mississippi

#227 Global Beer Trends: The Case of China
Matthew J. Bauman, Texas Tech University; Helena A. Williams, Texas Tech University; Jessica Yuan, Texas Tech University

#239 Building Customers’ Pro-Company Behavior Through Brand Page Engagement Behaviors
Jahyun Song, Oklahoma State University; Hailin Qu, Oklahoma State University; Hyunjung Kim, Daegu University

#240 Role of Value Co-Creation Behavior between Engagement and Involvement and Hotel Loyalty Program Member Satisfaction: Moderating Effect of Company Support
Jiayin Liu, University of Guelph; Woomi Jo, University of Guelph

#261 The Impact of Service Quality and Customer Satisfaction on Behavioral Intention in Mongolian Hospitality Industry
Minji Kim, University of Nevada, Las Vegas; Seung Woo Lee, Sangmyung University; Hyelin Kim, University of Nevada, Las Vegas

#267 Effects of Perceived Medical Service Experience Quality on Patient Satisfaction and Word-of-Mouth: The Roles of Patient Engagement
Dahee Hyun, University of Houston; Ki-Joon Back, University of Houston

CONSUMER BEHAVIOR, TOURISM

#58 Effect of Consumer Innovativeness on Perceived Risk and Purchase Intention in Transaction of Online Travel Agencies: The Moderating Role of Consumer Knowledge
Jin Yong Kim, Hanyang University; Eunbi Oh, Hanyang University; Youn-Taek Lee, Hanyang University

#76 Measuring the Guest Satisfaction on Theme Park Queue Line Alternatives
Michael Wotherspoon, University of Central Florida
Tourists’ Destination Selection: A Study of Analysing Factors Impacting Chinese Outbound Tourists’ Purchase Decision-Making toward Southeast Asia

Dimin Wang, Texas Tech University; Danny Choi, Texas Tech University

MARKETING

The Effects of Celebrity Endorsement on Hospitality Brand Equity: Evidence from Generation Y

Yilei Guo, Northwestern University; Linda Woo, The Hong Kong Polytechnic University

The Impact of The 4 Dimensions of Complaining Efforts on Hotel Revisit Intentions

Talal Abuhulaibah, Oklahoma State University; Lisa Slevitch, Oklahoma State University

The Effect of Hotel Lobby Design on Customer Delight among Different Generations

Luana Nanu, University of South Florida Sarasota-Manatee; Faizan Ali, University of South Florida Sarasota-Manatee

Hotel Online Upselling: A Comparison of Rational and Emotional Appeals of Online AND Offline Upselling Messages

Jeongyeon Jennie Ahn, The University of Mississippi; Eun-Kyong Cindy Choi, The University of Mississippi

RESTAURANT & FOOD SERVICE

Study Abroad Programs: Does It Influence Students’ Acceptance of Food?

Yoonah Kim, Auburn University; Yee Ming Lee, Auburn University

Using “Hypocrisy” Strategy to Improve Food Safety Practices in Restaurants

Yidan Huang, University of Missouri; Pei Liu, University of Missouri

Food Waste Generation and Prevention: A Case Study in Campus Dining

Hsiangting Chen, The University of Alabama; Bethany Brendlinger, The University of Alabama

TOURISM & SUSTAINABILITY

Opioid Abuse and its effect on Tourism in the State of Arkansas

Clarissa Mason, University of Arkansas; Josephine Reardon, University of Arkansas; Kelly Way, University of Arkansas; Dylan Martinez, University of Arkansas

Developing the Town of Tanay as the "Adventure Capital of CALABARZON"

Ashley Calajate, Southville International School and Colleges; Jasper Jenrick Urtal, Southville International School and Colleges
The Interconnecting Sphere: Historical and Modern Sustainable Practices in Native American Resorts
Marcella Steinmeyer, Oklahoma State University

An Analysis on the International Cooperation Policy Network of Local Tourism Festival using Social Network Analysis
Nayoung Song, Hanyang University; Taehyung Kim, Hanyang University; Youn-Taek Lee, Hanyang University

Developing Cagbalete Island as a Haven for Wanderers through Ecotourism
Youngsun Kim, Southville International School and Colleges; Simarjit Bal, Southville International School and Colleges; Jamile Bobis, Southville International School and Colleges

HUMAN RESOURCES & LEADERSHIP
Experience Sampling Study of Hotel Employees' Subjective Well-Being: The Job Demands-Resources Approach
Xiaolin Shi, Purdue University; Susan Gordon, Purdue University

A Glimpse of Employer Brand Through Glassdoor
Patty Coaley, Pepperdine University

Substance Abuse in the Hospitality Industry: Does Poor Job Satisfaction and Ease of Access Lead to Abuse?
Jackson Babb, The University of Memphis; Eduardo Rengel, The University of Memphis; Donghee Kim, The University of Memphis

IT ADOPTION & APPLICATION
The Effects of Service Robots On Guests’ Attitudes and Their Adoption Behavior in The Hotel Industry
Hyejo Shin, University of South Carolina; Miyoung Jeong, University of South Carolina

Investigating Tourists’ Mobile Application Resistant Behaviors: An Application of Innovation Resistance Theory
Seung Jeon, Iowa State University; Sojung Lee, Iowa State University

Conference Mobile Applications: Participant Acceptance and The Correlation with Overall Event Satisfaction
Sea Talantis, The University of Alabama; Yeon Ho Shin, The University of Alabama; Kimberly Severt, The University of Alabama
FINANCE & ECONOMICS

#51 In The Pursuit of an Optimal Crowdfunding Campaign
Gabriela Lelo de Larrea, University of Central Florida; Mehmet Altin, University of Central Florida

#65 The Effects of IT Expenses on Convention Hotel Performance in the U.S.
Laura Resco, University of Houston; Agnes L. DeFranco, University of Houston; Arlene Ramirez, University of Houston

LODGING MANAGEMENT & SERVICE QUALITY

#69 Effects of Japanese (style) Ryokan Attributes on Perceived Values and Purchase Intention
Ryuichi Karakawa, University of Central Florida; David Kwun, University of Central Florida; Tadayuki Hara, University of Central Florida; Juhee Kang, University of Central Florida

