



The 25th 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

| Time | Presentation |
|----------------------|---|
| 8:30—9:10am | Welcome Reception & Opening Remarks Sponsored by: IOWA STATE UNIVERSITY |
| 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 & 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 & 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 & Jongseo Lee, Yonsei University</i> |
| 10:20—10:50am | Coffee Break |
| 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 & 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 & 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> |
| 12:00—2:00pm | Lunch Break (no-host lunch) |

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| 2:00—2:30pm | Keynote Address: 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 & 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 & Karen Xie, University of Denver</i> |
| 3:20—3:55pm | Coffee Break |
| 3:55—4:15pm | Examining the Role of Personal Innovativeness in Determining Tourist Behavior Towards Autonomous Vehicles <i>Saeed Hasanzadeh Vayghan, Mehmet Erdem & Robert Rippee, all from University of Nevada, Las Vegas</i> |
| 4:20—5:05pm | Teaching Seminar: Small Teaching Techniques to Boost Student Learning in Hospitality Information Technology Courses <i>Galen Collins, Northern Arizona University</i> |
| 5:10—5:30pm | Awards Ceremony & Closing Remarks <i>2018 Best Research Paper & Presentation Awards - sponsored by</i> |
| 5:45—6:45pm | Business Meeting (Executive Board and Members In Good-Standing) |



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

Thanks to our 2018 Conference Sponsors!



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

Daniel Montellano, Shift4 Corporation  **Shift4**
Secure Payment Processing

Dennis Montellano, Skywire  **SkyWire**
SIMPLY CONNECTED

Galen Collins, Northern Arizona University  **NORTHERN
ARIZONA
UNIVERSITY**

Institutions Represented by Scholarly Works at the 25th 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*

UNIVERSITY of **HOUSTON**

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*

