All Poster Sessions are in the West Promenade

Poster Session 1: January 4, 2018, 3:00 PM - 3:45 PM

1. How do you feel and respond to service inconsistency at a coffee shop? Jee-Ahe Ahn and Milos Bujisic

2. I “like” your hotel review posting, so what? - Social media engagement and behavioral intentions. Jung Hee Yu, Christine Vogt and Jae Min Cha

3. Impact of sensory experience on consumer consumption behaviour in hotel spa setting in China. Li Chen and Jackie Clarke

4. How do hotels effectively respond to online reviews? The roles of source credibility and personalization in previous consumers’ satisfaction and behavioral intentions. Bin Wang, Soobin Seo and Jay Kandampully

5. Influence of motives for healthy food choice on customer loyalty in the restaurant industry. Jerusalem Merkebu, Naehyun Paul Jin and Sang-Mook Lee

6. Determinants of review helpfulness on Yelp: Do review length and emotional intensity matter? Xi Wang and Liang Tang

7. The loyalty of a generation: Comparing models of customer loyalty across generational segments. Elizabeth Whalen and John Bowen

8. Connecting the dots between brand passion and brand love: Mediating effects of cognitive engagement in the hotel industry. Min Jung Shin and Ki-Joon Back

9. Regional differences between wine clubs: An exploratory study. Matthew Bauman, Natalia Velikova and Tim Dodd

10. Examining hotel loyalty members’ satisfaction and active loyalty based on involvement, engagement, and value co-creation behavior. Jiayin Liu and Woomi Jo

11. Exploring information cues in online hotel reviews: An empirical study from the cue utilization perspective. Hanna Lee, Sung-Byung Yang, Chulmo Koo and Tae-Kyun Kim

12. The mismatch effect on new menu item introduction. Hyojin Chloe Cho, Eunjin Kwon and Anna Mattila

13. Consumer experiences that define the expansion of luxury boutique hotels in Peru. Gonzalo Alfaro and Charlie Adams


15. We care what we don’t get? Non-member customers’ reaction to exclusive benefits in loyalty programs. Anni Ding and Rachel Han

16. The effects of image on consumers' perceived risk and experiential value: A case of food truck study. Katya Van Embden and Woomi Jo
17. Assessing unique service style restaurants’ consumer motivations of willingness to pay and visit intention. Zeba Razmi, Donghee Kim and Michael Hutchinson


19. Understanding Chinese online charitable giving behavior. Xiaolong Shao, Xingyi Zhang and Chin-Hsun Ken Tsai


21. The impact of type of hotels on compensating denied customers. Peilu Liu and Ju Yeon Han

22. Feed the trolls: An application of the flexible correction model in hotel online booking introduction. Yizhi Li and Milos Bujisic

23. When your experience deviates from others: Exploring the impact of “disconfirmation” on customer willingness to post online reviews. Hengyun Li and Fang Meng

24. The experiential-material continuum: Assessing consumer purchases. Kerry Manis and Deborah Fowler

25. The role of mature employees in the quality and brand evaluation. Alice Yeonjung Kang and Tiffany Jungyoung Shin


27. Is team chat an effective tool for manager-employee communication? The application of team chat in the hospitality industry. Jae Han Min, Hyo Jung Chang, Deborah Fowler and Catherine Jai

28. Mediated guest and host relations: A social media framework. Shweta Singh, Jietyu Shi and Liping A. Cai

29. The impact of online reviews on hotels in Riyadh. Mohammed Alamer and Ji Hye Min

**Poster Session 2: January 4, 2018, 3:45 PM - 4:30 PM**


2. When using social media brand pages to build customer-brand relationship: Understanding member engagement behaviors. Jahyun Song and Hailin Qu

3. How customer responses on social media affect restaurants performance? Yiqi Wang and Jewoo Kim

4. Exploring the impacts of wine industry globalization on small to medium wineries. Trey Blankenship and Tim Dodd

5. Confronting consumer food waste behavior in hospitality settings. Tanmay Sharma and Joseph S Chen
6. Gamification in tourism marketing: Determining advertising engagement using eye tracking and in-depth interview. Ye Shen and Marion Joppe

7. Exploring the impact of online celebrities’ social media postings on customers’ restaurant selection. Ruoxi Qi, Murat Hancer and Wei Wei

