



Presenting Sponsor

Bradenton  
Anna Maria Island  
Longboat Key



FLORIDA'S WEST COAST

# GLOBE

## GLOBAL CONFERENCE ON BUSINESS AND ECONOMICS

13<sup>th</sup> Conference Organized by



ASSOCIATION  
OF NORTH AMERICA  
HIGHER EDUCATION  
INTERNATIONAL

Hosted by

**USF**

UNIVERSITY OF  
SOUTH FLORIDA  
SARASOTA-MANATEE



CONFERENCE PROGRAM



# Welcome From the Chairs

Welcome, Hoşgeldiniz, Willkommen, Bienvenue, Добро пожаловать, لهسو لاهأ, 歡迎光臨, Bienvenido, Καλώς Ορίσαστε, Benvenuto, ようこそ, 환영합니다, ยินดีต้อนรับ, אברורבא to the Global Conference on Business and Economics (GLOBE) here at the University of South Florida Sarasota-Manatee (USFSM). The *Association of North America Higher Education International (ANAHEI)* is very honored and excited to host GLOBE 2018. This is the 13<sup>th</sup> conference that ANAHEI is organizing.

GLOBE received more than 160 abstracts/papers for the conference from 230+ authors. Among the 160 abstracts/papers, 81 of them are accepted to be presented at GLOBE 2018. GLOBE is a truly an interdisciplinary and global conference as we will host 150+ participants from 22 countries and from different fields of studies. We would like to thank each author for submitting their research papers to GLOBE 2018. We are concurrently hosting *Global Conference on Hospitality, Tourism, Event and Leisure Management (HOTEL)*, *Global Conference on Services Management (GLOSERV)*, and *Graduate Student Research Conference in Business and Economics (GRADCONF)*. GLOSERV 2018 conference is co-produced with The Institute for Research on Innovation and Services for Development (IRISS), Italy. We thank IRISS for their great contribution to GLOSERV 2018.

As GLOBE 2018 was a peer-reviewed, double blind conference, we would like to thank each and every reviewer who ensured that the paper review process was a high quality and smooth. We also would like to thank the awards committee for their hard work in selecting the recipients of this year's award winners.

We would like to thank University of South Florida Sarasota-Manatee for sponsoring and hosting GLOBE 2018. Without their support, this conference would have not been possible. In addition, we would like to thank Bradenton Area CVB for being the presenting sponsor. We would like to thank our sponsors for making this conference possible: MUMA College of Business, USF; M3 Center for Hospitality Technology and Innovation, USFSM; College of Business, USFSM; Holiday Inn Sarasota-Airport; Powel Crosley Estate; and Faculty of Tourism, King Abdul Aziz University.

We offer two pre-conference sessions and six keynote sessions with eleven distinguished speakers: Prof. Karen Holbrook, Dr. Karlene C. Cousins, Ms. Allison Imre, Dr. Mathilda Van Niekerk, Dr. Amanda J. Phalin, Mr. Arden Agopyan, Mr. Ali Beklen, Prof. Dimitrios Buhalis, Prof. Nahum Biger, Prof. Yi David Wang, and Mr. Keith Barron, Esq. We thank them very much for making GLOBE 2018 a high quality conference.

Moreover, we sincerely express our appreciation to all USFSM students for their hard work to organize this wonderful conference. Special thanks go to International Director of Conferences and Events: Muhittin Cavusoglu, Conference Assistant Managers: Claire Heckle, Luana Nanu, and Media Manager: Emre Corbaci.

While you are attending GLOBE, please do not forget to enjoy great things Bradenton/Sarasota areas have to offer.

Congratulations to all of the presenters at this conference and a warm Welcome!

***Yours in Hospitality,***

***Co-Chairs,***

Thank you

**Conference Honorary Chair:**

Dr. Moez Limayem, Dean & Professor, University of South Florida

**Program Chair & Host of the Conference:**

Dr. Cihan Cobanoglu, McKibbon Endowed Chair Professor, University of South Sarasota-Manatee & President of ANAHEI

**Scientific Organizing Committee Chairs:**

Dr. Patrick J. Moreo, Dean & Professor, University of South Florida Sarasota-Manatee, USA

Dr. Kelly Way, Assistant Director & Associate Professor, University of Arkansas, USA

Dr. Ayse Bas Collins, Associate Professor, Bilkent University, Turkey

Dr. S. Mostafa Rasoolimanesh, Senior Lecturer, Universiti Sains Malaysia, Malaysia

