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SCHEDULE AT-A-GLANCE

DAY 1, THURSDAY, JANUARY 8

12:00 – 5:00 p.m. Registration Opens

Auditorium

1:00 – 3:00 p.m. Pre-Conference Session

Auditorium

3:30 – 4:30 p.m. Pre-Conference Session

Auditorium

6:00 – 8:00 p.m. Welcome Reception

Auditorium

DAY 2, FRIDAY, JANUARY 9

7:00 – 5:00 p.m.	Registration Opens
	Boardroom

7:30 - 9:00 a.m. Continental Breakfast

Grand Ballroom

8:30 - 9:45 a.m. Dean/Directors' Meeting

1856 Culinary Residence

8:30 - 9:45 a.m. Utilizing the CoStar Product for Research and Classroom

Auditorium

10:00 – 10:50 a.m. Keynote Speaker

Auditorium

11:00 – 12:15 p.m. Stand-up Presentations 1 (concurrent sessions)

Longleaf, Camellia, Oak I & II, Terrace I, II & III, Auditorium (pp. 22-25)

12:15 - 1:00 p.m. Lunch

Grand Ballroom

1:00 – 2:15 p.m. Stand-up Presentations 2 (concurrent sessions)

Longleaf, Camellia, Oak I & II, Terrace I, II & III, Auditorium (pp. 25-28)

2:15 - 2:30 p.m. Break

Pre-Function Foyer

2:30 – 3:45 p.m. Stand-up Presentations 3 (concurrent sessions)

Longleaf, Camellia, Oak I & II, Terrace I, II & III, Auditorium (pp. 28-31)

4:00 – 5:00 p.m. General Session 1 – Industry Panel

Auditorium

5:15 - 6:00 p.m. Poster Session A

Legacy Ballroom (pp. 32-35)



6:00 – 8:00 p.m. Sponsoring Schools and Career Fair

Legacy Ballroom

8:00 – 9:00 p.m. Hospitality Suite for Sponsors

Presidential Suite

DAY 3, SATURDAY, JANUARY 10

7:00 – 5:00 p.m.	Registration Opens Boardroom
7:00 - 8:30 a.m.	Continental Breakfast Grand Ballroom
8:00 – 9:15 a.m.	Stand-up Presentations 4 (concurrent sessions) Longleaf, Camellia (p. 36)
9:15 – 10:00 a.m.	Poster Session B Legacy Ballroom (pp. 37-40)
10:15 – 11:15 a.m.	General Session 2 – JTTM, IJHM, APJTR Auditorium
11:15 – 12:00 p.m.	Poster Session C Legacy Ballroom (pp. 41-43)
12:00 – 1:00 p.m.	Lunch Grand Ballroom
1:00 – 2:15 p.m.	Stand-up Presentations 5 (concurrent sessions) Longleaf, Camellia, Oak I & II, Terrace I, II & III, Auditorium (pp. 43-4
2:15 – 3:00 p.m.	Poster Session D Legacy Ballroom (pp. 46-49)
3:00 – 4:15 p.m.	Stand-up Presentations 6 (concurrent sessions) Longleaf, Camellia, Oak I & II, Terrace I, II & III (pp. 49-52)
4:15 - 4:30p.m.	Break Pre-Function Foyer
4:30 – 5:45 p.m.	Stand-up Presentations 7 (concurrent sessions) Longleaf, Camellia, Oak I & II, Terrace I, II & III (pp. 52-55)
6:00 – 6:45 p.m.	Planning Meeting for Sponsors Oak I
7:00 – 9:00 p.m.	Dinner and Awards Ceremony Grand Ballroom
9:00 – 10:00 p.m.	Hospitality Suite for Sponsors

Presidential Suite

WELCOME MESSAGE FROM THE FOUNDER

Welcome to the 31st Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism!

I am thrilled to welcome you all to this year's Conference in Auburn. It's heartening to see our academic community come together once again to exchange ideas, inspire innovation, and build meaningful connections.

Since its inception in 1996, the Conference has played an important role in promoting academic and research exchange and furthering research development in the hospitality and tourism field. Through this Conference, we're committed to:

- 1. Provide a platform for sharing cutting-edge research in hospitality and tourism;
- 2. Cultivate a dynamic and healthy research culture
- 3. Provide networking opportunities among graduate students and faculty members; and
- 4. Serve as a career mart for students completing their terminal degrees.

With strong support from our sponsoring institutions and the enthusiasm of our participants, we have created a platform to facilitate research exchange and networking for graduate students and faculty in hospitality and tourism.

This year, we are especially excited to return to Auburn University, our gracious host for this year's Conference. Auburn University previously hosted the 17th Conference in 2012, and we're delighted to be back after 14 years.

The Annual Graduate Conference is administered by a Standing Committee chaired by myself as the Founding Chairman. Members of the Standing Committee consist of representatives from all sponsoring institutions who are responsible for soliciting and selecting the destination of the Conference each year. I am grateful to the following institutions which have hosted the Conference during the past three decades.

1st Conference in 1996, in Houston, hosted by University of Houston
2nd Conference in 1997, in Las Vegas, hosted by University of Nevada, Las Vegas
3rd Conference in 1998, in Houston, hosted by University of Houston
4th Conference in 1999, in Las Vegas, hosted by Kansas State University
5th Conference in 2000, in Houston, hosted by University of Houston
6th Conference in 2001, in Atlanta, hosted by Georgia State University
7th Conference in 2002, in Houston, hosted by University of Houston

8th Conference in 2003, in Las Vegas, hosted by Oklahoma State University
9th Conference in 2004, in Houston, hosted by University of Houston
10th Conference in 2005, in Myrtle Beach, hosted by Purdue University and University of South Carolina

11th Conference in 2006, in Seattle, hosted by Washington State University
12th Conference in 2007, in Houston, hosted by University of Houston
13th Conference in 2008, in Orlando, hosted by University of Central Florida
14th Conference in 2009, in Las Vegas, hosted by University of Nevada, Las Vegas
15th Conference in 2010, in Washington, hosted by The Pennsylvania State University and Virginia Tech

16th Conference in 2011, in Houston, hosted by University of Houston and The Hong Kong Polytechnic University

17th Conference in 2012, in Auburn, hosted by Auburn University

18th Conference in 2013, in Seattle, hosted by Washington State University

19th Conference in 2014, in Houston, hosted by University of Houston and The Hong Kong Polytechnic University

20th Conference in 2015, in Tampa, hosted by University of South Florida

21st Conference in 2016, in Philadelphia, hosted by Temple University

22nd Conference in 2017, in Houston, hosted by University of Houston and The Hong Kong Polytechnic University

23rd Conference in 2018, in Fort Worth, hosted by Texas Tech University and Iowa State University

24th Conference in 2019, in Houston, hosted by University of Houston and The Hong Kong Polytechnic University

25th Conference in 2020, in Las Vegas, hosted by University of Nevada, Las Vegas 26th Conference in 2021, in Houston, hosted by University of Houston and The Hong Kong Polytechnic University

27th Conference in 2022, in Houston, hosted by University of Houston and The Hong Kong Polytechnic University

28th Conference in 2023, in Anaheim, hosted by California State Polytechnic University, Pomona

29th Conference in 2024, in Miami, hosted by Florida International University.

30th Conference in 2025, in Houston, hosted by University of Houston and The Hong Kong Polytechnic University

I also wish to extend my heartfelt thanks to our sponsors and partners for their generous support. As the Founding Chairman of the Conference, I look forward to seeing even more academic collaborations and research innovations in Hospitality and Tourism through the platform.

Wishing you all a rewarding conference experience.



KAYE CHON, PH.D., CHE

Founding Chairman
Dean and Chair Professor
Walter and Wendy Kwok Family Foundation Professor
in International Hospitality Management
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

WELCOME MESSAGE FROM THE ORGANIZING & PAPER CHAIRS

A warm welcome to the 31st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism! We are delighted to host this milestone event at The Hotel at Auburn University & Dixon Conference Center, nestled in "The Loveliest Village on the Plains", Auburn, Alabama. It is an honor to gather scholars, students, and industry professionals here in the heart of Alabama, where Southern hospitality and academic excellence come together.

This year's conference is especially meaningful, as attendees will have the opportunity to tour the state-of-the-art Tony and Libba Rane Culinary Science Center, home to the Horst Schulze School of Hospitality Management. The facility features 1856, the Michelin Guide Recommended teaching restaurant, and the Laurel Hotel and Spa, a luxury teaching hotel that exemplifies experiential learning at its finest. We are excited to showcase these unique spaces, which serve as living classrooms for future hospitality leaders. Since its founding under the leadership of Professor Kaye Chon, this conference has grown into a dynamic and collaborative community of educators, researchers, and students from around the world. It continues to serve as a platform for sharing ideas, advancing research, and fostering lifelong professional relationships. Seeing former student presenters return as faculty members and mentors truly reflects the spirit of growth and continuity that defines this gathering.

We extend our heartfelt gratitude to our sponsors. Your generosity makes this conference possible. We also thank the guest speakers, reviewers, and moderators for their tireless efforts and support. Your dedication ensures that this conference continues to inspire meaningful scholarship and innovation in hospitality and tourism. We are especially grateful for the assistance provided by Dr. Yoon Koh, Conference Organization Chair, and Dr. Dan Wang, Paper Review Chair of the 30th Graduate Conference.

To our graduate and undergraduate presenters, thank you for your commitment and passion. We hope this experience allows you to learn from others, strengthen your research, and build lasting connections within our field.

As you enjoy your time in Auburn, we invite you to experience the warmth and charm that define Southern hospitality, from the friendly smiles that greet you to the welcoming spirit that makes you feel right at home. Should you need any assistance during your stay, please reach out to any member of our team.

Congratulations to all presenters and participants. We wish you an inspiring and memorable conference experience here in Auburn!



Baker Ayoun, Ph.D.
Conference Organization
Committee Chair



Yee Ming Lee, Ph.D.
Paper Review Committee
Co-Chair



Demi Deng, Ph.D.
Paper Review Committee
Co-Chair

OUR KEYNOTE SPEAKER

HORST SCHULZE

A legend and leader in the hotel world, Horst Schulze's teachings and vision have reshaped the concepts of service and hospitality across industries.

Mr. Schulze's professional life began more than 70 years ago as a server's assistant in a German resort town. Throughout the years he worked for both Hilton Hotels and Hyatt Hotels Corporation before becoming one of the founding members of The Ritz-Carlton Hotel Company in 1983. There Mr. Schulze created the operating and service standards that have become world famous.

During his tenure at The Ritz-Carlton, Mr. Schulze served as President and COO, responsible for the \$2 billion operations worldwide. It was under his leadership that The Ritz-Carlton Hotel Company became the first service-based company to be awarded the prestigious Malcolm Baldrige National Quality Award — twice.

In 1991, Mr. Schulze was recognized as "corporate hotelier of the world" by HOTELS magazine. In 1995, he was awarded the Ishikawa Medal for his personal contributions to the quality movement. In 1999, Johnson & Wales University gave him an honorary Doctor of Business Administration degree in Hospitality Management. More recently, Mr. Schulze was honored with the "Legacy of Innovation and Inspiration Award" by Historic Hotels of America.

After leaving The Ritz-Carlton Hotel Company, Mr. Schulze went on to found The Capella Hotel Group. This luxury hotel company managed some of the most elite properties worldwide, and gave Mr. Schulze the opportunity to further define the luxury hotel industry, receiving countless awards and recognitions.

In 2022, Auburn University announced its school of hospitality would forevermore be named The Horst Schulze School of Hospitality Management.

Today, Mr. Schulze serves on numerous boards and is a sought-after keynote speaker and consultant. His first book, titled "Excellence Wins," was published in 2019 and has sold over 100,000 copies.



PRF-CONFERENCE SESSION

/// THURSDAY, JANUARY 8 - 1 PM - 3 PM (Auditorium)

EXPLORING AI USE FOR HOSPITALITY



Lindsay Doukopoulos, PhD, is the Associate Director of the Biggio Center at Auburn University. With a background in creative writing, her current research emphasizes the integration of instructional technologies to enhance motivation and assessment in learning. She focuses on scaling faculty development through active learning spaces, gamification, and storytelling to foster equity and innovative teaching practices. Currently she is Co-PI on an NSF grant to examine the impact of active learning PD on students' sense

of belonging and engagement in active learning classrooms. As leader of the Biggio Teaching Unit she contributes to the award winning Teaching with AI course, which has been licensed by the SEC Academic Committee and is now implemented in over 100 campuses, engaging more than 10,000 faculty members across higher education. You can learn more about her approach to supporting faculty amid AI disruptions by listening to her episode on the Teaching in Higher Ed podcast, titled Teaching with Artificial Intelligence, and reading her Letter to the Editor in the Chronicle of Higher Education, "Now More Than Ever, Job of a Faculty Member Is to Design Experiences That Lead to Learning."



