



iHITA 2015 Annual Conference Schedule June 14, 2015, 8:30am—6:00pm

Location:
The Austin Convention Center
Ballroom G
Austin, TX

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

4:15—4:35pm	The Impact of Manager Responses on the Helpfulness of Online Reviews <i>Linchi Kwok, California State Polytechnic University Pomona & Karen Xie, University of Denver</i>
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 <i>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</i>
5:05—5:25pm	Where is IT going? An Overview of Technology Decision Makers' Perceptions in the U.S. Lodging Industry <i>Mehmet Erdem, University of Nevada, Las Vegas, Atahan Atadil, University of South Carolina, Sungsik Yoon, University of Nevada, Las Vegas & Lan Jiang, Florida Gulf Coast University</i>
5:30—6:00pm	Awards Ceremony <i>HFTP Best Research Paper Award</i> <i>HFTP Best Presentation Award</i> <i>iHITA Best Poster Award</i> 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

Board A	Can Complaints Be Humorous? An Investigation of the Influence of Guest Complaints in a Humorous Manner on Hotel Managers Willingness to Perform Service Recovery and Customer Satisfaction <i>Mai Wu, Iowa State University & Thomas Schrier, Iowa State University</i>
Board B	Utilization of Mobile Applications in Meetings and Events <i>Thomas Schrier, Iowa State University, Ka Eun Lee, Iowa State University & Jing Yang, Iowa State University</i>
Board C	Organizational Commitment and Intention to Adopt New Technologies <i>Stephanie Bae, James Madison University & Tun-Min Catherine Jai, Texas Tech University</i>
Board D	Case Study: Oracle's Las Vegas Take Over to Capitalize on Property Management System Growth <i>Amanda Angellella, University of Nevada, Las Vegas & Chin-Chien Chen, University of Nevada, Las Vegas</i>
Board E	Does Restaurant Online Review Quantity Matter? <i>Kaiyang Wu, University of Nevada, Las Vegas & Gregory Moody, University of Nevada, Las Vegas</i>
Board F	The Impact of Student Response and Engagement System Technology on Student Learning <i>Kunsoo Park, South Dakota State University</i>
Board G	An Analysis of Technology Applications in the Restaurant Industry <i>Muhittin Cavusoglu, University of South Florida Sarasota-Manatee</i>

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