

2011
Conference on
Social Media in Hospitality and Tourism

October 20-22, 2011



Verona, Italy

COLLEGE of
CHARLESTON

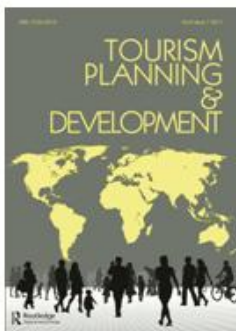
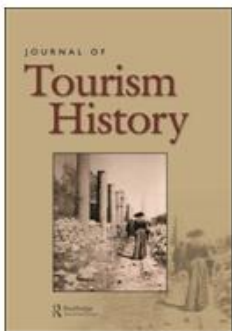
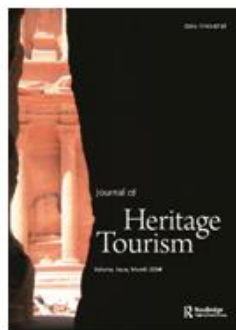
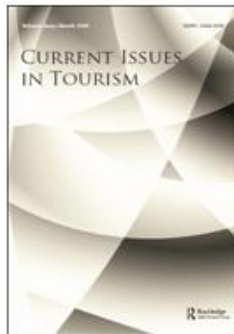


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INFORMATION REQUIRING YOUR IMMEDIATE ATTENTION

Transportation to City Center:

Hotel Turismo is located about 9km from the city center of Verona. A typical one-way taxi rate should range between 20-25 euro.

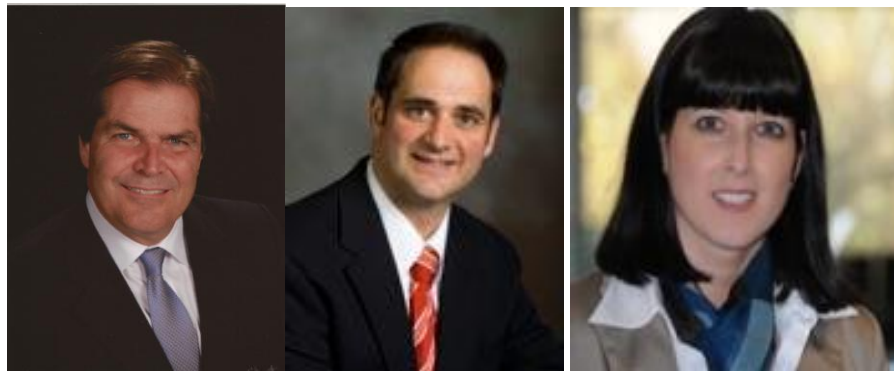
For those wishing to visit City Center, there will be a one-way shuttle departing the Hotel Turismo on Thursday, October 20th at 5:30PM and on Saturday, October 21st at 1:00PM. The one-way cost of this shuttle is 8 euro per person. Please reserve your spots for these shuttles at least one hour prior at the Hotel Turismo front desk.

Transportation for Friday's Conference Dinner:

Roundtrip transportation to Friday's conference dinner (at Bacco D'Oro Restaurant) will be provided at no charge to all conference registrants and paid dinner guests. Transportation departs Hotel Turismo at 6:30 PM on Friday evening.

We truly hope that you enjoy the conference. Please know that we are available to help ensure that you have a pleasurable experience.

**Conference Co-Chairs,
John Crotts, Vince Magnini, & Anita Zehrer**



INSTRUCTIONS FOR MODERATORS OF CONCURRENT SESSIONS

In the concurrent sessions, each presentation is scheduled for 20 minutes which includes questions/discussions. Thus, it is recommended that the session moderator provide a gesture to the presenter(s) after 10 minutes have passed. As a courtesy to all, it is important that all speakers in the concurrent sessions have equal allotments to time to present their research.

Any discussions that cannot be finished during the sessions can be continued during the refreshment breaks or meal periods. Also, to encourage ongoing collaboration, authors' e-mail addresses are provided in the final section of this program.

