



NORDISK FÖRETAGSEKONOMISK FÖRENING • NORDIC ACADEMY OF MANAGEMENT



The 26th Nordic Academy of Management Conference
Bringing Research Together
25-27 August 2021
Örebro University School of Business, Sweden

Call for Papers

We invite you to submit your research to explore the theme of “*Bringing Research Together*” for the 26th biennial NFF Conference in Örebro. We are looking forward to receiving your submissions.

Track 4.1 – Hospitality Management

Corresponding Chair:

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Madelen Lagin, Dalarna university, Sweden

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Description:

While the prevailing pandemic highlighted the hospitality industry’s need to adapt their business models for the future, several scholars has already pointed out challenges facing the industry in the years to come. The current pandemic and existing industry-specific challenges could result in severe industry problems globally. This calls for a more business-minded approach in which multidisciplinary research is aligned with education and practice. This would ensure that knowledge, competence, and theory is formed in cooperation with existing companies and future generations of leaders. In this track, we encourage hospitality management researchers to submit research on the industry’s and/or educational challenges, with a focus on, but not limited to, business growth, innovation, staffing, value offering, and sustainability (see Ali et al. 2019).

Melissen and Teunissen (2018) describe the industry as unprofessional, under-developed, and inferior compared to other industries, not least when it comes to profitability, efficiency, and staffing. Wood (2015) points out that the industry, in its purest form, is not foremost viewed as a business activity with the primary goal of making money, but rather a lifestyle occupation. This lifestyle perspective becomes evident in the (mis)use of customers as guests (Wood, 2015) and the ongoing focus on the guest’s perceived experience value rather than, e.g., their willingness-to-pay (Carlback, 2019). A lacking business perspective in combination with an excessive emphasis on softer values decreases the possibilities to manage, control, and develop modern business solutions. From a practical viewpoint, this calls for business-related research connected to the industry’s practice and facilitated by closer cooperation between institutions. In this way, research results will come to practical use and be readily available for future leaders undergoing higher education.

www.oru.se/NFF2021





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The necessary change in research and education would demand and ensure a paradigm shift. Hospitality educations still tend to focus on soft value approaches and less on the ability to teach the students strategic skills. Further, hospitality management schools or programs are often operated as silos, isolated from other faculties (like business schools) or subjects, which is not beneficial for any subject or faculty relevant to the industry's future. A potential paradigm shift is further challenged by the industry's somewhat reluctant view on education. Several studies have indicated that higher education is not necessarily an advantage in the industry, creating a paradoxical situation in developing the industry from lifestyle to business. Wood (2015) describes this as a prevailing anti-intellectual atmosphere where organizations do not necessarily appreciate applicants with higher education degrees since they are viewed as "over-qualified but under-experienced." It might be time to step away from the current situation with an industry consequently unable to attract talent due to monotone and low-paid jobs, limited career prospects, and where conservatism and tradition are the dominating factors (Jeou-Shyan et al. 2011).

Keywords:

Hospitality Management, Business, High Touch, High Tech

References:

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Author guidelines:

Go to www.oru.se/NFF2021 for more information about how to submit a paper. The deadline for abstract submission is 30 January 2021. Full paper due: 21 June 2021.

We very much look forward to welcoming you in Örebro!

www.oru.se/NFF2021

