

10th Annual Conference by



# Global Conference on Services Management

October 3-7, 2017 | Volterra, Italy



Alfred Lerner College  
of Business & Economics  
DEPARTMENT OF HOSPITALITY  
BUSINESS MANAGEMENT



# CONFERENCE PROGRAM

*Tuesday, October 3, 2017*

<i>Time</i>	<i>Event</i>	<i>Venue</i>
1:00pm-5:00pm	Registration	SIAF Reception Area
1:00pm-5:00pm	Pre-conference Workshop: SEM 101: An Applied Approach With SmartPLS by <b>Dr. Hossein Olya</b>	Room 1
5:15pm-6:30pm	Welcome Reception	SIAF

*Wednesday, October 4, 2017*

<i>Time</i>	<i>Event</i>	<i>Venue</i>
8:00am-9:40am	Concurrent Sessions (1.1 & 1.2)	Room 1 & 2
9:40am-10:00am	Coffee Break	Coffee Lounge
10:00am-11:00am	Concurrent Sessions (2.1 & 2.2)	Room 1 & 2
11:10am-11:30am	Opening Ceremony: <b>Dr. Fred DeMicco</b> , President of Academics, The SIAF Campus and the Dean of Executive Programs	Room 5
11:30am-12:30pm	Keynote Presentation: <b>Dr. Levent Altinay</b>	Room 5
12:30pm-1:30pm	Lunch	SIAF Canteen
1:40pm-3:40pm	Concurrent Sessions (3.1 & 3.2)	Room 1 & 2
3:40pm-4:00pm	Coffee Break	Coffee Lounge
4:00pm-5:00pm	Keynote Presentation: <b>Dr. Po-Ju Chen</b>	Room 5
5:15pm-6:35pm	Concurrent Sessions (4.1 & 4.2)	Room 1 & 2
7:30pm-9:00pm	Dinner	SIAF

*Thursday, October 5, 2017*

<i>Time</i>	<i>Event</i>	<i>Venue</i>
8:00am-10:00am	Concurrent Sessions	Room 1 & 2
10:00am -10:20am	Coffee Break	Coffee Lounge
10:20am-11:20am	Concurrent Sessions	Room 1 & 2
11:30am-12:30am	Keynote Presentation: <b>Mr. Elliott Falcione</b>	Room 5
12:30pm-1:30pm	Lunch	SIAF Canteen
1:40pm-3:40pm	Concurrent Sessions	Room 1 & 2
3:40pm-4:00pm	Coffee Break	Coffee Lounge
4:00pm-5:00pm	Keynote Presentation: <b>Dr. Fevzi Okumus</b>	Room 5
5:15pm-6:15pm	Concurrent Sessions	Room 1 & 2
7:30pm-9:30pm	Gala & Awards Dinner	Villa Nencini

*Friday, October 6, 2017*

<i>Time</i>	<i>Event</i>	<i>Venue</i>
9:00am-7:00pm	Educational Trip (Meet at SIAF Reception)	Florence/Tuscany Region

*Saturday, October 7, 2017*

<i>Time</i>	<i>Event</i>	<i>Venue</i>
9:00am-12:00pm	Post-Conference Seminar (Optional)	Room 1

## Keynote Speakers



**Levent Altinay** is a professor in the Faculty of Business at the Oxford Brookes University and the Editor-in-Chief of the Service Industries Journal. Dr. Altinay's research interests are in the areas of entrepreneurship, strategic alliances and international business. Using primarily

qualitative methods as well as mixed methods, he is particularly interested in how entrepreneurs start up and develop their businesses and also how firms establish partnerships internationally. His work has been published in Journal of Business Research, International Small Business Journal, Journal of Small Business Management, Journal of Services Marketing, The Service Industries Journal, Annals of Tourism Research and Tourism Management. Dr. Altinay was a member of the Business & Economics Panel in Research Assessment Exercise (RAE) 2014 in Hong Kong. He sits on the editorial boards of more than twelve journals including Journal of Business Research and Journal of Services Marketing. He is also the Associate Editor, Europe, for Journal of Service Theory and Practice JSTP (formerly MSQ) and International Journal of Contemporary Hospitality Management. Dr. Altinay has strong record of attracting blue chip external funding, including funding from the ESRC (Economic and Social Research Council) and the British Academy. Dr. Altinay has co-authored strategic management, entrepreneurship and research methods textbooks.



