

5th Annual

ICHRIE-SECSA CONFERENCE SCHEDULE



The Hotel at Auburn University & Dixon Conference Center

241 S College Street

Auburn, AL 36830

HOSTED BY:

The Department of Nutrition, Dietetics, & Hospitality Management

College of Human Sciences

Auburn University

February 27 - 29, 2020

SCHEDULE AT-A-GLANCE

All Times are CST

THURSDAY, FEBRUARY 27, 2020

Time	Event	Location
5:00PM - 8:00PM	Registration	Boardroom
5:30PM - 6:30PM	Welcome Cocktail Reception Sponsored by HOSCO	Terrace Room
6:30PM	Dinner and Free Time (on your own) Explore Downtown Auburn	Downtown Auburn

FRIDAY, FEBRUARY 28, 2020

Time	Event	Location
8:00 AM - 5:00 PM	Registration	Boardroom/Lobby
8:00 AM - 8:45 AM	Breakfast	Terrace Room
8:45 AM - 9:15 AM	General Session	Terrace Room
9:15 AM - 10:15 AM	Keynote Speaker: Mr. Horst Schulze	Terrace Room
10:30 AM -12:05 PM	Breakout Session 1 (Research Track)	Longleaf, Camellia, & Azalea Rooms
12:15 PM - 1:30 PM	Lunch	Terrace Room
1:45 PM - 3:00 PM	Guest Speaker: Dr. James May	Terrace Room
3:10 PM – 6:00 PM	Breakout Session 2 (Research and Pedagogy Tracks)	Longleaf, Camellia, & Azalea Rooms
6:00 PM	Dinner on Your Own	

SATURDAY, FEBRUARY 29, 2020

Time	Event	Location
8:00 AM - 11:00 AM	Registration	Boardroom/Lobby
8:00 AM - 8:45 AM	Breakfast	Terrace Room
9:00 AM - 11:00 AM	Breakout Session 3 (Research and Pedagogy Tracks)	Longleaf, Camellia, & Azalea Rooms
11:05 AM - 12:20 PM	Guest Speaker: Mrs. Peggy Berg	Terrace Room
12:30 PM - 1:30 PM	Lunch	Terrace Room
1:45 PM - 2:55 PM	Breakout Session 4 (Research Track)	Longleaf, Camellia, & Azalea Rooms
3:00 PM - 3:45 PM	Research Workshop: Dr. Faizan Ali	Terrace Room
3:45 PM - 4:15 PM	Sparkling Reception Sponsored by Trinchero Family Estates	Terrace Room
4:15 PM – 5:30 PM	Awards Dinner Sponsored by Mr. Kevin Elliot Sr. Management Consultant at Chick-fil-A, Inc. & Trinchero Family Estates	Terrace Room

DETAILED SCHEDULE

SCHEDULE THURSDAY, FEBRUARY 27, 2020

All Times are CST		
5:00 PM - 8:00 PM	Registration	Boardroom/Lobby
5:30 PM - 6:30 PM	Welcome Cocktail Reception Sponsored by HOSCO Presented by Mr. John Lohr, Director of Development	Terrace Room
6:30 PM	Dinner and Free Time - Explore Downtown Auburn on your own	Downtown Auburn



SCHEDULE

FRIDAY, FEBRUARY 28, 2020

All Times are CST		
8:00 AM - 5:00 PM	Registration	Boardroom/Lobby
8:00 AM – 8:45 AM	Signature Continental Breakfast Buffet	Terrace Room
8:45 AM – 9:15 AM	Welcome <ul style="list-style-type: none"> • Dr. Ruth Smith, ICHRIE-SECSA President, Bethune-Cookman University • Dr. Susan Hubbard, Dean, College of Human Sciences, Auburn University • Dr. Martin O’Neill, Horst Schulze Endowed Professor of Hospitality Management and Head of Department Nutrition, Dietetics and Hospitality Management, Auburn University 	Terrace Room
9:15 AM – 10:15 AM	Keynote Speaker Mr. Horst Schulze, Chairman Emeritus The Capella Hotel Group Former President of The Ritz-Carlton Hotel Company Creating and Delivering Customer Service Excellence	Terrace Room
Concurrent Session 1.1 – RESEARCH Moderator: Dr. Yee Ming Lee, Auburn University		Longleaf Room
10:30 AM – 10:50 AM	Successful women’s views on mentorship and sponsorship in the hospitality industry. Carole Sox ^a , Sheryl Kline ^b <small>^aColumbia College, ^bUniversity of Delaware</small>	
10:55 AM – 11:15 AM	Ostracism as an antecedent of service employee engagement: A second stage moderated-mediation model. Souji Gopalakrishna Pillai, Woody G. Kim, Kavitha Haldorai Florida State University	
11:20 AM – 11:40 AM	The slow food movement and its role in food tourism in Tennessee. Eda Gokcecik, Borham Yoon, Michelle Lynn Childs University of Tennessee, Knoxville	
11:45 AM – 12:05 PM	Bibliometric analysis of articles on smart tourism in Turkey. Gozde Turktarhan ^a , Cihan Cobanoglu ^a , Abdulkadir Corbaci ^b <small>^aUniversity of South Florida Sarasota–Manatee, ^bAdiyaman University</small>	
Concurrent Session 1.2 – RESEARCH Moderator: Dr. Lionel Thomas, Jr., Saint Leo University		Camellia Room
10:30 AM – 10:50 AM	Guests’ perception of the movement away from plastic straws in coastal restaurants. Kate Price-Howard, KatieAnn Lawrence Troy University	
10:55 AM – 11:15 AM	Pack your camera: The serious leisure of social media travel. Sarah Frankel, Dominique Jones, Bomi Lee University of Tennessee, Knoxville	
11:20 AM – 11:40 AM	The effect of Hotel Biophilic Design on customer delight and willingness to pay premium: Moderating effect of health-consciousness. Luana Nanu, Alecia Douglas, Anudari Munkhtuya Auburn University	

