



Thursday-Saturday Feb 18-20, 2021

# WF CHRIE CONFERENCE

Virtually hosted by: Northern Arizona University



*"Hospitality Stronger, Together"*



# SCHEDULE AT-A-GLANCE

(All Times in Mountain Time)

## THURSDAY, FEBRUARY 18

1:00 – 1:50 pm	Research Hackathon Pre-meeting
2:00 – 2:50 pm	Concurrent Session 1 – Networking for Early Stage Doctoral Students Concurrent Session 2 – Networking for Late Stage Doctoral Students Concurrent Session 3 – Networking for Junior Faculty
2:00 – 5:00 pm	Undergraduate Research Competition <i>Sponsored by Univ. of North Texas</i>
5:00 – 6:00 pm	Welcome Reception

## FRIDAY, FEBRUARY 19

8:00 – 8:50 am	General Session – Hospitality Ethics <i>Sponsored by NAU</i>
9:00 – 9:50 am	Concurrent Session 1 – Academic Session 1 Concurrent Session 2 – Professional Development 1: Career Planning and Development
10:00 – 10:50 am	Concurrent Session 1 – Academic Session 2 Concurrent Session 2 – Sponsor Presentation ( <i>Rouxbe</i> ): Experiential Learning Online, Can It Be Done? Concurrent Session 3 – Fun activity: Trivia
11:00 – 12:30 pm	Industry Panel – The Future of Hospitality and the Hospitality of the Future
12:30 – 1:10 pm	Lunch Break (on your own)
12:40 – 1:00 pm	STR Presentation – Global Hotel Industry Recovery: Bright Spots?
1:10 – 2:00 pm	Concurrent Session 1 – Graduate Program Information Session (for Undergrad & Master Students) Concurrent Session 2 – Academic Career Fair (for Ph.D. Graduates) Concurrent Session 3 – Sponsor Presentation ( <i>Knowledge Matters</i> ): Simulation Curriculum - Remote, Hybrid, or In-Class Instruction
1:45 – 2:20 pm	Fun Activity: Hospitality Scavenger Hunt
2:30 – 3:30 pm	Educational Panel – Reshaping Hospitality Education
3:40 – 4:30 pm	Concurrent Session 1 – Academic Session 3 Concurrent Session 2 – Professional Development 2: Teaching Techniques
4:40 – 5:30 pm	Virtual Wine Tasting, “Wine Time” <i>Sponsored by Highway 12 &amp; Washington State Univ.</i>

## SATURDAY, FEBRUARY 20

8:00 – 8:50 am	General session – An Emerging Career Track for Hospitality School Graduates: Healthcare Hospitality
9:00 – 9:50 am	Concurrent Session 1 – Academic Session 4 Concurrent Session 2 – Professional Development 3: Research Design and Analysis
10:00 – 10:50 am	Concurrent Session 1 – Academic Session 5 Concurrent Session 2 – Sponsor Presentation ( <i>Ethics Game</i> ): Navigating Chaos with Integrity and Grace
11:00 – 12:15 pm	Research Hackathon (Editor Q&A) – Supported by <i>IJCHM &amp; CHQ</i>
11:15 – 12:00 pm	Fun Activity – Pet Time
12:20 – 12:50 pm	Free Virtual Lunch (Delivered by GrubHub) & Activities
1:00 – 1:50 pm	Diversity Panel – Diversity & Inclusion in Hospitality
2:00 – 2:50 pm	Concurrent Session 1 – Academic Session 6 Concurrent Session 2 – Fun Activity – School Spirit
3:00 – 3:45 pm	Awards Ceremony <i>Sponsored by Univ. of Houston &amp; NAU</i>
4:00 – 5:00 pm	Farewell Reception



*“Hospitality Stronger, Together”*

## Industry Panel: The Future of Hospitality and the Hospitality of the Future



**Panelist**  
**Sean Callin**

Executive Principal, Ricca Design Studios



**Panelist**  
**Barak Hirschowitz**

President, International Luxury Hotel Association



**Panelist**  
**Steve Hood**

SVP, Research and Director, Smith Travel Research



**Panelist**  
**Anne Larcade**

President & CEO, Sequel Hotels & Resorts, and co-founder of Women in Tourism and Hospitality.org



