



*"The World of Hospitality"*

Thursday-Saturday Feb 1-3, 2024

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# WF CHRIE CONFERENCE

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Hosted by: MSU DENVER



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**F E B R U A R Y 1 , 2 0 2 4**  
**T H U R S D A Y**

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- 10:00 AM - 12:00PM      **ANNUAL WFCHRIE BOARD MEETING PART 1**  
Hotel Ballroom and Prefunction Area
- 12:00 PM - 1:00 PM      **LUNCH (ON YOUR OWN)**
- 1:00 PM - 3:00 PM      **ANNUAL WFCHRIE BOARD MEETING PART 2**  
Hotel Ballroom and Prefunction Area
- 4:30 PM - 5:00 PM      **REGISTRATION AND SPONSORSHIP TABLING**  
Hotel Ballroom and Prefunction Area
- 5:00 PM - 6:00 PM      **WELCOME RECEPTION**  
Sponsored by: MSU - Denver
- 5:00 PM - 5:15 PM      **WELCOME FROM INTERIM DEAN**
- 5:00 PM - 6:00 PM      **NETWORKING RECEPTION**  
Sponsored by: University of North Texas

*The world of hospitality*

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# FEBRUARY 2, 2024

## FRIDAY

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8:30AM-9:00AM     **REFRESHMENT AND REGISTRATION**  
Hotel Ballroom and Prefunction Area  
Sponsored by CSU Hospitality and Tourism Alliance

9:00-9:45 AM     **KEYNOTE SPEAKER**  
Hotel Ballroom and Prefunction Area

10:00 -11:00 AM     **CONCURRENT SESSIONS**

### Academic session 1

#### Education 1 Campus Room 200 (Moderator: Godwin-Charles Ogbeide)

- #2 COMPETENCIES OF REVENUE MANAGEMENT EXECUTIVES and THEIR CHALLENGES: AN INTERNATIONAL RESEARCH  
by Tevfik Demirciftci
- #11 Rethinking Student Assessment in the Era of ChatGPT  
By Jangwoo Jo and Godwin-Charles Ogbeide
- #14 EXAMINING THE HOSPITALITY CURRICULUM FOR LAW AND ETHICS IN THE UNITED STATES  
By Cho Tin Tun Kirkpatrick and Dr. Jean Hertzman

#### Completed Research - F&B Room 208 (Moderator: Shane Blum)

- #4 Tip Requests, Social Obligations and Customer Responses in the Era of Service Automation  
By Soona Park, Heewon Kim, Jaehee Gim and Sung In Kim
- #35 MOTIVATIONS AND CONSTRAINTS FOR CONSUMERS TO TRY KOREAN TEMPLE FOOD: FINDINGS FROM A MIX-METHODS APPROACH  
By Heesu Han, Jing Li and Hayeon Choi
- #75 From waste to taste: Understanding consumer perceptions and marketing strategies for edible food packaging.  
By Xiaolong Shao, Xingyi Zhang and Han Wen

#### Roundtable/Workshop/Symposium - Education 2 Ballroom

- #10 NAVIGATING RETENTION, PROMOTION, TENURE AND LIFE  
By Michelle Russen and Huy Robert Gip
- #36 NAVIGATING THE TRANSFORMATIVE ROLE OF CHATGPT IN HIGHER EDUCATION  
By Sherrie Tennessee and Joseph McKay
- #45 Are you Prepared? Conversations with Faculty who Teach Online  
By Scott Smith
- #60 Integrating Cannabis Education into Hospitality Programs: Navigating New Challenges and Opportunities  
By Michael Wray and Shannon Donnelly

11:00 -11:20 AM     **BREAK**

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11:20 AM-12:20PM

## CONCURRENT SESSIONS

### Academic Session 2

#### Completed Research - Innovation in Hospitality 1 Room 200 (Moderator: Michelle Millar)

- #3 Hotel Technology Ecosystem: how everything works together (and does it?)  
By Ira Vouk
- #9 INNOVATING HOSPITALITY EDUCATION: INTEGRATING CULINARY MEDICINE THROUGH ROGERS' THEORY OF DIFFUSION  
By Jennifer Watson and Jangwoo Jo
- #30 NAVIGATING INNOVATION: EXPLORING PERCEPTIONS OF FOOD DELIVERY ROBOT ADOPTION OF EMPLOYEES AND MANAGERS  
Somang Min, Jennifer Martinez and Betsy Stringam

