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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 Frisco  Denton 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 Frisco  Denton 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 Frisco  Trinity Foyer – 3rd Floor |
| 5:00 PM - 7:00 PM | WELCOME RECEPTION | | | Hyatt Regency Frisco  Trinity 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 Landing  2nd Floor Foyer |
| 11:35 AM – 12:35 PM | CONCURRENT SESSIONS - 1 | | |  |
|  | Food & Beverage  From Virtual to Local: Exploring Social Capital's Role in Tourists’ Local Food Consumption  How Co-Branding Affects Consumer Quality Assurance of Upcycled Food: Investigating Mechanisms Through Perceived Benefits & Risks | | Han Wen, Lawrence Hoc Nang Fong and Xingyi Zhang  Yoonhyung Huh, Yang Xu and Eunha Lena Jeong | FL 310  Moderator – Jean Hertzman |
|  | Event Management  Independent 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 Olson  Jing Li, Xingyi Zhang, Xiaolong Shao, Forest Ma and Heesu Han  Reynolds Kusi, Xiaolong Shao, Xingyi Zhang, Jing Li and  Birendra Kc | FL 260  Moderator – Jing Li |
|  | Sustainability – Part 1  Assessing 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 Technology  Rural Economic New Mexico Sustainable Development | | Christian Okofo Atta Anokye  Tiffany S. Legendre, Anni Ding, Dustin Maneethai and Yeeun Park  Keith Mandabach | FL 280  Moderator – Harold Lee |
| 12:45 PM – 2:15 PM | TEX-MEX LUNCH & PANEL PRESENTATION  Harnessing 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 Bias  Combating Bias with Bias: Reducing Racial Bias in Airbnb Through Availability Bias  From Silent Suffering to Retaliation: Exposing How Discrimination Leads Restaurant Employees to Service Sabotage | Soona Park and Jiyun Kang  Chia-Yun Tsai and Donald Kluemper | | FL 310  Moderator – Sandra Ponting |
|  | Tourism  Identity Transition in Young Women's Solo Travel Journey  Social media usage and successful aging: The role of senior travel  Mindfulness and Slow tourism: Unpacking the Tourist Experiences & Outcomes | Zhihui Wang and Xi Leung  Jiaying Lyu, Xi Leung, Zhenxing Eddie Mao and Yao Li  Eunkyeong Jung and Sejin Ha | | FL 260  Moderator – Hailey Choi |
|  | Consumer Behavior  Passenger Insights on Crowding Experiences Aboard Large and Mega Cruise Ships  Mapping the Landscape of Restaurant Research: A Bibliometric Analysis of Consumer Behavior Studies  Utilizing Bert and Lims for Analyzing Hospitality Data: Insights from a Pilot Study of Reddit Posts | Becky Liu-Lastres and Stephan Pratt  Yan Cao, Carola Raab and Christine Bergman  Rui Qi, Pei Zhang and Haigang Liu | | FL 280  Moderator – 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 & Robotics  AI 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 Kim  Yidan Huang and Amit Sharma  Cho Tin Tun Kirkpatrick and Craig Webster | | FL 310  Moderator – Janet Mansinne |
|  | Organizational Behavior  Job Demands-Resources Theory & Algorithmic Management Housekeeping: A Qualitative Exploration  Motivating Foodservice Employees Toward Voluntary Proenvironmental Behavior in Demanding Work Environments  Family dynamics and culture: An exploration of work-life balance in family-owned hospitality businesses. | Somang Min, Grace Sarfo, Betsy Stringam, Franchesca  Spektor, Sarah E. Fox, Christine Riordan, Hye Jin Rho, Ben Begleiter and Jodi Forlizzi  Nohema Garcia Castaneda, Kiyan Shafieizadeh and Willie Tao  Hasib Chowdhury, Shane C. Blum, Michelle Alcorn and Bonhak Koo | | FL 260  Moderator – Michelle Alcorn |
