

**UNIVERSITY OF SOUTH FLORIDA SARASOTA-MANATEE  
UNIT ASSESSMENT REPORT  
2014-15**

<b>UNIT:</b>	<b>M3 Center for Hospitality Technology and Innovation 40.1510</b> (Dr. Cihan Cobanoglu, Director)
<b>MISSION:</b>	The mission of the Center is to enable and conduct rigorous academic research of significance to the global hospitality industry, while serving as a critical reporting outlet and resource for educational tools and innovation, conferences, training and forums for improving the connections between academia, industry, and the society at large.
<b>2012-16 USFSM STRATEGIC PLAN GOALS:</b>	<p><b>GOAL 1 ACCESS:</b> Expand access to a University education that benefits students and the local, national, and global community. (Aligns with USF System Goals 1,2,3,4,5; State University System of Florida Goals 2,3)</p> <p><b><u>Teaching &amp; Learning</u></b>  (1a.) Expand academic programs in distinctive areas related to the Suncoast's needs and strengths and across disciplines, when feasible, including the ability for students to complete the full four-year bachelor's degree.</p> <p><b><u>Scholarship, Research, and Innovation</u></b>  (1b.) Promote innovative scholarship and community-engaged research.  (1c.) Seek external funding from public grants, private foundations, and individual donors.</p> <p><b><u>Public Service &amp; Community Engagement</u></b>  (1d.) Partner with a variety of organizations and stakeholders, including the USF System.  (1e.) Build a University living and learning community, including residence halls, academic buildings, and student life facilities.</p> <p><b>GOAL 2 SUCCESS:</b> Enhance success of student outcomes, faculty productivity, and community impact (Aligns with USF System Goals 1,2,4,5; State University System of Florida Goals 1,2).</p> <p><b><u>Teaching &amp; Learning</u></b>  (2a.) Produce continuous improvement in student outcome measures, including retention and graduation rates and student career results.  (2b.) Earn professional accreditation and recognition, including AACSB and NCATE.</p> <p><b><u>Scholarship, Research, and Innovation</u></b>  (2c.) Track and promote faculty-developed measures of scholarship.  (2d.) Identify student success predictors.</p> <p><b><u>Public Service &amp; Community Engagement</u></b>  (2e.) Earn recognition as a Carnegie Community-Engaged University.  (2f.) Track and share the value of the University's and graduates' economic and societal contributions.</p>
<b>UNIT GOALS:</b>	<ol style="list-style-type: none"> <li>1. Expand educational M3 University Hotel Accounting &amp; Business Intelligence Software Programs to other national hospitality educational institutions.</li> </ol>
	<ol style="list-style-type: none"> <li>2. Roll out hotel performance index report at a national level.</li> </ol>

<b>UNIT:</b>	<b>M3 Center for Hospitality Technology and Innovation 40.1510</b> (Dr. Cihan Cobanoglu, Director)
	3. Conduct academic research related to the global hospitality industry.

<b>Outcomes</b>	<b>Unit Goals</b>	<b>Means of Assessment</b>	<b>Assessment Data</b>	<b>Plan Resulting from Analysis of Assessment</b>	<b>Vice Chancellor's Response</b> (Dr. Terry Osborn)
<b>Outcome 1.</b> Conduct educational webinars to promote and stimulate adoption of M3 Center distributed software.	1	Attendance – participation in Go To Meeting webinars.	Attendance sheets from the educational webinars: 46 professors have attended the educational webinars via GoToMeeting	Keep promoting the educational tools to the educators in the world.	Excellent work. Continue the important outreach of the Center.
<b>Outcome 2.</b> Conduct educational seminars at national and international conferences to stimulate adoption of M3 Center distributed software.	1	Number of conference sessions and attendance sheets from specific educational seminars.	Conference Presentations: 1. CHRIE 2014 University Program Training (full day workshop) – 8 attendees 2. CHRIE 2014 Symposium on Teaching Hospitality with Technology – 10 attendees 3. 2015 Graduate Education & Graduate Student Research Conference in Hospitality and Tourism – 16 attendees	Keep promoting the M3 Center and its services in national conferences. Also, expand the dissemination in international conferences and venues.	Excellent work. Continue the important outreach of the Center.
<b>Outcome 3.</b> Design final report for Hotel Benchmarking Index including layout, metrics, and graphics.	2	Initial draft version of final report.	Initial draft version of the final report of Hotel Benchmarking Index (HBI) has been developed and is attached to this Unit Assessment Report.	Keep working on HBI. Conduct focus groups to collect feedback. Disseminate the index in national and international conferences and venues.	Excellent work. Continue the important outreach of the Center.
<b>Outcome 4.</b> Implement validation, feedback, and design of draft report for Hotel Benchmarking Index.	2	Focus group consisting of industry professionals and	One focus group was conducted at Hospitality Industry Technology Exhibition and Conference (HITEC) and Club and Hotel Controllers' Conference in Austin, TX in 2015.	Conduct focus groups to collect feedback. Disseminate the index in national and international conferences and venues.	Excellent work. Continue the important outreach of the Center.