**Elliott Falcione**, a native of Pittsburgh, Pennsylvania, spent the first six years of his career with the Pittsburgh Pirates Baseball Club. Since his years working for the Pirates, Mr. Elliott has spent the last 23 years working for Manatee County Government serving a community that he dearly loves. Aside from his years of working in Manatee

County, he feels his bio should entail his philosophies and not his few accomplishments.

- If you are a leader, then consistently lead.
- If you fail, fail fast and make corrections so you don't make the same mistake twice.
- If you focus on humility and maintain an unselfish mindset, you will no doubt build strong life-long relationships.
- Work experience and education are important, but great people skills and work ethic can help you excel in your career.



**Po-Ju Chen**, a Fulbright Scholar in Entrepreneurship and Innovation, joined the University of Central Florida (UCF) in 2002 after receiving both her Doctorate and Master's degrees in Leisure Studies and Hotel, Restaurant and Institutional Management from Pennsylvania State University. Dr. Chen teaches a broad range of subjects including research methodology,

consumer behavior, entrepreneurship leadership and strategic management, innovation and creativity, sustainability, hospitality marketing, human resources management, event management, information technology, tourism management and tourism geography. Dr. Chen specializes in consumer behavior and entrepreneurship, with an emphasis on generational studies, sustainability and cross-cultural research in hospitality and tourism. Her experience and knowledge have enabled her to teach abroad as a two-time US Fulbright Scholar (University College of Northern Denmark, 2012; Salzburg University of Applied Science, 2015), as well as a visiting professor at the University of Aruba, Hong Kong Polytechnic University, and City University of Macau, and Shanghai Polytechnic University. Po-Ju's accomplishments include research resulting in publishing articles in several leading academic research journals. Her publications have received over 1,500 citations and have earned several awards and recognitions for academic contributions.



**Fevzi Okumus** is a Professor in the Hospitality Services Department at the University of Central Florida's Rosen College of Hospitality Management. He received his Ph.D. in Strategic Hotel Management from Oxford Brookes University, UK. He has a Master of Science degree in International Hotel Management from Oxford Brookes University, UK and a Bachelor of Science

degree in hospitality and tourism from Cukurova University, Turkey. He worked in the hotel industry before becoming an educator. He joined the Rosen College of Hospitality Management in 2005 and was the founding Chair of the Hospitality Services Department from 2007-2013. Dr. Okumus' teaching and consultancy areas include strategic management, leadership development, strategic human resources management, hotel management, international hospitality management and introduction to hospitality and tourism. His research areas include sustainability and green practices, strategy implementation, competitive advantage, knowledge management, hotel management, lodging operations, crisis management, cross-cultural management, destination marketing, information technology and developing countries. He is the Editor-in-Chief of the International Journal of Contemporary Hospitality Management (IJCHM), one of the top-tier journals in the hospitality field with an impact factor of 1.407. He also serves on the editorial boards of 18 international journals and is a frequently invited speaker at national and international conferences.

