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## Formation

International Teachers Programme (ITP), Stockholm School of Economics,  
Ph.D., Queen Margaret University College, Edinburgh, Scotland  
Master of Science (Management Information Systems), Trinity College,  
Dublin, Ireland  
Bachelor in Management Science (Honours 2.1), Trinity College, Dublin,  
Ireland  
Higher Diploma in Hotel and Catering Management, Dublin Institute of  
Technology, Ireland

## Thèmes de recherche

Systèmes d'information spécialisés dans les domaines du tourisme et de  
l'hôtellerie.

## Publications

### ✉ Publications académiques

#### Ouvrages

*ENTER 2008 - Proceedings of the 15th International Conference on  
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*Proceedings of the Hospitality Information Technology Association  
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*Electronic Information Distribution in Tourism and Hospitality.* Wallingford  
Oxon (Grande-Bretagne) : CABI Publishing, 1999

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#### Articles

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"Managing a Hotel's Image on TripAdvisor " (P. O'connor), *Journal of Hospitality Marketing & Management*, oct. 2010, Vol. 19, Numéro 7, p. 754-772

"Website and email adoption by Malaysian hotels" (N. Hashim, J. Murphy, S. Purchase, P. O'connor), *International Journal of Hospitality Management*, mars 2010, Vol. 29, Numéro 1, p. 194-196

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"Hotel Yield Management Practices across Multiple Electronic Distribution Channels" (P. O'connor, J. Murphy), *Journal of Information Technology in Tourism*, juin 2008, Vol. 10, Numéro 2, p. 161-172

"E-Mail Marketing by International Hotel Chains" (P. O'connor), *Cornell Hotel and Restaurant Administration Quarterly*, févr. 2008, Vol. 49, Numéro 1, p. 42-52

"Take Me Back: Validating the Wayback Machine " (M. Jamie, H. Noor, P. O'connor), *Journal of Computer-Mediated Communication*, déc. 2007, Vol. 13, Numéro 1, p. Article 4

"What's on the Agenda in 2007" (P. O'connor), *The Bottomline*, juin 2007, Vol. 22, Numéro 4, p. 16-21

"Online Consumer Privacy: An analysis of Hotel Company Behaviour " (P. O'connor), *Cornell Hotel and Restaurant Administration Quarterly*, mai 2007, Vol. 48, Numéro 2, p. 183-200

"E-Marketing: Addressing a multinational audience" (P. O'connor), *The Bottomline*, févr. 2007, Vol. 22, Numéro 1, p. 12-13

"Who's watching you? " (P. O'connor), *Information Technology in Hospitality*, nov. 2006, Vol. 4, Numéro 2/3, p. 63-71

"An International Comparison of Approaches to Online Privacy Protection: Implications for the Hotel Sector" (P. O'connor), *Journal of Services Research (The)*, juil. 2006, Vol. 6, Numéro Special issue, p. 7-26

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"Evaluating Hotel Electronic Channels of Distribution: The Corporate Perspective" (A. Frew), *International Journal of Hospitality Information Technology*, janv. 2003, Vol. 3, Numéro 2

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### Articles

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### Communications publiées

"Adapting the Global e-Readiness Index to the Hotel Sector", In : *E-Business Review*, International Academy of E-Business. San Francisco (USA) : International Academy of E-Business, 2010.

"Hotel Domain Name Adoption and Implementation", avec J. Murphy. In : *Information and Communications Technology in Tourism 2010*, ENTER 2010. New York (USA) : Springer, 2010, p. 1-12.

"An Investigation of Domain Name Use by International Hotel Brands", In : *Proceedings of the Hospitality Information Technology Association Conference 2009*, HITA 09. Anaheim, CA (USA) : Hospitality Information Technology Association, 2009, p. CD-Rom.

"Global e-Readiness of Hotel Chain Websites", In : *Information and Communications Technology in Tourism 09*, ENTER 09 . New York (USA) : Springer, 2009, p. 297-308.

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"New trend in hotel e-Commerce and e-Marketing", In : *New challenges in the tourism and hospitality industry*, 40th Anniversary of Higher Education in Hungarian Tourism Conference. Budapest (Hungary) : Budapest Business School, 2008, p. 51-56.

