

## 2020 Virtual Student Research Showcase

### College of Merchandising, Hospitality and Tourism



#### **Exploring Sustainable Brand Materiality Index**

Scholar: Ana Garcia

Faculty Advisor: Dr. Iva Jestratijevic



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

Scholar: Rina Alshaer

Faculty Advisors: Dr. Judith Forney and Linda Mihalick



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

Scholar: Mya Nguyen

Faculty Advisors: Dr. Judith Forney and Linda Mihalick



#### **Sustainable Practices in the Hotel Industry**

Scholars: Malorie Trujillo, Matthew Clausen, Irene Kaberere, and Tristen Thompson

Faculty Advisor: Dr. Birendra KC



#### **Unfolding Overtourism: A News Media Analysis**

Scholars: Araceli Hernandez Calderon, Genesea Black-Lanouette and



Aditya Dhungana

Faculty Advisor: Dr. Birendra KC



#### **Visitors' Attitudes and Perceptions of Zoos: A Wildlife Tourist Attraction**



Scholars: Genesea Black-Lanouette, Matthew Clausen and Fangyu Liu

Faculty Advisor: Dr. Daniel Spears



#### **Application of AHP Model in the Evaluation of E-Sports Destination Development**

Scholars: Sangyung Lee and Sao Ly Nguyen

Faculty Advisors: Dr. Daniel Spears and Dr. Young Hoon Kim

Presented at the Virtual Research Symposium, May 1, 2020

## 2020 Virtual Student Research Showcase

### College of Merchandising, Hospitality and Tourism

#### **What About the Little Guys?**

Scholar: Travis Holladay

Faculty Advisor: Dr. Young Hoon Kim

#### **Visitors' Perceptive of Dark Tourism and the Question of Ethics**

Scholars: Bayan Sindi and Irene Kaberere

Faculty Advisor: Dr. Daniel Spears

#### **Travel Motivations Among Dark Tourists Visiting the Auschwitz-Birkenau Death Camp**

 Scholars: Malori Trujillo and Enkhjin Galbadrakh

Faculty Advisor: Dr. Daniel Spears

#### **Clothes Mending: The Role that Clothing Mending Plays in a Sustainable Lifestyle of Generation Z**

Scholar: Astrid Schuelke

Faculty Advisor: Dr. Iva Jestratijevic

#### **The Effect of Knitwear on Women's Social Freedoms in the 1970's**

Scholar: Taylor Hemby

Faculty Advisor: Dr. Tammy Kinley

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

Scholar: Cindy Carrillo

Faculty Advisor: Dr. Xi Leung

 Presented at the Virtual Research Symposium, May 1, 2020