



***i*HITA 2020 ANNUAL RESEARCH CONFERENCE**

Monday, June 15, 2020

Meeting Room 302 C

Henry B. Gonzalez Convention Center

San Antonio, 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.

Papers from a wide array of research areas are acceptable for this conference. However, priority consideration will be given to submissions that address industry applicable issues. Research topics could include, but are not limited to, the following:

- Artificial Intelligence
- Augmented Reality
- Biometric Applications
- Blockchain
- Business Analytics
- Business Intelligence
- Communication Technologies
- Data Mining
- Digital Guest Experience
- Distribution Technologies and Channel Management
- eLearning
- Electronic Marketing
- Green Technologies
- Interoperability of Technology
- IT Outsourcing
- IT in Medical Tourism
- Location-Based Services
- Machine Learning
- Mobile Technologies
- Online Evaluation and Metrics
- Online Travel Agents
- Revenue Management and Technology
- Reputation Mgt Technology
- Security and Privacy
- Self Service Technologies
- Service Automation
- Sharing Economies
- Social Listening
- Social Media Marketing
- Software and Application Development
- Technology Leverage and Utilization
- Technology and the Law
- Technology in Product Development
- User Generated Content
- Virtual Communities
- Virtual Meeting Spaces
- Virtual Reality Applications
- Wireless Technologies
- Other Related Topics

If you are unsure about a topic for submission please contact the conference co-chairs:
Dr. John Farrish, john.farrish@siu.edu and 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 **May 29, 2020 @ 11:59 PM (PDT)**.

KEY DATES:

April 12, 2020 @ 11:59 PM (PDT): Submissions due at www.ihita.org/submit

May 4, 2020: Notification with reviewer comments

May 29, 2020 @ 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.



HFTP
Hospitality Financial and
Technology Professionals

Papers accepted in this track will be eligible for the HFTP sponsored US\$2000 Best Paper Award.

A summary of the winning paper will be published on the HFTP news website. Additionally, the full paper and a bio of the author(s) will be placed on Pineapplesearch.com. HFTP will also provide complimentary registration to HITEC 2021 along with a two night stay at one of the conference hotels. In addition, winning authors will receive complimentary registration to the *iHITA* 2021 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 interest to the hospitality technology community. Both conceptual and empirical studies on "research in progress" would fit this track. However, authors who want to share their completed research projects in 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 the HITEC Exhibit floor*)

	Members	Non-Members	Students (w/verification of student status)
Until April 12, 2020	\$175 USD	\$275 USD	\$75 USD
April 13 – May 29, 2020	\$200 USD	\$300 USD	\$100 USD
May 30 – June 14, 2020	\$250 USD	\$350 USD	\$150 USD
Day of (June 15, 2020)	\$300 USD	\$400 USD	\$200 USD

Please note that at least one author must register for the conference by May 29, 2020 in order for a paper or abstract to be included in the conference program and the proceedings.

*to qualify for the HITEC Exhibit floor pass attendees must be registered for the *iHITA* Conference by May 29, 2020