Dr. Virginia Broffitt Kunzer is Professor of Flute at Auburn University. She serves as Principal Flute of the Symphony of Northwest Arkansas and is a founding member of the Pangaea Chamber Players and Elicio Winds. She has performed and taught throughout the United States, Asia, and Europe, appearing as concerto soloist with numerous ensembles. As a recording artist, she has released albums with the Pangaea Chamber Players (Navona, 2021), a solo album with pianist Tammie Walker (MSR, 2023), and a chamber album with the

Elicio Winds (Blue Griffin, 2023). At Auburn, Dr. Kunzer serves as a Biggio Faculty Fellow focusing on teaching with AI initiatives. She co-built the Teaching and Learning with AI Showcase and co-leads the Teaching with AI Faculty Learning Collective. She has delivered multiple workshops on teaching with AI, emphasizing practical, faculty-centered solutions for integrating emerging technologies into pedagogy. Dr. Kunzer holds degrees from the University of North Carolina School of the Arts (BM) and the University of Cincinnati College-Conservatory of Music (MM and DMA).



DeElla Wiley is an Educational Development Specialist at Auburn University's Biggio Center for the Enhancement of Teaching and Learning, where she supports faculty and staff in adopting effective, human-centered strategies for teaching with emerging technologies. She is also the co-host of the POD Network's Centering Centers podcast, which spotlights conversations about the work, culture, and leadership of teaching and learning centers. With expertise in faculty

development, instructional design, and AI literacy, she provides guidance on integrating artificial intelligence into course design and pedagogical practice. DeElla facilitates Auburn's Teaching with AI course and co-developed the AI in Teaching and Learning Showcase, a platform for highlighting innovative instructional practices. She regularly delivers presentations and facilitates workshops on generative AI, digital ethics, and the practical applications of AI in teaching and learning, offering educators space to explore emerging tools, share strategies, and explore how these technologies are shaping the future of education. Through her work, DeElla fosters thoughtful dialogue around pedagogical decision-making, instructional innovation, and the responsible use of technology in education, helping to shape reflective and effective learning environments that support both educators and students.



Moriah Kent is an Instructional Designer and AI Implementation Specialist at Auburn University. She's passionate about helping people embrace innovation with confidence and curiosity. With a global background in teaching in Japan, Bulgaria, and Indonesia, she brings a people-centered lens to increasingly digital environments. At Auburn University, she leads initiatives at the intersection of instructional design, workforce development, and emerging technology, including a thriving 850+ member AI community supporting staff, faculty, and leadership. Moriah's

work bridges strategy and empathy, helping build cultures where innovation is both scalable and deeply human.



Katelyn R. Nelson, Ph.D., M.B.A. is the Academic Innovation & Emerging Technology Specialist in the Biggio Center for the Enhancement of Teaching and Learning at Auburn University. Her research explores AI literacy and the impact of emerging technologies on teaching and learning. In her role, she leads initiatives that advance educational innovation, AI integration, and grant-funded collaborations supporting faculty, K–12 educators, and students in leveraging technology for transformative learning. In addition to her work at Auburn, Dr.

Nelson teaches marketing courses at the University of North Dakota, where she emphasizes creativity, collaboration, and the ethical use of AI in the classroom. She has published and presented nationally on artificial intelligence in education, faculty development, and assessment.

PRE-CONFERENCE SESSION

/// THURSDAY, JANUARY 8 - 3:30 PM - 4:30 PM (Auditorium)

MENTORSHIP AND GRADUATE EDUCATION



Dr. Stephen Erath is the associate dean for research and graduate studies in the College of Human Sciences at Auburn University. He is also a professor in the Department of Human Development and Family Science, where he previously served as the director of graduate programs. His research examines psychophysiological and coping responses to social stress in childhood and adolescence, as well as parental support and children's reception of parental support in the context of social stress. His research has been funded by the National

Science Foundation and National Institutes of Health and published in numerous peer-reviewed journals. He has served as the primary mentor for seven Ph.D. graduates and taught undergraduate and graduate courses on the development of interpersonal relationships and program evaluation methods. He joined Auburn University after earning a Ph.D. in child clinical psychology at Pennsylvania State University.



Dr. Sheena Stewart serves as the Director of Professional Development and Graduate Recruitment in The Graduate School. In this role, she leads initiatives that support the academic and career growth of graduate students and postdoctoral scholars. With a background in adult education and a passion for leadership development and mentoring, Dr. Stewart is dedicated to creating supportive, impactful learning experiences that prepare emerging scholars for success in academia and beyond.

UTILIZING THE COSTAR PRODUCT FOR RESEARCH AND THE CLASSROOM

FRIDAY, JANUARY 9 - 8:30AM - 9:45 AM (Auditorium)

The dynamic CoStar platform is how the global hotel and tourism industries (as well as other commercial real estate industries) now accesses data and information. If you're in need of data for research, this session is for you. The product is also being integrated into the popular CHIA and CAHTA certifications. Join us for a thorough overview to see what all is available. Find out how professors and students can gain access.



Duane Vinson is the Director of CoStar Group Academic Engagement, a program that works with hospitality, tourism, and real estate schools around the world to provide thorough and timely data for academic research and to provide comprehensive and relevant training materials for the classroom. The program has been warmly received by the academic community, having assisted nearly 1000 schools in 85 countries around the world.

CoStar Group provides online access for professors and their students to the world's largest source of information and data related to commercial real estate industries, including hospitality. While at the conference please see Duane Vinson or email university@costar.com for details.



GRADUATE CONFERENCE PANELS

FRIDAY, JANUARY 9

4 PM - 5 PM General Session 1

Auditorium

INDUSTRY PANEL

MODERATOR: DR. DAVID MARTIN

Associate Professor/Auburn University

PANELISTS



Robyn Bridges is president & CEO of Auburn-Opelika Tourism. She is a 28-year veteran of the hospitality industry with extensive experience in the areas of service, leadership, and integrated communications. She has received a number of awards and recognitions from the Southeast Tourism Society, the Alabama Restaurant & Hospitality Association, the Alabama Tourism Department, and the Public Relations Society of America. Her team was named the state of Alabama's 2021 tourism organization of the year.

In addition to her work in hospitality, Robyn is an adjunct professor at Auburn University in the Horst Schulze School of Hospitality Management and in the College of Liberal Arts' School of Communications and Journalism. With a heart for service and cultivating the next generation of professionals, she is passionate about tourism and hospitality. She also serves on the advisory council of the Horst Schulze School of Hospitality Management and works regionally with a number of boards and commissions on challenges facing the industry such as workforce development, leadership, and culture. She currently serves as the board chairperson of the Southeast Tourism Society, a 13-state, regional association dedicated to improving the economic vitality of the Southeast through tourism and travel.

Robyn is dedicated to serving the Auburn-Opelika community and has given her time and talents to many area organizations: she has served as a planning commissioner for the city of Auburn as well in leadership positions with United Way, Boys & Girls Clubs of Greater Lee County, the Auburn & Opelika chambers of commerce, and more.



Ryan Penso is a seasoned hospitality and business leader known for building strong relationships, elevating guest experiences, and driving operational excellence. With early roots in hotel and restaurant management, he developed a passion for hospitality while earning his degree from Auburn University (HRMT Class of 2006). Ryan went on to hold leadership roles across the food and beverage industry, including domestic and international positions where he led teams, strengthened operations, and shaped customer-

focused strategies.

Today, Ryan serves as the Business and Relationship Lead at Chick-fil-A, where he partners across the organization to support growth, culture, and community impact. He is recognized for his collaborative approach, strategic mindset, and commitment to developing people. Based in Atlanta, Ryan brings a blend of industry expertise and relationship-driven leadership to every role he takes on, continually striving to create environments where both customers and teams can thrive.



Whip Triplett, the Chief Operating Officer of North Point Hospitality, leads the company's operations with a keen eye for excellence. As COO, Triplett oversees operations for all North Point assets, including ongoing construction projects while evaluating potential development opportunities. Graduating from Auburn University in 1992 with a Bachelor of Science degree in Hotel and Restaurant Management, Triplett brings more than four decades of rich experience in the hospitality industry to his role.

Beyond his professional endeavors, Triplett exemplifies a deep commitment to community engagement. He has chaired prominent organizations such as Visit Savannah, the Savannah Tourism and Leadership Council, and the Savannah Area Chamber of Commerce, as well as Leadership Savannah. In a testament to his dedication to education and nurturing future talent, Triplett and his wife, Stephanie, established an endowed scholarship in the Horst Schulze School of Hospitality Management. Currently he serves as the chair of the Hospitality Advisory Board and is also a valued member of the College of Human Sciences Dean's Board of Advisors. Triplett's multifaceted contributions make him a cornerstone in both the hospitality industry and the communities he serves.

SATURDAY, JANUARY 10

10:15 - 11:15AM General Session 2

Auditorium

JTTM, IJHM, APJTR SESSION

MODERATOR: DR. ALECIA DOUGLAS

Associate Professor/Auburn University

PANELISTS



Professor Kaye Chon serves as the Dean, Chair Professor, and the Walter and Wendy Kwok Family Foundation Professor in International Hospitality Management at The Hong Kong Polytechnic University's School of Hotel and Tourism Management. His research interests include the study of hospitality, hospitality and tourism strategies, and marketing. Dr. Chon serves as the Editor-in-Chief of the Journal of Travel and Tourism Marketing (JTTM) and the Asia Pacific Journal of Tourism Research (APJTR).



Dr. Jeong-Yeol Park, Coordinating Editor of the International Journal of Hospitality Management, is an Associate Professor and Ph.D. Program Coordinator at the Rosen College of Hospitality Management, University of Central Florida. He specializes in hospitality and tourism research with expertise in consumer behaviour, online review analytics, and quantitative methods. Dr. Park has received multiple awards, including the Martin Oppermann Memorial Award, and has led or contributed to several external grants in tourism development and demand analysis.

CONFERENCE TRACK CHAIRS



Dr. Laurie WuTemple University
Consumer Behavior, Hospitality



Dr. Joan Su Iowa State University Consumer Behavior, Tourism



Dr. Agnes De-Franco University of Houston Finance & Economics



Dr. Cass Shum University of Nevada, Las Vegas Human Resources, Leadership & Education



Dr. Juhee Kang University of Central Florida Lodging Management & Service Quality



Dr. Wan Yang Cal Poly Pomona Marketing



Dr. Yee Ming Lee Auburn University Restaurant & Food Service



Dr. Simone Bianco
The Hong Kong
Polytechnic University
IT Adoption & Application



Dr. Roshis Shrestha The Hong Kong Polytechnic University Tourism & Sustainability

CONFERENCE AWARDS

FOUNDER'S AWARD

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

Past Recipients of the Founder's Award:

- 2005 Professor Kaye Chon, The Hong Kong Polytechnic University
- 2006 Professor Michael D. Olsen, Virginia Tech
- 2007 Professor John Bowen, University of Houston
- 2008 Professor Abraham Pizam, University of Central Florida
- 2009 Professor Carol Shanklin, Kansas State University
- 2010 Professor Anna Mattila, The Pennsylvania State University
- 2011 Professor Bob Bosselman, Iowa State University
- 2012 Professor Hailin Qu, Oklahoma State University
- 2013 Professor Terry Umbreit, Washington State University
- 2014 Professor Barbara Almanza, Purdue University
- 2015 Professor Muzaffer Uysal, Virginia Tech
- 2016 Professor Richard Perdue, Virginia Tech
- 2017 Professor James Busser, University of Nevada, Las Vegas
- 2018 Professor Dennis Reynolds, University of Houston

- 2019 Professor Zvi Schwartz, University of Delaware
- 2020 Professor Billy Bai, University of Nevada, Las Vegas
- 2023- Professor Ki-Joon Back, University of Houston
- 2024 Professor Shawn Jang, Purdue University
- 2025 Professor Cathy Hsu, The Hong Kong Polytechnic University

THE UNIVERSITY OF DELAWARE MICHAEL D. OLSEN RESEARCH ACHIEVEMENT AWARD

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

BEST PAPER AWARDS

Horst Schulze Award for Hospitality Research Excellence Journal of Travel and Tourism Marketing (JTTM) International Journal of Hospitality Management (IJHM) Asia Pacific Journal of Tourism Research (APJTR)

CONFERENCE SCHEDULE

FRIDAY, JANUARY 9



/// CONCURRENT SESSION 1 - 11 AM - 12:15 PM

Consumer Behavior in Hospitality (Longleaf)

MODERATOR: Dr. Pei Liu, University of Missouri

Mix-And-Match of Low and High-Status Elements in Luxury Hospitality Context

Sungyeon Ryoo, University of Houston; Minjung Shin, University of Houston; and Ki-joon Back, University of Houston

Al as a Review Curator: What Format Do Customers Prefer?

