

# 2017 RESEARCH SYMPOSIUM OF THE CAUTHE SIG IN TOURISM, HOSPITALITY & EVENTS

## Research Symposium Programme

21<sup>st</sup> April 2017

UniSA, City West Campus

ROOM: GK5-15			
08:30 – 9:00	Registration open Morning tea – coffee, croissants, cakes		
9:00 – 9:15	Welcome: <b>Prof. Marianna Sigala</b> , University of South Australia, Australia Symposium Chair Co-Chair of the CAUTHE SIG in ICT		
9:15 – 10:00	Keynote speech: <b>Prof. Rob Brodie</b> , University of Auckland, NZ <i>“Customer and stakeholder engagement in service industries: exploring new research frontiers”</i>		
10:00 – 10:45	Keynote speech: <b>Prof. Rebekah Russell-Bennett</b> , Queensland University of Technology, Australia <i>‘Gamification and Services Marketing: Trends and Applications’</i>		
10:45 – 11:00	Short Break		
11:00 – 12:30	Meet the Editors Discussion Panel <b>Prof. Rob Brodie</b> : <i>“Marketing Theory”</i> <b>Prof. Rebekah Russell-Bennett</b> : <i>“Journal of Services Marketing”</i> <b>Prof. Johan Bruwer</b> : <i>“International Journal of Wine Business Research”</i> <b>Prof. Marianna Sigala</b> : <i>“Journal of Service Theory &amp; Practice”</i> and <i>“Journal of Hospitality &amp; Tourism Management”</i>		
12:30 – 13:30	Lunch Break		
13:30 – 16:00	BREAK OUT SESSIONS		
	ROOM: GK5-15	ROOM: GK2-16	ROOM: GK2-10
	Theme: Value co-destruction	Theme: Sharing economy	Theme: Smart Services
16:00 – 17:00	Closing Remarks: The Next steps <b>Prof. Marianna Sigala</b> , University of South Australia, Australia		
19:00 – 21:00	Dinner: venue to be announced		