**Panelist**  
**Chris Romer**

CEO, Vail Valley Partnership & An Expert in Destination Management



**Panelist**  
**Holly M. Weberg**

Business Strategist and Luxury Resorts and Cruise Lines Expert



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

Assistant Professor, Sonoma State University

## Education Panel - Reshaping Hospitality Education



**Panelist**  
**Alison Green, Ph.D.**

Associate Dean of Academics and Accreditation & Associate Professor, University of West Florida



**Panelist**  
**Robert J. Harrington, Ph.D., MBA**

Director and Professor, Washington State University



**Panelist**  
**John Marshall**

Vice President for Student Services, Colorado Mesa University



**Panelist**  
**Stowe Shoemaker, Ph.D.**

Dean, University of Nevada, Las Vegas



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

Chair and Professor, University of North Texas



**Moderator**  
**Britt Mathwich**

Associate Professor, Colorado Mesa University

## Diversity Panel - Diversity and Inclusion in the Hospitality Industry



**Panelist**  
**Brian Bechel**

Director of Human Resources, Lake Arrowhead Resort and Spa, Lake Arrowhead, CA



**Panelist**  
**Kim Dunbar**

Vice President of Human Resources & Risk Management, Pacific Hospitality Group, Irvine, CA



**Panelist**  
**Passion Graham**

Clubhouse Manager, Desert Mountain Club, Scottsdale, AZ



**Panelist**  
**Andy Ingraham**

President, Founder, & CEO, National Association of Black Hotel Owners, Operators & Developers, Miami, FL



**Panelist**  
**Silvano Merlo**

General Manager, Courtyard by Marriott, Long Beach, CA



**Moderator**  
**Ryan Giffen, Ph.D.**

Assistant Professor, California State University, Long Beach

## General Session - NAU School of Hotel and Restaurant Management Isbell Ethics Lecture



**Speaker**  
**Lee Cockerell**

Former Executive Vice President of Operations (Retired and Inspired) Walt Disney World®Resort in Lake Buena Vista, Florida



**Speaker**  
**Dan Cockerell**

Former Vice-President of the Magic Kingdom Walt Disney World, Florida

## General Session - An Emerging Career Track for Hospitality School Graduates: Healthcare Hospitality



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

Board Certified Cardiologist, Founder/CEO Pronto Care and Florida Medical Tourism, Global Healthcare Leader, Entrepreneur, Speaker, Consultant



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

Business and Tourism Research Center Vackar College of Business and Entrepreneurship The University of Texas Rio Grande Valley



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

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



## Professional Development Session 1: Career Planning & Development



**Panelist**  
Mary Dawson, Ed.D.

Associate Dean for Academic Affairs and Donald H. Hubbs Professor, Conrad N. Hilton College, University of Houston



**Panelist**  
Alecia Douglas, Ph.D.

Associate Professor, Nutrition, Dietetics & Hospitality Management, College of Human Sciences, Auburn University



**Panelist**  
Richard Ghiselli, Ph.D.

Professor & Head, School of Hospitality & Tourism Management Marriott Hall, Purdue University



**Panelist**  
Tony Henthorne, Ph.D.

Professor and Associate Dean of Graduate and International Programs, Claudine Williams Distinguished Chair, Harrah College of Hospitality, University of Nevada at Las Vegas



**Panelist**  
Haragopal "HG" Parsa, Ph.D.

Professor, Barron Hilton Professor of Lodging Management and Fritz Knoebel School of Hospitality Management, Endowed Chair, Daniels College of Business, University of Denver



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

Chair and Professor, Robert Dedman Chair of Club Management, Department of Hospitality and Tourism Management, University of North Texas

## Professional Development Session 2: Research Design & Analysis



**Panelist**  
Ki-Joon Back, Ph.D.

Associate Dean for Research & Graduate Studies, Eric Hilton Distinguished Chair, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston



**Panelist**  
Jenny Kim, Ph.D.

Professor and Craig Schafer Fellow, School of Hospitality Business Management, Carson College of Business, Washington State University



**Panelist**  
Maria Stafford, Ph.D.

Professor and Executive Associate Dean of Academic Affairs, William F. Harrah Distinguished Chair, William F. Harrah College of Hospitality, University of Nevada at Las Vegas



**Panelist**  
Karen Xie, Ph.D.

Associate Professor and Betty and Fritz Knoebel Fellow, Daniels College of Business, University of Denver



**Panelist**  
Wan Yang, Ph.D.

Associate Professor, Collins College of Hospitality Management, Cal Poly Pomona



**Moderator**  
Billy Bai, Ph.D.

Professor and Associate Dean of Research, William F. Harrah College of Hospitality, University of Nevada at Las Vegas

## Professional Development Session 3: Teaching Techniques



**Panelist**  
Theresa Bierer

Assistant Professor of Practice, W. A. Franke College of Business, Northern Arizona University



**Panelist**  
Agnes DeFranco, Ed.D.

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



**Panelist**  
Allen Reich, Ph.D.

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



**Panelist**  
Besty Stringam, Ed.D.

Besty Stringam, Professor, School of Hotel, Restaurant and Tourism Management, New Mexico State University



**Moderator**  
Galen Collins, Ph.D.

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



# FEBRUARY 18, 2021

## THURSDAY

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1:00 PM - 1:50 PM

### RESEARCH HACKATHON PRE-MEETING

2:00 PM - 2:50 PM

### CONCURRENT NETWORKING SESSIONS

Consortia/networking for early stage doctoral students  
Consortia/networking for late stage doctoral students  
Consortia/networking for junior faculty

2:00 PM - 5:00 PM

### UNDERGRADUATE RESEARCH COMPETITION

Sponsored by University of North Texas

5:00 PM - 6:00 PM

### WELCOME RECEPTION



*We Are Hospitality*



# FEBRUARY 19, 2021

## FRIDAY

### 8:00 AM - 8:50 AM **GENERAL SESSION: HOSPITALITY ETHICS**

Sponsored by Northern Arizona University

### 9:00 AM - 9:50 AM **ACADEMIC SESSION 1**

#### **Education 1 (Moderator: Dr. Jean Hertzman)**

- #1 The Role of Socioeconomic Status and Prior Industry Exposure on the Career Decision Self-Efficacy of Hospitality Undergraduates  
Laura Shroder, San Jose State University
- #47 Challenges and Opportunities During the COVID-19 Pandemic Hospitality Virtual Internships: Program Preparedness and Student's Reflections  
Gina Fe Causin, Stephen F. Austin State University  
Mary Olle, Stephen F. Austin State University

#### **Human Resource Management and Leadership 1 (Moderator: Dr. Xi Leung)**

- #14 Is Career Adaptability Always Good? The Joint Impact of Career Adaptability and Work Support on Employees' Turnover Intentions  
Wan Yang, California State Polytechnic University, Pomona  
Patrick Lee, California State Polytechnic University, Pomona  
Ship Xu, University of Surrey
- #25 Racial Differences in the Impact of COVID-19 Pandemic on Restaurant Supervisors Work Hours, Paranoid, and Depletion  
Anthony Gatling, University of Nevada, Las Vegas  
Cass Shum, University of Nevada, Las Vegas  
Jaimi Garlington, University of Nevada, Las Vegas
- #8 Hotel CSR Amid COVID-19: Another Way to Attract Generation Z Employees  
Jie Sun, California State Polytechnic University, Pomona  
Xi Leung, University of North Texas  
Huiying Zhang, University of Nevada, Las Vegas  
Kim Williams, University of North Texas

