

*The First  
Decennium of  
Research*



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## Foreword by the President

If one had looked at Kahlenberg ten years ago, they would not have expected the vibrant student environment we see today. Ten years on, MODUL University Vienna (MU Vienna) has become an anchor for teaching and research at this very special location.

As an international private university founded by the Vienna Chamber of Commerce its mission is to provide cutting-edge research and teaching in an international and culturally diverse study and research environment. All study programs are accredited by the Agency for Quality Assurance and Accreditation Austria, a member of the European Association for Quality Assurance in Higher Education (ENQA). Since all programs offer research-driven curricula, MODUL University's international faculty is engaged in innovative research which has developed substantially over the first ten years. While at the beginning the institution focused primarily on tourism, new media technology, sustainable development and governance related research, new research areas of a more diverse faculty are pursued today. A lot of interdisciplinary research activities shape the institution's research profile, for example in the areas of entrepreneurship, tourism and sustainable development, with a clear focus on entrepreneurial challenges in fast changing environments. Other researchers try to tackle the challenges of time-space-compression in a globalized economy, some by taking advantage of the knowledge in management and new media concentrated at MODUL University, with others leaning on management, governance and sustainable development backgrounds to develop transition management approaches which help to understand and anticipate long-term systemic effects.

Today the university is organized into five academic departments, each of which contributes to teaching and research in their fields of expertise. The departments and their faculty focus on 15 different research foci, which form the basis for the research output presented here from the first decade, consisting of almost 670 publications, one third thereof in peer-reviewed journals, 68 funded research projects, 600 conference contributions, thereof more than 160 invited presentations, and 30 awards all listed in our research documentation. These promising numbers provide an excellent basis for new ideas and innovative research contributions within the next decades.

Investment in innovation, research and development is an essential component of supporting an innovative and enterprising economy. Research at MODUL University Vienna assists in creating and maintaining high-value jobs, while also attracting and developing business, and talented "MU-minded" people, who will be the leaders of the future. The impressive volume and quality of research would not have been possible without the continuous support of our owners, the Vienna Chamber of Commerce.

Karl Wöber  
President of MODUL University Vienna

## Introduction

The first decade of research at MODUL University Vienna shows a dynamic development of research activities, where researchers of various disciplines were (and are still) involved in basic and applied research which has generated an impressive output. The report at hand is the first effort to résumé what MODUL University's researchers have contributed to the institution's reputation over the first ten years. As such it is the first comprehensive research report for the public. The implementation of a new research documentation database in the year 2016 eased the process of compiling such a comprehensive document.

Research, teaching and governance are the three main functions of any university, but of these research is often considered to be the most important and prominent pillar. Since MODUL University Vienna follows a research-driven teaching approach it is of outmost importance that its faculty is engaged in contemporary as well as future oriented basic and applied research. For a small private university which started business in 2007, it has not always been easy to balance the proportions of research, teaching and administration. However, from the beginning on, the owners and the leadership have supported faculty in building up a strong research pillar. Time is a crucial resource when it comes to delivering research output. The working environment at MODUL University Vienna is highly conducive to research, as it allows its academic staff to dedicate sufficient time to these activities. Thus faculty is highly engaged in the basic and applied research which is presented in the following sections. All important third party funded research projects also facilitate the integration of externally funded researchers into the research body.

In addition, MODUL University Vienna is dedicated to supporting especially young researchers. In this light, the accreditation of the PhD program in Business and Socioeconomic Sciences in 2012 can be seen as one major milestone for the university and its research activities. Faculty guiding PhD students provide their experience and expertise which leads to a great synergy between research activities embedded in the academic departments and the PhD related research.

This first compilation of research output for the public is structured along the logic of the different research foci at the various departments, the presentation of the most important facts and figures, and an introduction of the faculty.

The report opens by introducing the five academic departments with their current research foci. Overall fifteen different research foci have been identified. Since research is a dynamic process that develops over time, this can be seen as a screenshot which provides the current orientation of MODUL University's faculty. The second part presents the facts and figures across the following categories: publications, conferences, research projects, institutional memberships, awards and dissertation projects. The final part is a presentation of the researchers' profiles, including faculty, third party funded researchers, and research associates.

## Research Foci at MODUL University Vienna

Research at MODUL University Vienna is shaped by the specialization of its academic departments and their faculty, including basic as well as applied research. With its specializations in tourism, sustainable development, new media technology, international management, public governance, and methods, the institution has become well-known as a competent research partner for national and international research projects within the first ten years of its existence. The academic departments offer a broad variety of research in their respective fields of expertise which will be presented in the following in more detail.

### Research at the Department of Applied Statistics and Economics

The Department for Applied Statistics and Economics was founded in 2011 and now consists of three persons. Its main research activities refer to analysis and assessment of quality of life, in particular the MODUL Study of Living Conditions and a well-being survey module conducted by Statistics Austria. Further research relates to machine-driven semantic analysis and international skills comparisons such as PISA and PIAAC. Many of these scientific activities are carried out in cooperation with Statistics Austria, other universities, and federal ministries.

#### The measurement of living conditions and quality of life

In close connection to the international developments regarding social structural indicators, MODUL University Vienna is engaged in fundamental research about the assessment of living conditions, quality of life and subjective well-being. Driven by the report of the Stiglitz-Sen-Fitoussi commission, the OECD and the EU are working on amendments to the system of social indicators, going far beyond merely economically oriented variables such as GDP or monthly income. However, severe measurement problems raise questions about the validity of many of the proposed indicators (such as subjective ratings of life satisfaction). Therefore, various kinds of measurement approaches are tested and compared on a large-scale basis, including particularly interviewing and survey approaches.

### Research at the Department of International Management

The Department of International Management at MU Vienna conducts cross-disciplinary research on managerial questions. New department members are currently being hired in the fields of Entrepreneurship / Innovation and Finance in order to complement the existing research and teaching skills. It is the goal of the Department to develop students' academic, professional, and personal skills and to prepare them for leadership positions in diverse areas including consulting, marketing, human resources and financial management. Furthermore, the department builds international research connections with universities worldwide and relationships with the Austrian industry to foster research that is both rigorous and relevant.

## **Gamification as a Means to Improve Learning and Education**

Gamification is the use of game elements in non-game contexts. It is a concept which is increasingly gaining popularity in a variety of fields. Previous research has shown that the inclusion of gamification elements can not only enhance individuals' motivation, but also leads to long-lasting learning effects. This pertains to all levels ranging from pre-school to adult education. On a university level, gamification has the potential to improve students' overall learning experience. The Department Head, Horst Treiblmaier is working on several gamification research projects together with colleagues from Hong Kong University, Harvard University and McMaster University.

## **The Physical Internet: A Supply Chain Concept for Seamless and Efficient Routing of Goods**

The Physical Internet denotes the idea to route goods in the physical world similar to data packages on the digital Internet. Initially used as a metaphor, it has gained significant attention in recent years and an academic community has evolved around the concept. On a practical level it was used by the European Technology Platform ALICE (a think tank to advise the European Commission regarding the funding of logistics projects in H2020) to create concepts leading to more sustainable modes of transportation. Prof. Treiblmaier has participated in ALICE in recent years and is now involved in a consortium together with TU Berlin and the University of Perugia which is working on a study analyzing the feasibility of Hyperloop systems (a kind of pneumatic post which can be used for the fast and resource-efficient delivery of goods).

## **Research at the Department of New Media Technology**

Many media analytics and knowledge management projects lack suitable analytical frameworks, focus on only one medium, or neglect the dual role of stakeholders as producers and consumers of content. These shortcomings open a promising field for research to model the fundamental mechanisms of information diffusion in media of different degrees of interactivity and their impact on public opinion. Researchers of the Department of New Media Technology have been working on a series of successful projects, both nationally (Austrian Research Promotion Agency, Austrian Science Fund) and internationally (EU 7th Framework Programme, EU Horizon 2020). The technologies developed within these projects help to analyze the diffusion of relevant information across channels (news, RSS feeds, social media platforms, stakeholder Web sites). Such an analysis reveals how stakeholders use electronic channels to disseminate their messages, as well as recommendations how decision makers can exploit a better understanding of such processes. The achieved progress has been applied to high-profile showcases, including a knowledge aggregator built on behalf of the United Nations Environment Programme (UNEP) and a semantic search platform for the Climate Program Office of the National Oceanic and Atmospheric Administration (NOAA).

## **Knowledge Extraction and Visualization**

MODUL University Vienna's advanced information exploration and retrieval tools require accurate annotation services to enrich documents with geospatial, semantic and temporal tags. Such annotations describe complex relations, which are best understood in graphical form. For this

purpose, the webLyzard Web intelligence platform of MU Vienna synchronizes geographic maps, tag clouds, keyword graphs as well as two- and three-dimensional information landscapes. These visualizations help users to understand the context of the gathered Web intelligence while navigating large repositories of Web documents – processing a user’s search query and showing the most relevant documents in their specific regional context, for example, or comparing the online coverage about an organization by different stakeholder groups. Major research projects in European and national flagship programs continue to provide a solid base for the research activities of the Department of New Media Technology, ensuring a consistently high rate of innovation and related publications in established scientific outlets. Ongoing or recently completed research projects include research in the following fields:

### **Rumor and Fake News Detection**

Analyzing big data repositories aggregated from context-dependent social media streams poses three major computational challenges: volume, velocity, and variety. The PHEME project, where MU Vienna led the work package on information visualization, focused on a fourth, largely unstudied computational challenge: veracity. It models and verifies phemes (Internet memes with added information on truthfulness or deception) as they spread across media, languages, and social networks. The Innovation Action InVID (In Video Veritas) builds upon this work and automatically identifies newsworthy video content spread via social media to confirm or reject its credibility using state-of-the-art analytical techniques. In this project, MU Vienna leads the development of the story detection component, including related knowledge extraction services.

### **Human Computation and Crowdsourcing**

The technologies of the NMT Department integrate collective human intelligence and automated knowledge extraction methods in a symbiotic fashion, drawing upon both games with a purpose and crowdsourcing marketplaces. NMT has developed a scalable human computation framework for knowledge extraction and evaluation, delegating the most challenging tasks to large user communities and learning from user feedback to optimize automated methods as part of an iterative process.

### **Multimedia Annotation and Understanding**

While statistical and textual data can be processed quite effectively by machines, multimedia content such as images and videos present an additional challenge for algorithms. Customized multimedia processing chains need to be developed, which also include an appropriate annotation model and vocabulary according to the user’s requirements, so that different multimedia use cases (recommendation, browsing, linking, personalization) can be supported. NMT draws upon the prior experience gained in the MediaMixer and LinkedTV projects, and currently applies this multimedia knowledge to the task of video annotation and browsing in the InVID project. In the future, it will extend its multimedia activities to support the personalization, (inter)linking and recommendation of multimedia assets.



## Research at the Department of Public Governance and Sustainable Development

The Department of Public Governance and Sustainable Development follows the principles of interdisciplinarity and brings together international faculty from several disciplines who are highly engaged in cutting-edge research and high-quality teaching.

### Governance for Innovation and Sustainable Development

Governance for innovation and sustainable development is characterized by partnerships and networks of different institutional actors, and emphasizes stakeholder participation and partnership as a steering mechanism. As such it focuses on multi-level and multi-actor dimensions. Research on how mechanisms of one governance regime influence and/or overwhelm the impacts of another is top on the department's agenda.

### Program and Public Policy Evaluation

The expansion and deepening of new forms of governance, particularly for economic development and environmental sustainability, comes with increased demands for accountability regarding the use of public resources. How effective are public and public-private initiatives in achieving their intended outcomes? What types of organizational structures are most suitable under contingent conditions? How effective is the implementation process and how responsive are organizations to diverse needs?

- *Evaluating urban/regional climate governance:* Environmental problems and issues such as climate change are inherently political in nature, which increases the need for legitimate and transparent democratic processes that allow societies and local communities to choose policies that they see as both equitable and effective. Around the world, cities are experimenting with new forms of governance that include collaboration and partnerships with civil society and business actors, but what are the lessons learned and how can cities and regions learn from each other?

### Start-up Ecosystems and the Role of Entrepreneurship for Helping City and Regional Economies to Become More Innovative and Competitive

Research in this area focuses on the potential of cities and regions to become centers of innovation and knowledge. It helps to identify those factors that are conducive for building up start-up ecosystems.

### The Role of Higher Education Institutions in Development

In the globalized, knowledge-based economy of the 21st century, organizations that produce and disseminate knowledge have a critical role to play in assisting cities, regions, and nations reach and sustain economic competitiveness. How do higher education institutions respond to this challenge by expanding their activities beyond teaching and basic research to include economic, business, and technological development?

## Research at the Department of Tourism and Service Management

In the light of current trends and challenges such as global warming, the accelerated pace of technological innovation, globalization and changing consumer demand, the Department of Tourism and Service Management and its faculty engages in a multitude of research areas addressing these challenges from a tourism and service industry perspective in order to create a better understanding of these challenges and to ensure responsible and sustainable management and operations. Faculty is experienced in a variety of disciplines ranging from sociology, psychology, economics, business management, and information technology to marketing and statistics. Against this background, the tourism and service industry is studied from different angles applying a full repository of qualitative and quantitative research methods.

### Policy Evaluation

Policy making is an important task as it is a crucial bridge between program design and realization. This process is often very complex as the distinctive cross-cutting character of tourism involves the interests of many different groups. Therefore, the Department of Tourism and Management Service (TSM) critically observes a wide range of policy programs of governments, public institutions and private businesses at the global, national and local levels: analyzing the settings and the structures of these policy programs as well as their impacts on the economy, society and the natural environment.

Particular emphasis is placed on the impact and the sustainability of different market interventions in order to offer solutions for improvements. The quantification of the policy effects is based on impact analysis, one of the department's core competencies. Further, we evaluate public investment promotions, the efficiency of the marketing budgets of National and Regional Tourism Organizations, as well as the impact of taxes and subsidies. As an evaluation base for many of these measures, the institution has developed a special data system called the Tourism Marketing Information System (TourMIS). TourMIS is crucial for tourism analyses and has placed the university at the forefront of engagement in forecasting: giving us a head-start in the academic competition. TourMIS is also widely accepted internationally, and is used by the European Travel Commission (ETC) as well as the UNWTO.

### Perspectives on Tourism Demand

Institutional policy makers as well as managerial decision making requires appropriate assessments of past, current and future demand volumes and patterns. Drawing on experience across a variety of disciplines, faculty are equipped to address these issues by applying a range of different tools and techniques. Aggregate analyses are performed using econometric models to study overall travel demand within a regional or national economy. Calibrating efficient statistical models as a reasonable proxy for describing and explaining changes in regional, domestic and international tourism demand is one major area of research activities in this field. These models are the backbone for running forecasts for destinations, attractions, and sometimes single businesses, as well as for evaluating policy measures and their outcomes. Innovative approaches to tourism demand forecasting incorporate signals from big data providers (e.g. software monitoring Internet activities). Disaggregated structural or behavioral models for analyzing tourism and leisure demand are a further major area of research activities in this domain. They usually support decision making in a

business or destination context. Hence, factors that influence purchase decisions are tested and investigated in detail to assess their impact and consequently provide managers with guidance regarding effective market place interventions. Upcoming research topics in this respect are, for instance, incentive and support structures for reducing energy consumption in hotels by their respective guests or expectations of restaurant customers towards sustainable food offers.

A second broader field of research focuses on particular consumer experiences and business functions. Understanding consumer behaviors as they relate to information is becoming increasingly important in general, with electronic word-of-mouth, the usage of mobile technologies, and the effectiveness of website designs of particular interest. The measurement of destination images and brands through different tools and techniques and their influence on travel decision making represents another area of particular concern. Modelling traveler and visitor experiences offers an additional field of research challenges. Emotional conditions prior to traveling, cultural interactions during the trip, emotional responses after the trip, the motivation to participate in slow travel, and the long-term impacts of travel on quality-of-life are only some examples of topics within this research agenda.

A third sub-field crosses-over with two of our other research areas: destination development and entrepreneurial challenges. This sub-field is dedicated to detecting new tourism and leisure products (or product bundles) by applying appropriate assessment tools and to developing innovations in tourism, particularly in a collaborative way through social networks.

### **Entrepreneurial Challenges in Fast-Changing Environments**

Increasingly, businesses are facing disruptive forces such as financial recessions, natural and civil disasters, scarcity of resources and global warming, the accelerated pace of technological innovations, globalization, and changing consumer demand: which challenge them to find innovative ways of dealing with these changes. The Department of Tourism and Service Management aims to confront these challenges by addressing these forces from a tourism and service industry perspective in order to develop a better understanding what is needed for balancing the needs of 'people, planet and profits' and for ensuring responsible and sustainable management and operational practices in the tourism industry. The main research fields in this area are:

- Technological advancements, growth in mobile use and increased connectivity have changed modes of communication for businesses and travellers, and are drivers for innovations. Electronic marketing, electronic word of mouth (eWOM) in travel and tourism, evaluating website functionality and measuring website quality, and open and user-driven innovation for tourism products and services are core research activities in this area.
- Resource constraints, the impact of climate change and social and economic inequality will affect and threaten the tourism industry if not managed responsibly.

