

School of Hotel & Tourism Management
Research Projects Implemented/To Be Implemented in Hotel ICON

No.	Name of Investigators	Research Topic	Start Date	Completion Date	Dept(s) of Hotel ICON involved
1	Dr Wilco Chan (PI) Miss Alice To (Co-I)	Real-time Alerting System for Wine Cellar Conditions	1 Sept 2011	31 Aug 2013 (Completed)	<ul style="list-style-type: none"> • Engineering • Food & Beverage
2	Dr Tony Tse (PI)	The Use of Hotel ICON as a Teaching and Research Hotel: Who Benefits and How?	1 Sept 2011	30 June 2013 (Completed)	<ul style="list-style-type: none"> • Executive Office • Human Capital
3	Dr Tony Tse (PI) Dr Yiu Tung Poon (Co-I), Iowa State University	New Hotel Opening and Revenue Management	1 Nov 2011	28 Feb 2013 (Completed)	<ul style="list-style-type: none"> • Finance & Administration • Sales & Marketing
4	Dr Simon Wong (PI) Prof. Adele Ladkin (Co-I), Bournemouth University Miss Anne Tang (Co-I)	A Study of Staff Satisfaction in Hotel ICON	1 Nov 2011	31 Oct 2012 (Completed)	<ul style="list-style-type: none"> • Human Capital
5	Dr Deniz Kucukusta (PI) Dr Basak Denizci Guillet (Co-I)	The Effects of Design Elements on Customer Perceptions	1 Oct 2013	30 Sept 2015 (Completed)	<ul style="list-style-type: none"> • Sales & Marketing • Rooms • Food & Beverage
6	Dr Simon Wong (PI) Miss Anne Tang (Co-I)	A Study of the Relationship between Employees' Perceptions of Leadership Styles and Job Satisfaction in Hotel ICON	1 Nov 2012	31 Oct 2013 (Completed)	<ul style="list-style-type: none"> • Human Capital
7	Dr Tony Tse (PI)	How to Launch a New Independent Hotel with Internet: A Case Study of Hotel ICON in Hong Kong	1 Sept 2011	31 Dec 2012 (Completed)	<ul style="list-style-type: none"> • Sales & Marketing
8	Dr Catherine Cheung (PI) Prof. Rob Law (Co-I)	Developing an Employees' Branding Scorecard for Hotel ICON	1 Sept 2012	30 June 2013 (Completed)	<ul style="list-style-type: none"> • Human Capital • Food & Beverage • Rooms
9	Dr Cindy Heo (PI) Dr Sunghyup Hyun (Co-I), Pusan National University	Developing Co-branding Strategy for Independent Hotels in Hong Kong: The Effects of Brand-name Amenities on Customers' Perception of the Independent Hotel	9 July 2012	31 May 2014 (Completed)	<ul style="list-style-type: none"> • Finance & Administration • Rooms
10	Dr Basak Denizci Guillet(PI) Prof. Rob Law (Co-I) Dr Andy Lee (Co-I), The University of Queensland	What Color Do Hotel Guests Prefer? – The Case of a Wellness Room	1 Aug 2012	31 July 2015 (Completed)	<ul style="list-style-type: none"> • Rooms
11	Dr Tony Tse (PI) Prof. Rob Law (Co-I) Dr Andy Lee (Co-I), The University of Queensland	Hotel Guests' Perception of In-room Technology – The Case of Hotel ICON	1 Aug 2012	31 July 2014 (Completed)	<ul style="list-style-type: none"> • Rooms
12	Prof. Bob McKercher (PI)	The Impact of Weather on Tourist Behaviour	15 June 2012	15 Sept 2012 (Completed)	<ul style="list-style-type: none"> • Others (Front Office)
13	Dr Markus Schuckert (PI) Dr Basak Denizci Guillet (Co-I) Dr Murray Mackenzie (Co-I)	How to Handle Food Leftover Properly? An Exploratory Case Study of Corporate Social Responsibility and Food Waste in the Hotel Industry of Hong Kong	1 Dec 2012	30 Nov 2014 (Completed)	<ul style="list-style-type: none"> • Executive Office • Food & Beverage

