

**ISCONTOUR 2018 - 14-15 May 2018 - Conference Programme**  
**IMC University of Applied Sciences Krems, Austria**

**Monday, 14 May 2018**

08:00 - 08:45	<b>Conference Registration (please bring a print-out of your registration ticket)</b>		
09:00 - 09:30	<b>Welcome, Conference Opening</b> <b>ROOM: Plenary Hall</b> FH-Prof. Mag. Christian Maurer & Dr. Barbara Neuhofer (ISCONTOUR 2018 Conference Chairs) FH-Prof. Mag. Eva Werner, Rector of the IMC University of Applied Sciences Krems IFITT President & Dr Lidija Lalicic (Modul University Vienna, Austria)		
09:30 - 10:30	Keynote: Dr Jing Ge (University of California, Berkeley, USA) <b>Industry Engagement and Collaboration</b>		
10:30-11:00	<b>Coffee Break</b>		
11:00-12:30	Keynote: Dr Roger Hage (IMC University of Applied Sciences Krems, Austria) <b>Beyond Digital Transformation in Tourism</b>		
12:30-13:30	<b>Networking Lunch</b>		
	<b>Research Methodology Workshops</b>		
13:30 - 15:00	<table border="1"> <tr> <td align="center"> <b>Session 1: (Intermediate Level)</b>  <i>Dr. Othmar Lehner (Oxford University, Great Britain) &amp; Dr. Lidija Lalicic (Modul University, Austria)</i>  <b>Top 10 Mistakes when Writing Research Papers</b> </td> <td align="center"> <b>Session 2: (Advanced Level)</b>  <i>Dr. Daniel McCole (Michigan State University, USA)</i>  <b>Survey Design and Implementation</b> </td> </tr> </table>	<b>Session 1: (Intermediate Level)</b> <i>Dr. Othmar Lehner (Oxford University, Great Britain) &amp; Dr. Lidija Lalicic (Modul University, Austria)</i> <b>Top 10 Mistakes when Writing Research Papers</b>	<b>Session 2: (Advanced Level)</b> <i>Dr. Daniel McCole (Michigan State University, USA)</i> <b>Survey Design and Implementation</b>
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15:00 - 17:00	<table border="1"> <tr> <td align="center"> <b>Session 3: (Intermediate Level)</b>  <i>Dr. Martin Waiguny (IMC University of Applied Sciences Krems, Austria)</i>  <b>Measures eliciting implicit and embodied cognition</b> </td> <td align="center"> <b>Session 4: (Advanced Level)</b>  <i>Dr. Jing Ge (University of California, Berkeley, USA)</i>  <b>Sentiment Analysis - The State of Art</b> </td> </tr> </table>	<b>Session 3: (Intermediate Level)</b> <i>Dr. Martin Waiguny (IMC University of Applied Sciences Krems, Austria)</i> <b>Measures eliciting implicit and embodied cognition</b>	<b>Session 4: (Advanced Level)</b> <i>Dr. Jing Ge (University of California, Berkeley, USA)</i> <b>Sentiment Analysis - The State of Art</b>
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18:00 - late	<b>Social Programme: Wine Tasting Experience - Bus transfer leaves at 18:00 from Campus</b>		

**Tuesday, 15 May 2018**

08:00 - 08:45	<b>Conference Registration (please bring a print-out of your registration ticket)</b>								
09:00 - 10:30	<b>ROOM: Plenary Hall</b> Dr. Astrid Dickinger (MODUL University Vienna, Austria): <b>Leveraging user created content for research in tourism</b> Marc Stickdorn (More than Metrics, Austria): <b>Service Design: How to research customer experience and design kick-ass services</b>								
10:30 - 11:00	<b>Coffee Break</b>								
11:00 - 12:30	<b>Presentations of Research Papers</b>								
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12:30 - 13:30	<b>Networking Lunch</b>								

13:30 - 15:00	<b>Presentations of Research Papers</b>			
	<b>ROOM:</b>	<b>ROOM:</b>	<b>ROOM:</b>	<b>ROOM:</b>
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15:00 - 15:30	<b>Coffee Break</b>			
15:30 - 17:00	<b>Presentations of Research Papers</b>			
	<b>ROOM: Plenary Hall</b>	<b>ROOM: E 25</b>	<b>ROOM: E 23</b>	<b>ROOM: E 23</b>
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15:30 - 17:00	<b>ROOM: Plenary Hall</b>			
17:00 - 17:30	<b>Best ISCONTOUR Paper Award</b> (Authors of the best 3 research papers will receive a price) - Sponsored by <b>Best ICT-related ISCONTOUR Paper Award</b> (Authors of the 3 best ICT research papers will receive a price) - Sponsored by IFITT <b>Best IFITT PhD Summer School Paper Award</b> (Authors of the 3 best ICT research papers will receive a price) - Sponsored by			
17:30 - 17:45	<b>Conference Closing and Outlook to ISCONTOUR 2019</b>			
19:30 - late	<b>Social Programme: Get-together at Wine Pub Müllner, Krems</b>			