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Education

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

Research Areas

IS specialized in tourism and hospitality management.

Publications

✉ Academic Publications

Books

ENTER 2008 - Proceedings of the 15th International Conference on Information and Communications Technology in Tourism. (with W. Hoepken, U. Gretzel). New York (USA) : Springer Computer Science, 2008

Proceedings of the Hospitality Information Technology Association Conference - HITA 05. (with A. Frew). Los Angeles (USA) : Hospitality Information Technology Association (HITA), 2005

Using Computers in Hospitality. 3rd edition. Londres (Grande-Bretagne) : Thomson Learning, 2004

Proceedings of the Hospitality Information Technology Association Conference. (with A. Frew). Dallas, Texas (USA) : HITA, 2004

Information and Communication Technologies in Tourism 2003. (with J. Frew, M. Hitz). New York (USA) : Springer Computer Science, 2003

Distribuicao da Informacao Electronica em Turismo e Hotelaria. Sao Paulo (Brésil) : BOOKMAN, 2001

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Electronic Information Distribution in Tourism and Hospitality. Wallingford Oxon (Grande-Bretagne) : CABI Publishing, 1999

Using Computers in Hospitality. Sydney : Cassell Publications, Hospitality Press, 1996

Articles

"Online distribution of airline tickets: Should airlines adopt a single or a multi-channel approach?" (B. Koo, B. Mantin, P. O'connor), *Tourism Management*, Jan 2011, Vol. 32, Issue 1, p. 69-74

"Managing a Hotel's Image on TripAdvisor " (P. O'connor), *Journal of*

Hospitality Marketing & Management, Oct 2010, Vol. 19, Issue 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*, Mar 2010, Vol. 29, Issue 1, p. 194-196

"Pay-per-Click Search Engine Advertising: Are Hotel Trademarks Being Abused?" (P. O'connor), *Cornell Hotel and Restaurant Administration Quarterly*, May 2009, Vol. 50, p. 232-244

"Managing Hospitality Information Technology in Europe: Issues, Changes and Priorities" (P. O'connor), *Journal of Hospitality & Leisure Marketing*, Aug 2008, Vol. 17, Issue 1-2, p. 59-77

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

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

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

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

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

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

"Who's watching you? " (P. O'connor), *Information Technology in Hospitality*, Nov 2006, Vol. 4, Issue 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)*, Jul 2006, Vol. 6, Issue Special issue, p. 7-26

"Information Communications Technology. Revolutionizing Tourism" (D. Buhalis), *Tourism Recreation Research*, Jan 2005, Vol. 30, Issue 3

"Research on Information Technology in the Hospitality Industry" (J. Murphy), *International Journal of Hospitality Management*, Dec 2004, Vol. 23, Issue 5

"An Evaluation Methodology for Hotel Electronic Channels of Distribution" (A. Frew), *International Journal of Hospitality Management*, Jun 2004, Vol. 23, Issue 2

"Distribution in Turmoil - A View from the Hotel Sector" (P. O'connor), *Bottomline (The)*, Jun 2004, Vol. 19, Issue 4

"Conflicting Viewpoints on Web Design" (P. O'connor), *Journal of Travel and Tourism Marketing*, Jan 2004, Vol. 17, Issue 2 et 3

"Internet, facilitateur de prix cassés" (P. O'connor), *Cahiers Espaces (Les)*, Nov 2003, Issue 79

"L'Internet -facilitateur de prix cassés" (P. O'connor), *Les Cahiers Espaces*, Nov 2003, p. 12-20

"Marketing Hotels Using Global Distribution Systems Revisited" (G. Piccoli), *Cornell Hotel and Restaurant Administration Quarterly*, Oct 2003, Vol. 44, Issue 4 et 5

"What happens to my Information When I Make a Hotel Booking Online. An Analysis of on-line Privacy Policy US, Content and Compliance by the International Hotel Companies" (P. O'connor), *Journal of Services Research (The)*, Oct 2003, Vol. 3, p. 5-28

"The Threat of the Online Mega-Agencies" (P. O'connor), *ASTA Network (American Society of Travel Agents)*, Aug 2003

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

"Customer Relationship Management. A Driver for Change in the Structure of the US Lodging Industry" (G. Piccoli, C. Capaccioli, R. Alvarez), *Cornell Hotel and Restaurant Administration Quarterly*, Jan 2003, Vol. 44, Issue 4, p. 61-74

"The Changing Face of Airline Distribution" (P. O'connor), *Insights*, Nov 2002

"Les développements de la distribution électronique dans l'hôtellerie" (P. O'connor), *Cahiers Espaces (Les)*, Oct 2002, Issue 75, p. 129-138

"The Future of Hotel Electronic Distribution: Expert and Industry Perceptions" (A. Frew), *Cornell Hotel and Restaurant Administration Quarterly*, Jun 2002, Vol. 43, Issue 3, p. 33-45

"Pricing Strategies for Online Reservations" (P. O'connor), *Bottomline (The)*, Jun 2002, Vol. 17, Issue 4