#### **Travel & Tourism 1 (Moderator: Dr. Michelle Millar)**

- #15 The Role of Tourists' Mindfulness on Storytelling  
Solbi Lee, University of Nevada Las Vegas  
James Busser, University of Nevada Las Vegas  
Minji Kim, University of Nevada Las Vegas
- #35 Tourism Development in the Golden State Capital, a Case Study in Sacramento, California, a Developmental Paper  
Chelsea Anderson, Sonoma State University  
Angelo A. Camillo, Sonoma State University  
Armand Galinsky, Sonoma State University
- #40 Insight of the Travel Motivations: The Study of the Generation Y Chinese and Taiwanese Tourists visiting Thailand  
Sitanan Wannasan, Mahidol University International College

### 9:00 AM - 9:50 AM **PROFESSIONAL DEVELOPMENT 1. CAREER PLANNING AND DEVELOPMENT**



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10:00 AM -10:50 AM **ACADEMIC SESSION 2**

**Travel and Tourism 2 (Moderator: Dr. Sandra Ponting)**

**#18 Investigating differences in group travelers repurchase intentions to stay at short-term rentals**

**Yang Zhou, Texas Tech University**

**Matthew Bauman, Purdue University Northwest**

**Jessica Yuan, Texas Tech University**

**\*INNOVATIVE AWARD FOR THE MOST IMPACTFUL RESEARCH PROPOSAL**

**#24 Love Boat Adrift: Using A Cruise Based Case Study to Increase Awareness of Tourism, Hospitality, and Recreation Management in the Context of Allied Health**

Veda Word, California State University, Northridge

Cindy Lucio, California State University, Northridge

**#17 Temple Staycation: Opportunities During and Beyond Pandemic**

JungYun Christin Hur, California State University Sacramento

Susan L. Ross, San Jose State University

Janie Hoffman, California State University Sacramento

**Food and Beverage 1 (Moderator: Dr. Angelo Camillo)**

**#3 The Impact of Soil on Crop Health and Planet Resilience**

Libby Gustin, California State University, Long Beach

**#9 Perceived Barriers to the Adoption of Non-GMO Products: Strategic Implications for the U.S.**

Restaurant Industry

Byron Marlowe, Washington State University

Wally Rande, Northern Arizona University

Joe Askren, University of South Florida

John Deflieze, University of Delaware

**#12 Vegetable Consumption and MSG: A Culinary Education Pilot Study**

Michelle Alcorn, Texas Tech University

Shannon Galyean, Texas Tech University

Allison Childress, Texas Tech University

**Consumer Behavior (Moderator: Dr. Michelle Millar)**

**#13 The Impact of Impulsivity on the Process of Online Purchasing Decision Making in Restaurants**

Minji Kim, University of Nevada, Las Vegas

Billy Bai, University of Nevada, Las Vegas

**#16 Restaurants Matter During Black Lives Matter Movement: Crowdfunding for Restaurants Affected by Protests**

Ryan P Smith, San Francisco State University

Susan J Roe, San Francisco State University

**#31 The Effect of Customer-to-Customer Interactions on Diner's Experiential Value and Behavioral Intentions: An Examination of the Difference Between Solo Diners and Social Diners**

Wenjia Han, University of Nevada, Las Vegas

Wen Jiang, University of Nevada, Las Vegas

Carola Raab, University of Nevada, Las Vegas

Anjala Krishen, University of Nevada, Las Vegas

10:00 AM -10:50 AM **SPONSOR INFORMATION SESSION: ROUXBE**

10:00 AM -10:50 AM **FUN ACTIVITY: TRIVIA** (Host: Dr. Thomas Padron)

