

NOVEMBER 8, 2025

2025 IAHFME RESEARCH SYMPOSIUM PROGRAM

9 AM - 4 PM
(EST / NEW YORK TIME)

Zoom link:
[https://psu.zoom.us/
j/2886092532](https://psu.zoom.us/j/2886092532)



RUNDDOWN

9 AM - 9:15 AM

WELCOME

Dr. Melih Madanoglu
President of iAHFME
Kennesaw State University, USA

9:15 AM - 10 AM

INDUSTRY KEYNOTE SPEECH

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., USA

Break

10:10 AM - 10:30 AM

RESEARCH PRESENTATION

**To Balance Fixed and Finance Investments for Profit
Maximization: A Global Study of Hotel Firms**

Dr. Kate Ji
Oxford Brookes University, UK

Break

10:30 AM - 10:50 AM

CALL FOR CONTRIBUTIONS AND COLLABORATIONS

The Review [the iAHFME Newsletter]
Dr. Hyoungju Song, Kyung Hee University, Korea
Dr. Michael Lin, Hong Kong Poly U, Hong Kong

Journal of Sustainable Tourism
Dr. Seoki Lee, Penn State University, USA

& **MORE** (Also open to **ALL MEMBERS**)

Break

11 AM - 12 PM

INDUSTRY VIEWPOINT

Holistic Sustainability
[An Interview on How Sustainable Leadership Powers Responsible Growth and
Long-Term Value]

Figen Ayan
Founder of Ayan Consulting, Turkey

12 PM - 1 PM

LUNCH

RUNNDOWN

1 PM - 1:25 PM

RESEARCH PRESENTATION

Endogeneity in Panel Analysis: Exploring the Gaussian Copula Method

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

1:25 PM - 1:50 PM

RESEARCH PRESENTATION

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

Ganna Demydyuk, Leiden University, Netherlands
Dr. Melih Madanoglu, Kennesaw State University, USA

Break

2 PM - 2:30 PM

WHAT'S ON YOUR HEART?

[OPEN FORMAT BRAINSTORMING SESSION]

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

Dr. Agnes L. Defranco, University of Houston, USA
Dr. A.J. Singh, University of Texas Rio Grande Valley, USA

2:30 PM - 2:50 PM

JOURNAL OF HOSPITALITY FINANCIAL MANAGEMENT

Co-Editors

Dr. Murat Kizildag, University of Central Florida, USA
Dr. Mats Carlbäck, Örebro University, Sweden

Break

3 PM - 3:30 PM

GENERAL MEMBERSHIP MEETING

Report by President

Dr. Melih Madanoglu, Kennesaw University, USA

Membership Survey Discussion

Ganna Demydyuk, Leiden University, Netherlands

& More

Closing Remarks by the President

Dr. Melih Madanoglu, Kennesaw State University, USA

3:30 PM - 😊

INFORMAL HANG-OUT

Casual chatting with members and participants