

2015 KAHTEA Conference Schedule (4/17 – 4/18) – Subject to change

3:00 PM – 6:00 PM	Board Meeting	TBD
Time	Friday, April 17, 2015 The Platinum hotel	Room
11:30 AM – 5:00 PM	Registration Open	Foyer in front of Emerald Room
11:40 AM – 1:30 PM	<p align="center">Undergraduate Student Research Forum – USRF</p> <ul style="list-style-type: none"> ● CUSTOMERS’ PERCEPTION, SATISFACTION, AND LOYALTY OF FOOD TRUCK (Justin J. Lewandowski, Lorn M. Freeze, Dulce A. Baeza, Joseph A. Miller, Dong-Soo Lee, Seungsuk Lee - Arkansas Tech University) ● STUDENT MINDSET OF SERVICE MANAGEMENT: A TWO PHASE STUDY IN THE UNDERGRADUATE CLASSROOM (Ryan P. Hemingsen, MiRan Kim - Michigan State University) ● A COMPARISON OF RESTAURANT SELECTION PREFERENCES BETWEEN VEGETARIAN AND NON-VEGETARIAN CONSUMERS (Deborah Thompson, Eun Kyong(Cindy) Choi - University of Memphis) ● AN EXAMINATION OF DEEP DISCOUNTING BASED ON ONLINE REVIEWS: DOES LAST-MINUTE DISCOUNTING AFFECT REVIEWERS’ EVALUATION OF THE HOTEL? (So la Ordonez, Kwanglim Seo - University of Hawaii) ● AIRBNB: IS IT AN INNOVATOR OR A MARKET DISTRIBUTER IN THE HOTEL INDUSTRY? (Marlen Krause, Chang Huh - Niagara University) 	Emerald Room (Moderator: Dr. Junghoon Lee)
1:30 PM – 3:00 PM	<p align="center">Research stand-up presentation</p> <ul style="list-style-type: none"> ● EMOTIONAL INTELLIGENCE: THE HOSPITALITY FRONTLINE PERSPECTIVE (Neda Hooshlar, Arina Parau, Joong-Won Lee, Veda Ward, Jan Tolan - California State University, Northridge) ● MEASURING PERCEIVED BENEFIT ATTRIBUTES TOWARD WETLANDS: A CASE STUDY OF IOWA LICENSE HOLDERS FOR HUNTING AND FISHING (Eunkyoung Park, SoJung Lee - Iowa State University) ● LOCAL MARATHON RUNNERS’ QUALITY OF LIFE AND ITS DETERMINANTS: EXPLORING MEDIATING ROLE OF PERCEIVED IMPACT AND COMMUNITY SATISFACTION (Seunghyun “Brian” Park¹, Kwangsoo Park², Jooyeon Ha³ - ¹ Kansas State University, ² North Dakota State University, ³ San Jose State University) 	Emerald Room (Moderator: Dr.Kwangsoo Park)

1:30 PM – 3:00 PM	<p align="center">Research stand-up presentation</p> <ul style="list-style-type: none"> ● IMPROVING CUSTOMER RETENTION IN THE GAMING INDUSTRY WITH THE APPLICATION OF DECISION TREE CLASSIFIERS (Eunju Suh¹, Matt Alhaery² - ¹ Florida International University, ² Independent Gaming Consultant) ● SEGMENTING WINE AND FOOD FESTIVAL ATTENDEES BY FREQUENCY OF VISITS TO ENHANCE LOCAL EVENTS' MARKETING STRATEGY (HeeKyung Sung, Woojin Lee - Arizona State University) ● SERVING WARM BEER: AN APPEAL TO BEER ADVOCATES (Howook “Sean” Chang - Central Connecticut State University) 	Pearl Room (Moderator: Dr. Soon-Ho Kim)
3:00 PM - 5:00 PM	<p align="center">Field Trip</p> <p align="center">SLS Las Vegas Hotels & Casino</p>	
5:00 PM - 6:00 PM	<p align="center">Keynote speaker</p> <p align="center">“Research trends in Hospitality and Tourism”</p> <p align="center">Dr. Choong-Ki, Lee (Professor, Kyung Hee University, South Korea)</p>	Emerald Room
6:00 PM – 7:00 PM	<p align="center">Welcome Reception</p>	Misora Room
After 7:00 PM	<p align="center">Dine around (on your own)</p>	

