The 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism
January 5—7, 2012, Auburn, AL

Full Schedule

Thursday, January 5, 2012

8:30 am—9:30 am  Dean’s & Directors Breakfast—Enoteca
9:30 am—11:30 am Dean’s & Directors Meeting—Enoteca
12:00 pm—7:30 pm Registration
1:00 pm—2:00 pm Concurrent Session 1

Finance & Economics—Meeting Room A .................Dr. Yoon Koh—University of Houston
* Interdependence And Structure Of State Parks’ Economic Impacts
  Jing Yang, Hailin Qu And Hui Ding—Oklahoma State University
* The Effect Of Managerial Overconfidence On The Use Of Long-Term Debt In The Restaurant Industry
  Kwanglim Seo And Amit Sharma —Pennsylvania State University

Human Resources—Meeting Room B .................Dr. Chihyung Ok—Kansas State University
* The Antecedents And Consequences Of Emotional Labor In Flight Attendants: The Differences Between Short And Long Haul Flight
  Duk-Hye Seo—Asiana Airlines Inc., Il-Sun Yang—Yonsei University And Kwangmin Park—Sejong University
* Conceptual Framework For The Relationships Among Job-Training Satisfaction, Job Satisfaction, And Turnover Intention In Foodservice Operations
  Eun Kyong Choi, Hyunwoo Joung And Ben Goh—Texas Tech University
* An Analysis Of Payment Card Industry Data Security Standards (PCI DSS) Compliance Efforts In Restaurants: Independent Versus Chain Restaurants
  Katerina Berezina—University Of Florida, Anna Shatskikh, Cihan Cobanoglu And Katerina Annaraud—University Of South Florida

* The Role Of Demographics In Predicting E-Loyalty In Social Network Websites
  Anil Bilgihan, Fevzi Okumus And Khal Nusair - University Of Central Florida

  Naehyun Jin—Texas Tech University, Sangmook Lee—Texas Tech University And Hyuckgi Lee—Kyungpook National University

* Attachment From Pop-Star To Destination; Its Transition And Stability
  So Jung Lee And Billy Bai —University Of Nevada, Las Vegas

* Examining The Needs On Restaurants’ Facebook Fan Pages
  Aikaterini Manthiou, Lanlung Chiang And Liang Tang—Iowa State University

* The Importance Of Intangible And Tangible Resources In Choosing A Tourism Destination: Case Of Istanbul
  Gunce Malan—University Of South Florida, Yasemin Aksoy, Nese Roman And Maria Dolores Alvarez—Bogazici University

* The Impact Of Posted Calorie Information On Consumers’ Menu Evaluations And Decision-Making Processes
  Wan Yang, Lydia Hanks—Pennsylvania State University, Scott Smith, H. G. Parsa—University Of Central Florida, And Anna S. Mattila—Pennsylvania State University

* International Student Satisfaction With Ethnic Food Provision In A Southeastern College Town - Really?
  Khalid Eyoun And Martin O'Neill—Auburn University
2:00 pm—3:00 pm  Poster Session A—Ballroom B

**Finance & Economics**

* 1. The Impact Of Advertising On Restaurant Stock Returns: An Exploration Of Moderators  
   Jing Yang—Oklahoma State University And Hugo Tang—Purdue University
* 2. Exploring The Estimated Impact Of Proposed Leasing Rules In The U.S. Lodging Industry: A Social Identity Perspective  
   Lan Jiang—University Of Nevada, Las Vegas, Ray Schmidgall, And Seunghyun Kim—Michigan State University

**Food Service**

* 1. The Industry Perceived Impact Of Miami Spice On Participating Restaurants: A Case Study  
   Young Kim, Lisa Moll, Jinlin Zhao And Jaime Laasch—Florida International University
* 2. Restaurant Names And Financial Performance: A Comparative And Linguistic Analysis Of Restaurant Names  
   Scott Smith, Aris Marton, Josh Liebman And H.G. Parsa—University Of Central Florida
* 3. Identifying Best Food Safety Training Practices For Retail Delis By Using Delphi Method  
   Kawon Kim, Jay Neal—University Of Houston, Phil Crandall, And Cheryl Murphy—University Of Arkansas
   Leonard Lee—Patina Restaurant Group / Cal Polytech Pomona
* 5. Do Design Features Affect Restroom Sanitation?  
   Soobin Seo And Carl Behnke—Purdue University
* 6. The Effect Knowledge About Healthy Foods On Behavioral Intentions Among College Students: Modering Role Of Demographic Factors  
   Sangmook Lee And Deborah Fowler —Texas Tech University

**Consumer Behavior**

* 1. An Exploration Of The Experiential Nature Of Convention Experience  
   Wei Wei And Li Miao—Purdue University
* 2. Conceptualizing Confucianism-Based Behavior Model -The Chinese Consumer In The Global Travel Marketplace  
   Xiaoxiao Fu, Liping Cai And Xinran Lehto —Purdue University
* 3. A Study Of Travelers’ Behavioral Intention Toward Hotel Self-Service Kiosks Usage: A Refined Technology Acceptance Model  
   Miyoung Kim And Hailin Qu—Oklahoma State University
   Jason Gogue And Martin O’Neill—Auburn University
**Hospitality and Tourism Education**

* 1. Using Problem Based Learning (PBL) To Improve Hospitality Students’ Math Performance  
  Min Jung Kim—Purdue University And Mary Dawson—University Of Houston

* 2. Work-Life Balance And Subjective Well-Being Of B&B Innkeepers  
  Yuan Li And Li Miao—Purdue University

* 3. Traditional Diets vs. Novel Tastes – Chinese Study Abroad Students In Ireland  
  Zhenhao Meng, Liping A. Cai—Purdue University And Joy Huang—University Of Illinois At Urbana – Champaign