## Wednesday, October 4, 2017

8:00am	<b>Concurrent Session 1.1</b>	<b>Room 1</b>
9:40am	<i>Track: Creating Value in Delivering and Managing Services</i> Comprehensive Model of Consumer Impulse Purchases of Holidays Goods <b>-Po-Ju Chen and Rong-Da Liang</b> Authenticity in Tourism Services: Experiencing Baluchis Hospitality in Iran <b>-Ahmad Reza Sheikhi and Saloomeh Tabari</b> The Effects of Team and Individual Level Knowledge Sharing on Individual Service Performance: The Moderating Effect of Organizational Service Quality Climate <b>-Wen-Ching Chang, Ying-Jie Wu, Liang-Chieh Weng and Cheng-Ho Wu</b> Organizational Learning Processes in Services and Manufacturing: A Quantitative Analysis of Mexican Firms <b>-Rodrigo Garza Burgos</b> Pitfalls in Servitization and Managerial Implications <b>-Sebastian Kaczor, Natalia Kryvinska and Christine Strauss</b>	<i>Track Chair: Po-Ju Chen</i>
8:00am	<b>Concurrent Session 1.2</b>	<b>Room 2</b>
9:40am	<i>Track: Ethics and Corporate Social Responsibility</i> Can Tourism Social Entrepreneurs Contribute to Destination Development in a Resource-constrained Environment? Evidence from Piedmont, Italy <b>-Antonella Capriello, Levent Altinay and Andrea Monti</b> Applicability of Alternative Tourism: The Case of Zonguldak Province in Turkey <b>-Sermin Senturan and Nese Kokturk</b> Evaluating Firm Decisions Within the Scope of Rational Choice Theory: The Volkswagen Case <b>-Gokce Sinem Erbuga</b> Ageism and Bullying in the Workplace <b>-Regina Yanson, Jessica Doucet and Alysa Lambert</b> Followership Qualities and Models <b>-Silvena Dencheva Yordanova</b>	<i>Track Chair: Antonella Capriello</i>
9:40am	<b>Coffee Break</b>	
10:00am	<b>Concurrent Session 2.1</b>	<b>Room 1</b>
11:00am	<i>Track: Creating Value in Delivering and Managing Services</i> Emergence of the High Reliability Service Organization <b>-Morten Olsen and Kristian J. Sund</b> Service Design Within the Public Sector in the Northern Region of Colombia: Governance and Community Challenges <b>-Marisabella De Castro, Michael Biggs and Sue Halliday</b> What Does the 21 <sup>st</sup> Century Hospitality Customer Expect From the Service Delivery? A Case for Sheffield, United Kingdom <b>-Saloomeh Tabari and Anne Conneally</b>	<i>Track Chair: Saloomeh Tabari</i>
10:00am	<b>Concurrent Session 2.2</b>	<b>Room 2</b>
11:00am	<i>Track: Ethics and Corporate Social Responsibility</i> The Visegrad Group's and Austrian's Sustainable Tourism: Reflection of the State of the Art in Academic Articles <b>-Alena Klupalova and Ema Symonova</b> Forest Ecosystem Comprehensive Benefits Evaluation and its Management: <i>Taking Zhalantun City in Inner Mongolia, China as an Example</i> <b>-Ying Zhang and Cainan Zhang</b> Role of Digital Media in Airport Brand Management: Conceptual Model Based on Integrated Literature Review <b>- Sumera Syed and Syed Rashid Hussain Shah</b>	<i>Track Chair: Ying Zhang</i>
11:00am	<b>Opening Ceremony (Room 5)</b>	
11:30am	<b>Dr. Fred DeMicco, President of Academics, The SIAF Campus and the Dean of Executive Programs</b>	