#104 The Moderating Role of Brand Type: Does Chain Affiliation Boost Hotel Guests Satisfaction?
Yanjun Cai, University of Houston; Agnes L. DeFranco, University of Houston; Minwoo Lee, University of Houston

PAPER PRESENTATIONS 3 – 4:45 to 6:00 p.m.
CONSUMER BEHAVIOR, HOSPITALITY (ROOM 180)
Moderator: Dr. Jason Draper, University of Houston

#97 Why Is One Review Order Better than Others? From Motive Inferences to Attitudes
Feier Chen, The Pennsylvania State University; Anna S. Mattila, The Pennsylvania State University

#89 Service Failure in Peer-to-Peer Accommodation: Mining Evidence of Negative Experiences
Yujia Chen, University of Surrey; Iis Tussyadiah, University of Surrey; Alkmini Gkritzali, University of Surrey

#131 Nonverbal Communication in Hotels: A New Way to Conceptualize Co-Creation of Experiences
Mohammad Shahidul Islam, The Hong Kong Polytechnic University; Ksenia Kirillova, The Hong Kong Polytechnic University
CONSUMER BEHAVIOR, HOSPITALITY (ROOM 247)
Moderator: Dr. Soon-Ho Kim, Georgia State University

#166 What Is in The Mind of the Green Restaurant Customers? An Application of Category-Based Perspective in a Green Restaurant Image
Eunhye Park, Kansas State University; Bongsug Chae, Kansas State University; Junehee Kwon, Kansas State University

#169 Can Menu Information about Local Food Enhance Customers’ Trust in a Restaurant? Investigating the Mediating Effect of Corporate Social Responsibility
Kiyan Shafieizadeh, Oklahoma State University; Willie Tao, Oklahoma State University

#171 AirBnB Safety and Security - Travelers’ Perception
Saba Salehi-Esfahani, University of Central Florida; Youcheng Wang, University of Central Florida

IT ADOPTION & APPLICATION (ROOM s104)
Moderator: Dr. Amanda Belarmino, University of Nevada, Las Vegas

#60 Conceptual Framework for Robot Adoption by Hotels
Chun Liu, The Hong Kong Polytechnic University; Kam Hung, The Hong Kong Polytechnic University

#137 Expert Power of Social Media Platforms: Examining the Effects of Experience and Specialization
Fuad Mehraliyev, The Hong Kong Polytechnic University; Youngjoon Choi, The Hong Kong Polytechnic University; Brian King, The Hong Kong Polytechnic University

#153 Documenting the Presence and Influence of IT in Hospitality Revenue Management Research
Tevfik Demirciftci, University of Nevada, Las Vegas; Ismail Kizilirmak, Istanbul University; Gurel Cetin, Istanbul University

LODGING MANAGEMENT & SERVICE QUALITY (ROOM s116)
Moderator: Dr. Jean Hertzman, New Mexico State University

#34 What Is in an Advance-Purchase Discount? An Analysis Based on Stock Option Pricing Model and Consumer-Market Factors
Haejin Kim, Purdue University; Hugo Tang, Purdue University

#59 Nonverbal Communication in Hospitality: At The Intersection of Gender and Religion
Mohammad Shahidul Islam, The Hong Kong Polytechnic University; Ksenia Kirillova, The Hong Kong Polytechnic University

#78 Identifying Themes of Airbnb Users’ Experiences and Differences by Regions and Prices: A Comparative Analysis of 22 U.S. Cities
Chuhan Renee Wang, University of South Carolina; Miyoung Jeong, University of South Carolina

RESTAURANT & FOOD SERVICE (ROOM s125)
Moderator: Dr. Sujata Sirsat, University of Houston

#133 Roles of Organizational Identification and Disidentification on Intention to Stay Using the Dual Factor Approach
So Hee Park, University of Houston; Ki-Joon Back, University of Houston

#140 Understanding Customers’ Interactive Self-Service Technology Use in Restaurants: An Investigation of Moderating Role of Types of Restaurants
Yang Xu, Iowa State University; Eunha Jeong, Iowa State University; Ahmed Baiomy, Helwan University

#158 When Unpleasant Taste Feels Nutritious: The Effects of Clean Labeling on Consumer Food Perceptions
Chloe Cho, The Pennsylvania State University; Anna Mattila, The Pennsylvania State University

RESTAURANT & FOOD SERVICE (ROOM s131)
Moderator: Dr. Scott Taylor Jr., University of Houston

#73 Reconciling the Honesty of Customer Complaint Behavior: The Effect of the Presence of Others
Dan Jin, University of South Carolina; Robin B. DiPietro, University of South Carolina

#93 Consumer’s Preferences Among Low-Calorie Food Alternatives in Casual Dining Restaurants
Xiaodi Sun, Purdue University; Barbara Almanza, Purdue University; Carl Behnke, Purdue University; Richard Ghiselli, Purdue University; Karen Byrd, Murray State University

#94 Leading by Example: A Three-Wave Sequential Mixed Method Food Safety Study
Naiqing Lin, Kansas State University; Paola Paez, Kansas State University
Saturday, January 5
PAPER PRESENTATIONS 4 – 8 to 9:15 a.m.

