Welcome From the Chairs

Welcome, Hoşgeldiniz, Willkommen, Добро пожаловать, 歡迎光臨, Bienvenido, Καλώς Ορίσατε, Benvenuto, ยินดีต้อนรับ, ترحيب، بِنْفَعِ الْعَلَامَة to the Global Conference on Business and Economics (GLOBE) here at the University of South Florida Sarasota-Manatee (USFSM). The Association of North America Higher Education International (ANAHEI) is very honored and excited to host GLOBE 2018. This is the 13th conference that ANAHEI is organizing.

GLOBE received more than 160 abstracts/papers for the conference from 230+ authors. Among the 160 abstracts/papers, 81 of them are accepted to be presented at GLOBE 2018. GLOBE is a truly an interdisciplinary and global conference as we will host 150+ participants from 22 countries and from different fields of studies. We would like to thank each author for submitting their research papers to GLOBE 2018. We are concurrently hosting Global Conference on Hospitality, Tourism, Event and Leisure Management (HOTEL), Global Conference on Services Management (GLOSERV), and Graduate Student Research Conference in Business and Economics (GRADCONF). GLOSERV 2018 conference is co-produced with The Institute for Research on Innovation and Services for Development (IRISS), Italy. We thank IRISS for their great contribution to GLOSERV 2018.

As GLOBE 2018 was a peer-reviewed, double blind conference, we would like to thank each and every reviewer who ensured that the paper review process was a high quality and smooth. We also would like to thank the awards committee for their hard work in selecting the recipients of this year’s award winners.

We would like to thank University of South Florida Sarasota-Manatee for sponsoring and hosting GLOBE 2018. Without their support, this conference would have not been possible. In addition, we would like to thank Bradenton Area CVB for being the presenting sponsor. We would like to thank our sponsors for making this conference possible: MUMA College of Business, USF; M3 Center for Hospitality Technology and Innovation, USFSM; College of Business, USFSM; Holiday Inn Sarasota-Airport; Powel Crosley Estate; and Faculty of Tourism, King Abdul Aziz University.

We offer two pre-conference sessions and six keynote sessions with eleven distinguished speakers: Prof. Karen Holbrook, Dr. Karlene C. Cousins, Ms. Allison Imre, Dr. Mathilda Van Niekerk, Dr. Amanda J. Phalin, Mr. Arden Agopyan, Mr. Ali Beklen, Prof. Dimitrios Buhalis, Prof. Nahum Biger, Prof. Yi David Wang, and Mr. Keith Barron, Esq. We thank them very much for making GLOBE 2018 a high quality conference.

Moreover, we sincerely express our appreciation to all USFSM students for their hard work to organize this wonderful conference. Special thanks go to International Director of Conferences and Events: Muhittin Cavusoglu, Conference Assistant Managers: Claire Heckle, Luana Nanu, and Media Manager: Emre Corbaci.

While you are attending GLOBE, please do not forget to enjoy great things Bradenton/Sarasota areas have to offer.

Congratulations to all of the presenters at this conference and a warm Welcome!

Yours in Hospitality,

Co-Chairs,

Thank you

Conference Honorary Chair:
Dr. Moez Limayem, Dean & Professor, University of South Florida

Program Chair & Host of the Conference:
Dr. Cihan Cobanoglu, McKibbion Endowed Chair Professor, University of South Sarasota-Manatee & President of ANAHEI

Scientific Organizing Committee Chairs:
Dr. Patrick J. Moreo, Dean & Professor, University of South Florida Sarasota-Manatee, USA
Dr. Kelly Way, Assistant Director & Associate Professor, University of Arkansas, USA
Dr. Ayse Bas Collins, Associate Professor, Bilkent University, Turkey
Dr. S. Mostafa Rasoolimanesh, Senior Lecturer, Universiti Sains Malaysia, Malaysia
### Monday, June 4, 2018