Thursday, October 20th

Conference registration

3:00-5:00 PM

Location: hotel lobby

Friday, October 21st

Conference registration

7:00 AM - 8:45 AM

Location: hotel lobby

General Session 1.0

9:00 AM - 10:00 AM

Location: Blue and Moon Room

Modeling Transient Revenue of a Hotel Chain: Adding the Customer Service Dimension Derived From Web-Analytics to Marketing Mix Modeling

Michael Wolfe, BBDO (U.S.A.)

Scott Walker, BBDO (U.S.A.)

Peyton Mason, Linguistics Insights, Inc. (U.S.A.)

John Crofts, College of Charleston (U.S.A.)

Boyd Davis, University of North Carolina (U.S.A.)

Designing Ranking Systems for Hotels on Travel Search Engines by Mining User-Generated and Crowd-Sourced Content

Anindya Ghose, New York University (U.S.A.)

Panagiotis Ipeirotis, New York University (U.S.A.)

Beibei Li, New York University (U.S.A.)

Coffee and Refreshment Break

Friday: 10:00 AM - 10:20 AM

Location: hotel lobby

Concurrent Sessions 2.1 & 2.2

Friday: 10:25 AM – 11:25 AM

Session 2.1 (location: Blue and Moon Room)

Session Moderator: Suzanne Amaro, Polytechnic Institute of Viseu (Portugal)

Computer Assisted Webnography: A New Approach to Online Reputation Management in Tourism

Eric Horster, Leuphana University of Lueneburg (Germany)

How to Create a Successful Social Media Strategy to Serve Customers in Small and Medium-Sized Tourism Businesses in Finland?

Johanna Heinonen, Haaga-Helia University of Applied Sciences (Finland)

The Success Factors of Social Media Marketing in European Tourism Destinations: An Exploratory Study

Irem Arsal, MODUL University (Austria)

Clemens Koeltringer, MODUL University (Austria)

Mohammed Yehia Zakaria Ahmed, Egyptian Tourism Authority (Egypt)

Christoph Berg, Travelaudience (Germany)

Session 2.2 (location: Sala Riunioni)

Session Moderator: Hailin Qu, Oklahoma State University (U.S.A.)

Hotels and Social Media: Are You Checked In?

April Thompson, Absolute Travel Addict (U.S.A.)

Hotel Managers' Complaint Handling Behavior on Social Media Platforms: An Inductive Qualitative Analysis

Barbara Riegler, University of St. Gallen (Switzerland)

Brigitte Stangl, University of Applied Sciences Chur (Switzerland)

Andreas Wittmer, University of St. Gallen (Switzerland)

Evolution and Contemporary Challenges Facing Human Resource Professionals at the Dawn of the XXI century: Effect of Social Media in Star hotels in India

Kunal Bhattacharya, University of Pune (India)

Herman Thomas, University of Pune (India)

Concurrent Sessions 3.1 & 3.2

Friday: 11:35 AM – 12:35 PM

Session 3.1 (location: Blue and Moon Room)

Session Moderator: Giovanna Bertella, University of Tromsø (Norway)

Can New Media Technologies Give Remote Tourism a Second Life? Insights from the Aboriginal Arts Tourism Sector in Australia's Northern Territory

Birgit Kirchhofer, University of Applied Sciences (Austria)

Dean Carson, Flinders University and Charles Darwin University (Australia)

Eric Fassbender, Charles Darwin University (Australia)

From Little Things Big Things Grow? Impacts of Travel in Remote Australia from Adoption of Internet Technologies by Indigenous Residents

Petra Mayerhofer, IMC University of Applied Sciences Krems (Austria)

Andrew Taylor, Charles Darwin University (Australia)

Volunteered Geographic Information: A Resource for the Tourism Industry?

Guttorm Flatabø, Western Norway Research Institute (Norway)

Ingjerd Skogseid, Western Norway Research Institute (Norway)

Agnes Brudvik Engset, Western Norway Research Institute (Norway)

Session 3.2 (location: Sala Riunioni)

Session Moderator: Bastian Hiller, Catholic University Eichstätt – Ingolstadt (Germany)

Using Travel Blogs in Examining Post-Consumption Behavior of Tourists

Carmela Bosangit, University of Nottingham & University of Hertford (United Kingdom)

Juline Dulnuan, University of the Philippines (Philippines)

Miguela Mena, University of the Philippines (Philippines)

Culture and Service-Related Positive Disconfirmations: An Application of Travel Blog Analysis

Vincent Magnini, Virginia Tech (U.S.A.)

