The 23rd Annual *i*HITA Research Conference Schedule

June 19, 2016, 8:30 AM-5:30 PM (CST)



The Ernest N. Morial Convention Center Room R05

New Orleans, Louisiana, USA

<u>Time</u>	Presentation
8:30—9:10am	Welcome Reception & Opening Remarks
	Sponsored by: Secure Payment Processing
9:10—9:30am	Discussion Session
	Introducing PineappleSearch.com – A Hospitality-specific Search Site
	Davy Schoon, Head Developer at Hsyndicate
9:35—9:55am	Measuring Booking Intention: Using Verbal Mimicry and Emoticons on Responding to Online Reviews in Hotels
	Jonilda Bahja, Cihan Cobanoglu, Katerina Berezina & Bhuvan Unhelkar, all from University of South Florida Sarasota-Manatee
10:00—10:20am	Factors Influencing Consumers' Word-of-Mouth Behaviors on Facebook
	Lingzhi Guo, Zhenxing Mao, both from Cal Poly Pomona & Yung-Kuei Huang, Tamkang University
10:20—10:50am	Coffee Break
	Sponsored by: Kendall Hunt
10:50—11:10am	The Role of Self-Service Technologies in Improving Consumer Commitment: A Transcendent
	Consumer Experience Perspective
	Wei Wei, Edwin Torres & Nan Hua, all from University of Central Florida
11:15—11:35pm	Are Customers Ready for Tablet-Based Menus? An Analysis of the Innovation Characteristics
	that Influence the Intentions to Adopt Tablet-Based Menus
	Nataly Suarez, Katerina Berezina, both from University of South Florida Sarasota-Manatee,
	Wan Yang, Cal Poly Pomona & Susan Gordon, Purdue University
11:40—12:00pm	Investigating Changes in Diners' Perceptions During Restaurant Week's Price Promotion
	Jian Zhao & Chih-Chien Chen, both from University of Nevada, Las Vegas

12:00—2:00pm	Lunch Break (no-host lunch)
	Keynote Address:
2:00—2:20pm	Solve for (U)X - The Industry's Need for User Experience Research
	Lyle Worthington, Global Vice President at Hospitality Financial
	and Technology Professionals & Technology Consultant
2:25-2:45pm	Risky Business or Not? Developing a Conceptual Model of Guests' Perceptions of Risk of
	Connecting to the Internet in Hotels
	Cristian Morosan & Agnes DeFranco, both from University of Houston
2:45—4:00pm	Poster Session & Coffee Break
	(please see the section below for a list of the poster presentations)
	Sponsored by: IOWA STATE UNIVERSITY
4.00 4.20	
4:00—4:20pm	Determinants of Near-Field Communication Based Mobile Payment Technology in the Bestaurant Industry
	Restaurant Industry Anil Bilgihan, Florida Atlantic University, Ahmet Bulent Ozturk, Saba Salehi-Esfahani & Nan
	Hua, all from University of Central Florida
4:25—4:45pm	Understanding Acceptance of Location-Based Services (LBS) in the Hospitality Industry
	Sungsik Yoon & Sunny Kim, both from University of Nevada, Las Vegas
4:50—5:10pm	Workshop
4.30—3.10pm	A Paradigm for Gaining Access to PMS Applications and Training in Classroom and Online
	Environments
	by Galen Collins, Northern Arizona University and Larry Gorman, Chief Technology Evangelist
	for SkyTouch Technology
	Sponsored by: NORTHERN ARIZONA UNIVERSITY
5:10—5:30pm	Awards Ceremony & Closing Remarks
-	2016 Best Research Paper & Presentation Awards - sponsored by
	2016 Best Research Poster Award - sponsored by
5:45—6:45pm	Business Meeting (Executive Board and Members in Good-Standing)

* Please note that all items on this schedule are tentative

Poster Presentations: Room R05, 2:45-4:00pm

Sponsored by:	IOWA STATE
	UNIVERSITY
Board A	Wearable Tech's Future in Travel & Hospitality
	Michael Conyette, Okanagan College
Board B	Wearable Technology in the Theme Park Industry
	Thomas Schrier, Iowa State University
Board C	An Investigation of Factors Influencing Customers' Intentions to Book Using Hospitality
	Sharing Economy Platforms
	Xiaowei Xu & Thomas Schrier, both from Iowa State University
Board D	Intention to Leave Positive Reviews on the Sharing Economy: The Norm of Reciprocity
	Approach
	Stephanie Bae & Jun Kwon, both from James Madison University
Board E	A Proposal to Study the Impact of Disruptive Technology on Hotel Distribution Channels
	Sungsik Yoon & Mehmet Erdem, both from University of Nevada, Las Vegas
Board F	The Influence of Electronic Word-of-Mouth on Locally Sourced Restaurant Patronage
	Yeon Ho Shin & Kimberly Severt, both from University of Alabama
Board G	Open Innovation Paradigm – A New Innovative Approach for Hospitality Companies
	Redha Widarsyah, Purdue University
Board H	The View of Hospitality IT Curriculum in Higher Education: A Qualitative Approach on the
	Perspective of Leaders in the Industry
	Seungwon Lee, George Mason University, Mehmet Erdem, University of Nevada, Las Vegas
	& Daniel Connolly, Portland State University

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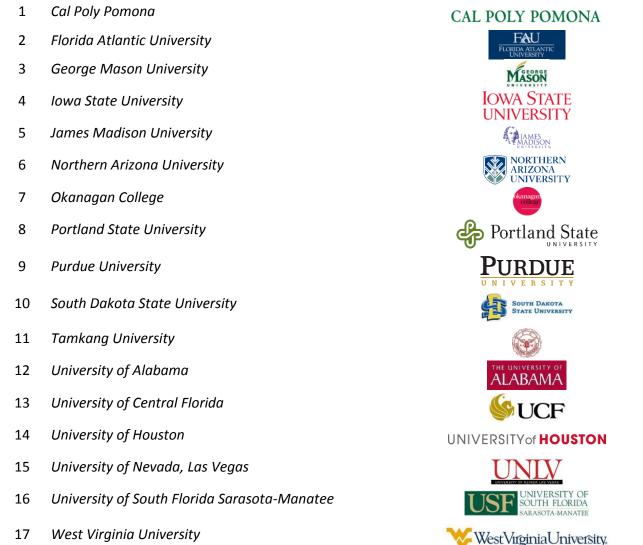


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 We would like to give a special thank you to our panel of industry judges

 Bill Gustafson, Cisco Systems

 Cisco

 Ted Horner, E. Horner & Associates

 Vertex Lowe, Heartland Payment Systems

 Daniel Montellano, Shift4 Corporation

 Secure Payment Processing

 Dennis Montellano, Skywire