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<tr>
<th>Time</th>
<th>Event</th>
<th>Venue</th>
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<tr>
<td>12:00pm-5:00pm</td>
<td>Registration</td>
<td>Rotunda, USFSM</td>
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| 10:00am-5:00pm | Visit the Ringling Museum Art Gallery  
**Complimentary Admission** | Sarasota               |
| 1:00pm-2:45pm | **Pre-Conference Workshop:** by Dr. Faizan Ali  
"Are Our Methods Sound? Basic Mistakes Made in Hospitality Marketing Research" | Selby Auditorium       |
| 3:15pm-5:00pm | **Pre-Conference Panel:** by Prof. Tom Becker, Prof. Dimitrios Buhalis and Prof. Fevzi Okumus; Moderated by Dr. Mathilda Van Niekerk  
"Publishing in Top Tier Journals" | Selby Auditorium       |
| 5:00pm-6:15pm | Welcome Reception                                                   | Rotunda, USFSM         |

### Tuesday, June 5, 2018

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<tr>
<th>Time</th>
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<tr>
<td>8:00am-5:30pm</td>
<td>Registration</td>
<td>Rotunda, USFSM</td>
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<tr>
<td>9:00am-10:20am</td>
<td>Concurrent Sessions (1.1, 1.2 &amp; 1.3)</td>
<td>B206, B226 &amp; B229</td>
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<tr>
<td>10:20am-10:40am</td>
<td>Refreshment Break</td>
<td>The Café</td>
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<tr>
<td>10:40am-11:00am</td>
<td>Opening Ceremony</td>
<td>Selby Auditorium</td>
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</table>
| 11:00am-12:15pm | **Keynote Panel 1:** by Dr. Karlene C. Cousins, Ms. Allison Imre, Dr. Mathilda Van Niekerk, and Dr. Amanda J. Phalin; Moderated by Prof. Karen Holbrook, Regional Chancellor, USFSM  
"The Role of Women in Business and Education" | Selby Auditorium       |
| 12:30pm-1:30pm | Buffet Lunch                                                        | The Cafe               |
| 1:40pm-2:40pm | Concurrent Sessions (2.1 & 2.2)                                      | B206 & B226            |
| 1:40pm-2:40pm | Focus Group Discussion                                               | A203B                  |
| 2:40pm-3:00pm | Refreshment Break                                                   | The Café               |
| 3:00pm-4:15pm | **Keynote Presentation 1:** by Prof. Dimitrios Buhalis  
"Smart Tourism as Part of Smart Cities: Opportunities and Challenges" | Selby Auditorium       |
| 4:30pm-5:50pm | Concurrent Sessions (3.1 & 3.2)                                      | B206 & B226            |
| 4:30pm-5:30pm | Round Table Discussions                                             | A203B                  |