Jae Eun Park, Purdue University; Alei Fan, Purdue University; Kevin Kam Fung So, Purdue University; and Wookjae Heo, Purdue University

Digital Nudges for Green Dining: Shaping Sustainable Choices on Food Delivery Platforms

Qianni Zhu, University of Missouri; Pei Liu, University of Missouri; and Jieyu Shi, Michigan State University

Consumer Behavior in Tourism (Camellia)

MODERATOR: Dr. Jean Hertzman, New Mexico State University

Virtual tourism: Promotional tool or niche offering? Angana Baruah, Indian Institute of Technology Kanpur; and Devlina

Angana Baruah, Indian Institute of Technology Kanpur; and Devlina Chatterjee, Indian Institute of Technology Kanpur

Toasting the Experience: A Mixed-Methods Exploration of Experiencescape, Customer Inspiration, and Drink Status in Craft Beer Tourism
Junxin Hu, New York University; and Xiaoxiao Fu, University of Central Florida

Deterrent Fake Online Reviews Before Travel: The Angle from Wine Tourists Yang Zhuang, University of South Carolina; and Scott Taylor Jr., University of South Carolina

Finance & Economics (Oak I)

MODERATOR: Dr. Hugo Tang, Purdue University

How Do Investors Herd in Hospitality Stocks?

Wayne Xu, Washington State University; Ming-Hsiang Chen, Washington State University; and Chunda Chen, Lamar University

Information Sharing and Tacit Collusion in Service Pricing

Peihong Liu, Cornell University; Christopher Anderson, Cornell University; and Fredrik Odegaard, Western University

Green signals, credible leaders: Why some certifications pay off more than others Yelim Kim, Virginia Tech; Fernando Campayo-Sanchez, University of Alicante; Shaniel Bernard, Virginia Tech; and Juan Luis Nicolau, Virginia Tech

Human Resources & Leadership & Education (Oak II)

MODERATOR: Dr. Cass Shum, University of Nevada, Las Vegas

A Pilot Study on Managerial Backstabbing and Its Effects on Victims' Reputation and Mental Health in Hotels

Louisa Omar, Texas Tech University; and Shane Blum, Texas Tech University

Balancing Good and Bad Leadership: Paradoxical Leadership, Abusive Supervision, and Industry Turnover in Hospitality

Ashley Godfrey, University of Nevada, Las Vegas; Cass Shum, University of Nevada, Las Vegas; and Alex Lungu, University of Nevada, Las Vegas

Al Adoption in Hospitality: Insights from Employees Across Cultures Lu-Ping Lin, University of Missouri-Columbia; and Pei Liu, University of Missouri-Columbia

IT Adoption & Application (Terrace I)

MODERATOR: Dr. Babak Taheri, Texas A&M University

The Cost of Confidence: How Assertive Al Tone Undermines Consumer Engagement

Jianan Liu, Washington State University; and Dogan Gursoy, Washington State University

From Integrity to Investment: How Corporate Digital Responsibility Influences Consumer Digital Trust and Commitment

Egor Cherenkov, University of Houston; Minwoo Lee, University of Houston; Agnes DeFranco, University of Houston; and Fevzi Okumus, University of South Carolina

Designing Engagement: How Interface Modes Shape Young Adults' Flow and Acceptance in 360° Virtual Tours

Xuecong Fan, Texas A&M University; and Junyu Lu, Arizona State University

IT Adoption & Application (Terrace II)

MODERATOR: Dr. Cece Leung, Kansas State University

Moral Choices in Biased AI: The Roles of Moral Decoupling in AI Recommendation Acceptance

Zhenxian Piao, University of Central Florida; Aili Wu, University of Central Florida; and Wei Wei, University of Central Florida

Trusting the Black Box? Adoption of Explainable AI for Private Clubs' Food and Beverage Satisfaction

Nuri Choi, Iowa State University; and SoJung Lee, Iowa State University

Gaming for Justice: Advancing a Gamified Storytelling Approach to Anti-Human Trafficking in Hospitality

Aili Wu, University of Central Florida; Wei Wei, University of Central Florida; and Lu Zhang, Michigan State University

Restaurant & Foodservice (Terrace III)

MODERATOR: Dr. Cortney Norris, University of South Carolina

Bridging Nutrition Literacy Gaps through AR/AI Menu Technologies: Prior research from Hispanic and Non-Hispanic White Diners in Texas Xinzhuo Fan, Texas A&M University; Jinyang Deng, Texas A&M University; and Brian King, Texas A&M University

Dining Hall Employees' Food Waste Behavior and Safety Concerns Monica Odey Appiah, University of Tennessee, Knoxville; Priscilla Connors, University of North Texas; Han Wen, University of North Texas; and Jonghan Hyun, University of North Texas

Can Technology Make Foodservice More Sustainable? Insights from Comprehensive Sustainability Dimensions
Seonwoo Ko, Virginia Tech; and Eojina Kim, Virginia Tech

Tourism & Sustainability (Auditorium)

MODERATOR: Dr. Ozgur Ozdemir, University of Nevada, Las Vegas

Simulating How Large Language Models Will Shift Travel Patterns

Seonjin Lee, University of South Carolina; and Lori Pennington-Gray, University of South Carolina

Mindful Devotion in Pilgrimage Tourism: A Mindfulness-to-Meaning Theory Perspective on Volunteers in Dajia and Baishatun Mazu Pilgrimage Chia Hsin Lien, University of Florida; and Yao-Chin Wang, University of Florida

Assessing the impact of beach nourishment projects on Florida's tourism economy

April Robertson-Ring, University of Central Florida; and Sergio Alvarez, University of Central Florida

/// CONCURRENT SESSION 2 - 1 PM - 2:15 PM

Consumer Behavior in Hospitality (Longleaf)

MODERATOR: Dr. Alei Fan, Purdue University

Color Lightness as a Sensory Marketing Cue: Implications for Guest Decision-Making

Yingying Dong, Purdue University; Alei Fan, Purdue University; and Kevin Kam Fung So, Purdue University

Stay safe, stay loyal: The role of platform safety in P2P accommodations' brand loyalty

Niansong Zhang, University of Nevada, Las Vegas; and Cass Shum, University of Nevada, Las Vegas

Cultural and Sustainability Co-Branding in Luxury Hospitality: A Thematic Analysis of Customer Reviews

Mahima Hingoraney, University of Houston; Jaewook Kim, University of Houston; and Carl A. Boger Jr., University of Houston

Consumer Behavior in Tourism (Camellia)

MODERATOR: Dr. David Martin, Auburn University

Comparing Value Co-Creation Dynamics in Ride-Hailing and Peer-to-Peer Car-Sharing: An Actor-Network and Structural Topic Modeling Approach Ahmin Kwon, University of Tennessee, Knoxville; and Heejin Lim, University of Tennessee, Knoxville



Transformative Journeys in Volunteer Tourism: A Grounded Theory and Narrative Analysis of Learning, Identity, and Global Citizenship Nikol Lopez Llantuy, Iowa State University; and SoJung Lee, Iowa State University

Do Tourist Conversations About Destinations Matter? Destination Attribute Sentiment and Its Impact on Tourist Arrivals

Midori Yamazaki, University of Central Florida; Jeong-Yeol Park, University of Central Florida; and Jorge Ridderstaat, University of Central Florida

Finance & Economics (Oak I)

MODERATOR: Dr. Zhenxing (Eddie) Mao, Cal Poly Pomona University

Event Tourism Competitiveness in Hong Kong: A Dual Macro-Micro Perspective

Junran Li, Texas A&M University; and Anyu Liu, Texas A&M University

A conceptual model integrating partner selection criteria and ancillary factors in hospitality strategic alliances

Niansong Zhang, University of Nevada, Las Vegas; Carola Raab, University of Nevada, Las Vegas; and James Mabey, Hong Kong Polytechnic University

The impact of manufacturing robot adoption on hospitality employment: a spatial econometric approach

Rongfei Diao, Texas A&M University; Anyu Liu, Texas A&M University; and Wen Chang, Texas A&M University

Human Resources & Leadership & Education (Oak II)

MODERATOR: Dr. Dustin Maneethai, University of Houston

From Hindrance to Challenge? Inclusive Workgroups and the Appraisal Pathways Linking Acculturative Stress to Employee Well-Being Aida Aminifar, Oklahoma State University; and Brijesh Thapa, Oklahoma State University

Organizational Signals in Hospitality Recruitment: The Role of Leadership and Awards

Del Gerard, California State University San Bernardino; Michelle Russen, California State University San Bernardino; Huy Gip, Texas A&M University; and Priyanko Guchait, University of Houston

Not Just One-Time Heroes: Cultivating Event Volunteers' Long-Term Retention Through Chain Mediation Model

Ziyi Wu, Texas A&M University; and Po-Ju Chen, Texas A&M University

Human Resources & Leadership & Education (Terrace I)

MODERATOR: Dr. Marisa Ritter, High Point University

Barriers and Opportunities in Hotel Employment for Individuals with Intellectual Disabilities (ID): Parents' and Mentors' Perspectives Ghazal Shams, University of South Carolina; Swechchha Subedi, University of Tennessee, Knoxville; and Marketa Kubickova, University of South Carolina

How Employee Well-Being Fuels Grassroots Hospitality Green Innovation Eunhee Seo, Purdue University; and Susan Gordon, Purdue University

What My Coworkers Told Me Influenced My Perception: The Antecedents of Perceived

Overqualification in the Adjustment and Socialization Phase Yoko M. Negoro, The Pennsylvania State University; Heyao Yu, The Pennsylvania State University; and Michael Tews, The Pennsylvania State University

IT Adoption & Application (Terrace II)

MODERATOR: Dr. Andrew Moreo, Florida International University

Rethinking AI Anthropomorphism: A Holistic Reconceptualization and Scale Across AI Systems and Service Contexts

Wayne Xu, Washington State University; Christina Chi, Washington State University; Dogan Gursoy, Washington State University; and Ruiying Cai, Washington State University

Robot Role Overrides Human Role: Shaping Perceptions of Automation in Hospitality

Halyna Horpynich, University of Mississippi; Rasoul Mahdavi Sareskanroud, University of Mississippi; and Katerina Berezina, University of Mississippi

When and how AI disclosure matters in hotel service recovery communication

Yaqi Gong, The Pennsylvania State University; Bingjie Liu-Lastres, Florida State University; and Bing Pan, The Pennsylvania State University

Restaurant & Foodservice (Terrace III)

MODERATOR: Dr. Lucheng Wang, Auburn University

Designing the Plate, Designing the Choice: Aesthetic Cues and Customer Decision-Making

Zhenxian Piao, University of Central Florida; and Wei Wei, University of Central Florida

Process Eco-Innovation in Onsite Foodservice Management Companies Zhihong Andrea Lin, University of Houston; Tiffany Legendre, University of Houston; Anni Ding, The Pennsylvania State University, and Dustin Maneethai, University of Houston

Exploring the sommelier effect on organic wine ordering behavior: A moderated mediation model

Sooyeon Lee, University of Nevada, Las Vegas; Carola Raab, University of Nevada, Las Vegas; and Christine Bergman, University of Nevada, Las Vegas

Tourism & Sustainability (Auditorium)

MODERATOR: Dr. SoJung Lee, Iowa State University

Towards Understanding Green Fatigue: A Scoping Review Alice Nguyen, The Pennsylvania State University; and Anna Mattila, The Pennsylvania State University

The Future of Space Tourism: Scenario planning for the last Frontier Roya Alavipour, Purdue University; and Jonathon Day, Purdue University

From Isolation to Integration: How Does a Rural Community Develop Tourism through Enterprise-led Co-creation? Fan Zhou, Oklahoma State University; Ben Wu, Fudan University; and Willie Tao, Oklahoma State University

/// CONCURRENT SESSION 3 - 2:30 PM - 3:45 PM

Consumer Behavior in Hospitality (Longleaf)

MODERATOR: Dr. Oleksandra Hanchukova, Auburn University

How Cultural Background Shapes Authentic Cuisine Perceptions Mikhail Nekrasov, University of Houston; Carl A. Boger Jr., University of Houston; and D. Christopher Taylor, University of Houston

Navigating CSR communication: A Moderated Moderated Mediation of CSR Information Accessibility, ESG Disclosure, and Perceived Discrepancy on Hotel Brand Loyalty through Cognitive Processing Routes Soyeon You, Iowa State University; and Sojung Lee, Iowa State University

