Stand-Up Sessions

THURSDAY
STAND-UP SESSION 1

11:00-12:15 Continental

Consumer Behavior in Hospitality

Moderator: Dr. Fang Meng – University of South Carolina

Debora Lee, Imran Rahman and Jae Han Lee
The impact of hotel restaurant’s relational benefits on customer emotion, customer satisfaction, and customer voluntary performance

Yoohee Hwang and Anna Mattila
Feeling left out and losing control: The interactive effect of social exclusion and gender on brand attitude

Hyunae Lee, Chulmo Koo and Namho Chung
The predictors of sales increment of hotel room in an online group-buying: Moderating effect of hotel price

11:00-12:15, Citizens B

Consumer Behavior in Tourism

Moderator: Dr. Saehya Ann – California State University, East Bay

Lauren Siegel and Dan Wang
Keeping up with the Joneses: Emergence of travel as a new form of social currency

Jessica Wiitala, Puck Winchester, Brianna Young and William Kinnally
Exemplification effects and travel risk in destination selection

Yuan Wang and Xiang Li
Procrastination of travel: The effect of crowdedness
11:00-12:15 Citizens C

Education

Moderator: Dr. Srikanth Beldona – University of Delaware

Shweta Singh, Andrew Lepp and Liping A. Cai
Identity images of college majors: Implications for hospitality and tourism education

Jaspreet Singh and Godwin-Charles Ogbeide
Big data and hospitality data analytics

Stephen Leitch, Mark Keene and Carl Behnke
Blended learning: Lessons learned in an undergraduate hospitality lecture

11:00-12:15 Texas A

Human Resources and Leadership

Moderator: Dr. Hyeryeon Lee – Wilkes University

Nur Hidayah Che Ahmat and Susan W. Arendt
Impact of the national minimum wage policy on Malaysian hotel employees

Heyao Yu, Sujata Sirsat, Jay Neal, Alberto Beiza and Juan Madera
Three-level longitudinal analysis on the antecedents of distributive food safety training

Kyle Hight and Jeong-Yeol Park
Fabricating emotions for job satisfaction: Relationships among emotional labor, role stress, job satisfaction, and turnover intentions

11:00-12:15 Texas B

Technology

Moderator: Dr. Minwoo Lee – University of Houston

Hakseung Shin and Richard Perdue
The knowledge structure of self-service technology: A bibliometric co-citation visualization analysis

Lijuan Su, Svetlana Stepchenkova And Andrei Kirilenko
The power of a headline: Hotel service failure on Sina WEIBO

Qingxiang An, Zheng Xiang, Yufeng Ma, Qianzhou Du and Weiguo Fan
Characteristics of user-generated photos in online hotel reviews
11:00-12:15 Texas C
Restaurant & Food Service

*Moderator: Dr. Carola Raab – University of Nevada, Las Vegas*

**Sangwon Sean Jung And Soocheong Shawn Jang**
Price segments and agglomeration patterns: A restaurant locations analysis

**Jason Tang, Yang-Su Chen and Carola Raab**
The impact of celebrity endorser credibility characteristics on restaurant purchase intention

**Claire Adams, Mary Roseman and Eun Kyong Cindy Choi**
Relationship between McDonald’s users perceptions of restaurant attributes and usage frequency

11:00-12:15 Texas D
Consumer Behavior in Hospitality

*Moderator: Dr. Yao-Chin Wang – University of Arkansas*

**Jing Liu and Hailin Qu**
A multilevel confirmatory analysis of customer incivility measures

**Allison Carr, Yeon Ho Shin, Kimberly Severt and Stacy Tomas**
A quantitative approach to understanding microbrewery consumers

**Seunghwan Lee, Amanda Alexander and Dae-Young Kim**
Are millennials a homogeneous generational cohort? The effects of diverse decision-making style on hotel brand experience and loyalty

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**STAND- UP SESSION 2**
1:15-2:30 Continental

Consumer Behavior in Hospitality

*Moderator: Dr. Danny Choi – Texas Tech University*

**Sungwoo Choi, Choongbeom Choi and Anna Mattila**
Are all smiles perceived equal? The role of service provider’s gender

**Erol Sozen and Yee Ming Lee**
Calorie estimation and purchase intention of top five Americans’ favorite foods

**Hee Chung Chung, Jin-Young Kim, Chulmo Koo and Namho Chung**
How do online travel agency consumers perceive hotel room rate? Segmentation of consumer lifestyle approach
1:15-2:30, Citizens B