CONSUMER BEHAVIOR, HOSPITALITY (ROOM 180)
Moderator: Dr. Jaewook Kim, University of Houston

#7 The Impact of Compassion on Customer Complaints in Online and Offline Environment
    *Yoohee Hwang, The Pennsylvania State University; Anna Mattila, The Pennsylvania State University*

#216 Sharing Dining Experiences on Social Network Sites: Examining the Sharer’s Perspective
    *Somang Min, University of South Carolina; Kevin Kam Fung So, University of South Carolina*

CONSUMER BEHAVIOR, TOURISM (ROOM 181)
Moderator: Dr. Minwoo Lee, University of Houston

#111 Educating Visitors: Experiential Learning on Greenways
    *Shiqin Zhang, The Hong Kong Polytechnic University; Eric Chan, The Hong Kong Polytechnic University*

#190 Chinese Tourists’ Image of South Korea in Conflict: A Structural Analysis
    *Lijuan Su, University of Florida; Xiangyi Dai, Capital Normal University; Svetlana Stepchenkova, University of Florida*

#259 Exploring the Nature of Residents’ Quality of Life Perceptions and Attitudes toward a Recurring Sport Event over Time
    *Zhe Ouyang, Washington State University; Dogan Gursoy, Washington State University; Kuan-Chou Chen, Hong Kong Baptist University*

RESTAURANT & FOOD SERVICE (ROOM 249)
Moderator: Dr. Sujata Sirsat, University of Houston

#12 Using the Theory of Planned Behavior to Predict Food Safety Behavioral Intention: A Meta-Analysis
    *Naiqing Lin, Kansas State University; Kevin R. Roberts, Kansas State University*

#19 An Evaluation of College Students’ Healthy Food Consumption Behaviors
    *Yidan Huang, University of Missouri; Pei Liu, University of Missouri*

#47 Healthy Taste of High-status: Signaling Status at Restaurants
**HUMAN RESOURCES & LEADERSHIP (ROOM s104)**
Moderator: Dr. Sean McGinley, Florida State University

#17 Why Do Employees Rebel? Understanding Organizational Rule-Breaking Behaviors in Hospitality
*Ankita Ghosh, University of Nevada, Las Vegas; Cass Shum, University of Nevada, Las Vegas*

#186 Human Trafficking and the Hotel Industry: Measuring the Problem Awareness in U.S. Hotels
*Inneke Sarwono, Kansas State University; Junehee Kwon, Kansas State University; Nadia Shapkina, Kansas State University*

#252 Uniform and Employee Behavior in The Service Industry
*Junsung Park, Washington State University; Hyun Jeong Kim, Washington State University*

**TOURISM & SUSTAINABILITY (ROOM s116)**
Moderator: Dr. Jean Hertzman, New Mexico State University

#68 Explaining Residents’ Behavioral Intentions to Support Tourism Development in Izmir, Turkey through the Application of the Emotional Solidarity and The Theory of Planned Behavior
*Emrullah Erul, Texas A&M University; Kyle M. Woosnam, University of Georgia; Courtney Suess-Raesinafchi, Texas A&M University*

#99 CSR and Employees’ Well-being: The Mediating Role of Gratitude and Compassion at Work
*Renata F. Guzzo, University of Houston; Xingyu Wang, University of Houston; JéAnna Abbott, University of Houston*

#130 A Strategic Framework to Address Socialization Crisis in Tourism
*Dori Davari, Purdue University; Liping Cai, Purdue University*

**RESTAURANT & FOOD SERVICE (ROOM s125)**
Moderator: Dr. Scott Taylor Jr., University of Houston

#98 Keep On Truckin’: Evaluating Customers’ Satisfaction and Behavioral Intentions Regarding Branded and Independent Food Trucks
Dan Jin, University of South Carolina; Howard B. Clark; University of South Carolina; Robin B. DiPietro, University of South Carolina

#165 How Does CSR Message on Social Media Affect Brand Equity? The Role of Social Distance
Kyong Sik Sung, Oklahoma State University; Willie Tao, Oklahoma State University

#168 Machine Learning Approach to Restaurant Numbers: A Study to Improve Prediction Accuracy
Sangwon Sean Jung, Purdue University; Soocheong Shawn Jang, Purdue University

TOURISM & SUSTAINABILITY (ROOM s131)
Moderator: Dr. Jason Draper, University of Houston

#222 Emerging Challenges to Host & Guest Relationship in US Urban Destination
Jianan Zhang, Purdue University; Liping Cai, Purdue University

#230 Airbnb Users’ Place Attachment as A Mediator on Environmentally Responsible Behavior
Xingyi Zhang, Iowa State University; Sojung Lee, Iowa State University

POSTER SESSION 2 (Shamrock Ballroom) – 9:15 to 10 a.m.
CONSUMER BEHAVIOR, HOSPITALITY

#5 A Study of University Donor Recognition Event
April Smith, Stephen F. Austin State University; Sarah Sargent, Stephen F. Austin State University; Gina Causin, Stephen F. Austin State University; Mary Olle, Stephen F. Austin State University

#9 Consumer Expectations for Managers' Responses to Online Reviews
Xiaoyun Zheng, Michigan State University; Yixing Lisa Gao, The Hong Kong Polytechnic University; Lu Zhang, Michigan State University

Mark Mark Keene, Purdue University; Carl Behnke, Purdue University

#36 The Impact of Server Disclosure on Customer Disclosure and Service Recovery Satisfaction in Restaurants
Bethany Brendlinger, University of Alabama; Hsiangting Shatina Chen, University of Alabama; Kimberly Severt, University of Alabama

#37 Determining Core and Ancillary Products and Services of a Hotel Room
Fred Parker, Iowa State University; Sojung Lee, Iowa State University

#41 First-Class Airline Passenger Experience Effects on their Prestige, Hedonistic Pleasure, and Intention to Return
Eileen Lee, University of Houston; Carl A. Boger Jr., University of Houston

CONSUMER BEHAVIOR, TOURISM

#114 Gaining Wine Experience and Wine Knowledge by Virtual Reality: A Three-Phase Mixed Method Research
Lili Hanke, University of Arkansas; Mackenzie Cvar, University of Arkansas; Catherine Human, University of Arkansas; Yao-Chin Wang, University of Arkansas

#161 Categorizing Cruisers by Varied Seeking Degrees
Yiwei Li, Cornell University

#182 Identifying Demotivating Factors Affecting African American Tourist Destination Choice
Andra Chisholm, Iowa State University; So Jung Lee, Iowa State University

MARKETING

#189 A Content Analysis of Corporate Social Responsibility Reports in The Hotel Industry
Daegeun Dan Kim, The University of Mississippi; Eun-Kyong Cindy Choi, The University of Mississippi

#233 The Impact of Green Message Framing on Environmental Consumer Behavior
Esra Topcuoglu, University of Nevada, Las Vegas; Hyelin Kim, University of Nevada, Las Vegas

