



2026

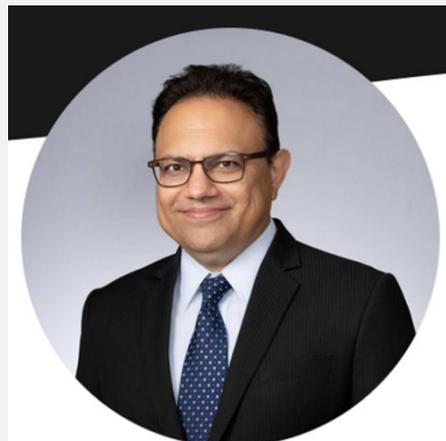
ICHRIE Eta Sigma Delta (ESD) ΗΣΔ Undergraduate Student Research Symposium
26-27 February 2026 | Boston University School of Hospitality Administration | Boston, Massachusetts USA



HOSTED BY



School of Hospitality Administration



Under the Leadership of Dr. Arun Upneja (Dean of the School)

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Dr. Yunmei Bai	Consumer Behavior/Technology	Boston University

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Dr. Godwin-Charles Ogbeide	Hospitality and Leadership Institute

GENERAL SESSION SPEAKERS



Dr. Makarand Mody
Keynote Speaker

Dr. Makarand Mody, Ph.D., is an Associate Professor of Hospitality Marketing at the Boston University School of Hospitality Administration (SHA). He received his Ph.D. in Hospitality Management from Purdue University and also holds a Master's degree from the University of Strathclyde in Scotland. He currently serves as the Chair of Undergraduate Programs and the Director of Research at SHA. He has published in leading journals in hospitality and tourism, and services management, such as the International Journal of Contemporary Hospitality Management, Tourism Management, and the Journal of Service Management. He is an internationally recognized scholar on the sharing economy and conducts research on the intersection of hospitality and other industries, such as healthcare.



Dr. Sunny Kim
Panel Discussion Moderator

Dr. Sunny Kim joined Boston University's School of Hospitality Administration in 2025 as an Assistant Professor. She earned her Ph.D. in Management from the University of Massachusetts Amherst and a master's degree from Kansas State University. Her research focuses on the well-being of service employees, exploring topics such as customer incivility, and technology-infused service encounters. She has published in leading journals in hospitality, tourism, and services management. She brings extensive professional experience across Korea, Japan, and the United States in the hospitality and service sectors, which informs both her research and teaching. She has presented extensively at international conferences, fostering collaborations across institutions and globally.



Eli Feldman
Panelist

Eli Feldman has been leading in restaurants for 20+ years. He was Director of Operations for Barbara Lynch for 10 years, helping grow from 1 location to 7. He has consulted on restaurant openings for some of Boston's best restaurateurs. Additionally, Eli has served as an advisor to restaurant technology companies and is an adjunct professor at Boston University's School of Hospitality Administration. Eli partnered with Andrew Holden to open Shy Bird in Kendall Square in 2019. They opened a second location in South Boston in 2022, a third location in Fenway earlier this year, and aspire to keep growing. Eli also writes a Substack newsletter, Elided Opinions, which focuses on restaurants' place in society and culture as well as restaurant technology. Eli also sits on multiple restaurant tech advisory boards.



Lisa Flores
Panelist

Texas native **Lisa Flores** moved to Boston University, earning a B.S. in Business Management. She began as a hostess at Mistral in 2001 and quickly advanced to Reservations Manager and Special Events Manager under Chef/Owner Jamie Mammano. Promoted to Director of Sales and Marketing in 2008, she led marketing for Columbus Hospitality Group, including Sorellina, Moo, Ostra, Inn at St. Botolph, and XV Beacon Hotel. She continues to oversee marketing, branding, media relations, private events, and restaurant buyouts, while teaching the Introduction to Food and Beverage Management Course as an adjunct professor for Boston University's School of Hospitality Administration.



Chris Jamison
Panelist

Chris Jamison is the founder and CEO of COJE Management Group, a Boston-based hospitality company known for creating high-energy, design-forward restaurants and nightlife venues. He is a visionary leader with a background in real estate and development, focusing on experiential dining in spaces like Coquette, Cocorico, and Caveau. Jamison's developments are notable venues in Boston's Seaport area, focusing on "fun finer dining" and blending old-world hospitality with modern, indulgent settings. Under his leadership, COJE focuses on meticulous, thematic design, social dining experiences, and expanding its footprint through unique concepts, including a 2024 noodle-and-dumpling bar project.