#### Speed Presentation - F&B/Consumer Behavior Room 202 (Moderator: Shane Blum)

- #6 COFFEESHOPS IN SMALL TOWNS: DO INDEPENDENTS HAVE A FUTURE?  
By Michael Vieregge
- #13 Using In-room Tent Cards to Increase Guests' Tipping Intentions of Hotel Housekeepers: Examining Social Presence, Card Credibility, and Manipulative Intent  
By Cheri Young
- #32 ASSESSING RESTAURANT RESILIENCE DURING THE COVID-19 PANDEMIC: AN EMPIRICAL INVESTIGATION USING THE COVID-19 RESTAURANT REVITALIZATION FUND DATASET  
By Jamie Levitt and Emil Milevoj
- #46 The Effects of Tamper-Evident Seal Color on Third-Party Delivery Food Quality  
By Marissa Orlowski, Sarah Lefebvre and Laura Boman

#### Speed Presentation - Organizational Behavior/Strategy Room 208 (Moderator: Janet Mansinne)

- #48 U.S. Department of Labor's September 8, 2023, Overtime Rule Publication Proposal: Overtime Effect on the Shareholder Wealth of US Restaurant Firms  
By James Drake
- #23 ENHANCING AWARENESS AND EMPOWERMENT OF HOTEL STAFF IN THE UNITED STATES TO COMBAT HUMAN TRAFFICKING  
By Cho Tin Tun Kirkpatrick
- #25 Long-term Effects of Job Insecurity and Financial Stress on Employee Well-Being and Work Productivity in the Hospitality Industry  
By Louisa Omar and Christina Dimitriou
- #18 WHAT'S IN A NAME? JOB TITLES OF MEETING AND EVENT PROFESSIONALS  
By Thomas Padron

12:30-1:40PM

## LUNCH BREAK

Hotel Ballroom and Prefunction Area

1:50-2:40PM

## PROFESSIONAL DEVELOPMENT - INCLUSIVE TEACHING

Hotel Ballroom and Prefunction Area

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3:00-4:00PM

**CONCURRENT SESSIONS**

**Academic Session 3**

**Completed Research - Innovation in Hospitality 2 Room 200 (Moderator: Kelly Min)**

- #27 Understanding the Acceptance of Airport Self-Service Technologies (SSTs): Integrating Personal Innovativeness to the UTAUT Model  
By Seieun Kim, Jue Wang, Aura Lydia Riswanto, Md Iftekhar Rahman and Hak-Seon Kim
- #31 Understanding Customers' Acceptance of Edible Food Packaging: Integrating Diffusion of Innovation Theory, Theory of Planned Behavior, and Attitudinal Ambivalence Theory  
By Xingyi Zhang, Han Wen and Xiaolong Shao
- #54 The Rise of Robotic Partnerships: Insights into Effective Human-Robot Collaboration in Hotels"  
By Kenia Taylor and Lisa Cain

**Speed Presentation - Consumer Behavior/Wine Room 202 (Moderator: Harold Lee )**

- #22 EXPLORING GENERATIONAL DIFFERENCES IN ENVIRONMENTAL KNOWLEDGE, ATTITUDES, VALUES, AND WILLINGNESS TO PAY FOR SUSTAINABLE WINES  
By Philip Bonney and Jean Hertzman
- #38 Consumer Responses to Elimination of Voluntary Tipping in Restaurants  
By Cheri Young and David Corsun
- #43 From Vine to Wine: How Hand-Harvesting Shapes the Wine Quality Perceptions  
By Hailey Brooks, Christine Pagaduan and Inhaeng Jung
- #42 Vines and Lives: Unveiling the World of Migrant Vineyard Workers  
By Carina Bautista, Johnathan Perez and Inhaeng Jung

**Speed Presentation - Leadership & Education 1 Campus Room 202 (Moderator: Sandra Ponting)**

- #19 What happened to hospitality service-leadership competencies? A 12-year follow-up study  
By Sandra Ponting, Alana Dilette and Lori Sipe
- #44 BLACKS AT THE TOP: UNDERSTANDING BARRIERS AND FACILITATORS TO HOSPITALITY LEADERSHIP  
By Del Gerard and Michelle Russen
- #1 HOSPITALITY AND TOURISM EDUCATORS' COURSE DESIGNS ON LEARNING MANAGEMENT SYSTEM PLATFORMS: WHAT AND WHY DO THEY DO WHAT THEY DO?  
By Cynthia Deale
- #52 ASSESSMENTS AND LEARNING OUTCOMES IN HOSPITALITY MANAGEMENT PROGRAMS: DO ASSESSMENTS MATCH LEARNING OUTCOME REQUIREMENTS?  
By Keith Mandabach and Britt Mathwich