**Monday, June 4, 2018**

<b>Time</b>	<b>Event</b>	<b>Venue</b>
12:00pm-5:00pm	Registration	Rotunda, USFSM
10:00am-5:00pm	Visit the Ringling Museum Art Gallery <b>Complimentary Admission</b>	Sarasota
1:00pm-2:45pm	<b>Pre-Conference Workshop: by Dr. Faizan Ali</b> "Are Our Methods Sound? Basic Mistakes Made in Hospitality Marketing Research"	Selby Auditorium
3:15pm-5:00pm	<b>Pre-Conference Panel: by Prof. Tom Becker, Prof. Dimitrios Buhalis and Prof. Fevzi Okumus; Moderated by Dr. Mathilda Van Niekerk</b> "Publishing in Top Tier Journals"	Selby Auditorium
5:00pm-6:15pm	<b>Welcome Reception</b>	Rotunda, USFSM

**Tuesday, June 5, 2018**

<b>Time</b>	<b>Event</b>	<b>Venue</b>
8:00am-5:30pm	Registration	Rotunda, USFSM
9:00am-10:20am	Concurrent Sessions (1.1, 1.2 & 1.3)	B206, B226 & B229
10:20am-10:40am	Refreshment Break	The Café
10:40am-11:00am	Opening Ceremony	Selby Auditorium
11:00am-12:15pm	<b>Keynote Panel 1: by Dr. Karlene C. Cousins, Ms. Allison Imre, Dr. Mathilda Van Niekerk, and Dr. Amanda J. Phalin; Moderated by Prof. Karen Holbrook, Regional Chancellor, USFSM</b> "The Role of Women in Business and Education"	Selby Auditorium
12:30pm-1:30pm	Buffet Lunch	The Café
1:40pm-2:40pm	Concurrent Sessions (2.1 & 2.2)	B206 & B226
1:40pm-2:40pm	Focus Group Discussion	A203B
2:40pm-3:00pm	Refreshment Break	The Café
3:00pm-4:15pm	<b>Keynote Presentation 1: by Prof. Dimitrios Buhalis</b> "Smart Tourism as Part of Smart Cities: Opportunities and Challenges"	Selby Auditorium
4:30pm-5:50pm	Concurrent Sessions (3.1 & 3.2)	B206 & B226
4:30pm-5:30pm	Round Table Discussions	A203B

**Wednesday, June 6, 2018**

<b>Time</b>	<b>Event</b>	<b>Venue</b>
8:00am-5:30pm	Registration	Rotunda, USFSM
9:00am-10:40am	Concurrent Sessions (4.1, 4.2 & 4.3)	B206, B226 & B229
10:40am-11:00am	Refreshment Break	The Café
11:00am-12:15pm	<b>Keynote Panel 2: by Mr. Arden Agopyan and Mr. Ali Beklen</b> "Why Is Digital Transformation required for Hotels?"	Selby Auditorium
12:15pm-1:45pm	Lunch <b>Sponsored by the Bradenton Area CVB</b>	Powel Crosley Estate
2:00pm-3:00pm	Concurrent Sessions (5.1, 5.2 & 5.3)	B206, B226 & B229
3:00pm-3:20pm	Refreshment Break	The Café
3:30pm-4:40pm	<b>Keynote Presentation 2: by Prof. Yi David Wang</b> "Implications of Human Capital Flow Under One-Road-One-Belt Initiative"	Selby Auditorium
4:50pm-5:50pm	Concurrent Sessions (6.1, 6.2 & 6.3)	B206, B226 & B229

Thursday, June 7, 2018

Time	Event	Venue
9:00am-10:00am	Concurrent Sessions (7.1 & 7.2)	B206 & B226
10:20am-10:40am	Refreshment Break	The Café
10:40am-11:00am	<b>Best Paper Award Ceremony</b>	Selby Auditorium
11:00am-12:15pm	<b>Keynote Presentation 3: by Prof. Nahum Biger</b> "Real Life Events That Triggered Academic Research – Comments From My Own Experiences"	Selby Auditorium
12:30pm-1:30pm	Buffet Lunch <b>Sponsored by Holiday Inn Sarasota-Airport</b>	The Café
1:40pm-2:40pm	Concurrent Sessions (8.1 & 8.2)	B206 & B226
2:40pm-3:00pm	Refreshment Break	The Café
3:00pm-4:15pm	<b>Keynote Presentation 4: by Mr. Keith Barron, Esq.</b> "Sexual Harassment: The Stakes Continue to Rise"	Selby Auditorium
4:30pm-5:50pm	Concurrent Session (9.1 & 9.2)	B206 & B226

Friday, June 8, 2018

Time	Event	Venue
9:40am-11:20am	Post-conference Workshop 1: <b>Teaching With Technology</b> (Registration Required)	B226



## GLOBAL CONFERENCE ON BUSINESS AND ECONOMICS



**Global Conference on Hospitality,  
Tourism, Event and Leisure Management**



**Global Conference  
on Services Management**



**Graduate Student  
Research Conference in  
Business and Economics**



**Keynote Panel 1: “The Role of Women in Business and Education”**



**Prof. Karen Holbrook**  
Regional Chancellor,  
University of South  
Florida Sarasota-  
Manatee



**Dr. Karlene C. Cousins**  
Incoming Chair,  
Department of  
Information Systems  
and Business Analytics,  
College of Business,  
Florida International  
University