DAY 1 (FEBRUARY 26)

2:00 PM - 5:00 PM	Registration Boston University School of Hospitality Administration, Room 110 (SHA 110)
2:00 PM - 7:00 PM	General Session 1, SHA 110 (Moderator: Dr. Godwin-Charles Ogbeide)
3:30 PM - 3:45 PM	School of Hospitality tour guided by SHA students
3:45 PM - 4:45 PM	Campus Walking Tour of Boston University
5:00 PM - 7:00 PM	<ul style="list-style-type: none"> • Welcome Address Donna Albano, Eta Sigma Delta (ESD) Board of Governors Professor of Hospitality, Tourism & Event Management Studies, Stockton University Dean Arun Upneja, BU School of Hospitality • Introduction to BU School of Hospitality Graduate Programs Sean Mullen, Associate Provost for Graduate Affairs, Boston University Apostolos Ampountolas, Chair of the Graduate Programs, School of Hospitality • Featured Speaker: Welcome to Boston! Dave O'Donnell, Vice President of Strategic Communications, Meet Boston, Greater Boston Convention & Visitors Bureau • Keynote Address: Experience Innovation and Applications in Hospitality Research and Practice Makarand Mody, Associate Professor of Hospitality Marketing; Director, Research; Chair of Undergraduate Programs

DAY 2 (FEBRUARY 27)

8:00 AM - 12:00 PM	Registration Boston University School of Hospitality Administration, Room 110 (SHA 110)
8:00 AM - 8:45 AM	Networking Breakfast/Welcome by Dean Arun Boston University School of Hospitality Administration, Stamas Lounge & Library (1st floor)
8:45 AM - 11:00 AM	General Session 2, SHA 110 (Moderator: Dr. Godwin-Charles Ogbeide)
8:45 AM - 9:00 AM	How Philadelphia Markets Itself as a FIFA 2026 Host City: A Social Media Strategy Analysis. By Taylor Mickley, Kelly Barr, and Lali Odosashvilli (Widener University)
9:00 AM - 9:15 AM	Effect of ESG Scores on Restaurant Performance By Shruti Meenakshi and Hong Soon Kim (University of Delaware)
9:15 AM - 9:30 AM	Socioeconomic Status and the Rise of Functional & Sustainable Food Preferences in Generation Z. By Kavon Kisanasammy and Ruth Smith (Bethune-Cookman University)
9:30 AM - 10:30 AM	Panel Discussion: Innovation and Innovative Experiences Moderator: Dr. Sunny Kim Panelists <ol style="list-style-type: none"> 1. Eli Feldman, Co-Owner of Shy Bird and Adjunct Professor 2. Lisa Flores, Director of Sales and Marketing, Columbus Hospitality Group and Adjunct Professor 3. Chris Jamison, CEO, COJE Management Group
10:30 AM - 10:45 AM	Break, Stamas Lounge & Library (1st floor)
10:45 AM - 11:15 AM	Induction of new SHA student members to ICHRIE ESD
11:15 AM - 12:30 PM	Concurrent Session 1, SHA 111 (Moderator: TBD)
	Building Consumer Trust in Short-Term Rentals: A Literature Review on Factors Influencing Consumer Booking Motivations and Trust Formation. By Alyssa Thornton and Kiyon Shafieizadeh (Metropolitan State)