Outcomes	Unit Goals	Means of Assessment	Assessment Data	Plan Resulting from Analysis of Assessment	Vice Chancellor's Response (Dr. Terry Osborn)
		hospitality university faculty.			
<p><b>Outcome 5.</b> Creation of publishable academic articles related to global hospitality technology &amp; Innovation.</p>	3	Submission of articles to rigorous hospitality journals and/or presentations at conferences.	<p>In 2014 – 2015 academic year the following articles were published, accepted for publication, and submitted to rigorous hospitality journals.</p> <p>Published: Bilgihan, A., <b>Berezina, K., Cobanoglu, C.,</b> &amp; Okumus, F. (2014). The Information Technology (IT) Skills of Hospitality School Graduates as Perceived by Hospitality Professionals. <i>Journal of Teaching in Travel &amp; Tourism</i>, 14(4), 321-342.</p> <p>Accepted: <b>Berezina, K.,</b> Bilgihan, A., <b>Cobanoglu, C.,</b> &amp; Okumus, F. (In Press) Understanding satisfied and dissatisfied hotel customers: Text mining of online hotel reviews. <i>Journal of Hospitality Marketing &amp; Management</i>.</p> <p>Ali, F., Amin, M., &amp; <b>Cobanoglu, C.</b> (2015). An Integrated Model of Service Experience, Emotions, Satisfaction and Price Acceptance: An Empirical Analysis in the Chinese Hospitality Industry. <i>Journal of Hospitality Marketing &amp; Management</i>..</p> <p>Bilgihan, A., Nusair, K., Okumus, F., &amp; <b>Cobanoglu, C.</b> (2015). Applying the Flow Theory to Booking Experiences: An Integrated Model in an Online Service Context. <i>Information &amp; Management</i>.</p>	Keep publishing research and disseminating in research and industry outlets.	Excellent work. Continue the important outreach of the Center.

Outcomes	Unit Goals	Means of Assessment	Assessment Data	Plan Resulting from Analysis of Assessment	Vice Chancellor's Response (Dr. Terry Osborn)
			<p>Submitted:  <b>Berezina, K.</b>, Semrad, K., Stepchenkova, S., &amp; <b>Cobanoglu, C.</b> (Under review). The managerial flash sales dash: Is there advantage or disadvantage at the finish line? <i>International Journal of Hospitality Management</i>.</p> <p>In 2014 – 2015 academic year the following presentations at international academic conferences were delivered:</p> <ol style="list-style-type: none"> <li>1. <b>Berezina, K.</b> (July 30, 2014). Managing distribution channels. <i>Council on Hotel, Restaurant and Institutional Education (CHRIE) Research Academy (Revenue Management Special Interest Group)</i>.</li> <li>2. <b>Berezina, K.</b>, &amp; Semrad, K.J. (June 14, 2015). Flash sales customers: Who are they? <i>International Hospitality Information Technology Association (iHITA)</i>, Austin, TX.</li> <li>3. <b>Berezina, K.</b>, Mafusalov, A., &amp; Semrad, K.J. (May 28, 2015). The Role of Psychographic Characteristics in Predicting Hotel Guest In-House Expenditures. <i>International Interdisciplinary Business-Economics Advancement Conference (IIBA)</i>, Las Vegas, NV.</li> </ol>		
<p><b>Chancellor's Response</b> (Dr. Sandra Stone):  Great job!</p>					