## iHITA 2015 Annual Conference Schedule
### June 14, 2015, 8:30am—6:00pm
**Location:**
The Austin Convention Center  
Ballroom G  
Austin, TX

<table>
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<th>Time</th>
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| 8:30—9:00am| **Welcome Reception Sponsored by Iowa State University**  
& Opening Remarks                                                                 |
| 9:00—9:20am| Hotel Revenue Management: The Effect of Pricing Strategies on Perceived Fairness  
*Lan Jiang, Florida Gulf Coast University & Mehmet Erdem, University of Nevada, Las Vegas* |
| 9:25—9:55am| Are Loyalty Program Members Different in Their Perceptions of Commoditization?  
*Srikanth Beldona, University of Delaware, Brian Miller, University of Delaware & Parvadhavardhini Gopalakrishnan, Manipal University* |
| 10:00—10:20am| The Role of Involvement, Personalization and Privacy in Influencing Hotel Guests’ Intentions to Use Hotel-Branded Mobile Apps  
*Cristian Morosan, University of Houston & Agnes Defranco, University of Houston* |
| 10:20—10:45am| **Coffee Break**                                                                                                                                  |
| 10:45—11:05am| QR Code Adoption: An Examination of TTF and TAM Factors  
*Ka Eun Lee, Iowa State University & Xiaowei Xu, Iowa State University* |
| 11:10—11:30am| Flash Sales Customers: Who Are They?  
*Katerina Berezina, University of South Florida Sarasota-Manatee & Kelly Semrad, University of Central Florida* |
*Ajay Aluri, West Virginia University* |
| 11:55—2:00pm| **Lunch Break (No Host Lunch)**                                                                                                                |
| 2:00—2:20pm| Keynote Address  
*Scot Campbell, Caesars Entertainment*  
*Vice-President of IT Connectivity & Communications* |
| 2:25—2:55pm| The World at our Fingertips: Consumer Conversion from Search, Click-Through, to Book  
*Karen Xie, University of Denver & Young Jin Lee, University of Denver* |
| 3:00—3:20pm| Applying Ensemble Classification to Customer Churn Prediction in the Gaming Industry  
*Eunju Suh, Florida International University & Matt Alhaery, IBM, Global Business Services* |
| 3:25—3:45pm| eCommerce Market Convergence in Action: Social Casinos and Real Money Gambling  
*Brett Abarbanel, University of California, Los Angeles & Ardeshir Rahman, University of California, Los Angeles* |
| 3:45—4:15pm| **Poster Session & Coffee Break**  
*See Below for List of Posters* |
4:15—4:35pm The Impact of Manager Responses on the Helpfulness of Online Reviews  
Linchi Kwok, California State Polytechnic University Pomona & Karen Xie, University of Denver

4:40—5:00pm The influence of Website Interactivity on Brand Experience, Brand Equity, Brand Choice, and Brand Associations: A Behavioral Intention Approach in Hotel Websites  
Albert Barreda, Missouri State University, Fevzi Okumus, University of Central Florida, Khaldoon Nusair, Sultan Qaboos University, Anil Bilgihan, Florida Atlantic University & Ahmet Bulent Ozturk, University of Central Florida

5:05—5:25pm Where is IT going? An Overview of Technology Decision Makers’ Perceptions in the U.S. Lodging Industry  
Mehmet Erdem, University of Nevada, Las Vegas, Atahan Atadil, University of South Carolina, Sungskik Yoon, University of Nevada, Las Vegas & Lan Jiang, Florida Gulf Coast University

5:30—6:00pm Awards Ceremony  
HFTP Best Research Paper Award  
HFTP Best Presentation Award  
iHITA Best Poster Award  
Closing Remarks

6:00—7:00pm Business Meeting (Executive Board and Members in Good-Standing)

*All items on this schedule are subject to change

Poster Presentations: Ballroom G, 3:45—4:15pm

Mai Wu, Iowa State University & Thomas Schrier, Iowa State University

Board B Utilization of Mobile Applications in Meetings and Events  
Thomas Schrier, Iowa State University, Ka Eun Lee, Iowa State University & Jing Yang, Iowa State University

Board C Organizational Commitment and Intention to Adopt New Technologies  
Stephanie Bae, James Madison University & Tun-Min Catherine Jai, Texas Tech University

Board D Case Study: Oracle’s Las Vegas Take Over to Capitalize on Property Management System Growth  
Amanda Angellella, University of Nevada, Las Vegas & Chin-Chien Chen, University of Nevada, Las Vegas

Board E Does Restaurant Online Review Quantity Matter?  
Kaiyang Wu, University of Nevada, Las Vegas & Gregory Moody, University of Nevada, Las Vegas

Board F The Impact of Student Response and Engagement System Technology on Student Learning  
Kunsoon Park, South Dakota State University

Board G An Analysis of Technology Applications in the Restaurant Industry  
Muhittin Cavusoglu, University of South Florida Sarasota-Manatee
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