



# 29 JANUARY 2019 PHD WORKSHOP

## 1-day workshop

As a doctoral student in the field of e-tourism, you will have the opportunity to share and develop your PhD research in a critical but supportive environment! A vibrant program allows you to meet your peers, get feedback from top scholars in the field, join the various workshops on cutting-edge topics and just have fun!

The workshop is free of charge and students are heavily discounted to join the ENTER2019 conference. Coffee and lunch provided and an (optional) evening social program to continue the discussions!

More information: [www.enter2019.org](http://www.enter2019.org)

## PROGRAM

KEYNOTES

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PITCH STYLE  
PRESENTATIONS

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WORKSHOPS WITH TOP  
SCHOLARS ON  
PUBLISHING AND  
NEWEST TRENDS IN  
TOURISM & IT!

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AWARD CEREMONY

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HOSTED BY  
SCHOOL OF BUSINESS



UNIVERSITY of NICOSIA

## PhD Workshop Chairs

Dr. Lidija Lalici  
[lidija.lalici@modul.ac.at](mailto:lidija.lalici@modul.ac.at)

Dr. Rosanna Leung  
[rosannaleung@isu.edu.tw](mailto:rosannaleung@isu.edu.tw)

Dr. Angelika Kokkinaki  
[kokkinaki.a@unic.ac.cy](mailto:kokkinaki.a@unic.ac.cy)

# PROGRAM (09:00-18:00)

<b>OPENING</b> 09:00-09:15	<b>Opening Session and Welcome</b> Lidija Lalovic, Rosanna Leung and Angelika Kokkinaki (PhD Workshop Chairs) Iis Tussyadiah (IFITT President)			
<b>KEYNOTE</b> 09:15-10:15	<b>Noam Shoval, Hebrew University of Jerusalem</b> 'Implementation of Tracking Technologies for Tourism Research: Lessons from a Scholarly Journey of two Decades'			
<b>PITCHES</b> 10:15-11:00	<b>Student PhD Pitches</b> <i>Yes, it is hard, but not impossible! Catch the audience interest in your PhD proposal, you got 5 minutes sharp!</i>			
11:00-11:30	Coffee break 			
<b>PITCHES</b> 11:30-12:15	<b>Student PhD Pitches</b> <i>Yes, it is hard, but not impossible! Catch the audience interest in your PhD proposal, you got 5 minutes sharp!</i>			
<b>CLINICS</b> 12:15-13:15	<b>Workshop</b> <i>Preparing for Your First Job Talk</i>  (almost) finished your PhD? Get the best advice how to prepare for your job applications!  By: Lorenzo Cantoni, Iis Tussyadiah	<b>Research Clinic I</b>  Mentors will answer your questions about your PhD and give you constructive feedback  Mentors: TBA	<b>Research Clinic II</b>  Mentors will answer your questions about your PhD and give you constructive feedback  Mentors: TBA	<b>Research Clinic III</b>  Mentors will answer your questions about your PhD and give you constructive feedback  Mentors: TBA
13:15-14:15	Networking Lunch 			
<b>WORKSHOPS</b> 14:15-15:15	<b>Workshop</b> <i>Global Grant applications</i>  Post-doc? New position? In the end is it about money to fund your research. Become a pro in writing grant applications!  By: Pierre Benckendorff, Markus Schuckert	<b>Publishing Strategy</b> What is publishing about, what are the must-do & must not-do? Three editors give you the answers!  By: Zheng Xiang, Marianna Sigala, Dimitrios Buhalis	<b>Academic Integrity</b> How do I make sure my research is living upon the standard of academic integrity? Check it out in this session!  By: Stella Kleanthous, Angelika Kokkinaki	<b>Your PhD &amp; Industry Relevance</b> Is your PhD relevant for industry? What should you pay attention to? Experts elaborate more on this in this session!  By: Christos Ditoras, Ulrike Gretzel, Harry Georgiou
<b>KEYNOTE</b> 15:20-16:30	<b>Ana María Munar, Copenhagen Business School</b> 'Are you in the picture? Critical thinking, Positionality and Desire in the PhD journey'			
16:30-17:00	Coffee break 			
<b>AWARDS</b> 17:00-17:30	<b>Best Master &amp; Dissertation Award Presentations &amp; PhD Proposal Award Ceremony</b> <i>Time to announce the winners and clap our hands!</i> Estela Mariné-Roig (IFITT Awards Selection Committee)			
<b>CLOSURE</b> 17:30-18:00	<b>Closure</b> <i>You will receive your attendance certificate</i> Lidija Lalovic, Rosanna Leung and Angelika Kokkinaki (PhD Workshop Chairs) Iis Tussyadiah (IFITT President)			
<b>SOCIAL</b>	<b>Informal Get Together (on your own expenses)</b> <i>Mingle, relax and taste Nicosia's culinary scene!</i>			

