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

Time	Presentation
8:30—9:10am	**Welcome Reception & Opening Remarks** Sponsored by: Shift4 Secure Payment Processing
9:10—9:30am	**Discussion Session** Introducing PineappleSearch.com – A Hospitality-specific Search Site *Davy Schoon, Head Developer at Hsyndicate* Pineapple Search Produced by HFTP
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 publishing company
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)
2:00—2:20pm	**Keynote Address:** 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—4:20pm	Determinants of Near-Field Communication Based Mobile Payment Technology in the 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** 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* HFTP Hospitality Financial and Technology Professionals *2016 Best Research Poster Award - sponsored by* ihita INTERNATIONAL HOSPITALITY INFORMATION TECHNOLOGY ASSOCIATION
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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1   *Cal Poly Pomona*

2   *Florida Atlantic University*

3   *George Mason University*

4   *Iowa State University*

5   *James Madison University*

6   *Northern Arizona University*

7   *Okanagan College*

8   *Portland State University*

9   *Purdue University*

10   *South Dakota State University*

11   *Tamkang University*

12   *University of Alabama*

13   *University of Central Florida*

14   *University of Houston*

15   *University of Nevada, Las Vegas*

16   *University of South Florida Sarasota-Manatee*

17   *West Virginia University*

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

Bill Gustafson, Cisco Systems

Ted Horner, E. Horner & Associates

Robert Lowe, Heartland Payment Systems

Daniel Montellano, Shift4 Corporation

Dennis Montellano, Skywire