



**2021 iAHFME RESEARCH SYMPOSIUM
TENTATIVE PROGRAM
(Hybrid Format)**

Saturday November 13, 2021

All Times are in US EST Time Zone

*Venue: The Chatwal Hotel, Stanford White Suite
130 West 44th Street, New York, NY 10036*

Symposium Registration: <https://forms.gle/A7zyitdcM2E6LBHKA>

Available Virtually via Zoom Meeting. Join from PC, Mac, Linux, iOS or Android:

<https://psu.zoom.us/j/92772847969?pwd=VGgzRGV3UlgvZDFwdkpXY3hy>

QTZPQT09

Password: 256471

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|----------------------------|--|
| 8:40 am – 8:45 am | Welcome and Announcements
(All Times in US EST Time Zone) |
| 8:45 am – 9:30 am | KEYNOTE SPEAKER
Daniel H. Lesser
President & CEO
LW Hospitality Advisors LLC |
| 9:30 am – 9:40 am | Break |
| 9:40 am – 10:00 am | Does RevPAR Really Move U.S. Hotel Industry Stock?
Analysis of Profit Drivers from 2004-2020
Ganna Demydyuk, Leiden University
Dr. Mats Carlbäck, Örebro University |
| 10:00 am – 10:20 am | Harnessing Synergies: The Moderating Effects of Information Technology (IT) on the Relationships between Locations and Hotel Financial Performance
Dr. Peng Liu, Cornell University
Dr. Nan Hua, University of Central Florida
Dr. DeFranco, University of Houston |
| 10:20 am – 10:40 am | Net Financial Wealth: a Precursor of Performance in the US Restaurant Industry
Dr. Elizabeth Yost, University of Central Florida
Dr. Jorge Ridderstaat, University of Central Florida |
| 10:40 am – 10:50 am | Break |

- 10:50 am – 11:10 am** **Hotel Agglomeration over Time**
 Simone Bianco, Virginia Tech University
 Dr. Manisha Singal, Virginia Tech University
- 11:10 am - 11:30 am** **What Impact did Covid-19 have on Small Tourism and Hospitality Businesses in the United States?**
 Dr. Mehmet Altin, University of Central Florida
 Dr. Murat Kizildag, University of Central Florida
- 11:30 am- 11:50 pm** **When does Franchising boost Firm Value in the Restaurant Industry? The Role of Marketing Intensity and Market Knowledge**
 Dr. Melih Madanoglu, Kennesaw State University
 Dr. Ersem Karadag, Robert Morris University
 Dr. Leonard Jackson, Kennesaw State University
- 11:50 pm – 1:15 pm** **LUNCH BREAK**
- 1:15 pm – 1:35 pm** **Cost Efficiency and Firm Value in the U.S. Restaurant Industry**
 Hyewon Lee, University of Missouri, Columbia
 Dr. Francis Kwansa, University of Delaware
 Dr. Eliza Tse, University of Missouri
- 1:35 pm- 1:55 pm** **Applying Property Pricing Models to Estimate a Foreclosure Discount in the Hotel Real Estate Sector**
 Dr. Amrik Singh, University of Denver
- 1:55 pm – 2:05 pm** **Break**
- 2:05 pm – 2:20 pm** **Compensation Survey; Other updates**
 Dr. Raymond Schmidgall, Professor Emeritus Michigan State University
- 2:20 pm – 2:40 pm** **Journal of Hospitality Financial Management**
 Dr. Francis Kwansa, University of Delaware
 and Dr. Atul Sheel, University of Massachusetts
- 2:40 pm - 3:15 pm** **General Membership Meeting**
1. President and Vice President’s report: Update on Goals and Objectives: Drs. Amit Sharma and Melih Madanoglu
 2. Secretary’s report: Dr. Raymond Schmidgall
 3. Treasurer’s report: Dr. Manisha Singh
 4. Member discussion