**Ms. Allison Imre**  
President of Grapevine  
Communications



**Dr. Mathilda Van Niekerk**  
Associate Professor,  
Rosen College of  
Hospitality  
Management,  
University of Central  
Florida



**Dr. Amanda J. Phalin**  
Lecturer, Warrington  
College of Business,  
University of Florida

**Keynote Panel 2: “Why Is Digital Transformation required for Hotels?”**



**Mr. Arden Agopyan**  
Co-Founder of HotelRunner



**Mr. Ali Beklen**  
Co-Founder of HotelRunner

**Keynote Presentation 1: by Prof. Dimitrios Buhalis**

*“Smart Tourism as Part of Smart Cities: Opportunities and Challenges”*

**Keynote Presentation 2: by Prof. Yi David Wang**

*“Implications of Human Capital Flow Under One-Road-One-Belt Initiative”*

**Keynote Presentation 3: by Prof. Nahum Biger**

*“Real Life Events That Triggered Academic Research – Comments From My Own Experiences”*

**Keynote Presentation 4: by Mr. Keith Barron, Esq.**

*“Sexual Harassment: The Stakes Continue to Rise”*



**Prof. Dimitrios Buhalis**  
Director of the eTourism Lab  
and Deputy Director of the  
International Centre for  
Tourism and Hospitality  
Research, Bournemouth  
University



**Prof. Nahum Biger**  
Emeritus Professor of  
Financial Economics, Faculty  
of Management, University of  
Haifa



**Prof. Yi David Wang**  
Full Professor, School of  
Banking and Finance,  
University of International  
Business and Economics



**Mr. Keith Barron, Esq.**  
Adjunct instructor, College of  
Hospitality and Tourism  
Leadership, University of  
South Florida Sarasota-  
Manatee

**Tuesday, June 5, 2018**

<b>9:00am</b>	<b>Concurrent Session 1.1</b>	<b>Room: B206</b>
<b>10:20am</b>	<i>Track: Hospitality &amp; Tourism</i>	<i>Session Chair: Kelly Way</i>
20 min.	Demystifying Gender Bias Intensity in Service Based Organizations <b>-Noel Criscione-Naylor and Jane Bokunewicz</b>	
20 min.	An Exploratory Study on the Adoption of Revenue Management Practice in Nigeria Small and Medium-Size Hotels (SMHs) <b>-Adesola Osinaike</b>	
20 min.	Determination of the Contributions of Local Authorities to Develop Gastronomy Tourism: Adana Sample <b>-Hulya Tastan, Kemal Enes, and Elanur Sahin</b>	
20 min.	Innovation of Online Training Program With the Implementation of High-Impact Integrative Learning Structure for the Hospitality Faculty <b>-Murat Kizildag, Nan Hua, Ahmet Bulent Ozturk, Baiyun Chen, and Beth Nettles</b>	
<b>9:00am</b>	<b>Concurrent Session 1.2</b>	<b>Room: B226</b>
<b>10:20am</b>	<i>Track: Technology, E-Business &amp; Social Media</i>	<i>Session Chair: Po-Ju Chen</i>
20 min.	Customer Engagement With Social Commerce: A Motivation Analysis <b>-Tingting Zhang and Po-Ju Chen</b>	
20 min.	Collective Intelligence and Decision Making: Method and Its Application in Preliminary Feasibility Analysis of Public R&D Program in Korea <b>-Sung-Ho Cho</b>	
20 min.	The 5th Science & Technology Foresight in South Korea: Discovering Future Technologies to Solve Major Issues of Future Society <b>-Jonghwa Park</b>	
20 min.	The Power of Engagement: Uncovering Social Media's Return on Investment <b>-Elizabeth Yost, Tingting Zhang, and Ruoxi Qi</b>	
<b>9:00am</b>	<b>Concurrent Session 1.3</b>	<b>Room: B229</b>
<b>10:20am</b>	<i>Track: Human Resource Management</i>	<i>Session Chair: Doug Waldo</i>
20 min.	The Measure of Emotional Intelligence in Leaders <b>-Doug Waldo, Madison Clark, and Bob Wharton</b>	
20 min.	The Relationship Between Perceived Organizational Support, Organizational Commitment, and Job Satisfaction <b>-Christine Bellido, Sonya Bosanko, Laurie Burcaw, Kelly De Freitas, William Paczkowski, and Russell Clayton</b>	
20 min.	Workplace Violence: Awareness and Prevention <b>-Suzanne Crampton</b>	
20 min.	Demystifying the Antecedents of Presenteeism in Hospitality Industry <b>-Kayode Kolawole Eluwole, Turgay Avci, and Taiwo Temitope Lasisi</b>	
<b>10:20am</b>	<b>Refreshment Break (The Café)</b>	
<b>10:40am</b>	<b>Opening Ceremony (Selby Auditorium)</b>	
<b>11:00am</b>	<b>Keynote Panel 1: by Dr. Karlene C. Cousins, Ms. Allison Imre, Dr. Mathilda Van Niekerk, and Dr. Amanda J. Phalin; Moderated by Prof. Karen Holbrook, Regional Chancellor, USFSM</b>	
<b>12:15pm</b>	<b>"The Role of Women in Business and Education" (Selby Auditorium)</b>	
<b>12:30pm</b>	<b>Buffet Lunch (The Café)</b>	
<b>1:30pm</b>		
<b>1:40pm</b>	<b>Concurrent Session 2.1</b>	<b>Room: B206</b>
<b>2:40pm</b>	<i>Track: Hospitality, Tourism &amp; Education</i>	<i>Session Chair: Kelly Way</i>
20 min.	Assessing the Barriers to Effective Hospitality Internship in China <b>-Caiwei Ma, Po-ju Chen, Lianping Eve Ren, and Tingting Zhang</b>	
20 min.	Do Executive in Residence Programs Bridge the Knowledge Gap in Hospitality Education? <b>-Kelly Way</b>	
20 min.	How Do Millennials Select Restaurants? <b>-Bendegul Okumus, Sevil Sonmez, and Ahmet Bulent Ozturk</b>	

