

Thursday - Saturday Feb 10-12, 2022

# WF CHRIE CONFERENCE

Virtually hosted by California State University, Sacramento



*Game on 2022: The Future is Bright*





SACRAMENTO  
STATE

# 2022 WF CHRIE CONFERENCE



Council on Hotel, Restaurant,  
and Institutional Education  
*The Hospitality &  
Tourism Educators*

FEBRUARY 10 - 12

## CONFERENCE SCHEDULE

\* Dates and times below are based on Pacific Standard Time

### Thursday 2/10

11:30am-1:00pm

Research Hackathon (Editor Q&A)

1:00pm-1:50pm

Concurrent Networking Sessions For:

- Doctoral Students
- Early Career Faculty

2:00pm- 4:00pm

Undergraduate Research

Competition \*\* Univ. North Texas

2:00pm-2:50pm

STR: Global Industry Updates &  
Research Opportunities

4:00pm-4:50pm

Diversity Panel: Diversity & Inclusion  
in Hospitality

5:00pm-6:00pm

Welcome Reception

### Friday 2/11

8:00am-8:50am

General Session 1: H2H Career  
Opportunities for Hospitality  
Business Management Students

9:00am-9:50am Academic Session 1

10:00am-10:50am

Professional Development 1: Diverse  
Women in Leadership

11:00am-11:50am Academic Session 2

11:00am-11:50am Sponsor Presentation

12:00pm-12:30pm (Lunch on your own)

Virtual Tour of Sac State

12:40pm-1:30pm

Education Panel: Safely Return to  
Classroom

1:40pm-2:30pm

Welcome Session for Community  
Colleges (Meet & Greet).

1:40pm-2:30pm Academic Session 3

2:40pm-3:30pm

Networking for Community Colleges

2:40pm-3:30pm

Graduate Program Information Session

3:40pm-4:30pm

General Session 2 : Life Beyond Tenure

### Saturday 2/12

8:00am-8:50am

Professional Development 2: Research  
Productivity & Building Pipeline

9:00am-9:50am Academic Session 4

10:00am-10:50am

Industry Panel: New Developments in  
Hospitality and Tourism: Hospitality  
Operations, Wine Tourism, Oil  
Gastronomic Tourism

11:00am-11:50am Academic Session 5

11:00am-11:50am Sponsor Presentation

11:50am-12:30pm

Virtual Lunch: Sacramento as Farm to  
Fork Destination

12:30pm-1:20pm Sponsor Presentation

12:30pm-1:20pm Academic Session 6

1:30pm-2:00pm Fun Activity

2:10pm-3:10pm

Professional Development 3: Big Data's  
Potential to Transform the Hospitality

3:20pm-5:00pm

Award Ceremony & Farewell Reception



**Game On, 2022: The Future Is Bright!**

VIRTUALLY HOSTED BY SACRAMENTO STATE UNIVERSITY

*Game on 2022: The Future is Bright*

## General Session 1: H2H Career Opportunities for Hospitality Business Management Students



**Frederick De Micco, Ph.D.**

*Executive Director & Professor*  
School of Hotel and Restaurant  
Management, The W.A. Franke College of  
Business, Northern Arizona University



**Adel Eldin, MD, FACC,  
FACP, MBA, GGA**

*Board Certified Cardiologist &  
Founder / CEO*  
Pronto Care and Florida Medical  
Tourism



**A.J. Singh, Ph.D.**

*Director & Professor*  
Business and Tourism Research Center,  
Vackar College of Business and  
Entrepreneurship, The University of Texas Rio  
Grande Valley



**R. Armour Forse, MD,  
PhD, FACS, FRCS(C)**

*Chief Academic Officer & Professor*  
DHR Health  
University of Texas Rio Grande Valley  
University of Houston

## General Session 2: Life Beyond Tenure



**Panelist**  
**SooCheong (Shawn) Jang, Ph.D.**

*Full Professor*  
Hospitality and Tourism  
Management, Purdue University



**Panelist**  
**Sheryl F. Kline, Ph.D.**

*Deputy Dean and Aramark  
Chaired Professor*  
Department of Hospitality and  
Sport Business Management,  
University of Delaware