### Wednesday, June 6, 2018

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<td>8:00am-5:30pm</td>
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<tr>
<td>9:00am-10:40am</td>
<td>Concurrent Sessions (4.1, 4.2 &amp; 4.3)</td>
<td>B206, B226 &amp; B229</td>
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<tr>
<td>10:40am-11:00am</td>
<td>Refreshment Break</td>
<td>The Café</td>
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</table>
| 11:00am-12:15pm | **Keynote Panel 2:** by Mr. Arden Agopyan and Mr. Ali Beklen  
"Why Is Digital Transformation required for Hotels?" | Selby Auditorium       |
| 12:15pm-1:45pm | Lunch                                                               | Powel Crosley Estate   |
| 2:00pm-3:00pm | Concurrent Sessions (5.1, 5.2 & 5.3)                                   | B206, B226 & B229      |
| 3:00pm-3:20pm | Refreshment Break                                                   | The Café               |
| 3:30pm-4:40pm | **Keynote Presentation 2:** by Prof. Yi David Wang  
"Implications of Human Capital Flow Under One-Road-One-Belt Initiative" | Selby Auditorium       |
<p>| 4:50pm-5:50pm | Concurrent Sessions (6.1, 6.2 &amp; 6.3)                                   | B206, B226 &amp; B229      |</p>
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<th>Time</th>
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<tr>
<td>9:00am-10:00am</td>
<td>Concurrent Sessions (7.1 &amp; 7.2)</td>
<td>B206 &amp; B226</td>
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<td>10:00am-10:40am</td>
<td>Refreshment Break</td>
<td>The Café</td>
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<td>10:40am-11:00am</td>
<td>Best Paper Award Ceremony</td>
<td>Selby Auditorium</td>
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<tr>
<td>11:00am-12:15pm</td>
<td>Keynote Presentation 3: by Prof. Nahum Biger</td>
<td>Selby Auditorium</td>
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<td>&quot;Real Life Events That Triggered Academic Research – Comments From My Own Experiences&quot;</td>
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<td>12:30pm-1:30pm</td>
<td>Buffet Lunch</td>
<td>The Café</td>
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<td>1:40pm-2:40pm</td>
<td>Concurrent Sessions (8.1 &amp; 8.2)</td>
<td>B206 &amp; B226</td>
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<td>Refreshment Break</td>
<td>The Café</td>
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<td>3:00pm-4:15pm</td>
<td>Keynote Presentation 4: by Mr. Keith Barron, Esq.</td>
<td>Selby Auditorium</td>
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<td>&quot;Sexual Harassment: The Stakes Continue to Rise&quot;</td>
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<td>4:30pm-5:50pm</td>
<td>Concurrent Session (9.1 &amp; 9.2)</td>
<td>B206 &amp; B226</td>
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**Thursday, June 7, 2018**

**Friday, June 8, 2018**

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<tr>
<td>9:40am-11:20am</td>
<td>Post-conference Workshop 1: Teaching With Technology (Registration Required)</td>
<td>B226</td>
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</table>
Keynote Panel 1: “The Role of Women in Business and Education”

Prof. Karen Holbrook
Regional Chancellor, University of South Florida Sarasota-Manatee

Dr. Karlene C. Cousins
Incoming Chair, Department of Information Systems and Business Analytics, College of Business, Florida International University

Ms. Allison Imre
President of Grapevine Communications

Dr. Mathilda Van Niekerk
Associate Professor, Rosen College of Hospitality Management, University of Central Florida

Dr. Amanda J. Phalin
Lecturer, Warrington College of Business, University of Florida


Mr. Arden Agopyan
Co-Founder of HotelRunner

Mr. Ali Beklen
Co-Founder of HotelRunner

Keynote Presentation 1: by Prof. Dimitrios Buhalis
“Smart Tourism as Part of Smart Cities: Opportunities and Challenges”

Keynote Presentation 2: by Prof. Yi David Wang
“Implications of Human Capital Flow Under One-Road-One-Belt Initiative”

Keynote Presentation 3: by Prof. Nahum Biger
“Real Life Events That Triggered Academic Research – Comments From My Own Experiences”

Keynote Presentation 4: by Mr. Keith Barron, Esq.
“Sexual Harassment: The Stakes Continue to Rise”

Prof. Dimitrios Buhalis
Director of the eTourism Lab and Deputy Director of the International Centre for Tourism and Hospitality Research, Bournemouth University

Prof. Nahum Biger
Emeritus Professor of Financial Economics, Faculty of Management, University of Haifa

Prof. Yi David Wang
Full Professor, School of Banking and Finance, University of International Business and Economics