In order to create a better understanding of these threats, the Department of Tourism and Service Management aims to identify these impacts and to develop measurement methods which allow reporting of these impacts with clear indicators in a transparent way. Special focus within corporate social responsibility is given to the needs of employees and their well-being, business ethics, the emerging concept of social entrepreneurship, impact measurement of social responsibility, as well as

the evaluation and assessment of sustainable tourist transport systems including forms of slow tourism.

### **Destination Competitiveness and Development**

The constantly growing number of travel destinations and the enhanced quality of existing ones is putting great pressure on those responsible for managing destinations to find better ways to compete in the tourism marketplace – and to do so in a sustainable manner. The Department of Tourism and Service Management is attempting to achieve this goal by better understanding those forces and factors that determine the competitiveness of tourism destinations. This research field focuses on different economic, environmental, and social aspects of destinations with the goal of improving the strategic decision making of tourism planners. Some of the methods to measure the competitiveness of destinations include benchmarking destinations based on traditional key performance indicators such as arrivals and occupancy rates, but also non-traditional, innovative indicators are investigated, such as website metrics of individual destinations. As the benefits of definitional systems of destination competitiveness are limited, cause-effect relationships are also tested. These relationships are investigated using state-of-the-art analytical techniques, including structural equation modelling and frontier analysis. Our research findings in the field of destination competitiveness and development are published in first-tier tourism journals (Tourism Management, JTR, Tourism Economics, ...).

The department maintains and works on improving the tourism management information system TourMIS ([www.tourmis.info](http://www.tourmis.info)), which is an open access platform for exchanging data, information and knowledge, and is used by all leading tourism organizations in Europe and beyond (e.g. UNWTO). TourMIS provides the tools which allow tourism managers to apply the scientific concepts, methods, and models studied by our faculty.

## Research at MODUL University Vienna: Facts and Figures

## Overview Publications MODUL University Vienna

Table 1 presents a detailed overview of the variety of publications listed in our research documentation database. The overview shows how impressively especially journal publications have increased over time. A more detailed view into the database allows also a closer look at the different topics and areas of research, which are highlighted in the presented list of publications for the year 2016/17. Besides the core disciplinary publications in tourism, new media, economics, political sciences, psychology, etc., also a lot of inter- and cross-disciplinary research has been published in top-ranked journals within this period, amongst others: conflict prevention analysis and sustainability, digitalization and tourism, user-driven innovations, and travelling.

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017 <sup>1</sup>	Average p. a.	Sum	
Book/Report types - Commissioned report	4	7	6	1	2	3	4	3	7	5	2	4.0	44	67
Book/Report types - Other report	1	0	0	1	2	2	1	1	1	2	1	1.1	12	
Book/Report types - Book	3	1	2	0	2	1	1	1	0	0	0	1.0	11	
Contribution to Book/Report types - Entry for encyclopedia/dictionary	0	0	0	1	0	0	1	0	3	1	0	0.5	6	187
Contribution to Book/Report types - Chapter	7	8	13	12	7	8	5	13	6	8	11	8.9	98	
Contribution to Book/Report types - Conference contribution	3	1	13	23	10	14	2	3	4	1	9	7.5	83	
Contribution to conference types - Abstract	1	0	1	0	1	3	5	2	2	6	4	2.3	25	129
Contribution to conference types - Poster	0	0	0	0	0	0	0	1	2	1	1	0.5	5	
Contribution to conference types - Paper	13	3	7	7	9	11	13	12	11	4	1	8.3	91	
Contribution to conference types - Other	5	0	0	0	2	0	0	0	0	1	0	0.7	8	

<sup>1</sup> Cutoff Date 1 October 2017

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	Average p. a.	Sum	
Contribution to journal - Article	14	17	22	21	23	18	22	18	26	25	28	21.3	234	240
Contribution to journal - Comment/debate	0	0	0	0	0	0	0	1	0	0	0	0.1	1	
Contribution to journal - Literature review	0	0	0	0	0	0	1	1	0	0	0	0.2	2	
Contribution to journal - Special issue	0	0	0	0	0	0	1	0	0	0	1	0.2	2	
Contribution to journal - Book/Film/Article review	0	0	0	0	0	0	0	0	0	0	1	0.1	1	
Contribution to specialist publication types - Article	1	2	2	0	0	0	3	1	3	1	0	1.2	13	14
Contribution to specialist publication types - Book/Film/Article review	0	0	0	0	0	1	0	0	0	0	0	0.1	1	
Other contribution – Other contribution	1	4	0	0	1	0	0	1	0	0	0	0.6	7	31
Working paper – Working paper	0	0	0	0	0	0	0	0	5	2	0	0.6	7	
Working paper – Discussion paper	1	0	1	6	2	2	3	0	0	0	0	1.4	15	
Types of Thesis – Doctoral Thesis	0	0	0	0	0	0	0	0	1	1	0	0.2	2	
<b>Sum</b>	<b>54</b>	<b>43</b>	<b>67</b>	<b>72</b>	<b>61</b>	<b>63</b>	<b>62</b>	<b>58</b>	<b>71</b>	<b>58</b>	<b>59</b>	<b>60.7</b>	<b>668</b>	

Table 1: 2007-2017: Publication Output Overview

Figure 1 demonstrates the development of the different types of publications on a yearly basis. The publication output especially in peer-reviewed journals shows a positive trend (more than 20 journal publications on average per year) and can be seen as an excellent output given the size of the institution (on average 29 researchers 2007-2017). An average of almost 61 publications per year is an excellent research output for an institution which is still in its first years of development.

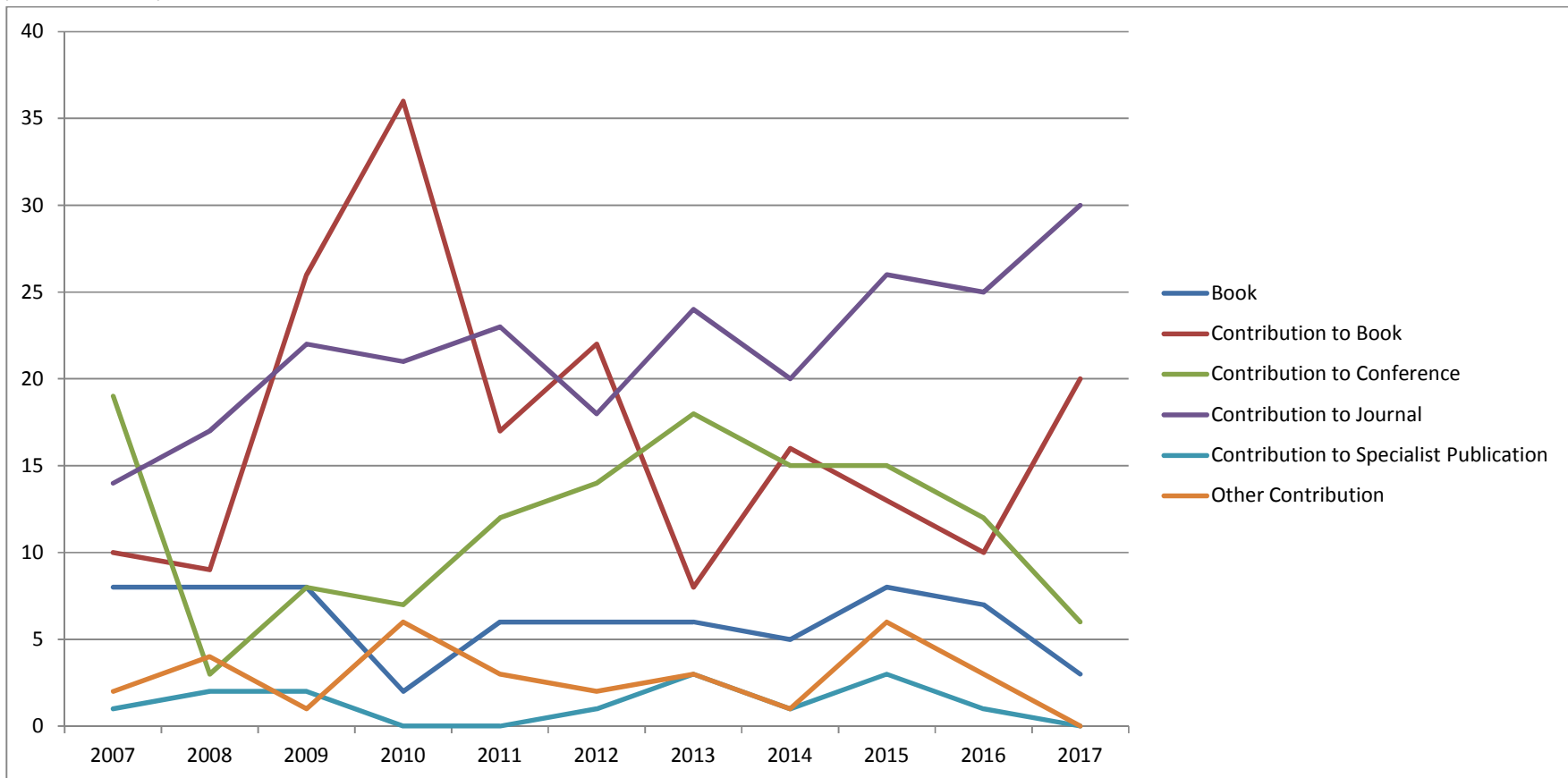


Figure 1: Publication output 2007-2017



## Publications and Research Output 2016 – 2017<sup>2</sup>

Antonschmidt, H., Fritz, K-P., & Lund-Durlacher, D. (2016). Sustainable Food and Cruise Tourism: The Guest Perspective. 66th AIEST-Conference, Malta.

Antonschmidt, H. (2017). Food sustainability signage – A means to overcome the attitude behaviour gap of tourists? Poster session presented at 67th AIEST-Conference, Tbilisi, Georgia.

Aubke, F., Matteucci, X., & Dressler, S. (2016). Understanding hospitality through transformative experiences: Impact of a service-learning approach. Paper presented at EuroCHRIE Annual Conference, Budapest, Hungary.

Aubke, F., & Hergesell, A. (2016). Networks for Social Capital Building in Tourism Higher Education. In P. Benckendorff, & A. Zehrer (Eds.), *Handbook of Teaching and Learning in Tourism*. (pp. 564-574). Edward Elgar Publishing Ltd.

Aubke, F., & Walter, C. (2016). Managing the Affiliation Process. In *The Routledge Handbook of Hotel Chain Management*. (pp. 415-426). Routledge.

Brasoveanu, A., Sabou, M., Scharl, A., Hubmann-Haidvogel, A., & Fischl, D. (2017). Visualizing statistical linked knowledge for decision support. *Semantic Web Journal*, 8(1), 113-137. DOI: 10.3233/SW-160225

Bressan, S. (2016). Taxation and Leverage inside Bank Holding Companies. *Accounting and Taxation*, 8(1), 27-39.

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## Conferences

### Overview Conference Participation

	2007 2008	2008 2009	2009 2010	2010 2011	2011 2012	2012 2013	2013 2014	2014 2015	2015 2016	Sum	Average p.a.
Invited Presentation*	5	15	20	14	21	23	20	25	20	163	18.1
Presentation	25	53	33	38	29	43	35	40	38	334	37.1
Participation	28	22	12	6	12	4	6	13	7	110	12.2
<b>Sum</b>	<b>58</b>	<b>90</b>	<b>65</b>	<b>58</b>	<b>62</b>	<b>70</b>	<b>61</b>	<b>78</b>	<b>65</b>	<b>607</b>	<b>67.4</b>

\*estimated, not surveyed in  
2007/2008

Table 2: Conference Participation 2007-2016

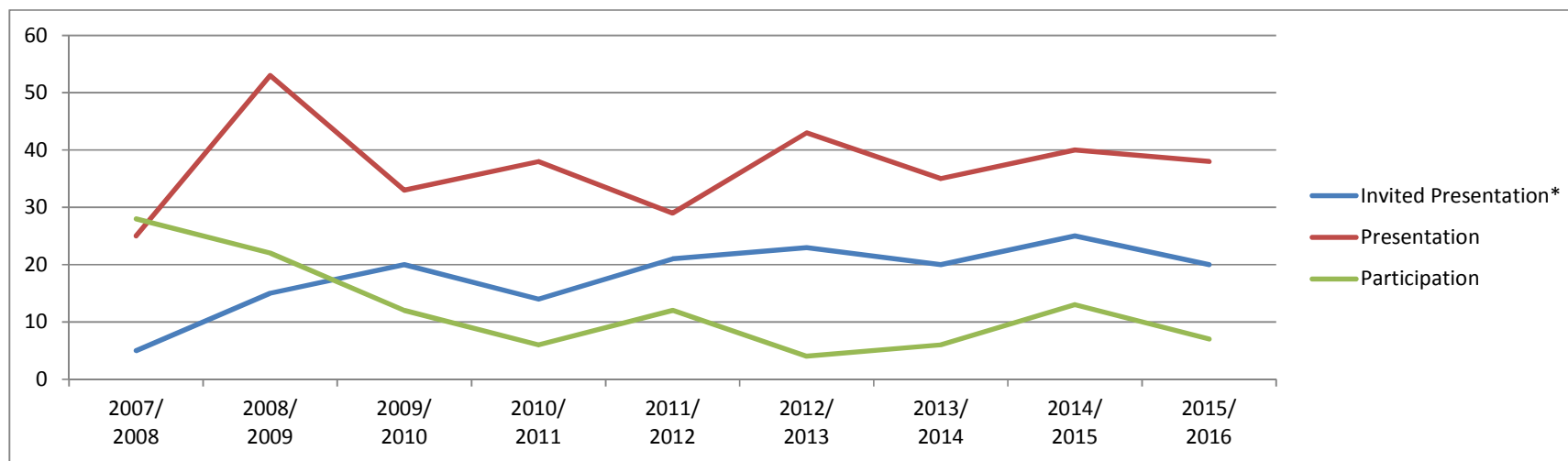


Figure 2: Conference Participation 2007-2016

## Conference Participation 2015/2016

Members of MODUL University's Faculty participated in the following conferences during 2015/2016:

No.	Name of Conference	Organizing Institution/Host
1	10th International Conference on Language Resources and Evaluation (LREC 2016)	European Language Resources Association
2	14th Brazilian Symposium on Human Factors in Computer Systems	Universidade Estadual de Oest do Paraná
3	1st International Workshop on Recent Trends in News Information Retrieval	Signalmedia, University of Essex, University of Glasgow and others
4	36th Annual International Symposium on Forecasting	International Institute of Forecasters
5	37th Annual Conference of the International Society for Clinical Biostatistics (ISCB)	International Society for Clinical Biostatistics
6	3rd CSR Conference	Cologne Business School
7	51st Tourist Research Center Meeting	Tourist Research Center
8	56th European Regional Science Association Annual Congress	ERSA
9	66th AIEST Conference	AIEST (International Association of Scientific Experts in Tourism)
10	7th International Symposium in Service Management	Mahidol University International College
11	9th International Conference on Computational and Financial Econometrics	Queen Mary University of London
12	Adaptive Designs and Multiple Testing Procedures Workshop 2016	University of Padua
13	Aga Khan University Advisory Board Meeting	Aga Khan Foundation
14	Annual Conference of the European Council on Hotel, Restaurant and Institutional Education	Manchester Metropolitan University (UK)

No.	Name of Conference	Organizing Institution/Host
15	Annual HTL Summit Vienna	PKF Hotelexperts
16	BEST EN Think Tank XVI	Eberswalde University for Sustainable Development, BEST Education Network
17	Conference on Animal Rights in Europe (CARE)	Open Cages/Warsaw University of Social Sciences and Humanities
18	Culinary and Wine Tourism Conference	FH Wien
19	Data Lab: TourMIS – das Wikipedia der Tourismusstatistik	Travel Industry Club
20	ECM Annual Conference	European Cities Marketing (ECM)
21	ECVET Vienna (European Credit System for Vocational Education and Training)	ÖAD, Erasmus+, ECVET
22	EMAC 2016	European Marketing Academy (EMAC)
23	ENTER 2016	International Federation for IT and Travel and Tourism (IFITT)
24	European Conference on Social Networks (EUSN)	Science-Po, Sorbonne, Paris
25	European Consortium for Political Research (ECPR) Annual Conference	Charles University, Prague
26	European Data Forum 2016	STI International
27	European TTRA	University of Innsbruck
28	Eye on Earth Summit	UNEP
29	HICSS (49th Hawaii International Conference on System Sciences)	University of Hawaii at Manoa, Department of IT Management
30	ICCE 2016 (International Conference on Consumer Electronics)	IEEE (Institute of Electrical and Electronics Engineers)
31	Insight 2016	Graz University of Technology, Joanneum Research
32	International Network for Social Network Analysis (INSNA)	U.C. Davis, Los Angeles

No.	Name of Conference	Organizing Institution/Host
33	North American Regional Science Association Annual Meeting	NARSA
34	Pre-Testing Methoden Workshop der PUMA Arbeitsgruppe	Fakultätszentrum für Methoden der Sozialwissenschaften der Universität Wien
35	Research and Statistics Working Group Meeting 2016	European Cities Marketing
36	Spring Symposium on Challenges in Sustainable Tourism Development (SSTD 2016)	Universidad de Las Palmas de Gran Canaria
37	Summer School on Degrowth and Environmental Justice	Universitat Autonoma de Barcelona
38	Tag der angewandten Geographie	ÖVAG (Österreichischer Verband für angewandte Geographie)
39	Tagung der Ombudstelle der Studierenden des BMWFW	Ombudstelle der Studierenden des BMWFW
40	TourMis Workshop and Seminar on Monitoring Sustainability: International Seminar on Environmental and Social Tourism Indicators for Measuring Tourism Development	European Cities Marketing (ECM), European Travel Commission (ETC)
41	Travel Industry Club Vienna - Romantik Tafelrunden	Travel Industry Club
42	UNEA2 United Nations Assembly	UN
43	University of Surrey's School of Hospitality and Tourism Management Conference 2016	University of Surrey
44	Vienna Workshop on Sustainable Development	MODUL University Vienna
45	Wohlbefinden in Österreich	Statistik Austria
46	World Tourism Cities Federation Fragrant Hills Tourism Summit	World Tourism Cities Federation
47	Youth Travel Summit 2016	The Class of 2020

