



**2024 iAHFME RESEARCH SYMPOSIUM
PROGRAM
(Virtual Format)**

*Saturday November 9, 2024
All Times are in US EST Time Zone*

*Available Virtually via Zoom Meeting. Join from PC, Mac, Linux, iOS or Android:
Zoom meeting Code: <https://psu.zoom.us/j/2886092532>*

9:00 am – 9:15 am	Welcome and Announcements (All Times in US EST Time Zone)
9:15 am – 10:15 am	KEYNOTE SPEAKER Daniel H. Lesser Co-Founder, President & CEO LW Hospitality Advisors
10:15 am – 10:30 am	Break
10:30 am – 11:00 am	Do We Actually Teach Students How to Manage Profits? Dr. Mats Carlbäck, Örebro University, Sweden Ganna Demydyuk, Leiden University, Netherlands
11:00 am – 11:20 am	Navigating Global Worlds: Tailoring Experienscapes for Air Travelers Ganna V. Demydyuk, Leiden University, Netherlands Jean Max Tavares, Pontificia Universidade Católica de Minas Gerais, Brazil
11:20am – 11:40 pm	Endogeneity in Panel Analysis: Exploring Gaussian Copula Model Samantha D. Hwang, Penn State University Hyoung Ju Song, University of Central University Chandler Yu, Penn State University Yue Vaughan, Kansas State University Dr. Seoki Lee, Penn State University
11:40 am – 12:00 pm	Hotel Financial Performance Pre- and Post-Crisis: A Comparative Analysis Sung W. Lee, Penn State University Dr. Amit Sharma, Penn State University Dr. Seoki Lee, Penn State University
12:00 am – 1:20 pm	LUNCH BREAK
1:20 pm – 1:40 pm	Extending Potential of Experienscapes Development for the accountability of Customer Preferences Ganna Demydyuk, Leiden University, Netherlands Dr. Mats Carlbäck, Örebro University, Sweden
1:40 pm – 2:00 pm	How Does Franchising Affect the Relationship between Employee Satisfaction and Firm Performance? The Case of Service Industry

	Saeed Ehsanfar, UNLV Dr. Ozgur Ozdemir, UNLV
2:00 pm – 2:20 pm	Journal of Hospitality Financial Management Dr. Murat Kizildag, University of Central Florida Dr. Mats Carlbäck, Örebro University, Sweden
2:20 pm – 2:30 pm	Break
2:30 pm – 3:00 pm	General Membership Meeting 1. President and Vice President's report: Update on Goals and Objectives: Drs. Melih Madanoglu and Seoki Lee 2. Treasurer's report: Dr. Ozgur Ozdemir 3. Immediate Past President's report: Dr. Amit Sharma Member discussion