Peer Reviewed Journal Articles


Abstract: The hospitality industry is under threat from COVID-19 and the possibility of future crises remains very real. To improve understanding of how such a crisis impacts the attractiveness of pursuing a career in the hospitality industry, this study examines the effects of negative emotions invoked by COVID-19 on hospitality management students’ occupational attitudes. Using a sample of 425 students, we find that in addition to diminishing their occupational identification and in turn, job choice intentions, that the effects of these negative emotions are channeled through three salient motivational pathways, namely self-efficacy, intrinsic and extrinsic motivation, and passion. Thus, the study not only advances theory by providing a more nuanced conceptualization of the effects of negative emotions on occupational attitudes but it identifies important leverage points that can be harnessed to help mitigate the harmful emotional effects of a crisis, such as COVID-19, important and timely contributions that the authors hope will benefit aspiring hospitality industry talent and help restore the attractiveness of careers in the hospitality industry. Future research directions and implications to theory and practice are discussed.

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Abstract: Organizational culture (including ethical culture) is argued to be greatly influenced by the founder or leader of the organization. However, little is known about how a founder takes procedural steps to transmit his or her personal ethical values to the whole organization. Based on an in-depth case study of Alibaba, a Chinese internet-based company, this research develops a process model to uncover the dynamics of developing an ethical organizational culture. The model articulates four mechanisms in four processes adopted by both the leaders and followers. The analysis shows that the development of an ethical culture is nonlinear and interactional, and that the founder and subordinates play different roles in the various phases of the development of an ethical culture.

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Abstract: Purpose: Anger has become one of the dominantly experienced emotions in recent years, particularly under the COVID-19 pandemic. Considering the critical role that anger plays in consumers’ lives, the present research examines how feeling angry about money influences consumers’ spending and money distribution decisions. Research design and methodology. Three experiments were conducted using different emotion induction methods (i.e., dictator game, autobiographical recall, and scenario). Results. Feeling angry about money decreased pro-social spending (i.e., less money distribution to the others), but it did not affect virtuous or utilitarian spending for the self—unlike past finding on negative feelings that increased utilitarian spending. Furthermore, whereas anger-tainted money decreased pro-social spending of that money, guilt-tainted money increased pro-social spending. However, the effects of guilt versus anger were not completely symmetrical. The antagonistic effect of anger was diffusive across spending on distant and close others, whereas the pro-social effect of guilt was limited to distant others. Conclusions: These findings help policy makers and financial institutions forecast how money will be distributed or circulated when it is likely to be dampened by anger under the pandemic. They also highlight the importance of examining the effects of discrete emotions (e.g., anger vs. guilt) beyond valence.
Paper: http://www.koreascience.or.kr/article/JAKO202119453004142.do
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Abstract: Purpose: This research investigates when and how brands influence attribute importance weights. Most past studies modeling consumer decision processes treated the brand of a product as an attribute parallel to the price, color, or size of a product; and as a result, those studies assigned an equal (i.e., non-contingent) importance weight across brands for each attribute. In contrast, we introduce a brand-contingent attribute-weighting process, in which brand is a higher-order construct that influences attribute importance. Methodology/approach. We present a multi-level choice model in which the importance weight of an attribute can vary across brands. We then estimate the model using real purchase data and survey data from airline industry. Findings. We find that attribute importance weights are contingent upon two aspects of a brand—the perceived relative position of the brand and consumers’ brand usage experiences. Specifically, when consumers perceive a brand to be inferior to its competitors in a given attribute, they generally place greater weight on that attribute for that brand. In contrast, when consumers perceive a brand to be superior to its competitors in a given attribute, only consumers with extensive brand usage experiences place greater weight on that attribute for that brand. Practical implications. Our findings provide managerial insights on brand positioning and segmentation strategies using consumers’ brand usage experiences. Originality/Value. We advance the literature on consumer decision processes by modeling an attribute-weighting process that is contingent upon brands. We model this process based on consumer behavior theories and estimate the model using real market data.

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