



University of  
Massachusetts  
Amherst

## ABSTRACTS OF PRESENTATIONS AT THE 2014 ANNUAL AHFME RESEARCH SYMPOSIUM

Item Type	symposium;article
DOI	<a href="https://doi.org/10.1080/10913211.2015.1104125">10.1080/10913211.2015.1104125</a>
Download date	2025-04-27 06:25:07
Link to Item	<a href="https://hdl.handle.net/20.500.14394/30989">https://hdl.handle.net/20.500.14394/30989</a>

## **THE CONTINGENT EFFECT OF MEETING SPACE ON HOTEL OPERATING PERFORMANCE: THE ROLE OF ECONOMIC RECESSIONS**

**Melih Madanoglu, Ozgur Ozdemir, and Kyuho Lee**

**ABSTRACT.** Meeting space capacity is an important demand driver for hotels. However, there is a common concern that too much meeting space may hurt hotel operating performance (i.e., Revenue per Available Room (RevPAR)). Having excess meeting space capacity may be even more detrimental to hotels' bottom line. To test these arguments, we look at the nonlinear effect of meeting space on operating performance with a special emphasis on economic recessions. Using data for more than 19,000 U.S. hotels for the 2007–2012 period, we show that the squared term of meeting space is positively related to RevPAR. However, economic recessions negatively moderate the nonlinear effect of meeting space on performance. Thus, we conclude that having more meeting space serves as a competitive advantage during periods of economic growth. In recessions, hotels with a higher amount of meeting space lose their competitive edge and experience a lower RevPAR relative to hotel properties.

## **EFFECTS OF DIFFERENT DIMENSIONS OF CORPORATE SOCIAL RESPONSIBILITY ON FINANCIAL PERFORMANCE IN THE U.S. HOTELS INDUSTRY**

**Woo-Hyuk Kim and Jundan Hou**

**ABSTRACT.** Given that several scholars have proposed that corporate social responsibility (CSR) can be a source of competitive advantages (Porter & Kramer, 2006) and have confirmed that CSR positively affects various aspects of firm performance, such as firm reputation (Brammer & Millington, 2005; Turban & Greening, 1996), consumer satisfaction (Luo & Bhattacharya, 2006), attractiveness of a firm as an employer (Backhaus, Stone, & Heiner, 2002; Turban & Greening, 1996), and organizational commitment among employees (Peterson, 2004), this study is designed to explore the effects of different dimensions of CSR on corporate financial performance in the U.S. hotel industry. In this study, we divided CSR into six dimensions: (1) community, (2) corporate, (3) diversity, (4) employee, (5) human, and (6) product. We examined each dimension in order to find whether they can influence corporate profitability.

## **AN ANALYSIS OF HOTEL INVESTMENT OBJECTIVES AND DECISION MAKING CRITERIA: AN OWNERSHIP PERSPECTIVE**

**A. J. Singh and Seung Hyun Kim**

**ABSTRACT.** The purpose of research was to understand the decision making criteria that owners, investors, and asset managers use when developing or acquiring a hotel asset. Respondents were asked to identify one single asset hotel acquisition or hotel development project they undertook in 2013 in the United States and rank the 10 most important (in order of importance) factors in their decision to invest in this hotel project. The results of the study revealed that financial, market-driven and expansion/repositioning-associated criteria were the top three factors for investments undertaken in 2013. Furthermore, the results revealed a variation in investment criteria based on the different ownership and investment entities.