8. Designing effective e-WOM referral programs. Hyun-Kyung Lee and John Bowen

9. The benefits and challenges of co-branding in the hotel and restaurant industry. Chung-Wei Yu and Yeasun Chung

10. Carryover effects of co-branding during crises: Going beyond assimilation and contrast priming effects. Jee-Ahe Ahn, Soobin Seo and Milos Bujisic

11. A combined perspective of venue managers and event planners on the important attributes for hosting a successful event: Approach of relationship marketing. Maame Afua Offeibea Adu and Ying Tracy Lu

12. Customer’s perception of restaurant employee’s emotional competency influencing customer’s brand loyalty, revisit intention and overall service satisfaction. Bethany Brendlinger, Shatina Chen and Kimberly Severt

13. How different are technology adoption levels of hotels and consumers? An investigation. Eltaj Muradli and Srikanth Beldona


15. Three-way interaction effect of experience of self-service technology, technology anxiety, and personal interaction on perceived value: service-dominant logic perspective. Wooseok Kwon, Minwoo Lee and Ki-Joon Back

16. Evaluating the impact of technology on customer service in the hotel industry. Lavonda Clay and Carol Silkes

17. Understanding gaps in hospitality technology education: A stakeholder’s perspective. Samuel Lee, Tevfik Demirciftci and Mehmet Erdem

18. Micro-entrepreneurship in the sharing economy: Opportunities, challenges, and cross-cultural perspectives. Can Lu and Tingting Zhang

19. The effects of different message framing on consumer sustainable behavior and loyalty intentions. Esra Topcuoglu and Hyelin Kim

20. Corporate social responsibility and job pursuit intentions: A lodging industry perspective. Renata Fernandes Guzzo, Jeanna Abbott and Juan M. Madera

21. “Seeing through consumers’ eyes”: Exploring online restaurant selection behaviors using eye-tracking technology. Xiaoye Li and Junehee Kwon
22. Luxury chain or boutique hotels? Customers' perception and evaluation based on service reviews. Jae Han Min, Champoonut Suttikun, Hamilton Bicksler and Hyo Jung Chang

23. Analysis of big data maturity stage in the hospitality industry. Neda Shabani, Arslan Munir and Avishek Bose


26. Investigating the knowledge, skills, and abilities of a successful concierge. Deidra Bailey and Carol A. Silkes

27. Effect of realistic service preview using virtual reality (VR) on consumer patronage. Vanja Bogicevic, Jay Kandampully and Soobin Seo

28. How internal communication effects turnover intentions during political instability: An examination of Thai hotel employees. Nishapat Meesangkaew and Thomas Schrier

29. Virtual reality technology and customer delight in theme parks: The role of experience quality. Chenge Jia, Xiaoxiao Fu and Fevzi Okumus

30. Does technology enhance tourists’ experience at smart tourism destinations? Hyejo Shin and Miyoung Jeong


32. Impacts of hotel smartphone apps on tech-savvy hotel guests. Hyeongmin Kim, Jihye Park and Myong Jae Lee

Poster Session 3: January 5, 2018, 9:15 AM-10:00 AM

1. Applying importance performance analysis to hospitality companies’ campus recruiting. Ashley Olive, Hsiangting Shatina Chen and Kimberly Severt

2. The environmental and economic impacts of tourism toward sustainable development. Eunkyoung Park and Jewoo Kim

3. Are we graduating leaders? A study of leadership development courses offered in hospitality programs. Mohamed Hefny and Mahmood Khan

4. Students’ motivation to attend hospitality career fairs. Ziwei Su and Jason Draper

5. Human trafficking: Causes, consequences, and solutions. Md Ashekur Rahman and Carol Silkes
6. Satisfaction of tourism management undergraduate students in China. Fei Xie, Zhaoxiang Ba and Jianyu Yang

7. Impact of the minimum wage policy on hospitality stock prices in Malaysia. Nur Hidayah Che Ahmat, Jewoo Kim and Susan Arendt

8. Effects of the size of acquisition on a hotel group’s financial performance. Yun Yang and Ray Schmidgall


11. Reflection upon healthier food choices. Yuxia Ouyang and Amit Sharma

12. Predicting restaurant failures in Taiwan. Hsiang-Wen Su and Jihye Min

13. Menu analysis: A revisit and reflection of current methodologies. Jangwoo Jo and James Joseph Taylor

14. Crowdfunding: The perceptions and intention to use among early-stage hospitality and tourism entrepreneurs. Rosa Gabriela Lelo de Larrea Chico and Mehmet Altin

