



College of Business
University of Nevada, Reno



GAMING MANAGEMENT TRACK

14th International Conference on Gambling & Risk Taking May 25-29, 2009

Note: The following program is subject to change.

TUESDAY, MAY 26

8:30 - 10:30 AM

OPENING PLENARY SESSION

Gambling and Risk Taking Up to and During the Global Economic Crisis: Lessons from and for Gambling Scholars

Speakers: **William R. Eadington**, University of Nevada, Reno
 Aaron Brown, AQR Capital Management, Connecticut
 Eugene Christiansen, Christiansen Capital Advisors LLC, New York

Tuesday Mid Morning Sessions

10:45 - 12:15 PM

SESSION 1-F-2: Processes and Challenges in Legalizing Gambling

Moderator: **Dean Hestermann**, Harrah's Entertainment, Tennessee

Stephen Martino, Kansas Racing and Gaming Commission, and **William R. Eadington**, University of Nevada, Reno

- Allocation of Gaming Licenses and Establishment of Bid Processes: The Case of Kansas

Marc Etches, INSIGHT, United Kingdom

- The Politics of Casino Gambling: A British Retrospective

Brian Richard, University of Southern Mississippi

- Diffusion of an Economic Development Policy Innovation: Explaining the International Spread of Casino Gambling

Tuesday Mid Afternoon Sessions

2:15 - 3:45 PM

SESSION 1-A-3

SYMPOSIUM

Managing a Casino License Bid Process: The Case of Kansas

Moderator: **William R. Eadington**, University of Nevada, Reno

Participants:

Stephen Martino, Executive Director, Kansas Racing and Gaming Commission

Matt All, Chairman, Kansas Racing and Gaming Commission Review Board

Will Cummings, Cummings Associates, Massachusetts

John Mills, College of Business, University of Nevada, Reno

SESSION 1-D-3: Casino Marketing And Loyalty Programs

Moderator: **Kathryn Hashimoto**, East Carolina University, North Carolina

Flavia Hendler and **Kathryn A. LaTour**, UNLV, Nevada

- Mapping an Ideal Casino Loyalty Program with ZMET

Kathryn A. LaTour, UNLV, Nevada and **June Cotte**, University of Western Ontario, Canada

- Digging Deeper into Gamblers' Psyche: An Application of the Zaltman Metaphor Elicitation Technique

Catherine Prentice, Victoria University, Australia

- Emotional Intelligence and the Service Performance of Casino Frontline Employees

Tuesday Late Afternoon Sessions

4:15 - 5:45 PM

SESSION 1-A-4

SYMPOSIUM

The Effect of Open Communication Standards on the Player Experience and their use in Expanding the Patron Base

Moderator and Participant: **Marc McDermott**, Gaming Standards Association, Reno

Participants:

Ethan Tower, Gaming Standards Association, Reno

Lyle Bell

Mark Lipparelli, Nevada State Gaming Control Board

SESSION 1-E-4: Political and Economic Dimensions of Gaming Industries

Moderator: **Brian Richard**, University of Southern Mississippi

Candace Evart and **Eugenia Larmore**, Meridian Business Advisors, Nevada

- The Importance of Governmental Incentives in the Approval of Casino Projects

Will E. Cummings, Cummings Associates, Massachusetts

- Size Matters--But How Much?

John R. Mills and **Sonja Pippin**, College of Business, University of Nevada, Reno

- Identifying Relevant Financial Information for Evaluating New Gaming Proposals

WEDNESDAY, MAY 27

Early Morning Sessions

8:30 – 10:00 AM

SESSION 2-A-1

SYMPOSIUM

Money Laundering in Macau: Making the Mythology Moribund

Moderator and Participant: **David Green**, PricewaterhouseCoopers Ltd., Macau

Participants:

Duarte Chagas, Gaming Inspection and Coordination Bureau, Macau

Nancy Wong, Gaming Inspection and Coordination Bureau, Macau

SESSION 2-D-1

Understanding Particular Gaming Markets

Moderator: **Pauliina Raento**, The Finnish Foundation for Gaming Research and University of Helsinki, Finland

David Schwartz, Center for Gaming Research, UNLV, Nevada

- No More Full House: How Las Vegas Bounced Back in the 1980s

Ton-That Quynh-Du, Jo Vu and **Jamie Doughney**, Victoria University, Australia

- The Introduction of Gambling and the Vietnamese Community in Melbourne, Australia

Sytze Kingma, Vrije Universiteit Amsterdam, The Netherlands

- The Liberalization and (Re)Regulation of Dutch Gambling Markets: National Consequences of the Changing European Context

WEDNESDAY, MAY 27

Mid-Afternoon Sessions

2:00 - 3:30 PM

SESSION 2-C-4

Types of Gambles: Understanding the Games

Moderator: **George Cochran**, Louisiana State University

Mirko Ernkvist, Göteborg University, Sweden

- Creating Player Appeal: Management of Technological Innovation in the U.S. Gaming Machine Manufacturing Industry

Stephen M. Weiss, Robert M. Demski, and George J. Backen, Adams State College, Colorado

- Fantasy Baseball: A New Way to Gamble or Just Another Game?

Robert C. Hannum, University of Denver, Colorado

Super Pan 9: Unraveling the Mystery of the 70% Banking Rule

SESSION 2-C-3

Casino Marketing and Operations Issues

Moderator: **Stewart Ethier**, University of Utah

James Grosjean, Chicago

- Where Does the Time Go? Shuffling and Pacing in the Casino Environment

Xiaoming Liu and Zhaotong Lian, University of Macau, SAR China

- Estimating the Expected Customer Experiences at a Slot Machine

George Cochran, Louisiana State University

- Mathematical Analysis of Ultimate-X Video Poker

Wednesday, Late Afternoon Sessions

4:00 – 5:30 PM

SESSION 2-B-4

Estimating Demand for Gaming Markets

Moderator: **Candace Evart**, Meridian Business Advisors, Nevada

Richard Thalheimer, Thalheimer Research Associates, Kentucky

- The Relationship Between Parimutuel Horse Race and Casino Wagering at a Racino

John Turvey, Brad R. Humphreys, and Brian Soebbing, University of Alberta, Canada

- Does International Simulcast Wagering Reduce Live Handles at Canadian Racetracks?

Jelena Zoric and Marko Jaklic, University of Ljubljana, Slovenia

- Determinants of Demand for Gambling on Slot Machines: A Case of Slovenian Casinos

SESSION 2-E-4

Studies on the Gambling Environment

Moderator: **Alicia Barber**, University of Nevada, Reno

Karen Finlay, Harvey Marmurek, Jane Londerville, and Vinay Kanetkar, University of Guelph, Canada

- Gender Differences in Atmospheric Effects on Casino Gambling

David Kranes, Consultant, Utah

- Casino Magic: The Grand Illusion and the Slight of Hand

Anna Thomas, Susan Moore, Michael Kyrios, Glen Bates, and Denise Meredyth, Swinburne University, Australia

- What Attracts People to Gambling Venues? Deconstructing Access

Author's Reception 7:00 – 8:30 PM

This event will provide authors of recently published books on gambling related topics to display their materials and discuss their work in an informal and casual setting. All conference delegates are invited to attend.

