

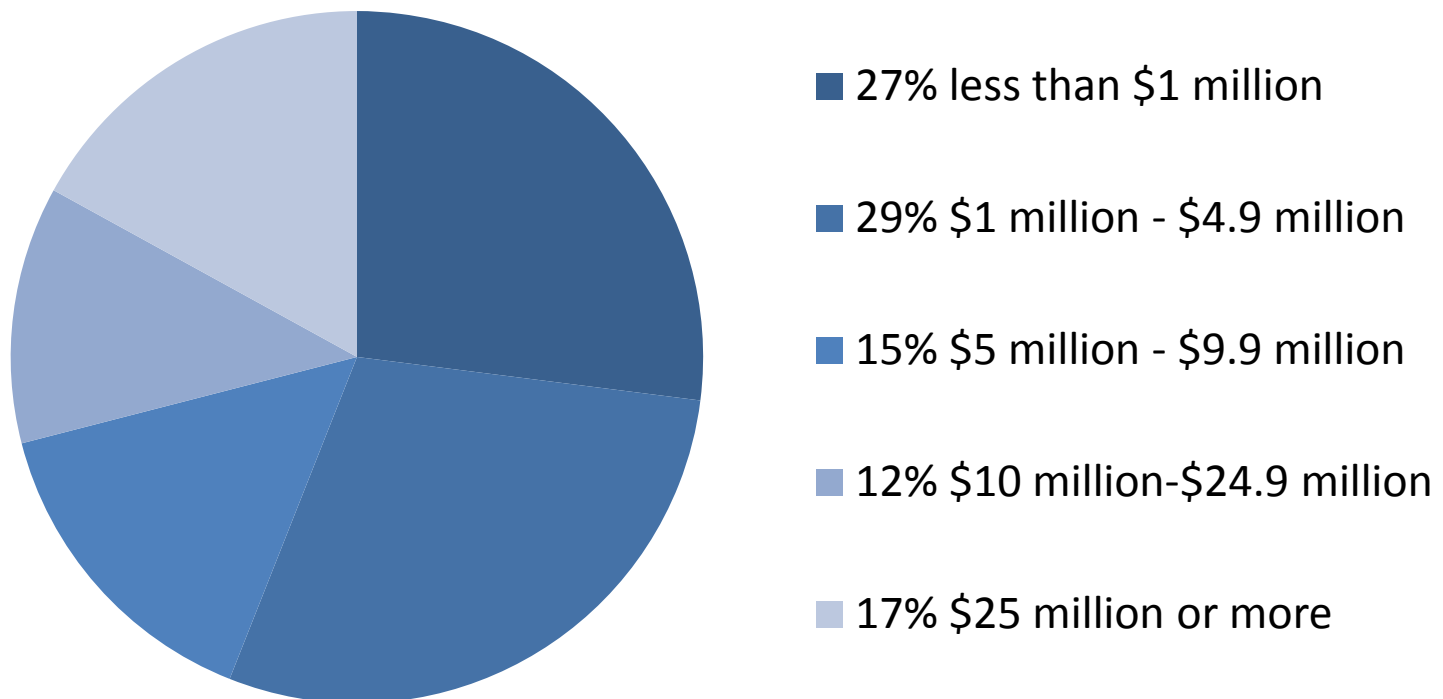
# Factors in Decision-Making for Academic Conferences in the Field of Management: A Triangulated Conjoint Analysis

Anna Ganthaler and Othmar M. Lehner



[www.tourism-student-conference.com](http://www.tourism-student-conference.com)

## economic value



Economic Value to Host Destinations

Source: [1]