# MEET YOUR SPEAKERS

## KEYNOTES

### Noam Shoval



**Keynote Title:** *The Implementation of Tracking Technologies for Tourism Research: Lessons from a Scholarly Journey of Two Decades'*

**Noam Shoval** is a Professor at the Department of Geography and Provost of the Rothberg International School, The Hebrew University of Jerusalem. He is an expert in urban geography and planning, urban tourism and the development and implementation of advanced tracking technologies useful in urban studies, tourism and medicine. Internationally, he is a sought-after consultant and collaborator on research projects in the areas of tourist time-space activities, urban tourism planning, and aging and cognitive decline of patients. Professor Shoval's impact has been global, including policy and planning in Spain, Hong Kong, Israel, Germany, Denmark, Italy, and China. In 2017 he was elected a fellow of the International Academy for the Study of Tourism.



### Ana María Munar

**Keynote Title:** *Are you in the Picture? Critical Thinking, Positionality and Desire in the PhD Journey*

**Ana María Munar** is Associate Professor and Director of the Center for Leisure and Culture Services at Copenhagen Business School, Denmark. With research interests in epistemology, higher education, gender, and digital technologies her latest publications focus on postdisciplinarity, social media and gender in academia. Over the years, Ana has served on several national and international boards and networks such as the Diversity and Inclusion Council and the Diversity and Difference Platform at CBS, the Critical Tourism Studies Network, Women Academics in Tourism and several academic journals. Ana has delivered numerous conference presentations and keynote addresses in her research areas.

## Workshop - Global Grant Applications



Markus

**Markus Schuckert** is Associate Professor at the School of Hotel & Tourism Management, The Hong Kong Polytechnic University. Prior to joining SHTM in January 2012, he was Professor for Tourism and Transport Management and Director of the Institute for Tourism and Leisure Research and School of Tourism in Chur, Switzerland. His core industry experience originated from the aviation sector on international level. As an entrepreneur, Markus established a consulting company for tourism market research, product development and change management in tourism organizations and destinations in Europe. As researcher, Markus is a specialist for digital marketing, e-business and strategic management. He applies this expertise across the travel and hospitality value chain. Markus contributes to top journals in the field, international conferences, industry meetings, and by editing books for education and industry. He is serving on polyu's e-learning committees and guided SHTM into the age of online learning and massive open online courses (moocs).

Are you almost done with your PhD or an early career researcher? Join this session! In the end it is about money to fund your research. Become a pro in writing grant applications!

Pierre Beckendorff



**Pierre Beckendorff** is Associate Professor at UQ Business School and an award-winning educator and researcher specialising in visitor behaviour, technology enhanced visitor experiences and tourism education. Over the last decade, Pierre has been actively involved in a number of academic and industry research projects totalling over AUD 1 million in grant funding. He has co-authored over 100 publications in leading international journals and is a regular speaker at tourism research conferences. Pierre is on the editorial board of several leading tourism journals and is a regular reviewer of papers. He has also co-authored one of the leading textbooks on tourism and information technology. He has also held several teaching and learning leadership positions at The University of Queensland and James Cook University in Australia and has served as a judge for the Queensland Tourism Awards as well as the Australian Tourism Awards. His passion for travel and tourism has taken him to some of the world's leading theme parks and airports, the major cities of Europe and North America, the African Savannah and the bustling streets of Asia. He has also travelled extensively throughout Australia and New Zealand.

## Workshop - Your PhD & Industry Relevance

Is your PhD relevant for industry? What should you pay attention to? Experts elaborate more on this in this session!