* 4. Early Age Athletics Effect On Undergraduate Hospitality Students Leadership Styles  
  James Williams, Kelly Mayfield And Robert Bosselman—Iowa State University

**Information Technology**

* 1. A Meta-Analysis On The Trends In The Use Of Multiple Linear Regression In The Hospitality Industry  
  Narda Malcolm—University Of Delaware

* 2. A Conceptual Model Of The Marketing Effectiveness Of Social Media In The Hotel Industry  
  Xi Leung, Pearl Brewer And Billy Bai—University Of Nevada, Las Vegas

* 3. The Interaction Of Information Technology And Judgmental Forecasting: An Overview Of Revenue Management Research Perspective  
  Claire Chen, Mehmet Erdem And Landon Shores—University Of Nevada, Las Vegas

**Human Resources**

* 1. An Examination Of The Relationship Between Perceived Organizational Commitment And Internships  
  Brandon Fick—University Of Missouri

* 2. The Influence Of Internal Service Recovery On Employee Satisfaction ——Case From High Star-Rated Hotels In China  
  Wenjing Zou—Oklahoma State University

* 3. Antecedents And Consequence Of Service-Oriented Organizational Citizenship Behaviors In A Hotel Industry  
  Jichul Jang, Hyeyoon Choi, Soyeon Kim And Jay Kandampully—Ohio State University

* 4. Effects Of Job Stress And Job Satisfaction On Gambling Intention And Gambling Behavior Of Casino Employees  
  Jaewook Kim And Kijoon Back—University Of Houston

* 5. Healthy Menu Promotion As One Corporate Social Responsibility Activity: Does It Affect Fast Food Employees’ Turnover Intentions?  
  Jinhyun Jun And Susan Wohlsdorf-Arendt—Iowa State University
Management

* 1. How Are Hotel Managers Utilizing The Training Evaluation Tools Created For Them?  
   Anh Ho Dac Dieu And Susan Wohlsdorf-Arendt—Iowa State University

* 2. Applying Data Envelopment Analysis To U.S. Convention Center Productivity: A  
   Comparison Of Ownership Structures  
   Hui Xu And Alecia Douglas—Auburn University

Marketing

* 1. The Implications Of Social Media On Brand Management On The Luxury Hotel  
   Industry  
   Randal Rosman And Karl Mayer—University Of Nevada, Las Vegas

* 2. Fine Tuning Conjoint Analysis: Screening Consumers’ Willingness To Purchase In A  
   Balanced Overlap Design  
   Amy Gregory And H.G. Parsa—University Of Central Florida

* 3. Natured-Based Travel Motivations: Viewpoints From British Residents  
   Hyangmi Kim, Ya-Ling Chen, Joseph S. Chen—Indiana University, Nina K. Prebensen—  
   University Of Tromso

Lodging

* 1. Segmentation Of Cancellation Policies In The U.S. Hotel Industry  
   Karen Lijia Xie And Chihchien Chen—Temple University

* 2. Perception Of Hotel General Managers About Green Certifications  
   Yue Yu And Howard Adler —Purdue University

Travel and Tourism

* 1. The Determinants Of Service Innovation Strategy: The Case Of Honduras  
   Denver Severt And Marketa Kubickova—University Of Central Florida

* 2. A Comparison Of Different Models In Modeling Tourists’ Length Of Stay  
   Yang Yang—University Of Florida

* 3. A Comparison Study Of Local Residents’ Perception Before And After A Mega-Event  
   Jing Liu—Oklahoma State University, Yingzhi Guo—Fudan University And Hailin Qu—  
   Oklahoma State University

* 4. Using Social Media Services For Tourism To Thailand  
   Shu-Hsiang Chen—Maejo University And Sanggun Lee—Paichai University

* 5. Celebration Of Heritage: The Dynamic Relationship Between Community-Based  
   Heritage Event Attributes And Perceived Value  
   Wenqian Zhang, Xinran Lehto And Li Miao—Purdue University

* 6. From A Cultural Tourist Center To A Mega-Event Destination: A Case Of Nizhny  
   Novgorod, Russia.  
   Galina Simanovskaya And Svetlana Stepchenkova—University Of Florida
3:00 pm—3:30 pm  Refreshment Break—Prefunction Foyer

3:30 pm—4:30 pm  Concurrent Session 2

Hospitality & Tourism Education—Meeting Room A  ………………Dr. Jean Hertzman—University of Nevada, Las Vegas

* To Tip Or Not To Tip? An Exploratory Study Of The Motivations Driving Consumer-Tipping Behavior—Refinement Of A Tipping Motivations’ Scale
Jeremy Whaley And Martin O’Neill—Auburn University

* Survey Of Research On Key Issues In Hospitality Information Technology
Robert Nchor—University Of Delaware

Consumer Behavior—Meeting Room B  …………………………Dr. Cihan Cobanoglu—University of South Florida Sarasota-Manatee

* Complaint Behavior And Service Recovery In A Fast-Food Restaurant Industry: Cross-Cultural Perspectives
Seul Gi Park, Kyungmi Kim And Martin O’Neill —Auburn University

* An Analysis Of The Usage Of Facebook And Twitter As A Tourism Marketing Tool
H. Atahan Atadil - Dokuz Eylul University, Katerina Berezina—University Of Florida, Burcu Selin Yilmaz—Dokuz Eylel University And Cihan Cobanoglu—University Of South Florida Sarasota-Manatee

Lodging—Meeting Room D  …………………Dr. Catherine Curtis—Oklahoma State University

* Asymmetry Of Price Competition In The Lodging Market
Seul Ki Lee And Soocheong Jang—Purdue University