11:45 AM – 12:05 PM	A qualitative analysis of factors for hotel selection by leisure travelers. Cihan Cobanoglu ^a , Seden Dogan ^b ^a University of South Florida Sarasota–Manatee ^b Ondokuz Mayıs University	
Concurrent Session 1.3 – RESEARCH Moderator: Dr. Faizan Ali, University of South Florida Sarasota-Manatee		Azalea Room
10:30 AM – 10:50 AM	Is job satisfaction the key to higher guest service scores? Heather Lewis, Onick Lewis, Alexandria Finch, Camryn May, Yunbo Jin Troy University	
10:55 AM – 11:15 AM	Culinary competencies for the modern chef: Updating the skills needed for success in today's kitchen. Mark Traynor, Imran Rahman, Erol Sozen, David Martin, Yejia Guo Auburn University	
11:20 AM – 11:40 AM	Statistical research of the airlines service performance: The gap between employees' service expectation and customers' perception of American Airlines. Xiuwen Liao, Imran Ahmad Florida International University	
11:45 AM – 12:05 PM	Perceived supervisor support and hotel employees' emotional exhaustion: The role of job crafting and employee mindfulness. Han Chen, Yvette Green University of New Orleans	
12:15 PM – 1:30 PM	Buffet Lunch	Terrace Room
1:45 PM – 3:00 PM	Guest Speaker Dr. James May, Faculty Fellow for Innovation and Technology Valencia College, Orlando, FL It's Not the APP, It's the Application: Understanding the Power of Pedagogy before Technology	Terrace Room
Concurrent Session 2.1 – RESEARCH Moderator: Dr. Lisa Cain, Florida International University		Longleaf Room
3:10 PM – 3:30 PM	Analysis of cruise online ratings and reviews: Cruisers satisfaction in the Chinese cruise market using latent dirichlet allocation. Sijun Liu, Alecia Douglas, Pankush Kalgotra Auburn University	
3:35 PM – 3:55 PM	The impact of temporary visa availability on US luxury resorts. Rebecca Neal, Marketa Kubickova, Scott Smith University of South Carolina	
4:00 PM – 4:20 PM	Motivators and barriers for baby boomer solo female travelers. Luana Nanu, Shaniel Bernard, Imran Rahman Auburn University	
4:25 PM – 4:45 PM	Business strategies employed by sustainable restaurants. Kristin Martin, Carole Sox Columbia College	
4:50 PM – 5:10 PM	Breach of trust: Privacy concerns over perceived value. Semsettin Yuksek, Faizan Ali University of South Florida Sarasota–Manatee	
5:15 PM – 5:35 PM	Do you even lift traveler? Examining healthy traveling. Hilmi Atadil, Helena Allman University of West Florida	
5:40 PM – 6:00 PM	“Sharks in a pond of minnows” Professional vs. non-professional hosts in peer to peer accommodations: Text analysis of user-generated reviews on Airbnb. Kyle Townsend, Soyoungh Boo, Jailene Gambaro Sanchez Georgia State University	