Derya Kara, Gazi University (Turkey)

John Crotts, College of Charleston (U.S.A.)

Anita Zehrer, Management Center Innsbruck (Austria)

Search Intelligence in the Travel Market

Jacob Hagemann, Searcus AG (Denmark / Germany / Switzerland)

Lunch Buffet

Friday: 12:35 PM – 2:00 PM

Location: Hotel Turismo Restaurant

Concurrent Sessions 4.1 & 4.2

Friday: 2:00 PM – 3:00 PM

Session 4.1 (location: Blue and Moon Room)

Session Moderator: Yumi Lim, Virginia Tech (U.S.A.)

Networks of Small Tourism Actors Going Online: The Case of the ‘Innovative Experiences’ Network

Giovanna Bertella, University of Tromsø (Norway)

The Use of Social Media in Marketing Wineries and Winery Tourism Destinations

Ken McCleary, Virginia Tech (U.S.A.)

Mehmet Altin, Virginia Tech (U.S.A.)

Using Social Media Platforms to Leverage Marketing Outcomes for Special Events

Anne-Marie Hede, Victoria University (Australia)
Pamm Kellett, Deakin University (Australia)
Robyn Stokes, University of Queensland (Australia)

Session 4.2 (location: Sala Riunioni)

Session Moderator: Alice Grabmüller, Management Center Innsbruck (Austria)

Identifying Economic Potential of Tourism Markets Using ‘Persona’ Web and Service Design

Yousuke Hidaka, Keio University (Japan)
Furutani Tomoyuki, Keio University (Japan)
Ogawa Katuhiko, Keio University (Japan)

The Importance of the Social Web in Urban Tourism: Implications for Long Tail Tourism Enterprises

Fanny Raab, University of Trier (Germany)

Applying Social Media Methods in Regional Tourism Development: Challenges for the Black Sea Countries

Gabriela Stănciulescu, The Budachrest Academy of Economic Studies (Romania)
Elisabeta Molnar, The Budachrest Academy of Economic Studies (Romania)

Coffee and Refreshment Break

Friday: 3:00 PM – 3:20 PM

Location: hotel lobby

General Session 5.0

Friday: 3:25 PM– 4:40 PM

Location: Blue and Moon Room

Social, Local & Mobile: The Future of the Travel Guide

Sebastian Heinzl, Tripwolf.com (Austria)

The Convergence of Customer Service, PR and Marketing on Social Media

Greg Kihlström, Carousel30 Interactive (U.S.A.)

Social Media Adoption by International Hotel Companies: A Benchmark and Exploration of Best Practices

Peter O'Connor, Essec Business School (France)

Concurrent Sessions 6.1 & 6.2

Friday: 4:45 PM – 5:25 PM

Session 6.1 (location: Blue and Moon Room)

Session Moderator: Johanna Heinonen, Haaga-Helia University of Applied Sciences (Finland)

The Economic and Cultural Aspects of the Social Web: Implications for the Tourism Industry and for Society

Daniel Amersdorffer, Tourismus Zukunft – Institute for e-Tourism (Germany)

Florian Bauhuber, Tourismus Zukunft – Institute for e-Tourism (Germany)

Jens Oellrich, Tourismus Zukunft – Institute for e-Tourism (Germany)

Web 3.0 in a Hospitality and Tourism Context

Simona Maria Nita, Oxford Brookes University (United Kingdom)

Session 6.2 (location: Sala Riunioni)

Session Moderator: Gretel Qumsieh Mussalam, C ezar Ritz University Centre (Switzerland)

Co-Production of a Co-Creative Leisure: The Social Game ‘Restaurant City’ on Facebook

Ercilia Garc a  lvarez, Rovira and Virgili University (Spain)

Jordi L pez Sintas, Autonomous University of Barcelona (Spain)

Alexandra Samper Mart nez, Rovira and Virgili University (Spain)

The Impact of Social Media on Destination Branding: A Content Analysis of Consumers’ Perceptions of Consumer-Generated Videos versus Destination Marketer-Generated Videos

Pamela Weaver, Virginia Tech (U.S.A.)