- 11:00 AM - 12:30 PM **INDUSTRY PANEL:**  
**The Future of Hospitality and the Hospitality of the Future**
- 12:30 PM - 1:10 PM **LUNCH BREAK (ON YOUR OWN)**
- 12:40 PM - 1:00 PM **STR PRESENTATION:** Global Hotel Industry Recovery: Bright Spots?
- 1:10 PM - 2:00 PM **GRADUATE PROGRAM INFORMATION SESSION AND ACADEMIC CAREER FAIR**
- 1:10 PM - 2:00 PM **SPONSOR INFORMATION SESSION: KNOWLEDGEMATTERS**
- 1:45 PM - 2:20 PM **FUN ACTIVITY: SCAVENGER HUNT** (Host: Dr. Thomas Padron)
- 2:30 PM - 3:30 PM **EDUCATIONAL PANEL: Reshaping Hospitality Education**
- 3:40 PM - 4:30 PM **ACADEMIC SESSION 3**  
**Marketing and Consumer Behavior (Moderator: Dr. Angelo Camillo)**
- #43** Exploring Guests' Perceptions of Safety in the COVID-19 Era  
Hilmi Atadil, University of West Florida  
Qiulin Lu, Southeast University  
Alison Green, University of West Florida
- #45** Hospitality Customers' Perceptions of COVID-19 Emergency Relief Funds for Hospitality Employees  
Eric Olson, Iowa State University
- #51** Sharing the Pain: The Role of Ethical Idealism and Firm Responses to the COVID-19 Pandemic  
YeonJung Alice Kang, University of Massachusetts Amherst  
Tiffany Legendre, University of Houston  
Seon Jeong, Ally Lee, Kent State University  
Melissa Bake, University of Massachusetts Amherst
- Human Resource Management and Leadership 2 (Moderator: Dr. Hyounae (Kelly) Min)**
- #4** Stealing Thunder and Performance Evaluation: Impact on Trust, Task Performance, and Citizenship Performance Evaluations  
Renata F. Guzzo, Missouri State University  
Xingyu Wang, The Hong Kong Polytechnic University  
Priyanko Guchait, University of Houston  
Jeanna Abbott, University of Houston
- #32** A Close Examination of Cross-Cultural and Multi-Generational Hospitality Labor Force: Work-Life Satisfaction and Turnover Intention during the Probationary Period  
Mohammed Lefrid, Grand Valley State University  
Scott Richardson, University of Central Florida  
Claire Donnelly, University of Britol
- #74** Complaining as a Coping Mechanism after a Discriminatory Service: The Role of Race  
Hyounae (Kelly) Min, California State Polytechnic University, Pomona



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**Food & Beverage 2 (Moderator: Dr. Michelle Millar)**

- #5 Can Hospitality & Tourism Educators Assist in Preserving and Promoting Local Food & Drink Heritage?  
Matthew Stone, California State University, Chico
- #41 Sustainable Food Waste Management: The Comparative Cases of Buffet Restaurants in Thailand  
Chandy Loeurng, Mahidol University International College
- #44 Toward the Development of a Predictive Model on Future Challenges and Opportunities in the Restaurant Industry  
Angelo A. Camillo, Sonoma State University

3:40 PM - 4:30 PM      **PROFESSIONAL DEVELOPMENT 2.TEACHING TECHNIQUES**

4:40 PM - 5:30 PM      **VIRTUAL WINE TASTING**  
"Wine Time"

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**F E B R U A R Y 2 0 , 2 0 2 1**  
**S A T U R D A Y**

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8:00 AM - 8:50 AM      **GENERAL SESSION:**  
**AN EMERGING CAREER TRACK FOR HOSPITALITY**  
**SCHOOL GRADUATES: HEALTHCARE HOSPITALITY**  
Sponsored by Northern Arizona University

9:00 AM - 9:50 AM      **ACADEMIC SESSION 4**

**Human Resource Management and Leadership 3 (Moderator: Dr. Cass Shum)**

- #6 An Experimental Study of VR Training Effectiveness Applying CATLM  
Xi Leung, University of North Texas  
Han Chen, University of New Orleans  
Wen Chang, Dongbei University of Finance and Economics
- #21 Prosocial Rule-Breaking to Help Customers Among Hospitality Employees: The Moderating Role of Depletion  
Ankita Ghosh, University of Nevada Las Vegas  
Cass Shum, University of Nevada Las Vegas  
Anthony Gatling, University of Nevada Las Vegas  
Billy Bai, University of Nevada Las Vegas

**Travel and Tourism 3 (Moderator: Dr. Britt Mathwich)**

- #48 Perceptions of Tourism Development by Residents of Belize  
Tanya Ruetzler, University of Mississippi  
Jangwoo Jo, University of Mississippi  
Hayeon Choi, University of Mississippi  
Jim Taylor, University of Mississippi