* Hotel Upselling: Customer Perceptions By Loyalty Status And Uncertainty
Meng Deng And Soocheong Jang—Purdue University

Travel & Tourism—The Terrace Room ………Dr. Nelson Barber—University of New Hampshire

* Changes In Leisure Participation Patterns Of Expatriates In China
Xuan Zhang, Xiaoxiao Fu And Xinran. Y Lehto—Purdue University

* Harmonizing Heritage Preservation And Tourism Development: Travelers’ Perspectives On Chinese Urban Heritage Tourism
Lina Xiong—Temple University, Xinmei Zhang—Fudan University And Clark Hu—Temple University

Marketing—The Seminar Room  …………………Dr. Jeannie Sneed—Kansas State University

* The Contribution Of Local Cuisine To Destination Attractiveness: An Analysis Involving Tourists’ Heterogeneous Preference
Jingjing Guan And David Jones—Hong Kong Polytechnic University

* Gender Differences In Implicit And Explicit Attitude Measures Toward Perceived Healthiness Of Asian Foods
Kwang-Ho Lee And Dae-Young Kim—The University Of Missouri
**Food Service—The Governor’s Room** ……Dr. Robert Bosselman—Iowa State University

* The Impact Of Food Safety Events On The Financial Performance Of Firms: An Event Study Approach  
  Soobin Seo, Soocheong Jang, Li Miao, Barbara Almanza And Carl Behnke—Purdue University

* The Effects Of Mechanical, Functional, And Humanic Clues On Experiential Value And Behavioral Intention In Full-Service Restaurants: Moderating Role Of Gender  
  Beelia Chua, Naehyun Jin, Sangmook Lee And Ben Goh—Texas Tech University

6:00 pm—6:15 pm  Welcome Address—Auditorium

6:15 pm—8:00 pm  Opening Reception & School Recruitment Fair—Prefunction Area & Ballroom A

8:15 pm—10:00 pm  Dean’s & Directors Special Event—Hosted by International Beverage Company, Inc.—Enoteca
Friday, January 6, 2012

6:00 am—8:00 am  Breakfast—Ariccia
7:00 am—7:00 pm  Registration
8:00 am—9:00 am  Concurrent Session 3

Marketing—Meeting Room A

* Consumer Behavior Modeling And Discount Program Profitability
  Kahlil Philander And Bo Bernhard—University Of Nevada, Las Vegas
* Sustainable Hotel Practices And Nationality: The Impact On Guest Satisfaction And Guest Intention To Return
  Orie Berezan—University Of Nevada Las Vegas, Michelle Yoo, Florida International University, Carola Raab, And Curtis Love—University Of Nevada, Las Vegas

Human Resources—Meeting Room B

* Hospitality Employees’ Intention To Leave: Examining Perceived Supervisor Support As An Antecedent And OCB As A Consequence In South Korea
  Juan Liu And Seonghee Cho—University Of Missouri
* The Mediating Effect Of Job Fit On The Relationship Between Job Satisfaction And The Antecedents
  Aijing Liu, David Njite And Bill Ryan—Oklahoma State University

Information Technology—Meeting Room D

* Investigating The Influence Of Consumer Values On Attitude, Intention, And eWOM In Social Commerce Of Restaurant Industry
  Sung-Bum Kim—University Of Missouri-Columbia, Kyung-A Sun—Temple University And Dae-Young Kim—University Of Missouri-Columbia
* Hotel Technology: Views From Guests
  Hyojin Kim—Texas Tech University, Howook “Sean” Chang—Central Connecticut State University, Joong-Won Lee—California State University, Northridge And Chang Huh—Niagara University

Travel & Tourism—The Terrace Room

* Examination Of The Authenticity Of Historical Blocks For Tourism Promotion And Development: Kuanzhai Alley In Chengdu, China
  Xiaolin Shi And Jonathon Day—Purdue University
* How Does Experience Affect Satisfaction?: An Application Of Experience Economy Theory To Cultural Excursion Programs For International Students
  Eunjin Kwon —Pennsylvania State University, Jaeseok Lee —Temple University And Choong-Ki Lee —Kyung Hee University
Travel & Tourism—The Seminar Room

* An Empirical Study On The Relationship Of Motivation, Satisfaction And Loyalty For Agri-Tourism Travelers
  Jing Liu—Oklahoma State University, Yingzhi Guo—Fudan University And Hailin Qu—Oklahoma State University

* A Qualitative Approach To Understand Service Challenges For People With Reduced Mobility: Perceptions Of Flight Attendants
  Wei Wang And Shu Cole—Indiana University

Food Service—The Governor's Room

* Healthy Food Awareness, Behavioral Intention, And Actual Behavior Toward Healthy Foods: Generation Y Consumers In University Foodservice
  Hyunwoo Joung, Joo Ahn, Eun Kyong Choi—Texas Tech University And Hak-Seon Kim—Kyungsung University

* Theoretical Prediction Of Parents’ Behavior At Restaurants With Healthy Eating Environment For Children: Based On Theory Of Planned Behavior (TPB)
  Kiwon Lee And Martha Conklin—Pennsylvania State University

9:00 am—9:15 am Refreshment Break—Prefunction Foyer

9:15 am—10:45 am Conference Keynote Address—Auditorium—Mr. Horst Schulze, Chairman and CEO Capella Hotel Group

10:45 am—11:45 am Industry Education Seminar—Knowledge Matters

12:00 pm—1:30 pm Lunch—Ballroom A

1:30 pm—2:30 pm Concurrent Session 4

Consumer Behavior—Meeting Room A

* Is Waiting Always A Bad Thing? A Closer Look At The Psychological Complexity Of Service Delays
  Wan Yang And Anna S. Mattila—Pennsylvania State University