Consumer Behavior in Tourism

*Moderator: Dr. Chihyung “Michael” Ok – Temple University*

Seojin Lee, Woojin Lee and Kyung-Hyan Yoo
Responsible travel behavior of rideshare passengers: The Norm Activation Model (NAM) perspective

Lena Jingen Liang, Hwansuk Chris Choi and Marion Joppe
Examining predict validity of the Medtour scale

Hyeongjin “Harry” Jeon, Junehee Kwon and Chihyung “Michael” Ok
The effects of existential authenticity, festival satisfaction, and affective commitment on the renaissance festival attendees’ customer citizenship behavior

1:15-2:30, Citizens C

Education

*Moderator: Dr. Sungpo Yi – Texas Tech University*

Yaou Hu, Zihui Ma and Hyun Jeong Kim
Internal branding: Cultivating value congruence through hospitality internship

Nur Hidayah Che Ahmat and Eric D. Olson
Event management students’ beliefs on team-based learning

Nripendra Singh and Joan Su
Impact of structured questioning versus unstructured discussion in engaging students minds: An empirical study on case method

1:15-2:30 Texas A

Human Resources and Leadership

*Moderator: Dr. Hyunsuk Choi – Black Hills State University*

Erfan Rezvani
Hotel learning curves for online customer complaints: Differences and moderating role of performance gap

Hong Soon Kim and Soocheong Shawn Jang
CEO origin and its effect on franchised firm performance

Trishna Gajjar, Stephen Kyle Hight and Fevzi Okumus
Managers from heaven: Characteristics of great managers from the perspective of hospitality employees
1:15-2:30 Texas B

Tourism & Sustainability

_Moderator: Dr. Jessica Yuan - Texas Tech University_

Tanmay Sharma and Joseph S Chen
Tourism development under India’s New CSR Regime

Xiaolin Shi, Jonathon Day, Susan Gordon, Liping Cai, Howard Adler and Zhenhao Meng
An examination of visitor motivation at a heritage destination, South Luogu Alley, China

Jieyu Shi, Susan Gordon, Dongfan Wu and Liping A. Cai
A quality of life framework for rural tourists and locals

1:15-2:30 Texas C

Restaurant & Food Service

_Moderator: Trey Blankenship – Texas Tech University_

Jamie Levitt, Scott Taylor Jr and Robin Dipietro
First-time and repeat tourists’ perceptions of Aruban restaurants: An importance-performance competitor analysis

Eunsol Her and Barbara Almanza
Use of self-control and temporal construal theories to explain solo vs. group dining menu choices

Yan Cao and Li Miao
Clean food labels: Consumer perception and motives to purchase

1:15-2:30 Texas D

Restaurant & Food Service & Technology

_Moderator: Dr. Carl Boger – University of Houston_

Dennis Reynolds, Imran Rahman, Shaniel Bernard and Amy Holbrook
What effect does wine closure type have on perceptions of a wine’s appearance, bouquet, taste, and overall quality?

Seza Zerman and Yeasun Chung
How do they tell the story? Storytelling practices of local eating and drinking places

Jonilda Bahja, Yusi Ding and Zheng Xiang
Progress in social media analytics research in hospitality and tourism: A methodological perspective
STAND-UP SESSION 3

4:30-5:45 Citizens B

Restaurant and Food Service

Moderator: Todd Franks – Colorado State University

Lou-Hon Sun, Yu-Shan Lin, Yu-Ming Chiu and Willie Tao
Antecedents and behaviors of service sabotage in Taiwan: The full-time foodservice employee’s perspective

Ellen Mitchell, Hyun-Woo Joung and Mary Roseman
Attitudes and behaviors towards restaurant menu labeling among university NCAA athletes, recreational athletes, and non-athletes

Li Ge, Barbara Almanza, Carl Behnke, Richard Ghiselli and Hugo Tang
Food quality versus quantity: Restaurant consumer’s value perception

4:30-5:45 Citizens C

Finance and Human Resources & Leadership

Moderator: Dr. Kwanglim Seo – University of Hawaii at Manoa

Sungbeen Park, Sujin Song, Kyung-A Sun and Seoki Lee
Do CEOs’ political ideologies affect restaurant firms’ strategic risk-taking?: The moderating role of founder status

Yunmei Bai and Chunhung Tang
Managing revenue volatility in OTAs - an exploratory study with application of financial portfolio theory

