

27-04-2023



Anil BILGIHAN (Florida Atlantic University)

The Perks of Being a Good Citizen: How Does Corporate Citizenship Enhance the Service Environment in the Hospitality Industry?

In the evolving landscape of the hospitality industry, firms are shifting their focus from traditional corporate social responsibility practices, such as pro-environmentalism and equitable hiring, to a broader concept of corporate citizenship. This notion encompasses the governance of businesses as responsible members of society. Despite this shift, academic research in hospitality is yet to fully explore the downstream effects of corporate citizenship on employee behavior. Through a survey of 392 hospitality industry employees, this study delves into the intricate relationships between corporate citizenship, organizational innovation, and the service environment within hospitality firms. Our findings reveal a significant correlation between employees' perceptions of their employer's corporate citizenship activities and their positive organizational behavior in the workplace. This, in turn, stimulates service innovation and fosters a favorable social service environment for customers. (...)

12h30 – Salle 103 / Comodal

Participer à la réunion à distance :

<https://zoom.us/j/95741920861?pwd=MIQreEQ4STBPUIFELOVIVk55QIZyUT09>



Joasje VOORDES (Université Savoie Mont Blanc, IREGE)

Atelier ECDT (marketing, tourisme) autour du travail doctoral "Co-creating the experience of home away from home through the process of appropriation"

Présentation du travail en cours, questions, échanges, conseils, suggestions- Since the industrialization of society and its consequent urbanization, people increasingly distance themselves from nature, causing a significant loss in consumers' understanding of the natural sphere (Schultz, 2002; Mayer & Frantz, 2004; Nesbit et al., 2009). In the same way humans erect a separation between the built environment and nature, tourism research has been developed on a dichotomy between home and away (Light & Brown, 2020). However, Debenedetti et al. (2014) note that hominess can emerge in places other than the home. Hominess emerges from familiarity, authenticity and security, and motivates consumers to get involved with the experience provider to protect the place they love. Creating a place that resembles home requires appropriation of the space through the activation of tourists' skills. This research investigates the appropriation process, and the role of appropriation in experiencing home in a tourism experience universe.

14h00 – Salle 103 / Comodal

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