|  | Education & Teaching  Faculty Preparedness for AI Integration in Hospitality & Business Education: A Systematic Review  Enhancing 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 Kaaki  Scott Smith and Cho Tin Tun Kirkpatrick  Lisa Andrus and Jacob Fait | | FL 280  Moderator – 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 Kang  INFLUENCE 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 Lee  THE USE OF SENSORY LANGUAGE IN AI RECOMMENDATIONS: A CASE  FROM MACAU by Zesheng Liu, Xi Yu and Yizhi Li  Unlocking Customer Engagement through AI Quality and Satisfaction: A Mixed Method Approach by Hyunrae Kim, Annemarie Williams and Po-Ju Chen  CULTURAL ROOTS INFLUENCE EMPLOYEE FOOD SAFETY BEHAVIOR IN  DINING HALLS by Monica Odey Appiah and Priscilla Connors  LET’S BE REAL: HOW DOES DEEP-LEVEL DIVERSITY AFFECT HOSPITALITY EMPLOYEES? by Yejoo Yoon, Renata Guzzo and Cass Shum  Community 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 Yoon  The Evolution of SEO Strategies in the Era of AI-Powered Search Engines by Jangwoo Jo and Camille Rawinski  Enhancing Success in Reward-Based Crowdfunding for Restaurants: The Influence of Signal Strength and Consistency by Hengsong Ye and Billy Bai  An Exploration of Private Dining as a Distinct Restaurant Revenue Management Tactic by William Short  How Much Do We Pay? Analyzing Motivational Factors for  Choice of Presence for a Hybrid Academic Conference by Fiona Quarshie and Lisa Kennon  CONSTRAINTS OF LGBTQ+ LEISURE TRAVEL THROUGH LEARNED  HELPLESSNESS by Yizhi Li, Xi Yu and Han Chen  AI ADOPTION, STRESSOR APPRAISAL, AND LEARNING BEHAVIOR:  ENHANCING AI LITERACY IN ORGANIZATIONS by Kelly Min, Yaou Hu and Jie Sun  UNDERSTANDING CUSTOMERS’ PRIVACY CONCERNS: THE IMPACT OF  INFORMATION TRANSPARENCY ON BEHAVIORAL INTENTION by Kelly Min, Yaou Hu and Jie Sun  Is anger always destructive? Investigating anger’s positive effect under paradoxical and ethical leadership by Younes Bordbar, Wen Chang and Brian King  Analyzing Social Media’s Role in Enhancing Gastronomic Tourism: An Examination of Marketing Strategies in Michelin-Starred Restaurants by Xitlalic Rodriguez and Jangwoo Jo  Emerging 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 Kim  Consumer 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 Chen  THE 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 | | |  |
|  | Education  Do NSHE postsecondary students have the same return on education - a linear mixed effects model exploration  Bridging Reality and Virtuality: Student Perspectives on the Role of Metaverse Technology in Hospitality Education  The “Degree in Three” (Di3) Culinary Management Program at MSU Denver | Niansong Zhang and Xue Xing  Kiyan Shafieizadeh and Smita Singh  Michael Wray, Godwin-Charles Ogbeide, Jangwoo Jo, Jennifer Watson and Jay Lee | | FL 310  Moderator – Godwin-Charles Ogbeide |
|  | Sustainability – Part 2  Leveraging AI for Sustainability in Hospitality & Tourism: A Systematic Review  Virtual experiences for promoting sustainability messages: Using eye-tracking technology, surveys and interviews  Revitalizing Heritage Preservation: The Role of Sustainable Marketing in Balancing Commodification and Authenticity at Cape Coast Castle. | Cho Tin Tun Kirkpatrick  Ye Shen, Jinah Park and Yeqiang Lin  Reynolds Kusi, Kc Birendra, Soona Park and Jonghan Hyun | | FL 260  Moderator – Jean Hertzman |
|  | Travel, Tourism, & Hospitality  Advancing 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 Wei  Sudeshana Paramita Ghose, Kim Williams and Roja Katabatthula  Natalie Hudson, Yen-Soon Kim, Rhonda Montgomery, Ashok Singh and Seung Suk Lee | | FL 280  Moderator – Somang Min |
| 10: 55 – 11:55 AM | CONCURRENT SESSIONS | | |  |
|  | AI & Technology  Development & Validation of an AI Literacy Assessment for Hospitality Employees  The 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 Kim  Liyu Yang and Xi Yu Leung  Grace Sarfo and Betsy Stringam | | FL 280  Moderator - Cho Tin Tun Kirkpatrick |
|  | Hospitality Industry Development  Assessing 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 Wealth  Strategies for Survival: How Family-Owned Independent Hotels Navigate & Compete in the Modern Industry | Shane Blum and Jing Li  James Drake and Eunjoo Kang  Philip Bonney and Jean Hertzman | | FL 260  Moderator – Shane Blum |
| 12:05 PM – 1:30 PM | BBQ LUNCH & AWARDS | | | FL 130 |
| 1:30 PM – 2:30 PM | CLOSING - MEMBERSHIP MEETING | | | FL 130 |