14	Dr Lorenzo Masiero (PI) Dr Cindy Heo (Co-I), Lausanne Hotel School Dr Bing Pan (Co-I), College of Charleston	A Discrete Choice Model of Hotel Room Choice in Hotel ICON	1 Jan 2013	31 Dec 2014 (Completed)	<ul style="list-style-type: none"> • Finance & Administration • Sales & Marketing
15	Dr Pearl Lin (PI)	Restaurant Reservation and Cancellation Policy	14 Jan 2016	17 Apr 2017	<ul style="list-style-type: none"> • Food & Beverage
16	Prof. Brian King (PI) Dr Pearl Lin (Co-I) Dr Cindy Heo (Co-I), Lausanne Hotel School	An Examination of Individual and Organizational Factors Influencing Hotel Employees' Creativity	15 Jan 2013	17 Apr 2016	<ul style="list-style-type: none"> • Human Capital
17	Prof. Haiyan Song (Co-PI) Prof. Cathy Hsu (Co-PI) Prof. William Gartner (Co-I), University of Minnesota	Wine Branding with Hotel ICON as a Research Setting	16 Aug 2013	30 June 2014 (Completed)	<ul style="list-style-type: none"> • Food & Beverage
18	Dr Tony Tse (PI) Prof. Yiu Tung Poon (Co-I), Iowa State University	Managing Overbooking Situation in The Market, Hotel ICON	1 Jan 2014	31 Dec 2014 (Completed)	<ul style="list-style-type: none"> • Food & Beverage
19	Dr Ada Lo (PI) Prof. Brian King (Co-I) Dr Murray Mackenzie (Co-I)	Impact of Health and Environmental Attitudes and Lifestyles on Consumers' Sustainable Dining Choices – A Case of Hotel ICON Guests	1 Jan 2014	31 Dec 2015 (Completed)	<ul style="list-style-type: none"> • Food & Beverage
20	Dr Jinsoo Lee (PI) Dr Eric Chan (Co-I) Prof. Ki-Joon Back (Co-I), University of Houston Dr Priyanko Guchait (Co-I), University of Houston	Importance of Error Management in Hotels: Impact on Employee Performance Attitudes and Behaviors	1 Jan 2014	31 Dec 2016	<ul style="list-style-type: none"> • Human Capital
21	Dr Stephen Pratt (PI) Dr Murray Mackenzie (Co-I)	Food Miles & Menu-based Greenhouse Gas Emissions of Hotel ICON	1 Jan 2014	31 Dec 2015 (Completed)	<ul style="list-style-type: none"> • Food & Beverage • Procurement
22	Dr Stephanie Pougnet (PI) Dr Alice Hon (Co-I)	How Does Internship Contribute to the Performance of Employees and HRM Practices?	1 Jan 2014	31 July 2014 (Completed)	<ul style="list-style-type: none"> • Human Capital
23	Dr Tony Tse (PI) Dr Denis Tolkach (Co-I)	Understanding the Needs of Russian Guests at Hong Kong Hotels	1 Sept 2014	31 Aug 2015 (Completed)	<ul style="list-style-type: none"> • Sales & Marketing • Others (Guest Relations)
24	Prof. Rob Law (PI) Dr Lorenzo Masiero (Co-I) Mr Richard Hatter (Co-I), Hotel ICON	Analyzing Website Performance and User Behavior: The Case of Hotel ICON	1 June 2014	31 May 2016 (Completed)	<ul style="list-style-type: none"> • Food & Beverage • Sales & Marketing • Technology & Innovation
25	Dr Lorenzo Masiero (PI) Prof. Rob Law (Co-I) Mr Richard Hatter (Co-I), Hotel ICON	Customer Ratings in Hotel ICON	1 Sept 2014	31 Aug 2016	<ul style="list-style-type: none"> • Human Capital • Sales & Marketing
26	Dr Sam Kim (PI) Dean Kaye Chon (Co-I) Dr Suna Lee (Co-I)	Willingness to Pay for an Upscale Hotel Restaurant Menu Price According to Hedonic Variables	1 Sept 2014	31 Dec 2015 (Completed)	<ul style="list-style-type: none"> • Food & Beverage

27	Dr Tony Tse (PI) Ms Miranda Chen (Co-I), Nanjing Institute of Tourism and Hospitality	Customer Experiences in Teaching Hotels as Reflected in Guest Online Feedback: The Case of TripAdvisor	1 July 2015	30 June 2016	<ul style="list-style-type: none"> • Sales & Marketing • Human Capital
28	Dr Norman Au (PI) Dr Vincent Tung (Co-I)	The Potential of Big Data Analytics Associated with Smartphone Use: A Case of Hotel ICON	1 July 2015	31 Dec 2016	<ul style="list-style-type: none"> • Technology & Innovation
29	Dr Alice Hon (PI) Ms Clare Fung (Co-I)	Effectiveness of Sleep Management and Customer Return Intention at Hotel ICON	1 Jan 2016	31 Dec 2017	<ul style="list-style-type: none"> • Rooms
30	Dr Suna Lee (PI) Dr Vincent Tung (Co-I)	Developing an Environmental Sustainability Performance Measure for Hotel ICON: A Balanced- scorecard Approach	1 Apr 2016	31 Mar 2017	<ul style="list-style-type: none"> • Engineering • Human Capital
31	Dr Mehmet Ali Koseoglu (PI) Dr Eric Chan (Co-I) Prof. Fevzi Okumus (Co-I), University of Central Florida	How Can Hotels Better Involve Frontline Employees and Middle Managers in Their Competitive Intelligence Activities?	1 Jun 2017	31 May 2019	<ul style="list-style-type: none"> • Others (Staff Survey & Interview)
32	Prof. Rob Law (PI) Mr Richard Hatter (Co-I) Prof. Dimitrios Buhalis (Co- I), Bournemouth University	Temporal Dynamics of Browsing Behavior on Hotel ICON's Website	1 Jan 2017	31 Dec 2018	<ul style="list-style-type: none"> • Food & Beverage • Sales & Marketing • Technology & Innovation