#237 It’s a Party in the USA; Using Cultural Events to Help Expose and Familiarize Newcomers to Local Customs
Emily Zirbes, Iowa State University; Eric D. Olson, Iowa State University

RESTAURANT & FOOD SERVICE

#44 Exploring Food Safety Practices Related to Food Intolerance and Food Allergy on Campus Foodservices
Soojin Lee, University of Missouri; Pei Liu, University of Missouri

#49 Correlating Food Safety and Satisfaction from Customer-Generated Restaurant Reviews Using Business Analytics
Jack Hodges, University of Houston; Minwoo Lee, University of Houston; Agnes L. DeFranco, University of Houston; Sujata Sirsat, University of Houston

#92 Farm to Fork: Reducing the Risk of Microbial Contamination by Manipulating Farmers Market Layout
Karla Acosta, University of Houston; Sujata Sirsat, University of Houston; Heyao Yu, University of Houston; Kristen Gibson, University of Arkansas; Jay Neal, University of Houston
TOURISM & SUSTAINABILITY

#64 Local Government Policy for Cultural Preservation: The Giant Lantern Festival of San Fernando, Pampanga
Ivan Anthony Henares, Purdue University/University of the Philippines; Jonathon Day, Purdue University; Ma. Lourdes Carmella Jade Pangilinan, City Government of San Fernando, Pampanga; Alei Fan, Purdue University

#81 Tourists’ Perceptions of Their Negative Environmental Impacts and Revisit Intentions on Destinations: A Study for the Caribbean Islands
Frida Bahja, University of Central Florida; Murat Hancer, University of Central Florida

#105 Craft Brewery Owners’ Motivational Factors Behind Green Practices
Erol Sozen, Auburn University; Martin O’Neill, Auburn University; Imran Rahman, Auburn University

#109 Virtual Reality as A Tool for Dark Tourism: Exploring The Longitudinal Change of Environmental Attitude
Mackenzie Cvar, University of Arkansas; Lili Hanke, University of Arkansas; Catherine Human, University of Arkansas; Yao-Chin Wang, University of Arkansas

#112 Preliminary Study on Developing a Scale to Measure the Travelers’ Transformative Process
Joelle Soulard, Virginia Tech; Nancy McGehee, Virginia Tech

HUMAN RESOURCES & LEADERSHIP

#77 Timeshare Competency: Distinguishing Top Performers
Rebecca Neal, University of South Carolina; Scott Smith, University of South Carolina

#91 Exploring The Role of Internal Brand Management in The Hotel Context: Impact of Contractual Models
Bonhak Koo, Oklahoma State University; Catherine Curtis, Oklahoma State University

#110 The Impact of Customer Delight on Financial Performance in Economy Hotels
Angie Im, University of Missouri; Seonghee Cho, University of Missouri

IT ADOPTION & APPLICATION

#82 Analysis of Consumer Behavior in Mobile Payment Usage
Joo Ahn, Oklahoma State University; Lisa Slevitch, Oklahoma State University

#88 Mobile Technology Application in Museum – Can the Push Function Enhance Visitors’ Souvenir Purchase Intention?
Xueting Dou, Purdue University; Alei Fan, Purdue University
#224  A Study on the Effects of Self-Service Kiosk (SSK) Technology in Quick-Service Restaurant (QSR) Settings
*Bryan Torres, University of North Texas; Xi Leung, University of North Texas*

**FINANCE & ECONOMICS**

#67  Hospitality Innovations and Firm Performance
*Gabriela Lelo de Larrea, University of Central Florida; Jeong-Yeol Park, University of Central Florida; Jorge Ridderstaat, University of Central Florida*

#79  The Effect of Board Interlocks on Firm Performance in the US Restaurant Industry: The Moderating Role of Geographic Diversification
*Hyoung Ju Song, The Pennsylvania State University; Seoki Lee, The Pennsylvania State University; Kyung Ho Kang, Kyung Hee University*

**POSTER SESSION 3 (Shamrock Ballroom) - 11:15 a.m. to 12 p.m.**

**CONSUMER BEHAVIOR, HOSPITALITY**

#45  Examining the Impact of Immersive Display on Exhibition Attendees’ Satisfaction
*Jihye Park, California State Polytechnic University, Pomona; Hyeongmin Kim, California State Polytechnic University, Pomona; Myong Jae Lee, California State Polytechnic University, Pomona*

#54  How Do Hotels Effectively Respond to Online Reviews? The Roles of Response Source and Personalization
*Bin Wang, The Ohio State University; Jay Kandampully, The Ohio State University*

#86  The Effect of Functional and Aesthetics Related Factors on Customers’ Direct Booking Intentions
*Matthew Storey, University of Memphis; Carol Silkes, University of Memphis; Radesh Palakurthi, University of Memphis; Donghee Kim, University of Memphis*

#100  Understanding Why Tourists Rather Use Airbnb: Extended BI Model on Sharing Economy Platforms
*Veronica Cho, University of Houston; Jaewook Kim, University of Houston*

#122  Understanding Group Travelers’ Intentions to Stay at Short-Term Rental Housing
*Yang Zhou, The University of Memphis; Radesh Palakurthi, The University of Memphis; Donghee Kim, The University of Memphis*

#134  Determinants of User’s Intentions to Book Hotels: A Comparison of Websites & Apps
*Pablo Tamayo, University of South Florida Sarasota-Manatee; Faizan Ali, University of South Florida Sarasota-Manatee; Cihan Cobanoglu, University of South Florida Sarasota-Manatee; Katerina Berezina, University of South Florida Sarasota-Manatee*
CONSUMER BEHAVIOR, TOURISM

#135 Antecedents and Outcomes of Online Travel Community Commitment in China
Yuan Zhou, University of South Florida Sarasota-Manatee; Hui Wu, Hunan University; Katerina Berezina, University of South Florida Sarasota-Manatee

#195 You Bragged, I Booked: An Exploration of How Social Network Behaviour Influences Destination Choice
Brittany Lutes, University of Guelph; Statia Elliot, University of Guelph

#198 An Extended Model of Travelers’ Motivation in Social Media: Application of Conspicuous Consumption Theory
Min Jung Kim, University of Missouri; Dae-Young Kim, University of Missouri

