



## Federation On Fire

### NENA CHRIE Federation on Fire!

#### 🔥 AI: Academia Meets Industry! 🔥

##### ***Ignited by:***

Dr. Faye Hao, Assistant Professor, The Hong Kong Polytechnic University, and Dr. Markus Schuckert, Professor, University of New Hampshire



AI is reshaping industry operations, enhancing guest experiences, and driving innovation in business strategies from a global perspective. In the most recent Rise & Grind NENA CHRIE, Dr. Faye Hao and Dr. Markus Schuckert presented current knowledge on the integration of AI in various industries, with a particular emphasis on its impact on hospitality and education. The speakers then discussed the potential benefits and challenges of AI, including its role in enhancing sustainability and accessibility, the need for strategic management in its application, and the potential for AI to exacerbate existing biases.



Both speakers addressed some current concerns amongst hospitality practitioners and scholars, including AI's impact on shifting the paradigm of service, traditionally defined as the interaction between human providers and customers. Both highlighted the challenge for hotel companies in balancing automation with maintaining high-quality, personalized service, especially for luxury brands. In addition, the audience engaged in conversation discussing AI bias and privacy concerns in the industry. The conversation ended with a discussion on the implications of AI on education and hospitality, with a call for continued learning and collaboration on the topic.

Tune in here: [AI: Academia Meets Industry](#), Passcode: D1z?.si\$