Industry Analysis

183 Customer Preferences for Online, Social Media, and Mobile Innovations in the Hospitality Industry ROHIT VERMA, DEBRA STOCK, AND LAURA MCCARTHY

QUIS12 Special Issue

- 187 Strategies for the Implementation of Service Innovations CATHY A. ENZ
- 196 Scripting Employees: An Exploratory Analysis of Customer Perceptions LIANA VICTORINO AND ALEXANDER R. BOLINGER
- 207 The Relationship among Corporate Culture, Strategic Orientation, and Financial Performance
 HYUNJEONG (SPRING) HAN
- 220 Hospitality and Travel: The Nature and Implications of User-Generated Content ALAN WILSON, HILARY MURPHY, AND JESUS CAMBRA FIERRO
- 229 Exploring Resource Efficiency Benchmarks for Environmental Sustainability in Hotels
 JIE J. ZHANG, NITIN R. JOGLEKAR, AND ROHIT VERMA
- 242 Does Environmental Certification Help the Economic Performance of Hotels? Evidence from the Spanish Hotel Industry MARÍA-DEL-VAL SEGARRA-OÑA, ÁNGEL PEIRÓ-SIGNES, ROHIT VERMA, AND LUIS MIRET-PASTOR
- 257 Categorizing the Spanish Accommodation Sector: Does Firm Size Influence Economic Profitability?
 ANA B. HERNÁNDEZ-LARA, FERNANDO CAMPA-PLANAS,
 AND M. VICTORIA SÁNCHEZ-REBULL



\$SAGE

cq.sagepub.com

ISSN: 1938-9655

Volume 53 Number 3 August 2012 • www.chr.cornell.edu

Contents

Letters

- 180 From the Center: Transition and Continuity ROBERT KWORTNIK
- 181 From the Editor: Expanding Horizons
 J. BRUCE TRACY
- 182 From the Guest Editor: About This Special QUIS12 Issue

Industry Analysis

183 Customer Preferences for Online, Social Media, and Mobile Innovations in the Hospitality Industry ROHIT VERMA, DEBRA STOCK, AND LAURA MCCARTHY

MKHAMHAENG

N.U. 2555

QUIS12 Special Issue

- 187 Strategies for the Implementation of Service Innovations CATHY A. ENZ
- 196 Scripting Employees: An Exploratory Analysis of Customer Perceptions LIANA VICTORINO AND ALEXANDER R. BOLINGER
- 207 The Relationship among Corporate Culture, Strategic Orientation, and Financial Performance
 HYUNJEONG (SPRING) HAN
- 220 Hospitality and Travel: The Nature and Implications of User-Generated Content ALAN WILSON, HILARY MURPHY, AND JESUS CAMBRA FIERRO
- 229 Exploring Resource Efficiency Benchmarks for Environmental Sustainability in Hotels
 JIE J. ZHANG, NITIN R. JOGLEKAR, AND ROHIT VERMA
- 242 Does Environmental Certification Help the Economic Performance of Hotels? Evidence from the Spanish Hotel Industry MARÍA-DEL-VAL SEGARRA-OÑA, ÁNGEL PEIRÓ-SIGNES, ROHIT VERMA, AND LUIS MIRET-PASTOR
- 257 Categorizing the Spanish Accommodation Sector: Does Firm Size Influence Economic Profitability?
 ANA B. HERNÁNDEZ-LARA, FERNANDO CAMPA-PLANAS,
 AND M. VICTORIA SÁNCHEZ-REBULL