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| **Thursday, February 27****2025 WF CHRIE CONFERENCE PROGRAM** | **(Hyatt Regency Frisco and UNT Denton)** | Location – Room Number |
| 10:00 AM – 12:00 PM | ANNUAL WFCHRIE BOARD MEETING PART 1 | Hyatt Regency FriscoDenton House – 3rd Floor |
| 12:00 PM - 1:00 PM  | LUNCH (ON YOUR OWN) |  |
| 1:00 PM - 3:00 PM  | ANNUAL WFCHRIE BOARD MEETING PART 2  | Hyatt Regency FriscoDenton House – 3rd Floor |
| 2:00 PM– 4:00 PM | Graduate and Ph.D. program (invitation only) | UNT Denton |
| 4:30 PM - 7:00 PM | REGISTRATION AND SPONSORSHIP TABLING  | Hyatt Regency FriscoTrinity Foyer – 3rd Floor |
| 5:00 PM - 7:00 PM | WELCOME RECEPTION | Hyatt Regency FriscoTrinity Foyer – 3rd Floor |
| **Friday, February 28** | **UNT Frisco Landing** |  |
| 8:15 AM – 4:00 PM | REGISTRATION | unt Frisco Landing Foyer |
| 8:15 AM – 9:00 AM | “SNOOZE AM” FULL BREAKFAST | FL 130 |
| 9:00 AM – 10:00 AM | Keynote Speaker - Daniel Cuffe, Vice President & General Manager, Universal Kids Resort | FL 130 |
| 10:15 AM – 11:15 AM | Elevating Hospitality Education: Leadership and the Future of University Programs* **Moderator: Cece Leung**, **Ph.D,** Associate professor and graduate coordinator, Department of Hospitality, Event, & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas
* **David Cardenas**, **Ph.D.,**Dean, William F. Harrah College of Hospitality, University of Nevada, Las Vegas
* **Jean Hertzman**, **Ph.D.,**Director, School of Hotel, Restaurant, and Tourism Management, College of Agricultural, Consumer and Environmental Sciences, New Mexico State University
* **Zhenxing (Eddie) Mao**, **Ph.D.,** Department Chair, The Collins College of Hospitality Management, Cal Poly Pomona
* **Kim H. Williams**, **Ph.D.,** Chair, The Robert Dedman Chair in Club Management, Department of Hospitality, Event, & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas

*Panelists will discuss how they navigate challenges, seize opportunities, and set strategic directions to ensure their programs remain at the forefront of academic excellence and industry relevance.* | FL 130 |
| 11:15 AM – 11:35 AM  | NETWORKING BREAK | UNT Frisco Landing2nd Floor Foyer |
| 11:35 AM – 12:35 PM | CONCURRENT SESSIONS - 1 |  |
|  | Food & BeverageFrom Virtual to Local: Exploring Social Capital's Role in Tourists’ Local Food ConsumptionHow Co-Branding Affects Consumer Quality Assurance of Upcycled Food: Investigating Mechanisms Through Perceived Benefits & Risks  | Han Wen, Lawrence Hoc Nang Fong and Xingyi ZhangYoonhyung Huh, Yang Xu and Eunha Lena Jeong | FL 310Moderator – Jean Hertzman |
|  | Event ManagementIndependent vs. Interdependent Mindsets: The Impact of Self-Construal on Preferences for Business Event Types.Building Community Through Support: Exploring the Effects of Emotional & Information Support at a Business Event Fostering Emotional Ownership: The Impact of Collective Psychological Ownership and Community on eSports Event Loyalty and Social Return | Xiaolong Shao, Xingyi Zhang, Jing Li and Eric OlsonJing Li, Xingyi Zhang, Xiaolong Shao, Forest Ma and Heesu HanReynolds Kusi, Xiaolong Shao, Xingyi Zhang, Jing Li andBirendra Kc | FL 260Moderator – Jing Li |