Feeling the healing of hospitality: The roles of interpersonal mindfulness and emotional competence through a broaden-and-build theory perspective Minsung Kim, University of Florida; Avraam Papastathopoulos, Canadian University Dubai; Yao-Chin Wang, University of Florida; and Yue Lu, University of Illinois at Urbana-Champaign

Consumer Behavior in Tourism (Camellia)

MODERATOR: Dr. Kevin Kam Fung So, Purdue University

Enhancing destination marketing through virtual reality: The impact of perceived affordance on experiential fidelity, engagement, and behavioral intention in exhibition settings

Yushin Kim, Sejong University; and Mi-Hea Cho, Sejong University

Experiential Narrative Restraint: A Dual-Mechanism Model of Online Commentary Behavior

Frank Guo, Hong Kong Polytechnic University; and Cathy H.C. Hsu, Hong Kong Polytechnic University

Visiting a Conflict of Interest: Why Would You Go There? Using Grounded Theory to Understand Tourist Motivations for Visiting Iraq as It Emerges From War

Michael Luongo, Purdue University; and Sandra Sydnor, Purdue University

Human Resources & Leadership & Education (Oak I)

MODERATOR: Dr. Robert (Huy) Gip, Texas A&M University

Exploring work-life dynamics in hospitality and tourism Yejin Jeon, University of Massachusetts, Amherst; and Muzaffer Uysal, University of Massachusetts, Amherst

When Expectations Are Unwritten: A Conceptualization of Implicit In-Role Behavior

Yoko M. Negoro, The Pennsylvania State University; and Misun Sunny Kim, Boston University

Behind the Kitchen Doors: Navigating Occupational Stigma in Culinary Professionals

Shree Krishna Pokhrel, Oklahoma State University; Laxman Pokhrel, Oklahoma State University; and Brijesh Thapa, Oklahoma State University



IT Adoption & Application (Oak II)

MODERATOR: Dr. Seden Dogan, University of South Florida

Examining the Role of Digital Literacy Training for Algorithmic Management Systems for Hotel Housekeeping Staff

Grace Sarfo, University of Nevada, Las Vegas; Betsy Stringam, New Mexico State University; Somang Min, New Mexico State University; Franchesca Spektor, Carnegie Mellon University; Sarah Fox, Carnegie Mellon University; Jodi Forlizzi, Carnegie Mellon University; Christine Riordan, University of Illinois at Urbana-Champaign; Hye Jin Rho, Michigan State University; and Ben Begleiter, UNITE HERE

Service Robots In Caribbean Hotels: The Moderating Role of Cultural Familiarity In The CAC Model

Jamilia Lawrence, University of Central Florida; Juhee Kang, University of Central Florida; David Kwun, University of Central Florida; and Manuel Rivera, University of Central Florida

Psychological Ownership in Robotaxi Use: Pathways to Long-term Engagement

Rui Yang, Arizona State University; Woojin Lee, Arizona State University; and Hwansuk Chris Choi, University of Guelph

IT Adoption & Application (Terrace I)

MODERATOR: Dr. Tim Webb, University of Delaware

Weekend Getaway or Once-in-a-Lifetime Journey? Travel Involvement as a Moderator in Human vs. AI Content Adoption

Md Kamruzzaman, Texas A&M University; Babak Taheri, Texas A&M University; and Kahkasha Wahab, Texas A&M University

Robot Service Experience Quality, Brand Factors, and Business Outcomes in Restaurants

Zemenu Amare Ayalew, Hong Kong Polytechnique University; and Sam Kim, Hong Kong Polytechnique University

Mapping Macau's Destination Image Through Short Video Content: A Cognitive-Affective Perspective

Na Dong, Texas A&M University; and Anyu Liu, Texas A&M University

Lodging Management & Service Quality (Terrace II)

MODERATOR: Dr. Yao-Chin Wang, University of Florida

Strategies for Success for Family-owned Hotel Businesses Philip Bonney, Texas A&M University; and Jean Hertzman, New Mexico State University

Paths to Well-Being: How Biophilic Hotel Design Fosters Transformative Experience in Older Adults

Hwijin Baldick, Purdue University; and Soocheong Shawn Jang, Purdue University

Exploring Hotels as Social Hubs: A New Market Approach to Enhancing Well-being for Locals and Newcomers

Younes Bordbar, Texas A&M University; Brian King, Texas A&M University; Seunghoon Lee, Texas A&M University; and Greg Stafford, Texas A&M Hotel and Conference Center

Restaurant & Foodservice (Terrace III)

MODERATOR: Dr. Eojina Kim, Virginia Tech

Signals as Configurations: An fsQCA Study of Restaurant Crowdfunding Success

Hengsong Ye, University of Nevada, Las Vegas; and Billy Bai, University of Nevada, Las Vegas

Systemic Constraints in Professional Kitchens: Refining the Theory of Constraints for Food Waste Reduction

Md Zaker Hossin, Oklahoma State University; and Yeasun K Chung, Oklahoma State University

Tourism & Sustainability (Auditorium)

MODERATOR: Dr. Xiaoxiao Fu, University of Central Florida

Hashtags vs. Habitats: Examining the Green Paradox in Instagram's Sustainable Tourism Narratives through a Multimodal Content Analysis Kahkasha Wahab, Texas A&M University; Connor Clark, Texas A&M University; and Md Kamruzzaman, Texas A&M University

Exploring the Benefits of Virtual Reality Travel

Ruiping Ren, Indiana University Bloomington; Weixuan Wang, Indiana University Bloomington; and Shu Tian Cole, Indiana University Bloomington

Measuring Environmental, Social, and Governance (ESG) of Convention and Exhibition (C&E) Centers in the United States: Operators' and Users' Perspectives

Yun-Na Park, University of Houston; Jinsoo Lee, Hong Kong Polytechnic University; Seoki Lee, The Pennsylvania State University; and Ki-Joon Back, University of Houston

/// POSTER SESSION A - 5:15 PM - 6 PM (LEGACY BALLROOM)

Consumer Behavior in Hospitality

Active Seniors in the Digital Age: Redefining Senior Consumers in the Hospitality Industry

Heesu Han, Texas Tech University; and Jing Li, Texas Tech University

Exploring Consumer Perception and Response to AI Food Safety Systems Monica Odey Appiah, University of Tennessee, Knoxville; and Junehee Kwon, University of Tennessee, Knoxville

Curating Exclusivity: How Social Media Fuels FOMO and Drives Luxury Lounge Demand

Christopher Walker, University of South Florida; and Luana Nanu, University of South Florida

Self-Representation of Asian LGBTQIA2S+ Solo Travelers

Thivyaashani Sivasubramaniam, Hong Kong Polytechnic University; and Kam Hung, Hong Kong Polytechnic University

Tourist-Destination Congruity among Gen Z Travelers on Instagram: The Moderating Role of Advertisement Type

Hyejin Shin, Texas A&M University; and James F. Petrick, Texas A&M University

Quality of Service, Sense of Community, and Brand Love as Predictors of Guest Satisfaction and Intention to Return in Wellness Tourism Monique Blake, Florida International University; and Jinlin Zhao, Florida International University

Finance & Economics

From Passion to Booth: Understanding Fantrepreneurs' Identity in Fan Events

Ruoyan Wang, Kansas State University; and Yue Vaughan, Kansas State University

Financial and Accounting Literacy as Drivers of Resilience and Performance in Hospitality and Tourism SMEs

Sanzida Begum, Oklahoma State University; and Yeasun Chung, Oklahoma State University

Human Resources & Leadership & Education

Bridging the Gap: A Qualitative Inquiry into Beverage Industry Expectations and Implications for Higher Education Curriculum

Daniel de Oliveira, Auburn University; Demi Deng, Auburn University; David Martin, Auburn University; and Meredith Rice, Auburn University

Beyond Pay and Policy: The Emotional Contagion That Drives Hospitality Work

Vuyelwa Jongile, University of Mississippi; and Dr. Hyun-Woo Joung, University of Mississippi

From Barriers to Best Practices: Native Hawaiian Leadership Mobility in Hawai'i's Hospitality Sector

Chassidy Sakamoto, University of Hawai'i at Mānoa; Adiyukh Berbekova, University of Hawai'i at Mānoa; and Jerry Agrusa, University of Hawai'i at Mānoa

Cultural Distance and the Appraisal of Work Demands in Hospitality and Tourism

Aida Aminifar, Oklahoma State University; and Brijesh Thapa, Oklahoma State University

IT Adoption & Application

Tasting the Future?: Exploring customers' perception of AI-generated beer recipe

Caroline Shubert, Auburn University; Demi Deng, Auburn University; and Clark Danderson, Auburn University

Empowering Decisions: The Impact of Appropriate Technology on Lodging Employees' Decision Confidence and Work Performance

Zhanyue Zhang, University of Houston; Minwoo Lee, University of Houston; Agnes L DeFranco, University of Houston; and Michael Lin, Hong Kong Polytechnic University



Artificial Intelligence (A.I.) in Luxury Hotels: Hyper-personalization, Echo Chambers, and Loss of Autonomy

Fiona Antoinette Quarshie, University of North Texas; and Lisa Kennon, University of North Texas

Lodging Management & Service Quality

When Proactive Customer Service Performance Leads to Customer Retention: Customer-Employee Fit and Introversion as Moderators

Laxman Pokhrel, Oklahoma State University; Shree Krishna Pokhrel, Oklahoma State University; and Brijesh Thapa, Oklahoma State University

The cost of financial distress in the hospitality and tourism (H&T) industry William Hebl, University of Houston; and Juan Madera, University of Houston

Reflections of Innovation: Exploring Privacy and Guest Value in Hotel Smart Mirrors

Raihana Akter Nira, University of Mississippi; and Eun-Kyong Cindy Choi, University of Mississippi

Marketing

Beyond Passive Tourism: How Active Learning and Intergenerational Sharing Transform Older Adults' Tourism Participation Intention and Psychological Well-being

Rong Ren, Purdue University; Alei Fan, Purdue University; and Chang Ma, University of South Carolina

Uncovering Motivation Profiles of Fandom Event Participants: A Latent Profile Analysis

Ruoyan Wang, Kansas State University; and Yue Vaughan, Kansas State University

Marketing Mix Revisited in Marine Tourism: Scale Development and Validation

Natasha Cruz Millheim, University of Central Florida; and Xiaoxiao Fu, University of Central Florida

Restaurant & Foodservice

What's In the Box: The Influence of To-Go Food Container Design on College Student Choices

Madison Jones, University of South Carolina; and Scott Taylor Jr., University of South Carolina

Eyes on the Tray: An Analysis of Information Processing of Patient Tray Card using Eye-Tracking Technology

Erin Gleason, Kansas State University; Kevin Roberts, Kansas State University; Paola Paez, Kansas State University; and Yue Vaughan, Kansas State University

Toward Sustainable Buffet Dining: Applying Goal-Systems Theory to Reduce Customer Plate Waste

Md Zaker Hossin, Oklahoma State University; and Dr. Yeasun K Chung, Oklahoma State University

Tourism & Sustainability

Routine to Green: Perspective-Taking and Sustainable Decision-Making Wichayamas Paekul, University of Houston; Tiffany Legendre, University of Houston; and Jihye Min, University of North Texas

More than Participation, Traveling for Connection: How Active Sport-Event Tourism Builds Social Networks in Mid and Later Life?