* A Study Of Perceived Food Attributes, Preference, And Attitude On Behavioral Intention: A Case Of Asian Food Choice
  Kwang-Ho Lee And Dae-Young Kim—University Of Missouri

Hospitality and Tourism Education—Meeting Room B

* Students’ Perceptions Of The Importance Of Industry Experience Among Hospitality Faculty: A Pilot Study
  Cynthia Mejia And Kelly Virginia Phelan—Texas Tech University

* Do Information Technology (IT) Skills Matter For Hospitality School Students In Turkey? A Gap Analysis
  Gunce Malan—University Of South Florida, Katerina Berezina—University Of Florida And Cihan Cobanoglu—University Of South Florida Sarasota-Manatee
Lodging—Meeting Room D  …………….. Dr. Svetlana Stepchenkova—University of Florida
* Vacation Ownership: A Content Analysis Of Academic Research
  Stefan Cosentino And Susan Roe —University Of Nevada, Las Vegas
* Revenue Management And Perceptions Of Fairness: The Moderating Role Of Hotel Reputation
  Choongbeom Choi —Pennsylvania State University And Miyoung Jeong —University Of Massachusetts, Amherst

Travel & Tourism—The Terrace Room  …………….. Dr. SooCheong Jang—Purdue University
* Public Anxiety Toward Flying And Air Travel Behaviors: An Exploratory Study Using Factor Analysis
  Wei Wang And Shu Cole —Indiana University
* An Extended Gravity Model: Applying Destination Competitiveness
  Jeong-Yeol Park And Soocheong Shawn Jang —Purdue University

Travel & Tourism—The Seminar Room  …………….. Dr. Wanda Costen—University of Tennessee
* Assessing The Affective Image Of Nature-Based Tourism Destinations: The Natural Area Vs. The Gateway City
  Nathaniel D. Line, R.B. Ripp Daniell And Wanda M. Costen—University Of Tennessee
* Understanding Tourist’s Self-Identity Formation: A Q-Method Inquiry
  Yinghua Huang, Diane Montgomery And Haili Qu —Oklahoma State University

Food Service—The Governor’s Room  …………….. Dr. Junehee Kwon—Kansas State University
* The Role Of Customer Orientation In The Relationship Between Supervisor Communications And Customer Satisfaction
  Kimberly Mathe And Sheila Scott-Halsell —Oklahoma State University
* The Influence Of Chinese Cultural Values On Food Safety Training Attitudes And Behaviors In Chinese Restaurants In The U.S.: An Exploratory Investigation
  Pei Liu And Junehee Kwon —Kansas State University

2:30 pm—3:30 pm  Poster Session B—Ballroom B

Finance & Economics
* 1. Economic Impacts Of The Hotel Industry In Texas: An Input-Output Analysis
  Hyojin Kim, Ben K. Goh—Texas Tech University And Younghoon Kim—University Of North Texas
* 2. Moderating Effect Of Restaurant Type On The Relationship Between Internationalization And Firm Performance: U.S. Restaurant Companies Perspective
  Yinyoung Rhou And Yoon Koh—University Of Houston

Management
* 1. Strategic Positioning And Intangible Value In The Restaurant Industry
  Ilhan Demirer, Murat Kizildag And Ben K. Goh —Texas Tech University
* 2. Getting Reality Into The Classroom: The Real World Of Restaurant Entrepreneurs
  Timothy Self —University Of Alabama, John Self—California State Polytechnic University, Pomona And Roy Maize—University Of Alabama
**Food Service**

* 1. The Impact Of Relationship Quality On Senior Diners' Loyalty In Full Service Restaurants: Moderating Effects Of Personality Traits.
   Naehyun Jin, Beelia Chua And Lynn Huffman—Texas Tech University

* 2. Current Status Of HACCP (Hazard Analysis Critical Control Point) Implementation: A Study Of Schools In Iowa
   Ji Hee Choi And Lakshman Rajagopal—Iowa State University

* 3. Exploration Of Food Safety Training In Chinese Restaurants: Survey Of Owners/Operators In Chinese Restaurants In The U.S.
   Pei Liu And Junehee Kwon—Kansas State University

* 4. Factors Influencing Employee Motivation In An Environmentally-Friendly Restaurant
   Yoon Jung Jang—Florida State University

* 5. The Effects Of Servers’ Perceived Physical Appearance Of Customers On Their Expectations Of Tipping Size And Service Quality
   Kathleen Kim, Gumkwang Bae And Dae-Young Kim—University Of Missouri

**Hospitality and Tourism Education**

* 1. Cheating Behaviors Among Hospitality Undergraduate Students: A Theoretical Approach
   Jung-In Stephanie Bae, Jun Mo Kwon And Shane Blum—Texas Tech University

* 2. Team Sports Participation Draw Similar Traits Needed For Collaborative Leadership
   James Williams And Robert Bossselman—Iowa State University

* 3. Manager Training In The Hotel Environment And Its Effect On Employee Turnover
   Kristin Malek And Sheryl Kline—University Of South Carolina

* 4. Perception Of Hospitality Careers Among Ethnic Minority Students
   Han Wen And Juan Madera — University Of Houston

**Consumer Behavior**

* 1. Differences Between Exhibitor And Attendee On Exhibition Participants’ Motivation, Satisfaction, And Behavioral Intentions
   So Jung Lee And Billy Bai —University Of Nevada, Las Vegas

* 2. The Influx Of Daily Deals In The Tourism Industry: Understanding Advertising Influence And Consumer Motivation Behind Flash Sale Purchases
   James Aday And Kelly Phelan —Texas Tech University