1:40pm	<b>Concurrent Session 2.2</b>	Room: B226
2:40pm	Track: <i>Consumer Behavior</i>	Session Chair: <i>Lorna Thomas</i>
	Privacy Protection Proclivity and Trust: No Longer Concerns of Today's International M-Commerce Users?	
20 min.	- <b>Brent Cunningham, James Thomas, and Jianping Coco Huang</b>	
	The Use of Tourist Guidebooks at Dark Tourism Sites	
20 min.	- <b>Lorna Thomas</b>	
	What Does the Customer of Cafe-Corner Expect From a Service Delivery?	
20 min.	- <b>Salomeh Tabari, Joanna Kuczewska, Anne Conneally, and Joanna Stefaniak</b>	
1:40pm	<b>Focus Group Discussion</b>	Room: A203B
2:40pm		
	Licensing for Cooks and Bakers in the State of Florida	
60 min.	- <b>Garry Colpitts</b>	
2:40pm	<b>Refreshment Break (The Café)</b>	
3:00pm	<b>Keynote Presentation 1: by Prof. Dimitrios Buhalis</b>	
4:15pm	"Smart Tourism as Part of Smart Cities: Opportunities and Challenges" (Selby Auditorium)	
4:30pm	<b>Concurrent Session 3.1</b>	Room: B206
5:50pm	Track: <i>Marketing</i>	Session Chair: <i>Jean Tavares</i>
	New Digital Currency and Technological Transformation	
20 min.	- <b>Massimiliano Minaudo</b>	
	Brazilian Citizens' Perception About the Ten Most Visited Countries in the World in 2014: An Analysis Using Structural Equation Modeling (SEM)	
20 min.	- <b>Jean Tavares, Xuan Tran, and Lory Pennington-Gray</b>	
	The Impacts of Merchant Photos on Consumers' Purchase Probability on P2P Short-Term Rental Platform: Based on the Mediated Effect of Initial Trust	
20 min.	- <b>Hui Wu, Jing Chen, Muhittin Cavusoglu, and Cihan Cobanoglu</b>	
	Reviewing CSR Promotional Communication Strategy in Hospitality Industry: Analyzing a Case Study	
20 min.	- <b>Aysegul Gunduz Songur</b>	
4:30pm	<b>Concurrent Session 3.2</b>	Room: B226
5:50pm	Track: <i>Innovation &amp; Entrepreneurship</i>	Session Chair: <i>Paul Lane</i>
	Using the 2030 Goals to Create Global Perspective When Teaching in Business and Innovation	
20 min.	- <b>Paul Lane and Ryan Lafferty</b>	
	Implementing Project Management Methodologies in Social Entrepreneurship Initiatives in Developing Nations: Methodology for Training SE Project Managers and Two Case Studies	
20 min.	- <b>Raul Chavez-Negrete</b>	
	Strategic Flexibility as a Key to Innovativeness: Theoretical Framework	
20 min.	- <b>Dmytro Shestakov</b>	
	Design for Participation: Modular Service Approach	
20 min.	- <b>Syed Aamir Ali Shah and Muhammad Shakeel Sadiq Jajja</b>	
4:30pm	<b>Round Table Discussions</b>	Room: A203B
5:30pm		
	International Collaboration Management	
60 min.	- <b>Brent Cunningham and Dan Mertens</b>	
	Sustainable Environmental Practices of Cruise Lines	
60 min.	- <b>Scott Lee and Collin Ramdeen</b>	
<b>Wednesday, June 6, 2018</b>		
9:00am	<b>Concurrent Session 4.1</b>	Room: B206
10:40am	Track: <i>Hospitality, Tourism &amp; Environmental Issues</i>	Session Chair: <i>Kelly Way</i>
	Empowering Women Through Tourism Education For Sustainable Development in Developing Countries	
20 min.	- <b>Grace Soyebi, Samson Soyebi, and Rita Stephen</b>	
	How Much Does the Consumer-Based Brand Equity Affect the Financial Performance of the Company?	
20 min.	- <b>Aysegul Acar and Mehmet Erkan</b>	