Yumi Lim, Virginia Tech (U.S.A.)

Yeasun Chung, Oklahoma State University (U.S.A.)

Reception and Conference Awards Dinner

at Bacco D’Oro Restaurant

(Transportation departs Hotel Turismo at 6:30 PM)

Dinner Address:

Dean Carson, Flinders University (Australia)

Presentation of Awards:

Anita Zehrer, Management Center Innsbruck (Austria)



{End of Friday’s Program}

Saturday, October 22nd

Breakfast

Saturday: 7:00 AM – 8:55 AM

Location: Hotel Turismo Restaurant

Concurrent Sessions 7.1 & 7.2

Saturday: 9:00 AM – 10:00 AM

Session 7.1 (location: Blue and Moon Room)

Panel Discussion: Business-to-Consumer Communications using Social Media Platforms

Panel Moderator: Anne-Marie Hede, Victoria University (Australia)

Panelists:

- Jacob Hagemann, Searcus AG (Denmark / Germany / Switzerland)
- Greg Kihlström, Carousel30 Interactive (U.S.A.)
- Adriana Krawczyk, The Hogeschool van Amsterdam, University of Applied Sciences (Netherlands)
- Mia Larson, University of Gothenburg (Sweden)
- April Thompson, Absolute Travel Addict (U.S.A.)

Session 7.2 (location: Sala Riunioni)

Session Moderator: Teresa Zangerl, Management Center Innsbruck (Austria)

The Value of Social Media Marketing for Higher Education in Tourism: A Case Study of the MCI Tourism Study Program

Anita Zehrer, Management Center Innsbruck (Austria)

Alice Grabmüller, Management Center Innsbruck (Austria)

Marc Strickdorn, Management Center Innsbruck (Austria)

Relationships with Tourists in the Age of Social Media: Extending the Love Triangle and Proposing a Research Agenda

Neha Shah, North Carolina State University (U.S.A.)

Duarte Morais, North Carolina State University (U.S.A.)

Models of the Dependencies Between Corporate Social Media (CSM) and Responsibility (CSR) Methods Applied in Tourism Operations

Elisabeta Molnar, The Bucharest Academy of Economic Studies (Romania)

Gabriela Stănciulescu, The Bucharest Academy of Economic Studies (Romania)

Coffee and Refreshment Break

Saturday: 10:00 AM - 10:20 AM

Location: hotel lobby

Concurrent Sessions 8.1 & 8.2

Saturday: 10:25 AM – 11:25 AM

Session 8.1 (location: Blue and Moon Room)

Panel Discussion: Consumer-to-Business Information Flow through Blog Postings

Panel Moderator: Dean Carson, Flinders University (Australia)

Panelists:

- John Crotts, College of Charleston (U.S.A)
- Juline Dulnuan, University of the Philippines (Philippines)

- Eric Horster, Leuphana University of Lueneburg (Germany)
- Simona Maria Nita, Oxford Brookes University (United Kingdom)
- Barbara Riegler, University of St. Gallen (Switzerland)

Session 8.2 (location: Sala Riunioni)

Session Moderator: Irem Arsal, MODUL University (Austria)

Online Marketing Success Using Social Media

Adriana Krawczyk, The Hogeschool van Amsterdam, University of Applied Sciences (Netherlands)

'Flow and Fly': The Concept of Optimal Experience within the Use of Virtual Communities in Tourism

Peter Mirski, Management Center Innsbruck (Austria)

Teresa Zangerl, Management Center Innsbruck (Austria)

Managing Social Media: A Co-Creation Approach

Szilvia Gyimóthy, Aalborg University (Denmark)

Mia Larson, University of Gothenburg (Sweden)

General Session 9.0

Saturday: 11:35 AM – 12:15 PM

Location: Blue and Moon Room

Credibility of Online Reviews and Initial Trust; The Roles of Reviewer's Identity and Message Valence

Sony Kusumasondjaja, Airlangga University (Indonesia)

Tekle Shanka, Curtin University (Australia)

Chris Marchegiani, Curtin University (Australia)

Destination Image in Social Media: Content Analysis of Tourism Brands

Florian Bauhuber, Catholic University Eichstätt – Ingolstadt (Germany)

