



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!

Submit your paper by Oct 29, www.enter2019.org



PROGRAM

KEYNOTES

PITCH STYLE PRESENTATIONS

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

AWARD CEREMONY

HOSTED BY



PhD Workshop Chairs

Dr. Lidija Lalicic
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PRELIMINARY PROGRAM (09:00-18:00)

OPENING	Opening Session and Welcome Lidija Lalacic, Rosanna Leung and Angelika Kokkinaki (PhD Workshop Chairs) Iis Tussyadiah (IFITT President)			
KEYNOTE	Noam Shoal, Hebrew University of Jerusalem 'Implementation of Tracking Technologies for Tourism Research: Lessons from a Scholarly Journey of two Decades'			
PITCHES	Student PhD Pitches <i>Yes, it is hard, but not impossible! Catch the audience interest in your PhD proposal, you got 5 minutes sharp!</i>			
CLINICS	Workshop <i>Preparing for Your First Job Talk</i> (almost) finished your PhD? Get the best advice how to prepare for your job applications! By: TBA	Research Clinic I Mentors will answer your questions about your PhD and give you constructive feedback	Research Clinic II Mentors will answer your questions about your PhD and give you constructive feedback	Research Clinic III Mentors will answer your questions about your PhD and give you constructive feedback
WORKSHOPS	Workshop <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	Publishing Strategy What is publishing about, what are the must-do & must-not-do? Three editors give you the answers! By: Zheng Xiang, Mariana Sigala, Dimitrios Buhalis	Academic Integrity 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	Your PhD & Industry Relevance Is your PhD relevant for industry? What should you pay attention to? Experts elaborate more on this in this session! By: Christos Ditros, Ulrike Gretzel, TBA
KEYNOTE	Ana Maria Munar, Copenhagen Business School 'Are you in the picture? Critical thinking, Positionality and Desire in the PhD journey'			
AWARDS	Best Master & Dissertation Award Presentations & PhD Proposal Award Ceremony <i>Time to announce the winners and clap our hands!</i> Estela Mariné-Roig (IFITT Awards Selection Committee)			
CLOSURE	Closure <i>You will receive your attendance certificate</i> Lidija Lalacic, Rosanna Leung and Angelika Kokkinaki (PhD Workshop Chairs) Iis Tussyadiah (IFITT President)			
SOCIAL	Informal Get Together (on your own expenses) <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 Maria 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 Schuckert

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 is it 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.

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

Workshop - Your PhD & Industry Relevance

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.

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) 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/>).

Stella Kleanthous

Workshop - Preparing for Your First Job Talk

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

TBA