<p>This session is about: Consumer Behavior/Technology</p>	University of Denver)
	Feeding the Senses: The Psychology Behind Food and its Impact on Emotions, Sensory, and Memory in Event Experience Design. By Kayce Ford and Mary Olle (Stephen F. Austin State University)
	Micro-Auditory Cues and Dynamic Soundscapes: Advancing Intentional Sonic Architecture in Hospitality Environments. By Bingqing Liu and Makarand Mody (Boston University)
	Understanding Hard Cider Consumer & Producer Behaviors. By Carys Waddington, Scott Taylor, and Cortney Norris (University of South Carolina)
	Understanding College Students' Hotel Selection Preferences: The Role of Brand Familiarity, Cost-Quality Tradeoffs, and Comparisons with Vacation Rentals. By Anna Tenbenschel, Cory Cimaglia, and Stacey Smith (Fort Hays State University)
11:15 AM – 12:30 PM	Concurrent Session 1, SHA 201 (Moderator: Dr. Phil Jolly)
<p>This session is about: Hospitality/Human Resources/Hospitality Education</p>	The Impact of Sysco on Local Food Sourcing: A Case Study of Manhattan, Kansas By Liliya McCallum and Yue Teng-Vaughan (Kansas State University)
	Where Hospitality Meets Humanity: The Legacy of the Pulte Humanitarian Hotels Case Study. By Savannah Avey, Grace Dahill, Skylar Edmund, Elisabeth Ressler, Kara Waskowiak, and Sara Ghezzi (University of Wyoming)
	Supporting Women on the Hospitality Career Ladder: How can Companies Retain Early Career Women. By Samantha Baker and Susan Gordon (Purdue University)
	The Elephant in the Restaurant: Substance Misuse Among Hospitality Employees. By Sydney Lynch, Scott Taylor, and Cortney Norris (University of South Carolina)
	Finding Your Professional Identity Within the Hospitality Industry By Delanee Bedore, Samantha Courkamp, and Stacey Smith (Fort Hays State University)
11:15 AM – 12:30 PM	Concurrent Session 1, Boardroom-3rd floor (Moderator: Dr. Jeff Lolli)
<p>This session is about: Event/Tourism/Sustainability</p>	Balancing Community Engagement and Tourism Sustainability: Festival and Event Management Strategies for Resilient Destinations. By Cassandre Bossicot and Ruth Smith (Bethune-Cookman University)
	A Comparative Narrative Review of NFL Sustainability Practices in Domestic and International Event Contexts. By Sarah Goodrich and Laura Leeds (Stockton University)
	Packaging the Past: Tourism and the Portrayal of Slavery at Charleston's Plantations. By McKenna Ronchetto and Stephen Litvin (College of Charleston)
	The Economic Impact of Youth Sports Tourism: A Case Study of Westfield, Indiana. By Abby Fleischer and Yue Teng-Vaughan (Kansas State University)
	Enhancing The Benefits of Culinary Tourism to Positively Affect Local Communities By Leah Samuels and Fang Shu (Florida International University)
12:30 AM – 1:15 PM	LUNCH, Stamas Lounge & Library (1st floor)
1:15 PM – 2:30 PM	Concurrent Session 2, SHA 111 (Moderator: TBD)
<p>This session is about: Consumer Behavior/Technology</p>	#RudeCustomers: The effects of social media posts about customer mistreatment on viewers' moral distress and boycott intentions. By Cass Shum, Wen Jiang, Kira Granito and Billy Bai (William F. Harrah College of Hospitality at the University of Nevada Las Vegas (UNLV))
	Restaurant Firms' Risk Reduction Strategies for Food Crisis: In A Case with the Outbreak of Avian Influenza (H5N1). By Michael Croft, Tres Kimball, and Jaewook Kim (University of Houston)
	The Future of Casinos: Artificial Intelligence and Technological Transformation in Gaming and Hospitality. By Marisol Banda and Kelly Parr (Fort Hays State University)
	Future of the Cruise Industry: Gen Z, Dynamic Pricing and Gamification By Timur Zafesov, Andrey Timofeev, and Maxim Timofeev (Boston University)

1:15 PM – 2:30 PM	Concurrent Session 2, SHA 201 (Moderator: Dr. Phil Jolly)
This session is about: Hospitality/Human Resources/Hospitality Education	Empowering Ethical and Self-Regulated Learners: Integrating AI Ethics Training in Hospitality Business Education. By Nora Skolnik, Matthew McGuire, Eunseong Jeong, Taylor Garabedian, and Miran Kim. (Michigan State University)
	New Restaurant on Campus. By Miley Chang and Robert Pak (Boston University)
	The Decline of Atlantic City the Exploration and Identification of Past Trends & Recommendations for Future Development. By Charlee Dwyer and Jane Bokunewicz (Stockton University)
1:15 PM – 2:30 PM	Concurrent Session 2, Boardroom-3rd floor (Moderator: Dr. Jeff Lolli)
This session is about: Event/Tourism/Sustainability	Finding Charleston's Forgotten Spaces: How Hotel Development Reshaped the Historic City. By Riley Davis and Stephen Litvin (College of Charleston)
	Beyond The Aisle: The Essential Guide for Event Planners to Navigate Cultural Diversity in Weddings. By Ellee Marsh and Mary Olle (Stephen F. Austin State University)
	Evolving Travel Agency Usage: A Market Segmentation Study for the Digital Era. By Caroline Twite and Stephen Litvin (College of Charleston)
2:30 PM - 2:45 PM	Break, Stamas Lounge & Library (1st floor)
2:45 PM - 3:30 PM	Award Ceremony/Closing, SHA 110 (Moderators: Dr. Godwin-Charles Ogbeide)
	Best Paper and Meritorious Paper Awards

About Eta Sigma Delta (ESD) Honor Society

In 1978, a group of students from the University of New Hampshire's Whittemore School of Business and Economics (now The Peter T. Paul College of Business and Economics) identified a need to recognize hospitality and tourism students for outstanding academic achievement, meritorious service and demonstrated professionalism. At that time, honor societies existed for other disciplines, but not for the field of study serving one of the world's largest industries.