"Tripadvisor.com – Redefining the traveller's decision making process", In : *Competition in Tourism: Business and Destination Perspectives. Proceedings of the Travel and Tourism Research Association Europe 2008 Annual Conference in Helsinki, Finland*, Travel and Tourism Research Association (TTRA) European Conference. Helsinki (Finland) : HAAGA-HELIA University of Applied Sciences, 2008, p. 203-212.

"Online Trademark Abuse In Pay-Per-Click Search Engine Marketing: A Multi-Sector Study ", In : *The eBusiness Review*, International Academy of eBusiness 2008. San Francisco (United States) : International Academy of eBusiness, 2008, p. 210-214.

"User-Generated Content and Travel: A Case Study on TripAdvisor.com", In : *Proceedings of the 15th International Conference on Information and Communications Technology i Tourism*, ENTER 2008. New York (USA) : Springer Computer Science, 2008, p. 61-72.

"Trademark Abuse in Pay-Per-Click Search Engine Marketing: A case study on Irish hotels", In : *Working Together*, Conference on Tourism and Hospitality Research in Ireland. Dundalk (Ireland) : Dundalk Institute of Technology, 2007, p. CD-Rom.

"Trademark abuse in Pay-Per-Click (PPC) search engine marketing : The case of travel", In : *Tourism, Mobility and Technology*, Travel and Tourism Research Association European 2007 Conference. Nice (France) : CERAM Business School, 2007, p. 75-82.

"Take me back: Validating the Wayback Machine as a measure of website evolution", avec N. Hashim, J. Murphy. In : *Information and Communications Technologies in Tourism 2007*, ENTER 07. New York (USA) : SpringerWien, 2007, p. 435-446.

"An analysis of hotel trademark abuse in Pay-Per-Click search advertising", In : *Information and Communications Technology in Tourism: Proceedings of the International Conference in Ljubljana, Slovenia*, ENTER 07 . New York (USA) : SpringerWien, 2007, p. 377-388.

"The Online Pricing Practices of Up-market Barcelona Hotels. An International Comparison", avec R. Santoma. In : *Proceedings of ENTER06 Conference: Information and Communication Technologies in Tourism*, Wien (Austria) : Springer Wien New York, 2006.

"Estrategias de precios Online" en hoteles de lujo europeos. Una perspectiva internacional", avec R. Santoma. In : *XV Simposio Internacional de Turismo y Ocio ESADE (CD-Rom)*, Barcelona (Spain) : ESADE, 2006.

"Compliance with the CAN-SPAM Act 2003. A Case Study of Email Marketing Practices of International Hotel Chains?", In : *Proceedings of the 2nd Annual International Conference. ICGeS06. Global e Security*, London (United Kingdom) : ICGES Press, 2006.

"An Analysis of Email Marketing Practices of International Hotel Chains: Compliance with Legislative Requirements?", In : *Proceedings of ENTER06 Conference: Information and Communication Technologies in Tourism*, Vienna (Austria) : Springer Wien New York, 2006.

"The Online Pricing Practices of Luxury European Hotels. An International Comparison", avec R. Santoma. In : *EyeForTravel. Proceedings of the Travel Distribution Summit, Europe Research Conference*, Edinburgh (Scotland) : Axon Imprint, 2006.

"An International Comparison of Approaches to Online Privacy Protection", Nacogdoches, Texas (USA) : International Academy of e-business, 2005.

"An International Comparison of Approaches to Online Privacy Protection: Implications for the Hotel Sector", In : *Proceedings of the International Conference on Services Management 2005*, New Delhi (India) : Institute for International Management and Technology, 2005.

"Who's watching you? Data collection by hotel chain websites", In : *Proceedings of the Hospitality Information Technology Association Conference HITA 04*, Dallas (USA) : Hospitality Information Technology Association, 2004.

"Privacy and the Online Travel Customer: An Analysis of Privacy Policy Content, Use and Compliance by Online Travel Agencies", In : *Proceedings of the International Academy of e-business. The e-business Review*, Atlantic City (USA) : International Academy of e-business, 2004.

