

IMPACT2022

Embracing the New Normal

Date: 18 November 2022

Venue: School of Hotel and Tourism Management (SHTM), PolyU

THB100 - Function Room 5 & 6 (Main Room; Parallel Session I & III)

TH302 (Parallel Session II & IV)

08:30 – 09:00	Registration
09:00 – 09:10	Opening Prof Jin-Guang TENG , President, The Hong Kong Polytechnic University (PolyU) Prof Kaye CHON , Dean and Chair Professor, Walter & Wendy Kwok Family Foundation Professor in International Hospitality Management, School of Hotel and Tourism Management (SHTM), PolyU Ms Elizabeth WINKLE , Chief Strategy Officer, STR
09:10 – 10:40	Opening General Session - Embracing the Changes in Post-pandemic Era <u>Session Chair</u> Prof Cathy HSU , Chair Professor, SHTM, PolyU <u>Session Commentator</u> Prof Haiyan SONG , Associate Dean and Chair Professor, Mr and Mrs Chan Chak Fu Professor in International Tourism, SHTM, PolyU <u>Featured Speakers</u> Dr Jennifer CRONIN , Former President, Wharf Hotels, and Chairman of SHTM Advisory Committee “Vision for Change” Mr Steve HOOD , Conference Co-Chair, SVP of Research, STR and Director of SHARE Center “Hotel Industry in Post-Pandemic Era” Prof Billy BAI , Visiting Chair Professor, SHTM, PolyU “Industry Transformation Toward New Normal” Mr Dane CHENG , Executive Director of Hong Kong Tourism Board “Together Towards New Horizons”
10:40 – 11:00	Break

IMPACT2022

Embracing the New Normal

11:00 – 12:30	<p>Parallel Session I - Smart Hospitality and Tourism Technologies <u>Session Moderator</u> Dr Catherine CHEUNG, Associate Dean and Associate Professor, SHTM, PolyU</p> <p><u>Featured Speakers</u> Dr Hailey SHIN, Assistant Professor, SHTM, PolyU “Redefining luxury service with technology implementation: the impact of technology on guest satisfaction and loyalty in a luxury hotel”</p> <p>Dr Faye HAO, Assistant Professor, SHTM, PolyU “Contactless service in hospitality: bridging customer equity, experience, delight, satisfaction, and trust”</p> <p>Dr Abbie-Gayle JOHNSON, Assistant Professor, SHTM, PolyU “Why are smart destinations not all technology-oriented? Examining the development of smart tourism initiatives based on path dependence”</p> <p>Dr Catherine CHEUNG, Associate Dean and Associate Professor, SHTM, PolyU “Are Prior Smart Hotel Visiting Experience and Personal Innovativeness Critical to Future Visit Intention?”</p>	<p>Parallel Session II - Firm Performance and Tourism Development <u>Session Moderator</u> Dr Qu XIAO, Associate Professor, SHTM, PolyU</p> <p><u>Featured Speakers</u> Dr Michael LIN, Assistant Professor, SHTM, PolyU “Firm Performance During a Crisis: Effects of Adhocracy Culture, Incremental Product Innovation, and Firm Size”</p> <p>Dr Linda WOO, Assistant Professor, SHTM, PolyU “The asset-light business model and firm performance in complex and dynamic environments: The dynamic capabilities view”</p> <p>Dr Jinah PARK, Research Assistant Professor, SHTM, PolyU “A Model for Cross-border Tourism Governance in the Greater Bay Area”</p> <p>Dr Qu XIAO, Associate Professor, SHTM, PolyU “What drives cross-border acquisitions of hotel companies based in an emerging economy? A study on Chinese hotel corporations”</p>
12:30 – 14:15	Lunch	
14:15 - 15:45	<p>Panel Session - Embracing the New Normal <u>Session Moderators</u> Dr Pearl Ming-Chu LIN, Associate Professor, SHTM, PolyU Dr Nicholas THOMAS, Visiting Associate Professor, SHTM, PolyU</p> <p><u>Panelists</u> Mr Martin DONOVAN, Publisher, MIX Ms Katy FOK, Director of Human Resources, Regent Hong Kong Mr Tasos KOUSLOGLOU, CEO, Hotel Division, Sun Hung Kai Properties Ltd. Mr John LUI, Brand and People Director APAC, Pizza Express Ms Winnie WOO, General Manager, The Mariners</p>	

IMPACT2022

Embracing the New Normal

15:45 - 16:00	Break	
16:00 – 17:30	<p>Parallel Session III - Consumer Behaviour <u>Session Moderator</u> Prof Basak DENIZCI GUILLET, Professor, SHTM, PolyU</p> <p><u>Featured Speakers</u> Dr Neil LI, Assistant Professor, SHTM, PolyU “Is a picture worth a thousand words? Understanding the role of review photo sentiment and text-photo sentiment disparity using deep learning algorithms”</p> <p>Dr Richard QIU, Assistant Professor, SHTM, PolyU “The Myth of Contactless Hospitality Service: Customers’ Willingness to Pay”</p> <p>Dr Anyu LIU, Assistant Professor, SHTM, PolyU “Social distancing, trust and post-COVID-19 recovery”</p> <p>Prof Basak DENIZCI GUILLET, Professor, SHTM, PolyU “The joint influence of the timing and framing of an online upselling message on consumer perceptions: the roles of construal level and reactance”</p>	<p>Parallel Session IV - Organizational Behaviour and Resident Behaviour <u>Session Moderator</u> Dr Vincent TUNG, Associate Professor, SHTM, PolyU</p> <p><u>Featured Speakers</u> Dr Crystal SHI, Assistant Professor, SHTM, PolyU “Beyond the workday: The effect of daily customer interpersonal injustice on hotel employee experiences after work and the next day”</p> <p>Dr Yitong YU, Research Assistant Professor, SHTM, PolyU “It’s not just the victim: Bystanders’ emotional and behavioural reactions towards abusive supervision”</p> <p>Dr Maxime WANG, Assistant Professor, SHTM, PolyU “An implicit leadership theory lens on leader humility and employee outcomes: Examining individual and organizational contingencies”</p> <p>Dr Vincent TUNG, Associate Professor, SHTM, PolyU Dr Serene TSE, Alumni, SHTM, PolyU “Understanding residents’ attitudes towards tourists: Connecting stereotypes, emotions and behaviours”</p>
17:30 - 17:45	<p>Closing Remarks</p> <p>Prof Kaye CHON, Dean and Chair Professor, Walter & Wendy Kwok Family Foundation Professor in International Hospitality Management, School of Hotel and Tourism Management (SHTM), PolyU</p>	