Dahye Jung, University of Florida; and Heather Gibson, University of Florida

The Moderating Effect of Environmental Consequences Awareness on the Relationship Between Resident Satisfaction and Support for the Osun Osogbo Festival, Osogbo, Osun State, Nigeria

Opemipo Ijose, Auburn University; Rojan Baniya, Auburn University; and Imran Rahman, Auburn University

SATURDAY, JANUARY 10



/// CONCURRENT SESSION 4 - 8 AM - 9:15 AM

Consumer Behavior in Tourism (Longleaf)

MODERATOR: Dr. David Martin, Auburn University

The Conceptualization of the Travel Bucket List Meaning and Its Measurement

Jiahui Wang, University of Massachusetts Amherst; Yifeng Liang, University of Massachusetts Amherst; Muzaffer Uysal, University of Massachusetts Amherst; and George R. Milne, University of Massachusetts Amherst

Traveling Quietly: Exploring the Meaning and Manifestations of Quiet Luxury in Luxury Tourism

Alex Mazelow, Iowa State University; and Sojung Lee, Iowa State University

All-Women Co-living Travel in China: Constructing a Collective Healing Framework through Feminist Practices in Tourism

Xing Yao, Indiana University Bloomington; Evan Jordan, Indiana University Bloomington; Becca Lassell, Indiana University Bloomington; Drew Pickett, Indiana University Bloomington; and Jennifer Maher, Indiana University Bloomington

IT Adoption & Application (Camellia)

MODERATOR: Dr. Irem Onder, University of Massachusetts Amherst

When and Why Concreteness Enhances Persuasion in Al Chatbot Communication: Proposing and Examining a Moderated Mediation Mechanism

Minsung Kim, University of Florida; Yao-Chin Wang, University of Florida; and Chulmo Koo, Kyung Hee University

Matching Modality to Task: How Appraisal and Emotion Explain Users' Adoption Intention of AI Service Systems

Ruiting Wang, Washington State University; and Dogan Gursoy, Washington State University

Generative AI in Destination Marketing: How Labeling and Framing Shape Perceptions of Promotional Destination Videos

Elena Hwirim Jo, University of Florida; and Oscar Hengxuan Chi, University of Florida

/// POSTER SESSION B - 9:15 AM - 10 AM (LEGACY BALLROOM)

Consumer Behavior in Hospitality

Like Real, but AI couldn't COPY: Customers' responses to AI disclosure in restaurant advertisements

Hanjin Lee, The Pennsylvania State University; and Anna Mattila, The Pennsylvania State University

Dining Under Pressure: How Social Setting and Sensory Cues Influence Stress and Food Decisions

Edith Weixi Yuan, The Pennsylvania State University; Amit Sharma, The Pennsylvania State University; and Anna S. Mattila, The Pennsylvania State University

Harmonizing Sounds and Sights: The Role of Music in Destination Marketing Yingying Dong, Purdue University; Soo Yeon Kwak, Purdue University; Chang Ma, University of South Carolina; Alei Fan, Purdue University; and Seon Jeong Ally Lee, Purdue University

How Do Negative Emotional Displays by Managers or Owners Influence Customer Satisfaction? A Study of an Independently Owned Restaurant Serving Authentic Sichuan Cuisine

Jiaying Ye, The Pennsylvania State University; and Anna S. Mattila, The Pennsylvania State University

Consumer Behavior in Tourism

Predicting Guest Return Intention in Wellness Tourism: The Roles of Quality of Service, Sense of Community, and Brand Love

Monique Blake, Florida International University; and Jinlin Zhao, Florida International University

Senior Tourism: The Moderating role of Cognitive Processes on Value-Motivation-Service Quality-Satisfaction Outcome in the lifestyle resort setting

Esther Amartey, Iowa State University; and Sojung Lee, Iowa State University

Examine Fan Pilgrimage Tourism Experience (FPTE): How FPTE, Wellbeing and Place Attachment Influence Destination Spillover Nuri Choi, Iowa State University; and Sojung Lee, Iowa State University



Finance & Economics

ESG and Financial Risk Management to Hospitality Firms: Investor Perspective

Simon Hahn, University of Houston; Jaewook Kim, University of Houston; and Ki Joon Back, University of Houston

The Moderating Role of Brand Diversification on the Relationship between CEO Openness and Firm Performance in the US Lodging Industry Yuna Yoon, University of Hawai'i at Mānoa; and Kwanglim Seo, University of Hawai'i at Mānoa

Human Resources & Leadership & Education

Leading the Shift: How Leadership Styles Influence Hotel Employees' AI Adoption and Behavioral Outcomes

Esra Ibrahim, University of Central Florida; and Yunying Zhong, University of Central Florida

Job Demands, Resources, and Burnout in the Convention Events Industry: A Work-in-Progress Study

Lucy Arthurs, Auburn University; Meredith Rice, Auburn University; and Rojan Baniya, Auburn University

Green HRM and Employee Well-being: The Mediating Roles of Green Motivation, Green Work Engagement, and Thriving at Work Amir Abbas, University of Central Florida; and Murat Hancer, University of Central Florida

IT Adoption & Application

From Trust to Delight: How Artificial Intelligence Customer Experience Shapes Continuous Usage Intentions in Hospitality Zvijezdana Petković, University of South Florida; and Faizan Ali, University of Galway

GIS, GeoAI, and Spatial Analysis in Hospitality, Tourism, and Recreation: A Systematic Literature Review (2016–2025)

Wenjia Zhang, Texas A&M University; Jinyang Deng, Texas A&M University; and Younes Bordbar, Texas A&M University

Seeing Before Tasting: How Augmented Reality (AR) Food Menus Shape Dining Experiences and Behaviors in Restaurants

Arpit Shah, Texas A&M University; Courtney Suess, Oklahoma State University; and Brian King, Texas A&M University

Lodging Management & Service Quality

Reframing the Human-Tech Dynamic: Employee Value Perceptions, Innovation, and Service Outcomes

Priyanka Kafley, University of South Florida; Trishna Mistry, University of South Florida; and Osman Sesliokuyucu, University of South Florida

AI vs. Human Touch in Hospitality: An Experimental Study on Service Satisfaction

Min Ju Cho, Texas A&M University; and Babak Taheri, Texas A&M University

Marketing

From Screens to Scenes: The Role of Viewing Context and Narrative Engagement in Destination Brand Equity

Hyunrae Kim, Texas A&M University; and John L. Crompton, Texas A&M University

The Perspective of Tour Guides on Storytelling for Transformative Tourism Gökşen Gedik, Karabuk University; Seza Zerman, University of Central Florida; Murat Hancer, University of Central Florida; and Umut Kadir Oguz, Swansea University

"Where to go": How Influencer Marketing Shapes Dining Decisions Sandey Vanessa Bonilla, University of Central Florida; and Juhee Kang, University of Central Florida

Restaurant & Foodservice

Generational Perspectives on Emerging Restaurant Delivery Methods Lu-Ping Lin, University of Missouri-Columbia; and Pei Liu, University of Missouri-Columbia

From Surplus to Service: Restaurant Perceptions of Food Redistribution Apps in the United States

Reynolds Kusi, Auburn University; and Imran Rahman, Auburn University

Tourism & Sustainability

Managing Stakeholder Tensions in Hallmark Events for Sustainability: A Case Study of the Jerash Festival in Jordan

Ahmad Almomani, Auburn University; and Rojan Baniya, Auburn University

Does Green Advertising Really Work? The Marketing Effect and Mechanism of Green Advertising in the Context of Ecotourism

Ziting Yang, The Pennsylvania State University; and Anna Mattila, The Pennsylvania State University

Tourism Without Tenants? The Risky Cost of Miami's Growth Kayla Lamar, Florida International University; and Badr Badraoui, Florida International University

/// POSTER SESSION C - 11:15 AM - 12 PM (LEGACY BALLROOM)

Consumer Behavior in Hospitality

Luxury Meets Responsibility: A Trust-Based Framework of Sustainability and Service Communication in Luxury Hotels

Usman Khan, University of Central Florida; Yunying Zhong; University of Central Florida; and Murat Hancer, University of Central Florida

How the Use of AI in Restaurants Affects Tipping: The Effects Through Motivations

Thais Guisard, Texas A&M; Wen Chang, Texas A&M; and Xialong Shao, Texas A&M

Beyond Compliance: Responsible Gambling Messages for Consumer Protection and Brand Trust

Hongyoul Choi, University of Houston; Jaewook Kim, University of Houston; and Ki-Joon Back, University of Houston

Nature's Touch: Crafting Emotional and Behavioral Impact on Restaurant Design

Niffer Khan, University of South Florida; and Luana Nanu, University of South Florida

Embracing Uncertainty: Unwrapping Serendipitous Encounters in Hospitality and Tourism Experiences

Xiuhua Nikki Chen, University of South Carolina; and Fang Meng, University of South Carolina

Consumer Behavior in Tourism

Stewardship or Objectification: The Ambivalent Effects of Psychological Ownership in Drone Tourism

Liyu Yang, University of North Texas; and Xi Yu Leung, Kansas State University

Dissatisfaction Derived from Dissonance: Tourists Are Annoyed by Online Reviews

Yang Zhuang, University of South Carolina; and Scott Taylor Jr, University of South Carolina

Terroir Tourism, Place Attachment, and Psychological Well-Being Aleksandra Aja Selenic, Iowa State University; and SoJung Lee, Iowa State University

Regenerative Tourism in the Digital Age: An Empirical Study of Gen Z Travelers

Rachel Frempong, University of North Texas; and Yanyan Zheng, University of North Texas

Human Resources & Leadership & Education

The Role of Information Behavior in Shaping Successful Leadership Styles: A Comparative Analysis of Hotel, Restaurant, and Club Managers Sudeshana Paramita Ghose, University of North Texas; Jeff Allen, University of North Texas; and Kim Williams, University of Nevada, Las Vegas

Exploring Stakeholder Perspectives on Culinary Competencies in Hospitality Education: A Survey Study in Florida

Esra Ibrahim, University of Central Florida; and Amy Gregory, University of Central Florida

Bridging Generations: Does Delphi Technique Hold the Key for Reverse Knowledge Transfer?

Mustafa Alfataftah, Auburn University; Baker Ayoun, Auburn University; Yee Ming Lee, Auburn University

Re-humanizing the Frontline Employees: The effect of Fun Activities on Selfobjectification at Work

Xiaolu Huang, The Pennsylvania State University; Chandler Yu, The Pennsylvania State University; and Michael Tews, The Pennsylvania State University

Generational Attitudes towards AI Recruitment: Navigating the Human-Digital Balance in Hospitality

Burcin Turkkan Zencirli, University of Central Florida; Mehmet Altin, University of Central Florida; Ahmet Bulent Ozturk, University of Central Florida; and Fevzi Okumus, University of South Carolina

IT Adoption & Application

Congruency of Menu Typeface and Chef Robots on Consumer Attitudes Vishakha Kumari, The Ohio State University; Stephanie Liu, The Ohio State University; and Jay Kandampully, The Ohio State University

Can We Plan Mega Events Using AI?

Salem Alhabshi, Florida International University; and Miranda Kitterlin-Lynch, Florida International University

Extending the Technology Acceptance Model for AI Training: The Moderating Role of Dehumanization in Hospitality

Burcin Turkkan Zencirli, University of Central Florida; Jeong-Yeol Park, University of Central Florida; Mehmet Altin, University of Central Florida; and Jorge Ridderstaat, University of Central Florida

The Aesthetic Bias in Food Consumption: Testing Storytelling as a Tool to Promote Sustainable Eating with 3D-Printed Ugly Produce Atefeh Charmchian Langroudi, Auburn University; and Imran Rahman, Auburn University

Marketing

The Role of Digital Storytelling Elements in Fostering Brand Equity Ma. Abigail Engco, University of Central Florida; and Juhee Kang, University of Central Florida

Social Pressure as a Dual Pathway: How Fear of Missing Out and Joy of Missing Out Shape Generation Z Hotel Choice Intentions
Abdulaziz Hummsani, Texas A&M University; and Brian King, Texas A&M University

Restaurant & Foodservice

The Clean-Label Paradox: A Push-Pull-Mooring Model of Consumer Switching Intentions toward Natural and Highly Processed Plant-Based Alternatives

Jiameng Gao, Florida International University; Imran Ahmad, Florida International University; and Zhihan Duan, Florida International University

Consumer-perceived Sustainability for Restaurants: A Multimodal Analysis of User-generated Images and Text

Wichayamas Paekul, University of Houston; Ningqiao Li, University of Houston; and Tiffany Legendre, University of Houston

Tourism & Sustainability

Travel Photography as a Path to Green Consumption: Evidence from Shangri-La, China

Yifei Li, Cornell University; and Peng Liu, Cornell University

From Designation to Destination (D2D): Estimating the Branding Impact on Visitor Volume

Increase for the New River Gorge National Park and Preserve Zejie Liu, Texas A&M University; and Jingyang Deng, Texas A&M University

From Waste to Resource: Establishing a Closed-Loop Food Economy at Florida International University

Candela Gonzalez Marengo, Florida International University; and John Buschman, Florida International University

/// CONCURRENT SESSION 5 1 PM - 2:15 PM

Consumer Behavior in Hospitality (Longleaf)

MODERATOR: Dr. Swechchha Subedi, University of Tennessee, Knoxville

When Robot Gendering Meets Service Failures: Should Robots Have a Gender in Service Roles?