Mr. Keith Barron, Esq.
Adjunct instructor, College of Hospitality and Tourism Leadership, University of South Florida Sarasota-Manatee
<table>
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<tr>
<th>Time</th>
<th>Session</th>
<th>Track</th>
<th>Room</th>
<th>Session Chair</th>
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<tbody>
<tr>
<td>9:00am</td>
<td>Concurrent Session 1.1</td>
<td>Track: Hospitality &amp; Tourism</td>
<td>B206</td>
<td>Kelly Way</td>
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<td>10:20am</td>
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<td>20 min.</td>
<td>Demystifying Gender Bias Intensity in Service Based Organizations</td>
<td>Noel Criscione-Naylor and Jane Bokunewicz</td>
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<td></td>
<td>An Exploratory Study on the Adoption of Revenue Management Practice in Nigeria Small and Medium-Size Hotels (SMHs)</td>
<td>Adesola Osinaike</td>
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<td>Determination of the Contributions of Local Authorities to Develop Gastronomy Tourism: Adana Sample</td>
<td>Hulya Tastan, Kemal Enes, and Elanur Sahin</td>
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<td>Innovation of Online Training Program With the Implementation of High-Impact Integrative Learning Structure for the Hospitality Faculty</td>
<td>Murat Kizildağ, Nan Hua, Ahmet Bulent Ozturk, Baiyun Chen, and Beth Nettles</td>
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<tr>
<td>9:00am</td>
<td>Concurrent Session 1.2</td>
<td>Track: Technology, E-Business &amp; Social Media</td>
<td>B226</td>
<td>Po-Ju Chen</td>
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<td>Customer Engagement With Social Commerce: A Motivation Analysis</td>
<td>Tingting Zhang and Po-Ju Chen</td>
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<td>Collective Intelligence and Decision Making: Method and Its Application in Preliminary Feasibility Analysis of Public R&amp;D Program in Korea</td>
<td>Sung-Ho Cho</td>
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<td>The 5th Science &amp; Technology Foresight in South Korea: Discovering Future Technologies to Solve Major Issues of Future Society</td>
<td>Jonghwa Park</td>
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<td>The Power of Engagement: Uncovering Social Media’s Return on Investment</td>
<td>Elizabeth Yost, Tingting Zhang, and Ruoxi Qi</td>
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<td>9:00am</td>
<td>Concurrent Session 1.3</td>
<td>Track: Human Resource Management</td>
<td>B229</td>
<td>Doug Waldo</td>
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<td>10:20am</td>
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<td>20 min.</td>
<td>The Measure of Emotional Intelligence in Leaders</td>
<td>Doug Waldo, Madison Clark, and Bob Wharton</td>
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<td>The Relationship Between Perceived Organizational Support, Organizational Commitment, and Job Satisfaction</td>
<td>Christine Bellido, Sonya Bosanko, Laurie Burcaw, Kelly De Freitas, William Paczkowski, and Russell Clayton</td>
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<td>Workplace Violence: Awareness and Prevention</td>
<td>Suzanne Crampton</td>
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<td>Demystifying the Antecedents of Presenteeism in Hospitality Industry</td>
<td>Kayode Kolawole Eluwole, Turgay Avci, and Taiwo Temitope Lasisi</td>
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<td>10:20am</td>
<td>Refreshment Break (The Café)</td>
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<td>10:40am</td>
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<td>The Role of Women in Business and Education</td>
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<td>12:15pm</td>
<td>Buffet Lunch (The Café)</td>
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<tr>
<td>12:30pm</td>
<td>Concurrent Session 2.1</td>
<td>Track: Hospitality, Tourism &amp; Education</td>