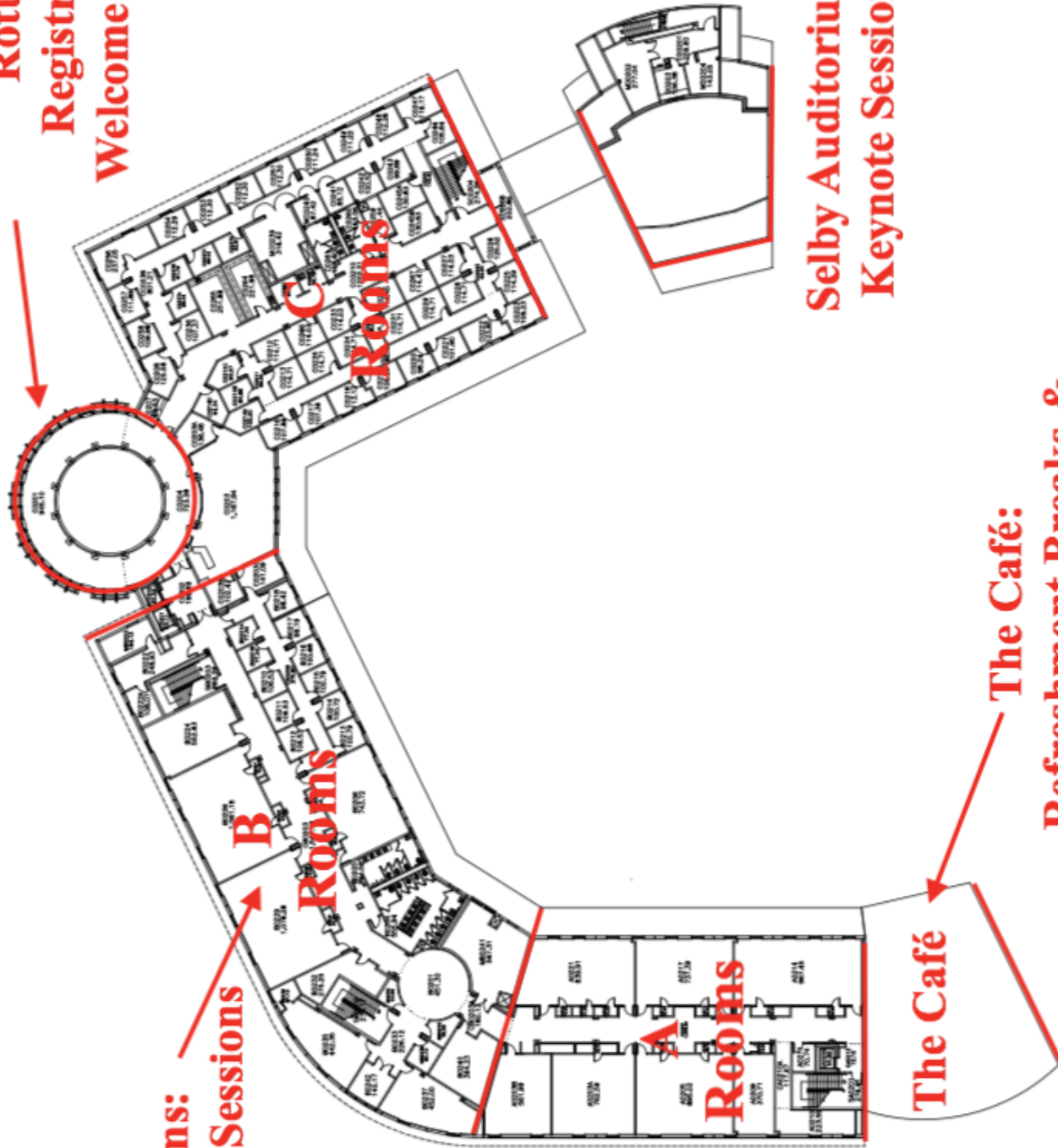
20 min.	Addressing Market Power in Travel Distribution: Conflict Management and Strategies of Negotiation to Improve Performance in Imperfectly Competitive Market Conditions <b>-Lemonia Papadopoulou-Kelidou and Andreas Papatheodorou</b>	
20 min.	Self-Efficacy and Job Outcomes Among Tour Guides <b>-Jennifer C.h. Min</b>	
20 min.	Corporate Environmental Policy Adoption and Environmental Disclosure: The Impact of Board Characteristics and Executive Compensation <b>-Rose Sebastianelli and Nabil Tamimi</b>	
<b>9:00am</b>	<b>Concurrent Session 4.2</b>	<b>Room: B226</b>
<b>10:40am</b>	<i>Track: Economics</i>	<i>Session Chair: Carlos E. Jimenez-Angueira</i>
20 min.	Aggregate Impact of Tourism-Refugeeism on House Prices in Cyprus and Malta: A Dynamic ARDL-Pooled Mean Group Evidence <b>-Andrew Alola and Uju Violet Alola</b>	
20 min.	The Impact of Bankruptcy Law on Entrepreneurship (Self-Employment) <b>-Sylwia Morawska, Joanna Kuczevska, and Blazej Prusak</b>	
20 min.	Can New Strategies Keep Universities from Going Bust? <b>-Chandra Aleong</b>	
20 min.	Valuation of Public Goods in Agricultural Landscape: The Case of Slovakia <b>-Veronika Nambuge, Artan Qineti, Miroslava Rajcaniova, and Dimuth Nambuge</b>	
20 min.	Do Superfund Sites Cause Super Wages? <b>-Jeff Felardo</b>	
<b>9:00am</b>	<b>Concurrent Session 4.3</b>	<b>Room: B229</b>
<b>10:40am</b>	<i>Track: Consumer Behavior</i>	<i>Session Chair: Faranak Memarzadeh</i>
20 min.	Consumer Evaluation of Celebrity Brand Extensions: An Affect Transference Perspective <b>-Tracy Kizer</b>	
20 min.	The Comparison of Asian and Non-Asian Business Travelers' Hotel Service Preferences <b>-Faranak Memarzadeh and Sulekha Anand</b>	