**Moderator**  
**JungYun (Christine) Hur, Ph.D.**

*Associate Professor*  
Department of Recreation, Parks,  
and Tourism Administration,  
California State University,  
Sacramento

## Diversity Panel: Diversity & Inclusion in Hospitality



**Panelist**  
**Sonya Bradley**

*Chief of Diversity, Equity, and Inclusion*  
Visit Sacramento



**Panelist**  
**Alyssa Dronenburg**

*Talent And Culture Manager*  
Madeline Hotel and Residences,  
Auberge Resorts Collection



**2022 Diversity and Inclusion Awardee**  
**Eric D. Olson**

*Department Chair & Associate Professor*  
Rita B Navin Dimond Department of Hotel  
Management School of Hospitality,  
Metropolitan State University of Denver



**Moderator**  
**JungYun (Christine) Hur, Ph.D.**

*Associate Professor*  
Department of Recreation, Parks,  
and Tourism Administration,  
California State University,  
Sacramento

## Education Panel: Safe Return to Classroom



**Panelist**  
**Howook (Sean) Chang, DBA**

*Associate Professor*  
Chaplin School of Hospitality &  
Tourism Management, Florida  
International University



**Panelist**  
**Ruiying Cai, Ph.D.**

*Assistant Professor*  
Hospitality Management, Davis School  
of Business, Colorado Mesa University



**Panelist**  
**Margie Ferree Jones, Ph.D.**

*Professor*  
The Collins College of Hospitality  
Management, Cal Poly Pomona



**Moderator**  
**Britt Mathwich**

*Associate Professor*  
Hospitality Program, Davis School of  
Business, Colorado Mesa University



## Industry Panel: New Developments in Hospitality and Tourism: Hospitality Operations, Wine Tourism, Oil Gastronomic Tourism



**Panelist**  
Roberta Garibaldi, Ph.D.

*CEO & Professor*  
ENIT (Italian National Tourism Agency) &  
Tourism Management, University of  
Bergamo



**Panelist**  
Jay Karen

*CEO*  
National Golf Course Owners  
Association



**Panelist**  
Gabi Zimmer

*Wine Communicator & Consultant*  
Tinta Wine



**Moderator**  
Angelo A. Camillo, Ph.D.

*Assistant Professor*  
Wine Business Institute / Department of  
Business Administration, School of Business  
and Economics, Sonoma State University

## Professional Development 1: Diverse Women in Leadership



**Panelist**  
Saehya Ann, Ph.D.

*Associate Professor &  
Department Chair*  
Department of Hospitality, Recreation, and  
Tourism,  
California State University, East Bay



**Panelist**  
Mechelle Best, Ph.D.

*Interim Dean*  
College of Health and Human Development,  
California State University Northridge



**Panelist**  
Lea Dopson, Ph.D.

*Dean & James A. Collins Distinguished Chair*  
Collins College of Hospitality Management,  
Cal Poly Pomona



**Moderator**  
Kim H. Williams, Ph.D.

*Professor & Chair*  
Department of Hospitality & Tourism  
Management, University of North Texas

## Professional Development 2: Research Productivity & Building Pipeline



**Panelist**  
Dogan Gursoy, Ph.D.

*Taco Bell Distinguished Professor*  
School of Hospitality Business Management,  
Washington State University



**Panelist**  
MinWoo Lee, Ph.D.

*Assistant Professor*  
Conrad N. Hilton College of Hotel and  
Restaurant Management, University of  
Houston



**Panelist**  
Hyoungae (Kelly) Min, Ph.D.

*Assistant Professor*  
Collins College of Hospitality Management,  
California State Polytechnic University,  
Pomona



**Moderator**  
Sandra Sun-Ah Ponting, Ph.D.

*Assistant Professor*  
L Robert Payne School of Hospitality &  
Tourism Management, San Diego State  
University

## Professional Development 3: Big Data's Potential to Transform the Hospitality Industry



**Panelist**  
Bruce Lam

*Head Learning Facilitator*  
U.C. Berkeley Executive Education



**Panelist**  
Josh Nickels

*Cybersecurity Specialist*  
School of Information, UC Berkeley



**Moderator**  
Saehya Ann, Ph.D.

*Associate Professor &  
Department Chair*  
Department of Hospitality, Recreation, and  
Tourism,  
California State University, East Bay