#201 The Examination of Big Five Personality Traits and Team Identification of Sports Tourist Types
Jae Han Min, Texas Tech University; Hyo Jung Chang, Texas Tech University; Deborah Fowler, Texas Tech University; Shane Blum, Texas Tech University

#223 Attributes on Quality and Satisfaction of Incentive Travel: Moderating Role of Individual and Family Travelers
Kylee Lawhead, University of Missouri; Amanda Alexander, University of Missouri; Dae-Young Kim, University of Missouri

EDUCATION

#95 Career Decision-Making in Event Management: A Comparison of Expectations of Hospitality Students
Yi Liu, University of Houston; Jason Draper, University of Houston; Mary Dawson, University of Houston

#136 The Influence of Study Abroad Program on College Students’ Values, Global Citizenship and Responsible Tourist Behavior
Xiaonan Zhang, University of South Carolina; Fang Meng, University of South Carolina; Simon Hudson, University of South Carolina

#231 The Relationship Between Graduating Students’ Satisfaction with Hospitality Program and Perception of Acquired Entry-Level Job Skills
Daegeun Dan Kim; The University of Mississippi; Mary Roseman, The University of Mississippi
RESTAURANT & FOOD SERVICE
#113 Does Handwriting Help? An Exploration of Regulation Focus Theory and Perceived Risk in Menu Design
Xi Yu, The Ohio State University; Huiling Huang, The Ohio State University; Stephanie Q. Liu, The Ohio State University

#152 Food Recovery in the Restaurant Industry
Nohema Garcia, Oklahoma State University; Catherine Curtis, Oklahoma State University

#187 Are Foods in Online Meal Kit Delivery Services Safe and Nutritious?
Nitjaree Maneerat, Purdue University; Barbara Almanza, Purdue University

#210 Conceptual Mapping of Alternative Food Product Certification Labels
Yuxia Ouyang, The Pennsylvania State University; Michael S. Lin, The Pennsylvania State University; Amit Sharma, The Pennsylvania State University

TOURISM & SUSTAINABILITY
#119 Cultural Assets in The Age of Tourism: The Development of Heritage Conservation and Planning in Philippine Local Government Policy
Ivan Anthony Henares, Purdue University/University of the Philippines; Jonathon Day, Purdue University

#142 A Systematic Review of Current Trends and Approaches in Rural Tourism - Investigation of India
Shweta Singh, Purdue University; Liping A. Cai, Purdue University

#172 The Environmental Kuznets Curve, Municipal Solid Waste, and Coastal Tourism in The State of Florida
Frida Bahja, University of Central Florida; Jeong-Yeol Park, University of Central Florida; Sergio Alvarez, University of Central Florida

HUMAN RESOURCES & LEADERSHIP
#139 An Investigation into The Mediating Effect of Cultural Intelligence on Leadership and Job Satisfaction in The Saudi Arabian Hotel Sector
Ahmed Alshiha, Texas Tech University; Shane Blum, Texas Tech University

#151 Examining Restaurants Employees' Turnover Intention Based on Perceived Organizational Justice, Pay Satisfaction and Organizational-Based Self-Esteem
Tianyue Yue, University of Guelph; William C. Murray, University of Guelph; Erna van Duren, University of Guelph
#162  Senior Living Management Competencies: Blending Healthcare and Hospitality  
*Giulio Ronzoni, University of Central Florida; Karen A. Brancato, University of Central Florida; Jeffrey T. Weinland, University of Central Florida*

**IT ADOPTION & APPLICATION**

#96  The Effects of Augmented Reality on Educational Tourism at World Heritage Organization Sites  
*Michael Ryan, Texas Tech University; Danny Choi, Texas Tech University*

#117  Factors Affecting Behavioral Intention to Use Self-Service Kiosks at Airports  
*Maryam Charmchian Langroudi, University of Houston; Carl A. Boger Jr., University of Houston*

#232  Smart Tourism Industry in Iran  
*Mahboubeh Cheraghian, Texas Tech University; Tun Min Jai, Texas Tech University*

**FINANCE & ECONOMICS**

#80  International Diversification as a determinant of CEO Compensation in the Restaurant Industry  
*Jihwan Yeon, The Pennsylvania State University; Seoki Lee, The Pennsylvania State University*

#128  Accessing the Economic Value of Natural Snows in Ski Resort Using Contingent Valuation Method  
*Seungmin Nam, Korea Tourism Organization*

**PAPER PRESENTATIONS 5 – 1 to 2:15 p.m.**

**CONSUMER BEHAVIOR, HOSPITALITY (ROOM 180)**  
Moderator: Dr. Carl A. Boger Jr., University of Houston

#147  Love Is in The Menu: Leveraging Healthy Restaurant Brands with Handwritten Typeface  
*Sungwoo Choi, The Pennsylvania State University; Stephanie Liu, The Ohio State University; Anna Mattila, The Pennsylvania State University*

#177  Development of a Service Quality Metric for Private Clubs  
*Fredrick Meitner, Iowa State University; So Jung Lee, Iowa State University*

**CONSUMER BEHAVIOR, TOURISM (ROOM 181)**  
Moderator: Dr. Tiffany Legendre, University of Houston

#245  Textual Structure of Destination Image: Network Science Perspective
Jalayer Khalilzadeh, Temple University

#132 Understanding the Online Experiential Value Through an Investigation on Chinese Outbound Travelers
Bingna Lin, The Hong Kong Polytechnic University; Daisy Fan, Bournemouth University

#107 Vicarious Authenticity in Tourism: A Big Data Analytics Approach
Hyoungeun Moon, Oklahoma State University; Li Miao, Oklahoma State University

FINANCE & ECONOMICS (ROOM 249)
Moderator: Dr. Mehmet Altin, University of Central Florida

#11 The Effect of Franchising on The Performance of Hotel Segments
Shih-Chuan Lin, University of Missouri-Columbia; Matthew Sveum, University of Missouri-Columbia; Michael Sykuta, University of Missouri-Columbia