<td>B206</td>
<td>Kelly Way</td>
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<td>1:40pm</td>
<td>Assessing the Barriers to Effective Hospitality Internship in China</td>
<td>Caiwei Ma, Po-Ju Chen, Lianping Eve Ren, and Tingting Zhang</td>
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<td>2:40pm</td>
<td>Do Executive in Residence Programs Bridge the Knowledge Gap in Hospitality Education?</td>
<td>Kelly Way</td>
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<td>How Do Millennials Select Restaurants?</td>
<td>Bendegul Okumus, Sevil Sonmez, and Ahmet Bulent Ozturk</td>
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| 1:40pm   | Concurrent Session 2.2                                                           | Room: B226 | Privacy Protection Proclivity and Trust: No Longer Concerns of Today’s International M-Commerce Users?  
- Brent Cunningham, James Thomas, and Jianping Coco Huang |
| 2:40pm   | Privacy Protection Proclivity and Trust: No Longer Concerns of Today’s International M-Commerce Users?  
- Brent Cunningham, James Thomas, and Jianping Coco Huang  
Track: Consumer Behavior  
Session Chair: Lorna Thomas |
| 20 min.  | The Use of Tourist Guidebooks at Dark Tourism Sites  
- Lorna Thomas |
| 20 min.  | What Does the Customer of Cafe-Corner Expect From a Service Delivery?  
- Salomeh Tabari, Joanna Kuczewska, Anne Conneally, and Joanna Stefaniak |
| 1:40pm   | Focus Group Discussion                                                            | Room: A203B | Licensing for Cooks and Bakers in the State of Florida  
- Garry Colpitts |
| 2:40pm   | Refreshment Break (The Café)                                                     |          |         |
| 3:00pm   | Keynote Presentation 1: by Prof. Dimitrios Buhalis  
“Smart Tourism as Part of Smart Cities: Opportunities and Challenges”  
(Selby Auditorium) |
| 4:30pm   | Concurrent Session 3.1                                                            | Room: B206 | New Digital Currency and Technological Transformation  
- Massimiliano Minaudo  
Track: Marketing  
Session Chair: Jean Tavares |
| 5:00pm   | New Digital Currency and Technological Transformation  
- Massimiliano Minaudo  
Brazilian Citizens’ Perception About the Ten Most Visited Countries in the World in 2014: An Analysis Using Structural Equation Modeling (SEM)  
- Jean Tavares, Xuan Tran, and Lory Pennington-Gray  
The Impacts of Merchant Photos on Consumers’ Purchase Probability on P2P Short-Term Rental Platform: Based on the Mediated Effect of Initial Trust  
- Hui Wu, Jing Chen, Muhtit Cavusoglu, and Cihan Cobanoglu  
Reviewing CSR Promotional Communication Strategy in Hospitality Industry: Analyzing a Case Study  
- Aysegul Gunduz Songur |
| 4:30pm   | Concurrent Session 3.2                                                            | Room: B226 | Using the 2030 Goals to Create Global Perspective When Teaching in Business and Innovation  
- Paul Lane and Ryan Lafferty  
Implementing Project Management Methodologies in Social Entrepreneurship Initiatives in Developing Nations: Methodology for Training SE Project Managers and Two Case Studies  
- Raul Chavez-Negrete  
Strategic Flexibility as a Key to Innovativeness: Theoretical Framework  
- Dmytro Shestakov  
Design for Participation: Modular Service Approach  
- Syed Aamir Ali Shah and Muhammad Shakeel Sadiq Jajja |
| 4:30pm   | Round Table Discussions                                                           | Room: A203B | International Collaboration Management  
- Brent Cunningham and Dan Mertens  
Sustainable Environmental Practices of Cruise Lines  
- Scott Lee and Collin Ramdeen |
| 9:00am   | Concurrent Session 4.1                                                            | Room: B206 | Empowering Women Through Tourism Education For Sustainable Development in Developing Countries  
- Grace Soyebi, Samson Soyebi, and Rita Stephen  
How Much Does the Consumer-Based Brand Equity Affect the Financial Performance of the Company?  
- Aysegul Acar and Mehmet Erkan |