* 3. Investigating The Mediating Effect Of Affective Commitment Between The Relationship Of Brand Experience And Brand Loyalty
   Aikaterini Manthiou, Juhee Kang— Iowa State University, Norzuwana Sumarjan—Universiti Teknologi MARA And Liang Tang—Iowa State University
Information Technology

* 1. Customer Intentions To Download Mobile Applications In The Hospitality Industry: The Technology Acceptance Model (TAM)
   Jun Mo Kwon, Jung-In Stephanie Bae, Kwang Woo Lee And Shane Blum —Texas Tech University

* 2. Measuring Hospitality Instructors’ Attitudes Toward A New Online Curriculum: An Application Of The TAM2 Model
   Cynthia Mejia And Kelly Virginia Phelan —Texas Tech University

* 3. Mission Critical Guest Room Technology: Should Hotels Keep Up With The Technology Hype?
   Yun Ying Zhong, Mehmet Erdem And Pelin Nasoz —University Of Nevada, Las Vegas

Human Resources

* 1. Foreign Language Skills And Managers’ Perceptions In The Thailand Hotel Industry
   Sansanee Kiatkiri And Kelly Phelan —Texas Tech University

* 2. The Relationship Of Internal Service Quality And Employee Satisfaction
   Xiaoye Li —University Of Houston

* 3. Moderating Effects Of Leader-Member Exchange In Relationships Between Value Congruences And Work Outcomes In Continuing Care Retirement Communities
   Wen-Shen Yen And Chi hyung Ok —Kansas State University

* 4. Employers’ Acceptance Of Internet Recruiting In The Hospitality Industry: The Role Of TPB, TAM, Trust And Skepticism
   Juan Liu And Seonghee Cho —University Of Missouri

   Katie Yoonkyung Hur And Howard Adler —Purdue University

Marketing

* 1. Multi-Dimensional Influences Of Others’ Presence In Waiting
   Seontaik Kim And Vincent Magnini —Virginia Polytechnic Institute And State University

* 2. The Comparisons Of Different Marketing Strategies In Promoting Cultural Celebration Events On Campus
   Hsiangting Chen And Kelly Phelan —Texas Tech University

* 3. Chinese Restaurants In The Rural Area: What Factors Drives Students’ Satisfaction?
   Meng Ge And Kyungmi Kim —Auburn University
Lodging
* 1. Exploring The Perceptions Of Chinese And Japanese Customers For U.S Hotel Service Quality
   Yoshihiro Kanno, Zhou Zhang And Jinlin Zhao —Florida International University
* 2. Does The Deviation Of Transaction Utility Impact Customers’ Intention To Stay At A Hotel?
   Seung Hyun Lee And Ji-Eun Lee —University Of Central Florida

Travel and Tourism
* 1. The Effect Of Media Sources On Popularity Of Ecotourism Destinations: A Case Study Of Jeju Island, South Korea
   Ha Ny Kim And Svetlana Stepchenkova —University Of Florida
* 2. Understanding Destination Meanings And Attachment As Antecedents Of Tourists’ Pro-Environmental Behavior
   Yinghua Huang, Hailin Qu And Catherine Curtis —Oklahoma State University
* 3. Functional Evolution And Touristification: Case Study Of Litchi Bay, Guangzhou
   Eva Zhong —The Hong Kong Polytechnic University
* 4. The Role Of Emotion In Experiencing Destination: Insights From Social Media
   Raslinda Mohd Ghazali, Xinran Lehto And Liping Cai —Purdue University
* 5. Trends In Culinary Tourism: A Content Analysis
   Merrick Mckeig, Joseph Gormley And Jean Hertzman —University Of Nevada, Las Vegas
* 6. The Possible Combination Of Casino Resort Package Attributes
   Jae Young Son And Kyungmi Kim —Auburn University

3:30 pm—3:45 pm Refreshment Break—Prefunction Foyer
3:45 pm—4:45 pm Poster Session C—Ballroom B

Finance & Economics
* 1. The Effects Of Franchising On The Strategic Investments In The Restaurant Industry
   Kwanglim Seo And Amit Sharma —The Penn State University
* 2. The Effect Of IT Investment On Stock Price Performance
   Linda Woo And Francis Kwansa —University Of Delaware

Information Technology
   Narda Malcolm —University Of Delaware
* 2. The Relationship Between Hotel Brand Choices And Downloading Mobile Applications
   Jun Mo Kwon And Catherine Jai —Texas Tech University

Management
* 1. Leadership Styles And The Millennial Generation: Perceptions Of Self And Hospitality Industry Managers
   Nancy Kidder, Daniel Spears And Lisa Kennon —University Of North Texas
* 2. Exploring The Influence Financial Literacy Training Has On The Financial Decision-Making Of Hospitality Students
   Michelle Black —Oklahoma State University
Food Service

1. Firms’ Environmental Involvements And Performances In The Restaurant Industry
   Yoon Jung Jang — Iowa State University

2. The Effects Of Traffic Light Nutrition Information (TLNI) On Customer Purchasing Choice In Quick Service Restaurants
   Borham Yoon And Yeasun Chung — Oklahoma State University

3. Market Segmentation Based On Dining Motivations And Barriers: Asian Restaurants In The U.S.
   Ju Won Choi And Junehee Kwon — Kansas State University

4. Do Value And Uniqueness Mix?: The Relationship Between Value, Uniqueness And Purchase Intent In New Product Development Within The Quick Service Industry
   Kimberly Mathe And Sheila Scott-Halsell — Oklahoma State University

5. US College Students’ Perceived Value Of Japanese Restaurants: Evaluating Hedonic And Utilitarian Value
   Haeik Park — Purdue University And Jaemin Cha — Michigan State University

Hospitality and Tourism Education

1. Assessing The Value Of The Certified Meeting Professional Designation
   Carole Sox, Sheryl Kline And Sandy Strick — University Of South Carolina