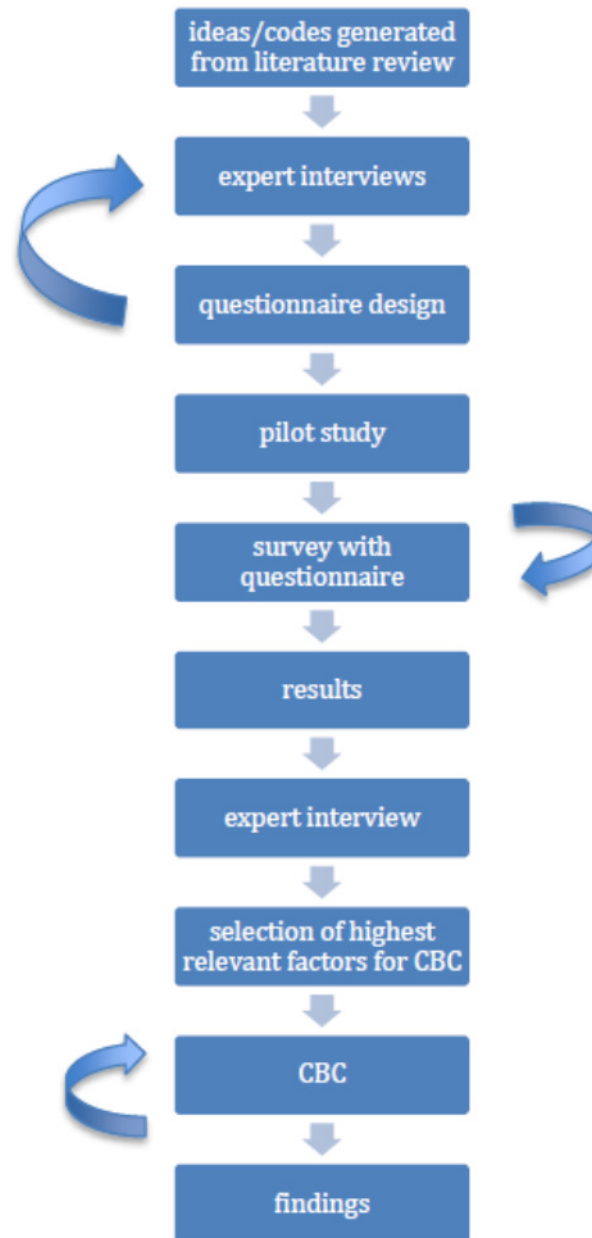
# The motivation factors of attendees of business conferences

- location
- costs
- networking
- intervening opportunities
- personal and professional development

Source: [2]

# Hypotheses

- The weight-value of the factors affecting the decision making process differ between academic and traditional business conferences
- Additional factors exist, which have an effect on the attractiveness of academic conferences to that of traditional business conferences.



Structure and Flow of Research Logic  
Source: [3]

If these were your only options, which academic conference would you choose and which one would be the worst option?

Choose by clicking one of the buttons below:

(1 of 8)

reputation of host university	unknown standard university	good quality university	world elite university
conference program	some interesting speakers	unknown speakers	lots of international speakers
costs	affordable	very expensive	easily affordable
networking during conference	Intense activities	anonymous, no networking	anonymous, no networking
publications / partner	prestigious A-journals	prestigious A-journals	recognized B & C – journals
accessibility	no direct flights but good accessible	easily accessible, direct flights	complex accessibility
touristic destination attractiveness	nice surroundings to explore	a place you always wanted to go to	not much there
Best	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Worst	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



0%  100%

Design of the choice-based conjoint analysis

Source: [4]

fruitful idea exchange	<ul style="list-style-type: none"> <li>• mean: 4.432</li> <li>• standard deviation: 0.8549</li> </ul>
networking	<ul style="list-style-type: none"> <li>• mean: 4.432</li> <li>• standard deviation: 0.9197</li> </ul>
opening future reserach directions	<ul style="list-style-type: none"> <li>• mean: 4.398</li> <li>• standard deviation: 0.8781</li> </ul>
excellent topic fit	<ul style="list-style-type: none"> <li>• mean: 4.386</li> <li>• standard deviation: 1.0107</li> </ul>
acquirement of knowledge	<ul style="list-style-type: none"> <li>• mean: 4.352</li> <li>• standard deviation: 0.8715</li> </ul>
research inspiration	<ul style="list-style-type: none"> <li>• mean: 4.341</li> <li>• standard deviation: 0.9813</li> </ul>
presenting your research	<ul style="list-style-type: none"> <li>• mean: 4.159</li> <li>• standard deviation: 0.9813</li> </ul>
new projects and collaboration	<ul style="list-style-type: none"> <li>• mean: 4.136</li> <li>• standard deviation: 0.8467</li> </ul>

The most important attributes for an academic conferences according to the questionnaire  
Source: [5]