# FEBRUARY 10, 2022

## THURSDAY

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11:30AM - 1:00PM

### **RESEARCH HACKATHON**

Supported by JHTR & JHTE

1:00PM - 1:50PM

### **CONCURRENT NETWORKING SESSIONS**

Consortia/networking for doctoral students

Consortia/networking for early career faculty

2:00PM - 4:00PM

### **UNDERGRADUATE RESEARCH COMPETITION**

Sponsored by University of North Texas

2:00PM - 2:50PM

### **STR: GLOBAL INDUSTRY UPDATES & RESEARCH OPPORTUNITIES**

4:00PM - 4:50PM

### **DIVERSITY PANEL: DIVERSITY & INCLUSION IN HOSPITALITY**

5:00PM - 6:00PM

### **WELCOME RECEPTION**

# FEBRUARY 11, 2022

## FRIDAY

8:00AM - 8:50AM

### GENERAL SESSION 1: H2H CAREER OPPORTUNITIES FOR HOSPITALITY BUSINESS MANAGEMENT STUDENTS

9:00AM - 9:50AM

### ACADEMIC SESSION 1

#### **Consumer Behavior - Research Proposal (Moderator: Dr. Angelo Camillo)**

- #23** To buy or not to buy? Consumers Purchase Intention of Irradiated Food Products in US Food Market  
Woo Gon Kim & Angelo A. Camillo
- #20** Artificial Intelligence Use in Sports Betting for Improved Player Intention: Machine/Human Interface  
Nasim Binesh, Robert Rippee & Amanda Belarmino

#### **Human Resources - Research Proposal (Moderator: Dr. Ryan Giffen)**

- #18** Restaurant Employee Personality Type and Behavior: Towards an Understanding of Relationship Intelligence  
Ryan Giffen, Piers Bayl-Smith & Brianna Koster
- #39** Transformational Leadership, Work Environment, and Self-Discipline: A Study of Work Motivation and Employee Performance in Hospitality  
Mohammed Lefrid & Mackenzie Reno

#### **Undergraduate student Non-Finalist Presentation Session (Moderator: Dr. Xi Leung)**

- #37** Dreams for Dwight: Education and Career Paths for CVB Employees in the U.S and Canada  
Charlotte Heinrich
- #31** Customer Perception and Intention to Participate in a Business Conference in Virtual Reality Via a Head-Mounted Display  
Adrian Leung
- #57** Comparing Emotion-Computing Validity of Manual Computing Approach and Machine Learning Approach  
Fangfei Han, Xinyu Zhang, Lingfei Long & Yerke Ahe
- #36** TripAdvisor Hotel Reviews in Native Languages: Evaluating Cultural Differences  
Veronica Wareham



# FEBRUARY 11, 2022

## FRIDAY

10:00AM - 10:50AM

### PROFESSIONAL DEVELOPMENT 1: DIVERSE WOMEN IN LEADERSHIP

11:00AM - 11:50AM

### ACADEMIC SESSION 2

#### Education - Research Proposal (Moderator: Mr. Britt Mathwich)

**#16** Meaningful Learning Experiences: Improving Student Retention through Application

Angel F Gonzalez & Paige P. Viren

**#15** Wine Sensory Experience & Pedagogy: A Systematic Review

Joseph Kleypas & Adam Carmer

**#32** Recognizing the Coping Strategies of Male and Female Students in Addressing Their Mental Health Needs: A Phenomenological Study of Hotel, Restaurant and Institution Management Students of De La Salle-College of Saint Benilde

