

The 24th Annual iHITA Research Conference Schedule

June 25, 2017

8:30 AM—5:30 PM (EDT)



The Metro Toronto Convention Centre
Room 501A
Toronto, Ontario, Canada

Time	Presentation
8:30—9:10am	Welcome Reception & Opening Remarks Sponsored by: IOWA STATE UNIVERSITY
9:10—9:30am	An Analysis of TripAdvisor's Effects on Hotel Performance <i>Suzanne Markham, Boston University & Thomas Schrier, Iowa State University</i>
9:35—9:55am	Engaging Customers in Real-Time by Creating Value in a Loyalty Program: A Machine Learning Approach <i>Ajay Aluri, Brad Price & Nancy McIntyre, all from West Virginia University</i>
10:00—10:20am	Travelers' Acceptance of Location Based Services; a Privacy Calculus Perspective <i>Ahmet Bulent Ozturk, University of Central Florida & Anil Bilgihan, Florida Atlantic University</i>
10:20—10:50am	Coffee Break
10:50—11:10am	Social Media Research in Hospitality and Tourism: A Bibliometric and Keyword Analysis <i>Xi Leung, University of North Texas, Jie Sun & Billy Bai, both from University of Nevada, Las Vegas</i>
11:15—11:35pm	A Topic Modeling Analysis of Super Bowl XXIII Word-of-Mouth in Tourism Social Media <i>Yinghua Huang, Hsuanwei Michelle Chen, both from San Jose State University & Linchi Kwok, California State Polytechnic University, Pomona</i>
11:40—12:00pm	Influence of Online Travel Reviews: Avoiding Risk vs. Seeking Reward <i>Esther Kim & Sarah Tanford, both from University of Nevada, Las Vegas</i>
12:00—2:00pm	Lunch Break (no-host lunch)

2:00—2:30pm	Keynote Address: What Can a Former Hospitality Executive Learn about Innovation from College Students? My Journey from Senior VP to Innovation Lab Professor <i>Robert Rippee, Director, Hospitality Lab, International Gaming Institute</i>	
2:35—2:55pm	Biometrics in the Spa Industry <i>Maria Balashova & Katerina Berezina, both from University of South Florida Sarasota-Manatee</i>	
3:00—3:20pm	YouTube Channel Adoption by Independent Hotels in Canada <i>Nahid Shah, Ryerson University</i>	
3:20—3:55pm	Coffee Break	
3:55—4:15pm	An Examination of Hotel Guests' Perceptions on Trust in Airbnb <i>Sungsik Yoon & Mehmet Erdem, both from University of Nevada, Las Vegas</i>	
4:20—4:40pm	Buyer-Seller Similarity: Does It Affect the Sales of Peer-to-Peer Room-Sharing Services? <i>Linchi Kwok, California State Polytechnic University, Pomona & Karen Xie, University of Denver</i>	
4:45—5:05pm	Technostress in the Hospitality Workplace: Is It an Illness Requiring Accommodation? <i>John Farrish, Southern Illinois University & Chase Edwards, University of Louisiana Lafayette</i>	
5:10—5:30pm	Awards Ceremony & Closing Remarks 2017 Best Research Paper & Presentation Awards - 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

Thanks to our 2017 Conference Sponsors!



IOWA STATE
UNIVERSITY

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

Daniel Montellano, Shift4 Corporation  Shift4
Secure Payment Processing

Dennis Montellano, Skywire  SkyWire
SIMPLY CONNECTED

Robert Rippee, International Gaming Institute 

Institutions Represented by Scholarly Works at the 24th Annual *i*HITA Research Conference

- 1 *Boston University*
- 2 *California State Polytechnic University, Pomona*
- 3 *Florida Atlantic University*
- 4 *Iowa State University*
- 5 *Ryerson University*
- 6 *San Jose State University*
- 7 *Southern Illinois University*
- 8 *University of Central Florida*
- 9 *University of Denver*
- 10 *University of Louisiana Lafayette*
- 11 *University of Nevada, Las Vegas*
- 12 *University of North Texas*
- 13 *University of South Florida Sarasota-Manatee*
- 14 *West Virginia University*

Boston University
CAL POLY POMONA



**IOWA STATE
UNIVERSITY**



SJSU SAN JOSÉ STATE
UNIVERSITY

SIU
CARBONDALE



UNLV
UNIVERSITY OF NEVADA LAS VEGAS

UNT

USF UNIVERSITY OF
SOUTH FLORIDA
SARASOTA-MANATEE

