



# The 25<sup>th</sup> Annual *i*HITA Research Conference Schedule

June 17, 2018

8:30 AM—5:30 PM (CDT)



The George R. Brown Convention Center  
Room 362-AD  
Houston, Texas, USA

<b>Time</b>	<b>Presentation</b>
<b>8:30—9:10am</b>	<b>Welcome Reception &amp; Opening Remarks</b> Sponsored by: <b>IOWA STATE UNIVERSITY</b>
9:10—9:30am	Constructing a Scale to Assess Mobile App Quality: A Case of Hotel Smartphone Apps <i>Can Balkir, Faizan Ali, Ekaterina Berezina &amp; Cihan Cobanoglu, all from University of South Florida Sarasota Manatee</i>
9:35—9:55am	Smart MICE: Foundations, Development and Sustainability <i>Xiao Liu, Xiamen University of Technology &amp; Randy SeEVERS, University of Houston-Clear Lake</i>
10:00—10:20am	Exploring Influential Factors Affecting Hotel Guest Satisfaction: Big Data & Business Analytics in Consumer-Generated Reviews <i>Yanjun Cai, Minwoo Lee, Agnes Defranco, all from University of Houston &amp; Jongseo Lee, Yonsei University</i>
<b>10:20—10:50am</b>	<b>Coffee Break</b>
10:50—11:10am	Determinants of Using/Reusing Augmented Reality (AR) Application at a Destination <i>Faizan Ali, University of South Florida Sarasota Manatee, Yuan Zhou, Beifang University of Nationalities, Laiba Ali, University Putra Malaysia &amp; Rupam Kona, Taylors University</i>
11:15—11:35am	Blockchain: A Paradigm Shift in Business Practices <i>Murat Kizildag, University of Central Florida, Tarik Dogru, Boston University, Tingting Zhang, Mehmet Altin &amp; Ahmet Bulent Ozturk, all three from University of Central Florida</i>
11:40—12:00pm	Implementation of an Enterprise Management System <i>John Farrish, Southern Illinois University</i>
<b>12:00—2:00pm</b>	<b>Lunch Break (no-host lunch)</b>

2:00—2:30pm	<b>Keynote Address:</b> Why Chain Restaurants Are Unique? Opportunities for Hospitality Tech Research <i>Dave Bennett, CEO, Mirus Restaurant Solutions</i>
2:35—2:55pm	Increasing Hotel Guest Spending Through Interactive Technology: The Roles of Co-Creation and Marketing Strategy <i>Cristian Morosan &amp; Agnes Defranco, both from University of Houston</i>
3:00—3:20pm	Pricing Strategies on Airbnb: Performance Difference between Multi-unit and Single-unit Hosts <i>Linchi Kwok, California State Polytechnic University Pomona &amp; Karen Xie, University of Denver</i>
<b>3:20—3:55pm</b>	<b>Coffee Break</b>
3:55—4:15pm	Examining the Role of Personal Innovativeness in Determining Tourist Behavior Towards Autonomous Vehicles <i>Saeed Hasanzadeh Vayghan, Mehmet Erdem &amp; Robert Rippee, all from University of Nevada, Las Vegas</i>
4:20—5:05pm	<b>Teaching Seminar:</b> Small Teaching Techniques to Boost Student Learning in Hospitality Information Technology Courses <i>Galen Collins, Northern Arizona University</i>
<b>5:10—5:30pm</b>	<b>Awards Ceremony &amp; Closing Remarks</b> <i>2018 Best Research Paper &amp; Presentation Awards - sponsored by</i>
5:45—6:45pm	<b>Business Meeting</b> (Executive Board and Members In Good-Standing)



**HFTP**  
Hospitality Financial and  
Technology Professionals

*\* Please note that all items on this schedule are tentative*

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

Daniel Montellano, Shift4 Corporation  **Shift4**  
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Galen Collins, Northern Arizona University  **NORTHERN ARIZONA UNIVERSITY**

# Institutions Represented by Scholarly Works at the 25<sup>th</sup> Annual *i*HITA Research Conference

1 *Beifang University of Nationalities*



2 *Boston University*

**Boston University**

3 *California State Polytechnic University, Pomona*

**CAL POLY POMONA**

4 *Northern Arizona University*



5 *Southern Illinois University*



6 *Taylor's University*



7 *University of Central Florida*



8 *University of Denver*



9 *University of Houston*

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10 *University of Houston-Clear Lake*

University of Houston  Clear Lake

11 *University of Nevada, Las Vegas*



12 *University Putra Malaysia*



13 *University of South Florida Sarasota Manatee*



14 *Xiamen University of Technology*



15 *Yonsei University*

