



15<sup>th</sup> Annual Consumer Experience Symposium  
2020 Virtual Research Showcase

**BEST RESEARCH AWARD**

**CINDY CARRILLO**

*Anxiety in the Workplace: A Study of Different Anxiety Relief Methods for Hotel Employees*

A handwritten signature in black ink, appearing to read "Daniel L. Spears", is positioned above a horizontal line.

Daniel L. Spears, Ph.D.  
Research Committee Chair

A handwritten signature in blue ink, appearing to read "Jana M. Hawley", is positioned above a horizontal line.

Jana M. Hawley, Ph.D.  
Dean



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**MOST INNOVATIVE RESEARCH AWARD**

**ANA GARCIA**

*Exploring Sustainable Brand Materiality*

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**MOST SIGNIFICANT INDUSTRY APPLICATION AWARD**

**MYA NGUYEN**

*Effects of Consumer Trust and Sensory Involvement for Online vs. In-store Grocery Shopping Methods*

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**MOST SIGNIFICANT INDUSTRY APPLICATION AWARD**

**RINA ALSHAER**

*Consumer Engagement with Mobile Apps in the Path to Purchase Fashion Apparel*

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MOST INNOVATIVE PROJECT AWARD

**ARACELI HERNANDEZ CALDRON, GENESEA BLACK-LANOUTTE &  
ADITY DHUNGANA**

*Unfolding Overtourism: A News Media Analysis*

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BEST PROJECT DESIGN AWARD

**MALORIE TRUJILLO, MATTHEW CLAUSEN, IRENE KABERERE &  
TRISTEN THOMPSON**

*Sustainable Practices in the Hotel Industry*

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