Marga Clarence Perez

#### Travel and Tourism Management - Completed Research (Moderator: Dr. Shane Blum)

**#5** Tourist' Mindfulness to Meaning In Life

Solbi Lee & James A. Busser

**#11** Travel Uncertainty: The Impact of Risk Cues and Risk Activation

Lisa Cain, Eun Joo Kim & Sarah Tanford

**#44** Local Toruism: Measuring B&Bs Industry Development of Taiwanese Cities and Counties

Chia-Ning Chiu

#### Workshop (Moderator: Dr. Angelo Camillo)

**#48** A Workshop on Streaming Virtual Events

Tsu-Hong Yen, Jie Gao, Jooyeon Ha, Yinghua Huang & Faranak Memarzadeh

11:00AM - 11:50AM

### SPONSOR PRESENTATION

12:00PM - 12:30PM

### VIRTUAL TOUR OF SAC STATE (LUNCH ON YOUR OWN)

12:40PM - 1:30PM

### EDUCATION PANEL: SAFELY RETURN TO CLASSROOM

# FEBRUARY 11, 2022

## FRIDAY

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1:40PM - 2:30PM                    **WELCOME SESSION FOR COMMUNITY COLLEGES (MEET & GREET)**

1:40PM - 2:30PM                    **ACADEMIC SESSION 3**

### **Hospitality Management - Completed Research (Moderator: Dr. Michelle Millar)**

- #4** Customers As Partial Employees: Customer Socialization and Customer Citizenship Behavior in the Theme Park Context  
Shitian Ye, Mao-Ying Wu & Qiucheng Li
- #9** The Effect of Social Media Marketing Inputs and Brand Reputation on Restaurant Firms' Sales Performance  
Wenjia Han, Ozgur Ozdemir & Shivam Agarwal

### **Posters (Moderator: Dr. Sandra Ponting)**

- #6** She's a Bitch; He's Having a Bad Day: An Attribution Account of The Effects of Leaders' Gender on Subordinates' Insubordination and Deviance  
Dongwon Yun & Cass Shum
- #7** To What Extent Did COVID-19 Protocols Affect Communication Cues Between Guests and Hotel Staff? Was There a Variance in Guest Satisfaction?  
Damin Borooh & Neha Singh
- #10** Third-Parties Reactions to Supervisor Sexual Harassment Complaints on Online Employee Reviews: Insights from Deontic Justice  
Yunxuan Zhang & Cass Shum
- #30** The Effect of Korean Cultural Contents Experienced by Chinese Residents in Korea and their Acculturation on Korean Destination Image Perceived by Chinese Residents  
Jie Pan, Heekyung Noh & Seunghwan Lee

2:40PM - 3:30PM                    **NETWORKING FOR COMMUNITY COLLEGES**

2:40PM - 3:30PM                    **GRADUATE PROGRAM INFORMATION SESSION**

3:40PM - 4:30PM                    **GENERAL SESSION 2: LIFE BEYOND TENURE**



# FEBRUARY 12, 2022

## SATURDAY

8:00AM - 8:50AM

### PROFESSIONAL DEVELOPMENT 2: RESEARCH PRODUCTIVITY & BUILDING PIPELINE

9:00AM - 9:50AM

### ACADEMIC SESSION 4

#### Hospitality Research - Research Proposal (Moderator: Dr. Ryan Giffen)

- #50 Public Policy Research in Hospitality and Tourism: Where is Social Consciousness in Our Academic Research?  
H.G. Parsa, Robertico Croes & Alexandros Paraskevas
- #3 Applying the Situational Crisis Communication Theory in Exploring the Effectiveness of Crisis Response Strategies for Airlines  
Xi Leung, Laurie Wu & Jie Sun
- #25 Integration of Bloomberg Terminal as an Experiential Learning Tool into Tourism and Hospitality Education  
Aysegül Acar, Frederick De Micco, & Muhittin Cavusoglu

#### Food and Beverage - Research Proposal (Moderator: Angelo Camillo)

- #14 Small-Scale Food Tourism: The Impact of Informative Signage Along a Farm's Active Transit Routes  
Jamie Levitt
- #19 Farm-To-Table Sourcing: The Case of Northern and Central California, USA  
Angel F. González, Lisa Slevitch & Abhijeet Shirsat
- #49 Beyond Earth - Self-Sustaining Algae Movable Ecosystems  
Peter Mitchell, Efren Delgado, Wiebke Boeing, Delia Valles-Rosales & Young Park

