



***i*HITA 2018 ANNUAL RESEARCH CONFERENCE**

Sunday, June 17, 2018

Meeting Room 362 A/D

George R. Brown Convention Center

Houston, Texas, USA

<http://www.ihita.org>

The International Hospitality Information Technology Association (*i*HITA) is a professional organization for educators, researchers and practitioners who are committed to the advancement of hospitality technology. The *i*HITA Research Conference is a co-located conference with HITEC (www.hitec.org), the world's largest hospitality technology show, and offers attendees the opportunity to interact with hospitality technology vendors and operators while experiencing the latest technology products and innovations on the exhibit floor.

Research topics could include, but are not limited to, the following:

- Biometric Applications
- Business Intelligence
- Distribution Technologies and Channel Management
- eCommerce and Distribution
- eCRM
- eLearning
- eProcurement
- Electronic Governance
- Electronic Marketing
- Global Positioning Systems and Location-Based services
- Green Technologies
- Interoperability of Technology
- IT Outsourcing
- IT Control and Preparation for Disaster
- IT in Medical Tourism
- RFID
- Revenue Management
- Revenue Management and Technology
- Security and Privacy of Transactions and Information
- Self Service Technologies
- Social Media Marketing
- Technology Leverage and Use
- Technology and the Law
- Technology in New Product Development
- Technology Usability
- User Generated Content
- Virtual Presence and Virtual Reality Applications
- Web 2.0/Travel 2.0
- Web Evaluation and Metrics
- Wireless and Mobile Technologies
- Other technology related topics

If you are unsure about a topic for submission please contact the conference chair:

Dr. Thomas Schrier, schriert@iastate.edu.



All submissions will undergo a double blind review process. Submissions can be made as three-page extended abstracts or as full papers (up to 5000 words). If accepted, the authors will have the option to include only a summary of their paper in the conference proceedings. The authors shall retain copyright ownership. Please see the details below. At least one author of each accepted submission must register for the conference by **June 1, 2018 @ 11:59 PM (PDT)**.

KEY DATES:

April 23, 2018 @ 11:59 PM (PDT): Submissions due at www.ihita.org/submit

May 7, 2018: Notification with reviewer comments

June 1, 2018 @ 11:59 PM (PDT): Revised final submission for inclusion in the conference proceedings due – via www.ihita.org/submit

Track 1: Full Paper (minimum 2500 words excluding references) -- The primary objective of this track is to provide a forum for reporting "state-of-the-art" research in hospitality technology which



focuses on innovative developments in concepts, models, theories, and/or applicability. **Papers accepted in this track will be eligible for the HFTP sponsored US\$2000 Best Paper Award.** The author(s) of the winning paper will have the opportunity to publish a summary of their work on HFTP's Bottomline magazine and reach out to the global readership of hospitality professionals. HFTP will also provide complimentary registration to HITEC 2019 along with a two night stay at one of the conference hotels. In addition, winning authors will receive complimentary registration to iHITA 2019 Annual Research Conference.

Track 2: Extended Abstract (minimum 500 words, not to exceed 3 pages excluding references) – This track is intended to encourage the presentation of research studies that may not yet be fully completed but may be of significant interest to the hospitality technology community. Both conceptual and empirical studies on "research in progress" would fit into this track. However, authors who want to share their completed research projects in only abstract form are welcomed to submit to this track. Papers submitted for this track will *not* be considered for the HFTP sponsored Best Paper Award.

Best Presentation Award: All papers presented at the conference will be eligible for the HFTP sponsored US\$250 Best Presentation Award where a panel of industry judges will evaluate each presentation and select the winner.

All details of the conference, including author guidelines are available on the iHITA website at: www.ihita.org/cfp. For inquiries about the conference please email us at: info@ihita.org

REGISTRATION FEES:

(includes one year membership to iHITA and access to HITEC Exhibit floor)

	Faculty & Industry Professionals	Students (w/verification of student status)
Until April 22, 2018	\$165 USD	\$65 USD
April 23 – June 1, 2018	\$190 USD	\$90 USD
June 2 – June 16, 2018	\$225 USD	\$125 USD
The day of (June 17, 2018)	\$275 USD	\$175 USD

Please note that at least one author must register for the conference by June 1, 2018 in order for a paper or abstract to be included in the conference program and the proceedings.