**Wednesday, June 6, 2018**
### Concurrent Session 4.4 
#### Time: 9:00 am - 10:40 am 
#### Room: B226 

**Track:** Economics  
**Session Chair:** Carlos E. Jimenez-Angueira

<table>
<thead>
<tr>
<th>Time</th>
<th>Presentation</th>
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| 9:00 am | Aggregate Impact of Tourism-Refugeeism on House Prices in Cyprus and Malta: A Dynamic ARDL-Pooled Mean Group Evidence  
- Andrew Alola and Uju Violet Alola |
| 10:20 am | The Impact of Bankruptcy Law on Entrepreneurship (Self-Employment)  
- Sylwia Morawska, Joanna Kuczewska, and Blazej Prusak |
| 10:40 am | Can New Strategies Keep Universities from Going Bust?  
- Chandra Aleong |

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### Concurrent Session 4.3 
#### Time: 9:00 am - 10:40 am 
#### Room: B229 

**Track:** Consumer Behavior  
**Session Chair:** Faranak Memarzadeh

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<tr>
<th>Time</th>
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| 9:00 am | Consumer Evaluation of Celebrity Brand Extensions: An Affect Transference Perspective  
- Tracy Kizer |
| 10:20 am | The Comparison of Asian and Non-Asian Business Travelers’ Hotel Service Preferences  
- Faranak Memarzadeh and Sulekha Anand |
| 10:40 am | The Effect on Consumer Attitude of SMS Advertising  
- Remzi Reha Durucasu |
| 10:40 am | A Cross-Cultural Study on Tourism: Strategies and Implications of Findings  
- Sushant Kumar, Vishalwat Giridhar, Pradip Sadarangani, and Bidyut Gogoi |
| 10:40 am | The Types and Motivation of Social Network Users: A Qualitative Study of Young Adults  
- Jamil Hebali |

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### Keynote Panel 2 
#### Time: 11:00 am - 12:15 pm 
#### Location: Selby Auditorium

**Presentation:** “Why Is Digital Transformation required for Hotels?”

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### Concurrent Session 5.1 
#### Time: 2:00 pm - 3:00 pm 
#### Room: B206 

**Track:** Hospitality, Tourism & Education  
**Session Chair:** Scott Lee

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<th>Time</th>
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| 2:00 pm | Cruise Ships’ Safety Measures and Their Influence on Passengers’ Sense of Security and Purchase Decision  
- Shadi Bahattab, Shiang-Lih Chen Mccain, Jeff Lolli, and Joy Dickerson |
| 2:20 pm | An investigation of Green Hotel Certification Within the United State  
- Collin Ramdeen and Scott Lee |
| 2:40 pm | Who Wants Business and Economics Diploma via Open Education: Example of Anadolu University, Turkey  
- Hasan Durucasu and Fikret Er |

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### Concurrent Session 5.2 
#### Time: 2:00 pm - 3:00 pm 
#### Room: B226 

**Track:** Accounting & Management  
**Session Chair:** Ersem Karadag

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<th>Time</th>
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| 2:00 pm | Asset Misappropriation in Hospitality Industry as a Result of Weak Internal Control: A Content Analysis of 53 Cases  
- Ersem Karadag, Sezayi Dumanoglu, and Gulsah Sahin |
| 2:20 pm | Necessary and Sufficient Conditions for Liquidity Management  
- Jose De Franca and Wilfredo Sandoval |

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### Refreshment Break 
#### Time: 11:00 am - 12:15 pm 
#### Location: The Café

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### Lunch 
#### Time: 12:15 pm - 1:45 pm 
#### Location: Powel Crosley Estate

**Sponsored by the Bradenton Area CVB**

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### Keynote Panel 2 
#### Time: 11:00 am - 12:15 pm 
#### Location: Selby Auditorium

**Presentation:** “Why Is Digital Transformation required for Hotels?”

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### Concurrent Session 5.1 
#### Time: 2:00 pm - 3:00 pm 
#### Room: B206 

**Track:** Hospitality, Tourism & Education  
**Session Chair:** Scott Lee

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### Concurrent Session 5.2 
#### Time: 2:00 pm - 3:00 pm 
#### Room: B226 

**Track:** Accounting & Management  
**Session Chair:** Ersem Karadag

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<tr>
<th>Time</th>
<th>Presentation</th>
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</table>
| 2:00 pm | Asset Misappropriation in Hospitality Industry as a Result of Weak Internal Control: A Content Analysis of 53 Cases  
- Ersem Karadag, Sezayi Dumanoglu, and Gulsah Sahin |
| 2:20 pm | Necessary and Sufficient Conditions for Liquidity Management  
- Jose De Franca and Wilfredo Sandoval |
Lessons From the Project Management Field: The Search for Most Effective Methods for Successful Turn-Key Project Execution
- Ildiko Nyeste and Ramakrishna Govindu