11:30am	<i>Keynote Presentation: Dr. Levent Altinay (Room 5)</i>	
12:30pm	<i>Global Trends, New Research Avenues and Methodologies</i>	
12:30pm	<b>Lunch</b>	
1:40pm	<b>Concurrent Session 3.1</b>	<b>Room 1</b>
3:40pm	<i>Track: Business Development</i>	<i>Track Chair: Fred DeMicco</i>
	Assessing the Commercial Chances of Machine Tool Builders to Supply Advanced Services Among Their Industrial Clients: A Transaction Cost Economics Perspective <b>-Bart Kamp</b>	
	The Relationship Between Gender and Career Advancement in the Hospitality and Tourism Industry <b>-Jennifer Calhoun</b>	
	Hotel Growth and Tourism Trends to Over the Italy Past Decade: The Role of International Hotel Chains <b>-Fred DeMicco and Alessandro Capocchi</b>	
	"Ship-space" – Managing Talent on Cruise Ships: A Hospitality Perspective <b>-Adam Dennett</b>	
	Understanding the Nature of Motivations of Rural Tourism Entrepreneurs: Social, Commercial, Irrational or Mix? <b>-Ainur Kenebayeva and Zhang Xiaotian</b>	
	Exploring Cross-cultural Adjustment Challenges: The Influence of Human Resource Management on the New Southbound Policy <b>-Li-Chieh Wei</b>	
1:40pm	<b>Concurrent Session 3.2</b>	<b>Room 2</b>
3:40pm	<i>Track: Research Methods</i>	<i>Track Chair: Lynn Sudbury-Riley</i>
	The Trajectory Touchpoint Tool: A Deep Dive Methodology Into Service Journeys <b>-Lynn Sudbury-Riley and Philippa Hunter-Jones</b>	
	A Scenario-based Case Model to Support Rescue Service <b>-Han Xing, Shuiping Yu, lin Zhang and Yi Liu and Yongqiang Chen</b>	
	A Qualitative and Quantitative Analysis of Social Media Data: Case Study on Smartphones <b>-Ilsun Rhiu and Myung Hwan Yun</b>	
	Driving Force of "Accessible Tourism for All": Researching the Consumer Needs <b>-Nil Sonuc</b>	
	Comparing Servqual and Servperf Methods in Measuring Service Quality: An Implementation in a Public Hospital <b>-Beyza Aydin</b>	
	Multivariate Analysis of Relationship Between Guest Satisfaction and Hotel Room Pricing: Evidence From Croatia <b>-Irena Palic, Petra Palic and Frane Banic</b>	
3:40pm	<b>Coffee Break</b>	
4:00pm	<i>Keynote Presentation: Dr. Po-Ju Chen (Room 5)</i>	
5:00pm	<i>Service Marketing Case Study Research</i>	
5:15pm	<b>Concurrent Session 4.1</b>	<b>Room 1</b>
6:35pm	<i>Track: Business Development</i>	<i>Track Chair: Cinzia Vallone</i>
	Enhancing Small and Medium Enterprises Performance Through Innovation in Indonesia: A Framework for Creative Industry <b>-Ratni Prima Lita, Ranny Fitriana Faisal and Meuthia Meuthia</b>	
	Tweets Talk: Tourist Satisfaction Evaluation Through Sentiment Analysis <b>-Alevtina Vladimirova</b>	
	Albergo Diffuso: A Model of Tourism Development and Innovation <b>-Cinzia Vallone and Valerio Veglio</b>	
	Ecology, Stakeholder Management and Corporate Social Responsibility <b>-Maria Isabel Huerta Viesca</b>	

<b>5:15pm</b>	<b>Concurrent Session 4.2</b>	<b>Room 2</b>
<b>6:35pm</b>	<i>Track: Services Marketing and Branding</i>	<i>Track Chair: Ibrahim Giritlioglu</i>
	Doctor-patient Interactions in Cancer Treatment: For an Innovative Marketing Approach to Client Relationships in Services With High Client Involvement <b>-Pascal Brassier and Patrick Ralet</b>	
	The Role of Creative Tourism in Place Marketing: Evidences From Scotland and Azerbaijan <b>-Lachin Namaz</b>	
	A Research on the Development of Perceived Service Quality Scale for Coffeeshops (CoffeePerf) <b>-Ibrahim Giritlioglu and Harun Resit Gundogan</b>	
	Relationship Among Loneliness in Workplace and Positive/Negative Affectivity: Is Gender a Determinant? <b>-Abdulkadir Corbaci, Caner Caliskan and Bekir Bora Dedeoglu</b>	

<b>7:30pm</b>	<b>Dinner</b>
<b>9:00pm</b>	

## Thursday, October 5, 2017

<b>8:00am</b>	<b>Concurrent Session 5.1</b>	<b>Room 1</b>
<b>10:00am</b>	<i>Track: Creating Value in Delivering and Managing Services</i>	<i>Track Chair: Jay Schrock</i>
	Communicating With Senior Travelers: Respectful Adults or Old Children? <b>-Selim Kirova, Burcu Selin Yilmaz, Volkan Bahceci and Humeyra Dogru</b>	
	Evaluation the Time Management Skills of Undergraduate Students in Health Management Department <b>-Gamze Bayin and Ilkay Sevinc Turac</b>	
	Opportunities for the Establishment of Partnerships Between International Business Management Consultancy Firms: The Case of Portugal and Germany <b>-Eva-Maria Kindle and Beatriz Casais</b>	
	Managing Costs Through Business Model Servitization: A Strategic Management Accounting Perspective on the Case of RESOLVE Project <b>-Riccardo Giannetti, Andrea Dello Sbarba, Basheer Yacoub and Riccardo Lanzara</b>	
	Resort Hotel Experience and Tourist Loyalty: Exploring the Moderating Role of Gender <b>-Ahmet Usakli and Yuksel Ozturk</b>	
	The Optimal Allocation Strategies on Two-grade Discount Hotel Rooms <b>-Baochen Yang, Hongtao Zhang and Zijian Wu</b>	