Table 3: Types of Conferences

## TourMIS Users' Workshop and International Seminar at MODUL University

The TourMIS Users' Workshop and International Seminar are annual events hosted by MODUL University Vienna. These two events take place in the first half of September and are organized by the European Travel Commission (ETC), World Tourism Organization (UNWTO), European Cities Marketing (ECM), and MODUL University Vienna. The topic of the seminar differs every year, with ECM in charge of the topic one year, and ETC and UNWTO taking the lead the following year. Both events are directed toward managers, academics, as well as consultants and representatives of governments and international organizations dealing with tourism. Two main sponsors are the Austrian National Tourist Office and the Vienna Tourist Board. The main organizer of the events is Dr. Bozana Zekan (Department of Tourism and Service Management). More information can be found at [www.modul.ac.at/tourmis](http://www.modul.ac.at/tourmis)

Overview of the events as of 2008:

- September 07-08, 2017: 13th TourMIS Users' Workshop & International Seminar on Residents' Attitudes towards Tourism
- September 08-09, 2016: 12th TourMIS Users' Workshop & International Seminar on Consumer Trends & Tourism
- September 10-11, 2015: 11th TourMIS Users' Workshop & Monitoring Sustainability: International Seminar on Environmental and Social Tourism Indicators for Measuring Tourism Development
- September 11-12, 2014: 10th TourMIS Users' Workshop & International Seminar on Knowledge Sharing for Tourism Destinations
- September 12-13, 2013: 9th TourMIS Users' Workshop & International Seminar on Hospitality of Local Communities and Providers of Tourism Services - The Role of Dashboards, Tourism Observatories and Other Monitoring Tools
- September 13-14, 2012: 8th TourMIS Users' Workshop & International Seminar on Key Performance Indicators for Destination Marketing
- September 15-16, 2011: 7th TourMIS Users' Workshop & International Seminar on New Media Analysis and Strategies for Tourism Marketing Organizations
- September 16-17, 2010: 6th TourMIS Users' Workshop & International Seminar on Demographic Change and Tourism
- September 3-4, 2009: 5th TourMIS Users' Workshop & International Seminar on Tourism Marketing and the Social Web
- September 11-12, 2008: 4th TourMIS Users' Workshop & International Seminar on Forecasting and Strategic Planning

## Research Projects

Figure 3 illustrates the number of ongoing research projects each year from 2007 until 2017. Within the first five years the number of projects remained relatively low due to two reasons. First, MODUL University Vienna employed only 22 faculty members and four third party funded researchers until 2011. Second, MODUL University Vienna struggled during this period to demonstrate a track record of university-led research projects. For many research funding programs within the European Union, a reference list of research projects carried out within the institution are pre-requisites in order to get funded. As the university has become more experienced and well-known, it has been able to develop a long track record of national and international research projects.

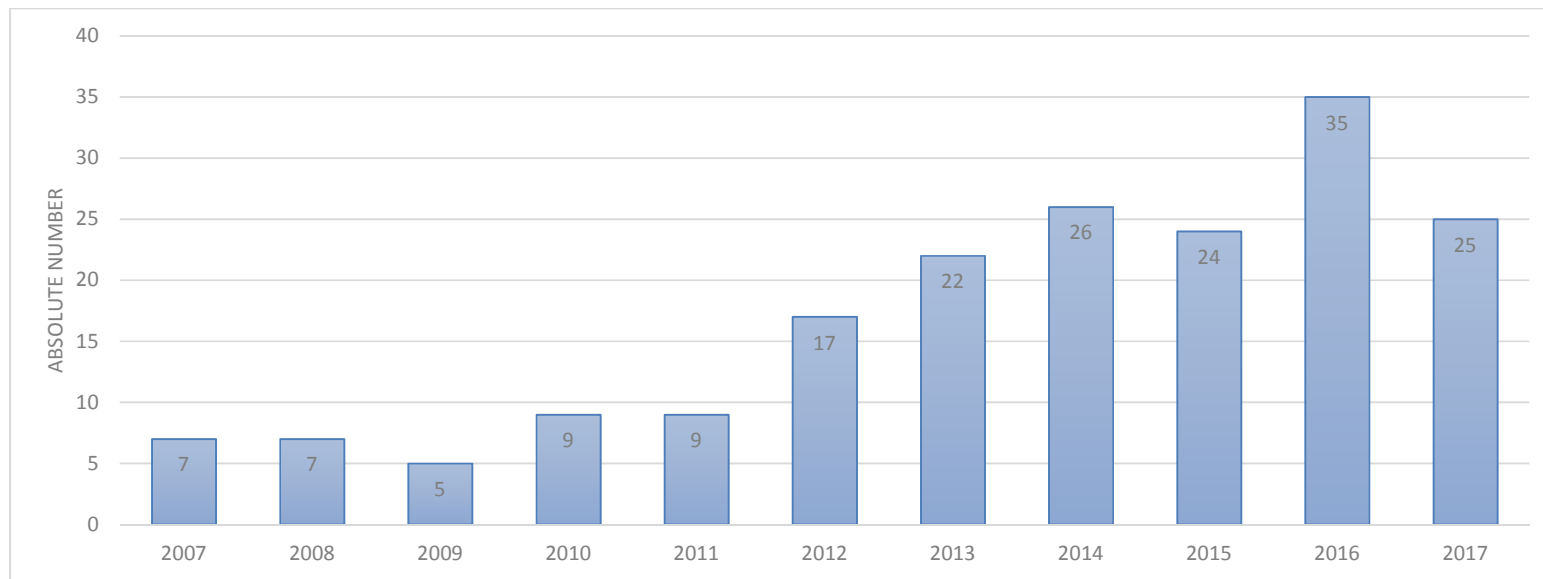


Figure 3: Ongoing research projects 2007-2017<sup>3</sup>

<sup>3</sup> Cut off date: 1 Oct 2017



Table 4 provides a more detailed overview of the 68 projects that have been carried out at MODUL University Vienna.

No.	Title	Participants at MODUL	Partner Institutions	Start Date	End Date
1	TourMIS	Karl Wöber, Irem Önder	European Cities Marketing (ECM)	9/1/1990	Ongoing
2	US Election Web Monitor	Arno Scharl	University of Western Australia, Wirtschaftsuniversität Wien, A1	1/1/2004	Ongoing
3	Information Diffusion across Interactive Online Media	Astrid Dickinger, Arno Scharl	Graz University of Technology, Wirtschaftsuniversität Wien, Gentic Software, PRISMA solutions EDV-Dienstleistungen GmbH, Bundesanstalt Statistik Österreich	7/6/2006	6/5/2009
4	Energy Efficiency and the Real Estate Economy	Sabine Sedlacek	Wirtschaftsuniversität Wien	1/1/2007	12/31/2010
5	future.scapes - Global Change and its Influence on Landscape and Society- Scenarios of Future Transition and Solution Strategies to Mitigate Negative Effects	Sabine Sedlacek	Austrian Institute of Technology GmbH, University of Life Sciences (BOKU), Österreichisches Ökologieinstitut	1/1/2007	12/31/2009
6	Success Factors in Job Re-training Programs: The Case of the Bioworks Program in North Carolina, USA	Harvey Goldstein		1/1/2007	12/31/2008
7	Media Watch on Climate Change	Arno Scharl		8/1/2007	Ongoing
8	Tourism Jobs as Employment Opportunity for Females– Status Quo and Future Perspectives	Dagmar Lund-Durlacher, Ulrike Bauernfeind, Anja Hergesell		1/1/2009	1/1/2010
9	ECM Benchmarking Report	Irem Önder, Karl Wöber	European Cities Marketing (ECM), ECM Benchmarking Group	2/1/2009	Ongoing
10	Landscape of the Year – European Network for Competitive and Sustainable Tourism	Sabine Sedlacek, Andreas Zins, Dagmar Lund-Durlacher	Friends of the Earth International	1/1/2010	12/31/2011

No.	Title	Participants at MODUL	Partner Institutions	Start Date	End Date
11	Leveraging Social Media for Market Research	Astrid Dickinger		3/1/2010	5/1/2012
12	Climate Change Collaboratory (Triple-C)	Arno Scharl, Sabine Sedlacek	Wirtschaftsuniversität Wien, University of Graz, European Research Centre-The Club of Rome, University of Natural Resources and Life Sciences, Vienna, World Wide Fund for Nature (WWF) Austria, ScienceCenter-Netzwerk, International Society for Environmental Protection, Central European Environmental Data Request Facility (CEDAR), National Oceanic and Atmospheric Administration, National Aeronautics and Space Administration, Association of Science-Technology Centers (ASTC), London School of Economics	3/1/2010	9/20/2012
13	Living conditions, quality of life, and subjective well-being in regions: A methodological pilot study with explorative interviewing and quantitative measurement	Ivo Ponocny, Christian Weismayer, Sabine Sedlacek	Institute of Psychology, University of Vienna, Sigmund Freud Private Universität	1/1/2011	Ongoing
14	DIVINE - Dynamic Integration and Visualization of Information from Multiple Evidence Sources	Arno Scharl, Marta Sabou, Stefan Gindl, Alexander Hubmann-Haidvogel	Wirtschaftsuniversität Wien, Know Center, Gentic GmbH, webLyzard Technology GmbH	7/1/2011	12/31/2013
15	The motivation of Social Entrepreneurs	Dimitris Christopoulos		1/1/2012	1/1/2014
16	CROSSTRADe, Informal Trade and Cross-Border Integration in West Africa	Dimitris Christopoulos	University of Southern Denmark	1/1/2012	1/1/2014
17	Role of Universities in Regional Governance	Sabine Sedlacek		8/1/2012	12/31/2012

No.	Title	Participants at MODUL	Partner Institutions	Start Date	End Date
18	Nachhaltige Immobilienwirtschaft und Governance	Sabine Sedlacek		9/1/2012	3/31/2013
19	Unternehmensnetzwerke der Wiener Privathotellerie	Florian Aubke		9/1/2012	8/31/2014
20	Vienna as a Region of Knowledge: Increasing the Generation of University Spin-offs	Harvey Goldstein, Sabine Sedlacek, Verena Radinger-Peer		9/1/2012	11/30/2013
21	The Image of Vienna in User-Generated Content: An Analysis of Brand Personality and Emotions	Astrid Dickinger, Lidija Lalacic		11/1/2012	11/1/2014
22	MediaMixer	Lyndon Nixon	Centre for Research and Technology Hellas, Condat AG, EURECOM, University of Lleida, ACUITY Unlimited, Jozef Stefan Institute	11/1/2012	4/30/2014
23	uComp	Arno Scharl	University of Sheffield, Wirtschaftsuniversität Wien, LIMSI-CNRS	11/15/2012	5/14/2016
24	Voices in the City: Policy Networks and Regulatory Reform in the City of London	Dimitris Christopoulos		1/1/2013	1/1/2014
25	Energy Efficiency Investments – GHG solutions for Europe	Margarethe Rammerstorfer		1/1/2013	12/31/2014
26	Markowitz Revisited: Social Portfolio Engineering	Margarethe Rammerstorfer		1/1/2013	12/31/2014
27	ETIHQ - Exposing Tourism Indicators as High Quality Linked Data	Marta Sabou, Adrian Brasoveanu, Irem Önder, Arno Scharl, Karl Wöber		10/1/2013	10/1/2014

No.	Title	Participants at MODUL	Partner Institutions	Start Date	End Date
28	LinkedTV	Lyndon Nixon	Centre for Research and Technology Hellas, Condat AG, EURECOM, Nederlands Instituut voor Beeld en Geluid, Noterik BV, Rundfunk Berlin-Brandenburg, Stichting Centrum voor Wiskunde en Informatica (CWI), Université de Mons, Universität St. Gallen, Vysoká škola ekonomická v Praze, Fraunhofer IAIS	10/1/2013	3/31/2015
29	DecarboNet	Arno Scharl	Knowledge Media Institute The Open University, WWF Switzerland, University of Sheffield, Wirtschaftsuniversität Wien, Waag Society, geotogether	10/1/2013	11/30/2016
30	PHEME – Computing Veracity across Media, Languages, and Social Networks	Arno Scharl	University of Sheffield, Universität des Saarlandes, Ontotext, King's College London, iHub Ltd., Swissinfo.ch, University of Warwick, Atos IT Solutions and Services GmbH	10/1/2013	3/31/2017
31	Open Government Data für betriebliche und soziale Innovation	Marta Sabou		10/2/2013	10/1/2014
32	Evaluierung der Initiativen im Bereich Kulinarik im Rahmen des Programms LE 07-13	Sabine Sedlacek, Andreas Zins, Verena Radinger-Peer	ÖAR Regionalberatung	1/1/2014	31/12/2014
33	User-Driven Innovations in Tourism enhanced by Social Media	Lidija Lalicic, Astrid Dickinger	JourniApp.in	6/1/2014	6/1/2016
34	Destinationsimage und die Online-Welt	Astrid Dickinger		9/1/2014	8/31/2016

No.	Title	Participants at MODUL	Partner Institutions	Start Date	End Date
35	Infrastruktur für technologiebasierte Start-ups: zwischen Angebot und Nachfrage. Die Situation der Region Wien	Verena Radinger-Peer		9/1/2014	6/30/2015
36	User-driven Innovation in Tourism in Social Media Spaces	Lidija Lalicic		10/1/2014	6/1/2015
37	Forecasting Tourism Demand for Vienna with Google Trends	Ulrich Gunter, Irem Önder		10/1/2014	6/30/2015
38	Open Innovation Web 2.0 Plattformen: Eine Fallstudie des Wientourismus	Lidija Lalicic		12/1/2014	6/30/2016
39	Flood Resilience and Policy Networks in Austria	Dimitris Christopoulos, Graziano M. Ceddia		1/1/2015	12/31/2015
40	CROSSWATER, The management of water resources in the Rhine basin	Dimitris Christopoulos		1/1/2015	1/1/2017
41	UNEP Live	Ruslan Kamolov, Rod Coronel, Lucas Gerrand, Tim Lammarsch		4/1/2015	5/31/2016
42	Investment Funds for Technology-Based Start-Ups in Vienna: Sources, Actors, and Alternative Financing Models	Harvey Goldstein, Sabine Sedlacek, Dimitris Christopoulos, Verena Radinger-Peer		5/1/2015	12/1/2016
43	Open Innovation Platforms in Tourism: A Case Study of the Vienna Tourist Board	Lidija Lalicic	Vienna Tourist Board	6/1/2015	6/1/2016
44	Economic Relevance of Mountain Biking as a Leisure and Tourism Activity	Dagmar Lund-Durlacher, Hannes Antonschmidt		7/1/2015	9/1/2016
45	Sustainable Food in the Travel context	Dagmar Lund-Durlacher, Hannes Antonschmidt	University of Applied Sciences of WKW, Kondeor	8/1/2015	3/1/2016

No.	Title	Participants at MODUL	Partner Institutions	Start Date	End Date
46	Evaluierung des Wiener Bildungsexports – Aspekte des indirekten Nutzens von Privatuniversitäten anhand des Fallbeispiels der MODUL University Vienna	Sabine Sedlacek		9/1/2015	6/30/2016
47	Benchmarking Webanalytics of European Destinations	Karl Wöber, Irem Önder	Vienna Tourist Board	10/1/2015	Ongoing
48	Indigenous Communities, Land Use and tropical Deforestation (INCLUDE)	Graziano M. Ceddia, Dimitris Christopoulos	School of Agricultural Policy and Development, University of Reading	1/1/2016	1/1/2021
49	Statistical Report on Tourism Accommodation Establishments	Egon Smeral, Irem Önder, Ulrich Gunter		1/1/2016	12/31/2017
50	ECM Meeting Statistics Report	Lidija Lalicic		3/1/2016	Ongoing
51	Consumption-/Travel behaviour at medium-term economic stagnation	Egon Smeral		3/1/2016	Ongoing
52	City Tourism Performance Monitors – Methodology of Data Collection in Cities	Bozana Zekan, Irem Önder, Karl Wöber		3/1/2016	8/31/2016
53	European Cities Tourism Report	Bozana Zekan, Karl Wöber		3/1/2016	8/31/2016
54	SCITHOS Smart City Hospitality	Irem Önder, Karl Wöber, Lidija Lalicic	NHTV Breda University of Applied Sciences, West Norway Research Institute, Worldline Iberia SA	5/1/2016	5/1/2019
55	Impulse zu Sicherung und Ausbau von Ganzjahresangeboten in Gastronomie und Beherbergung im Nordburgenland	Sabine Sedlacek, Andreas Zins	ÖAR Regionalberatung	7/1/2016	7/1/2018
56	VorTEIL - Vorzeigeregion Tourismus - Energietechnologien und Innovationen leben	Sabine Sedlacek, Dagmar Lund-Durlacher, Hannes Antonschmidt	Austrian Institute of Technology GmbH, energy changes	7/1/2016	3/1/2017
57	What Makes a Useful Review: Insights for Viennese Hoteliers	Daniel Leung		7/1/2016	9/1/2016
58	Development and test of instruments for sustainability information and communication	Dagmar Lund-Durlacher, Hannes Antonschmidt		7/1/2016	7/1/2017

No.	Title	Participants at MODUL	Partner Institutions	Start Date	End Date
59	Status Quo of Airbnb in Vienna and in its Main Competitors	Ulrich Gunter, Irem Önder, Bozana Zekan		8/1/2016	1/31/2017
60	Danube river cruises: Impacts on the tourism industry of Vienna	Kristof Tomej		9/1/2016	7/1/2017
61	Forstrat Cockpit 2	Arno Scharl	RISE, Repuco, Universität Salzburg, Bundesministerium für Inneres	10/1/2016	9/30/2017
62	HE-RO: Higher Education Institutions - Region collaboration: How HEIs and local and regional actors 'learn' to interact and collaborate effectively in knowledge based problem-solving activities - a cross-country analysis of European Case Studies.	Verena Radinger-Peer		11/1/2016	11/1/2019
63	TRIANGLE - The Tourism Research, Innovation and Next Generation Learning Experience	Ulrich Gunter, Dagmar Lund-Durlacher		11/1/2016	10/31/2019
64	Preparatory work to revise the harmonized time use survey for the implementation in the round 2020	Ivo Ponocny		1/1/2017	Ongoing
65	Taste the culture, Turkey	Dagmar Lund-Durlacher		3/1/2017	9/1/2017
66	Peer review of the 4th EQLS report	Ivo Ponocny	JKU Linz	7/1/2017	9/30/2017
67	PUMA Quality of Life	Ivo Ponocny	University of Vienna, Bundesanstalt Statistik Österreich	9/1/2017	9/30/2017
68	Sharing Economy: The Competitive Standing of Viennese Airbnb Accommodations	Bozana Zekan, Irem Önder, Ulrich Gunter		10/1/2017	9/30/2018

Table 4: Project overview 2007-2017<sup>4</sup>

<sup>4</sup> Cut off date: 1 October 2017

## Institutional Memberships

Table 5 shows a selection of institutional memberships in scientific associations. This list excludes the memberships of individual faculty members to associations in their respective areas of expertise.