|  | Sustainability – Part 1Assessing the Impacts of Residents Commitment and Prosocial Behavior on Sustainable Tourism Development and Quality of Life at the Cape Coast Destination in Ghana.SDG Impact on Food Waste Management in On-Site Foodservice: Integrating Process Eco-Innovation via Sustainable TechnologyRural Economic New Mexico Sustainable Development | Christian Okofo Atta AnokyeTiffany S. Legendre, Anni Ding, Dustin Maneethai and Yeeun ParkKeith Mandabach | FL 280Moderator – Harold Lee |
| 12:45 PM – 2:15 PM | TEX-MEX LUNCH & PANEL PRESENTATIONHarnessing AI: Transforming Hospitality Education for the Future* **Moderator: Todd A. Uglow, JD​,**Sr. Lecturer, Department of Hospitality, Event, & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas
* **Godwin-Charles Ogbeide, Ph.D.,**Professor of Strategy, Leadership, & Hospitality, School of Hospitality, Metropolitan State University-Denver
* **Tania P. Heap, Ph.D., MBA** Sr. Director, Learning Research & Accessibility, DSI Learning Research, University of North Texas
* **Laura De La Cruz, Ed,D.** Professor and Department Chair, Business and Department Chair - Hospitality Services, Doña Ana Community College

*Artificial Intelligence (AI) is reshaping industries worldwide, and hospitality education is no exception. Panelists will discuss AI’s potential to revolutionize curriculum design, teaching methodologies, student engagement, and research while also addressing ethical considerations and challenges in adoption.* | FL 130 |
| 2:30 PM – 3:30 PM | CONCURRENT SESSIONS - 2 |  |
|  | Consequences of BiasCombating Bias with Bias: Reducing Racial Bias in Airbnb Through Availability BiasFrom Silent Suffering to Retaliation: Exposing How Discrimination Leads Restaurant Employees to Service Sabotage | Soona Park and Jiyun KangChia-Yun Tsai and Donald Kluemper | FL 310Moderator – Sandra Ponting |
|  | TourismIdentity Transition in Young Women's Solo Travel JourneySocial media usage and successful aging: The role of senior travelMindfulness and Slow tourism: Unpacking the Tourist Experiences & Outcomes  | Zhihui Wang and Xi LeungJiaying Lyu, Xi Leung, Zhenxing Eddie Mao and Yao LiEunkyeong Jung and Sejin Ha | FL 260Moderator – Hailey Choi |
|  | Consumer BehaviorPassenger Insights on Crowding Experiences Aboard Large and Mega Cruise ShipsMapping the Landscape of Restaurant Research: A Bibliometric Analysis of Consumer Behavior StudiesUtilizing Bert and Lims for Analyzing Hospitality Data: Insights from a Pilot Study of Reddit Posts  | Becky Liu-Lastres and Stephan PrattYan Cao, Carola Raab and Christine BergmanRui Qi, Pei Zhang and Haigang Liu | FL 280Moderator – Scott Smith |
| 3:30 PM – 3:45 PM | Break Networking | 2nd Floor Foyer |
| 3:45 PM – 4:45 PM | CONCURRENT SESSIONS - 3 | unt Frisco Landing Floor 2 |
|  | AI & RoboticsAI vs. Human Ethical Recommendations: Ethics & Consumer Trust in Travel Decisions Introducing Robots to Employees: Protecting Employees & Fostering Engagement AI-Empowered MICE: Perspectives from Leading AI Technologies | Jungkeun Kim, Seunghoon Lee, Garim Lee and Jeong Hyu KimYidan Huang and Amit SharmaCho Tin Tun Kirkpatrick and Craig Webster | FL 310Moderator – Janet Mansinne |
|  | Organizational BehaviorJob Demands-Resources Theory & Algorithmic Management Housekeeping: A Qualitative ExplorationMotivating Foodservice Employees Toward Voluntary Proenvironmental Behavior in Demanding Work EnvironmentsFamily dynamics and culture: An exploration of work-life balance in family-owned hospitality businesses. | Somang Min, Grace Sarfo, Betsy Stringam, FranchescaSpektor, Sarah E. Fox, Christine Riordan, Hye Jin Rho, Ben Begleiter and Jodi ForlizziNohema Garcia Castaneda, Kiyan Shafieizadeh and Willie TaoHasib Chowdhury, Shane C. Blum, Michelle Alcorn and Bonhak Koo | FL 260Moderator – Michelle Alcorn |