Concurrent Session 2.2 – PEDAGOGY Moderator: Dr. Alecia Douglas, Auburn University		Camellia Room
3:10 PM – 3:30 PM	Addressing the project management discipline gap in hospitality management curriculum. Timothy Flohr University of Memphis	
3:35 PM – 3:55 PM	Rethinking the use of industry resources. Carl Winston ^a Miranda Kitterlin-Lynch ^b , ^a San Diego State University, ^b Florida International University	
4:00 PM – 4:20 PM	Strategies & lessons from a unique approach to experience learning. Domenique Jones, Michelle Lynn Childs University of Tennessee, Knoxville	
4:25 PM – 4:45 PM	Play your cards right with market segmentation. Annamarie Sisson University of Florida	
4:50 PM – 5:10 PM	Experiential avatar-based reality. Lionel Thomas Jr., John Lax, Emily Kochanski Saint Leo University	
Concurrent Session 2.3 – RESEARCH Moderator: Dr. Kate Price-Howard, Troy University		Azalea Room
3:10 PM – 3:30 PM	Message framing and food allergy communication in the restaurants. Yee Ming Lee ^a , Han Wen ^b ^a Auburn University, ^b University of North Texas	
3:35 PM – 3:55 PM	Expanding the restaurant value chain through digital delivery: An assessment of the emergence of third-party delivery aggregators as a significant disruptor in the US restaurant industry. Mark Traynor ^a , Shaniel Bernard ^a , Andrew Moreo ^b , Bendegul Okumus ^c ^a Auburn University, ^b Florida International University ^c University of Central Florida	
4:00 PM – 4:20 PM	Impact of culinary and nutrition course on cooking self-efficacy and dietary behaviors for college students. Borham Yoon, Kyungyul Jun University of Tennessee, Knoxville	
4:25 PM – 4:45 PM	Residents' perceptions toward the effect of online sports betting in Tennessee. Kenia Taylor, Rachel J.C. Chen University of Tennessee, Knoxville	
4:50 PM – 5:10 PM	Travel-related online communities research in the field of hospitality and tourism. Yuan Zhou ^a , Cihan Cobanoglu ^b , Woody G. Kim ^a , Bendegul Okumus ^c ^a Florida State University, ^b University of South Florida Sarasota–Manatee, ^c University of Central Florida	
5:15 PM – 5:35 PM	Peer-to-peer accommodation vs. hotels: Role of authenticity, brand trust and brand love on consumers' behavioral intentions. Joyce Han, Han Chen University of New Orleans	
5:40 PM – 6:00 PM	The effectiveness of loyalty points and refunds as service recovery compensation. Thamsanqa Jongile, Eun Kyong Cindy Choi University of Mississippi	
6:00 PM	Dinner on Your Own	

SCHEDULE

SATURDAY, FEBRUARY 29, 2020

All Times are CST		
8:00 AM - 11:00 AM	Registration	Boardroom/ Lobby
8:00 AM – 8:45 AM	Signature Continental Breakfast Buffet	Terrace Room
Concurrent Session 3.1 – RESEARCH Moderator: Dr. Mark Traynor, Auburn University		Longleaf Room
9:00 AM – 9:20 AM	Big data applications in hotel industry research: A review study. Semsettin Yuksek, Cihan Cobanoglu, Faizan Ali University of South Florida Sarasota–Manatee	
9:25 AM – 9:45 AM	Job satisfaction and turnover intentions: A longitudinal look from 2007 to now. Sean Barth ^a , James Ward ^b ^a University of South Carolina Beaufort, ^b Florida Atlantic University	
9:50 AM – 10:10 AM	Does ‘language type’ in environmental claims affect consumer’s perception and action towards hotels’ environmental initiatives? Shaniel Bernard, Alecia Douglas Auburn University	
10:15 AM - 10:35 AM	Customers’ impulsive buying behavior of hotel conditional upgrade. Daegun Dan Kim, Eun Kyong Cindy Choi, Chanmi Hong University of Mississippi	
10:40 AM - 11:00 AM	The economic implications of Airbnb. Tarik Dogru Florida State University	
Concurrent Session 3.2 – PEDAGOGY Moderator: Dr. Han Chen, University of New Orleans		Camellia Room
9:00 AM – 9:20 AM	PODS Pedagogy: Education 2.0 or is it 3.0? Andrew Moreo ^a , Lisa Cain ^a , James Williams ^b , Miranda Kitterlin-Lynch ^a ^a Florida International University, ^b University of Tennessee, Knoxville	
9:25 AM – 9:45 AM	Yield & revenue management game. Heather Lewis Troy University	
9:50 AM – 10:10 AM	Building wider bridges between campus and industry: Will you take the risk? Ruth Smith Bethune-Cookman University	
10:15 AM – 10:35 AM	Strategies to improve workforce development. Lisa Cain ^a , Christopher Cain ^b ^a Florida International University, ^b University of Nevada Las Vegas	
10:40 AM – 11:00 AM	PED TALK: Student-centered learning. Andrea White-McNeil ^a , Kate Price-Howard ^b ^a Bethune-Cookman University, ^b Troy University	
Concurrent Session 3.3 – RESEARCH Moderator: Dr. Yvette Green, University of New Orleans		Azalea Room
9:00 AM – 9:20 AM	An inside look into the challenges of commercial fishing of spiny lobster and their impact on the restaurant industry. Kate Price-Howard Troy University	
9:25 AM – 9:45 AM	Investigating the impact of tip allocation on organizational behavior in restaurants.	