Institution/Network
ACM - Association of Computing Machinery
AIENT – International Association of Scientific Experts in Tourism
BEST EN – Building Excellence for Sustainable Tourism Education Network
CHRIE – The International Council on Hotel, Restaurant and Institutional Education
DAA – Digital Analytics Association
Deutsche Gesellschaft für Psychologie
Eurasia – Pacific Uninet
ICRT – International Center for Responsible Tourism
IEEE Computer Society
IFITT – International Federation for IT and Travel & Tourism
International Institute of Forecasters
International Society for Quality of Life Studies
OCG – Österreichische Computer Gesellschaft
ÖGAF – Österreichische Gesellschaft für Angewandte Forschung in der Tourismus- und Freizeitwirtschaft
Österreichische Gesellschaft für Psychologie
ÖPUK – Österreichische Privatuniversitätenkonferenz
Österreichische Statistische Gesellschaft
STI International
TEFI Tourism Education Futures Initiative
TIES – The International Ecotourism Society
UNWTO – United Nations World Tourism Organization

Table 5: Institutional Membership



## Awards and Prizes

The following overview presents detailed information about awards received over the years by MODUL University's faculty.

### 2017

No.	Award	Recipient	Granting Organization
1	ITB Science Award 2017- Best PhD Dissertation	Lidija Lalacic	ITB Berlin
2	Best PhD Paper Award	Hannes Antonschmidt	International Association of Scientific Experts in Tourism
3	Dr. Richard Marecki International Award/Service Leadership and Innovation International Award	Bozana Zekan	Rochester Institute of Technology
4	Annual Best of Computing	Christoph Trattner	ACM Computing Reviews
5	Best Paper Award Honorable Mention at WWW'17	Christoph Trattner	World Wide Web Consortium

### 2016

No.	Award	Recipient	Granting Organization
1	Dr. Maria Schaumayer Stiftung Anerkennungsurkunde	Lidija Lalacic	Dr. Maria Schaumayer Foundation
2	Dr. Maria Schaumayer Stiftung Anerkennungsurkunde	Bozana Zekan	Dr. Maria Schaumayer Foundation
3	EDAMBA Thesis Competition 3rd prize	Valeria Croce	European Doctoral programs Association in Management & Business Administration

### 2015

No.	Award	Recipient	Granting Organization
1	Certificate of Excellence for Outstanding Teaching Performance	Bozana Zekan	MODUL University Vienna
2	Emerald/EFMD Outstanding Doctoral Research Award	Valeria Croce	European Foundation for Management Development

### 2014

No.	Award	Recipient	Granting Organization
1	netidee 2014 Scholarship	Lidija Lalacic	Internet Foundation Austria
2	WU Best Paper Award	Ivo Ponocny	Wirtschaftsuniversität Wien

## 2012

No.	Award	Recipient	Granting Organization
1	1st place in the Category 'Structural Foundations' and 3rd place in the Category 'Teaching and Curriculum, International Co-operations'	MU Sustainability Committee	Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management
2	Best Paper Award	Dagmar Lund-Durlacher	International Society of Travel & Tourism Educators

## 2011

No.	Award	Recipient	Granting Organization
1	1st Meritorious (4th Runner-up) to the Best Paper Award	Xavier Matteucci	4th Advances in Tourism Marketing Conference
2	Bursary Award for a PhD Thesis Based Paper	Astrid Dickinger, Clemens Költringer	European Marketing Academy
3	Elected as Fellow of the International Academy for the Study of Tourism	Karl Wöber	International Academy for the Study of Tourism
4	ENTER Best Paper Award 2nd Place	Astrid Dickinger, Clemens Költringer, Wolfgang Körbitz	ENTER 2011 Conference

## 2010

No.	Award	Recipient	Granting Organization
1	2nd Place in the Category 'Structural Foundations'	MU Sustainability Committee	Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management
2	EuroCHRIE Student Award	Florian Aubke	European Council on Hotel, Restaurant & Institutional Education
3	Johann Strauss Gold Medal	Karl Wöber	Vienna Tourist Board

## 2009

No.	Award	Recipient	Granting Organization
1	Best PhD Workshop Paper Award	Clemens Költringer	ENTER 2009 Conference
2	Ulysses Award for Innovation in Tourism Enterprises	Karl Wöber	World Tourism Organization

## 2008

No.	Award	Recipient	Granting Organization
1	Austrian National Award for Multimedia and e-business	Arno Scharl	Bundesministerium für Wissenschaft, Forschung und Wirtschaft
2	Charles R. Goeldner Article of Excellence Award	Karl Wöber	Journal of Travel Research
3	FIT-IT Award 3rd prize	Arno Scharl	Bundesministerium für Verkehr, Innovation und Technology

## 2007

No.	Award	Recipient	Granting Organization
1	Digital Earth 3D Visualization Grand Challenge Winner	Arno Scharl	Digital Earth Symposion
2	Rudolf Sallinger-Award	Astrid Dickinger	Rudolf Sallinger Fonds
3	Tourissimus Award	Clemens Költringer	Austrian Society of Applied Research in Tourism

## Dissertation Projects

### Current Dissertation Projects

#### *Hannes Antonschmidt*

Hannes' research investigates the adoption of sustainability innovations in the hotel industry. (Sustainability) innovations are regarded as critical for companies to achieve advantages in an increasingly competitive market environment. Similarly, innovative firms are found to show better operational and financial performance. This finding is confirmed for product, marketing, process, and organizational innovations and holds for the service sector in general, and the hotel industry in particular.

However, irrespective of the benefits of an innovative strategy, the hotel sector is described as innovation-cautious, and the adoption of sustainable development practices remains relatively low, contradicting other research claiming that increased market demand led to increased innovation activity.

Following, the aim of this PhD research is to find explanations for this reserved behavior on behalf of the hotel industry. The phenomenon "sustainable food" thereby serves as an example for a sustainability innovation. The research investigates the nature of the innovation, its utility for the hotel industry, and the factors determining its adoption.

Sustainable food is a multidimensional concept in the intersection of the areas ecology, economy, society, health, and culture. It requires a range of operational and strategic decisions by hotels such as buying local products, educating staff, and engaging socially in the surrounding community.

It is hoped that the research results can provide policy advice how to stimulate the hotel industry and other sectors to become more open-minded with respect to sustainability innovations.

#### *Kristof Tomej*

The aim of Kristof's proposed dissertation is to answer the research question "What factors affect the behavior of tourists before and during engaging in an inclusive holiday experience within a group of persons with and without visual impairment?" The dissertation consists of a preamble and three studies. The preamble introduces the concept of inclusive holidays designed for individuals with diverse visual abilities through the prism of the development of the concepts of disability, recreation, and tourism for persons with disability.

The three studies of the dissertation are then designed to uncover different aspects of the main research question, namely the motivations of participation in such inclusive holidays (Study 1), the experiences of travelers during inclusive holidays in terms of their interaction with the physical and social environments (Study 2), and the characteristics of the persons who are most likely to take part in inclusive holidays in the future (Study 3).

Each study is based on a firm theoretical background of existing studies from various disciplines, most notably, psychology, consumer behavior, marketing, and design. Each research design was developed with the intention of staying relevant to the needs of industry practitioners, which in the

case of the chosen domain comprise small social businesses and charities that do not own substantial marketing resources and do not operate with large marketing budgets.

### *David Leonard*

Vegan activists work to mitigate the adverse environmental, animal welfare, and health related consequences of contemporary animal agriculture, yet their personal advocacy approach has been only moderately successful among a resistant population.

The phenomenon of cognitive dissonance in meat-eaters is well established in the literature, but little understood. In particular, it is unclear which of the competing cognitive dissonance models is at play. This distinction is important, however, as each of the different models suggest alternative strategies which may be employed by vegan advocates to increase the persuasive impact of their communications. This issue is explored using an experimental design, whereby the 'success' of an (ethical) vegan advocacy message is measured across groups of participants, whose receptiveness is promoted through a variety of scalable interventions derived from the cognitive dissonance literature. Attitude change resulting from exposure to the vegan advocacy message was deemed successful according to the degree that participant attitudes moved closer to those of the vegan advocates.

The results show that exposure to the vegan advocacy message alone was able to shift some specific cognitions in the desired direction, but did not produce a statistically significant impact on holistic audience attitudes towards the use of animals for food. The application of additional interventions derived from the Self-Affirmation (Steele 1988), Self-Standards (Stone & Cooper 2001), and Self-Consistency (Aronson 1969) models could not be shown to moderate this effect. However, an induced compliance intervention derived from Festinger's (1957) conventional model and/or the Action-Based model (Harmon-Jones et al. 2009) was shown to accentuate the persuasive impact of the activist communication.

As the first study to examine multiple dissonance models in a unified experimental setting, these findings contribute to the theoretical advancement of the cognitive dissonance literature through their empirical support for the conventional and action-based dissonance models in preference to the competing models. Furthermore, the findings yield important implications and suggest practical recommendations for vegan activists and, potentially, for all those seeking to persuade others.

## **Finished Dissertation Projects at MODUL University Vienna**

### *Lidija Lalicic*

Lidija's dissertation provides an understanding of the usability of social media spaces for tourism marketers, but also to understand how tourism marketers can benefit from it and innovate their existing products and/or services.

Through the use of a three-paper design, this dissertation takes an interdisciplinary approach with multiple methods.

The first study, 'Brand Personality represented in User-Generated Content (UGC)', provides marketers with an understanding of how to enhance their absorptive capacity to identify, assimilate and translate the knowledge from social media spaces into their innovation strategies.

The second study, 'The Role of Creativity in Mobile User-Driven Innovative Travel Communities', integrates the topic of user-driven innovation and mobile computing platforms in tourism. Through a web-based survey among members of a mobile computing travel platform, consumers' creativity is assessed and analyzed as an effect on user-driven innovative outcomes.

The third study, 'Open innovation Platforms used by Destination Management Organizations (DMOs)', focuses on the possibility for DMOs to integrate the open innovation paradigm facilitated by social media spaces.

Generally, the dissertation demonstrates how the dynamics of the internet forces marketers to exploit their resources outside their company borders in order to secure stable growth. Social media can, thus, create fruitful opportunities for practitioners. For research, this dissertation integrated theories from the field of marketing and innovation. This allows a comprehensive understanding of consumers' behavior in tourism and their interaction with social media. The theories illustrate their applicability to the field of tourism and support the development of theories explaining marketing practices facilitated by consumers in the field of tourism.

### *Daniel Leung*

Daniel's dissertation has the twofold objectives of (1) examining the current state of research on electronic word of mouth (eWOM) in tourism and hospitality (i. e. what we know) and (2) providing an agenda for future research on eWOM in tourism and hospitality (i. e. what we don't know), and presents a systematic review of 195 eWOM-related full-length journal articles published between 2001 and 2015. Based on a nine-quadrant framework adapted from Nyilasy (2005), the findings reveal that diversified eWOM-related topics have been investigated over the past 15 years but scholarly attention is unevenly distributed. Substantial effort has been paid to understand senders' processing of eWOM contribution, whereas research on firm-level receiver's antecedents and processing of eWOM consumption are however in its infancy. The study contributes to the literature by synthesizing the research inquiries that have been discussed in extant literature. The agenda for future research developed in the current study is also expected to provide clues for subsequent researchers to contribute more knowledge or insights to the growing stream of eWOM research.

## Finished Dissertation Projects in Collaboration with other Universities

### *Florian Aubke*

In collaboration with Vienna University of Economics and Business

Florian's dissertation revolves around the question of what constitutes effective teams. Parting with a traditionally strong reliance on attribution-based performance models in the literature, the current study takes a structuralist approach instead. As such, the team is regarded as a composite of actors who are held together by their respective non-random communication network. It is exactly this non-randomness that forms the basis of this thesis and drives the methodology accordingly. After a qualitative pre-study, a purposive sampling returned network data and performance measurements from 33 international hotel revenue management teams. By using an exponential random graph modeling approach, it is expected to find support for the assumption that network characteristics are stronger drivers of team performance than individual actor attributes.

### *Stefan Gindl*

In collaboration with Vienna University of Technology

Stefan's dissertation covers sentiment detection, a subarea of artificial intelligence. Sentiment detection investigates methods for the computerized analysis of written text regarding its sentiment charge. In other words, sentiment detection tries to find out if an author wants to express positive or negative emotion. This technology gained strong interest in recent years with the growing availability of opinions on the Web. Web sites, blog posts or forums as invaluable resources wait to be exploited by opinion research. Yet, manual methods for an analysis of these resources are not feasible due to the sheer amount of available data. Current computer-assisted methods overcome the problem of time exposure, but they are still unreliable. The ambiguity of human language is still a problem of common approaches. Stefan investigates methods for their improvement, which cover an in-depth analysis of the connections between terms expressing sentiment and the influence of their surrounding. The overall goal is the development of a software agent capable of a flexible adaptation to the characteristics of the processed language. The system will be self-learning, so it can also be applied to languages different from English.

### *Karin Glaser*

In collaboration with University of Vienna

The causes and consequences of terrorism are Karin's research focus. In her dissertation she is pursuing the question of which conditions create an environment where terrorism is likely to emerge and which policy measures and reforms are effective in countering terrorism threats. For this purpose, she is empirically assessing the geographic roots of terrorism and factors that contribute to an environment creating political violence. Based on an extended version of the Global Terrorism Database she is also tracing the development of different ideological forms of terrorism, illustrating the rise of religious terrorism and assessing which role religious terrorism plays compared to other ideological forms. The second part of the dissertation discusses impacts of terrorism with a

strong focus on the economy. A section about the impacts of terrorism on tourism links her research to the tourism focus of MODUL University Vienna.

### *Anja Hergesell*

In collaboration with Vienna University of Economics and Business

Anja's dissertation contributes to the discussions on climate change mitigation in the tourism context by examining the effectiveness of current policies striving to encourage environmentally and specifically climate-friendly behaviors among consumers. Based on a review of the literature on the determinants of environmental behavior and behavior change, Anja investigates the necessity for behavior-specific interventions in regards to holiday travel by exploring the influence of values on environmental behavior as well as the relationships between environmental behaviors. Moreover, she estimates the effects of currently discussed transport-related policies (carbon tax, emissions trading) which imply an increase in prices for holiday travel. Hypothesizing differences in the valuation of individual holiday travels, substitution effects are estimated and the extent of potential CO<sub>2</sub> savings is assessed. Based on consumers' valuation of holiday travels further opportunities for behavior change will also be identified.

### *Klemens Költringer*

In collaboration with Vienna University of Economics and Business

With the wide availability of online communities, blogs and reviews, marketers are facing the challenge of extracting relevant knowledge from these sources as they contain insights which can be used for marketing intelligence. Researchers often refer to a destination's online representation as its image. However, it is uncertain if the topics and the language used in blogs reflect what researchers traditionally investigate in conventional image studies.

Clemens's dissertation aims to transfer conventional destination image measurement techniques to an online setting. Furthermore, the focus lies on the development and evaluation of an adequate methodology to measure and analyze a destination's online representation within the wealth of data available on the Web and draw meaningful conclusions in a city tourism context.