Time	Saturday, April 18, 2015 The Platinum hotel	Room
8:00 AM – 5:00 PM	Registration Open	Foyer in front of Emerald Room

<p>8:00 AM – 9:00 AM</p>	<p style="text-align: center;">Coffee Break and Poster Presentation</p> <ul style="list-style-type: none"> ● EXPLORING THE MOTIVATIONS OF CALIFORNIA RESIDENTS GAMBLING AT CALIFORNIA INDIAN AND LAS VEGAS CASINOS (Soojin Lee¹, Myong Jae Lee², Chang Y. Lee³ - ^{1,2} California State Polytechnic University Pomona, ³ California State University Chico) ● EXPLORING INTERNAL MARKETING PRACTICES IN THE U.S. FOODSERVICE (Hyun-Woo Joung - The University of Mississippi) ● PERCEPTION ON CALORIE COUNTS AND EXECUTED BEHAVIORAL CHANGES BY COLLEGE STUDENTS: EMPIRICAL STUDY (Seunghye Wie¹, Kelly Thompson², Kathryn Giebler³ - ^{1,2} California State University, Sacramento, ³ UC Davis Medical Center) ● THE MILLENNIAL GENERATION AND WINE PURCHASING BELIEFS IN CASUAL DINING RESTAURANTS (Kelly Thompson¹, Elizabeth Barrett² - ¹ California State University, Sacramento, ² Kansas State University) ● ENERGY CONSERVATION THROUGH STRUCTURED TRAINING PROGRAM FOR SMALL RESTAURANT STAFFS AND CEOS: A QUASI-EXPERIMENTAL STUDY (Hyunju Ko, Soomi Han, Jiyoung Yoon - Sookmyung Women’s University) ● A STUDY ON THE EFFECT OF KOREAN FINE DINING RESTAURANT’S BRAND IMAGE ON PERCEIVED VALUE, CUSTOMER SATISFACTION AND REVISIT INTENTIONS (Suyeon Hwang, Stephany Sewon Hwang, Jiyoung Yoon - Sookmyung Women’s University) ● THE RELATIONSHIP BETWEEN ENVIRONMENTAL KNOWLEDGE, ENVIRONMENTAL ATTITUDE, AND CRUISERS’ PURCHASING INTENTION (Jocris Pineda, Natalie Etcher, Joong-Won Lee - California State University, Northridge, JoungKoo Park - Dongguk University) ● IMPORTANCE OF COUNTRY-OF-ORIGIN LABELING TO RESTAURANT DINERS: CROSS-CULTURAL COMPARISON (Jaemin Cha - Michigan State University) ● DO CULTURALLY COMPETENT EMPLOYEES BELIEVE THEIR JOB IS A GOOD FIT? - AN INTERCULTURAL COMMUNICATION PERSPECTIVE (JungHoon (Jay) Lee, Dori Dennison, David Rivera, Jr. - East Carolina University) ● INVESTIGATING WELLNESS HOTEL FACTORS AND CUSTOMER WELL-BEING (SeungHyun Kim - Michigan State University) ● WHO BELONGS TO A LUXURY TOURIST MARKET?: A CASE OF FOREIGN LUXURY TOURISTS (Youngrae Kim¹, Chang Huh², Jina Choi³ - ¹ The University of British Columbia, ² Niagara University, ³ Ewha Women’s University) 	<p style="text-align: center;">Opal Room</p>
<p>9:00 AM – 11:00 AM</p>	<p style="text-align: center;">Professional workshop “System modeling and application to hospitality and Tourism”</p> <p style="text-align: center;">Kiboum Kim, Ph.D. <i>Winston Salem State University</i></p>	<p style="text-align: center;">Emerald Room</p>