"Privacy and the Online Travel Customer: An Analysis of Privacy Policy Content, Use and Compliance by Online Travel Agencies", In : *ENTER 04. Information and Communication Technologies in Tourism 2004*, Vienne (Autriche) : Springer, 2004.

"An Analysis of the Content of Use and Compliance with Privacy Policies by Major Online Travel Agencies", In : *Proceedings of the Seventh International Conference on Electronic Commerce Research*, Dallas (USA) : Cox School of Business, 2004.

"The Future of Hotel Electronic Distribution: Expert and Industry Perspectives", avec A. Frew. In : *8ème Colloque de l'AIM 2003*, Grenoble (France) : Université Pierre Mendès France, Grenoble, 2003.

"Booking a Hotel Room Online: Rip Off or Great Deal?", In : *XII Simposio Internacional de Turismo y Ocio. Estrategias Para Tiempos de Cambio*, Barcelona (Spain) : ESADE, 2003.

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"Evaluating Electronic Channels of Distribution: Lessons from the Hotel Sector", avec A. Frew. In : *Fifth International Conference on Electronic Commerce Research (ICECR-5)*, Montreal (Canada) : Centre for Research on Transportation, HEC Montreal, 2002.

"An Analysis of the Online Pricing Strategies of the International Hotel Chains", In : *ENTER 2001 - Information & Communication Technologies in Tourism 2002 Proceedings*, Vienne/New York (Autriche/Etats-Unis) : Springer, 2002.

"Expert Perceptions on the Future of Hotel Electronic Distribution Channels", avec A. Frew. In : *Information and Communication Technologies in Tourism 2001*, Montréal (Canada) : Springer Computer Science, 2001.

"Evaluating Electronic Channels of Distribution in the Hotel Sector", avec A. Frew. In : *Information and Communication Technologies in Tourism 2000 - ENTER 2000@Barcelona New Frontiers for IT in Tourism*, New York (USA) : Springer Computer Science, 2000.

"Destination Marketing System Strategies: Refining and Extending an Assessment Framework", avec A. Frew. In : *ENTER 99. Information and Communication Technologies in Tourism*, New York (USA) : Springer Computer Science, 1999.

"Critical Issues in Destination Management System Development, Implementation and Operation", avec A. Frew. In : *1999 European Conference of the Travel and Tourism Research Association Conference Papers (CD-ROM)*, Dublin (Irlande) : Tourism Research Centre, 1999.

"Failing to Make the Connection? An Analysis of Web Reservations Facilities in the Top 50 International Hotel Chains", avec P. Horan. In : *HITA 99: Hospitality Information Technology Association Worldwide Conference*, Edinburgh (Scotland) : HITA, UK, 1999.

### **Articles de presse**

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"Beyond a Good Night's Sleep". *The Bottomline*, 01 mai 2009, p. 20-21

"Building an Online Presence". *The Bottomline*, 01 juin 2008, p. 24-27

"Finger on the button". *Hotel Management International*, 01 janv. 2008, p. 56-62

"Hotel Customer Loyalty Programs: Who Benefits?". *Elite*, 01 sept. 2007, p. 34-36

"The E-Team: Developing the ideal electronic distribution and marketing group". *The Bottomline*, 01 sept. 2007, p. 16-17

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"Taking Stock". *IT Solutions. Supplement to Hotel and Restaurant Magazine*, 01 janv. 2003

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## Autres activités

### ✎ Activités scientifiques

#### Membre d'un comité de lecture

*International Journal of Hospitality Management*, Elsevier

*Journal of Hospitality & Tourism Research*, Sage

*Journal of Hospitality and Tourism Technology*, Emerald

*Information Technology & Tourism*, Cognizant

*International Journal of Hospitality Management*, Elsevier

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"Marketing on the Web. How to Win with E-commerce", Creating Value through People and Partnerships, Durban, Afrique du Sud, 19 oct. 1999

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### **Expérience professionnelle**

Assistant Professor, Institute de Management Hotelier International (IMHI Cornell ESSEC) 1996 / 2000.

Associate Lecturer, Management Information Systems, Smurfit Graduate School Of Business, Ireland 1996 / 1999 (Visiting).

Lecturer in Hospitality Management Control Systems, Lecturer in Hospitality Computer Applications Institute of Technology, Ireland 1995 / 96.

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