15. Is the golden period for Macau gaming industry still existing? Fanli Zhou and Tianshu Zheng

16. The impact of authentic leadership on employee engagement in the hospitality industry: The moderating role of gender. Yuxiang Xu and Wen Chang

17. Investigating the effect of customer incivility on employee incivility via employee burnout in hospitality industry. Yi Wen and Hwansuk Chris Choi

18. Workplace wellness programs and its impact on job stress and health care costs. Rachel Mammen and Shane Blum

19. The effect of CEO equity compensation on corporate social responsibility and the moderating role of CEO attributes. Bora Kim and Seoki Lee

20. The interaction of individual and contextual antecedents on employees’ food safety-related voice in foodservice industry. Heyao Yu, Priyanko Guchait and Sujata Sirstat

21. Preliminary study of the effects of organizational factors on unit-level management job satisfaction to reduce turnover in the restaurant sector. Michael Pittman

22. Emotional labor interventions: Longitudinal perspective-taking. Lindsey Lee and Juan Madera

23. Role stress and alcohol use on restaurant server’s job satisfaction: Which comes first? Kyle Hight and Jeong-Yeol Park

24. Impact of perceived leadership styles on hotel employee job engagement. Abutaleb Zarban, Yuchin Jerrie Hsieh and Muhammet Kesgin
25. Hotel managers’ perceptions of pre-employment testing in determining quality candidates: A comparative study of full- and limited-service hotels. Ankita Ghosh and Swathi Ravichandran

26. Development and preliminary testing of a concert security self-beliefs instrument. Dede Hamm and Joan Su

27. Culinary attrition in the workplace: Why are chefs abandoning the industry? Trishna Gajjar, Fevzi Okumus, Kevin Murphy and Jeong-Yeol Park

28. The impact of cultural differences and cultural awareness on expatriates. Kristan Evans


30. The detrimental effect of abusive supervision on voice climate and soothing impact of PsyCap on service employee behavior. Junsung Park and Jenny Hyunjeong Kim


32. How social media impacts Chinese Generation Y travelers’ decisions about international travel. Zipeng Zhang, Mingzhu Yue and Hyeryeon Lee

**Poster Session 4: January 5, 2018, 11:45 AM - 12:30 PM**

1. Perceived service quality generating customer emotions and achieving satisfaction in the food truck industry. Bethany Brendlinger, Allison Carr, Yeon Ho Shin, Kimberly Severt and Alvin Niuh

2. Wine merchandising in the 21st century. Sarah Abshire, Kerry Manis and Deborah Fowler

3. Why do quick service restaurant customers use self-service kiosks? Nazi Melody Rastegar, Lena Jingen Liang, Joan Flaherty and Hwansuk Chris Choi

4. Consumer’s preferences among low-calorie food alternatives in casual dining restaurants. Xiaodi Sun, Barbara Almanza, Carl Behnke and Richard Ghiselli

5. Do restaurant managers need to learn a little microbiology? The effects of explanatory based training on food safety self-efficacy, motivation, and learning. Performance. Heyao Yu, Sujata Sirsat, Jing Ma and Pei Liu

6. Effective food safety crisis communication strategy: An investigation of consumer perceptions. John Micklos and Jing Ma

7. Understanding the sommelier effect on wine sales in full-service restaurants. Raegan Zdanowicz, Jihye Min and Han Wen

8. Examination delivery methods for food safety trainings—Does phrasing make a difference? Karla Acosta and Sujata Sirsat

10. What is truly representative? A proposed study to develop a restaurant authenticity scale (RAS).
   Jamie Levitt and Robin Dipietro

12. Investigation of the effects of state regulations on the craft beer market. Joseph Kleypas and Shane Blum

13. The effect of a water flow timer on food handlers' handwashing behavior. Eunsol Her, Barbara Almanza and Carl Behnke

14. Evaluating the impacts of poster messages on college students’ food consumption behavior. Yidan Huang and Pei Liu

15. Not so “a-peeling” a case study defining the importance of reshaping societal and industry standards of visually acceptable produce. Brenton Kauffman and Tiffany Jungyoung Shin

16. Organizational identification between franchisors and franchisees and its impact on the attitudes and behaviors of restaurant franchisees. So Hee Park and Ki Joon Back

17. The impact of halal food on non-Muslims. Amena Azhar and Jihye Min

18. Allergy knowledge, practices, training, and training needs in independent Latino restaurants in central Florida. Nelson M. Placa and Lakshman Rajagopal