	Thamsanqa Jongile, Hyun-Woo Joung University of Mississippi	
9:50 AM – 10:10 AM	Measuring excellence: Development of an evaluation tool for perceived quality in the restaurant experience. Su Gibson, Charles Calvert, Keri Olivetti, Anton Abraham University of South Carolina Beaufort	
10:15 AM – 10:35 AM	Festival and event research: Using destination research to determine eligibility for grant funding. Anton Abraham, Charles Calvert, Lori Vargo, Arthur Cartier, Su Gibson, Keri Olivetti University of South Carolina Beaufort	
10:40 AM – 11:00 AM	Online learning/training readiness among hospitality and tourism industry professionals. Muhittin Cavusoglu, Wayne B. James, Cihan Cobanoglu University of South Florida Sarasota–Manatee	
11:05 AM – 12:20 PM	Guest Speaker Mrs. Peggy Berg, CPA, CHA, MSPP President, Castell Project Inc., Atlanta, GA Promoting Female Senior Leadership in the Hotel Industry	Terrace Room
12:30 PM – 1:30 PM	Strolling Lunch	Terrace Room
Concurrent Session 4.1 – RESEARCH Moderator: Dr. Miranda Kitterlin-Lynch Florida International University		Longleaf Room
1:45 PM – 2:05 PM	An eye-tracking study: How does familiarity (top-down effect) of the intrinsic and extrinsic cue words of locally grown food menu items influence customers' visual attention differently at hyper-local restaurants? Yoonah Kim, Alecia Douglas Auburn University	
2:10 PM – 2:30 PM	Hotel guests' attitude and purchase intention towards hotel brand extension. Daegeun Dan Kim, Hyun-Woo Joung University of Mississippi	
2:35 PM – 2:55 PM	The effects of rational and emotional appeals of online and offline hotel upselling messages. Jeongyeon Jennie Ahn, Eun Kyong Cindy Choi, Hyun-Woo Joung University of Mississippi	
Concurrent Session 4.2 – RESEARCH Moderator: Dr. Imran Rahman, Auburn University		Camellia Room
1:45 PM – 2:05 PM	A pilot investigation into measuring the gap between restaurant industry interests and academic research using natural language processing. Kanishk Srivastava ^a , Andrew Moreo ^a , Srikanth Beldona ^a , Mark Traynor ^b , Mark Finlayson ^a , Miguel Alonso Jr. ^a ^a Florida International University, ^b Auburn University	
2:10 PM – 2:30 PM	Intention to use facial recognition technology by business event attendees. Olena Ciftci, Katerina Berezina, Inna Soifer University of Mississippi	
2:35 PM – 2:55 PM	Evaluation of destination marketing organization (DMO) websites of the State of Florida. Aysegul Songur, Faizan Ali, Cihan Cobanoglu University of South Florida Sarasota–Manatee	

Concurrent Session 4.3 – RESEARCH Moderator: Dr. Erol Sozen, Auburn University		Azalea Room
1:45 PM – 2:05 PM	Rage against the machine - exploring the antecedents of customer rage within the lodging industry. Martin O'Neill, David Martin, Yejia Guo, Tianjian Liu Auburn University	
2:10 PM – 2:30 PM	Standing shoulder to shoulder in hospitality education. Alison Green, Hilmi Atadil, Jill Plumer University of West Florida	
2:35 PM – 2:55 PM	Leadership skills with classroom instruction integration in hospitality management higher education. Annamarie Sisson ^a , Kevin Roberts ^b ^a University of Florida, ^b Kansas State University	
3:00 PM – 3:45 PM	Research Workshop Dr. Faizan Ali, Assistant Professor University of South Florida Sarasota-Manatee	Terrace Room
3:45 PM – 4:15 PM	Sparkling Reception Sponsored by Trincherro Family Estates	Terrace Lobby
4:15 PM – 5:30 PM	Awards Dinner Sponsored by Mr. Kevin Elliott, Sr. Management Consultant at Chick-fil-A, Inc. & Trincherro Family Estates Final Remarks – Dr. Ruth Smith, ICHRIE-SECSA President Bethune-Cookman University	Terrace Room