2. What Limits Women From Breaking Glass Ceiling Effect In The Hospitality Industry In The United States?
   Leslie Clevenger And Neha Singh — California State Polytechnic University Pomona

3. Value Perception Of Food Based On Price, Portion Size, And Plate Size
   Channing Fawcett — University Of Houston

4. The Informal Sector: A Visitor’s Perspective
   Victor Low And Jian Jane Zhang — California Polytechnic State University, Pomona

Consumer Behavior

1. The Effect Of Electronic Word-Of-Mouth (eWOM) On Decision Making For Consumer’s Hotel Choice: The Moderating Role Of Online Virtual Communities
   Praneet Randhawa, Woo Seok Jeon And Seung Hyun Kim — Michigan State University

2. Determinants Of Satisfaction With The Overall Boutique Hotel Experience: A Neural Network Approach
   Sungsik Yoon — Texas Tech University And Seung Hyun Kim — Michigan State University

3. Studying The Effects Of Authentic Smile And Service Relationship On Tipping
   Milos Bujisic — University Of Central Florida, Luorong Wu And Anna Mattila — Pennsylvania State University

4. Gun Ownership And Collecting: An Examination Through The Lens Of Serious Leisure
   Jason Gogue And David Martin — Auburn University
Human Resources
* 1. Investigation On The Mediating Role Of Work Engagement On The Relationship Between Promotion And Turnover
   Eka Diraksa Putra And Seonghee Cho —University Of Missouri - Columbia
   Julaine Rigg And Jonathon Day —Purdue University
* 3. The Road To Fostering A Positive Ethical Climate In The Hotel Industry
   Christina Dimitriou And Shane Blum —Texas Tech University
* 4. Motivation And Foreign Language Acquisition In The Thailand Hotel Industry
   Sansanee Kiatkiri And Kelly Phelan —Texas Tech University
* 5. Executive Chef Expectations And Perceptions Of Recent Culinary Graduates
   Donald Schoffstall And Susan W. Arendt —Iowa State University

Marketing
* 1. The Value Of Mobile Channel Addition In The Hospitality Industry
   Mengyang Qin And Chun-Hung Tang —Purdue University
* 2. Building A Hospitality Brand: The Internal Brand Audit
   Eunjoo Kang And Sandra B. Sydnor —Purdue University
* 3. Internet Marketing Research In Hospitality And Tourism: A Review And Future Directions
   Xi Leung And Billy Bai —University Of Nevada, Las Vegas

Lodging
* 1. Career Paths Of International Graduate Students In Hospitality And Tourism Management
   Wenjun Li And Howard Adler —Purdue University
* 2. Barriers And Opportunities Of International Hotel Companies In China
   Yaxuan Wei And Sheryl Kline —University Of South Carolina

Travel and Tourism
* 1. A Case Study Of Tourists Perceived Motivation And Impacts Of Sport Tourism Event
   Aijing Liu —Oklahoma State University, Yingzhi Guo—Fudan University And Hailin Qu—Oklahoma State University
* 2. Exploring Urban Chinese Residents’ Attitudes Toward Tourism Development
   Ning Yu And Rachel Chen —University Of Tennessee
* 3. Perceived Attractiveness Of Youth Summer Camp: Perspectives Of Chinese Parents
   Chen Bi And Xinran Lehto —Purdue University
* 4. An Examination Of The All-Inclusive System And Its Impact On Local Businesses
   Nahide Hancer And Hailin Qu —Oklahoma State University
* 5. Stakeholder Alliance - An Authenticity Preservation Approach In Ethnic Tourism Development
   Ying Bian And Jian Zhang —California State Polytechnic University, Pomona
   Zhi Shi And Xinran Y. Lehto —Purdue University
4:45 pm—5:45 pm  Industry Education Seminar—Smith Travel Research—Auditorium
5:15 pm—6:15 pm  2013 Conference Planning Meeting—Seminar Room
6:30 pm—9:30 pm  Awards Dinner Sponsored by Coca-Cola—Ballroom A
10:00 pm—11:30 pm Hospitality Suite Open—Presidential Suite—SPONSORS ONLY
Saturday, January 7, 2012

6:00 am—8:00 am  Breakfast—Ariccia
7:00 am—9:00 am  Registration
8:00 am—9:00 am  Concurrent Session 5

**Information Technology—Meeting Room A** ....Dr. Mary Roseman—University of Mississippi

* The Effect Of Interaction Strategies On Customer Perceived Benefits In The Context Of Facebook
  Lu Zhang, Anna Mattila And David Cranage —Pennsylvania State University

* Futuring Hotel Website Marketing Activities By Using Change Propensity Analysis
  Xu Li And Youcheng Wang —University Of Central Florida

**Travel & Tourism—Meeting Room B** ........Dr. SeungHyun Kim—Michigan State University

* Local Residents’ Perceptions On The Impacts Of Tourism: A Case Study Of The Family Island Of The Bahamas
  Alana Dillette And Alecia Douglas —Auburn University

* Examining Japanese Tourists’ U.S.-Bound Travel Constraint
  Lin He, Yaxuan Wei And Xiang Li —University Of South Carolina

**Lodging—Meeting Room D** ..............................Dr. Pamela Weaver—Virginia Polytechnic Institute & State University

* Investigation Of The Asset-Light Fee-Oriented Strategy In The Hotel Industry
  Jayoung Sohn, Chun-Hung Tang And Soocheong Jang —Purdue University

* Assessment Of Product And Service Attributes And Consumer Willingness To Pay In The Vacation Ownership Industry Using The Kano Model
  Amy Gregory And H.G. Parsa —University Of Central Florida