The thesis introduces an innovative approach to the field of online destination representation measurement. The information gained can be used by destinations to learn about their online image representation per se, the role of different information sources on the internet, as well as the competitive position within Europe. Business

### *Tina Tiller*

In collaboration with Vienna University of Economics and Business

Tina's topic area is low carbon tourism; a relatively new field within the academic sphere of tourism. Other terms used alongside 'low carbon tourism' include 'slow tourism' and 'slow travel;' terms which are often used in the literature. The underlying concepts to low carbon tourism are the



increasing knowledge of the current contribution of tourism to anthropogenic climate change and the projected growth in tourism as outlined by WTO, coupled with a wish to escape from the fast pace of life in society today where it is normal to fly long distances for short holiday breaks. Also, the concept emphasizes a use of time and space in leisure which is more sustainable; where the tourist is immersed in the experience which is the trip as a whole. This holistic image emphasizes that the transport mode used also becomes part of the total tourist experience, where the tourist engages with the mode of transport in a different manner than traditional forms of tourism where the transport mode is only seen as a means of getting from the origin to the destination. Transport modes that are embraced by slow travelers include walking, cycling, sailing, train travel and coach travel. Plane and car travel is excluded from the concept. What Tina is aiming to do through her research is to further the understanding of this relatively new concept.

### *Xavier Matteucci*

In collaboration with Vienna University of Economics and Business

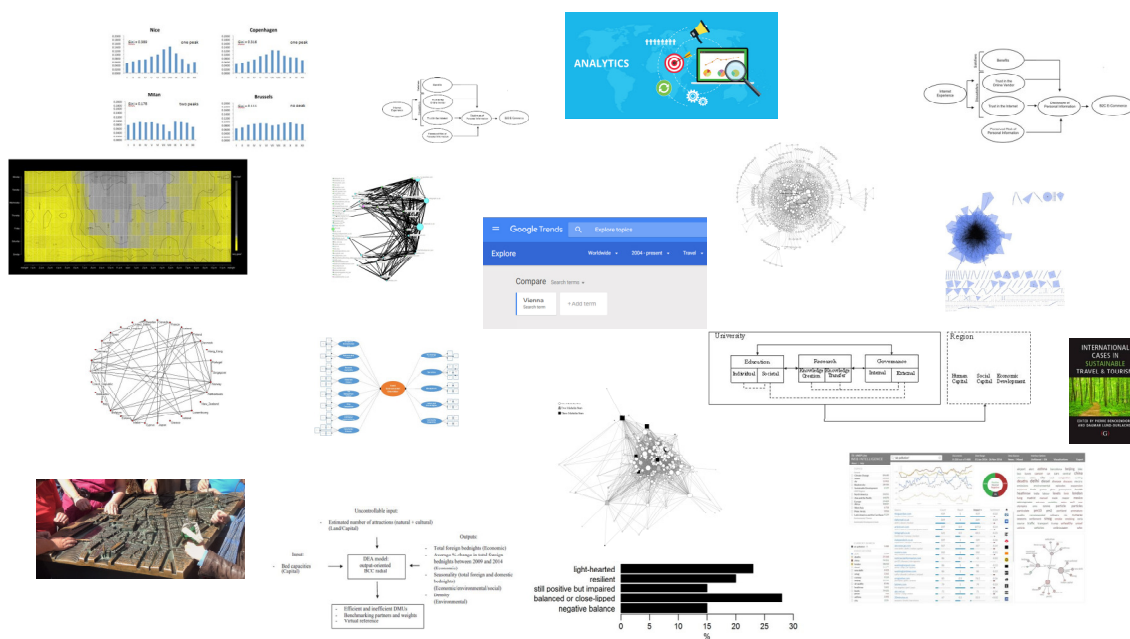
Xavier's dissertation is primarily concerned with how foreign visitors experience intangible heritage, in the form of flamenco music and dance courses, and attempts to discern the role that the body and senses play in that experience. The inquiry is well embedded within the contemporary trends identified in the cultural tourism literature whereby concepts of intangibility, subjectivity and co-creation of tourist experiences have emerged. Besides, this inquiry stems from the dearth of studies into the internal factors, as those related to the psyche and bodily feelings, that contribute to the tourist experience whereas external factors, such as the physical environment, personnel or other tourists, have received more attention. Data were collected with 11 French and 8 English native speakers in two phases in the Andalusian city of Seville, Spain. Following Westwood (2007)'s argument which recognizes the need to employ research approaches that facilitate participants' engagement and openness as to flesh out the more intimate aspects of tourism experiences, an exploratory qualitative design was used in which photo elicitation complemented semi-structured in-depth interviews and participant observation.

### *Bozana Zekan*

In collaboration with Vienna University of Economics and Business

Bozana's dissertation builds upon scarce destination benchmarking literature and looks into identification of the optimal benchmarking variables and efficient tourist destinations. First part of her dissertation is a macro overview and revolves around identification of such variables in benchmarking assessment of the countries in a longitudinal study. Second part narrows down to the variables used among the sample of CTOs of the European Cities Marketing network and benchmarking assessment of the same in yet another longitudinal, empirical study. Not only that the stakeholders are involved into decision on variables, but line is also drawn between countries and cities benchmarking assessment. Further, Bozana's dissertation both addresses the limitations of past destination benchmarking studies and sheds a new light into destination benchmarking by contributing with a large scale studies (multi-country and multi-city) – scope which was so far neglected in this research area.

## Profiles of MODUL University Vienna's Faculty



## Hannes Antonschmidt

### Short biography

Before joining MODUL University Vienna as a Researcher and Lecturer, Hannes worked as a consultant for the tourism and leisure industry at the German Economic Institute for Tourism (dwif-Consulting GmbH) in Berlin. He holds a Bachelor degree in Business Economics (Minor Politics and Administration) from the University of Potsdam (Germany) and a Master degree in Management Accounting from the University of Abertay Dundee (Scotland). His PhD research interest is sustainability with a focus on the hospitality industry. Hannes has extensive experience in the areas of tourism project development, tourism business consulting, and sustainability consulting. Clients and project partners include local and regional tourism authorities, state and federal ministries, industry bodies, private businesses, and research and higher education institutes.



### Current Projects

- VorTEIL - Vorzeigeregion Tourismus - Energietechnologien und Innovationen leben
- Development and Test of Instruments for Sustainability Information and Communication
- Economic Relevance of Mountain Biking as a Leisure and Tourism Activity
- Sustainable Food in the Travel Context

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### Selected Publications

Antonschmidt, H., Fritz, K., & Lund-Durlacher, D. (2016, August). Sustainable Food and Cruise Tourism: The Guest Perspective. Paper presented at the 66th Aiest conference, Malta.

Feige, M., & Antonschmidt, H. (2015). Ökonomische Nachhaltigkeit in der Tourismuswirtschaft. In H. Rein & W. Strasdas (Eds.), Nachhaltiger Tourismus. Einführung (pp. 127 – 160). Konstanz: UVK Verlagsgesellschaft.

Lund-Durlacher, D., & Antonschmidt, H. (2016). Mountainbiking – Fluch oder Segen aus Sicht der Tourismuswirtschaft? *Tourismus Wissen – quarterly*, 4, 97 – 103.

Lund-Durlacher, D., Antonschmidt, H., & Fritz, K. (2016). Nachhaltigkeit im gastronomischen Angebot: ein Erklärungsmodell und Implementierungsansätze. In D. Lund-Durlacher, M. S. Fifka & D. Reiser (Eds.), *CSR und Tourismus - Handlungs- und branchenspezifische Felder*

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### Career Overview

*Since 2015:* Researcher and Lecturer, PhD candidate, MODUL University Vienna  
*2013 – 2015* Consultant, dwif-Consulting GmbH, Berlin, Germany

## Florian Aubke

### Short biography

Florian is the Dean of the Undergraduate School and Assistant Professor/Senior Lecturer for Hotel Management at the Department of Tourism and Service Management at MODUL University Vienna. His substantial operational experience in the hospitality industry as well as national and international event management allows him to teach and research within a wide portfolio.

Florian received his first degrees from Victoria University, Melbourne, Australia, before he completed his doctoral studies with distinction at the Vienna University of Economics and Business. In his research, Florian mainly takes a relational approach to innovation, creativity and career progression. He focused on the analysis of social networks – both within and between organizations – with a particular application to the hospitality and tourism industry.



### Current Projects

- Modernization of Higher Education Institutions through enhancement of Human Resources Management function – HRMinHEI, Member of National Consultancy Group
- Hotel Management Contract Survey, Hotel Asset managers Association Europe and PKF Hotelexperts

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### Selected Publications

Aubke, F. and Ring, A. (2008), Tourism and Hospitality Universities in Austria: What's in the Difference?, *Journal of Hospitality & Tourism Education* 20 (3): 25-29.

Aubke, F. (2009), Relating Cognitive Preferences to Study Approaches of Tourism and Hospitality Students, *Journal of Teaching in Travel and Tourism*, 9 (1-2), 81-103

Aubke, F. (2013), Creative Hot Spots: A Network Analysis of German Michelin-Starred Chefs, *Creativity and Innovation Management*, Volume 3, Issue 1, p. 3-14

Aubke, F., Wöber, K., Scott, N. and Baggio, R., (2014), Knowledge Sharing in Revenue Management Teams: Antecedents and Consequences of Group Cohesion, *International Journal of Hospitality Management*, 41, 149-157

Aubke, F., (2014) Applying a Network Lens to Hospitality Business Research: A New Research Agenda, *Advances in Hospitality and Tourism Research*, Volume 2, Issue 2, p. 1-23

Aubke, F. and Walter, C. (2016), Managing the Affiliation Process, in *Routledge Handbook of Hotel Chain Management*, Magnini, V., Ivanova, M. and Ivanov, S. (Eds.), Routledge

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### Career Overview

**Since 2016:** Dean of the Undergraduate School, Director of Certificate Programs, Assistant Professor/Senior Lecturer in Hospitality Management, Department of Tourism and Service Management, MODUL University Vienna, Program Area Director Hotel Operations

**2007 – 2012:** Researcher und Lecturer, Department of Tourism and Hospitality Management, MODUL University Vienna

**2003 – 2006:** Research Assistant and Lecturer, School of Hospitality, Tourism and Marketing, Victoria University

**1997 – 2005:** Various international operational positions in the hospitality and event industry.

## Graziano Ceddia

### Short biography

Graziano holds a PhD in Environmental Economics from the University of York (UK). Before joining MODUL University, he worked as Assistant Professor in Applied Economics at the University of Reading (UK). He also worked as scientific officer (a position for which he holds a long-term unpaid leave) at the Joint Research Centre of the European Commission, where he looked into climate change adaptation strategies. His main research interests fall in the area of Ecological Economics, Applied Economics, Political Ecology. Currently he works on two topics: 1) land use cover change (LUCC) and deforestation in Latin America; 2) adaptation to climate change with a focus on flood risk management.



### Current Projects

- Indigenous Communities, Land Use and Tropical Deforestation (INCLUDE), ERC Consolidator Grant
- How individual is individual choice? Exploring team reasoning in context, Leverhulme Grant

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### Selected Publications

Ceddia M.G., Christopoulos D., Zepharovich E., Hernandez Y. (2017). *Assessing adaptive capacity through governance networks: the elaboration of the flood risk management plan in Austria*. *Environmental Science and Policy* 77: 140-146.

Gunter U., Ceddia M.G. and Tröster B., 2016. *International ecotourism and economic development in Central America and the Caribbean*. *Journal of Sustainable Tourism*.

Ceddia M.G., Gunter U. and Corriveau-Bourque A., 2015. *Land tenure and agricultural expansion in Latin America: the role of Indigenous Peoples' and local communities' forest rights*. *Global Environmental Change* 35: 316-322.

Ceddia M.G., Bardsley N.O., Gomez-y-Paloma S. and Sedlacek S., 2014. *Governance, agricultural intensification and land sparing in tropical South America*. *Proceedings of the National Academy of Sciences* 111(20): 7242-7247.

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### Career Overview

- Since 2011:* Associate Professor in Sustainable Development, Department of Public Governance and Sustainable Development, MODUL University Vienna
- Since 2014:* Scientific Officer (on long-term leave), EC Joint Research Centre, Ispra (Italy)
- 2008 – 2011:* Lecturer (Assistant Professor), School of Agricultural Policy and Development, University of Reading (UK)
- 2006 – 2008:* Post-doctoral Researcher  
IPTS, European Commission Joint Research Centre, Seville (Spain)

## Dimitris Christopoulos

### Short biography

Dimitris studied economics in Greece and politics in Scotland and taught in Glasgow, Stirling and Bristol before coming to Vienna. He has delivered post-graduate courses on research methods at a number of academic institutions (Edinburgh, Essex, Milan, Vienna, Bristol, EUI, Roskilde, Malmo etc) and has examined a number of PhD theses (Exeter, Bristol, Greenwich, Bath, Milan, etc). Dimitris joined MU in 2012 and was appointed Dean of Executive Education and the MBA in 2016. Dimitris is an expert in social network analysis, with a specific interest on the role of exceptional agents, such as leaders and entrepreneurs. He has researched EU regulation, banking regulation, leadership and power, the motivation of social entrepreneurs, and start-up ecosystems. Currently, he is involved in a number of research projects, such as INCLUDE, on deforestation in Argentina and CROSSWATER on the management of water resources in the Rhine.



### Current Projects

- INCLUDE, Indigenous Communities Land Use and Tropical Deforestation
- CROSSWATER, The management of water resources in the Rhine basin

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### Selected Publications

Relational attributes of Political Entrepreneurs: A Network Perspective' Journal of European Public Policy, August 2006, 13/5: 757-78.

'The Governance of Networks: Heuristic or Formal Analysis?' Political Studies 2008, 54/2: 475-81.

'Influence and Brokerage: Network Constraints in EU Banking Regulation' Journal of Public Policy 2009, 29/2:179-200, co-authored with Lucia Quaglia

'Elite Social Capital and Regional Growth in European Regions' European Urban and Regional Studies, 2014, 21/3:272-285. DOI: 10.1177/0969776412445720

'Exceptional or just well connected? Political entrepreneurs and brokers in policy making' European Political Science Review, 2015, 7/3:475-498 co-authored with Karin Ingold

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### Career Overview

*Since 2012:* Associate Professor and Dean of Professional School (since 2016). Department of Public Governance, MODUL University Vienna

*Since 2016:* Associate Professor – Research, Edinburgh Business School

*1996 – 2012:* Senior Lecturer, UWE-Bristol

*2010:* Visiting Professor, CEPS-Luxembourg

*2006 – 2008:* Visiting Fellow, Department of Management, University of Bristol

## Astrid Dickinger

### Short biography

Astrid is Full Professor at the Department of Tourism and Service Management and Dean of the Graduate School at MODUL University. Astrid was part of the founding team at MU and was leading the program development of the MSc and BSc in Management as well as the design of multiple certificates in the graduate program. Before joining MODUL University Vienna, she was Assistant Professor at the Institute for Tourism and Leisure Studies of Vienna University of Economics and Business Administration (Wirtschaftsuniversität Wien). Astrid holds a master degree (2002), doctorate (2006) and Habilitation (2010) from WU. She was a visiting scholar at the University of Western Australia, Perth and Temple University, Philadelphia. Her research interests are in the areas of electronic and mobile service usage, understanding digital marketing and digital consumer behavior, as well as open innovation for services and designing exceptional service experiences. Astrid is part of the editorial board of Information Technology and Tourism, part of the program committee for ENTER, was co-chair for social media at the summer AMA, serves as ad hoc reviewer for multiple journals and conferences.



### Current Projects

- Extracting the Image of Brands from Social Media
- Implicit Market Research using Social Media

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### Selected Publications

Dickinger, A., Költringer, C. (2015): Destination Branding and Image in Online Sources – A Content Mining Approach, *Journal of Business Research*, 68 (9), 1836-1843.

Dickinger, A., Stangl, B. (2013): Website Performance and Behavioral Consequences: A Formative Measurement Approach, *Journal of Business Research*, 66, 771-777.

Dickinger, A. (2011): Trustworthiness of Online Channels in Goal Directed and Exploratory Search Tasks, *Journal of Travel Research*, 50 (4), 378-391.

Dickinger, A., Kleijnen, M. (2008): Coupons Going Wireless: Users' Intention to Redeem Mobile Coupons, *Journal of Interactive Marketing*, 22 (3), 23-38.

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### Career Overview

**Since 2016:** Dean of the Graduate School; Full Professor (tenured) at the Department of Tourism and Service Management, MODUL University Vienna

**2011 – 2015:** Associate Professor (tenured) at the Department of Tourism and Service Management, MODUL University Vienna

**2009:** Visiting Scholar at the School of Tourism and Hospitality Management, Temple University, Philadelphia

**2007 – 2010:** Assistant Professor (tenure-track) at the Department of Tourism and Service Management, MODUL University Vienna

**2006:** Visiting Scholar at the Marketing Department, Free University Amsterdam

**2004 – 2007:** Assistant Professor at the Institute for Tourism and Leisure Studies, Vienna University of Economics and Business Administration

## Stefan Gindl

### Short biography

Stefan is Assistant Professor in the Department of New Media Technology at MODUL University Vienna. He studied Medical Informatics at Technical University Vienna, where he holds a bachelor degree, a master degree and a doctorate. His research interests cover Natural Language Processing, Text mining and Artificial Intelligence, with a strong focus on Sentiment Analysis. This research area analyzes extensive amounts of textual data and aims at interpreting the feelings and emotions expressed by the text authors regarding the discussed topics. He has published his work in several internationally renowned journals and conferences. Stefan has extensive teaching experience, from both Technical University Vienna and MODUL University and has supervised multiple bachelor theses. He has a keen interest in sustainability, both from the environmental and the social perspective and has been an active member of MODUL University's sustainability committee for several years.