THURSDAY, MAY 28

8:30 – 10:00 AM

SESSION 3-A-1: Applications of Technology in Addressing Problem Gambling

Moderator: **Bo Bernhard**, International Gaming Institute, UNLV, Nevada

Tony Schellinck, Focal Research Consultants Limited and Dalhousie University, and **Tracy Schrans**, Focal Research Consultants Limited, Canada

- Informing the Debate: A Primer on Player Tracking and How to Use It

Phillip Ryan, Responsible Gaming Networks, Australia

- Beyond Smart Cards to Smart Technologies

Philip Townshend, Problem Gambling Foundation of New Zealand

- Understanding the Flow of Money through Slot Machines: Ask Big Brother

Thursday Mid-Morning Sessions

10:30 – 12:00 PM

SESSION 3-F-2: Technology and the Problem Gambler — An Update on Nova Scotia's Pioneering Experiment

Moderator: **Bo Bernhard**, International Gaming Institute, UNLV, Nevada

Leanne MacKenzie, Techlink, Nova Scotia

- Providing Players a Real Gameplan

Thursday, Mid Afternoon Sessions

2:00 - 3:30 PM

SESSION 3-A-3: Smoking Bans and Casinos

Moderator: **Karen Blumenfeld**, Global Advisors on Smokefree Policy (GASP), New Jersey

Participants:

Nancy L. York, UNLV, Nevada, and **Kiyoung Lee**, Seoul National University

- Air Quality of Nevada Casinos after Enactment of a Smoke-free Law

Chris Pritsos, University of Nevada, Reno

- Gambler Smoking Rates and Risk Analysis of Worker Exposure at Nevada Casinos

Thursday Late Afternoon Sessions

4:00 - 5:30 PM

SESSION 3-B-4: Smoking and the Gambling Environment

Moderator: **Chris Pritsos**, University of Nevada, Reno

Yim King Penny Wan, University of Macau, SAR China

- Attitudes Towards Secondhand Smoke at Work: Survey of Macao Casino Workers

Karen Blumenfeld, Global Advisors on Smokefree Policy (GASP), New Jersey

- Bet on Smokefree Gaming — Good for Health and Business

FRIDAY, MAY 29

8:30 - 10:00 AM

SESSION 4-B-1: Empirical Casino Operations Management Research

Moderator: **Bo Bernhard**, International Gaming Institute, UNLV, Nevada

Anthony Lucas, UNLV, Nevada

- Servicescape and In Vivo Gaming Industry Research: A Summary of the Literature

Toni Repetti, UNLV, Nevada

- Tools of the Trade: Data the Gaming Industry has at Its Disposal

Brett Abarbanel, UNLV, Nevada

Casino Operations Research Applied to Non-Casino Settings

SESSION 4-C-1: Exploiting Inefficiencies In Financial and Sports Gambling Markets: Adaptive Drift Modeling

W.S. Mallios, California State University, Fresno and **R.R. Mallios**, University of California, San Francisco

Discussants: To be announced

Friday, Mid Morning Session

10:30 – 12:00 PM

SESSION 4-C-2: Market Structure and Strategic Management in Gaming Industries

Moderator: **Mark Sievers**, Sievers & Sievers, Colorado

Robert M. Larkin, University of Phoenix, Reno, Nevada

- Inter-Temporal Effects of Shock to Firm Performance in the Gaming Industry

Natalia Zborowska, Vrije University Amsterdam, The Netherlands

- Big Business in a Small State:Gibraltargambling.com

Jorge A. F. Godinho, University of Macau, SAR China

- Casino Operators in Macau: How to Rein in Concessions, Subconcessions and Profit-Sharing Agreements?

SESSION 4-D-2: The Regulation of Gambling

Moderator: **I. Nelson Rose**, Whittier School of Law, California

Jan Klemenčič, SIQ, Slovenia

- Regulation Baseline: The Decisions Every Regulator Should Take Sides With

Alan Littler, Tilburg University, The Netherlands

- Don't Bet on Luxembourg: Why the European Court of Justice Alone Cannot be Relied Upon to Resolve the Question of Gambling Regulation in the European Union

Carlos Siu Lam, Macao Polytechnic Institute, SAR China

- Lessons for Macao from the Basic Principles of Gaming Regulation

LUNCHEON 12:15 - 1:45 PM

Featured Speaker: **William R. Eadington**, Institute for the Study of Gambling & Commercial Gaming, College of Business, University of Nevada, Reno

Conclusion of Conference