4:30-5:45 Texas A

Human Resources and Leadership

Moderator: Dr. David Rivera – Texas Tech University

Lindsey Lee and Juan Madera
Coworker-to-coworker emotional labor

Denise Holly Molintas, James Busser, Lenna Shulga and Hee Jung Kang
The impact of hospitality conference messaging on employee attitudes, attributes and emotional attachment

Yi-Sung Cheng, Seonghee Cho and Eka Putra
Social media engagement: Exploratory study of job seekers’ engagement
4:30-5:45 Texas B

Technology

Moderator: Dr. Jis Tussyadiah – University of Surrey

Zeya He, Luorong Wu And Xiang Li
Augmented reality in museum tourism experience

Hyo Geun Song and Namho Chung
A study on processed food consumers’ switching behavior from traditional to online shopping channels: A push-pull-mooring perspective

Eunhye Park, Bongsug Chae and Junehee Kwon
Applying machine learning and traditional statistics to explore the topical structure of the hospitality and tourism literature

4:30-5:45 Texas C

Consumer Behavior in Hospitality

Moderator: Dr. Muhammet Kesgin – Rochester Institute of Technology

Elizabeth A. Whalen, Scott Taylor Jr. and John T. Bowen
Craft beer aficionados welcome: How source attractiveness and risk perceptions influence intentions for social beer exchange

Hyoungeun Moon, Wei Wei and Li Miao
Complaints and resolutions in peer-to-peer accommodation: The case of Airbnb

Myungkeun Song, Breffni Noone and Rachel Han
An examination of the role of booking lead time in consumers' reactions to online scarcity messages

4:30-5:45 Texas D

Consumer Behavior in Hospitality

Moderator: Dr. Jessica Yuan - Texas Tech University

Xiaolong Shao and Eric Olson
The role of perceived control and service failure on trust

Zahidah Ab Latif and So Jung Lee
Identifying the underlying dimensions of authentic food: A grounded theory approach

Jie Sun, Nadia Hanin Nazlan, Billy Bai and Xi Leung
Examining the influence of meeting giveaways on attendees word of mouth intention
FRIDAY
STAND-UP SESSION 4
8:00-9:15 Continental

Lodging

*Moderator: Garvin O’Neil – Texas Tech University*

**Arash Riasi, Zvi Schwartz and Chih-Chien Chen**
Go moderate! How hotels’ cancellation policies affect their financial performance

**Yi Luo and Liang Tang**
The sharing economy in the lodging industry: Assessing customer website experience quality on Airbnb

**Jing Li and Simon Hudson**
Competing with the sharing economy: A collective case study

8:00-9:15 Citizens B

Marketing

*Moderator: Dr. Sungpo Yi – Texas Tech University*

**Yiwei Li and Robert Kwortnik**
Chinese outbound travelers’ perceived cultural similarity towards the American culture influences their willingness to travel to the United States

**Zhen Lin, Yiwei Li and Rohit Verma**
The overall perception of telemedicine and intention to use telemedicine services: A comparison between frequent travelers and non-frequent travelers

**Saeed Hasanzadeh Vayghan and Mehdi Afrash**
Factors affecting incoming tourist attraction from tour and travel agencies managers’ view: An empirical investigation on Iranian practitioners in outgoing and domestic tours
8:00-9:15 Citizens C

Finance & Education

* Moderator: Dr. Seoki Lee – Penn State University

**Sujin Song, Sungbeen Park, Kyung-A Sun and Seoki Lee**
CEO stock option pay and risk-taking investments: Moderating effects of situational factors

**Haejin Kim and Hugo Tang**
The value of hotel property sales to sellers

**Yue Teng-Vaughan and Yoon Koh**
The impact of corporate social responsibility on cost of debt in the US restaurant industry

8:00-9:15 Texas A

Human Resources and Leadership

* Moderator: Dr. Cass Shum – University of Nevada, Las Vegas

**Hyunghwa Oh and Jichul Jang**
Service improvisation as a double-edged sword

**Denise Holly Molintas, Ankita Ghosh, Cass Shum and Timothy Self**
The moderating roles of follower’s generation and gender on the relationship between leaders’ behavioral integrity and follower trust

**Tevfik Demirciftci, Gurel Cetin and Fatma Fusun Istanbullu Dincer**
Improving revenue management education

8:00-9:15 Texas

Technology

* Moderator: Dr. Junehee Kwon – Kansas State University

**Xingbao Hu and Yang Yang**
Why do customers click a hotel’s link on the review sites? An understanding of factors affecting customers’ consideration of a hotel