### Current Projects

- ForStrat – Foresight Strategy
- uComp - Embedded Human Computation for Knowledge Extraction and Evaluation

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### Selected Publications

Weichselbraun, Albert and Gindl, Stefan and Scharl, Arno (2014) Enriching Semantic Knowledge Bases for Opinion Mining in Big Data Applications. Knowledge-Based Systems, 69 . pp. 78-85.

Weichselbraun, Albert and Gindl, Stefan and Scharl, Arno (2013) Extracting and Grounding

Context-Aware Sentiment Lexicons. IEEE Intelligent Systems, 28 (2). pp. 39-46.

Gindl, Stefan and Weichselbraun, Albert and Scharl, Arno (2010) Cross-Domain Contextualisation of Sentiment Lexicons. In: 19th European Conference on Artificial Intelligence (ECAI), 16 August 2010, Lisbon, Portugal.

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### Career Overview

2015-date: Assistant Professor/Senior Researcher, MODUL University Vienna  
2008-2014: Researcher and Lecturer, MODUL University Vienna  
2002-2007: University Assistant, Vienna University of Technology



## Harvey Goldstein

### Short biography

Harvey research and teaching interests have focused on the general question of why some sub-national regions economically prosper and thrive, while other regions stagnate or decline. To be able to intervene successfully, government policy needs to be informed about which instruments will be most effective and appropriate, and how the various causal factors of economic development interact. More specifically, his work has examined, in the context of the globalized knowledge economy, how institutions of higher education can be effective as drivers of regional economic development. Universities potentially can stimulate regional economic development in a variety of ways, including through its creation of human capital, helping modernize and make more productive businesses located in the region by providing managerial and technical assistance (know-how), conducting research that leads to technology development and innovative products and processes, the creation of new start-up companies, and providing regional problem solving expertise to local and regional governments.



### Current Projects

- Investment Funds for Technology-based Start-ups in Vienna; Sources, Actors, and Alternative Financing Models.

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### Selected Publications

H. Goldstein, "The Entrepreneurial 'Turn' and Regional Economic Development Mission of Universities," *Annals of Regional Science*, Vol. 44, 1: 83-109 (2010).

H. Goldstein, E. M. Bergman, and G. Maier, "University Mission Creep? Comparing EU and U.S. Faculty Views of University Commercialization and Regional Economic Development," *Annals of Regional Science*, 50, 2 (2013): 453-477.

H. Goldstein, N. Lowe, and M. Donegan, "Transitioning to the New Economy: Individual, Regional, and Intermediation Influences on Workforce Retraining Outcomes," *Regional Studies*, 46, 1 (2012): 105-118.

H. Goldstein, "Theory and Practice of Technology-Based Economic Development," in J.E. Rowe, ed., *Theories of Local Economic Development*. Williston, VT: Ashgate Publishers, 2008.

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### Career Overview

*Since 2016:* Professor Emeritus, MODUL University Vienna  
*2012 – 2016:* Vice-President, MODUL University-Vienna  
*2012 – 2016:* Dean of Ph.D. Program, MODUL University-Vienna  
*2012 – 2017:* Austrian-American Educational (Fulbright) Commission Board, 2012-2017, Chair 2015, 2017  
*2008 – 2016:* Full Professor, Department of Public Governance and Sustainable Development, MODUL University Vienna  
*1988 – 2008:* Professor of City and Regional Planning, University of North Carolina at Chapel Hill, 1993-2008, until 2002 Director of Ph.D. Program

## Ulrich Gunter

### Short biography

Ulrich is an Assistant Professor at the Department of Tourism and Service Management. He holds a Diplom (roughly equivalent to MSc) in Economics from the University of Regensburg (2007, study program within the Elite Network of Bavaria), a PhD in Economics from the University of Vienna (2010, full scholarship from the University of Vienna as "Kollegassistent" for the structured PhD program Issues in the Global Economy: Dynamics, Governance, and Information), as well as an MA in Latin American Studies from the University of Vienna (2015). Ulrich was a visiting researcher at the University of Surrey (November 2013) and at the University of Sao Paulo (July to September 2014), where he concluded a Brazilian Pós-Doutorado. He is founding co-editor of the MODUL University Working Paper Series (together with H. Goldstein). In addition, he is a member of the University Senate and the chair of the Merit Scholarship Committee at MODUL University Vienna. He acts as the Liaison Officer for outgoing exchange students to the University of Florida and the University of Surrey. Ulrich is a member of the International Association for Tourism Economics (IATE) and the International Institute of Forecasters (IIF).



### Current Projects

- Status Quo of Airbnb in Vienna and in its Main Competitors
- TRIANGLE - The Tourism Research, Innovation and Next Generation Learning Experience

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### Selected Publications

Mauro Costantini, Ulrich Gunter, Robert M. Kunst (2017) "Forecast Combinations in a DSGE-VAR Lab" in: Journal of Forecasting.	accuracy of uni- and multivariate models employing monthly data" in: Tourism Management.
Ulrich Gunter, Graziano Ceddia, Bernhard Tröster (2017) "International ecotourism and economic development in Central America and the Caribbean" in: Journal of Sustainable Tourism.	Ulrich Gunter, Irem Önder (2016) "Forecasting city arrivals with Google Analytics" in: Annals of Tourism Research.
Ulrich Gunter, Irem Önder (2015) "Forecasting international city tourism demand for Paris:	Ulrich Gunter, Egon Smeral (2016) "The decline of tourism income elasticities in a global context" in: Tourism Economic

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### Career Overview

Since 2013:	Assistant Professor, Department of Tourism and Service Management, MODUL University Vienna
2010 – 2013:	Financial Analyst (Referent), Oesterreichische Nationalbank (OeNB), Financial Stability and Bank Inspections Department, Financial Markets Analysis and Surveillance Division, Vienna
2010 – 2011:	External Lecturer, Faculty of Business, Economics and Statistics, Department of Economics, University of Vienna
2007 – 2010:	Research and Teaching Assistant (Kollegassistent), Faculty of Business, Economics and Statistics, Department of Economics, University of Vienna

## Yuliya Kolomoyets

### *Short biography*

Yuliya is a Researcher and Lecturer and PhD candidate in the Department of Tourism and Service Management of MODUL University Vienna. She holds a Bachelor and Master degree in Tourism from Uzhhorod National University in Ukraine. In addition, she graduated Master of Science in Tourism Management of the European Master in Tourism Management Program, jointly held by the University of Southern Denmark (Denmark), University of Ljubljana (Slovenia) and University of Girona (Spain). Her Master thesis investigated the effect of gamification on tourist experiences. Yuliya's research interests lie primarily in the field of digital consumer behavior, electronic marketing, and tourism experience design.



### *Current Projects*

- In her PhD dissertation, Yuliya employs big data analytic methods to better understand the customers' behavior in the digital age. Specifically, text mining methodology is applied to large set of unstructured online reviews to uncover the latent topics that determine customers' perceived service quality.

### *Career Overview*

*Since 2014:* Researcher and Lecturer at MODUL University Vienna  
*2013 – 2015:* European Master in Tourism Management, MSc (University of Southern Denmark (Denmark); University of Ljubljana (Slovenia); University of Girona (Spain)).

## Lidija Lalicic

### Short biography

Lidija is a Senior Researcher and Assistant Professor in the Department of Tourism and Service Management at MODUL University Vienna. Lidija is the first graduate from MU's PhD program. Her research interests are mainly within the field of tourism & technology, service & innovation management and wine tourism. She teaches marketing research, entrepreneurship, innovation & business planning in the undergraduate programs at MU.



### Current Projects

- SCITHOS: SCITHOS Smart City Hospitality
- ECM Meeting Statistics Report

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### Selected Publications

Lalicic, L. and Dickinger, A. (2017) An Assessment of User-Driven Innovativeness in a Mobile Computing Travel Platform Technological Forecasting & Social Change, <http://dx.doi.org/10.1016/j.techfore.2017.02.024>

Dickinger, A., Lalicic, L., and Mazanec, J.M. (2017). "Exploring the Generalizability of Discriminant Word Items and Latent Topics in Online Tourist Reviews." *International Journal of Contemporary*

*Hospitality Management*, special issue "Social Media in Hospitality and Tourism." 29(3).

Lalicic, L. and Weismayer, C. (2016). "Being Passionate About the Mobile While Travelling." *Current Issues in Tourism*. 1-14

Dickinger, A., and Lalicic, L. (2016). "An Analysis of Destination Brand Personality and Emotions: A Comparison Study." *International Journal of Tourism and Technology*, 15(4), 317-340.

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### Career Overview

Before joining the team at MODUL in 2012, she gathered different experiences in the field while working in Belgium and the Netherlands. She holds a Bachelor of Business Administration degree with the major in Tourism and Event Management from the Zuyd University of Applied Sciences in Maastricht, the Netherlands. In addition, Lidija holds a Master of Science degree in International Tourism Management, hosted by European Master in Tourism Management, where she studied at the University of Southern Denmark, University of Ljubljana, University of Girona and University of Wageningen. At MODUL University she has been a PhD student till the end of November 2015. Furthermore, Lidija serves as chair women of the Equal Working Opportunity Party, co-organizes the monthly research workshop and has been liaison officer for various exchange partner universities and supported the organization of the yearly TourMIS workshop held at MU.

## David Leonard

### *Short biography*

David is a Researcher and Lecturer in the Department of Public Governance and Sustainable Development at MODUL University Vienna. Originally from Australia and with work experience in the fields of tourism, carpentry, and agriculture, he has completed both a Bachelor of Business Administration degree in Tourism Management and a Master of Science degree in Public Governance and Sustainable Development at MODUL University Vienna.



David is currently engaged in PhD research focusing on third sector governance actors working to promote sustainable development. The many non-governmental and non-profit organizations often seek change through non-official channels, relying instead on persuasive communications to enlist the support of the general public for positive environmental and societal outcomes. David's research examines the effectiveness of these communications, with an emphasis on effective vegan advocacy. His further research interests include environmental issues, including sustainable tourism and certification, as well as human population dynamics and societal inequality.

### *Current Projects*

- Veganuary – Examining the impact of dietary behaviors on attitudes towards animals and the barriers to adaptive dietary change.

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### *Selected Publications*

Gunter, U., Ceddia, M.C., Leonard, D. and Tröster, B. "International Ecotourism and Adjusted Economic Convergence in Central America and the Caribbean" – currently under review at Applied Economics

Leonard, D. "Cognitive Dissonance in Meat-Eaters and Effective Vegan Advocacy". PhD dissertation: forthcoming.

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### *Career Overview*

*Since 2014:* PhD student at MODUL University Vienna

*2011 – 2013:* MSc student at MODUL University Vienna

*2008 – 2011:* BBA student at MODUL University Vienna

## Daniel Leung

### Short biography

Daniel is a Researcher and Lecturer in the Department of Tourism and Service Management of MODUL University Vienna. Before joining the MODUL University Vienna in October 2013, Daniel earned his Master and Bachelor degree from the School of Hotel and Tourism Management of the Hong Kong Polytechnic University. Daniel is currently teaching multiple technology related courses for undergraduate students. These include “Information Systems”, “New Media & E-business Applications” and an enrichment course titled “Google Online Marketing Challenge”. He also supervised over twenty Bachelor students’ theses over the past three years. Daniel has authored/co-authored a number of research articles in first-tier academic journals, including *Cornell Hospitality Quarterly*, *International Journal of Contemporary Hospitality Management*, and *Journal of Travel & Tourism Marketing*. He has also served as a reviewer and editorial assistant for different academic journals and international conferences.



### Current Projects

- What makes a useful online hotel review? A mixed-method study. Unpublished doctoral dissertation
- What Makes a Useful Review: Insights for Viennese Hoteliers

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### Selected Publications

Dickinger, A., & Leung, D. (2017). When design goes wrong? Diagnostic tools for detecting and overcoming failures in service experience. In D. Fesenmaier, & Z. Xiang (Eds.) *Design Science and Tourism Places* (pp. 233-263). New York: Springer.

Leung, D., Law, R., & Lee, H. A. (2016). A modified model for hotel website functionality evaluation. *Journal of Travel & Tourism Marketing*, 33(9), 1268-1285.

Leung, D., Law, R., van Hoof, H., & Buhalis, D. (2013). Social media in tourism and hospitality: A literature review. *Journal of Travel & Tourism Marketing*, 30(1-2), 3-22.

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### Career Overview

**Since 2013:** Reviewer / Scientific Committee of 16 academic journals and 9 academic conferences  
**2013 – 2017:** Researcher and Lecturer at MODUL University Vienna  
**2015:** Overall Chair of the International Federation for Information Technology & Tourism Doctoral Summer School 2015, July 2015, Vienna

## Dagmar Lund-Durlacher

### Short biography

Dagmar is Head of the Department of Tourism and Service Management at MODUL University Vienna. From 2007 to 2015 she was the Dean of the Undergraduate School at MODUL University. Prior to her appointment she directed a market research institute in Berlin and headed the Master Program for Sustainable Tourism Management at the University for Sustainable Development Eberswalde (Germany). She completed her doctoral studies at the Vienna University of Economics and Business and held a Research fellowship at the Department of Hospitality Management, University of Central Florida, Orlando, USA, funded by the Fulbright Commission. Her current research interests focus on the areas of corporate social responsibility emphasizing on CSR management systems and certifications schemes, climate change and mobility in tourism as well as sustainable food operations.



### Current Projects

- Sustainable Food Communication (Futouris, TSM Department)
- Taste the Culture (Futouris, ÖGER Tours, TSM department)
- VorTEIL Energy Flagship Region (TSM & PGSD department, Austrian Institute for Technology, MIPLAN)
- TRIANGLE - The Tourism Research, Innovation And Next Generation Learning Experience (ERASMUS+)

### Selected Publications

Lund-Durlacher, D., M. S. Fifka, M.S., Reiser, D. (Eds.) (2017). CSR und Tourismus - Handlungs- und branchenspezifische Felder. Berlin: Springer-Gabler

Benckendorff, P., Lund-Durlacher, D. (Eds) (2013). International Cases in Sustainable Travel & Tourism. Oxford: Goodfellow

Lund-Durlacher, D. (2015), Corporate Social Responsibility and Tourism. In: Moscardo, G., Benckendorff, P. (Eds.) Education for Sustainability in Tourism - A Handbook of Processes, Resources, and Strategies. Berlin-Heidelberg: Springer, pp. 59-73

Lund-Durlacher, D., Dimanche, F. , "Mobilities and Sustainable Tourism: an Introduction", Journal of Sustainable Tourism, vol. 21, issue 4, pp. 505-510, 2013

### Career Overview

- Since 2007:** Head of Department of Tourism and Service Management, MODUL University, Vienna
- 2007-2015:** Dean of the Undergraduate School. MODUL University, Vienna, Chair of BEST EN (Business Excellence for Sustainable Tourism – an Education Network)
- 2004-2007:** Professor for Tourism Economy and Marketing and Program Director of the Master Program Sustainable Tourism Mgt.. Eberswalde University for Sustainable Development, Germany
- 1995-2004:** Director and Consultant. Institute for Tourism and Market Research Berlin, Berlin
- 1992-1994:** General Secretary ÖGAF – Austrian Society of Applied Research in Tourism, Vienna
- 1987-1995:** University Assistant Institute for Tourism and Leisure Studies, Vienna University of Economics and Business
- 1990:** Research fellow at the Department of Hospitality Management (funded by the Fulbright Commission) University of Central Florida, Orlando (United States)

## Josef Mazanec

### Short biography

Josef is Full Professor at the Department of Tourism and Service Management at MODUL University Vienna and Professor Emeritus of the Vienna University of Economics and Business (WU). He functioned as head of the Institute for Tourism and Leisure Studies of WU from 1981 to 2010. In 1992 he was a visiting scholar at the Alfred P. Sloan School of Management, MIT. During 1997-2002 he served as the Vice-Rector for Research of WU and in 1997-2000 as the Speaker of the Joint Research Program on “Adaptive Models and Systems in Economics and Management Science” (comprising researchers from WU, Vienna University of Technology, and University of Vienna). He is a founding member of the International Academy for the Study of Tourism and an editorial board member for numerous tourism and marketing journals. His research interests are in consumer behavior, multivariate methods, decision-support systems, and marketing and management science applications in hospitality and tourism. For more on publications, research and teaching see <http://raptor.mazanec.com:3000/>.



### Current Projects

During the past ten years Josef’s contributions to academic research projects of national and international fellow researchers have focused on advice and computational practice regarding advanced methodology (latent variable modeling, neural networks, classification methods, graphical models, experimental design, and web-mining instruments). Details are expressed in (co-)authorship of journal articles (see selection below).

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### Selected Publications

Mazanec, J. A., J. C. Crotts, D. Gursoy, and Lu Lu (2015). Homogeneity versus heterogeneity of cultural values: An item-response theoretical approach applying Hofstede’s cultural dimensions in a single nation. *Tourism Management*, 48 (June): 299-304.