Concurrent Session 5.3
Track: Finance & Banking
Session Chair: Nahum Biger

- One-Sided Linking of Mortgage Loans to the Price of Foreign Currencies
  - Nahum Biger
- Revisiting the Spot-Future Relationships: Case of Emerging Stock Markets
  - Guven Sevil, Melik Kamisli, Serap Kamisli, Tuba Sevil, and Fatih Temizel
- Trends and Performance of Travel and Leisure Indices
  - Tuba Sevil, Usman Muhammed Umer, and Guven Sevil

3:00pm Refreshment Break (The Café)

3:30pm Keynote Presentation 2: by Prof. Yi David Wang
“Implications of Human Capital Flow Under One-Road-One-Belt Initiative”
(Selby Auditorium)

Concurrent Session 6.1
Track: Hospitality & Tourism
Session Chair: Joe Askren

- Are Corruption and Insurgency Nemesis of Tourism Development? Evidence From Nigeria
  - Uju Violet Alola, Turgay Avci, Ali Ozturen, and Andrew Alola
- Investigating the Impact Factors to Influence Online Room Rebooking Intentions in Taiwan
  - Liu Tsong-Zen, Huang Tai-Yi, and Kuo Hui-Hsien
- Chinese Cruise Customers Loyalty: The Impact of Customer Participation and Service Personal Values
  - Hui Wu, Xiaoxiao Lv, Muhittin Cavusoglu, and Cihan Cobanoglu

4:50pm Concurrent Session 6.2
Track: International Trade
Session Chair: Ersem Karadag

- International Trade and Cross-Border Pollution: The Role of Relative Factor Abundance
  - Ayse Erdogan
  - Ernest Edward Pegram
- Firm’s Competitiveness in Global Economy and Cost (Structure) Management
  - Mehmet Hanifi Ayboga, Asaf Murat Altug, and Ersem Karadag

Concurrent Session 6.3
Track: Finance & Banking
Session Chair: Regan Deonanan

- To What Extent Does Franchise Decision Affects Restaurant Firm’s Financial Performance?
  - Aysegul Acar and Mehmet Erkan
- The Enforcement of the Rule of Law in the Financial Sector: The Strategic Synergies Among Judicial Authority and Financial Supervisory Authorities
  - Carlo Alberto Giusti
- Factors Affecting Usage Intention of Mobile Banking: Empirical Evidence From Turkey
  - Aytac Erdem, Ufuk Pala, Ugur Sevim, and Mustafa Ozkan

Thursday, June 7, 2018

Concurrent Session 7.1
Track: Hospitality, Tourism & Education
Session Chair: Keith Barron

- Hospitality Education Program Student Operated Restaurants: A Practical Education Component
  - Angad Dang and Patrick Moreo
- ‘Fake News’ in the Travel and Tourism Domain: An Investigation of the Phenomenon and Challenges for the Industry
  - Giancarlo Fedeli
- Hotel Comment Card Reviews: A Model Proposal for Predicting Aspect Rating
  - Abdullah Tanrisevdi, Gozde Ozturk, and Ahmet Cumhur Ozturk

9:00am Concurrent Session 7.2
Track: Strategy & Global Trends
Session Chair: Ayse Collins

- Factors Influencing Outbound Medical Travel From the USA
  - Ayse Collins, Anita Medhekar, Ho Yin Wong, and Cihan Cobanoglu
- Organizational Complexity and Uncertainty: A Conceptual Evaluation of Proactive Environmental Strategy on Organizational Competitiveness
  - Taiwo Temitope Lasisi, Kayode Kolawole Eluwole, and Ali Ozturen
### Effects of Perceived Authenticity on Festival Attendees’ Loyalty: The Moderating Role of Motivation