20 min.	The Effect on Consumer Attitude of SMS Advertising <b>-Remzi Reha Durucasu</b>	
20 min.	A Cross-Cultural Study on Tourism: Strategies and Implications of Findings <b>-Sushant Kumar, Vishalwat Giridhar, Pradip Sadarangani, and Bidyut Gogoi</b>	
20 min.	The Types and Motivation of Social Network Users: A Qualitative Study of Young Adults <b>-Jamil Hebali</b>	
<b>10:40am</b>	<b>Refreshment Break (The Café)</b>	
<b>11:00am</b>	<b>Keynote Panel 2: by Mr. Arden Agopyan and Mr. Ali Beklen</b>	
<b>12:15pm</b>	"Why Is Digital Transformation required for Hotels?"	(Selby Auditorium)
<b>12:15pm</b>	<b>Lunch (Powel Crosley Estate)</b>	
<b>1:45pm</b>	Sponsored by the Bradenton Area CVB	
<b>2:00pm</b>	<b>Concurrent Session 5.1</b>	<b>Room: B206</b>
<b>3:00pm</b>	<i>Track: Hospitality, Tourism &amp; Education</i>	<i>Session Chair: Scott Lee</i>
20 min.	Cruise Ships' Safety Measures and Their Influence on Passengers' Sense of Security and Purchase Decision <b>-Shadi Bahattab, Shiang-Lih Chen McCain, Jeff Lolli, and Joy Dickerson</b>	
20 min.	An investigation of Green Hotel Certification Within the United State <b>-Collin Ramdeen and Scott Lee</b>	
20 min.	Who Wants Business and Economics Diploma via Open Education: Example of Anadolu University, Turkey <b>-Hasan Durucasu and Fikret Er</b>	
<b>2:00pm</b>	<b>Concurrent Session 5.2</b>	<b>Room: B226</b>
<b>3:00pm</b>	<i>Track: Accounting &amp; Management</i>	<i>Session Chair: Ersem Karadag</i>
20 min.	Asset Misappropriation in Hospitality Industry as a Result of Weak Internal Control: A Content Analysis of 53 Cases <b>-Ersem Karadag, Sezayi Dumanoglu, and Gulsah Sahin</b>	
20 min.	Necessary and Sufficient Conditions for Liquidity Management <b>-Jose De Franca and Wilfredo Sandoval</b>	



