

MEDIA RELEASE

For Immediate Release

### **CNI HOSTS 'THOUGHT LEADERS IN INTERACTIVE DISTRIBUTION ROUNDTABLE' 2008**

7 January 2008 (CNI) – SINGAPORE – The Cornell Nanyang Institute of Hospitality Management (CNI) is hosting the first 'Thought Leaders in Interactive Distribution' Roundtable on the 10<sup>th</sup> and 11<sup>th</sup> of January 2008 in Singapore. The roundtable, sponsored by Amadeus and TravelClick, features a unique agenda comprised of three breakout sessions in the morning, with the group coming together in the afternoon to hear summary presentations from each of the breakout session leaders. This will be followed by a presentation on research areas by Bill Carroll, a Senior Lecturer at the Cornell School of Hotel Administration. Dean CNI, Judy Siguaw will host a dinner for the roundtable delegates on the evening of 10<sup>th</sup> January and will summarize the discussions while closing the event on January 11<sup>th</sup>.

The three themes of the day are:

Theme 1: 'Changing Consumer Shopping and Buying Behavior' led by Kanapaty Pelly Periasamy

Theme 2: 'Serving Business Event and Destination Needs Interactively' led by Bill Carroll

Theme 3: 'Chains and Properties Management of Interactive Distribution' led by Judy Siguaw

Associate Professor Kanapaty Pelly Periasamy is Assistant Dean (Business) with the Nanyang Business School. He teaches IT Management courses in the School's MBA and undergraduate programs. He focuses on Strategic IT Planning and e-Commerce in his academic work and consultancy engagements. His research work has been presented in various international conferences and published in international journals. Professor Periasamy has also contributed chapters to IT Management books.

Bill Carroll teaches courses in economics, yield management and marketing distribution. Carroll is also the CEO of Marketing Economics, a consulting firm specializing in travel industry pricing, distribution, yield management, and strategic planning.

Judy A. Siguaw is the Dean of the Cornell-Nanyang Institute of Hospitality Management. She is also a Professor of Marketing in the School of Hotel Administration at Cornell University and holds a J. Thomas Clark Chair in Entrepreneurship and Personal Enterprise. Dean Siguaw has published over 45 journal articles, is a co-author of four books and a contributor to four other books. She is the author/co-author of 28 national and international conference papers and has been an invited speaker at many domestic and international conferences. She is also the recipient of many prestigious research awards and grants.

Delegates include representatives from Accor Asia Pacific, Amadeus Asia Limited, Carlson Hotels, Continental Airlines, Go10000.com, GoMacau, HolidayCity.com, Hyatt International Hotels & Resorts, IDEas, Indo.com, MacroVSION Network, Minor International, Preferred Hotel Group, Qatar Airways, Sabre, SAS Institute, Shangri-La Hotels & Resorts and Zuji/ Travelocity Co.

- ENDS -

Media Contact: Illka Gobius

Verve MPR Pte Ltd

+65 6728 3820

[illka@verve.com.sg](mailto:illka@verve.com.sg)

Contact:

Sonali Deuskar

Cornell-Nanyang Institute of Hospitality Management

+65 6790 5800

[spdeuskar@ntu.edu.sg](mailto:spdeuskar@ntu.edu.sg)