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**#52** Rural Landscapes, Culture and Wine Tourism: Marketing to Multiple Segments

Keith Mandabach, New Mexico State University

**#19** SLOWFOOD in SLOWCITIES?

Michael Vieregge, Western Colorado University

**Education 2 (Moderator: Dr. Michelle Alcorn)**

**#11** Keeping Them Engaged: Discussing Asynchronous Online Courses

Michelle Alcorn, Texas Tech University

**#46** **Changing What We Teach in Restaurant Management and Culinary Labs in Response to COVID-19**

**Jean Hertzman, New Mexico State University**

**Andrew Moreo, Florida International University**

**Patrick Moreo, University of South Florida**

**\*BEST PAPER FOR EDUCATION TRACK**

9:00 AM - 9:50 AM

**PROFESSIONAL DEVELOPMENT 3.  
RESEARCH DESIGN & ANALYSIS**

10:00 AM - 10:50 AM

**ACADEMIC SESSION 5**

**Marketing and Technology (Moderator: Dr. Xi Leung)**

**#56** Creating Desirable Hotel Experience for LGBT Customers

Isara Tanadumrongsak, Mahidol University International College

Walanchalee Wattanacharoensil, Mahidol University International College

**#39** Can We Spot Fake Restaurant Reviews? Classification Model Development Using Artificial Intelligence

Minwoo Lee, University of Houston

Kyung Young Lee, Dalhousie University

Lin Li, Kyung Hee University

Sung-Byung Yang, Kyung Hee University

**#7** **Exploring Perceived Risks in Ordering Online Food Deliveries During COVID-19**

**Xi Leung, University of North Texas**

**Ruiying Cai, Colorado Mesa University**

**\*BEST PAPER FOR RESEARCH TRACK**

**Food & Beverage 3 (Moderator: Dr. Jean Hertzman)**

**#30** How Product Quality and Servers' Performance Influence Customers' Alcoholic Beverage Purchase

Yu Li, Widener University

**Shiang-Lih Chen McCain, Colorado Mesa University (\*BEST REVIEWER AWARDEE)**

Joy Dickerson, Delaware County Community College

**#54** Alcohol-Related Lifestyle Scale: Latent Variable Model of Consumer Alcohol Choices

Joseph Kleypas, Texas Tech University

Shane Blum, Texas Tech University

Michelle Alcorn, Texas Tech University

**#29** Factors Influencing Dietary Choice in Japan

Dan Walters, Widener University

Shiang-Lih Chen McCain, Colorado Mesa University

Jeff Lolli, Widener University



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## Management - Tourism Organizations (Moderator: Dr. Sandra Ponting)

- #2 The Cultural Impact of Globalization  
Dariel Masson, Florida International University  
Lisa Cain, Florida International University
- #10 Does Board Diversity Affect Firm Risk-Taking in the Tourism Sector? Moderating Effects of Board Independence, CEO Duality and Free Cash Flows  
Ozgur Ozdemir, University of Nevada, Las Vegas  
Ezgi Erkmen, Istanbul Bilgi University  
Fatemeh Binesh, University of Nevada, Las Vegas

## Posters (Moderator: Dr. Hyeongjin Jeon)

- #23 Why Employees Write Online Employee Reviews: Insights From the Theory of Planned Behavior  
Yunxuan Zhang, University of Nevada, Las Vegas  
Cass Shum, University of Nevada, Las Vegas
- #34 Sales Employee Perception Toward Practicing Up-selling and Cross-selling Strategies Based on IPARTheory: Mixed-Method Study  
Homa Choubtarash Abardeh, Texas Tech University  
Shane Blum, Texas Tech University
- #37 The Effects of Artificial Intelligence Message Customization and Moral Reminder on Pro-environmental Behavior  
Rachel Hyunkyung Lee, University of Houston  
Tiffany Legendre, University of Houston
- #42 Effect of Role Ambiguity on Event Volunteers' Job Satisfaction and Performance: Role of Social Exchange Qualities  
Hyunghwa Oh, Ryerson University  
Hyeongjin Jeon, North Dakota State University  
Juwon Choi, North Dakota State University  
Tom Griffin, Ryerson University
- #50 **"Excuse me, Could You Please Put on Your Mask?: An Investigation Into the Influence of Face Covering Regulations on Restaurant Customer Attitudes and Behaviours**  
**Jamie Levitt, Fresno State University**  
**\*BEST POSTER PROPOSAL**