	Lessons From the Project Management Field: The Search for Most Effective Methods for Successful Turn-Key Project Execution	
20 min.	<b>-Idiko Nyeste and Ramakrishna Govindu</b>	
2:00pm	<b>Concurrent Session 5.3</b>	Room: B229
3:00pm	<i>Track: Finance &amp; Banking</i>	<i>Session Chair: Nahum Biger</i>
	One-Sided Linking of Mortgage Loans to the Price of Foreign Currencies	
20 min.	<b>-Nahum Biger</b>	
	Revisiting the Spot-Future Relationships: Case of Emerging Stock Markets	
20 min.	<b>-Guven Sevil, Melik Kamisli, Serap Kamisli, Tuba Sevil, and Fatih Temizel</b>	
	Trends and Performance of Travel and Leisure Indices	
20 min.	<b>-Tuba Sevil, Usman Muhammed Umer, and Guven Sevil</b>	
3:00pm	<b>Refreshment Break (The Café)</b>	
3:20pm		
3:30pm	<b>Keynote Presentation 2: by Prof. Yi David Wang</b>	
4:40pm	<i>"Implications of Human Capital Flow Under One-Road-One-Belt Initiative"</i>	<i>(Selby Auditorium)</i>
4:50pm	<b>Concurrent Session 6.1</b>	Room: B206
5:50pm	<i>Track: Hospitality &amp; Tourism</i>	<i>Session Chair: Joe Askren</i>
	Are Corruption and Insurgency Nemesis of Tourism Development? Evidence From Nigeria	
20 min.	<b>-Uju Violet Alola, Turgay Avci, Ali Ozturen, and Andrew Alola</b>	
	Investigating the Impact Factors to Influence Online Room Rebooking Intentions in Taiwan	
20 min.	<b>-Liu Tsong-Zen, Huang Tai-Yi, and Kuo Hui-Hsin</b>	
	Chinese Cruise Customers Loyalty: The Impact of Customer Participation and Service Personal Values	
20 min.	<b>-Hui Wu, Xiaoxiao Lv, Muhittin Cavusoglu, and Cihan Cobanoglu</b>	
4:50pm	<b>Concurrent Session 6.2</b>	Room: B226
5:50pm	<i>Track: International Trade</i>	<i>Session Chair: Ersem Karadag</i>
	International Trade and Cross-Border Pollution: The Role of Relative Factor Abundance	
20 min.	<b>-Ayse Erdogan</b>	
	Business Relations in the Global Economy - "What Is Good Corporate Citizenship?"	
20 min.	<b>-Ernest Edward Pegram</b>	
	Firm's Competitiveness in Global Economy and Cost (Structure) Management	
20 min.	<b>-Mehmet Hanifi Ayboga, Asaf Murat Altug, and Ersem Karadag</b>	
4:50pm	<b>Concurrent Session 6.3</b>	Room: B229
5:50pm	<i>Track: Finance &amp; Banking</i>	<i>Session Chair: Regan Deonanan</i>
	To What Extent Does Franchise Decision Affects Restaurant Firm's Financial Performance?	
20 min.	<b>-Aysegul Acar and Mehmet Erkan</b>	
	The Enforcement of the Rule of Law in the Financial Sector: The Strategic Synergies Among Judicial Authority and Financial Supervisory Authorities	
20 min.	<b>-Carlo Alberto Giusti</b>	
	Factors Affecting Usage Intention of Mobile Banking: Empirical Evidence From Turkey	
20 min.	<b>-Aytac Erdem, Ufuk Pala, Ugur Sevim, and Mustafa Ozkan</b>	
<b>Thursday, June 7, 2018</b>		
9:00am	<b>Concurrent Session 7.1</b>	Room: B206
10:00am	<i>Track: Hospitality, Tourism &amp; Education</i>	<i>Session Chair: Keith Barron</i>
	Hospitality Education Program Student Operated Restaurants: A Practical Education Component	
20 min.	<b>-Angad Dang and Patrick Moreo</b>	
	'Fake News' in the Travel and Tourism Domain: An Investigation of the Phenomenon and Challenges for the Industry	
20 min.	<b>-Giancarlo Fedeli</b>	
	Hotel Comment Card Reviews: A Model Proposal for Predicting Aspect Rating	
20 min.	<b>-Abdullah Tannisevdi, Gozde Ozturk, and Ahmet Cumhuri Ozturk</b>	
9:00am	<b>Concurrent Session 7.2</b>	Room: B226
10:00am	<i>Track: Strategy &amp; Global Trends</i>	<i>Session Chair: Ayse Collins</i>
	Factors Influencing Outbound Medical Travel From the USA	
20 min.	<b>-Ayse Collins, Anita Medhekar, Ho Yin Wong, and Cihan Cobanoglu</b>	
	Organizational Complexity and Uncertainty: A Conceptual Evaluation of Proactive Environmental Strategy on Organizational Competitiveness	
20 min.	<b>-Taiwo Temitope Lasisi, Kayode Kolawole Eluwole, and Ali Ozturen</b>	