11:00 AM – 12:00 PM	<p style="text-align: center;">Keynote speaker “Korea National Tourism Strategies”</p> <p style="text-align: center;">Mr. Tae-Shik Kim (Executive Director, Korea Tourism Organization, USA)</p>	Platinum Ballroom
12:00 PM – 12:30 PM	Luncheon	Platinum Ballroom
12:30 PM – 1:30 PM	<p style="text-align: center;">Keynote speaker “Started from the bottom now we here”</p> <p style="text-align: center;">Mr. Jung Kim (Lead Host/Customer Development at SLS Las Vegas)</p>	Platinum Ballroom
1:30 PM – 3:00 PM	<p style="text-align: center;">Research stand-up presentation</p> <ul style="list-style-type: none"> ● TRAVELERS’ INFORMATION ADOPTION FROM TRAVEL REVIEW WEBSITES: EFFECTS OF REVIEW QUALITY AND WEBSITE REPUTATION (Sooyoung Choi¹, Chihyung “Michael” Ok², Juwon Choi³ - ¹ Kansas State University, ² Temple University, ³ Kansas State University) ● PROFILING ADOPTERS VERSUS NON-ADOPTERS OF MOBILE APPLICATIONS IN THE HOSPITALITY INDUSTRY: A STUDY OF STARBUCKS MOBILE APPLICATION USERS (Olivia Greening, Somang Min, Jaemin Cha- Michigan State University) ● EXAMINING CORPORATE DEBT MATURITY STRUCTURE IN THE U.S. RESTAURANT INDUSTRY: DO CEO BEHAVIORS MATTER IN DEBT MATURITY DECISIONS? (Kwanglim Seo¹, Ellen Eun Kyoo Kim², Amit Sharma³ - ¹ University of Hawaii, ² California State University, Fullerton, ³ The Pennsylvania State University) 	Emerald Room (Moderator: Dr. SeungHyun Kim)
1:30 PM – 3:00 PM	<p style="text-align: center;">Research stand-up presentation</p> <ul style="list-style-type: none"> ● FROM LEADERSHIP TO CUSTOMER SERVICE: A SOCIAL EXCHANGE PERSPECTIVE (MiRan Kim¹, Laee Choi², Bonnie J. Knutson³, Carl Borchgrevink⁴ - ^{1,3,4} Michigan State University, ² University of Arizona) ● US TRADITIONAL COLLEGE STUDENTS’ PREFERENCE AND ACCEPTABILITY OF ASIAN MENUS IN ON-CAMPUS FOOD SERVICES (Jumyong (Stephen) Lee, Juwon Choi - Kansas State University) ● SERVICE QUALITY OF RURAL ACCOMMODATIONS IN SOUTH KOREA BY USING IPA (IMPORTANCE AND PERFORMANCE ANALYSIS) (Hyunsuk Choi, Saehya Ann, Jingxue (Jessica) Yuan, Charlie Adams, Jan Tolan - Texas Tech University) 	Pearl Room (Moderator: Dr. Jaemin Cha)
3:00 PM – 3:30 PM	Coffee Break	Opal Room

3:30 PM – 5:00 PM	<p style="text-align: center;">Research stand-up presentation</p> <ul style="list-style-type: none"> ● ANALYZING A COMPETITIVE MARKET ENVIRONMENT: THE CASE OF THE U.S. HOTEL INDUSTRY (Woohyuk Kim, SeungHyun Kim, A. J. Singh - Michigan State University) ● MAXIMIZING THE VALUE OF EXHIBITING AT A TRADESHOW THROUGH EXPERIENTIAL BOOTH DESIGN (IMPROVING SERVICESCAPE) (Shinyong Jung, Carola Raab, Yen-Soon Kim - University of Nevada, Las Vegas) ● KEY ATTRIBUTES OF PRO-ENVIRONMENTAL BEHAVIORS: THE EVIDENCE FROM HOSPITALITY EMPLOYEES (Minseong Kim, Soon-Ho Kim - Georgia State University) 	Emerald Room (Moderator: Dr. Kwanglim Seo)
5:00 PM – 6:00 PM	All KATHEA members: Business Meeting	Emerald Room
6:00 PM – 8:00 PM	Dinner Best Paper Award	Platinum Ballroom