Bastian Hiller, Catholic University Eichstätt – Ingolstadt (Germany)

{END OF SCHEDULED PROGRAM}

Conference Scientific Committee

Rodolfo Baggio, Bocconi University, Italy
Dimitrios Buhalis, Bournemouth University, UK
Antonella Capriello, University of Eastern Piedmont, Italy
Dean Carson, Charles Darwin University, Australia
Evangelos Christou, University of Aegean, Greece
Cihan Cobanoglu, University of South Florida, USA
Daniel Connolly, University of Denver, USA
Boyd Davis, University of North Carolina at Charlotte, USA
Christy Dena, Universe Creation 101, Australia
Roman Egger, University of Applied Sciences in Salzburg, Austria
Daniel Fesenmaier, Temple University, USA
Matthias Fuchs, Mid Sweden University, Sweden
Ulrike Gretzel, Texas A&M University, USA
Jay Kandampully, Ohio State University, USA
Myunghwa (Michelle) Kang - University of Nebraska, USA
Rob Law, Hong Kong Polytechnic University, China
Yuping Liu-Thompkins, Old Dominion University, USA
Jane Machin, Virginia Tech, USA
Anna Mattila, Pennsylvania State University, USA
Ken McCleary, Virginia Tech, USA
Luisa Mich, University of Trento, Italy
Bing Pan, College of Charleston, USA
Philip Pearce, James Cook University, Australia
Richard Perdue, Virginia Tech, USA
Luciano Pilotti, University of Milano, Italy
Hailin Qu, Oklahoma State University, USA
Doris Scmallegger, James Cook University, Australia
Marianna Sigala, University of Aegean, Greece
Tracy Tuten, East Carolina University, USA
Muzaffer Uysal, Virginia Tech, USA
Pamela Weaver, Virginia Tech, USA

Conference Co-Chairs

John C. Crotts, Ph. D., is a Professor of Hospitality and Tourism Management in the School of Business at the College of Charleston. His research encompasses the areas of economic psychology, tourism marketing and sales strategy, and management of cooperative alliances. In 2000 the Travel and Tourism Research Association recognized him as one of five stars in tourism research worldwide. Twice in 2007, John was ranked in the top 20 scholars worldwide for his published research productivity in the field's leading (4) research journals. In addition to serving as the founding editor of the *International Journal of Culture, Tourism & Hospitality Research* and the *International Journal of Hospitality and Tourism Administration*, he also serves on the editorial board of the *Journal of Travel Research*, *Journal of Business Research*, *Journal of Travel and Tourism Marketing*, *Journal of Hospitality and Tourism (India)*, *Journal of Teaching Travel and Tourism*, *Scandinavian Journal of Hospitality and Tourism Management (Norway)*, and the *Journal of Global Academy of Marketing Science (South Korea)*.

Vincent Magnini, Ph.D. is an associate professor of hospitality marketing in the Pamplin College of Business at Virginia Tech in the U.S.A. In a ranking study published in a 2011 issue of the *Journal of Hospitality and Tourism Research* he was ranked as one of the top 20 most prolific hospitality researchers in the world. His research examines numerous services marketing issues. Recently, Magnini's research has focused increased attention on the use of travel blog narratives as a data source. He currently serves on the Editorial Boards of the *Cornell Hospitality Quarterly*, *International Journal of Tourism Sciences*, *Journal of Hospitality and Tourism Research*, *Journal of Travel Research*, and the *Journal of Vacation Marketing*.

Anita Zehrer, Ph.D. is deputy head and senior lecturer at the School of Tourism and Leisure of the Management Center Innsbruck (MCI). Her research examines numerous services and destination issues and has been accepted for publication in such outlets as the *Services Industries Journal*, *Managing Service Quality*, *Tourism Analysis*, and the *Journal of Travel Research*. Recently, Zehrer's research has focused increased attention on the concept of service design and the field of social media. Zehrer currently serves on the Editorial Boards of the *Journal of Vacation Marketing* and the *Tourism Review*.