#90 Compete or Cooperate? Spatial Clustering and Productivity in the UK Tourism and Hospitality Industry
Yoo Ri Kim, University of Surrey; Allan Williams, University of Surrey; Sangwon Park, The Hong Kong Polytechnic University; Jason Chen, University of Surrey

#145 Corporate Lobbying Activities and Firm Value in the Restaurant Industry: The Moderating Role of Board Political Capital
Sungbeen Park, The Pennsylvania State University; Sujin Song, New Jersey City University; Seoki Lee, The Pennsylvania State University; Phillip Jolly, The Pennsylvania State University

HUMAN RESOURCES & LEADERSHIP (ROOM s104)
Moderator: Dr. Cass Shum, University of Nevada, Las Vegas

#83 Hotel Frontline Employees’ Perceptions of Managers’ Servant Leadership – An Importance and Performance Analysis Approach
Vincy Jin, Griffith University; Emily Ma, University of Massachusetts Amherst

#123 Emotions of Hospitality Employees toward Organizations: Relationships with Error Management Culture and Outcome Variables
Xingyu Wang, University of Houston; Priyanko Guchait, University of Houston; Aysin Pasamehmetoglu, Özyegin University

#219 Pay Disparity and Restaurant Productivity: Unspoken Messages of Employees and Executives
Hong Soon Kim, Purdue University; Soocheong Shawn Jang, Purdue University
IT ADOPTION & APPLICATION (ROOM s116)
Moderator: Dr. Zahra Mohamad, University of Houston

#13  Robotised Hospitality: Empirical Insights from Japan
Aarni Tuomi, University of Surrey; Iis Tussyadiah, University of Surrey; Jason Stienmetz, University of Surrey

#28  What Affects Tourists’ Use of Social Media in Travel Decision?
Sherry Xuerui Liu, The Hong Kong Polytechnic University; Fuad Mehraliyev, The Hong Kong Polytechnic University; Chun Liu, The Hong Kong Polytechnic University; Markus Schuckert, The Hong Kong Polytechnic University

#184  Consumer Resistance to the Sharing Economy: The Case of Social Dining Services
Seojin Lee, Arizona State University; Woojin Lee, Arizona State University; Yen-Soon Kim, University of Nevada, Las Vegas

LODGING MANAGEMENT & SERVICE QUALITY (ROOM s125)
Moderator: Dr. Jichul Jang, Kansas State University

#24  When Do Cross-Selling Strategies Work? Dimensions of Cognitive Relatedness of Add-On Items
Esther Kim, University of Nevada, Las Vegas; Sarah Tanford, University of Nevada, Las Vegas

#204  What Drives the International Acquisition of Firms from Emerging Economies? Evidence from Chinese Lodging Firms
Fan Zhang, The Hong Kong Polytechnic University; Qu Xiao, The Hong Kong Polytechnic University

#215  Lodging REITs and Third-Party Operators: Can More Operators Enhance the Performance of REITs?
Jaehee Gim, Purdue University; Soocheong Shawn Jang, Purdue University

MARKETING (ROOM s131)
Moderator: Dr. Alei Fan, Purdue University

#25  The Impact of Korean-Wave on Korean Food Consumption – A Cross-Country Study
Sun Ah Kang, Kyunghee University; Hhye Won Shin, Purdue University; Alei Fan, Purdue University

#48  Exploring Customers’ Value Perceptions from Big Data: A Natural Language Processing Approach with Machine Learning
Wooseok Kwon, University of Houston; Minwoo Lee, University of Houston; Ki-Joon Back, University of Houston

#50 Do Customer Engagement with Social Media and Perceived Value Influence Relationship Strength and Hotel Booking Intention?
Reham Touni, Florida State University; Woody Kim, Florida State University; Ahmed R. Abdelgawad, Minia University; Hyung-Min Choi, Florida State University

POSTER SESSION 4 (Shamrock Ballroom) – 2:15 to 3 p.m.
CONSUMER BEHAVIOR, HOSPITALITY
#141 Co-Creating Technologically Enabled Hospitality Experiences
Pooja Bailey, University of Delaware; Srikanth Beldona, University of Delaware; Suresh Sundaram, University of Delaware

#156 Customer Acceptance of Online Food Delivery Services Using an Extended Technology Acceptance Model: The Moderating Effect of Prior Experience
Jangwoo Jo, The University of Mississippi; Eun Kyong Cindy Choi, The University of Mississippi; James Taylor, The University of Mississippi

#163 Choose Now or Later? An Examination of Decision Postponement Based On Price Complexity, Alternative Attractiveness, and Confusion in Hotel Online Booking
Pengsongze Xue, University of Guelph; Woomi Jo, University of Guelph

#196 Budgeting for the Big Day: An Analysis of Wedding Expenditures in a Non-Metro Urban Area
Inna Soifer, The University of Mississippi; Mary Roseman, The University of Mississippi

#208 The Relationship of Crisis Recovery Management to The Emotional and Cognitive Factors That Drive Event Attendee Satisfaction
Emily Zirbes, Iowa State University; Smita Singh, Iowa State University; Silvio Ceschini, Iowa State University; Eric D. Olson, Iowa State University

#213 Eye-Tracking & Hygiene Score: The Hygiene Score Effect on Restaurant Choice
Xi Wang, Iowa State University; Liang Tang, Iowa State University; Eojina Kim, Iowa State University

CONSUMER BEHAVIOR, TOURISM
#251 The Effects of Constraints of Independent Travelers on Destination Image Formation
Sungeun Kim, University of Nevada, Las Vegas; Hyelin Kim, University of Nevada, Las Vegas; Sungbyung Yang, KyungHee University

#253 Scale Development for Social Media Image Formation Agents
#258 The Behavioral Continuum of Home-Based Behaviors to Inflight Food Choices
Eunmin Hwang, University of Nevada, Las Vegas; Yen-Soon Kim, University of Nevada, Las Vegas; Carola Raab, University of Nevada, Las Vegas; Seyhmus Baloglu, University of Nevada, Las Vegas

#266 Measuring Vicarious Nostalgia Evoked by Heritage Tourism
Oscar Hengxuan Chi, Washington State University; Christina G. Chi, Washington State University