**Travel & Tourism—The Terrace Room** ...............Dr. Kyungmi Kim—Auburn University

* Developing Mobile Tourism Services For A Destination: The Case Of Aruba
  Yun Ying Zhong —University Of Nevada, Las Vegas, Manuel Rivera—University Of Central Florida And Robertico Croes—University Of Central Florida

* Comparative Analysis Of Cross Cultural Information Search Behavior: The Case Study Of Taiwan
  Cheng Chieh Lu, Gursoy Dogan—Washington State University And Brendan T. Chen—National Chin-Yi University Of Technology
* Is Hiding Fair? Exploring Consumer Resistance To Unfairness Of Opaque Pricing  
Seul Ki Lee And Soocheong Jang—Purdue University

* The Next Table Over: The Impact Of Others' Service Experiences On Emotions, Perceived Justice, And Satisfaction  
Lydia Hanks —Pennsylvania State University, Chen-Ya Wang—National Tsing Hua University And Anna S. Mattila—Pennsylvania State University

* Measuring The Gap Between Actual And Perceived Waiting Time: A Comparison Of Americans And Koreans  
Gumkwang Bae, Leslie G. Jett And Dae-Young Kim —University Of Missouri

* Going Green In University Foodservice Operations: Customer Perceptions And Purchase Intentions  
Yang Cao And Robin Dipietro —University Of South Carolina

* Determinants Of Comprehensive Hotel Performance Metircs: The Moderating Role Of Hotel Type  
Meehee Cho, Woody Kim And Robert Brymer —Florida State University

* Understanding Antecedents Of Tourist Subjective Experience  
Yi Chen, Xinran Lehto And Liping Cai —Purdue University

9:00 am—9:30 am  Refreshment Break—Prefunction Area

9:30 am—10:30 am  Poster Session D—Ballroom B

* Forecasting The Trend Of International Travelers Inbound To Korea And A Comparison Of Accuracies In Time Series Methods  
Helen Hyeyoung Park, Michael Applegate And Jerrold Leong —Oklahoma State University

* Are CEO’s And Board Of Directors Paying Each Other Out: An Investigation In The U.S. Hospitality Industry  
Ilhan Demirer And Ben K. Goh —Texas Tech University
Food Service
* 1. Understanding U.S. College Students’ Purchasing Intention On Local Food Using The Brand Personality Dimensions And An Extended Theory Of Planned Behavior
   Yeon Ho Shin And Murat Hancer — Oklahoma State University
* 2. Measuring The Effects Of Crowdedness And Waiting Time On Restaurant Reputation
   Gumkwang Bae And Dae-Young Kim — University Of Missouri
* 3. Use Of QR Codes On Restaurant Menus As A Nutrition Labeling Format
   Anish Parikh And Carl Behnke — Purdue University
* 4. Creating A Food Safety Culture: What Are The High Risk Concerns Associated With Retail Restaurants?
   Brian Saxenian And Jay Neal — University Of Houston

Hospitality and Tourism Education
* 1. Empirical Study On The Cleanliness Of Hotels Rooms - Cleanest And Dirtiest Spots
   Olivia Stroia — University Of South Carolina, Katie Kirsch—University Of Houston, Sheryl Kline—University Of South Carolina, Jay Neal—University Of Houston, Sujata Sirsat—University Of Houston And Barbara Almanza—Purdue University
* 2. Teaching Hospitality Management Through Reality TV
   Susan Roe And Clark Kincaid — University Of Nevada, Las Vegas
* 3. Examining The Perceptions Of Hospitality Employers Towards College Students Internships
   June Clarke — Oklahoma State University
* 4. Facilitating The Experience Of Hotel: The Employee’s Role In Experiential Service
   Jiao Liu And Jian Zhang — California Polytechnic State University, Pomona

Information Technology
* 1. An Analysis Of The Cell Phone Based Electronic Locking Systems Use In Hotels: Implications For Guest Acceptance And Perceived Security
   Alexander Mamus And Cihan Cobanoglu — University Of South Florida-Sarasota Manatee
* 2. Measuring Recognition Memory For Travel Information On Social Networking Site: Searching Versus Surfing On Facebook
   Sung-Bum Kim, Dae-Young Kim And Kevin Wise — University Of Missouri-Columbia

Marketing
* 1. The Role Of Commitment Dimensions In Creating Online Brand Image And E-Loyalty: The Case Of Online Hotel Booking Websites
   Anil Bilgihan, Fevzi Okumus And Khal Nusair — University Of Central Florida
* 2. Price Sensitivity For Vacation Lodging Among Spring Break Travelers: Effect Of Hotel Brand Name, Past Experience And Gender
   Woo Seok Jeon And Seung Hyun Kim — Michigan State University
   Gilpatrick Hornsby And Sheila Scott-Halsell — Oklahoma State University
* 1. Do CEOs’ Visible Characteristics Matter In The Hospitality Industry?  
Juan Liu And Seonghee Cho —University Of Missouri - Columbia

* 2. The Moderating Effect Of Employees’ Emotional Intelligence On The Relationship Between Emotional Labor And Turnover Intention In The Hotel Industry  
Junghoon Lee And Chihyung Ok —Kansas State University

* 3. Empirical Analysis Of The Relationships Among Core Self-Evaluations, Psychological Climate, And Employee Engagement In The Hotel Setting.  
Junghoon Lee And Chihyung Ok —Kansas State University

* 4. The Antecedents And Consequences Of Trust On Pro-Social Behavior And Happiness In The Hospitality Industry.  
Michaela Nuebling And Jeanna Abbott —University Of Houston

Lodging
* 1. Impact Of Online Guests Reviews On The Booking Decision Process: Perceptions Of Graduate Students  
Huawei Zhou And Howard Adler —Purdue University