*Hyeongjin Jeon and Juwon Choi*

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<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>10:00am</td>
<td>Refreshment Break (The Café)</td>
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<td>10:40am</td>
<td>Best Paper Award Ceremony (Selby Auditorium)</td>
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<tr>
<td>11:00am</td>
<td>Keynote Presentation 3: <em>by Prof. Nahum Biger</em></td>
<td>(Selby Auditorium)</td>
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<tr>
<td>12:15pm</td>
<td>“Real Life Events That Triggered Academic Research – Comments From My Own Experiences”</td>
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<tr>
<td>12:30pm</td>
<td>Buffet Lunch (The Café)</td>
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<tr>
<td>1:40pm</td>
<td>Concurrent Session 8.1</td>
<td>Room: B206</td>
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<td>2:40pm</td>
<td>Concurrent Session 8.2</td>
<td>Room: B226</td>
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<tr>
<td>3:00pm</td>
<td>Refreshment Break (The Café)</td>
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<tr>
<td>4:30pm</td>
<td>Keynote Presentation 4: <em>by Mr. Keith Barron, Esq.</em></td>
<td>(Selby Auditorium)</td>
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<tr>
<td>4:30pm</td>
<td>Concurrent Session 9.1</td>
<td>Room: B206</td>
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<tr>
<td>5:50pm</td>
<td>Concurrent Session 9.2</td>
<td>Room: B226</td>
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**Track: Education & Training**

- **Paul Pounder and Rachael Ross**
  - Developing Global Leaders: A Study of MBA Programs in the Caribbean and Central America

- **Leslie Scamacca and James Giordano**
  - Keeping Hospitality, Travel, and Tourism Students on the Pathway: A Guided Learning Journey to Success With ePortfolio

- **Amber Lee**
  - Augmented Reality, Motivation, and Critical Thinking: A Systematic Literature Review

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**Track: Finance, Hospitality & Tourism**

- **Natalia Zapata Cuervo and Paula Florez-Gomez**
  - Peace Agreement Affecting Risk Perception and Travel Intention

- **Fevzi Okumus, Anil Bilgihan, Ahmet Bulent Ozturk, and Chenge Jia**
  - Analyzing Online Reviews on Hotels by Humans Versus an Artificial Intelligence Software

- **Sumaiya Zaman**
  - Market Related and Market Independent Components of Company Stock Return in Bangladesh: Which is Stronger?

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**Track: Hospitality, Tourism & Sustainability**

- **Busra Hafci and Abdullah Tanrisevdi**
  - Why Do German Tourists Still Come Despite Security Problems? A Case Study in Kusadasi, Turkey

- **Tak Ming Yeung, Shiang-Lih Chen Mccain, and Jeff Lolli**
  - An Investigation of the Relationship Between Noise Level and Customer Satisfaction in the Restaurant Industry

- **Lorenzo Gelmini**
  - Photographs in the Field of Sustainability: Some Preliminary Findings

- **Adam Carmer**
  - How Alcoholic Beverage Etiquette Can Increase Sales

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**Track: Hospitality & Tourism**

- **Edu Ozgul Katlav, Nilufer Sahin Percin, and Muhittin Cavusoglu**
  - The Effects of Personality Traits of Employees on Their Socialization Levels: A Research in Hospitality Establishments

- **Onur Emre Corbaci and Cihan Cobanoglu**
  - The Impact of Photography on Consumer Behavior in the Restaurant Industry

- **Gokhan Yilmaz, Abdulkadir Corbaci, and Adnan Ozturk**
  - Progress on Food and Gastronomy in Tourism and Hospitality in Turkey

- **Gaye Deniz, Nilufer Sahin Percin, and Muhittin Cavusoglu**
  - The Evaluation of Influence Tactics Perception of Hospitality Establishment Employees in Terms of Demographic Variables
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