Xiuhua Nikki Chen, University of South Carolina; Fang Meng, University of South Carolina; Hui Jiang, University of South Carolina; and Xiaonan Zhang, Beijing Normal–Hong Kong Baptist University

When Reputation Substitutes Transparency: Trust and Loyalty Formation in Iran-Iraq Medical Tourism

Sahar Ravanbeh, Washington State University; and Chun Chu Chen, Washington State University

Should Restaurants Adopt Virtual Waiting? How Perceived Ratings, Visit Types, and Surrounding Attractiveness Matter

Elena Hwirim Jo, University of Florida; Oscar Hengxuan Chi, University of Florida; and Jinwon Kim, University of Florida

Consumer Behavior in Tourism (Camellia)

MODERATOR: Dr. Adiyukh Berbekova, University of Hawai'i at Mānoa

Improve Awareness and Engagement: Marketing Local Events and Leisure Amenities to University Students in a Midwest College Town Weixuan Wang, Indiana University: Haoai Zhao, Indiana University: Ruiping

Weixuan Wang, Indiana University; Haoai Zhao, Indiana University; Ruiping Ren, Indiana University; and Shu Cole, Indiana University "Traveling" without Moving: How Open-World Games Reshape Tourism Experiences

Na Young Mun, University of Central Florida; Xiaoxiao Fu, University of Central Florida; and Peihao Wang, Purdue University

Exploring Serendipitous Experiences and Place Attachment in Urban Running

Jaeil Lee, Kyung Hee University; Ji Won Lee, Kyung Hee University; and So Young Bae, Kyung Hee University

Finance & Economics (Oak I)

MODERATOR: Dr. Seoki Lee, The Pennsylvania State University

The Price of Amateurism: Behavioral Biases and Systematic Underpricing in the Home Sharing Economy

Dohyung Bang, Purdue University; and Soocheong Shawn Jang, Purdue University

A Cubic Relationship between Restaurant Foot Traffic and Spend per Customer: The Moderating Roles of Dwell Time and Travel Distance Yecheng Cao, University of Massachusetts Amherst; Albert Assaf, University of Massachusetts Amherst; Irem Önder, University of Massachusetts Amherst; Muzzo Uysal, University of Massachusetts Amherst; and Kun Qian, University of Massachusetts Amherst

Endogeneity in panel analysis: exploring the Gaussian Copula Method Da Hyun Hwang, The Pennsylvania State University; Hyoung Ju Song, Kyung Hee University; and Seoki Lee, The Pennsylvania State University

Human Resources & Leadership & Education (Oak II)

MODERATOR: Dr. Wen Chang, Texas A&M University

Organizational Communications on Diversity, Equity, and Inclusion Management Practices: A Scoping Review

Jaimi Garlington, University of Nevada, Las Vegas; Ashokkumar Manoharan, Flinders University; and Cass Shum, University of Nevada, Las Vegas

Support on the Menu: An Experimental Approach to Understanding Organizational and Coworker Support on Commitment in the U.S. Food and Beverage Industry

Scarlett Baughman, Temple University; Lindsey Lee, Temple University; and Elizabeth Taylor, Temple University

Organizational Commitment and Green HRM: Exploring the Role of Ethical Climate and Self-Actualization in Promoting Organizational Citizenship Behavior for the Environment

Chassidy Sakamoto, University Hawai'i at Mānoa; Lenna Shulga, University Hawai'i at Mānoa; and Adiyukh Berbekova, University Hawai'i at Mānoa

IT Adoption & Application (Terrace I)

MODERATOR: Dr. Murat Hancer, University of Central Florida

GenAl Adoption in Travel: An Integrated Diffusion of Innovation and Theory of Planned Behavior Perspective

Rasoul Mahdavi, University of Mississippi; Katerina Berezina, University of Mississippi; and Mahsa Talebi, University of Mississippi

When Immersive Technology Meets Narrative: Toward a Unified Framework for Immersive Storytelling

Jihye Park, University of Central Florida; and Jeeyeon Jeannie Hahm, University of Central Florida

What Organizational Factors Trigger a Job Replacement Crisis and Quiet Quitting among Hospitality Employees in the Age of AI?

Selim Bakir, Auburn University; and Baker Ayoun, Auburn University

Marketing (Terrace II)

MODERATOR: Dr. Souji Gopalakrishna Pillai, Auburn University

Blending Brand and Borrowed Content: Trust Transfer in Hybrid Hotel Website Environments

Soo Yeon Kwak, Purdue University; and Seon Jeong Ally Lee, Purdue University

Mapping Service Interaction Vulnerability with Service Robots: A Systematic Review from an Interdisciplinary Perspective Ghazal Shams, University of South Carolina; and Kawon Kathy Kim, University of South Carolina

Ancillary Revenue Differences for Paid Memberships Versus Loyalty Programs: A Comparative Study of Global and Local Hotel Brands Taehyun Suh, University of Houston; Minjung Shin, University of Houston; and Ki-Joon Back, University of Houston

Restaurant & Foodservice (Terrace III)

MODERATOR: Dr. Scott Taylor, Jr., University of South Carolina

Restaurant Pricing Recall: What do Customers Really Know? Abdulmunim Al Ratrout, University of Delaware; Timothy Webb, University of Delaware; Breffni Noone, The Pennsylvania State University; and Gopi Nath Vajpai, University of Delaware

How does Transparency Impact Satisfaction? An Exploratory Analysis of Prepared Food Disclosure in Fast-Casual Restaurants
Yueming Guo, Virginia Tech; Eojina Kim, Virginia Tech; and Zheng Xiang,
Virginia Tech

Decoding Michelin-Starred Restaurant Experience: A Theory-Driven, Topic-Sentiment Weighted Analysis of Online Reviews

Ngoc Tran Nguyen, University of Central Florida; Jeong-Yeol Park, University of Central Florida; Hyoung Ju Song, Kyung Hee University; and Ji Eun Lee, Kyungpook National University

Tourism & Sustainability (Auditorium)

MODERATOR: Dr. Rojan Baniya, Auburn University

Deliberate Seeking or Serendipitous Encounter? Environmental Content Exposure on Social Media

Mina Kim, University of South Carolina; and Lori Pennington-Gray, University of South Carolina

Tourism and Urban-Rural Inequality: Spatial Spillovers, City Heterogeneity and the Complex Role of Green Economy Efficiency in China Xianting Cao, Texas A&M University; and Anyu Liu, Texas A&M University

Collapse or Thrive? Measuring the Impact of Climate Disasters on Short-Term Rental Markets using Spatial Panel Data Models Jiwoo Jung, University of Florida; and Jinwon Kim, University of Florida

/// POSTER SESSION D - 2:15 PM - 3 PM (LEGACY BALLROOM)

Consumer Behavior in Hospitality

Exploring Emotions and Participation Intentions in Olympic Ceremonies: A Topic Modeling Approach to YouTube Comments

Jihye Park, University of Central Florida; Jeeyeon Jeannie Hahm, University of Central Florida; Myong Jae Lee, California State Polytechnic University Pomona; and Chang Huh, Niagara University

Disaster Salience and Accommodation Preferences: Comparing Travelers' Willingness-to-Pay for Safety and Trust Attributes
Jiwoo Jung, University of Florida; and Jinwon Kim, University of Florida

Cali Sober: Current Consumption Trends and On-Premises Demand for THC Beverages

Isabelle Bennett, University of South Carolina; Scott Taylor Jr., University of South Carolina; and Cortney Norris, University of South Carolina

Consumer Behavior in Tourism

Visitor Economy: A Broader, More Inclusive Conceptual Framework for Assessing Visitor Impact

Kelli Hollinger, Texas A&M University; and Brian King, Texas A&M University

Perception of Small Business Trust in Hosting the FIFA World Cup: A Mixed Methods Investigation

Travis Holladay, Texas A&M University; and Babak Taheri, Texas A&M University

Media, Authenticity, and the Malleability of National Stereotypes in Tourism Na Young Mun, University of Central Florida; and Xiaoxiao Fu, University of Central Florida

Transformative Service for Neurodivergent Guests: Integrating the Social Model of Disability into Hospitality

Saba Ebrahimzadeh Maboud, Texas A&M University; and Babak Taheri, Texas A&M University

Human Resources & Leadership & Education

The Learning Experience Effect - A Mixed-Methods Study of Career Longevity Among Hospitality Degree Holders

Laur-Ann Daley, University of Houston; Jeanna Abbott, University of Houston; and Mary Dawson, University of Houston

The Cost of False Green: Linking Greenwashing to Turnover Intention in Hospitality Through Environmental Values

Marie Haidara, Clemson University; and Trishna Mistry, University of South Florida

From Performative to Transformative: How DEI Messaging Shapes Perceptions of Authenticity and Brand Attractiveness in Hospitality Talent Emily Walker, University of Tennessee; Michelle Childs, University of Tennessee; and Cameron Wurtsbaugh, University of Tennessee When Diversity Hurts: The Impact of Perceived Diversity and Interpersonal Stress in the Hotel Industry

Shawnquel Cooper, The University of New Orleans; and Yizhi 'Ian' Li, The University of New Orleans

Sustainable Leadership and HRM: Drivers of Motivation, Behavior, and Wellbeing in Chain Versus Independent Hotels

Nusrat Jahan, Auburn University; and Imran Rahman, Auburn University

Welcome to the World of Work with Selective Operating Hours Katheldra Alexander, University of South Carolina; and Scott Taylor Jr., University of South Carolina

IT Adoption & Application

Investigating AI-powered Smart Travel Apps: A Protection Motivation Theory perspective

Hilda Ogada, Texas Tech University; and Jing Li, Texas Tech University

It Doesn't Stop at the Output: Rethinking GenAl Literacy for Hospitality Employees

Mahsa Talebi, University of Mississippi; and Katerina Berezina, University of Mississippi

Trust and Opportunity in AI Adoption for Medical Tourism: A Qualitative Perspective

Victoria Cho, University of Nevada, Las Vegas; and Marta Soligo, University of Nevada, Las Vegas

Al-Powered Technology Adoption as a Moderator of Energy Consumption in Hospitality: A Work-in-Progress Meta-Analysis of 4-and 5-Star Hotels Patience Ngcobo-Onunkwo, Auburn University; Alecia Douglas, Auburn University; and Imran Rahman, Auburn University

Agentic AI in Hospitality

Jose Ramirez, California State University, San Bernardino; and Michelle Russen, California State University, San Bernardino

Responsible AI in Service Recovery within Tourism and Hospitality Industry Faezeh Cheraghi, Texas A&M University; and Babak Taheri, Texas A&M University

Restaurant & Foodservice

Food Allergy and Dietary Restriction Management in University Dining: Employee Knowledge, Training, and Practices at OSU

Niger Sultana Brishty, Oklahoma State University; and Lisa Slevitch, Oklahoma State University

Green Choices in Quick Service Restaurants: The Role of Eco-Labels and Digital Ordering

Grace Nartey, Oklahoma State University; and Willie Tao, Oklahoma State University

The Allergy Trust Gap: Evaluating Safety and Inclusion in University Dining Services

Louisa Addio, Oklahoma State University; and Lisa Slevitch, Oklahoma State University

Tourism & Sustainability

From Islands to Small Towns: Tourismphobia and the Economics of Visitor Taxes in Hawaii and Maine

Mikayla Herrera, Oklahoma State University; and Chen-Wei Willie Tao, Oklahoma State University

Investigating Barriers to Visitor Use of Public Transit Using Deep Learning: Evidence from Oahu, Hawaii

Yue Zhu, University of Hawai'i at Mānoa; and Xiaofeng Li, University of Hawai'i at Mānoa

Developing Therapeutic Animal-Based Tourism Interventions for Anxiety: An ASEB Framework Approach

Fumei Guo, Hong Kong Polytechnic University; and Mimi Li, Hong Kong Polytechnic University

/// CONCURRENT SESSION 6 - 3 PM - 4:15 PM

Consumer Behavior in Hospitality (Longleaf)

MODERATOR: Dr. Chenggang Hua, University of Central Florida

Size in Calm, Structure in Crisis: eWOM Networks and Restaurant Outcomes

Dohyung Bang, Purdue University; and Soocheong Shawn Jang, Purdue University



Rethinking the Role of Affect in Memorable Dining Experiences Gopi Nath Vajpai, University of Delaware; Timothy Webb, University of Delaware; and Srikanth Beldona, University of Delaware

When AI is Talking Like a Friend: The Role of AI Language Style and Language-Product Fit on Consumer Responses
Mina Hosseini, Washington State University; and Soobin Seo, Washington State
University

Consumer Behavior in Tourism (Camellia)

MODERATOR: Dr. Imran Rahman, Auburn University

Multi-Genre Conventions-Who Let the Nerds Out?: A SOR Perspective Meredith Rice, Auburn University; David Martin, Auburn University; Imran Rahman, Auburn University; and Demi Deng, Auburn University

Big Bend, Big Meanings: Insights from User-Generated Reviews Jayani Rathnayaka, Texas A&M University; and Jinyang Deng, Texas A&M University

Human Resources & Leadership & Education (Oak I)

MODERATOR: **Dr. Michelle Russen,** California State University, San Bernardino

Consistency is Key: Unpacking the Relationship between Employer Branding and Hotel Employee Brand Performance Susan Varga, University of Central Florida; and Fevzi Okumus, University of South Carolina