Mazanec, J. A. and A. Ring (2011). Tourism destination competitiveness: second thoughts on the World Economic Forum reports. *Tourism Economics*, 17 (4): 725-751.

Mazanec, J. A. (2010). Tourism-Receiving Countries in Connotative Google Space. *Journal of Travel Research*, 49 (Nov.): 501-512.

Mazanec, J. A., K. Wöber, and A. Zins (2007). Tourism Destination Competitiveness: From Definition to Explanation? *Journal of Travel Research* 46 (1): 86-95.

Mazanec, J. A. and H. Strasser (2007). Perceptions-Based Analysis of Tourism Products and Service Providers. *Journal of Travel Research*, 45 (4): 387-401.

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### Career Overview

*Since 2010:* Part-time Full Professor, MODUL University Vienna  
*1981 – 2010:* Head of the Institute for Tourism and Leisure Studies, WU  
*1997 – 2002:* Vice-Rector for Research, WU  
*1997 – 2000:* Speaker of the Special Research Program on “Adaptive Systems and Modelling in Economics and Management Science” (SFB 010)  
*1981 – 1997:* Vice-President of the Austrian Society of Applied Research in Tourism



## Lyndon Nixon



### *Short biography*

Lyndon is Assistant Professor in the New Media Technology group at the MODUL University Vienna since 1st June 2014. Previously, since October 2013, he was working in the group as Senior Researcher. He is also CTO of the university startup MODUL Technology GmbH, founded to conduct R&D activities on behalf of the university and its faculty. It currently conducts work into social media retrieval, news event detection and entity relation extraction as part of the EU project InVID ([www.invid-project.eu](http://www.invid-project.eu)). He has been responsible for the EU projects LinkedTV ([www.linkedtv.eu](http://www.linkedtv.eu)) – as Scientific Coordinator – and MediaMixer ([www.mediamixer.eu](http://www.mediamixer.eu)) – as Project Coordinator. He also teaches at all levels (New Media, Marketing Intelligence, Interactive Marketing, Media Asset Management) and works on acquiring new research projects. His research domain is semantic technology and multimedia, with a focus on automated media interlinking and the creation of interactive media experiences (hypermedia).

### *Current Projects*

- EU IA InVID
- EU IP LinkedTV

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### *Selected Publications*

Introducing Linked Television: a broadcast solution for integrating the Web with your TV content. In TVX 2015, Industry Track, Brussels, Belgium, June 2015.

“When TV meets the Web: towards personalised digital media”, with Dorothea Tsatsou, Matei Mancas, Jaroslav Kuchař, Lyndon Nixon, Miroslav Vacura, Juliens Leroy, François Rocca and Vasileios Mezaris. In the book “Semantic Multimedia Analysis and Processing”, July 2014. ISBN 978-1-4665-7549-3.

“Multimedia Broadcasting and eCulture”, with Stamatia Dasiopoulou, Jean-Pierre Evain, Eero Hyvönen, Ioannis Kompatsiaris, Raphael Troncy. In the book "Handbook of Semantic Web Technologies", Springer, 2011. ISBN 978-3-540-92912-3

“Semantic Web take-off in an Industry perspective”, with Alain Leger, Johannes Heinecke, Pavel Shvaiko, Jean Charlet, Paola Hobson and Francois Goasdoue in “Semantic Web Methodologies for E-Business Applications: Ontologies, Processes and Management Practices”, IGI Global, October 2008.

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### *Career Overview*

*Since 2015:* CTO, MODUL Technology, Vienna  
*Since 2014:* Assistant Professor, MODUL University, Vienna  
*2008 – 2013:* Head of Research, STI International, Vienna, November 2008 - September 2013  
*2004 – 2008:* Researcher and Tutor, Free University Berlin, April 2004 - October 2008

## Irem Önder-Neuhofer

### *Short biography*

Irem is Associate Professor at the Department of Tourism and Service Management. She obtained her PhD from Clemson University, South Carolina, where she worked as a research and teaching assistant from 2004 until 2008. She obtained her master's degree in Information Systems Management from Ferris State University, Michigan. She has two main research interests, which are information technology and tourism economics. Her specific information technology related interests include social media, user generated content, big data analysis, decision support systems, and online travel information search. Her tourism economics interests are about tourism demand forecasting and comparison of accuracy of various forecasting models.



### *Current Projects*

- City Tourism Performance Monitors – Methodology of Data Collection in Cities
- EU project SmartCityHospitality/SCITHOS
- European Cities Marketing Benchmarking Report
- Airbnb and Its Impact on Tourism Demand in Vienna: Current Situation Benchmarking Webanalytics of European destinations

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### *Selected Publications*

Önder, I., & Marchiori, E. (2017). A Communication Perspective on Prior Visit Beliefs and Projected Visual Images of Destinations. *Tourism Management Perspectives* (Forthcoming).

Gunter, U. & Önder, I. (2016). "Forecasting City Arrivals with Google Analytics". *Annals of Tourism Research*, 61: 199-212.

Önder, I. & Gunter, U. (2016). "Forecasting Tourism Demand with Google Trends for a Major European City Destination". *Tourism Analysis*, 21:202-230.

Önder, I., Wöber, K., & Zekan, B. (2015). Towards a Sustainable Urban Tourism Development in Europe. The Role of Benchmarking and Tourism Management Information Systems. A Case Study. *Tourism Economics*, 23(2): 243-259.

Önder, I., Koerbitz, W., & Hubmann-Haidvogel, A. (2014). "Tracing tourists by their digital footprints: The case of Austria". *Journal of Travel Research*, 55(5): 566-573.

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### *Career Overview*

*Since 2017:* Associate Professor at MODUL University Vienna

*2008 – 2017:* Assistant Professor at MODUL University Vienna

## Ivo Ponocny

### Short biography

Ivo Ponocny is head of the Department for Applied Statistics and Economics at MODUL University Vienna. He started his career at the Institute for Psychology of the University of Vienna where he developed goodness-of-fit tests for the Rasch model, for which he was awarded the Gustav A. Lienert prize of the German Psychological Society. Mr. Ponocny holds a PhD and an MSc in Psychology and an MSc in Mathematics and has a habilitation in Psychological Methodology. After an employment at Statistics Austria where he was head of the unit “Social Statistics and Education” and later “Science, Technology, and Education” he joined MODUL University Vienna where he is in charge of the Department “Applied Statistics and Economics”. He is interested in statistical procedures, especially non-parametric tests, and the PISA methodology on which he co-edited a book and which made him member of several national and international advisory boards. Regarding empirical methodology in general, Mr. Ponocny works on the assessment of living conditions and subjective well-being, in part in collaboration with Statistics Austria. Recent work combines measurement considerations on rating scales with interviewing, yielding a mixed methods approach in order to judge the validity of measurement results in well-being research.



### Current Projects

- Preparatory work to revise the harmonized time use survey for the implementation in the round 2020

### Selected Publications

Ponocny, I., Weismayer, C., Dressler, S., & Stross, B. (2016). Are most people happy? About the meaning of life satisfaction ratings. *Journal of Happiness Studies*, 17(6), 2635-2653. Open access under <http://link.springer.com/article/10.1007/s10902-015-9710-0>.

Klaps, A., Ponocny, I. Winker, R., Kundi, M., Auersperg, F., & Barth, A. (2016). Mobile phone base stations and well-being—A meta-analysis. *Science of The Total Environment*, 544, 24-30. (first two authors contributed equally)

Trukeschitz, B., Schneider, U., Mühlmann, R., & Ponocny, I. (2013). Informal Eldercare and Work-Related Strain. *The Journals of Gerontology Series B: Psychological Sciences and Social Sciences*, 68(2), 257-267.

Ponocny-Seliger, E., & Ponocny, I. (2014). Gender-Unterschiede in PIAAC. In: STATISTIK AUSTRIA (Eds.) (2014), *Schlüsselkompetenzen von Erwachsenen. Vertiefende Analyse der PIAAC-Erhebung 2011/12*. Wien: STATISTIK AUSTRIA, pp. 170-187. [Gender differences in PIAAC]

### Career Overview

**Since 2007:** Associate Professor in Applied Statistics at the MODUL University Vienna; since January 2011 Head of Department Applied Statistics and Economics, since 2016 Dean of the PHD Program in Business and Socioeconomic Sciences

**2006 – 2007:** Head of unit Science, Technology, and Education at STATISTIK AUSTRIA (Directorate Population)

**2002 – 2005:** Head of unit Social and Educational Statistics at Statistik Austria (Directorate Population)

**1992 – 2002:** Assistant at the Institute for Psychology at the University of Vienna, Department of Methodology and Differential Psychology.

## Arno Scharl

### Short biography

Arno heads the Department of New Media Technology at MODUL University Vienna ([www.modul.ac.at/nmt](http://www.modul.ac.at/nmt)). Prior to his current appointments, he held professorships at the University of Western Australia and Graz University of Technology, and was a Visiting Fellow at Curtin University of Technology and the University of California at Berkeley. Arno completed his doctoral research and habilitation at the Vienna University of Economics and Business.



Additionally, he holds a PhD from the University of Vienna, Department of Sports Physiology and has authored more than 170 refereed publications and edited two books in Springer's Advanced Information and Knowledge Processing Series. He served as the Scientific Coordinator of the European research projects DecarboNet ([www.decarbonet.eu](http://www.decarbonet.eu)) and uComp ([www.ucomp.eu](http://www.ucomp.eu)), coordinated many Austrian research initiatives, and contributed as work package leader to several other FP7 and H2020 projects. His current research interests focus on Web intelligence and big data analytics, human-computer interaction, and the integration of semantic and geospatial Web technology.

### Current Projects

- InVID (In Video Veritas) – Verification of Social Media Video Content for the News Industry
- PHEME – Computing Veracity across Media, Languages, and Social Networks.

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### Selected Publications

Scharl, A., Herring, D., Rafelsberger, W., Hubmann-Haidvogel, A., Kamolov, R., Fischl, D., Föls, M. and Weichselbraun, A. (2017). "Semantic Systems and Visual Tools to Support Environmental Communication", IEEE Systems Journal: Forthcoming.

Scharl, A., Hubmann, A., Sabou, M., Weichselbraun, A. & Lang, H.-P. (2013). "From Web Intelligence to Knowledge Co-Creation – A Platform to Analyze and

Support Stakeholder Communication", IEEE Internet Computing, 17(5): 21-29.

Weichselbraun, A., Gindl, S. & Scharl, A. (2013). "Extracting and Grounding Context-Aware Sentiment Lexicons", IEEE Intelligent Systems, 28(2): 39-46.

Hubmann-Haidvogel, A., Scharl, A. & Weichselbraun, A. (2009). "Multiple Coordinated Views for Searching and Navigating Web Content Repositories", Information Sciences, 179(12): 1813-1821.

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### Career Overview

Since 2007: Professor of Information Systems, Department of New Media Technology. MODUL University Vienna

2006 – 2007: Professor of New Media and Knowledge Management, Institute for Knowledge Management, Graz University of Technology

2003 – 2005: Professor of Information Systems, School of Economics & Commerce and Graduate School of Management, University of Western Australia Crawley, Australia

2000 – 2001: Associate Professor, Information Systems Department (tenured), Vienna University of Economics and Business

1999: Visiting Scholar, Walter A. Haas School of Business; Berkeley, University of California at Berkeley.

## Sabine Sedlacek

### Short biography

As a trained geographer with a special focus in spatial development and economic geography Sabine started her academic career as a full-time researcher and developed her interdisciplinary research profile based on empirical research in the area of environmental policy, sustainable development, multi-stakeholder governance and planning. Her *venia docendi* in “Environmental studies, governance and planning” encompasses the full spectrum of her expertise. The current overall thematic context of Sabine’s research profile addresses the implementation of sustainable development at different spatial scales which is of scientific as well as political interest. The need for policy coordination as well as the necessity to empower new institutional actors as legitimate partners in decision making processes established a new field for academic research – governance for sustainable development.



### Current Projects

- VorTEIL – Vorzeigeregion Tourismus – Energietechnologien & Innovationen leben!
- LEADER Nordburgenland: Impulse zu Sicherung und Ausbau von Ganzjahresangeboten in Gastronomie und Beherbergung

### Selected Publications

Sedlacek, S. 2014. Nongovernmental organizations as governance actors for sustainable development – the case of green building councils. *Environmental Policy and Governance* 24, pp. 247-261.

Ceddia, M.G., Bardsley, N.O., Gomez-y-Paloma, S. and Sedlacek, S. 2014. Governance, agricultural intensification and land sparing in tropical South America. *Proceedings of the National Academy of Science* 111(20): 7242–7247.

Ceddia, M.G., Sedlacek, S., Bardsley, N.O. and Gomez-y-Paloma, S. 2013. Sustainable agricultural intensification or Jevons paradox? The role of public governance in tropical South America. *Global Environmental Change* 23 (5), pp. 1052-1063.

Sedlacek, S. 2013. The role of universities in fostering sustainable development at the regional level. *Journal of Cleaner Production* 48, pp. 74-84.

Sedlacek, S., Maier, G., 2012. Can green building councils serve as third party governance institutions? An economic and institutional analysis. *Energy Policy* 49, pp. 479-487.

### Career Overview

- Since 2016:* Vice-President for Research, MODUL University Vienna, Austria
- Since 2015:* Associate Professor, Department of Public Governance and Sustainable Development, MODUL University Vienna
- 2008 – 2015: Assistant Professor, Department of Public Governance and Sustainable Development, MODUL University Vienna
- 2000 – 2008: Assistant Professor, Interdisciplinary Institute for Regional Development and Environment, Vienna University of Economics and Business
- 1994-2000: Researcher at the Interdisciplinary Institute for Regional Development and Environment, Vienna University of Economics and Business
- 1992 – 1994: Scholarship at Research Center Seibersdorf (now: AIT)
- 1991 – 1992: Researcher at Austrian Academy of Sciences (ÖAW)

## Egon Smeral

### Short biography

Egon was between 1974 and 2015 research staff member at the Austrian Institute of Economic Research (WIFO), Vienna, Austria. He taught as professor at the Vienna University of Economics and Business, University of Innsbruck, University of Berne and University of St. Gallen. Since 2015, he is Full Professor of Tourism Economics at the MODUL-University Vienna. His areas of research are applied economic theory and politics (especially in the fields of tourism economics, leisure and service sector economics), tourism forecasting and modelling, impact analysis and Tourism Satellite Accounts, designing and evaluating tourism policies programs as well as marketing strategies. He is Vice-president of the International Association of Scientific Experts in Tourism (AIEST), Secretary General of the Tourist Research Centre (TRC), member of the International Academy for the Study of Tourism (IAST), of the Travel and Tourism Research Association (TTRA) and the International Institute of Forecasters (IIF). Further, Egon Smeral is coordinating editor of the journal *Annals of Tourism Research*, member of the editorial review board of the *Journal of Travel Research*, *Tourism Management*, and of the editorial board of the journals *Tourism Analysis*, *Anatolia* and *Tourism Economics*.



### Current Projects

- Statistical Report on Tourism Accommodation Establishments – Forecasting Arrivals and Overnights
- Bericht über die Bedeutung der österreichischen Tourismus- und Freizeitwirtschaft im Jahr 2016

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### Selected Publications

Smeral, E., "Tourism forecasting performance considering the instability of demand elasticities", *Journal of Travel Research*, 2016; DOI:10.1177/0047287516671435.

Smeral, E. • "International Tourism Demand and the Business Cycle" • *Annals of Tourism Research* 2012 • 39(1) • pp. 379-400 • <http://www.sciencedirect.com/science/article/pii/S0160738311001277>

Smeral, E. • "Forecasting International Tourism with Due Regard to Asymmetric Income Effects" • *Tourism Economics* • 2014 • 20(1) • pp. 61-72

Smeral, E. • "Impacts of the World Recession and Economic Crisis on Tourism: Forecasts and Potential Risks" • *Journal of Travel Research* • Feb. 2010 • 49(1) • pp. 31-38 • <http://jtr.sagepub.com/content/49/1/31.abstract>

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### Career Overview

**Since 2015:** Full Professor, Department of Tourism and Service Management, MODUL University Vienna  
**2010 – 2014:** Chairman of the advisory board on tourism strategy, Federal Ministry of Science, Research and Economy  
**2004 – 2006:** Visiting Professor, University of Innsbruck  
**2003 – 2005:** Visiting Professor, Vienna University of Economics and Business  
**2002 – 2003:** Visiting Professor, University of St. Gallen (CH)  
**2001 – 2002:** Visiting Professor, University of Berne, (CH)

## Kristof Tomej

### *Short biography*

Kristof joined the Department of Tourism and Service Management of MODUL University Vienna in September 2014 as Researcher and Lecturer. Concurrently, he commenced his doctoral studies at the university. Prior to his current position, Kristof studied tourism at Uzhhorod National University in his home town in Ukraine, as well as completed the European Master in Tourism Management (EMTM) program awarded by a consortium of three European universities – University of Southern Denmark (Denmark), University of Ljubljana (Slovenia) and University of Girona (Catalonia, Spain). As a student, he was active in student government which culminated in chairing the student council of his Ukrainian Alma Mater. Besides his academic career, he has had experience in tour guiding, organization of events and interpretation/translation.