#### Posters (Moderator: Mr. Britt Mathwich)

- #21 Hosts And Guests' Citizenship Behavior Toward Airbnb: Common Identity and Bond Theory  
Hyoungun Moon & Jahyun Song
- #27 Promoting Diversity, Equity, and Inclusion in Hospitality and Tourism Education: Current Status and Future Directions  
Hyounae Kelly Min, E'Lisha Fogle, Yu Jason Zhang & Lea Dopson
- #59 Is Polychronicity a Double-Edged Sword? Evidence From Hospitality Employees  
Jichul Jang, Hyeyoon Choi & Hyejin Kwon
- #60 Virtual Event Engagement: Does Virtual Event Platform Matter?  
Hyeongjin Jeon, Hyunsuk Choi & Juwon Choi
- #51 Hospitality and Tourism Assessment of Student Mastery of Experiential Learning  
Keith Mandabach

# FEBRUARY 12, 2022

## SATURDAY

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10:00AM - 10:50AM      **INDUSTRY PANEL: NEW DEVELOPMENTS  
IN HOSPITALITY AND TOURISM:  
HOSPITALITY OPERATIONS, WINE  
TOURISM, OIL GASTRONOMIC TOURISM**

11:00AM - 11:50AM      **ACADEMIC SESSION 5**

**Restaurant Mangement - Completed Proposal (Moderator: Dr. Shane Blum)**

**#22** Review Topic of Family Restaurants: Service, Food, or Experience?  
Jie Zheng & Xi Wang

**#52** An Extended Classification System for the U.S. Restaurant Industry  
H.G. Parsa, Milos Bujisic & John Pierre van der Rest

**#12** Service Robots and Gen Z's Industry Turnover Intention: The Moderating  
Role Of Transformational Leadership  
Heyao Yu, Cass Shum, Michelle Alcorn, Jie Sun & Zhaoli He

**Posters (Moderator: Dr. Sandra Ponting)**

**#28** Examining Service Quality at an Independent Living Facility  
Erick Kong & Saehya Ann

**#47** Exploring the Wellness Attributes in Tourism Destination  
Sherrie Tennessee & Hyelin Kim

**#54** Twenty-Four Years of Service Quality for Five U.S. Airports  
Hyunsuk Choi & Kunsoon Park

11:00AM - 11:50AM      **SPONSOR PRESENTATION**

11:50AM - 12:30PM      **VIRTUAL LUNCH: SACRAMENTO AS  
FARM TO FORK DESTINATION**

12:30PM - 1:20PM      **SPONSOR PRESENTATION**



# FEBRUARY 12, 2022

## SATURDAY

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12:30PM - 1:20PM

### ACADEMIC SESSION 6

#### Hospitality Management - Research Proposal (Moderator: Dr. Ruiying Cai)

- #24 Who Travels During The COVID-19 Pandemic? Investing Pandemic Travel Fear, Coping Strategies, and Resilience  
Wilson Xieu, Jungyun Christine Hur & Abhijeet Shirsat
- #53 Reviewing, Re-thinking and Re-Imagining R Ving  
Veda Ward
- #26 The Use of Neural Text to Speech in Films: The Role of Promotional Films Containing NTS in the Booking Intention  
Burak Turten & Muhittin Cavusoglu

#### Human Resources - Completed Research (Moderator: Dr. Sandra Ponting)

- #8 Safety or Service? Effects of Employee Prosocial Safety-Rule-Breaking on Customer Satisfaction  
Cass Shum & Ankita Ghosh
- #11 The Well-Being of Hospitality Employees: A Systematic Review  
Michelle Alcorn & Mahboubeh Cheraghian
- #35 Trust and Felt Trust in a Dyadic Relationship: Are Their Effects on Employee Voice and Silence Behaviors Opposite or Distinct?  
Yung-Kuei Huang, Linchi Kwok & Ning-Kuang Chuang

1:30PM - 2:00PM

### FUN ACTIVITY

2:10PM - 3:10PM

### PROFESSIONAL DEVELOPMENT 3: BIG DATA'S POTENTIAL TO TRANSFORM THE HOSPITALITY

3:20PM - 5:00PM

### AWARD CEREMONY & FAREWELL RECEPTION

*Game on 2022: The Future is Bright*



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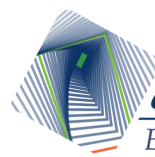
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