Best Papers

Destination Image in Social Media: Content Analysis of Tourism Brands

Florian Bauhuber, Catholic University Eichstätt – Ingolstadt (Germany)

Bastian Hiller, Catholic University Eichstätt – Ingolstadt (Germany)

Credibility of Online Reviews and Initial Trust; The Roles of Reviewer's Identity and Message Valence

Sony Kusumasondjaja, Airlangga University (Indonesia)

Tekle Shanka, Curtin University (Australia)

Chris Marchegiani, Curtin University (Australia)

Social Media Adoption by International Hotel Companies: A Benchmark and Exploration of Best Practices

Peter O'Connor, Essec Business School (France)

Best Paper Honorable Mention:

Networks of Small Tourism Actors Going Online: The Case of the 'Innovative Experiences' Network

Giovanna Bertella, University of Tromsø (Norway)

Potential Outlets for Your Research

The Journal of Vacation Marketing

(<http://jvm.sagepub.com/>), a long-standing and well-regarded publication in our field, has agreed to consider papers from the conference for inclusion in a special issue on the topic of social media in hospitality and tourism. The conference co-chairs (Crotts, Magnini, and Zehrer) will serve as the Guest-Editors of this issue. Further blind-review after the conference will be needed before final selections can be made for the JVM special issue.

The Journal of Hospitality and Tourism Technology

(www.emeraldinsight.com/products/journals/ another well-regarded publication in our field, has also agreed to consider papers from the conference for inclusion in a special issue on the topic of social media in hospitality and tourism. Further blind-review after the conference will be needed before final selections can be made for the JHTT special issue.

If the corresponding author(s) of a manuscript chooses for his/her research to be considered for the journal special issues, please submit the full paper to Vincent Magnini (magnini@vt.edu) electronically by November 15, 2011. If the author has a preference for JVM or JHTT, this should be indicated in the e-mail.

Conference Proceedings

Electronic conference proceedings will be posted on this website within 30 days after the conference. All corresponding authors have the following three options:

1. Research does not appear in the proceedings;
2. 400 word abstract summary appears in the proceedings; or
3. Full paper appears in the proceedings

If the corresponding author(s) of a manuscript chooses for his/her research to appear in the proceedings (either abstract summary or full paper), it was his/her responsibility to send the corrected paper to Vincent Magnini (magnini@vt.edu) electronically by October 1, 2011.

Index of Program Participants

Adewale, M. (mic_moore@yahoo.com)
Ahmed, M. 2.1 (m.yehia@egypt.travel)
Altin, M. 4.1 (maltin@vt.edu)
Álvarez, E. 6.1
Amaro, S. 2.1 (samara@dgest.estv.ipv.pt)
Amersdorffer, D. 6.1 (d.amersdorffer@tourismuszukunft.de)
Arsal, I. 2.1, 8.2 (irem.arsal@modul.ac.at)
Bauhuber, F. 6.1, 9.0 (f.bauhuber@tourismuszukunft.de)
Berg, C. 2.1
Bertella, G. 3.1, 4.1 (Giovanna.Bertella@uit.no)
Bhattacharya, K. 2.2 (bkunal@gmail.com)
Bosangit, C. 3.2 (lixcb12@nottingham.ac.uk)
Carson, D. 3.1, 8.1 (dean.carson@flinders.edu.au)
Chapman, A. (alexischapman@hotmail.com)
Chung, Y. 6.2
Crotts, J. 1.0, 3.2, 8.1 (crottsj@cofc.edu)
Davis, B. 1.0 (boydhedavis@yahoo.com)
Dulnuan, J. 3.2, 8.1 (jdulnuan@yahoo.com)
Engeset, A. 3.1
Eshun, S. (donkas82@gmail.com)
Fassbender, E. 3.1
Flatabø, G. 3.1 (post@guttormflatabo.com)
Gabor, M. (rozalia_gabor@yahoo.com)
Ghose, A. 1.0 (aghoste@stern.nyu.edu)
Grabmüller, A. 4.2, 7.2 (alice.grabmueller@mci.edu)
Gyimóthy, S. 8.2 (gyimothy@cgs.aau.dk)
Hagemann, J. 3.2, 7.1 (jha@searcus.dk)
Hede, A. 4.1, 7.1 (anne-marie.hede@vu.edu.au)
Heinonen, J. 2.1, 6.1 (Johanna.heinonen@brainit.fi)
Heinzel, S. 5.0 (s.heinzel@tripwolf.com)
Hidaka, Y. 4.2 (hidaka.jreast@gmail.com)
Hiller, B. 3.2, 9.0 (hiller.bastian@web.de)
Horster, E. 2.1, 8.1 (horster@uni.leuphana.de)
Ipeirotis, P. 1.0 (panos@stern.nyu.edu)
Kabba, B. (kabbainvestment@yahoo.com)
Kabba, M. (cosmotel01@yahoo.fr)
Kara, D. 3.2 (deryakara@gazi.edu.tr)
Katuhiko, O. 4.2
Kellett, P. 4.1