4:00 -4:20 PM

**BREAK**

4:20-5:20PM

**CONCURRENT SESSIONS**

**Workshop/Roundtable/Symposium - Pedagogy & Technology Ballroom**

- #37 A Seminar on LGBTQ+ Hospitality Entrepreneurs  
By Eric Olson and Jangwoo Jo
  - #65 Education Abroad Programs: Pedagogical Opportunities and Challenges Using Semester at Sea Case  
By Soo Kang and Christina Minihan
  - #72 OPPORTUNITIES ABROAD: DEMYSTIFYING THE U.S. FULBRIGHT SCHOLAR PROGRAM FOR HOSPITALITY SCHOLARSHIP  
By Matthew Stone, Eric Olson, H.G. Parsa and Dipra Jha
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## **Academic Session 4**

### **Roundtable/Workshop/Symposium - Education - Ballroom**

- #8** BRIDGING THE GAP? NAVIGATING THE INDUSTRY-ACADEMIA DIVIDE  
By Michelle Russen, Cortney Norris and Marissa Orłowski
- #51** ROUND TABLE DISCUSSION: DO YOU REALLY WANT AN ON-CAMPUS TEACHING HOTEL?  
By Britt Mathwich
- #58** Transformative Service-Learning in Tourism: Best Practices for Sustainable Impact  
By Sara Ghezzi
- #56** PROFESSIONAL DEVELOPMENT FOR CAREER SUCCESS  
By Andrea Arrigucci

### **Roundtable/Workshop/Symposium - Contemporary Issues in Hospitality- Ballroom**

- #62** Tourist Psychological Behavioral Model: A Deep Dive into Pre and Post Vacation Behavior Analysis of Tourist  
By Ken Shahid Khan and Jizhe Sun
- #63** So, You Want to Open a Brewery: An Expert Panel Discussion on Brewery Startup  
By Michael Wray and Bernardo Alatorre Llamzares
- #64** HUMAN TRAFFICKING AWARENESS HOSPITALITY CERTIFICATION: A COMMUNITY COLLABORATION AND HUMAN RIGHTS IMPERATIVE  
By Annjanette Alejano-Steele
- #79** SEGMENTING FOOD TRAVELERS BASED ON PURCHASE INVOLVEMENT  
By Matthew Stone and Ismael Castillo Ortiz

6:30 PM

**OPT IN DINNER**

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# FEBRUARY 3, 2024

## SATURDAY

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### 8:30 AM - 8:45 AM **REFRESHMENT AND POSTER SESSION SET UP**

Hotel Ballroom and Prefunction Area

Sponsored by HMBookstore

### 8:45 AM - 9:45 AM **POSTER SESSIONS**

Hotel Ballroom and Prefunction Area

#### **Poster Session**

- #P1** Making Low Fat and Dairy-free Lasagna with An Innovative Culinary Approach  
By Jacie Hu, Irene Hu and Shih-Ming Hu
  - #P2** Exploring the Impact of Virtual Influencers and Message Appeal Strategies on Prosocial and Green Behavior  
By Jijun Chen, Smita Singh and Shinyong Jung
  - #P3** Exploring the Metaverse: Unveiling the Potential of Virtual Reality Casinos in Shaping Customers' Perceptions and Behavioral Intentions  
By Xitlalic Rodriguez, Camille Rawinski and Kiyon Shafieizedeh
  - #P4** EXPLORING SELF-PERCEIVED EMPLOYABILITY IN THE UNITED STATES HOSPITALITY AND LEISURE INDUSTRY  
By Cho Tin Tun Kirkpatrick, Jean Hertzman and Andrea Arrigucci
  - #P5** Socially controversial corporate social responsibility in the hospitality industry: an experimental design approach  
By Ana Munoz, Ronald J. Evans, Renata F. Guzzo and Xingyu Wang
  - #P6** Passing on opportunity: The impact of the high cost of tourism on residents' willingness to work in the hospitality industry.  
By Sang Hyun Oh and Renata Fernandes Guzzo
  - #P7** Analyzing the Determinants of Jamaican Natural Attraction's Allure through Online Reviews  
By Laleesha Angelee Chamberlain, Aura Lydia Riswanto and Hak-Seon Kim
  - #P8** DIGITAL LITERACY IN THE HOSPITALITY INDUSTRY BY USING THE TAM & EXTENDED UTAUT MODEL  
By Grace Sarfo and Betsy Stringam
  - #P9** PERCEPTIONS OF A CRUISE CONFERENCE: AN ALTERNATIVE TO THE NORM  
By Thomas Padron
  - #P10** DETERMINANTS OF TOURISTS' WILLINGNESS TO PAY FOR AIR TOURS  
By Niansong Zhang, Soyeon Jung and Carola Raab
  - #P11** EXAMINING THE JOINT IMPACT OF INTERACTIONS AND CROWDING ON VISITOR EXPERIENCES AT THEME PARKS  
By Hui Luo, Zengxian Liang, Jie Sun and Zihui Ma
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## Poster Session (Continued)