"An Empirical Analysis of Hotel Chain Online Pricing Strategies" (P. O'connor), *Information Technology and Tourism*, Jan 2002, Vol. 5, Issue 2, p. 65-72

"Critical Success Factors for Destination Management System Implementation" (P. O'connor), *TedQual*, Jan 2002, Vol. 5, Issue 1, p. 17-20

"Distribution des prestations hôtelières, politiques de prix et internet" (P. O'connor), *Distribution Touristique (La)*, Dec 2001, Issue 71, p. 19-28

"Room Rates on the Internet - is the web Really Cheaper?" (P. O'connor), *Journal of Service Research*, Apr 2001, Vol. 1, Issue 1

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"Gulliver the Electronic Highway to Irish Tourism" (S. Stephens, J. Rafferly), *Insights*, Jan 2001

"M-commerce and the Hotel Sector-Is it Worth the Effort?" (P. O'connor), *Price Waterhouse Coopers*, Jan 2001

"It is Time we Made the Connection" (P. O'connor), *Hospitality*, Apr 2000

"Conference and Banqueting Systems of the Future" (P. O'connor), *Hotel Technology International*, Mar 2000, Issue 3

"Escaping the Technology Trap" (P. O'connor), *Hotel Technology International*, Mar 2000, Issue 3, p. 79-81

"Evaluating Electronic Channels of Distribution in the Hotel Sector: A Delphi Study" (A. Frew), *Information Technology and Tourism*, Jan 2000, Vol. 3, Issue 3 et 4

"An Analysis of Web Reservation Facilities in the Top 50 International Chains" (H. Ptraick), *International Journal of Hospitality Information Technology*, Sep 1999, Vol. 1, Issue 1

"Destination Management Systems - An Overview" (A. Frew), *Insights*, Mar 1999, p. D1-D12

"Destination Marketing System Strategies in Scotland and Ireland: An Approach to Assessment" (A. Frew), *Information Technology and Tourism*, Jan 1999, Vol. 2, Issue 1

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"Gulliver - Distributing Irish Tourism Electronically" (J. Rafferty), *EM Electronic Markets*, Jan 1997, p. 40-50

"Information Technology in the Irish Hotel Industry" (P. O'connor), *Journal of Hospitality Information Technology*, Jan 1996, Issue 2

Book Chapters

Trademark Infringement in Pay-per-Click Advertising. In: *Contemporary Research in E-Branding*. Hershey, NY (USA) : IGI Global, Subir BANDYOPADHYAY. 2009, p. 148-160

Electronic Distribution. In: *Handbook of Hospitality Operations and IT*. Oxford (UK) : Butterworth-Heinemann, Peter Jones. 2008, p. 139-166

InterContinental Hotel Group:dealing with online intermediaries. In: *eTourism case studies*. Oxford (UK) : Elsevier, Roman Egger, Dimitrios Buhalis. 2008, p. 16-22

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The Transformation of Distribution Channels through Information Technology. In: *Tourism Distribution Channels: Practices, Issues and Transformations* (with D. Buhalis, E. Laws). London : Continuum, 2001

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Critical Issues in Destination Management System Development, Implementation and Operation. In: *Tourism Destination Marketing-Gaining the Competitive Edge* (with A. Frew). Dublin (Irlande) : TOURISM RESEARCH CENTER, RUDDY J., FLANAGAN S.. 2000

📖 Professional Publications

Articles

"Search Engine Marketing" (P. O'connor), *The Bottomline*, Jan 2007, Vol. 21, Issue 8, p. 22-25

"Loyalty Programs - A waste of time, money and effort" (P. O'connor), *The Bottomline*, Jun 2006, Vol. 21, Issue 4, p. 20-23

📖 Other Publications

Articles published in Conference Proceedings

"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", With 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

"Trademark Abuse in Paid Search: A Comparative Analysis of the Retail, Clothing & Accessories, Financial Services, Computers & Electronics; and Travel Sectors". In : *International Joint Conference on E-Case and e-Technology*, ECase 2009 2009 International Conference on e-Commerce, e-Administration, e-Society, and e-Education. Singapore (Singapore) : Wenchang FANG, 2009, p. CD

"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 in 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", With 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", With 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", With 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", With 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", With 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*

International de Turismo y Ocio. Estrategias Para Tiempos de Cambio,. Barcelona (Spain) : ESADE, 2003

"An Analysis of On-line Privacy Policy Use, Content and Compliance by International Hotel Companies". In : *Hospitality Information Technology Association Worldwide Conference - HITA 2003*,. New Orleans (USA) : Hospitality Information Technology Association, 2003

"Privacy and the Online Hotel Customer: An Analysis of the Use of Fair Information Practices by International Hotel Companies". In : *ENTER 2003 Proceedings: Information and Communication Technologies in Tourism 2003*,. Helsinki (Finlande) : Springer Computer Science, 2003