<b>8:00am</b>	<b>Concurrent Session 5.2</b>	<b>Room 2</b>
<b>10:00am</b>	<i>Track: Services Information Technology &amp; E-Business</i>	<i>Track Chair: Betsy Stringam</i>
	The Automation of Service in the Hospitality Industry <b>-Betsy Stringam and John Gerdes</b>	
	Meta-analysis of Theory Approaches Genesis to Web Reputation Measurement and Evaluation Applied Toward the Online Travel Agencies (OTA) Research Context <b>-Olga Akhtanova</b>	
	What Does Web 4.0 Promise for Tourism Ecosystem: A Qualitative Research on Tourism Ecosystem Stakeholders' Awareness <b>-Hulya Kurgun, Erdem Aktas and Avsar Kurgun</b>	
	Use of Information Technology in Nautical Tourism in Croatia: Case Study of e-Charter <b>-Ljubica Milanovic Glavan and Vesna Bosilj Vuksic</b>	
	Visitor Center or Buggy Whip? A Qualitative Investigation of Millennial Attitudes <b>-Marsha Loda</b>	
	Food Waste in All-inclusive Resort Hotels in Turkey <b>-Bendegul Okumus and Ibrahim Giritlioglu</b>	

<b>10:00am</b>	<b>Coffee Break</b>
<b>10:20am</b>	

10:20am	<b>Concurrent Session 6.1</b>	<b>Room 1</b>
11:20am	<i>Track: Creating Value in Delivering and Managing Services</i>	<i>Track Chair: Sonya Graci</i>
	Where Hospitality and Healthcare Meet: An Empirical Examination of Pine & Gilmore's Experience Economy <b>-Sandra Sydnor and Rhonda Hammond</b>	
	The Relationship Between 13th Century Turkish Trade Model Ahi Order With Total Quality Management and the Effect of Accommodation Operations on Customer-focused Marketing Understanding <b>-Kaplan Ugurlu</b>	
	Communities as an Avenue for Change: A Case Study of Gili Trawangan, Indonesia <b>-Sonya Graci</b>	
10:20am	<b>Concurrent Session 6.2</b>	<b>Room 2</b>
11:20am	<i>Track: Services Information Technology &amp; E-Business</i>	<i>Track Chair: Klaus Weiermair</i>
	Balancing High Touch and High Tech in the Service Encounter: A Discussion Based on Service Value Chains <b>-Klaus Weiermair</b>	
	First Impressions in the Digital Age: A Comparison of Internet Load Times Between Desktop and Mobile Platforms <b>-John Gerdes and Betsy Stringam</b>	
	What Hoteliers Say in Big Dispute: A Case Study on Banning of Booking.com Website in Turkey <b>-Humeyra Dogru, Volkan Bahceci, Selim Kirova and Burcu Selin Yilmaz</b>	
11:30am	<b>Keynote Presentation: Mr. Elliott Falcione (Room 5)</b>	
12:30pm	<i>A Strong Destination Brand That Put the Bradenton Area on the Map</i>	
12:30pm	<b>Lunch</b>	
1:40pm	<b>Concurrent Session 7.1</b>	<b>Room 1</b>
3:40pm	<i>Track: Services Design &amp; Innovation</i>	<i>Track Chair: Syed Aamir Ali Shah</i>
	Improving Service Quality Through Effective Service Blueprinting: An Empirical Investigation <b>-Ioannis Kostopoulos, Ruya Yuksel, Gozde Erdogan and Melisa Mete</b>	
	Innovation in a Declining Service Industry: Can an Old Game Meet New Needs? <b>-Jody Tompson and Andrea Cardoni</b>	
	Dedicated Recruitment Service Outsourcing and Value of Service Provider – Case Study: SDA Ltd Company in Poland <b>-Joanna Kuczevska, Joanna Stefaniak and Piotr Mazur</b>	
	Role of Neo-institutionalism and Organizational Culture in Service Innovation Exploitation and Exploration <b>-Syed Aamir Ali Shah</b>	
	Combining Quality Management Tools With Quantitative Approaches to Improve e-Banking Operations <b>-George Paltayian, Andreas Georgiou, Katerina Gotzamani and Andreas Andronikidis</b>	
	Key Features of a Positive Hostel Experience: A Net-ethnographic Approach <b>-Medeia Verissimo and Carlos Costa</b>	
1:40pm	<b>Concurrent Session 7.2</b>	<b>Room 2</b>
3:40pm	<i>Track: Services Marketing and Branding</i>	<i>Track Chair: Guenther Botschen</i>
	Ego Involvement, Service Performance and Customer Satisfaction <b>-Po-Ju Chen</b>	
	Evolution of Customers' Quality Expectations: Who Tends to be the Satisfied in the Long Run? <b>-Gila E. Fruchter and Thomas Reutterer</b>	
	The Effect of Service Failure on Emotions, Word-of-Mouth and Repurchase Intentions: A Case of Failure in a Tattoo Parlour <b>-Cansu Yildirim</b>	
	Historical, Archaeological and Mythological Elements in Destination Promotion at Hotel Websites in Foca <b>-Sevdiye Koksall and Nil Sonuc</b>	
	Exploratory Study of Social Network User's Commitment: A Typology Proposal <b>-Jamil Hebali</b>	
	Brand-driven Service Innovation <b>-Guenther Botschen, Josef Bernhart and Kurt Promberger</b>	