- #P12** Assessing the Impacts of Internal CSR on Employee Citizenship Behavior in the Hotel Industry: The Mediating Role of Psychological Ownership and Organizational Commitment  
By Christian Okofo Atta Anokye
- #P13** Unveiling the Enchanting Realm of Komodo National Park: Exploring Customer Perspectives through Online Reviews  
By Aura Lydia Riswanto, Seieun Kim, Laleesha Angelee Chamberlain, Jue Wang, Md Iftekhar Rahman and Hak-Seon Kim
- #P14** Facilitating Networking with Socially Assistive Robots (SAR): Examining Robot Design, Environmental Context, and Attendee Personalities in Business Events  
By Xitlalic Rodriguez, Camille Rawinski and Kiyan Shafieizedeh
- #P15** EXAMINING IMMERSIVE MARKETING IN THE WINE INDUSTRY  
By Faezeh Cheraghi and Jean Hertzman
- #P16** UNDERSTANDING THE IMPACTS OF AFFIRMATIVE ACTION ON ACADEMIC SCHOLARSHIP ACTIVITIES AMONG HOSPITALITY AND TOURISM EDUCATORS-- DIVERSITY, EQUITY AND INCLUSION  
By Elisha Fogle
- #P17** NUTRITION INSECURITY AND SOCIAL SUSTAINABILITY: AN INNOVATIVE, INCLUSIVE, AND PRACTICAL APPROACH TO NUTRITION EDUCATION  
By Hyounae Kelly Min and Kellene Isom
- #P18** MEASURING DIVERSITY, EQUITY, AND INCLUSION (DEI) PERFORMANCE IN HOSPITALITY AND TOURISM EDUCATION: A MIXED-METHOD APPROACH  
By Hyounae Kelly Min, E'Lisha Fogle and Sae Hya Ann

10:05-11:05 AM      **CONCURRENT SESSIONS**

## Academic Session 5

### Completed Research - Consumer Behavior/Marketing - Room 208 (Moderator: Michelle Miller)

- #5** Take a chance on brand love: exploring the effects of a dual-path framework  
By Jing Li, Forest Ma, Xiaolong Shao and Xingyi Zhang
- #73** Pet inclusive dining: Understanding pet owners' experiences through the lens of self-determination and self-identity theories  
By Xingyi Zhang, Jiyeon Jeon and Eunha Jeong
- #78** Balancing act: Exploring the influence of loss-aversion on over-ordering behavior in full-service restaurant dining through the lens of prospect theory  
By Asma Azad Akhi, Tahereh Latifi, Jaehan Min and Julie Chang

### Completed Research - Tourism- Room 214 (Moderator: Harold Lee)

- #16** Firm-level Political Risk and Corporate Investments in the Tourism Industry  
By Ozgur Ozdemir, Wenjia Han, Ezgi Erkmen and Melih Madanoglu
- #82** Destination Management: Empowering Communities Through Nature-Based Tourism  
By Lincoln Davie, Godwin-Charles Ogbeide and Kiyan Shafieizadeh
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## Academic Session 5