### *Current Projects*

- In 2016, Kristof received the Award of the Vienna Chamber Commerce to work on a one-year research project exploring the impacts of river cruises on tourism in the Austrian capital.

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### *Selected Publications*

Kristof has been active in research since his undergraduate student years, when he was participating in national and international student conferences. Currently, he is working on his dissertation with the working title “Sightseers without Borders: An Exploration of Inclusive Travel Products for People with Diverse Visual Abilities”. Kristof has presented research related to his dissertation at the BEST EN Think Tank workshop, the Consumer Behavior in Tourism Symposium and the INVTUR conference.

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### *Career Overview*

2014 – present: Researcher and Lecturer / PhD student at MODUL University Vienna

2012 – 2014: MSc/MA student, Erasmus Mundus European Master in Tourism Management

2007 – 2012: Bachelor and Master student, Uzhhorod National University (Ukraine)

## Christoph Trattner

### Short biography

Christoph is currently working as an Assistant Prof. at MODUL University Vienna in the New Media Technology Department. Previously to that (2013-2016) he was an area manager at the Know-Center, Austria's research competence for data driven business and BigData analytics where he founded and lead the Social Computing area. He holds a PhD (cum laude), a MSc (cum laude) and a BSc in Computer Science and Telematics from Graz University of Technology (Austria). He is a former FFG, Marshall Plan and ERCIM fellow and has been working at Graz University of Technology from 2009-2012, the University of Pittsburgh from 2011-2012, the Norwegian University of Science and Technology from 2014-2015, and has been visiting Yahoo! Labs Barcelona in 2014 and CWI Amsterdam in 2015 (two times). Christoph's research interests include Information Science, Machine Learning and Recommender Systems. He was involved, either as a collaborator or a project leader, in various national and international EU-funded research projects that dealt with social technologies and recommender systems. Since 2010, he published two books and over 70 scientific articles in top venues and journals. He is also the winner of several Best Paper/Poster Awards and Nominations, including e.g. the Best Paper Award Honorable Mention at WWW'17.



### Current Projects

- FOODWEB – “Understanding and Predicting Interactions Patterns in Online Food Communities”
- SCUE – “Understanding the Impact of Social Cues for Search”
- UPIS – Understanding and Predicting Interactions in Social and Location-based Social Networks.
- DIOIRSI - “Dealing with Information Overload using Intelligent Recommender System Interfaces”

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### Selected Publications

Exploiting Food Choice Biases for Healthier Recipe Recommendation. Elsweiler, D.\*, Trattner, C.\* and Harvey, M. (\* equal contribution). In Proceedings of the ACM SIGIR Conference (SIGIR), 2017.

Investigating the Healthiness of Internet-Sourced Recipes: Implications for Meal Planning and Recommender Systems. Trattner, C. and Elsweiler, D. In Proceedings of the World Wide Web

Conference (WWW), 2017. Best Paper Honorable Mention Award PDF

Modeling Activation Processes in Human Memory to Predict the Use of Tags in Social Bookmarking Systems. Trattner, C., Kowald, D., Seitlinger, P., Kopeinik, S. and Ley, T. The Journal of Web Science (JWS), Volume 2, Issue 1, 2016. PDF

VizRec: Recommending Personalized Visualizations. Mutlu, B., Veas, E. and Trattner, C. ACM Transactions on Interactive Intelligent Systems (TiiS), Volume 6, Issue 4, 2016.

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### Career Overview

since 2017: Assistant Professor in the New Media Technology Department, MODUL University Vienna  
2013 – 2016: Area Manager and Key Researcher at the Know-Center at Graz University of Technology, Graz  
2013 – 2016: Adjunct Professor at Graz University of Technology, Graz, Austria  
2014 – 2015: ERCIM Research Fellow at the Department of Computer and Information Science, at the Norwegian University of Science and Technology, Trondheim, Norway.  
2012 – 2013: Post-Doctorial Researcher at Graz University of Technology, Graz, Austria  
2011 – 2012: Marshall Plan Visiting Scholar at the University of Pittsburgh, US, School of Information Sciences



## Horst Treiblmaier

### Short biography

Horst is the Head of the Department of International Management at MODUL University. He received a Ph.D. in Management Information Systems in 2001 from the Vienna University of Economics and Business and worked as a Visiting Professor at Purdue University, University of California, Los Angeles (UCLA), University of British Columbia (UBC), University of Technology in Sydney (UTS) and the Kazakhstan Institute of Management, Economics and Strategic Research (KIMEP). He has more than fifteen years of experience as a consultant and has worked on projects with Microsoft, Google, and the United Nations Industrial Development Organization (UNIDO). Recently he has been active in the European Technology Platform ALICE (Alliance for Logistics Innovation through Collaboration in Europe). His research interests include business intelligence, gamification, Physical Internet, human computer interaction, and success factors for innovative business models. Horst has taught a wide variety of courses for undergraduate, graduate, and postgraduate students.



### Current Projects

- ATROPINE: Atropine stands for fAst TRack tO the Physical InterNET.
- Google Online Marketing Challenge

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### Selected Publications

Rusch, T., Lowry, P. B., Mair, P. and Treiblmaier, H. (2017) "Breaking Free from the Limitations of Classical Test Theory: Developing and Measuring Information Systems Scales Using Item Response Theory", *Information & Management*, Vol. 54, No. 2, 189-203. DOI: <http://dx.doi.org/10.1016/j.im.2016.06.005>

Treiblmaier, H., Bentler, P., and Mair, P. (2011) "Formative Constructs Implemented via Common Factors", *Structural Equation Modeling*, Vol. 18,

No. 1, pp. 1-17. DOI:10.1080/10705511.2011.532693

Treiblmaier, H. and Pinterits, A. (2010) "Developing Metrics for Web Sites", *Journal of Computer Information Systems*, Vol. 50, No. 3, pp. 1-10.

Treiblmaier, H. and Strebinger, A. (2008) "The Effect of E-Commerce on the Integration of IT Structure and Brand Architecture", *Information Systems Journal*, Vol. 18, No. 5, pp. 479-498. DOI: 10.1111/j.1365-2575.2007.00288.x

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### Career Overview

**Since 2016:** Head of Department of International Management, Full Professor, MODUL University Vienna  
**2013-2016:** Full Research Professor at Logistikum Steyr, University of Applied Sciences Upper Austria, Steyr.  
**2012-2013:** Visiting Associate Professor, Krannert School of Management, Purdue University, West Lafayette, IN, USA.  
**2008-2009:** Professor of Information Systems at the Kazakhstan Institute for Management, Economics and Strategic Research (KIMEP), Almaty, Kazakhstan.  
**2006-2011:** Associate Professor of Information Systems, Department of Information Systems, Vienna University of Economics and Business Administration

## Christian Weismayer

### Short biography

Christian studied Business Economics at the Vienna University of Economics and Business (WU) and Technical Mathematics at the Leopold-Franzens-University in Innsbruck. He holds a doctoral degree in Economics and Social Sciences and was working as a research associate at the Institute for Tourism and Leisure Studies (WU) between 2006 and 2011. Since then he joins the Department of Applied Statistics and Economics at MODUL University Vienna as an assistant professor. He has been teaching courses in the fields of mathematics, statistics, research design and decision making in various different study programs (BBA, BSc, MSc, MBA, PhD) at several different universities (MODUL University Vienna, Vienna University of Economics and Business, University of Applied Sciences WKO Vienna, University of Applied Sciences BFI Vienna, Univali Universidade do Vale do Itajaí). His research interest lies in the application of univariate and multivariate statistical methods (such as various different models within the general growth mixture modelling framework of structural equation models, item response theoretic models, multilevel analysis, geographical information systems, latent semantic analysis or text mining) to research fields like service satisfaction, destination image, well-being/quality-of-life, and information science.



### Current Projects

- Eurostat grant 2016 in collaboration with Statistics Austria: Preparatory work to revise the harmonized European time use survey for the implementation in the round 2020

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### Selected Publications

Weismayer, Ch., Ponocny, I., Sedlacek, S., Stross, B., Dressler, S. (2017). The relationship between natural urban surroundings and residents' well-being. Theoretical and Empirical Researches in Urban Management 12 (1), 21-37.

Weismayer, Ch., Ponocny, I. (2015). The relationship between leisure resource information and regional well-being: A GIS approach. European Journal of Tourism, Hospitality and Recreation 6 (1), 75-102.

Weismayer, Ch., 2010. Longitudinal Satisfaction Measurement using Latent Growth Curve Models and Extensions. Journal of Retailing and Consumer Services 17 (4), 321-331

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### Career Overview

Since 2011: Assistant Professor, Department of Applied Statistics and Economics, MODUL University Vienna

2006 – 2011: Research Associate, Institute for Tourism and Leisure Studies, Vienna University of Economics and Business

Since 2007: External lecturer, University of Applied Sciences WKO Vienna (FH Wien)

Since 2016: External lecturer. University of Applied Sciences BFI Vienna

## Karl Wöber

### Short biography

Karl is Full Professor and Founding President of MODUL University Vienna. He is also the chairman of the Austrian Private University Conference since 2012. Karl Wöber acquired his PhD from the Vienna University of Economics and Business where he became Associate Professor at the Institute for Tourism and Leisure Studies in 2000. Karl's interdisciplinary research focuses on decision support systems, strategic marketing and planning. The principle questions underlying most of his research activities are how to improve the decision making of tourism managers and visitors by providing intelligent decision support tools. In the scientific community, he is a fellow of the International Academy for the Study of Tourism, the worldwide leading network of Tourism Professors and a member of the Tourist Research Center, the international network of Tourism Professors in Europe. In the professional world he is a technical advisor to European Cities Marketing and the European Travel Commission, the two leading tourism related industry networks in Europe. In 2017, Karl became the elected chairman of the expert committee of the World Tourism Cities Federation. He received the Johann Strauss Gold Medal for his outstanding contributions for the development of tourism in Vienna.



### Current Projects

- TourMIS: Developing and testing interactive tools which support tourism related management tasks ([www.tourmis.info](http://www.tourmis.info));
- SCITHOS: Implementing energy efficient and social urban tourism solutions and creating citizen empowerment through Smart City Hospitality
- MICE: Developing a standardized measurement and evaluation system for the European meetings industry

### Selected Publications

Önder, I., Wöber, K., Zekan, B. (2017) Towards a Sustainable Urban Tourism Development in Europe. The Role of Benchmarking and Tourism Management Information Systems. A Partial Model of Destination Competitiveness, *Tourism Economics*, 23 (2), 243-259.

Croce, V., Wöber, K. (2011) Judgmental Forecasting Support Systems in Tourism, *Tourism Economics*, 17 (4), 709-724.

Xiang, Z., Wöber, K., Fesenmaier, D.R. (2008) Representation of the Online Tourism Domain in Search Engines, *Journal of Travel Research*, 47 (2), 137-150.

Mazanec, J., Wöber, K., Zins, A. (2007) Tourism Destination Competitiveness: From Definition to Explanation?, *Journal of Travel Research*, 46 (1), 86-95.

### Career Overview

- Since 2017:* Elected chairman of the World Cities Tourism Federation  
*Since 2012:* Elected chairman of the Austrian Private University Conference  
*Since 2007:* Full Professor and Founding President, MODUL University Vienna  
*2000 – 2007:* Associate Professor, Vienna University of Economics and Business  
*1991:* PhD, Institute for Tourism and Leisure Studies, Vienna University of Economics and Business

## Bozana Zekan

### Short biography

Bozana is an Assistant Professor and Senior Lecturer at the Department of Tourism and Service Management. Before joining the team at MODUL, she gathered various industry experiences while working in Croatia, USA, and Ireland. Bozana holds Master of Science in Service Management degree from Rochester Institute of Technology, Rochester, New York, and Doctor of Social and Economic Sciences (with honors) degree from Vienna University of Economics and Business. She is also a recipient of the prestigious Dr. Maria Schaumayer Stiftung recognition award for her doctoral dissertation. Her research interests are mainly within the field of destination management (benchmarking and key performance indicators), city tourism, and TourMIS. At MODUL, Bozana teaches Tourism and Hospitality Business Analysis, International Destination Management, Organizational Behavior and CSR, HR Management and Management Development, and Philosophy of Science. Moreover, she is a member of the University Senate, Open Office advisor, organizer of the annual TourMIS workshop, and the liaison officer for Dublin Institute of Technology and San Francisco State



### Current Projects

- The European Cities Marketing Benchmarking Report
  - Status Quo of Airbnb in Vienna and in Its Main Competitors
  - European Cities Tourism Report
  - City Tourism Performance Monitors – Methodology of Data Collection in Cities
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### Selected Publications

Önder, I., Wöber, K., & Zekan, B. (2017). Towards a sustainable urban tourism development in Europe: The role of benchmarking and tourism management information systems: A partial model of destination competitiveness. *Tourism Economics*, 23(2), 243-259.

Zekan, B. (2015, July). Benchmarking in European city tourism: Lessons learned. Abstract presented at the 5th Conference of the International Association for Tourism Economics, Hong Kong SAR, China.

Zekan, B., & Önder, I. (2013, July). CTO/CVB benchmarking: Stakeholders' say on optimal variables. Abstract presented at the 4th Conference of the International Association for Tourism Economics, Ljubljana, Slovenia.

Zekan, B. (2011, August). Efficient tourism destinations & optimal benchmarking variables: Is there such a thing? Abstract presented at the 9th International Conference on Data Envelopment Analysis, Thessaloniki, Greece.

### Career Overview

Since 2016: Assistant Professor/Senior Lecturer, Department of Tourism and Service Management, MODUL University Vienna

2008 – 2016: Researcher and Lecturer, Department of Tourism and Service Management, MODUL University Vienna

## Andreas Zins

### Short biography

Andreas is Full Professor of Tourism Management at MODUL University Vienna. He lectures entrepreneurship, marketing, tourism marketing, modelling of consumer and travel behavior. His research interests are: tourism behavior, marketing research, destination image, social impacts, tourism spending, theme parks, cultural and other leisure attractions. He published 5 books, edited 4 other books, contributed 29 book chapters, 30 scientific articles in peer-reviewed journals, 48 contributions in refereed conference proceedings 67 peer-reviewed conference presentations, 20 invited conference presentations, 68 research reports. From 2013 to 2016 he served as editor-in-chief of the International Journal of Culture, Tourism and Hospitality Research.



### Current Projects

- LEADER Nordburgenland: Impulse zu Sicherung und Ausbau von Ganzjahresangeboten in Gastronomie und Beherbergung

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### Selected Publications

Gnoth, J. and Zins, A.H. (2013). Developing a Tourism Culture Contact Scale. *Journal of Business Research*, 66, 738-744.

Lin, S. and Zins, A.H. (2016). Intended destination image positioning at the sub-provincial administration level in China. *Asia Pacific Journal of Tourism Research*, 21(11), 1241-1257.

Mayr, T. and Zins, A.H. (2012). Extensions on the conceptualization of customer perceived value: insights from the airline industry. *International Journal of Culture, Tourism and Hospitality Research*, 6(4), 356-376.

Zins, A.H. (2014). Internal benchmarking for regional tourism organizations: A case example. *Tourism Analysis*, 19(4): 413-424.

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### Career Overview

**Since 2016:** Dean for International Programs at the International Hospitality and Dietary Arts College of Nanjing Tech University Pujiang Institute, Nanjing

**2007 – 2017:** Professor of Tourism Management, Department of Tourism and Service Management, MODUL University Vienna

**2008 – 2010:** Director of MODUL Research Co. Ltd. Vienna, 2008 – 2010

**2009 – 2013:** Program director of Summer Universities in Portoroz (2009, 2010) and Opatija (2011 to 2013)

**2008 – 2011:** President of the International Academy of Culture, Tourism and Hospitality Research

## MODUL University's Third Party Funded Researchers

Name	Academic Title	Project
Adrian Brasoveanu	MSc	InVID
Rod Coronel	BSc	UNEP Live, DecarboNet, InVID
Fabian Fischer	Dipl.-Ing.	InVID
Michael Föls	Mag., MSc	DecarboNet, UNEP Live
Lucas Gerrand	BSc	Forstrat Cockpit, UNEP Live
Alexander Hubmann-Haidvogel	MSc	PHEME, DecarboNet, DIVINE
Maximilian Lang	MSc, MSc	Forstrat Cockpit, UNEP Live, PHEME, DecarboNet
Tobi Schäfer	Dipl.-Red. (FH)	PHEME

## MODUL University's Research Associates

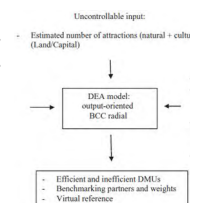
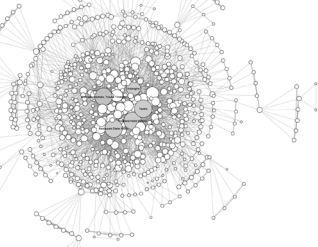
Name	Academic Title	Institution
Ulrike Bauernfeind	Dr.	Statistics Austria
Valeria Croce	Dr.	European Commission
Daniel Fesenmaier	Dr.	University Florida, Gainesville, Florida
Clemens Költringer	Dr.	Vienna Tourism Board
Xavier Matteucci	Dr.	-
Markus Scholz	Dr., M.Sc. (LSE)	FH Wien
Tina Tiller	Dr.	-
Karin Wegenstein	Dr.	University of Applied Sciences Wiener Neustadt

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