As a special project, the students researched and evaluated a variety of options for fulfilling this need. The end result was the establishment of the first chapter of Eta Sigma Delta International Hospitality Management Society. Today, there are over 90 active Eta Sigma Delta chapters throughout the world. The growth is testament to the dedication of both students and professionals in hospitality and tourism to the pursuit of academic, professional, and personal excellence. The guidance and support of International CHRIE has made it possible for ESD to grow. It is the intent that this Society will lead hospitality and tourism educators and professionals to the highest levels of professionalism and achievement.

Benefits of ESD Membership



Get started on building your international networks and careers. The professional benefits of Eta Sigma Delta include an opportunity for outstanding students to distinguish themselves in the eyes of educators, recruiters and industry executives in an increasingly competitive industry. In addition, ESD provides a networking system through their chapters that allows for interaction and the exchange of information among students. Often, ESD meets for special events or functions at annual trade shows. An Eta Sigma Delta column regularly appears in the ICHRIE monthly newsletter as well.

- ESD Student will become student members of International CHRIE until the December after they graduate from their programme. They will then be eligible to apply for full ICHRIE membership. The ESD designation is lifelong.
- ESD can serve as a means of uniting outstanding students for campus activities, fundraisers and volunteer programs at institutions.
- Educational benefits include the opportunity for ESD chapters to provide a stimulus for students to strive for academic excellence.
- By functioning as a resource for the hospitality program, ESD chapters can also provide tutoring or other forms of academic support for students needing assistance.
- Act as a resource from which Industry leaders can recruit.
- Gain and develop networking opportunities with other ESD students across the world within ICHRIE.

Who is Eligible to be a Member of ESD?

The school must be a current **Executive** (*previously Institutional*) or **Gold Premium / Premium** Member of International CHRIE. In addition, the ESD Faculty Adviser will gain a complimentary full membership of International CHRIE if they have an active ESD Chapter. The ESD Society will grant membership to the following categories of individuals: Students, Alumni, Graduate Student, and Honorary.

- An undergraduate student must have completed 50% of the credit hours required for graduation in an institution that has become a chapter of the Society. Provided the criteria is met, the student may have at least a sophomore (2nd year) or junior (3rd year) standing.
- The student must be officially declared as a hospitality management major and have completed at least one complete year's course work at the institution requesting society membership.
- The undergraduate student must have obtained a 3.00 GPA or above at an institution with a 4.00 scale, or an equivalency at an institutional chapter using some other method of calculation. A student enrolled in an institution not on the 4.00 GPA, must rank at or above the top 20th percentile in class standing.

ESD Points of Honor

There are 5 points of honor that ESD students will recognize and shine:

Creativity: We light this candle in recognition of Creativity. We realize that our ability to think creatively will affect the future of our professions. Our innovation will lead to better decisions and outcomes.

Ethics: We light this candle to establish the commitment we have to Ethics. The consideration of the Ethics guides our personal and professional decision-making. May this final candle brilliantly light the way for each of us throughout our lives.

Excellence: We light this candle to represent our continuous pursuit of Excellence in all we do. Through the quest for Excellence, we pledge to uphold high standards for both academic and professional achievement.

Leadership: We light this candle as a hallmark of Leadership. A leader is like a light held high that brightens the way for others. Let us each pledge that in our personal and professional relationships; we will demonstrate the qualities of Leadership.

Service: We light this candle to acknowledge the importance of Service. After all, it is service that makes the hospitality industry unique. May our concern for others help promote our professional success and inspire us to lead lives of service.

Thank you to all the authors, speakers, sponsors, and ICHRIE Staff.
ICHRIE Eta Sigma Delta extends special gratitude to the presenting sponsor of this third ICHRIE ESD Undergraduate Research Symposium, Boston University School of Hospitality Administration.



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