**Azizul Hassan, Neda Shabani and Junehee Kwon**
Authenticity and technology adoption for modernization in a world heritage site

**Somang Min, Kevin Kam Fung So and Miyoung Jeong**
Consumer adoption of the Uber mobile application: Integrating the technology acceptance model and technology readiness
8:00-9:15 Texas C

Restaurant & Food Service

*Moderator: Dr. Pei Liu – University of Missouri*

**Hyojin Chloe Cho, Anna Mattila and Peter Bordi**  
The Rainbow Effect: The effect of color variety on food consumption experience

**Basem Boutros, Naiqing Lin, Kevin Roberts and Kevin Sauer**  
Food traceability in school foodservice operations: Issues, challenges, and benefits

**Wanying Liu and Pei Liu**  
A pilot study to investigate consumer’s purchasing intention to use meal-kit delivery service

8:00-9:15 Texas D

Tourism & Sustainability

*Moderator: Dr. Muzzo Uysal – University of Massachusetts*

**Meghan Beardsley and Muzzo Uysal**  
A segmentation analysis of state park visitors

**Tingxi Liu and Li Cheng**  
Compelled transformation from basic industry to tourism industry in post-disaster small town: Interpretative lens from creative destruction model

**Filza Armadita and Jonathon Day**  
The role of government involvement in community-based tourism research: A systematic review
STAND-UP SESSION 5
1:30-2:45 Continental

Consumer Behavior in Hospitality

Moderator: Dr. Saehya Ann – California State University, East Bay

John Lukasik and Brett Abarbanel
Esports enthusiasts and gamers: Motivations, behaviors, and attitudes towards gambling

Sung Jun Joe and Choongbeom Choi
The effect of scarcity messages on willingness to book: The moderating role of last name

Yi Zhang and Kimberly Mathe
Social chameleons in the wine wild: Self-monitoring, wine knowledge, and generational differences among wine drinkers

1:30-2:45 Citizens B

Consumer Behavior in Tourism

Moderator: Dr. Harold Lee – University of North Texas

Marisa Ritter and Carl A. Boger
Living away from home moderating consumers’ intentions towards a destination wedding

Leah Nganga and Jason Draper
Comparison of meeting planners’ perception based on experience with the study destination

Jiseon Ahn and Ki-Joon Back
Hedonic and eudaimonic well-being: Integrated resort brand experience
1:30-2:45 Citizens C

Restaurant & Food Service

*Moderator: Dr. Mary Dawson – University of Houston*

Ruiying Cai and Christina Chi
Effects of color brightness on consumer food evaluation and willingness to purchase

Sungpo Yi, Catherine Jai and Shane Blum
What makes a successful independent restaurant owner? – Examining the Big-Five personality traits and educational background

Kathleen Kim and Dae-Young Kim
How do burn-out moms think of eating out? Their moral obligation and life happiness

1:30-2:45 Texas A

Human Resources and Leadership

*Moderator: Trey Blankenship – Texas Tech University*

Lindsey Lee and Juan Madera
A systematic literature review of emotional labor in the hospitality industry

Tian Lin and Hailin Qu
Event volunteer exchange: Its relationship with volunteer attitudes

Thomas Pratt and Robin Dipietro
The influence of supervisor trust and employee well-being on employee turnover intentions in family dining restaurants

1:30-2:45 Texas B

Marketing and Consumer Behavior Hospitality & Tourism

*Moderator: Dr. Jihye (Ellie) Min – University of North Texas*

Bingna Lin and Pearl M.C. Lin
Does the destination really know how the travelers know them?

Hengyun Li, Fang Meng, Ziqiong Zhang and Zili Zhang
“When to write online review” matters: The interactive effects of prior online reviews and review temporal distance on consumers’ product evaluation

Zahidah Ab Latif, So Jung Lee and Eunha Jeong
Developing a measurement scale for food authenticity
1:30-2:45 Texas C

Consumer Behavior in Hospitality

*Moderator: Dr. Milos Bujisic – Ohio State University*

**Jason Tang, Sungsik Yoon and Carola Raab**
The impact of perceived differential fairness of revenue management on perceived hotel room price fairness

**Kerry Manis, Deborah Fowler and Sarah Abshire**
Category management applications to the wine & beer industry: Theoretical framework and empirical evidence