|  | Education & TeachingFaculty Preparedness for AI Integration in Hospitality & Business Education: A Systematic ReviewEnhancing the Understanding of Adult Learners in an Online Classroom Hospitality Management Bachelor Degrees Online vs Face-to-Face  | Cho Tin Tun Kirkpatrick, Laura De La Cruz and Wendy KaakiScott Smith and Cho Tin Tun KirkpatrickLisa Andrus and Jacob Fait | FL 280Moderator – Jangwoo “JJ” Jo |
| 4:45 PM– 6:15 PM | RETURN TO HOTEL  | Hyatt Regency |
| 6:15 PM | BUS from Hyatt hotel to puttery | Hyatt Lower Level |
| 6:30 PM – 9:30 PM | Par-Tee on the Green: Networking Night at Puttery*Step into an evening where camaraderie meets competition. Challenge your peers on state-of-the-art indoor mini-golf courses featuring innovative auto-scoring technology. Between swings, indulge in gourmet bites in a vibrant setting. This event is designed to foster connections and create memorable experiences in a relaxed, yet exhilarating setting.* | Puttery - Grandscape – Bus will run continually from Grandscape to Hyatt Regency Frisco |
| 9:15 PM | Last Pick up at Puttery |  |
| **Saturday, March 1** | **UNT Frisco Landing** |  |
| 8:30 AM – 9:45 AM | FULL BREAKFAST AND POSTER SESSION | FRISCO LANDING FOYER AND FL 130 |
| #P1#P2#P3#P4#P5#P6#P7#P8#P9#P10#P11#P12#P13#P14#P15#P16#P17#P18#P19 | ELEVATING DISTILLERY INSTITUTES THROUGH BRANDING: A CASE STUDY OF THE JAMES B. BEAM INSTITUTE FOR KENTUCKY SPIRITS’ ANNUAL INDUSTRY CONFERENCE by Maria Paula Barrantes Castillo and Yeonjung KangINFLUENCE OF PARENTAL PERCEPTIONS ON HIGH SCHOOL STUDENTS’ENROLLMENT IN HOSPITALITY PROGRAMS AT THE HIGER EDUCATION by Harold Lee, Saehya Ann, Junghoon Song, Hyunsuk Choi and Myong Jae LeeTHE USE OF SENSORY LANGUAGE IN AI RECOMMENDATIONS: A CASEFROM MACAU by Zesheng Liu, Xi Yu and Yizhi LiUnlocking Customer Engagement through AI Quality and Satisfaction: A Mixed Method Approach by Hyunrae Kim, Annemarie Williams and Po-Ju ChenCULTURAL ROOTS INFLUENCE EMPLOYEE FOOD SAFETY BEHAVIOR INDINING HALLS by Monica Odey Appiah and Priscilla ConnorsLET’S BE REAL: HOW DOES DEEP-LEVEL DIVERSITY AFFECT HOSPITALITY EMPLOYEES? by Yejoo Yoon, Renata Guzzo and Cass ShumCommunity Perspectives on Casino Development: A Mixed-methods Analysis of Socioeconomic and Environmental Impacts in a Rural Setting by Seungsuk Lee, Dongsoo Lee, Christopher Redwine and Borham YoonThe Evolution of SEO Strategies in the Era of AI-Powered Search Engines by Jangwoo Jo and Camille RawinskiEnhancing Success in Reward-Based Crowdfunding for Restaurants: The Influence of Signal Strength and Consistency by Hengsong Ye and Billy BaiAn Exploration of Private Dining as a Distinct Restaurant Revenue Management Tactic by William ShortHow Much Do We Pay? Analyzing Motivational Factors forChoice of Presence for a Hybrid Academic Conference by Fiona Quarshie and Lisa KennonCONSTRAINTS OF LGBTQ+ LEISURE TRAVEL THROUGH LEARNEDHELPLESSNESS by Yizhi Li, Xi Yu and Han ChenAI ADOPTION, STRESSOR APPRAISAL, AND LEARNING BEHAVIOR:ENHANCING AI LITERACY IN ORGANIZATIONS by Kelly Min, Yaou Hu and Jie SunUNDERSTANDING CUSTOMERS’ PRIVACY CONCERNS: THE IMPACT OFINFORMATION TRANSPARENCY ON BEHAVIORAL INTENTION by Kelly Min, Yaou Hu and Jie SunIs