**LODGING MANAGEMENT & SERVICE QUALITY**

#200 The Effect of Cross-Training on Future Hotel Employees’ Self-Efficacy and Training Satisfaction
Jae Han Min, Texas Tech University; Oree Devonte, Texas Tech University; Hyo Jung Chang, Texas Tech University

#246 A Study of the Effects of Image Congruence on Customer Brand Loyalty in Luxury Hotels – Using the Aman Brand as an Example
Xiao Li, University of Houston; Ki-Joon Back, University of Houston

**RESTAURANT & FOOD SERVICE**

#214 Visual Attention on Menu: The Role of Familiarity and Food Neophobia
Bardia Batala, Oklahoma State University; Li Miao, Oklahoma State University; Mikyeung Bae, Oklahoma State University

#228 Does Solo Dining Contribute to the Growth of Off-Premise Dining: Understanding the Motives for On- and Off-Site Restaurant Dining
Eunsol Her, Purdue University; Carl Behnke, Purdue University; Barbara Almanza, Purdue University; Alei Fan, Purdue University

#236 A Proposal to Develop a Solo Diner Friendliness Scale for Restaurants (SDFS-R)
Eunsol Her, Purdue University; Barbara Almanza, Purdue University; Carl Behnke, Purdue University; Alei Fan, Purdue University

#244 Influence of Competition on Restaurants’ Business Attribute Valuation
Inhaeng Jung, The Pennsylvania State University; Amit Sharma, The Pennsylvania State University

**TOURISM & SUSTAINABILITY**

#229 Attractiveness of Rail Tourism in Iran
Does Consumer Engagement Lower Hotel’s Propensity to Greenwash Environmental Claims on Their Website?
Shaniel Bernard, Auburn University; Alecia Douglas, Auburn University; Imran Rahman, Auburn University

Toward a Cosmopolitan Hospitality
John Micklos, University of Delaware; Srikanth Beldona, University of Delaware

Understanding Motivational Factors of Agritourist: A comparison study of India and United States
Jibin Baby, University of Missouri; Dae-Young Kim, University of Missouri

The Impact of Workload, Burnout, Turnover and Satisfaction on Casino Dealers
Kenia Taylor, The University of Tennessee; Rachel JC Chen, The University of Tennessee

Hospitality Job Identity in China
Tiantian Li, University of Missouri; Seonghee Cho, University of Missouri

Investigating the Impact of Paid-Time Off to Decrease Personal-to-Work Conflict on Turnover Intention in the Casual-Dining Restaurant Segment
Michael Pittman, Purdue University; Xiaolin Shi, Purdue University; Susan Gordon, Purdue University

Junsung Park, Washington State University; Jenny Kim, Washington State University

Travel into The Past by Virtual Reality: Enhancing Motivations to Visit Heritage Sites in The World
Catherine Human, University of Arkansas; Mackenzie Cvar, University of Arkansas; Lili Hanke, University of Arkansas; Yao-Chin Wang, University of Arkansas

Exploring Impact of Different Lodging Attributes on Consumers Preferences: Airbnb vs. Hotels
Jiyoung Hwang, California State Polytechnic University, Pomona; Sungsik Yoon, California State Polytechnic University, Pomona
FINANCE & ECONOMICS

#235 Including A Windfall Tax Provision in Japan’s Gaming Regulation
Joseph McKay, University of Nevada, Las Vegas

#254 The Effect of Asset Structure on Performance of Food and Beverage
Jungtae Soh, The Pennsylvania State University; Amit Sharma, The Pennsylvania State University

#149 When Enforcement Fails: How Customers Game the Hotel’s Revenue Management System and Potential Solutions
Ling Ling, University of Delaware; Zvi Schawartz, University of Delaware; Srikanth Beldona, University of Delaware

PAPER PRESENTATIONS 6 – 3:15 to 4:30 p.m.
CONSUMER BEHAVIOR, HOSPITALITY (ROOM 180)
Moderator: Dr. Priyanko Guchait, University of Houston

#206 Scare Reservations Make Me Scared: The Effects of Scarcity Appeal and Moderator Role of Power
Huiling Huang, The Ohio State University; Stephanie Q Liu, The Ohio State University

#242 The Role of Perceived Enjoyment in Airbnb Experiences and Repurchase Intention
Hyunsu Kim, University of South Carolina; So Kevin Kam Fung, University of South Carolina; Oh Haemoon, University of South Carolina

CONSUMER BEHAVIOR, TOURISM (ROOM 181)
Moderator: Dr. Amanda Belarmino, University of Nevada, Las Vegas

#150 Senior Tourists and Mobile Social Media – Evidence from China
Shweta Singh, Purdue University; Jiuyu Shi, Purdue University; Jianan Zhang, Purdue University; Liping A. Cai, Purdue University

#191 Exploring the Differences in Generation: The Use of Social Media Before, During, and After the Travel
Eunmin Hwang, University of Nevada, Las Vegas; Seyhmus Baloglu, University of Nevada, Las Vegas; Choongbeom Choi, University of Nevada, Las Vegas

#205 Understanding the Effect of Others’ Travel Experiences on SNS
Eunkyeong Jung, The University of Tennessee; Sejin Ha, The University of Tennessee
HUMAN RESOURCES & LEADERSHIP (ROOM 247)
Moderator: Dr. Sean McGinley, Florida State University

#18  Prosocial Rule-Breaking to Help Coworker: Is It Bad for Service Performance?
Ankita Ghosh, University of Nevada, Las Vegas; Cass Shum, University of Nevada, Las Vegas; Anthony Gatling, University of Nevada, Las Vegas

#20  The Organization or the Supervisor: Which Type of Support Influences Managers’ Work Engagement More?
Xiaolin Shi, Purdue University; Susan Gordon, Purdue University

#71  To Serve or Not to Serve: Difficult Customers and Perspective Taking
Lindsey Lee, University of Houston; Juan M. Madera, University of Houston

IT ADOPTION & APPLICATION (ROOM s104)
Moderator: Dr. Miyoung Jeong, University of South Carolina