### Ulrike Gretzel



**Ulrike Gretzel** is currently a Senior Fellow at the Center of Public Relations, Annenberg School of Communication, University of Southern California and also serves as the Director of Research at Netnografica, a market research company that extracts insights from online conversations. Her previous academic appointments include Visiting Professor at the Annenberg School for Communication and Journalism, University of Southern California, Professor of Tourism, UQ Business School, University of Queensland, Associate Professor of Marketing, University of Wollongong, and Associate Professor of Tourism, Texas A&M University. She has also taught social media and research-related courses at Colorado State University, Hong Kong Polytechnic University, IULM in Milan, Italy and MODUL University in Vienna, Austria. She received her Ph.D. in Communications from the University of Illinois at Urbana-Champaign and holds a master's degree in International Business from the Vienna University of Economics and Business. Her research focuses on the impact of technology on human experiences and specifically looks at the structure of technology-mediated communication. Her work in tourism has addressed the ways in which tourists engage with each other and with tourism organizations through websites, mobile apps and social media, and has analyzed how tourism experiences are represented online. She has also researched smart tourism development, tourism in technological dead zones, and the quest for digital detox experiences.

### Christos Ditoras



**Christos Ditoras** has graduated from the Department of International and European Studies from the University of Piraeus and he holds an MBA with specialization in Marketing from the same university. He has attended various seminars on Tourism and Digital Marketing. Since 2015 he has been working in the Marketing Department of Hilton Athens. His current position is E-Commerce and Marketing Executive. His duties include - among others - the following: the development and implementation of the hotel's digital marketing plan, the development and implementation of Social Media Strategy, the support of PR activities and the promotion of F&B activities. He is the President of the IFITT Greek Chapter.

### Harry Georgiou



**Harry Georgiou** holds a Doctorate in Hospitality Management, with specializations in (HRM & Service Quality), Middlesex University. Currently, he is the General Manager at Adams Beach Hotel 5\*. He worked at various hotels. Dr. Georgiou is a member in various associations, including Association of M.B.As, 1998; H.C.I.M.A. (IH) 2001; WHO IS WHO, Switzerland, 2003; Chaine des Rotisseurs, France; and an active member of the European Hotel Managers Association "EHMA" since 2014. His professional certifications include the Athenaeum Inter-Continental Hotel, Athens (a 45-Day Cross Training Exposure Course on the F&B & Operations Management & Liaison with the F&B and the Residents Manager).

## Workshop – Publishing Strategy

What is publishing about, what are the must-do & must not-do? Three editors give you the answers!

### Marianna Sigala



**Marianna Sigala** is Professor at the University of South Australia and Director of the Centre for Tourism & Leisure Management. Prior to her current position she has been an academic staff at the Universities of Strathclyde and Westminster in the UK, and the University of the Aegean (Greece). She also has professional hospitality industry experience. Her interests include service management, Information and Communication Technologies (ICT) in tourism and hospitality, and e-learning. She is a widely published and multi-awarded authority with a long record of leadership/participation in tourism research projects. She is currently the co-editor of the Journal of Service Theory & Practice, the Editor-In-Chief of the Journal of Hospitality & Tourism Management and the advisor editor of the Journal of Hospitality & Tourism Cases. She is a past President of EuroCHRIE and a past member of the executive board of CHRIE. She currently serves at the executive boards of IFITT and CAUTHE. In 2016, she has been awarded the prestigious EuroCHRIE Presidents' Award for her lifetime contributions and achievements to tourism and hospitality education.

### Zheng Xiang



**Zheng Xiang, PhD**, is Associate Professor in the Howard Feiertag Department of Hospitality and Tourism Management at Virginia Tech, USA. His research interests include travel information search, digital marketing, and social media analytics in tourism and hospitality. He is currently editor-in-chief of the Journal of Information Technology & Tourism and serves as editorial board member for several international journals including Journal of Travel Research, Journal of Business Research, and Journal of Travel and Tourism Marketing.

### Dimitrios Buhalis



**Dimitrios Buhalis** is a Strategic Management and Marketing expert with specialisation in Information Communication Technology applications in the Tourism, Travel, Hospitality and Leisure industries. He is the Head of Department Tourism and Hospitality, Director of the eTourism Lab and Deputy Director of the International Centre for Tourism and Hospitality Research, at Bournemouth University in England. In 2018 Bournemouth University was ranked 8th in the QS World University Rankings for Hospitality & Leisure Management. He is also the First Vice President of the International Academy for the Study of Tourism, an Executive Board Member of the United Nations World Tourism Organisation (UNWTO) Affiliate Members, and the Editor in Chief of the most established Journal in Tourism: Tourism Review now in its 73rd volume. Dimitrios is a Founding Member and the past President (2010-2014) of the International Federation for Information Technologies in Travel and Tourism (IFITT). Buhalis work is referenced widely and he is the 3rd most cited for tourism and 1st most cited for hospitality on Google Scholar with more than 30000 citations and h-index 74.

