

UNIVERSITY OF SOUTH FLORIDA SARASOTA-MANATEE
UNIT ASSESSMENT REPORT
2015-16

UNIT:	M3 Center for Hospitality Technology and Innovation 40.1510 (Dr. Cihan Cobanoglu, Director)
MISSION:	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.
2015-20 USFSM STRATEGIC PLAN GOALS:	<p>STRATEGIC GOAL #1: Student Success Ensure student retention, timely completion, employment success, and student satisfaction.</p> <p>STRATEGIC GOAL #2: Campus Life Foster an intentional culture of campus engagement.</p> <p>STRATEGIC GOAL #3: Intentional Enrollment Management Strategically recruit and retain students by growing existing programs and creating new programs of strategic emphasis or demonstrated demand.</p> <p>STRATEGIC GOAL #4: Teaching and Learning Explore and implement innovative technologies and pedagogical methods that increase student engagement in the learning process and improve student learning outcomes.</p> <p>STRATEGIC GOAL #5: Scholarly Activity Recognize and support diverse faculty and student research activities.</p> <p>STRATEGIC GOAL #6: Community Engagement Build and be known for a community engagement identity in partnership with a variety of organizations throughout the service area.</p> <p>STRATEGIC GOAL #7: Resources Preserve, grow, and diversify the human, physical, financial, private, and other resources, aligning them to support the strategic goals.</p>
UNIT GOALS:	<ol style="list-style-type: none"> 1. Continue to provide educational M3 University Hotel Accounting & Business Intelligence Software Programs to educational programs in the world. (USFSM Goal 4). 2. Roll out hotel performance index report at a national level. (USFSM Goal 5).

UNIT:	M3 Center for Hospitality Technology and Innovation 40.1510 (Dr. Cihan Cobanoglu, Director)
	3. Conduct academic research related to the global hospitality industry. (USFSM Goal 5.)
	4. Attract visiting scholars who will conduct research studies with CHTL faculty and graduate students. (USFSM Goal 5).

Outcomes	Unit Goals	Means of Assessment	Assessment Data	Plan Resulting from Analysis of Assessment	Vice Chancellor's Response (Dr. Terry Osborn)
Outcome 1. Conduct educational webinars to promote and stimulate adoption of M3 Center distributed software.	1	Attendance – participation in Go To Meeting webinars.	Educational webinars are conducted using GoToWebinar platform every semester. Attendance sheets from the educational webinars: 46 registered attendees for the educational webinars via GoToWebinar	Keep promoting the educational tools to the educators in the world.	Continue publicity.
Outcome 2. 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: <ol style="list-style-type: none"> Berezina, K. (2015). Providers in the classroom PART B (IDeaS, M3, TravelClick). <i>Revenue Management workshop on teaching Hospitality Revenue Management</i>, Newark, DE, May 2, 2015. (Panelist on the panel of three, presented M3 Link University program) Cobanoglu, C., & Berezina, K. (2015). M3 AccKnowledge Accounting Software. <i>International Interdisciplinary Business-Economics Advancement Conference (IIBA)</i>, Las Vegas, NV, May 26 - 29, 2015. CHRIE 2015 M3 University Program Training (full day workshop), Orlando, FL, July 8, 2015. Cobanoglu, C., Berezina, K., & Malan, G. (2015). Teaching Hospitality with technology. <i>Council on Hostel</i>, 	Keep promoting the M3 Center and its services in national conferences. Also, expand the dissemination in international conferences and venues.	Excellent visibility in scholarly circles.

Outcomes	Unit Goals	Means of Assessment	Assessment Data	Plan Resulting from Analysis of Assessment	Vice Chancellor's Response (Dr. Terry Osborn)
			<p><i>Restaurant, and Institutional Education (CHRIE) Annual Conference, Orlando, FL, July 29 - 31, 2015.</i></p> <p>5. Berezina, K. (2016). Teaching Hospitality with technology. Ecole hôtelière de Lausanne, Lausanne, Switzerland, April 5, 2016 (presentation to faculty members).</p>		
<p>Outcome 3. Design final report for Hotel Benchmarking Index including layout, metrics, and graphics.</p>	2	Initial draft version of final report.	Significant progress was made toward creating the final version of the report. We are currently in the process of working out the details with M3 Accounting + Analytics on a jointly branded report.	Plan on releasing the press release	I look forward to reading it.
<p>Outcome 4. Implement validation, feedback, and design of draft report for Hotel Benchmarking Index.</p>	2	Focus group consisting of industry professionals and hospitality university faculty.	<p>Academic:</p> <ol style="list-style-type: none"> 1. A Hotel Benchmarking Advisory Board was formed from 14 hospitality finance faculty members. A half-day focus group was conducted with the Advisory Board members prior to the 2015 CHRIE conference, Orlando, FL, July 8, 2015. <p>Industry:</p> <ol style="list-style-type: none"> 2. Johnson, C., & Wells, A. (2015). The Bottom Line: Analyzing Trends in Hotel Profitability. <i>Hotel Data Conference (HDC)</i>, Nashville, TN, August 4-6, 2015. 	Conduct focus groups to collect feedback. Disseminate the index in national and international conferences and venues.	Continue progress on index.
<p>Outcome 5. Host 4-6 visiting scholars per academic year and conduct research studies with them</p>	4	Number of visiting scholars & number of papers submitted to	M3 Center hosted 4 visiting scholars. Several research studies are underway.	Continue to attract global research talent to CHTL.	Excellent visibility for M3 and USFSM.