10:00 AM - 10:50 AM      **SPONSOR INFORMATION SESSION: ETHICSGAME**

11:00 AM - 12:15 PM      **RESEARCH HACKATHON**  
Supported by IJCHM & CQ

11:15 AM - 12:00 PM      **FUN ACTIVITY: PET TIME** (Host: Dr. Thomas Padron)

12:20 PM - 12:50 PM      **VIRTUAL LUNCH**  
Check your registered email for a Grubhub coupon.

1:00 PM - 1:50 PM      **DIVERSITY PANEL: Diversity and Inclusion in Hospitality**

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2:00 PM - 2:50 PM      **ACADEMIC SESSION 6**

**COVID-19 - Hospitality (Moderator: Dr. Xi Leung)**

- #20** Exploring the Impacts of COVID-19 on Hotel Booking Intentions: An Application of the Protection Motivation Theory  
Araceli Hernandez Calderon, University of North Texas  
Xi Y. Leung, University of North Texas  
Jiyoung Kim, University of North Texas  
Lisa Kennon, University of North Texas
- #22** Don't Call it a Comeback: A Grounded Theory of Hospitality Employees' Professional Identity Construction During COVID-19  
Sandra Sun-Ah Ponting, San Diego State University  
Miranda Kitterlin-Lynch, Florida International University
- #53** Impact of Covid-19 on Casino Retail: The Case of MGM Las Vegas Strip Casinos  
Michael Vieregge, Western Colorado University  
Jessica Knutson, Western Colorado University

**Technology (Moderator: Dr. Ryan Giffen)**

- #28** Robots in Hospitality  
Harrison Preusse, New Mexico State University  
Rebecca Skulsky, New Mexico State University  
Betsy Stringam, New Mexico State University
- #36** Utilizing Facebook and Google to Promote a New Hospitality Management Program in Southern California  
Joseph Tormey, California State University San Bernardino  
Eric Newman, California State University San Bernardino
- #38** Guest Behavior and Attitudes Toward Hotel Branded Mobile Apps: An Extended Technology Acceptance Model  
Mawufemor Amuzu, Texas Tech University  
Shae Blum, Texas Tech University

**Human Resource Management and Leadership 4 (Moderator: Dr. Britt Mathwich)**

- #55** How Authentic Leadership, Leader-Follower Value Congruence, and Trust in Leader Matters for Restaurant Employees' Organizational Commitment and Performance  
Taylor Peyton, Boston University  
Huy Robert Gip, University of Houston  
Do The Khoa, University of Houston  
Priyanko Guchait, University of Houston  
Ayşın Paşamehmetoğlu, Ozyegin University
- #49** Examining Standpoint Theory in the Context of Women's Workplace Advancement in the Hospitality Industry  
Andrea Arrigucc, New Mexico State University  
Jean Hertzman, New Mexico State University
- #27** Seeing Your Supervisors Being Mistreated by Your Customers: Effects of Customer Mistreatment on Third-Party Observers  
Wen Jiang, University of Nevada, Las Vegas  
Cass Shum, University of Nevada, Las Vegas



2:00 PM - 2:50 PM

**FUN ACTIVITY: SCHOOL SPIRIT** (Host: Dr. Thomas Padron)

3:00 PM - 3:45 PM

**AWARDS CEREMONY**

Sponsored by University of Houston

4:00 PM - 5:00 PM

**FAREWELL RECEPTION**

”Hospitality  
Stronger, Together”



School of Hotel  
and Restaurant  
Management



*The Hospitality &  
Tourism Educators*

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HIGHWAY 12

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