20 min.	Effects of Perceived Authenticity on Festival Attendees' Loyalty: The Moderating Role of Motivation <b>-Hyeongjin Jeon and Juwon Choi</b>
10:00am 10:20am	<b>Refreshment Break (The Café)</b>
10:40am 11:00am	<b>Best Paper Award Ceremony</b> (Selby Auditorium)
11:00am 12:15pm	<b>Keynote Presentation 3: by Prof. Nahum Biger</b> (Selby Auditorium) "Real Life Events That Triggered Academic Research – Comments From My Own Experiences"
12:30pm 1:30pm	<b>Buffet Lunch (The Café)</b> Sponsored by Holiday Inn Sarasota-Airport
1:40pm 2:40pm	<b>Concurrent Session 8.1</b> Room: B206 Track: Education & Training Session Chair: Paul Pounder
20 min.	Developing Global Leaders: A Study of MBA Programs in the Caribbean and Central America <b>-Paul Pounder and Rachael Ross</b>
20 min.	Keeping Hospitality, Travel, and Tourism Students on the Pathway: A Guided Learning Journey to Success With ePortfolio <b>-Leslie Scamacca and James Giordano</b>
20 min.	Augmented Reality, Motivation, and Critical Thinking: A Systematic Literature Review <b>-Amber Lee</b>
1:40pm 2:40pm	<b>Concurrent Session 8.2</b> Room: B226 Track: Finance, Hospitality & Tourism Session Chair: Natalia Zapata Cuervo
20 min.	Peace Agreement Affecting Risk Perception and Travel Intention <b>-Natalia Zapata Cuervo and Paula Florez-Gomez</b>
20 min.	Analyzing Online Reviews on Hotels by Humans Versus an Artificial Intelligence Software <b>-Fevzi Okumus, Anil Bilgihan, Ahmet Bulent Ozturk, and Chenge Jia</b>
20 min.	Market Related and Market Independent Components of Company Stock Return in Bangladesh: Which is Stronger? <b>-Sumaiya Zaman</b>
2:40pm 3:00pm	<b>Refreshment Break (The Café)</b>
3:00pm 4:15pm	<b>Keynote Presentation 4: by Mr. Keith Barron, Esq.</b> (Selby Auditorium) "Sexual Harassment: The Stakes Continue to Rise"
4:30pm 5:50pm	<b>Concurrent Session 9.1</b> Room: B206 Track: Hospitality, Tourism & Sustainability Session Chair: Abdullah Tarrisevdi
20 min.	Why Do German Tourists Still Come Despite Security Problems? A Case Study in Kusadasi, Turkey <b>-Busra Hafci and Abdullah Tarrisevdi</b>
20 min.	An Investigation of the Relationship Between Noise Level and Customer Satisfaction in the Restaurant Industry <b>-Tak Ming Yeung, Shiang-Lih Chen McCain, and Jeff Lolli</b>
20 min.	Photographs in the Field of Sustainability: Some Preliminary Findings <b>-Lorenzo Gelmini</b>
20 min.	How Alcoholic Beverage Etiquette Can Increase Sales <b>-Adam Carmer</b>
4:30pm 5:50pm	<b>Concurrent Session 9.2</b> Room: B226 Track: Hospitality & Tourism Session Chair: Ayse Collins
20 min.	The Effects of Personality Traits of Employees on Their Socialization Levels: A Research in Hospitality Establishments <b>-Eda Ozgul Katlav, Nilufer Sahin Percin, and Muhittin Cavusoglu</b>
20 min.	The Impact of Photography on Consumer Behavior in the Restaurant Industry <b>-Onur Emre Corbaci and Cihan Cobanoglu</b>
20 min.	Progress on Food and Gastronomy in Tourism and Hospitality in Turkey <b>-Gokhan Yilmaz, Abdulkadir Corbaci, and Adnan Ozturk</b>
20 min.	The Evaluation of Influence Tactics Perception of Hospitality Establishment Employees in Terms of Demographic Variables <b>-Gaye Deniz, Nilufer Sahin Percin, and Muhittin Cavusoglu</b>

**Rotunda:  
Registration &  
Welcome Reception**



**B Rooms:  
Concurrent Sessions**

**B  
Rooms**

**C  
Rooms**

**A  
Rooms**

**Selby Auditorium:  
Keynote Sessions**

**The Café**

**The Café:  
Refreshment Breaks &  
Lunches**

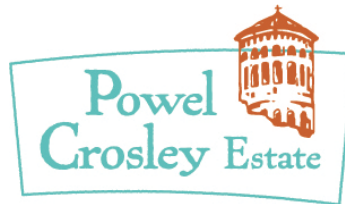
## Presenting Sponsors



## Sponsors



Holiday Inn Sarasota-Airport



## Hosted by