### Completed Research - Organizational Behavior 1 - Room 212 (Moderator: Kelly Min)

- #7 EFFECTS OF GREEN HRM PRACTICES ON EMPLOYEE PRO-ENVIRONMENTAL BEHAVIOR: THE ROLE OF ETHICAL CLIMATE AND NEW ENVIRONMENTAL PARADIGM  
By Lenna Shulga and Adiyukh Berbekova
- #17 How Proactive Personality Leads Career Success: Understanding Employees' Motivation to Get Along and Ahead Using Socioanalytic Theory View  
By Hyojung Jung, Michelle Alcorn and Robert Jones
- #67 EXPLORING INFLUENTIAL FACTORS ON HOSPITALITY EMPLOYEES' PROSOCIAL BEHAVIOR USING RANDOM FOREST  
By Bonhak Koo and Sohee Kim

11:15 AM-12:15 PM      **CONCURRENT SESSIONS**

## Academic Session 6

### Completed Research - Organizational Behavior 2 - Room 208 (Moderator: Michelle Alcorn )

- #66 Examining the Moderating Role of Employer's Affective Commitment on Automation-Related Job Attributes in the Hospitality Sector  
By Christopher Torrance and Shetia Butler Lamar
- #71 THE FUTURE OF UNIVERSITY FOODSERVICE: A MANAGERIAL PERSPECTIVE  
By Andrew Moreo, Lisa Cain, Imran Ahmad and Imran Rahman
- #85 Engaging employees during an era of uncertainty: Not all positive organization-specific outcome expectations make employees more dutiful  
By Ning-Kuang Chuang, Yung-Kuei Huang and Linchi Kwok

### Speed Presentation - Innovation- Room 212 (Moderator: Jamie Sun )

- #55 DEVELOPMENT OF THE TAXONOMY OF RESTAURANT ROBOTS AND IMPLEMENTATION  
By Jay Lee
- #57 A SYSTEMATIC LITERATURE REVIEW: THE ADOPTION OF AUTOMATION AND ROBOTICS IN THE FOOD AND BEVERAGE INDUSTRY  
By Karim Algabarty, Anna Mashinyan and Michelle Russen
- #59 ARE ROBOTS HOLDING BACK LUXURY? THE ROLE OF SERVICE ROBOT INVOLVEMENT, ANTHROPOMORPHISM AND SERVICE CONTEXT ON LUXURY HOTEL SATISFACTION  
By Xianmei Wu and Soobin Seo

### Speed Presentation - Sustainability, Tourism & Events- Room 214 (Moderator: Shane Blum)

- #87 Tourist Perceptions of Service Quality of Heritage Sites: A Case Study of The Elmina Castle, Ghana  
By Reynolds Opoku Kusi, Glora Owusu Sarpong and Daniel Spears
  - #81 CONSUMER REPURCHASE OF GREEN HOTELS AT A PREMIUM PRICE: A PERSPECTIVE OF STIMULUS-ORGANISM-RESPONSE (S-O-R) THEORY  
By Hilda Ogada, Jing Li and Jessica Yuan
  - #76 THE CORRELATION BETWEEN CUSTOMER SATISFACTION AND SUSTAINABILITY PRACTICES IN HOTELS  
By Seyedmajid Minayhashemi and Keith Mandabach
  - #49 What Makes an Academic Conference Enjoyable? A Cross-Cultural Analysis of Preferences in Asia and North America  
By Harold Lee, Junghoon Song and Sua Jeon
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## Academic Session 6

### Speed Presentation - Tourism - Room 202 (Moderator: Janet Mansinne )

- #20 How are heritage objects involved in tourists' narrative experience?  
By Terrence Tsz Hei Kong and Honggen Xiao
- #26 Understanding National Park Visitors' Experiences: The Effect of Visitors' Responsibility Behaviors  
By Porter Killpack, Sijun Liu and Kelly Goonan
- #80 Sustainable Tourism, Health, and Community Development: An Ethic of Care Approach  
By Lincoln Davie, Erin Seedorf, Kiyam Shafieizadeh and Godwin-Charles Ogbeide
- #86 Emotional Bonds as Catalysts for Value Co-Creation: Unveiling the Power of Customer Citizenship in Tourism  
By Reynolds Opoku Kusi and Daniel Spears

12:35- 2:00PM

### **AWARDS**

Ballroom and Prefunction Area

Sponsored by CSU East Bay

### **LUNCH**

Sponsored by Ethics Game

### **NETWORKING RECEPTION**

Sponsored by SDSU

2:00-3:00PM

### **CLOSING - MEMBERSHIP MEETING**

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