Peeling the Onion: Understanding the Layers of Workplace Stigma for Employees with Intellectual Disabilities, A Job Coaches' Perspective Thomas Little, The Pennsylvania State University; Yoko Negoro, The Pennsylvania State University; Sydney Pons, The Pennsylvania State University; Phillip Jolly, The Pennsylvania State University; Michael Tews, The Pennsylvania State University; and Donna Quadri-Felitti, The Pennsylvania State University

Coping with Customer Incivility: A Latent Profile Analysis in the Hospitality Industry

Yanqiao Lei, The Pennsylvania State University; Sunny Kim, Boston University; Yue Vaughan, Kansas State University; and Heyao Yu, The Pennsylvania State University

IT Adoption & Application (Oak II)

MODERATOR: Dr. Minwoo Lee, University of Houston

What Can AI Do to Drive Real Adoption? From Social Cues to Actual Usage Behaviors

Hongyan Hu, Purdue University; and Kevin Kam Fung So, Purdue University

Bridging Technology and Nutrition: A Systematic Review of AI and XR Applications for Nutritional Insights in Restaurants and Related Foodservice Operations

Younes Bordbar, Texas A&M University; Jinyang Deng, Texas A&M University; Brian King, Texas A&M University; and Wenjia Zhang, Texas A&M University

From Robotic Servers to Baristas: A Framework of Human-Robot Interaction in Food and Beverage Services

Abraham Terrah, Oklahoma State University; Yeasun Chung, Oklahoma State University; and Romisa Amirehteshami, Oklahoma State University

Lodging Management & Service Quality & Marketing (Terrace I)

MODERATOR: Dr. Lucheng Wang, Auburn University

Staging the Hunt: Outfitters Blaze the Trail to Memorable Hunting Experiences for Tourists

Humberto Abraham Flores Lecea, Texas A&M University; and Po-Ju Chen, Texas A&M University

DMOs' Use of Emojis on Instagram: The Case of U.S. State Destination Marketing Organizations

Yutong Han, Virginia Tech; Florian J. Zach, Virginia Tech; and Zheng Xiang, Virginia Tech

Restaurant & Foodservice (Terrace II)

MODERATOR: Dr. Forest Ma, University of Central Florida

When Waste Becomes Food: Mitigating Stigma in Upcycled Food through Visual Illustration and Appeal

Zhihong Andrea Lin, University of Houston; Tiffany Legendre, University of Houston; and Kyle Hight, University of Houston

A Model for Restaurant Delivery Price Optimization

Marziye Ahmadi, University of Delaware; Timothy Webb, University of Delaware; and Hong Soon Kim, University of Delaware



Applying the Value-Belief-Norm Framework to Food Waste Reduction: Chefs' Perspectives on Hotel Breakfast Buffets

Romisa Amirehteshami, Oklahoma State University; and Chen-Wei Willie Tao, Oklahoma State University

Tourism & Sustainability (Terrace III)

MODERATOR: Dr. So Young Bae, Kyung Hee University

Sustainability Practices in Agritourism: A Resource-Based and Brand Equity Perspective

Omid Oshriyeh, University of South Carolina; Mohammad Nematpour, University of Tehran; and Rich Harrill, University of South Carolina

Sustainable Luxury Product Consumption Values and Shoppers Behavioral Responses

Amare Yaekob Chiriko, Hong Kong Polytechnic University; and Sam Kim, Hong Kong Polytechnic University

/// CONCURRENT SESSION 7 - 4:30 PM - 5:45 PM

Consumer Behavior in Hospitality (Longleaf)

MODERATOR: Dr. Kevin Kam Fung So, Purdue University

Not All Negative Reviews Are Equal: Pathway-Specific Insights into Consumer Revenge

Md Gaffar Hossain Shah, The Pennsylvania State University; Anna S. Mattila, The Pennsylvania State University; Abdulaziz Alhamadani, Florida Polytechnic University; and Shailik Sarkar, Florida Polytechnic University

Customer-based Innovation Advantage: Linking Perceived Innovativeness to Firm Performance

Zhuo Liu, Purdue University; and Kevin Kam Fung So, Purdue University

The Role of Servicescape Cues on Customers' Motivation to Tip Before Service in Fast-Casual Restaurants

Abraham Terrah, Oklahoma State University; and Cortney Norris, University of South Carolina

Finance & Economics (Camellia)

MODERATOR: Dr. Ozgur Ozdemir, University of Nevada, Las Vegas

Effects of Pleasure Vacation on Boredom: The Moderating Effect of Personality Trait

Dohoon Kim, Texas A&M University; and John Crompton, Texas A&M University

Economic Policy Uncertainty and Tourism Demand: Evidence from U.S. State-Level Outbound Travel

Yiming Dai, University of Nevada, Las Vegas; Ozgur Ozdemir, University of Nevada, Las Vegas; Soyeon Jung, University of Nevada, Las Vegas; and Saeed Ehsanfar, University of Nevada, Las Vegas

Internationalization, Asset-light Strategy, and the Leverage Trade-off in Hospitality Industry

Saeed Ehsanfar, University of Nevada, Las Vegas; and Ozgur Ozdemir, University of Nevada, Las Vegas

Human Resources & Leadership & Education (Oak I)

MODERATOR: Dr. Rodney Runyan, Purdue University

Ready to Leap? The Impact of Social Anxiety on Emerging Hospitality Leaders - Phase II

Katheldra Alexander, University of South Carolina, Scott Taylor Jr., University of South Carolina; and Miranda Kitterlin, Florida International University

Hospitality Culture in Organizations: A Theoretical Perspective Maria Catalina Gonzalez Forero, Purdue University; and Rodney Runyan, Purdue University

Contextualizing Sexual Harassment: A Systematic Review of Sexual Harassment in the Hospitality and Tourism Industry Grace Kim, University of Houston; Dustin Maneethai, University of Houston; and Leanne Atwater, University of Houston

IT Adoption & Application (Oak II)

MODERATOR: Dr. Alecia Douglas, Auburn University

Digital Transformation as an Operational Resource in Restaurants: Evidence from Customer Experience and Efficiency Outcomes Woojin Lee, Purdue University; Soocheong Jang, Purdue University; and Hong Soon Kim, University of Delaware



From Smart to Intelligent: The Evolution of Smart Tourism in the Age of Al Hongyan Hu, Purdue University; and Kevin Kam Fung So, Purdue University

Marketing (Terrace I)

MODERATOR: Dr. Oleksandra Hanchukova, Auburn University

How Aesthetic Perfection in AI Tourism Ambassadors Increases Trust and Advertisement Satisfaction

Jianan Liu, Washington State University; and Hyun Jeong Kim, Washington State University

What Drives Visit Intention in Short-Form Tourism Content? The Dominant Role of Destination Coolness

Na Young Mun, University of Central Florida; Jeong-Yeol Park, University of Central Florida; and Xiaoxiao Fu, University of Central Florida

Who Influences Best? Evaluating Influencer Effectiveness in F&B Marketing by Integrating Consumer Decision Funnel Stages

Yoonhyung Huh, Iowa State University; Jewoo Kim, Iowa State University; and Eunha Lena Jeong, Iowa State University

Restaurant & Foodservice (Terrace II)

MODERATOR: Dr. Sunny Kim, Boston University

The Economics of Overservice: Compensation Structures and the Agency behind Serving Intoxicated Patrons

Jeffrey Hanauer, Purdue University; and Wookjae Heo, Purdue University

Feast or Famine: A Big and Deep Data Approach to Event Impacts on Restaurant Revenue

Gyusang Hwang, Temple University; and Yang Yang, Temple University

Employee-Tourist Interaction and Word-of-Mouth Intention: The Mediating Role of Well-Being in Themed Restaurant Experiences

Wencan Shen, Virginia Tech and Jinan University; Sirong Chen, University of Macau; and Mu Zhang, Jinan University

Tourism & Sustainability (Terrace III)

MODERATOR: Dr. Rojan Baniya, Auburn University

Diffusion of Regenerative Agritourism Experiences through the Co-Creation Process

Dini Hajarrahmah, Virginia Tech; and Nancy McGehee, Virginia Tech

Risk, Restriction, and Reputation: Media Framing of International Travel under U.S. Travel Policies in 2025

Hani Cho, University of South Carolina; and Lori Pennington-Gray, University of South Carolina

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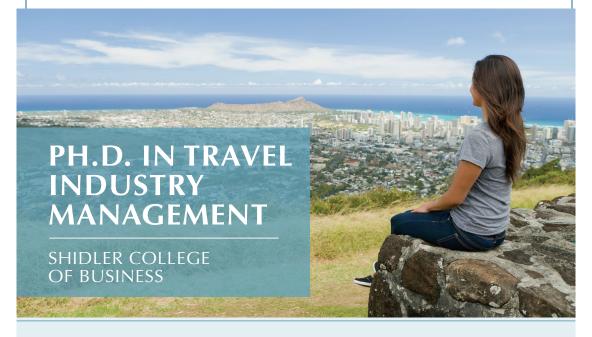
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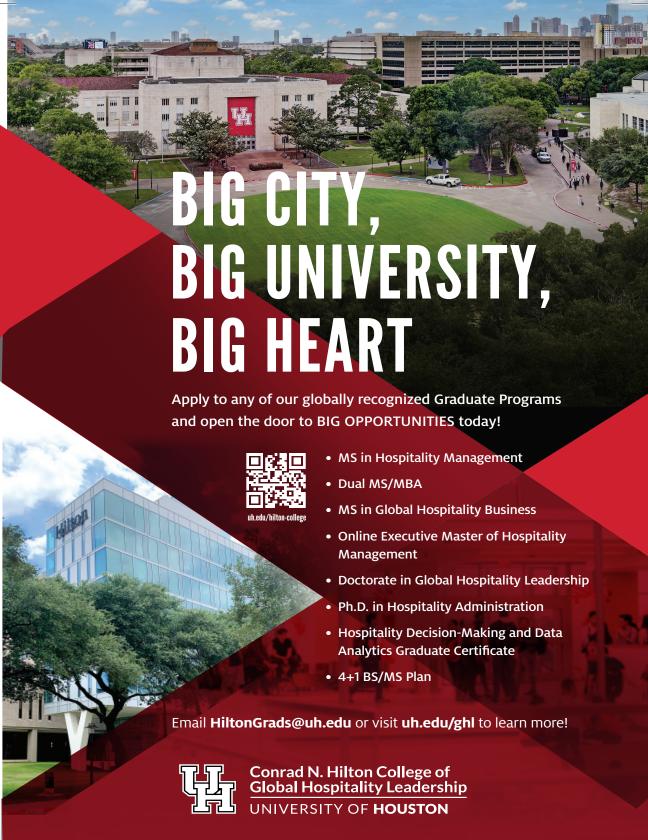
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- 4 year Bachelor's degree (or equivalent) for MS; Plus a MS degree for PhD
- Academic records/transcripts
- Statement of purpose
- 3 letters of recommendation • Resume or curriculum vitae
- Copy of transcripts
- Proof of English proficiency (if applicable)
- Supporting documents for Ph.D. applicants (e.g., thesis, project papers, published articles, proceedings, professionally written documents)

 NO GRE/GMAT requirement

APPLICATION DEADLINE

February 1 for Fall: HSPM Graduate Assistantship

March 15 for Summer: HSPM Hybrid Distance October 15 for Spring: Hospitality Management

Rolling admissions will be processed based on availability within the program after the priority deadline.

MASTER OF SCIENCE

Thesis option: Total 30 Credits Non-thesis option: Total 36 credits



DOCTORATE OF PHILOSOPHY

72 Total Credits Hours: Up to 30 credit hours may be accepted from master's degree.

On-Campus track: Starts in Fall, Graduate Assistantships are available

Hybrid Distance track: New cohorts start on-campus in Summer; Other credits completed at a distance

AREA(S) OF EMPHASIS

Club Management Education Entrepreneurship Event Finance Food Safety Foodservice Management Leadership Human Resource Marketing and Consumer Behavior Tourism Data Analytics Lodging and Resort Management

Casino Management

INVOVATION SPACES

Student-Run Retail Store (Innovate 1858) Student-Run Restaurant (The Tearoom) Student-Run Café (SPARKS) Foodservice Research Lab Culinary Creation Lab Data Analytics Lab Club Research Lab

DIRECTOR OF GRADUATE EDUCATION FOR HOSPITALITY MANAGEMENT Dr. SoJung Lee sjlee@iastate.edu

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100% Online 30 credits

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90 credits, including 15 hours of dissertation
Up to 30 hours may be transferred from a master's degree program

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Our Ph.D. graduates have secured faculty positions at prestigious institutions, including Texas Tech University, Oklahoma State University, Temple University, Auburn University, University of North Texas and leading universities in South Korea and Macau.