anger always destructive? Investigating anger’s positive effect under paradoxical and ethical leadership by Younes Bordbar, Wen Chang and Brian KingAnalyzing Social Media’s Role in Enhancing Gastronomic Tourism: An Examination of Marketing Strategies in Michelin-Starred Restaurants by Xitlalic Rodriguez and Jangwoo JoEmerging benefits and challenges for restaurant service robots using employees' perceptions: From behavior reasoning and social exchange perspective by Jueer Wang, Eunmin Hwang and Yen-Soon KimConsumer Value in The Metaverse: A Study on The Influencing Factors of Virtual Service Purchase Intention by Ziyi Wu, Humberto Abraham Flores Lecea and Po-Ju ChenTHE IMPACT OF SEASONAL EVENTS ON TEXAS THEME PARKS AND HOTEL ROOM OCCUPANCY: AN ANALYSIS USING STR-COSTAR DATA by Humberto Abraham Flores Lecea, Ziyi Wu and Po-Ju Chen |  |
| 9:45 AM – 10:45 AM | CONCURRENT SESSIONS - 4 |  |
|  | EducationDo NSHE postsecondary students have the same return on education - a linear mixed effects model explorationBridging Reality and Virtuality: Student Perspectives on the Role of Metaverse Technology in Hospitality EducationThe “Degree in Three” (Di3) Culinary Management Program at MSU Denver | Niansong Zhang and Xue XingKiyan Shafieizadeh and Smita SinghMichael Wray, Godwin-Charles Ogbeide, Jangwoo Jo, Jennifer Watson and Jay Lee | FL 310Moderator – Godwin-Charles Ogbeide |
|  | Sustainability – Part 2Leveraging AI for Sustainability in Hospitality & Tourism: A Systematic Review Virtual experiences for promoting sustainability messages: Using eye-tracking technology, surveys and interviewsRevitalizing Heritage Preservation: The Role of Sustainable Marketing in Balancing Commodification and Authenticity at Cape Coast Castle. | Cho Tin Tun KirkpatrickYe Shen, Jinah Park and Yeqiang LinReynolds Kusi, Kc Birendra, Soona Park and Jonghan Hyun | FL 260Moderator – Jean Hertzman |
|  | Travel, Tourism, & HospitalityAdvancing Netnography in Tourism Research: Methodological Applications Awareness of Artificial Intelligence in Hospitality Industry: Using Social Network Analysis (SNA)Towards Sustainable Tourism: Unifying Global Destination Rankings Using Principal Component Analysis | Yanyan Zheng and Wei WeiSudeshana Paramita Ghose, Kim Williams and Roja KatabatthulaNatalie Hudson, Yen-Soon Kim, Rhonda Montgomery, Ashok Singh and Seung Suk Lee | FL 280Moderator – Somang Min |
| 10: 55 – 11:55 AM | CONCURRENT SESSIONS |  |
|  | AI & TechnologyDevelopment & Validation of an AI Literacy Assessment for Hospitality EmployeesThe Hotel Robot Debate on Twitter: A Social Network & Epistemic Network Analysis Digital Literacy in the Hospitality Industry: A Study of Technology Adoption Among Hotel Housekeepers  | Bonhak Koo and Sohee KimLiyu Yang and Xi Yu LeungGrace Sarfo and Betsy Stringam | FL 280Moderator - Cho Tin Tun Kirkpatrick |
|  | Hospitality Industry DevelopmentAssessing the Cultural Intelligence of Hotel Employees in the United States National Labor Relations Board’s Final Rule on Joint Employer Status: Its Impact on US Lodging Firms’Shareholder WealthStrategies for Survival: How Family-Owned Independent Hotels Navigate & Compete in the Modern Industry | Shane Blum and Jing LiJames Drake and Eunjoo KangPhilip Bonney and Jean Hertzman | FL 260Moderator – Shane Blum |
| 12:05 PM – 1:30 PM | BBQ LUNCH & AWARDS  | FL 130 |
| 1:30 PM – 2:30 PM | CLOSING - MEMBERSHIP MEETING | FL 130 |