"An Analysis of the Use and Content of Privacy Policies by International Hotel Companies". In : *Proceedings of the Sixth International Conference on Electronic Commerce Research ICECR-6*,. Dallas (USA) : Cox School of Business, 2003

"Evaluating Electronic Channels of Distribution: Lessons from the Hotel Sector", With 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", With 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", With 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", With 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", With A. Frew. In : *1999 European Conference of the Travel and Tourism Research Association Conference Papers (CD-ROM)*,. Dublin (Irelande) : Tourism Research Centre, 1999

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

Press Articles

"Online Behaviour: Web Distribution". *The Bottomline*, 01 Feb 2010, p. 15-15

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

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

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

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

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

"Move over, Goldmember". *H - The hotel magazine*, 01 Sep 2007, p. 45-46

"Special Delivery". *Hotel Management International*, 01 Jul 2007, p. 56-59

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"From Data to Intelligence". *IT Solutions. Supplement to Hotel and Restaurant Magazine*, 01 Oct 2004

"Online Travel Agencies-Changing the Face of Travel Distribution". *IT Solutions. Supplement to Hotel and Restaurant Magazine*, 01 Jan 2004

"In-room Technology. What Facilities Does the Customer Really Want?". *IT Solutions. Supplement to Hotel and Restaurant Magazine*, 01 Jan 2003

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

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Other Activities

▮ Scientific Activities

Editorial Board Membership

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

Journal of Services Research, Institute for International Management & Technology

Cornell Hospitality Quarterly, Sage

Tourism and Hospitality Planning and Development, Routledge

Journal of Hospitality & Tourism Research, SAGE

Information echnology in Hospitality, Cognizant

EHLIITE, Ecole Hotelier de Lausanne

Information Technology in Tourism, Cognizant

International Journal of Business Excellence, Inderscience
Cornell Hospitality Quarterly, Sage
Journal of Information Technology in Tourism, Cognizant
Tourism and Hospitality Planning & Development, Routledge
International Journal of Hospitality Management, Elsevier
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EHLITE, Ecole Hotliere de Lausanne
Cornell Hotel and Restaurant Administration Quarterly, Sage
Information Technology and Tourism, Cognizant
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"Evaluating Electronic Channels of Distribution in the Hotel Sector-A Delphi Study", (with A. Frew). International Hospitality Industry Evolution 2001, Hong Kong, China, 12 Jan 2001

"Hotel Reservations on the Web: Cases Studies in Industry Best Practice", Changing Distribution Channels in the Travel Industry, Nice, France, 28 Jun 2000

"Destination Information Systems: International Experience and Lessons", Information Technology in Tourism and Hospitality: Strategic Management and Marketing Implications for the Future, London, United Kingdom, 09 Mar 2000

"The Internet: The New Economic Partner for the Hospitality Industry", IM'HOTEL International Hotel Investment Conference, Paris, France, 23 Feb 2000

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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

"An Analysis of Web Reservations Facilities in the Top 50 International Hotel Chains", Technology: Driving Change in the Hospitality Industry, Londres, United Kingdom, 04 Oct 1999

"Reservations on the Web: Hotel Industry Best Practice?", Tourism and Cyberspace: The Internet Revolution, Santiago, Chili, 28 Sep 1999

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2005 An International Comparison of Approaches to Online Privacy Protection, International Academy of eBusiness Conference, San Francisco

Privacy and the Online Travel Customer : An analysis of Privacy Policy Content, Use and Compliance by Online Travel Agencies, in Information and Communications Technologies in Tourism 2004, Andrew J Frew (ed.), Springer-Verlag Wien, New York, pp 401-413.

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2004 An analysis of the Use and Content of Privacy Policies by International Hotel Companies, Sixth International Conference on Electronic Commerce Reserach, 2003, Cox School of Business, Dallas, Texas

2003 Privacy and the Online Hotel Customer: An Analysis of Fair Information Practices by International Hotel Companies (with Frew and Hitz), Information and Communications Technologies in Tourism 2003, New York, Springer-Verlag Wien

The Future of Hotel Electronic Distribution: Expert and Industry Perspectives, 8th Colloque de l'AIM 2003, Universite Pierre Mendes, Grenoble, France

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2001 Expert Perceptions on the Future of Hotel Electronic Distribution Channels (with Frew and Andrew), Information and Communications Technologies in Tourism 2001, New York, Springer-Verlag Wien

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2000 Evaluating Electronic Channels of Distribution in the Hotel Sector (with Frew and Andrew), Information and Communications Technologies in Tourism 2000, New York, Springer-Verlag Wien

1999 Critical Issues in Destination Management Systems Development, Implementation and Operation (with Frew and Andrew), Proceedings of the Travel and Tourism Research Association (TTRA) Conference 1999, Dublin,

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1998 The Evolution of Hotel Electronic Distribution (with Frew, Andrew), Proceedings Of The Hospitality Sales & Marketing Association International Conference 1998, Oslo, Norway, HSMIA.

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📌 Professional Experience

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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