# Workshop - Academic Integrity

How do I make sure my research is living upon the standard of academic integrity? Check it out in this session!

## Angelika Kokkinaki



**Angelika Kokkinaki** is Professor in Information Systems and serves as the MBA Director at the University of Nicosia. She has extensive experience in inter- and intra- organizational information systems, including e-business, e-government, e-learning and e-innovation. She has worked as researcher and lecturer in the USA, UK and the Netherlands. She has participated in 20+ national and EU funded programmes and has published over 90 articles in journals and conferences. She holds PhD, Computer Science, the University of Louisiana at Lafayette (ULL), Lafayette, LA, USA (1995), M.Sc., Computer Science, Northeastern University, Boston, MA, USA (1991) and 5-year curriculum Diploma, Computer Engineering and Informatics from Patras University (1987). She is a Chartered Engineer (Technical Chamber of Greece, 1987) and an accredited Project Manager (MIT Professional Programmes, 1998). She has been elected as the President of the Cyprus chapter of AIS ([www.aisnet.org](http://www.aisnet.org)) and the Executive Secretary of the Mediterranean Conference on Information Systems, an AIS affiliated conference. She is the national coordinator of ennovation, that is, an EU-wide digital innovation competition (<http://ennovation.gr/>). Prof. Kokkinaki holds the Chair of the Organization Committee of the Digital Championship initiative in Cyprus, a virtual organization consisting of all public and private Universities in Cyprus, 3 Ministries, the Research Promotion Foundation and many private sector representatives (<http://web.cut.ac.cy/digitalchampion/>).

## Styliani Kleanthous



**Styliani Kleanthous** (Ph.D., University of Leeds, UK) is a senior research associate at CyCAT (Cyprus Center for Algorithmic Transparency) and Transparency in Algorithms Group in RISE LTD. Styliani's main research interests and expertise are concentrated in the area of User and Community Modelling, Personalization and Adaptive Systems. She specializes in exploiting psychological and social theories for modelling user preferences, for designing intelligent interaction and adaptive user support. She has published over 30 papers in journals and scientific conferences, co-organised a number of international workshops and has given numerous presentations. Since 2004 she has been involved in different UK and EU-funded research projects for establishing requirements, modelling users and providing adaptive support for collaboration, learning, medical data analysis and identifying innovation networks.

## Workshop - Preparing for Your First Job Talk

(almost) finished your PhD? Get the best advice how to prepare for your first job applications!

### Lorenzo Cantoni



**Lorenzo Cantoni** is full professor at USI - Università della Svizzera italiana (Lugano, Switzerland), Faculty of Communication Sciences, where he is director of the Institute of Digital Technologies for Communication. He graduated in Philosophy and holds a PhD in Education and Linguistics. His research interests are where communication, education and new media overlap, ranging from computer mediated communication to usability, from eLearning to eTourism and digital Fashion, from ICT4D to eGovernment.

He is chair-holder of the UNESCO chair in ICT to develop and promote sustainable tourism in World Heritage Sites, established at USI in 2013. He is USI's Pro-rector for Education and Students' experience, director of the Master in Digital Fashion Communication, done in collaboration with the Université Paris 1 Panthéon-Sorbonne, and member of the board of the Master in International Tourism. He has been Dean of the Faculty (2010-2014) and President of IFITT - International Federation for IT in Travel and Tourism (2014-January 2018).



### Iis Tussyadiah

**Iis Tussyadiah** is a Reader in Hospitality and Digital Experience with the School of Hospitality and Tourism Management at University of Surrey, where she leads the Digital Visitor Economy research group and the Digital Lab. Her research interest centers around behavior and decision making, and designing technologies to influence behavior and experiences. Iis is President of the International Federation for Information Technologies and Travel & Tourism (IFITT) (2018-Present), having served as Vice President from 2014-2017. Iis serves as Associate Editor of Annals of Tourism Research and Editorial Board member of several journals.