19. U.S. customers’ perceptions towards Turkish ethnic restaurants. John Palabiyik and Jingxue Yuan

20. A heuristic view of work-life balance among restaurant employees. Michelle Alcorn and Karen Myers-Bowman

21. The impact of plate shape and organization on customer perceptions of Korean dishes. Jung Kuk Jang and Anna Mattila

22. Assessment of food safety knowledge and practices of foodservice workers in mobile food trucks in Louisiana. Valerie Salter and Lakshman Rajagopal

23. An exploratory study of small- to medium-sized entrepreneurial firm service management funding decisions. Mark Keene and Sandra Sydnor

24. Family business: Survival and success. Shimin Huang

25. Perception of restaurateurs about sustainability in the U.S. beef industry: A preliminary investigation. Inneke Sarwono and Junehee Kwon

26. Assessing professionalism and service quality in small to medium enterprise restaurant firms. Hyewon Lee and Eliza C. Tse

27. Expanding a family restaurant through an introduction of standards, training and a culture of service. Eduardo Rengel and Carol Silkes

29. Modification and validation of a travel safety attitude scale (T-SAS). Zhijun Wan, Hwansuk Chris Choi and Tanya MacLaurin

30. Exploring the impact of wine in museum restaurants. Matthew Bauman and D. Christopher Taylor


32. Factors of emotional outcomes from dining away from home. Saerom Wang and Liping Cai

**Poster Session 5: January 5, 2018, 2:45 PM-3:30 PM**


2. Less is more: The representativeness heuristic in online travel purchase decisions. Eun Joo Kim, Sarah Tanford and Choongbeom Choi.

3. Travel agents find new clients in Millennials. Rachel Mammen and David Rivera Jr.

4. Americans’ intention to engage in medical tourism in Cuba: A country image perspective. Suja Chaulagain and Xiaoxiao Fu

5. Always best or good enough? The effect of mind-set on tourists’ destination preference consistency over time. Qiuyun Li, Chunxiao Li and Hong Xu


7. Enlightening dark tourism in Nepal. Asha Thapa Magar and Jihye Min

8. The impact of solo travel experiences on the Millennial female: Personal development, self-esteem and authentic personality. Hong Ngoc Nguyen and Stacy Tomas

9. Food in tourism under the gaze of Chinese tourists: Visual and text analysis on American destinations. Yuanyuan Zong and Yeasun Chung

10. Rural agritourism in north Texas: A SWOT-ANP analysis. William Schuelke, Birendra Kc and Daniel Spears

11. A meta-analysis of sustainable behaviors across hospitality venues. Woohyuk Kim and Kristin Malek

12. Developing and measuring agritourism business providers’ environmentally responsible behaviors. Eunkyoung Park and Sojung Lee


14. How perceptions toward medical tourism vary based on the different generations: Baby Boomer and Generation Y. John Delaplaine, Hussain Alrumaym and Hyeryeon Lee
15. The effectiveness of property tax incentives for heritage conservation in Philippine cities. Ivan Anthony Henares and Jonathon Day

16. Differences on environmentally responsible behaviors between Airbnb and hotel guests. Xingyi Zhang and Sojung Lee

17. Examining non-revenue tourism and community impacts of retail cannabis in Washington. Ian Marlowe and Byron Marlowe

18. Tourist response to terror-related risk while vacationing: The case of Turkey. Linden Pohland, Muhammet Kesgin and Rick Lagiewski

19. Human-wildlife interactions in natural places--A systematic review. Xueting Dou and Jonathon Day

20. Does the number of attendees at the Daytona 500 benefit the economy of Daytona Beach for the month of February? Vidur Malhotra, Fadi Chater and Jumyong Lee


23. Transforming rural economy with tourism to improve quality of life: Daye County, China. Chunyan Liu, Liping Cai, Xueting Dou and Jiangfeng Li


25. Farm to fork, entertainment venues and Millennials. David Chapa and David Rivera

26. Consumer persuasion knowledge on green restaurant advertising—The moderating role of stated motives. Yang Xu and Eunha Jeong

27. How does CSR message on social media affect brand equity? The moderating effect of psychological and social distance. Kyong Sik Sung and Willie Tao


29. The impact of trayless university dining implementation on customers’ food waste behavior and satisfaction. Wenhao Zhang and Junhee Kwon

30. Wine clubs in Texas: An initial study on member retention and churn rates. Matthew Bauman and D. Christopher Taylor