Outcomes	Unit Goals	Means of Assessment	Assessment Data	Plan Resulting from Analysis of Assessment	Vice Chancellor's Response (Dr. Terry Osborn)
		academic journals and conferences			
<p>Outcome 6. Creation of publishable academic articles related to global hospitality technology & Innovation.</p>	3, 4	Submission of articles to rigorous hospitality journals and/or presentations at conferences.	<p>In 2015 – 2016 academic year the following articles were published and accepted for publication at rigorous hospitality journals.</p> <p><u>Published:</u> Berezina, K., & Semrad, K. (2015). Advantages and disadvantages of using flash sales in the lodging industry. <i>Journal of Tourism and Hospitality</i>, 4(3), 161-163, doi:10.4172/21670269.1000161</p> <p>Berezina, K., Semrad, K. J., Stepchenkova, S., & Cobanoglu, C. (2016). The managerial flash sales dash: Is there advantage or disadvantage at the finish line? <i>International Journal of Hospitality Management</i>, 54, 12-24. (impact factor 1.939; 5-year impact factor 2.519)</p> <p><u>Accepted:</u> Berezina, K., Semrad, K.J., Tasci, A., & Cobanoglu, C. (Accepted). Hotel flash sales consumers: Who are they? <i>International Journal of Revenue Management</i>.</p> <p>In 2015 – 2016 academic year the following presentations at international academic conferences were delivered:</p>	Keep publishing research and disseminating in research and industry outlets.	Excellent visibility for CHTL, M3, and USFSM.

Outcomes	Unit Goals	Means of Assessment	Assessment Data	Plan Resulting from Analysis of Assessment	Vice Chancellor's Response (Dr. Terry Osborn)
			<p><u>Refereed Presentations:</u></p> <p>Berezina, K., & Semrad, K.J. (2015). Flash sales customers: Who are they? <i>International Hospitality Information Technology Association (iHITA)</i>, Austin, TX, June 14, 2015.</p> <p>Berezina, K., & Semrad, K.J. (2015). Hotel Flash Sales Customers: "Right" or "Wrong" for Hotels? <i>Council on Hostel, Restaurant, and Institutional Education (CHRIE) Annual Conference</i>, Orlando, FL, July 29 - 31, 2015.</p> <p>Berezina, K., Mafusalov, A., Cobanoglu, C. & Bilgihan, A. (2015). The Roles of Customer Risk Perceptions, Satisfaction and Word-of-Mouth in Predicting Revisit Intentions for Online Buying and E-Commerce. <i>International Interdisciplinary Business-Economics Advancement Conference (IIBA)</i>, Ft. Lauderdale, FL, November 16 - 21, 2015.</p> <p><u>Invited Presentations:</u></p> <p>Berezina, K. (2016). Advantages and Disadvantages of Hotel Flash Sales. <i>Ecole hôtelière de Lausanne</i>, Lausanne, Switzerland, April 5, 2016 (presentation for graduate students and faculty members).</p> <p>Berezina, K. (2016). Hotel Flash Sales Customers: "Right" or "Wrong" for Hotels? Higher School of Economics, Moscow, Russia,</p>		

Outcomes	Unit Goals	Means of Assessment	Assessment Data	Plan Resulting from Analysis of Assessment	Vice Chancellor's Response (Dr. Terry Osborn)
			<p>April 12, 2016 (presentation for graduate students and faculty members).</p> <p>Berezina, K. (2016). Managerial Flash Sales Dash: Is there Advantage or Disadvantage at the Finish Line? Higher School of Economics, Moscow, Russia, April 12, 2016 (presentation for graduate students).</p>		

Chancellor's Response (Dr. Sandra Stone):

Good work! Looking forward to your benchmarking report. Good job spinning academic publications from the work in the Center!