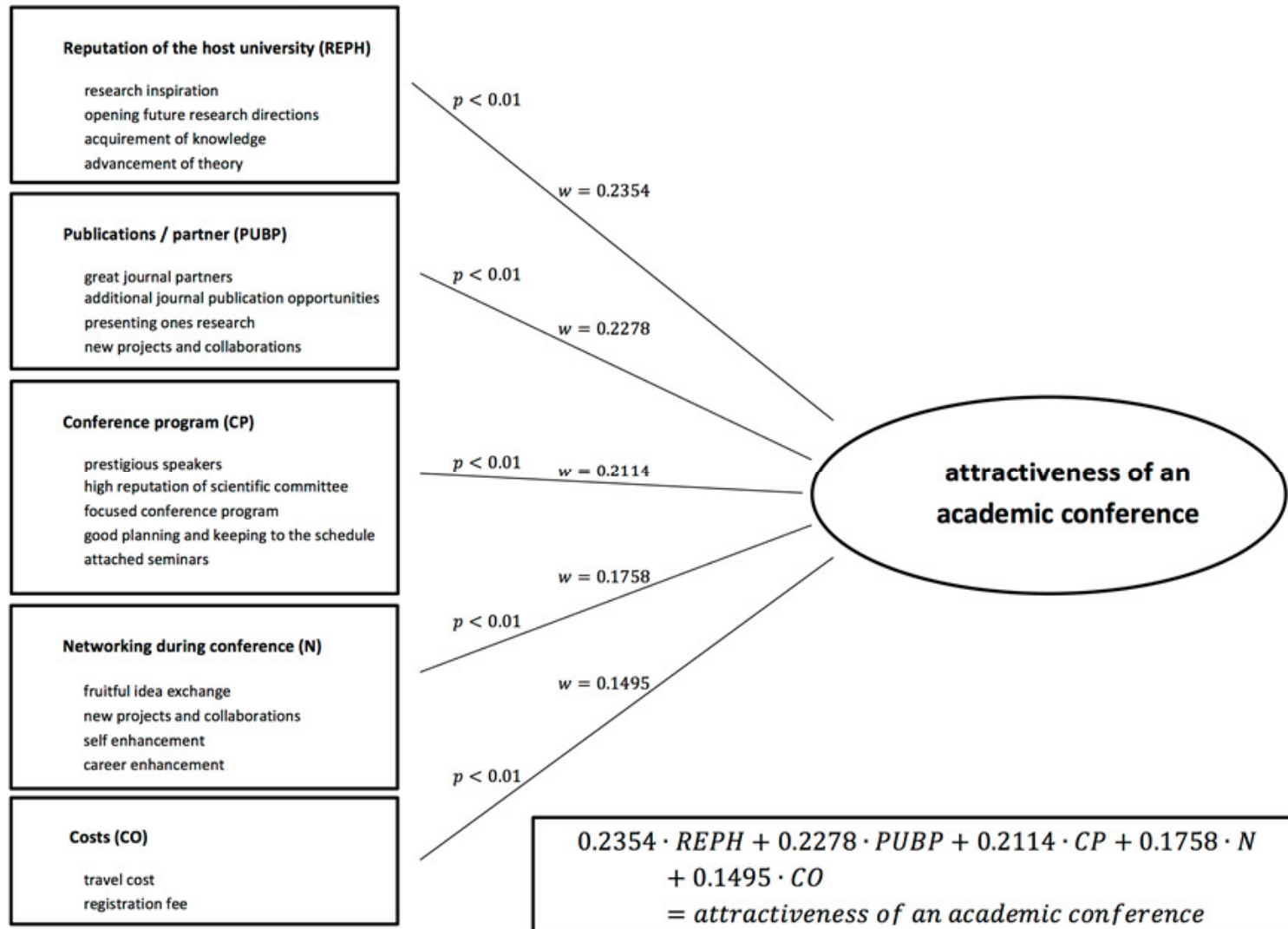


Level's Average Utilities (Zero-Centered Diffs)	Average Utilities
world elite university	54.46305
prestigious A-journals	39.66252
lots of international speakers	36.04004
good average networking	28.27088
Intense activities	27.44880
recognized B & C – journals	25.76251
easily affordable	25.10315
affordable	20.51845
some interesting speakers	19.71705
easily accessible, direct flights	19.52162
good quality university	15.14303
nice surroundings to explore	14.24612
a place you always wanted to go to	11.21799
no direct flights but good accessible	-0.13631
complex accessibility	-19.38531
not much there	-25.46411
very expensive	-45.62160
anonymous, no networking	-55.71967
unknown speakers	-55.75709
unknown and young journals	-65.42503
unknown standard university	-69.60608

Average Utilities for the attributes according to the CBC

Source: [6]





Model of attractiveness of an academic conference

Source: [7]

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Thank you  
open for discussion

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# References:

- [1] PCMA. 2013. Convene Magazin 2013 [cited 27.05.2013 2013]. Available from <http://pcma.org/convene-content/convene-article/2013/03/19/convene%27s-22nd-annual-meetings-market-survey#.UaMp2Zx2141>.
- [2] Mair, Judith; Thompson, Karen. 2009. "The UK association conference attendance decisionmaking process." *Tourism Management* no. 30 (3):400-409.
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Zhang, Hanqin Qiu, Vivien Leung, and Hailin Qu. 2007. "A refined model of factors affecting convention participation decision- making." *Tourism Management* no. 28 (4):1123-1127. doi: 10.1016/j.tourman.2006.07.008.

[3, 4, 5,6,7] Ganthaler, Anna. 2014. Academic Conference and Event Tourism IMT Department, Salzburg University of Applied Sciences.