**Yizhi Li, Milos Bujisic, Can Lu and Vanja Bogicevic**
The future is in the past: Exploring the effect of nostalgia on hotel brand attachment and willingness to pay

1:30-2:45 Texas D

Lodging

*Moderator: Dr. Hyeryeon Lee – Wilkes University*

**John Simpson, Howook Chang and Chang Huh**
An exploratory investigation of indoor air quality in hotel guestrooms

**Hwijin Jeon and Soocheong Shawn Jang**
Identifying antecedents of booking intentions towards shared rooms through Airbnb

**Amanda Belarmino and Yoon Koh**
Analyzing Airbnb’s use of anti-consumerist language
STAND-UP SESSION 6

4:00-5:15 Continental

Consumer Behavior in Hospitality

Moderator: Dr. Charlie Adams – Texas Tech University

Vanja Bogicevic and Stephanie Q. Liu
Round vs. just-below endings: Effective pricing after green remodeling

Yejin Lee and Dae-Young Kim
What makes millennials use Airbnb? A study of salient attitudinal factors on user intention

Joongwon Shin and Anna. S. Mattila
Going organic and letting go of healthy choices: The interplay between gender and health consciousness.

4:00-5:15 Citizens B

Consumer Behavior in Tourism

Moderator: Dr. Hyunsuk Choi – Black Hills State University

Zhe Ouyang, Dogan Gursoy and Robin Nunkoo
Residents’ support toward tourism development: A meta-analysis of 2000-2016 research

Xueting Dou and Liping Cai
Intercultural sensitivity through community-based cultural tourism: A conceptual framework

Zahidah Ab Latif and So Jung Lee
Identifying the underlying dimensions of authentic food: A grounded theory approach
4:00-5:15 Citizens C

Restaurant & Food Service

*Moderator: Dr. Barent McCool – Texas Tech University*

**Jaehee Gim and Soocheong Shawn Jang**
Does earnings management truly matter in franchise restaurant firms?

**Monica Diaz Beltran, Dahyana Gonzalez, Luisa Tobar and Jonathon Day**
Healthy food as part of the corporate social responsibility of restaurants. An analysis of Colombian cases

**Eunsol Her, Soobin Seo, Victor Pool, Jihee Choi and Sanja Ilic**
Comparison of food safety perceptions, observed practices, and microbial status at university food courts

4:00-5:15 Texas A

Human Resources and Leadership

*Moderator: Dr. Jihye (Ellie) Min – University of North Texas*

**Jing Liu and Hailin Qu**
A multi-level dyadic restaurant employee-customer model of orientation, incivility, and satisfaction: An identity-based extension of belongingness theory

**Jie Sun, Yi Luo, Asit Bandyopadhayay and Wen Chang**
A quantitative review of research on leadership in hospitality and tourism

**Xingyu Wang, Priyanko Guchait, Ki-Joon Back and Jinsoo Lee**
Linking error management culture with organizational citizenship behavior in hospitality industry: Examining the mediation effect of supportive climate

4:00-5:15 Texas B

Marketing

*Moderator: Dr. Danny Choi – Texas Tech University*

**Naiqing Lin and Kevin Roberts**
Testing multi group mediation using hierarchical component models: A person-centered approach with tourists

**Jooa Baek, Chihyung Michael Ok, Laurie Wu and Lu Lu**
Granularity effects of time spent waiting on numerical cognition and balking behavior

**Esra Topcuoglu, Lenna Shulga and James Busser**
Effects of authentic hotel conference messaging on employee WOM intentions and competitive service advantage
4:00-5:15 Texas C

Consumer Behavior in Hospitality

Moderator: Dr. Harold Lee - University of North Texas

Esther Kim and Sarah Tanford
How far will you go? The role of effort reduction in consumer response to online restaurant reviews

Jookyung Kwon and Carl Boger
Self-identity effects on premium pricing: Mediated by sense and defense of a tribal

Junsung Park, Ming Chen and Jenny Hyunjeong Kim
Cultural attributes as determinants of traveler accommodation expenditure with an interaction effect of economic conditions

4:00-5:15 Texas D

Finance

Moderator: Dr. David Cardenas – University of South Carolina

Rui Qi and David Cardenas
The impact of advertising expenditures on capital structure decisions in the hospitality and tourism industry

Yuan Li and Manisha Singal
Asset-light and fee-oriented strategy and capital structure in the hospitality industry

Jungtae Soh and Amit Sharma
The effect of choice presentation on consumers’ willingness to purchase