Kihlström, G. 5.0, 7.1 (gkihlstrom@carousel30.com)
Kirchhofer, B. 3.1
Koeltringer, C. 2.1 (clemens.koeltringer@modul.ac.at)
Krawczyk, A. 7.1, 8.2 (a.c.krawczyk@hva.nl)
Kusumasondjaja, S. 8.1, 9.0 (s_kusumasondjaja@yahoo.com)
Larson, M. 7.1, 8.2 (mia.larson@handels.gu.se)
Li, B. 1.0 (bli@stern.nyu.edu)
Lim, Y. 4.1, 6.2 (yumi@vt.edu)
Magnini, V. 3.2 (magnini@vt.edu)
Marchegiani, C. 9.0 (chris.marchegiani@cbs.curtin.edu.au)
Martínez, A. 6.2
Mason, P. 1.0 (ktmason@msn.com)
Mayerhofer, P. 3.1 (petra.mayerhofer@fh-krems.eu)
McCleary, K. 4.1 (mccleary@vt.edu)
Mena, M. 3.2
Mirski, P. 8.2 (zt4953@mci4me.at)
Molnar, E. 4.2, 7.2 (elis@remtours.ro)
Morais, D. 7.2 (duarte_morais@ncsu.edu)
Morettini, E. (elisa.morettini@alice.it)
Nita, S. 6.1, 8.1 (simona.nita-2010@brookes.ac.uk)
O'Connor, P. 5.0 (oconnor@essec.fr)
Oellrich, J. 6.1 (j.oellrich@tourismmuszukunft.de)
Ohr, M. (mohr@parkhotelden Haag.nl)
Oltean, F. (flaviaoltean@yahoo.com)
Papaioannou, D. (dimitrios.papaioannou@tand.co.uk)
Qu, H. 2.2 (h.qu@okstate.edu)
Qumsieh Mussalam, G. 6.2 (gretel_qumsieh@yahoo.com)
Raab, F. 4.2 (fanny.raab@uni-trier.de)
Ravoo, J. (info@parkhotelden Haag.nl)
Riegler, B. 2.2, 8.1 (barbara.riegler@unisg.ch)
Samper, A. 6.2 (alexander.samper@urv.cat)
Shah, N. 7.2 (nehatraveler@gmail.com)
Shanka, T. 9.0 (Tekle.Shanka@cbs.curtin.edu.au)
Sintas, J. 6.2
Skogseid, I. 3.1
Stănculescu, G. 4.2, 7.2 (gabriela_stanculescu@yahoo.com)
Stangl, B. 2.2 (brigitte.stangl@htwchur.ch)
Stokes, R. 4.1
Strickdorn, M. 7.2
Tan, F. (felix.tan@aut.ac.nz)
Taylor, A. 3.1 (andrew.taylor@cdu.edu.au)
Thomas, H. 2.2 (hermanthomas88@gmail.com)
Thompson, A. 2.2, 7.1 (adthomps@gmail.com)

Tomoyuki, F. 4.2
Uysal, M. (samil@vt.edu)
Walker, S. 1.0 (scwalker1986@gmail.com)
Weaver, P. 6.2 (weaver@vt.edu)
Wittmer, A. 2.2 (andreas.wittmer@unisg.ch)
Wolfe, M. 1.0 (Michael.Wolfe@bbdoatl.com)
Zangerl, T. 7.2, 8.2 (teresa.zangerl@mci.edu)
Zehrer, A. 3.2, 7.2 (anita.zehrer@mci.edu)