

ACADEMIC WEEKLY DIGEST

#HOSPITALITYatSurrey



RECENT PHD SUCCESSES

THE CRITICAL ROLE OF POSTGRADUATE RESEARCH

The School of Hospitality & Tourism Management runs one of the largest **PhD programmes in Hospitality & Tourism Management** globally, with around 50 postgraduate researchers (PGRs). They play a critical role in creating a vibrant research culture in the University. This week we celebrate recent PhD successes in the Department: **Dr Hyerhim Kim** who was awarded a PhD degree in July 2020 and **Penny Chen** who successfully defended her PhD thesis last week.

Have a great week!

What's in this issue:

**MESSAGE
FRAMING IN
CAUSE-RELATED
MARKETING**

**SERVICE FAILURE
IN PEER-TO-PEER
ACCOMMODATION**



Message Framing in Cause-Related Marketing

DR HYERHIM KIM

This thesis examined the interaction effect between advertising message framing strategy and brand reputation on consumers' brand evaluation in the context of cause-related marketing (CRM) in the hotel industry. Employing a multiple quantitative methods approach with two experimental studies, the study found evidence that consumers prefer more prevention-framed messages in CRM from hotels with a less reputable brand. The thesis contributes to knowledge on how hotels can mitigate the potential negative implications of CRM by choosing the right communication content.

Service Failure in Peer-to-Peer Accommodation

PENNY CHEN

This thesis aimed to explore the major forms of service failures in the sharing economy system and examine how these dissatisfying incidents affect customer's future intention to use peer-to-peer accommodation. It followed a mixed-methods explanatory sequential design, with two phases of studies utilising text mining, critical incident technique, and survey-based experiment. The thesis extends understanding of the role of service failure and recovery in generating post-consumption behaviour in a peer-to-peer accommodation system.

FURTHER READING

Kim, H.-R., Tussyadiah, I., Jago, L. (2019). "Framing effective cause-related marketing message online", *e-Review of Tourism Research*, 17(3).
Link: bit.ly/2YxYKJz

Chen, Y., Tussyadiah, I., Liu, A. (2019). "Will Guests Use Peer-to-Peer Accommodation Again after a Service Failure?", *e-Review of Tourism Research*, 17(4).
Link: bit.ly/3hm3Foi