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Work with faculty in these research areas.

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School of Consumer Sciences 245 Justin Hall, 1324 Lovers Lane Manhattan, KS 66506 consumersci@k-state.edu UNLV is known for having the finest Hospitality program in the world and generating the best talent for the industry.

-Joseph Kim, master's student

TAKE THE NEXT STEP

Be a part of the UNLV Hospitality Graduate Programs

ON-CAMPUS MASTER'S DEGREE

1-year program
 Applied knowledge & skills
 GRE/GMAT not required

EXECUTIVE ONLINE MASTER'S DEGREE

· 2-year program

1 year (or more) of management experience
 Two tracks: Gaming or Hospitality Management
 GRE/GMAT not required

· Gaming Certificate option available

PHD DEGREE

On campus, 4-year program
 Research-based with teaching opportunities
 Funding available for full-time students

To learn more about each program or to apply, visit unlv.edu/hospitality/graduate-programs.

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Isenberg faculty are working in a wide variety of research domains, investigating areas such as:

- Quality-of-life in tourism and hospitality
- Customer experience management
- Artificial intelligence in HTM
- · Digital innovation and emerging technologies
- Impact and performance studies in tourism and hospitality operations
- Consumer behavior and travel psychology
- Strategic leadership and financial management
- Tourism economics and market dynamics
- · Revenue management
- Behavioral research and neuromarketing strategic branding in hospitality and tourism
- · Econometrics and demand forecasting
- · Wellness and wellbeing
- Food service management and technology
- Customer-employee-technology interactions

PhD students publish in top-tier journals, including:

- Tourism Management
- Annals of Tourism Research
- International Journal of Hospitality Management
- International Journal of Contemporary Hospitality Management
- · Journal of Hospitality and Tourism Research
- Psychology and Marketing
- Service Industries Journal

Program Highlights

- Competitive selection in R1 school
- 100% placement in research and academia
- Access to Berthiaume Behavioral Research Lab
- Home to World's Top 2% Scientists
- Ranked Top 5 in the U.S. (ShanghaiRanking)
- \$30,000+ annual stipend plus summer funding opportunities
- Collaborate with business professors to enhance competitiveness in the job market
- Strong one-on-one mentoring
- Opportunities for teaching experience to develop academic skills and build a competitive academic CV

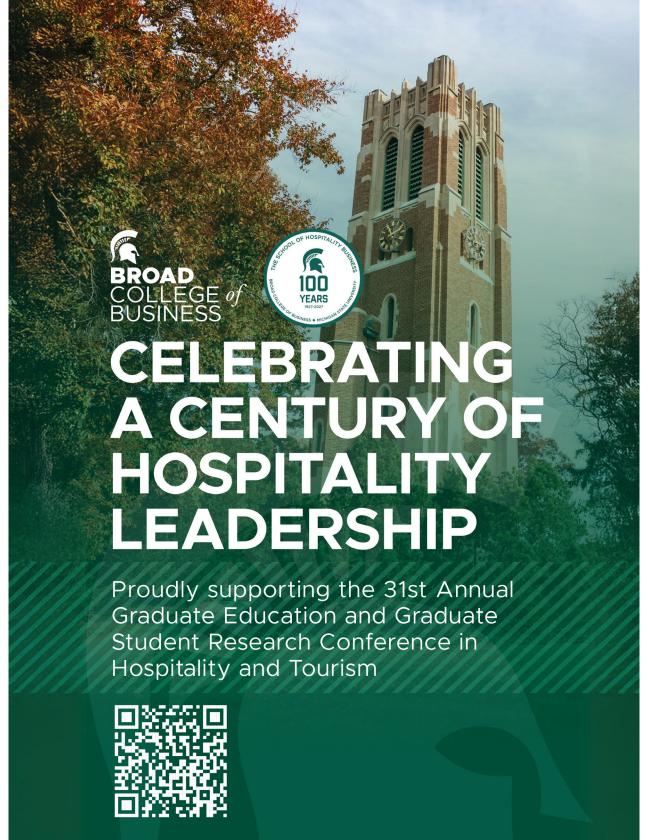
Our graduates receive job offers from the best HTM programs worldwide, including:

- · University of Houston
- · University of Central Florida
- · Hong Kong Polytechnic University
- · University of South Carolina
- University of Hawaii
- · Boston University

APPLY TODAY



Application deadline Dec. 21, 2025



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As a Mizzou Hospitality Management student, you will hone your management and customer service skills through coursework, internships and other hands-on experiences. Plus, connecting with the program's industry partners will give you a competitive edge in the job market.

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Hospitality management program #4 in Midwest*

Hospitality management program #14 in U.S.*



*Source: hospitality-colleges.com

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This online graduate program is designed to meet the industry's growing demand for data-driven leadership.

- Advanced training in hospitality leadership
- Integrated coursework in data science, analytics, and applied Al
- Flexible options for working professionals
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For more information, contact Dr. Pei Liu, Director of Hospitality Management Graduate Programs, LPei@missouri.edu.

WHY Oklahoma State University HTM?

√ Excellent funding package √ PhD granted by an AACSB-accredited business school √ Top 10 U.S. / Top 25 global HTM research program √ Supportive, collaborative doctoral mentorship

Priority Deadline: January 13, 2026



Founded 1937 | Ranked 8th nationally, 22nd globally for research | Flexible, nterdisciplinary curriculum





CONCENTRATION IN HOSPITALITY AND TOURISM MANAGEMENT



ADMISSION REQUIREMENTS

- · Minimum 3.25 GPA
- · GRE or GMAT

(waiver possible with research excellence)

- · International: TOEFL or IELTS
- · 3 recommendation letters
- · Statement of Purpose
- · Research Interest Statement with potential faculty advisors
- · CV/Resume

EXCELLENT FUNDING

Assistantships include:

- \$25,000 annual stipend (9-month)
- Full tuition coverage
- Comprehensive health insurance
- Summer funding
- Conference travel funding
- Additional fellowships & scholarships available



CAREER PLACEMENT

OSU HTM PhD graduates hold faculty positions at leading universities: NYU · **Purdue · University of** Central Florida · UNLV ·

University of Alabama · Washington State · **University of Surrey** • **West Virginia University**

RESEARCH EXCELLENCE

Our faculty and students publish in leading journals including Tourism Management, Annals of Tourism Research. International Journal of Hospitality Management, and Journal of Hospitality and Tourism Research.

LEARN MORE

DR. YEASUN K. CHUNG, PHD PROGRAM COORDINATOR **SCHOOL OF HOSPITALITY & TOURISM MANAGEMENT** OKLAHOMA STATE UNIVERSITY Y.CHUNG@OKSTATE.EDU

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School of Hospitality and Tourism Management





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4 Centers and Institutes

Contact:

Fang Meng, Ph.D.
Professor
Ph.D. Program Director
College of Hospitality, Retail and Sport Management
fmeng@hrsm.sc.edu
803-777-0631





ABOUT THE PROGRAM

The PhD program at the School of Sport, Tourism and Hospitality Management (STHM) is a full-time, 4-year program powered by the Fox School of Business. The course work takes approximately two years and provides students with an appropriate blend of theoretical and methodological courses to support their research program. STHM offers one of the few PhD degrees in Business Administration with a concentration in Tourism and Sport accredited by the Association to Advance Collegiate Schools of Business.

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Full Tuition Coverage

for Conference Travel



Excellent Health Coverage

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STHM formally encourages a culture of mentoring where faculty collaborate with students on joint endeavors. Our students benefit from the high-quality research produced by their mentors, while the faculty benefit from the students' fresh ideas.



CONTACT US TODAY!

Concentration Advisor:
Lu Lu at lu.lu0001@temple.edu

Learn More: sthm.temple.edu/phd



PROGRAM OVERVIEW

The Department of Hospitality, Hotel Management & Tourism at Texas A&M University delivers forward-looking graduate programs that shape the next generation of global hospitality leaders. Students dive into hands-on learning, industry-embedded projects, and research that drives the future of tourism, hospitality, and the experience economy. With a strong emphasis on innovation, digital transformation, sustainable experience design, revenue analytics, workforce leadership, and hospitality finance, our programs equip graduates with the strategic, analytical, and technological capabilities demanded by top hospitality companies, global brands, and next-generation service innovators.

KEY FEATURES

- Engage in research forums and professional development each semester.
- Learn from renowned faculty recognized among the top 2% of scientists worldwide.
- Customize your studies with elective courses tailored to your interests.
- Collaborate with industry partners and contribute to real-world hospitality solutions.
- Join a tight-knit community rooted in Aggie values and service excellence.

DEGREES OFFERED

Graduate Programs

- MS-HTRM : Master of Science in Hospitality, Tourism and Recreation Management
- PHD-HTRM: Doctor of Philosophy in Hospitality, Tourism and Recreation Management

SCHOLARSHIPS

Multiple endowed scholarships and fellowships are available for qualified graduate students.





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SCAN TO LEARN MORE



TEXAS A&M UNIVERSITY
Arch H. Aplin III '80 Department of
Hospitality, Hotel Management & Tourism





Ranked Among the Nation's Top Hospitality & Retail Management Programs!

Texas Tech stands out for its expert faculty, networking, and professional connections. Our Hospitality and Retail Management graduate students have teh opportunity to make a global impact on consumer retail, hospitality, and tourism experiences.

Assistantships available:

Teaching Assistant (9 month position)

MS: \$12,700 PhD: \$14,500

Research Assistant (12 month position) MS: \$15,600 PhD: \$18,000



Examples of Funding Opportunities*

Graduate School Fellowship: **\$5,000/year** for up to 4 years (\$20,000 total)

Graduate Access & Engagement Recruitment Fellowship: **\$5,000/year** for up to 2 years (MS) or 4 years (PhD) plus a travel allowance.

Link to Grad School fellowship website: https://www.depts.ttu.edu/gradschool/financial/GeneralFellowships.php



DEPARTMENT OF RETAIL, HOSPITALITY AND TOURISM MANAGEMENT

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Prepare for academia in hospitality and tourism management with supportive faculty mentors and colleagues in research, teaching, and professional development.

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- 100% tuition and fee waivers
- Dissertation research and travel support

RESEARCH OPPORTUNITIES

- Highly productive research faculty
- One-on-one research mentorship
- Opportunity for special projects and research assistantships



RESEARCH AREAS

- Critical tourism studies
- Equity and leadership
- F&B, culinary arts, and gastronomy
- Hospitality service resilience
- Qualitative Inquiry and innovative design
- Sustainability in hospitality and tourism

PROFESSIONAL DEVELOPMENT

- Partner with national or local hospitality organizations for industry-related projects
- Academic presentations, journal publications, and teaching opportunities
- Interdisciplinary research between retail and hospitality management

CONTACT US

Michelle Childs, PhD, Associate Professor and Director of Graduate Studies (mlchilds@utk.edu) Junehee Kwon, PhD, Professor and Department Head (jkwon7@utk.edu) Tel: 865-974-2141





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2026

Application Deadline:

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https://htm.pamplin.vt.edu/graduate/phd-business.html



The Ph.D. in business administration with an emphasis in hospitality and tourism prepares graduates for careers in research and teaching. The primary goal of the Hospitality and Tourism Doctoral Program is to train academics for placements at peer institutions (preferably with a doctoral program of their own) throughout the United States and abroad. Those with a completed master's degree in business and/or hospitality business management can complete the doctorate in four years of full-time residential study.

The program encompasses a variety of formal and informal interactions and projects with faculty and others, as well as course work, comprehensive exams, and dissertation research. It enables students to develop substantial competencies in the theory, practice, and research methodology essential to the advancement of hospitality and tourism business management knowledge, while accommodating individual backgrounds, experiences, and objectives.

The Hospitality and Tourism Doctoral Program also provides an environment in which students can develop research competencies in close association with the hospitality business management faculty and other graduate students.

Carson College of Business

Program Details

- Degree offered: Ph.D. in business administration
- Faculty working with graduate students:
- Current students: 8
- Students receiving assistantships or scholarships: 100%
- Tests required: GMAT or GRE: TOEFL or IELTS
- Annual Application review begins: January 10
- · Industry experience preferred

Positions Held by **Recent Graduates**

- Auburn University
- California State Polytechnic University, Pomona
- North Dakota State University
- Temple University
- University of Florida
- University of Massachusetts, Amherst
- University of Nevada, Las Vegas

Jenny Kim

- jennykim@wsu.edu
- 509-335-5766
- tinyurl.com/shbmphd
- PO Box 644736
- Pullman, WA 99164-4736