#31  Boosting Consumer’s Adoption on Self-service Kiosks: An Investigation with Technology Acceptance Model (TAM) and Satisfaction Model
Nazi Melody Rastegar, University of Guelph; Lena Jingen Liang, University of Guelph; Joan Flaherty, University of Guelph; Hwansuk Chris Choi, University of Guelph

#32  Augmented Reality: A Pull Factor for Tourism Destinations
Hyejo Shin, University of South Carolina; Miyoung Jeong, University of South Carolina

#164  How Tourists Help Others on SNS?
Hyo Geun Song, University of Nevada, Las Vegas; Yen-Soon Kim, University of Nevada, Las Vegas

EDUCATION (ROOM s116)
Moderator: Dr. Mary Dawson, University of Houston

#178  A Sociological Investigation into Timeshare Education
Karima Lanfranco, University of Central Florida; Amy Gregory, University of Central Florida

#238  The Role of Educational Travel in Global Learning
Jieyu Jade Shi, Purdue University; Liping A. Cai, Purdue University

RESTAURANT & FOOD SERVICE (ROOM s125)
Moderator: Dr. Pei Liu, University of Missouri


#101 Consumer Behavioral Intentions Regarding Online Ordering from Restaurants  
*Howard Clark, University of South Carolina; Robin DiPietro, University of South Carolina*

#180 Dining Atmospherics: Effects of Music and Light on Social Interaction  
*Jinha Lee, The University of Tennessee; Kenny Jordan, The University of Tennessee; Jeanie Lim, The University of Tennessee*

#183 Consumer Response to Suboptimal Food  
*Yan Cao, Oklahoma State University; Li Miao, Oklahoma State University*

**MARKETING (ROOM s131)**  
Moderator: Dr. Agnes L. DeFranco, University of Houston

#211 The U.S. Market’s Intent to Travel to Cuba: A Country Image and Destination Image Perspective  
*Suja Chaulagain, University of Central Florida; Jessica Wiitala, University of Central Florida; Xiaoxiao Fu, University of Central Florida*

#260 Examining The Effects of Cause-Related Marketing On Purchase Behavior: The Role of Perceived Authenticity, Product Type, and Message Framing  
*Zhenxian Piao, University of Nevada, Las Vegas; Billy Bai, University of Nevada, Las Vegas*

**PAPER PRESENTATIONS 7 – 4:45 to 6 p.m.**  
**CONSUMER BEHAVIOR, HOSPITALITY (ROOM 180)**  
Moderator: Dr. Priyanko Guchait, University of Houston

#52 New Horizons in Wine Consumer Information Sources: An Application of Generational Theory  
*Matthew J. Bauman, Texas Tech University; Tim Dodd, Texas Tech University; Natalia Velikova, Texas Tech University*

#56 The Impact of Fellow Customer on Complaining Behaviors: The Moderating Role of Gender  
*Sungjun Joe, University of Nevada, Las Vegas; Choongbeom Choi, University of Nevada, Las Vegas*

#85 “Chef Recommended” or “Most Popular?” The Role of Culture on Customer Preference for Expertise-based versus Popularity-based Recommendation  
*Bi Yang, The Pennsylvania State University; Anna Mattila, The Pennsylvania State University*
CONSUMER BEHAVIOR, HOSPITALITY (ROOM 181)
Moderator: Dr. Tiffany Legendre, University of Houston

#22 Risk Mitigation through Source Credibility: An Investigation of Online Community Engagement
Elizabeth A. Whalen, University of Houston; John T. Bowen, University of Houston

#39 A Cross-cultural Investigation of the Relationship between Customer Demographics and Hotel Room Price Perception
Jinhua Hong, University of Nevada, Las Vegas; Toni Repetti, University of Nevada, Las Vegas

#42 The Value Co-Creation Process: The Effect of Hotel Response to Online Reviews and The Mediating Role of Customer Empowerment
Hakseung Shin, Virginia Tech; Perdue Richard, Virginia Tech; Mario Pandelaere, Virginia Tech

FINANCE & ECONOMICS (ROOM s104)
Moderator: Dr. Mehmet Altin, University of Central Florida

#170 Optimal Bid Prices for Group Business Under Competition
Yunmei Bai, Purdue University; Hugo Tang, Purdue University

#197 Benefits and Transaction Costs of Using Supplier Credit in Small and Medium Restaurants: A Qualitative Approach
Michael S. Lin, The Pennsylvania State University; Amit Sharma, The Pennsylvania State University

#212 Influence of Reflection and Benefit-Associated Eating Experiences on Risk Aversion
Yuxia Ouyang, The Pennsylvania State University; Amit Sharma, The Pennsylvania State University

RESTAURANT & FOOD SERVICE (ROOM s116)
Moderator: Dr. Junehee Kwon, Kansas State University

#217 Food Thermometers: Relationships with Demographics, Microbial Awareness, Food Safety Perceptions and Behaviors using the 2016 FDA Food Safety Survey
Eunsol Her, Purdue University; Jing Ma, University of Delaware; Barbara Almanza, Purdue University; Li Ge, California State Polytechnic University, Pomona

#256 An Exploratory Investigation of Particulate Matter Pollution in A Restaurant Dining Room: Full VS. Quick Service
MARKETING (ROOM s125)
Moderator: Dr. JéAnna Abbott, University of Houston

#118 Turkish TV Dramas as A Marketing Tool to Promote Image of Turkey as A Tourist Destination within The American Continent
   Ali Iskender, University of South Carolina

#209 A Comparison of Green and Non-Green Advertising in The Hotel Industry: An Attitude Toward the Ad Approach
   Esra Topcuoglu, University of Nevada, Las Vegas; Safak Sahin, Detour Vegas LLC; Seyhmus Baloglu, University of Nevada, Las Vegas

TOURISM & SUSTAINABILITY (ROOM s131)
Moderator: Dr. Zahra Mohamad, University of Houston

#63 The Empirical Relationship between Tourism Growth and Poverty Reduction
   Hanlin Xu, Rikkyo University

#173 The Impact of Poverty Alleviation Tourism Policy on Poor Population in China
   Dazhi Qin, Oklahoma State University; Hong Xu, Nankai University; Yeasun Chung, Oklahoma State University; Hailin Qu, Oklahoma State University