3:40pm 4:00pm	<b>Coffee Break</b>	
4:00pm 5:00pm	<b>Keynote Presentation: Dr. Fevzi Okumus (Room 5)</b> <i>Current Trends and Developments in Hospitality and Tourism Research</i>	
5:15pm 6:15pm	<b>Concurrent Session 8.1</b> <i>Track: Services Design &amp; Innovation</i>	<b>Room 1</b> <i>Track Chair: Lori Neal</i>
	Reverse Logistics and its Feedback Function in Service Companies <b>-Radoslav Skapa</b>	
	Service Innovation in Cultural Heritage Institutions: Towards a Conceptual Framework <b>-Alessandra Marasco, Donatella Icolari and Alfonso Morvillo</b>	
	Medical Tourism Coalition Promotes Sustainable Tourism Development <b>-Lori Neal, Joyce Eisel and Fara Zakery</b>	
5:15pm 6:15pm	<b>Concurrent Session 8.2</b> <i>Track: Services Marketing and Branding</i>	<b>Room 2</b> <i>Track Chair: Po-Ju Chen</i>
	A Research on Authentic Practices and Authentic Marketing in Restaurant Enterprises: Sample of Istanbul <b>-Seda Yetimoglu and Umit Sormaz</b>	
	A Qualitative Research Approach for Developing a Trust Model of P2P Accommodations for Chinese Travelers <b>-Wenjing Cui, Po-Ju Chen and Tingting Zhang</b>	
	A Comparative Study on Brand Image Measurements <b>-Melisa Mete and Gary Davies</b>	
7:30pm 9:30pm	<b>Gala &amp; Awards Dinner @ Villa Nencini</b> <i>(Transfer service will be provided at 7:00pm)</i>	

Thank you for attending 😊



**ASSOCIATION OF  
NORTH AMERICA HIGHER EDUCATION INTERNATIONAL**

**Conference Chairs:**

**Dr. Cihan Cobanoglu**, McKibbin Endowed Chair Professor, USF Sarasota-Manatee & President of ANAHEI, Florida, USA

**Dr. Fred DeMicco**, ARAMARK Endowed Chair Professor, University of Delaware, Delaware, USA

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

**Dr. Alfonso Morvillo**, Director, Institute for Research on Innovation and Services for Development, Napoli, Italy

**Scientific Relations Manager:**

**Muhittin Cavusoglu**, M.S., College of Education, University of South Florida, USA

**Scientific Relations Coordinators:**

**Luana Nanu**, College of Hospitality and Tourism Leadership, University of South Florida Sarasota-Manatee

**Emre Corbaci**, College of Hospitality and Tourism Leadership, University of South Florida Sarasota-Manatee