* 2. The Prevailing Factors And Entry Mode Into Foreign Lodging Market By Chinese And Indian Hotel Firms  
Chong Ma, Jinlin Zhao And Wei Ding —Florida International University

* 3. The Impact Of “Green” Rewards When Choosing A Hotel  
Eun Kyong Choi And Deborah Fowler —Texas Tech University

Consumer Behavior
* 1. Resort Selection Criteria Of China’s Only-Child Consumers: Relationship With Personal Values  
Xin Wen And Xinran Y. Lehto —Purdue University

* 2. The Role Of Emotion In Consumers’ Intentions To Select Eco-Friendly Restaurants  
Yong Kim And David Njite —Oklahoma State University

* 3. Consumer Perceptions Of Sustainably Produced Wine  
Matthew Haney And Kelly Phelan —Texas Tech University
Travel and Tourism

* 1. A Probabilistic Forecast Of Las Vegas Tourism
   Kahlil Philander And Ashok Singh —University Of Nevada, Las Vegas

* 2. Understanding Destination Meanings And Attachment As Antecedents Of Tourists’ Pro-Environmental Behavior
   Yinghua Huang, Hailin Qu And Catherine Curtis —Oklahoma State University

* 3. Investigation Of The Impact Of Service Quality On Rural Tourism Accommodation In South Korea
   Hyun-Suk Choi, Kwang-Woo Lee, Sae Hya Ann—Texas Tech University And Duk-Byeong Park—Rural Department Institute, Republic Of Korea

* 4. Tea Culture And Tea Tourists: A Cross-Cultural Study Between The U.S. And China
   Mi Zhou —University Of North Carolina At Greensboro

* 5. Travelers’ Information Adoption Behaviors On Travel Review Websites
   Sooyoung Choi And Chihyung Ok —Kansas State University

* 6. Tourists’ Motivation And Satisfaction In Visiting TV Drama Location: Korean TV Drama And Taiwanese Tourists
   Jin Young Im And Murat Hancer —Oklahoma State University

* 7. Exploring The Experience Of Cultural And Art Festival Organized For People With Disabilities
   Song Ee Kim And Xinran Lehto —Purdue University

* 8. Understanding The Customer Experiences From Perspective Of Guests And Hotel Managers: Empirical Findings From Luxury Hotels In Istanbul, Turkey
   Gurel Cetin—Istanbul University, Fevzi Okumus—University of Central Florida And Andrew R. Walls—San Francisco State University

10:30 am—12:00 pm Concurrent Session 6

Finance, Economics & Consumer Behavior—Meeting Room A ..........Dr. Martin O’Neill—Auburn University

* The Interplay Of Identity And Message Framing On Consumer Health Conscious Behavior
   Lu Zhang, Kiwon Lee, Anna Mattila And David Cranage —Pennsylvania State University

* Restaurant Nutrition Labeling: What Factors Affect Consumers’ Purchasing Behavior?
   Joseph Higgins —University Of Kentucky, Mary Roseman—University Of Mississippi And Xia Yu—University Of Kentucky

* Effects Of Firm Performance On Internationalization In The Restaurant Industry
   Kyung-A Sun And Seoki Lee —Temple University

Lodging—Meeting Room D ........................................Dr. David Martin—Auburn University

* Brand Equity And Willingness To Pay A Price Premium For A Hotel Room
   Esther L. Kim Kim And Soocheong Jang —Purdue University

* The Negative Effect Of “Greenwashing” Phenomenon In Hotels
   Imran Rahman, Jeongdoo Park And Christina Chi —Washington State University
Travel & Tourism—The Terrace Room  
Dr. Alecia Douglas—Auburn University

* Perception Of Crowding And Experience Satisfaction In A Beach Setting: Exploring The  
  Moderating Effect Of Desired Privacy  
  Xiaoxiao Fu And Xinran Y. Lehto —Purdue University

* Factors Affecting Volunteer Intention In Local Events: Volunteer Motivation,  
  Commitment, And Dedication  
  Amanda Alexander, Kwang-Ho Lee And Dae-Young Kim —University Of Missouri

* Modeling International Demand For Hong Kong Tourism With Panel Data Analysis  
  Ye Zhang And Shu Cole —Indiana University Bloomington

Marketing—The Seminar Room  
Dr. Pamela Weaver—Virginia Polytechnic Institute & State University

* A Validation Of Agenda Setting Theory: Do High-Profile Restaurant Reviews Generate  
  Social Media Chatter?  
  Anish Parikh And Douglas Nelson —Purdue University

* Tourist Destination Brand Extension: The Effect Of Destination Brand Experience On  
  Destination Brand Extension Success  
  Yumi Lim And Pamela Weaver —Virginia Tech

Food Service—The Governor’s Room  
Dr. Ken McCleary—Virginia Polytechnic Institute & State University

* Evaluation Of Food Safety Risk Factors At Food Competitions  
  Edward McKeown And Barbara Almanza—Purdue University

* An Empirical Investigation Of Food Safety In The US Catering Industry  
  Sara Ghezzi And Baker Ayoun —Auburn University

Hospitality and Tourism Education—Meeting Room H  
Dr. Kyungmi Kim—Auburn University

* Investigate Information Sources Used By International Tourists Of Different Age Groups  
  In Fiji  
  Lanlung Chiang, Aikaterini Manthiou, Liang Tang—Iowa State University,  
  Jungyoung Shin And Alastair Morrison—Belle Tourism International Consulting

* Youth Sports Make Managers Proponents Of Change  
  James Williams —Iowa State University, Chris Roberts—DePaul University And Robert  
  Bosselman—Iowa State University

12:00 pm  Conference Ends