

# 2025 Annual Symposium

Saturday November 8, 2025

All Times are in US EST Time Zone



## President's Welcome

**Dr. Melih Madanoglu**

Michael A. Leven Endowed Chair and Professor of Hospitality Management  
Kennesaw State University, USA

**09:00 - 09:15 AM**

## Luxury Cruise Market Where It is Today and What Lies Ahead

**Peter Shaerf**

Managing Director of AMA Capital Partners, USA  
Chairman of New York Maritime Inc.

**09:15 - 10:00 am**

Industry Keynote



## To Balance Fixed and Financial Investments for Profit Maximization: A Global Study of Hotel Firms

**Dr. Kate Ji**

Senior Lecturer in Finance and Revenue Management  
Oxford Brooks University, UK

**10:10 - 10:30 am**

Research presentation



## Call for Contributions and Collaborations

**Dr. Seoki Lee**

Professor at the School of Hospitality Management  
Pennsylvania State University, USA



- Journal of Sustainable Tourism
- The Review - the iAHFME Newsletter  
Co-Editors: Dr. Michael Lin and Dr. Hyoungju Song
- Greenwashing/Greenhushing Research Collaboration

**10:30 - 10:50 am**

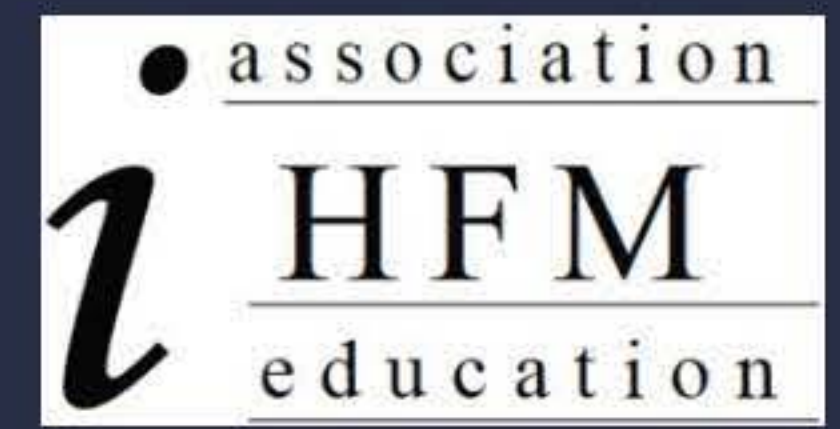
Open discussion



# 2025 Annual Symposium

Saturday November 8, 2025

All Times are in US EST Time Zone



## Holistic Sustainability

**Figen Ayan**

Founder of Ayan Consulting, Turkey  
European Commission Expert

In interview with Dr. Seoki Lee about how sustainable leadership powers responsible growth and long-term value, across businesses, people, and the planet

**11:00 am - 12:00 pm**

Industry Viewpoint

## Endogeneity in Panel Analysis: Exploring the Gaussian Copula Method

**Samantha Hwang**, PhD student at Pennsylvania State University, USA



Dr. Hyoungju Song, Kyung Hee University, South Korea  
Dr. Seoki Lee, Penn State University, USA

**01:00 - 01:25 pm**

Research presentation



## Beyond Meal Price: How ACSI Scores and Customer Traffic Shape Financial Performance in Restaurants

**Ganna Demydyuk**, PhD candidate at Leiden University, Netherlands



Dr. Melih Madanoglu Kennesaw State University, USA

**01:25 - 01:50 pm**

Research presentation



## Exploration of Leading Practices to Increase Student Success in Hospitality Financial Management Classes

**Dr. Agnes L. Defranco**

Professor, Conrad N. Hilton Distinguished Chair, University of Houston, USA

**Dr. A.J. Singh**, Founding Director and Professor of Hospitality and  
Tourism Management at University of Texas Rio Grande Valley, USA

**02:00 - 02:30 pm**

Open brainstorming



# 2025 Annual Symposium

Saturday November 8, 2025

All Times are in US EST Time Zone



## Journal of Hospitality Financial Management

**Dr. Murat Kizildag**

Associate Professor of Finance at Rosen College of Hospitality Management, University of Central Florida, USA



**Dr. Mats Carlbäck**

Associate Professor at School of Hospitality, Culinary Arts and Meal Science, Örebro University, Sweden



**02:30 - 02:50 pm**

Editors Panel



## General Membership Meeting

**President Reports**

President, **Dr. Melih Madanoglu**, Kennesaw State University, USA

Vice President, **Dr. Seoki Lee**, Pennsylvania State University, USA



**Membership Survey Discussion**

Executive Secretary, **Ganna Demydyuk**, Leiden University, Netherlands



**Closing Remark by President**

**03:00 - 03:30 pm**

Membership updates



## Informal Hang-out

**Casual chatting with members and participants**

Welcome new members and ideas exchange

Establish contacts and collaborations

**03:30 - open end**

Social gathering

