APP4   Technology
Date: Monday June 30, 11:25am-12:45pm
Venue: Van der Vorm
Chair: Jonathan Davenport (Milner Strategic Marketing Ltd)

ID90 Deepak Singh (Jawaharlal Nehru University) - *India's Electrical Power Technology: Exploring Futures through the Delphi*, Co-author: Pranav N Desai, Jawaharlal Nehru University
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Abstract: This paper tries to explore various pathways for the futures of heavy electrical technology in India. It explores various dimensions of the Indian power sector and its plausible scenarios by looking into the part and the present interfaces of generations, transmission, distribution and consumption. The study uses the Delphi methodology in order to explore various scenarios in decadal time space ahead. The Delphi exercise was solely conducted online in two rounds with experts from various sections of society. The emphasis of study was multidisciplinary in nature to nullify or minimize any possible ambiguities in scenario planning. A priority matrix with number of short and long term priorities is been presented in the concluding part of the study as its recommendation.

ID159 Miriam Scaglione (University of Applied Sciences and Arts Western Switzerland Valais) - *A multigeneration forecasting on online hotel distribution channels*, co-author: Roland Schegg, University of Applied Sciences and Arts Western Switzerland Valais
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Abstract: The evolution of distribution channels in the hospitality sector has followed different paths over time depending on the technology used. This research analyses the evolution of market shares of different clusters or generations of distribution channels using multi-generation diffusion methods. The data for the study are a series of annual member surveys by hotelleriesuisse since 2002 which monitored the evolution of market shares of 15 individual distribution channels. We grouped the distribution channels into three generations starting with the pre-World-Wide-Web era (travel agent, destination organisation, etc.); the middle generation comprises Internet-based direct booking channels (e-mail, reservation forms on hotel websites, etc.) and the latest generation includes online intermediaries such as Online Travel Agencies and social media. The results of our analysis show substitution effects across different clusters of distribution channels and shed light on the dynamics of competing sales funnels. From the practitioner's point of view, the study gives insight into the future evolution of the distribution mix. This evolution is crucial for hotel marketing strategies as the Internet is the most powerful marketing tool in the hospitality industry today.

ID283 Christos J. Emmanouilides (Aristotle University of Thessaloniki) – *Data smoothing models for early innovation diffusion forecasting*
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Abstract: The aim of this paper is to assess the usefulness of data smoothing models in forecasting new product diffusion processes at their early stages. A large scale forecast comparison exercise is set up using more than one thousand real diffusion data series. The forecasting performance of established diffusion models is compared with the performance of non-parametric regression and exponential smoothing models. The study offers evidence that, despite their theoretical and empirical shortcomings (e.g. lack of diffusion-theoretical justification, absence of saturation level for the market potential,