




The 26th Annual iHITA Research Conference Schedule

June 17, 2019

8:30 AM—4:00 PM (CDT)



The Minneapolis Convention Center
Room 211AB
Minneapolis, Minnesota, USA

<u>Time</u>	<u>Presentation</u>
8:30—9:00am	Welcome Reception & Opening Remarks
9:00—9:30am	Opening Address: <i>Eliza Selig, Director of Communications, Hospitality Financial and Technology Professionals</i>
9:35—9:50am	Variance in Clients' EEG Responses When Reserving a Hotel Room: Exploratory Research by Comparing two Websites <i>Wookjae Heo, Yu Seong Park and Kunsoon Park, all from South Dakota State University</i>
9:55—10:10am	Developing and Testing the Acceptance of a Mobile Application Prototype for the Timeshare Industry <i>Marcos Medeiros, Ahmet Ozturk and Jeffrey Weinland, all from the University of Central Florida</i>
10:15—10:30pm	Exploring Technology-Based Hotel Experience and Customer Satisfaction: A Business Analytics Approach <i>Minwoo Lee, Hyekyung Park and Agnes DeFranco, all from the University of Houston</i>
10:30—10:50am	Coffee Break
10:50—11:05am	Opportunities and Challenges of Artificial Intelligence in Hotels <i>Cristian Morosan, Agnes DeFranco and Nefike Gunden, all from the University of Houston</i>
11:10—11:25am	Exploring Experiencescape of Virtual Reality Tourism <i>Olena Ciftci and Katerina Berezina, both from the University of Mississippi</i>
11:30—11:45am	VR 2D - Is it Real? <i>Alison Green, Brielle Greene and Morgan Peppers, all from the University of West Florida</i>
11:45am—2:00pm	Lunch Break (no-host lunch)
2:00—2:15pm	Mining Airbnb Users' Online Reviews Under the 7Ps Model: Do Travelers Share the Same Experience with Different Types of Hosts? <i>Linchi Kwok, California State Polytechnic University Pomona, Yingying Tang and Bei Yu, both from Syracuse University</i>
2:20—2:35pm	An Affordances Approach to Social Media Engagement <i>Rajendran Murthy and Muhammet Kesgin, both from Rochester Institute of Technology</i>
2:40—3:10pm	Teaching Seminar: Augment Your Hospitality Classroom with Reality: Active Learning through Technology <i>Ali Green, Interim Chair, Dept. of Global Hospitality & Tourism Mgmt., University of West Florida</i>
3:15—4:00pm	Awards Ceremony & Closing Reception 2019 Best Research Paper & Presentation Awards - sponsored by 
4:00—5:00pm	Business Meeting (Executive Board and Members In Good-Standing)

* Please note that all items on this schedule are tentative