The 15th International Conference on Gambling & Risk Taking

The world’s first and finest gambling conference.

May 27-31, 2013
Caesars Palace, Las Vegas
IGT is a proud sponsor of the 15th International Conference on Gambling and Risk Taking. We look forward to working with our peers to strengthen the gaming industry.
Knowledge Expertise Global Vision

Macao Polytechnic Institute
http://www.ipm.edu.mo
Acknowledgements:

We would like to express a special thank you to all of those individuals who have helped make this conference happen. Our “founding father,” Dr. Bill Eadington, built a very special collective in what is now an international field, and our collaborative efforts reflect his pioneering spirit.

In particular, we wish to acknowledge the important contributions of the following people:

**Program Co-Chairs:**
William R. Eadington
Bo J. Bernhard
David G. Schwartz

**Conference Organizing Committee:**
Brett Abarbanel
Bo J. Bernhard
Robyn Hadden
Darren Heyman
Katherine Jackson
Nakia Jackson-Hale
Kristin Malek
Cheryl Olson
David G. Schwartz

**From Caesars Palace:**
Jan Jones
Karlos LaSane

And an extra special thank you to Judy Cornelius, who always answered our questions even after her retirement!

**Associate Sponsors:**
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First Nations University of Canada
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Selected sessions will be available for CEUs and CLEs. Please check at the registration desk for further details.

@UNLVigi #gamblingconf
The 15th International Conference on Gambling and Risk-Taking
May 27-31, 2013
Caesars Palace, Las Vegas

Co-hosted by the Institute for the Study of Gambling & Commercial Gaming, University of Nevada, Reno, and the International Gaming Institute, University of Nevada, Las Vegas
Monday, May 27

7:30 pm – 9:00 pm
Opening Reception
Temple Pool

Tuesday, May 28

7:30 am – 8:30 am
Continental Breakfast
Promenade Lobby

8:30 am – 10:00 am
Opening Plenary
Roman Ballroom

Conference Introduction
Bo J. Bernhard, International Gaming Institute, University of Nevada, Las Vegas

Opening Keynote: On Gambling and Morality
Peter Collins, South African Responsible Gambling Foundation and The University of Oxford

10:00 am – 10:30 am
Morning Break and Book Author Showcase
Book authors will be standing by their book displays in the Roman Ballroom for questions and commentary.
### Session 1-2-A
**Problem Gambling and Treatment I**

**Moderator:** Joanna Franklin, University of Maryland, Baltimore

**What Are We Doing? A Radical Look at Problem Gambling Treatment to Date and Prospects for the Future**
Malcolm Bruce, Gambling Integrity Services, United Kingdom; Alex Blaszczynski, University of Sydney, Australia; John Mellor-Clark, CORE IMS, United Kingdom; and Robert Murray, Problem Gambling Institute of Ontario and Centre for Addiction and Mental Health, Canada

**Building, Maintaining and Evaluating a Statewide Treatment Program for Problem Gambling**
Timothy W. Fong, University of California, Los Angeles; Terri Sue Canale, California Office of Problem Gambling; and Michael Campos, University of California, Los Angeles

**Which Works Better for Problem Gamblers: Residential or Intensive Outpatient Treatment? An Evaluative Look at Outcomes from Two Different Programs**
Reece Middleton, Louisiana Association on Compulsive Gambling

### Session 1-2-B
**PANEL SESSION**
**Bricks and Mortar and I-gaming: Who Wins?**

**Moderator:** Joshua Smith, Colliers International Gaming Group

Jeff Silver, Gordon Silver, Nevada
Mark Lipparelli, Former Chair, Nevada Gaming Control Board
Michael Leven, CEO, Las Vegas Sands
Tom Breitling, CEO, Ultimate Gaming, Nevada
Jon Porter, CEO, Porter Gordon Silver, Washington DC

### Session 1-2-C
**Cognitions, Superstitions, and Gambling Behavior**

**Moderator:** Michael Wohl, Carleton University, Canada

**How Lucky Wins and Traumatic Losses Influence Poker Player Performance**
Kyle Siler, McMaster University, Canada

**Learning to Gamble: Experiences of Finnish Casual Gamblers**
Riitta Matilainen and Pauliina Raento, The Finnish Foundation for Gaming Research and University of Helsinki, Finland

**Gambling Motivations and Superstitious Beliefs among South Korean Casino Customers**
Jungsun (Sunny) Kim, University of Nevada, Las Vegas; Mikael B. Ahlgren, Pennsylvania State University, and Jeoung Woo Byun, Kyung Hee University, South Korea
10:30 am – 12:00 pm

**Session 1-2-D**

**Jurisdictional Studies in Responsible Gambling**

**Moderator:** Connie Jones, International Game Technology, Nevada

**Walking the RG Walk: Ontario’s Collaborative, Skills-based Approach to Responsible Gambling Training**
Janine Robinson, Problem Gambling Institute of Ontario, Canada

**Casino Gambling in Modern Society: The Case of Finland**
Johanna Järvinen-Tassopoulos, THL (National Institute for Health and Welfare), Finland

**Twenty-plus Years of Responsible Gaming Programs in Europe**
Pieter Remmers, Assissa Consultancy Europe, the Netherlands

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10:30 am – 12:00 pm

**Session 1-2-E**

**Research on Casino Performance**

**Moderator:** Anthony F. Lucas, University of Nevada, Las Vegas

**The Indirect Contribution of Non-gaming Amenities to Casino Gaming Performance**
Elena Shampaner-Ghiassi, Pinnacle Entertainment, and Sarah Tanford, University of Nevada, Las Vegas

**Evaluating the Impact of a New Casino Loyalty Program on Gaming Volume**
Ji Hye Min, Carola Raab, and Sarah Tanford, University of Nevada, Las Vegas

**Evaluating the Relationship between Convention Business and Gaming Performance of Las Vegas Strip Casinos**
Kristin Malek and Sarah Tanford, University of Nevada, Las Vegas

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10:30 am – 12:00 pm

**Session 1-2-F**

**Risk, Rationality, and Investment**

**Moderator:** Douglas Walker, College of Charleston

**Sports as an Alternative Asset Class: Gambling as Investment**
Brendan Poots, Priomha Capital, Melbourne, Australia

**Rationality and Risk Intelligence in Binary Betting**
Aaron C. Brown, Nick Maughan, and Raphael Di Guisto, AQR Capital Management, Connecticut

**Rational Bubbles**
Aaron C. Brown, AQR Capital Management, Connecticut
CAESARS ENTERTAINMENT

WELCOMES

the 15th Annual
International Conference
on Gaming & Risk Taking.

We would also like to remember
the late, great Dr. Bill Eadington, whose
indelible impact on the gaming industry
will never be forgotten.

His legacy lives on.
Las Vegas Sands Corp. is proud to sponsor the 15th International Conference on Gambling and Risk Taking.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>12:15 pm – 1:45 pm</td>
<td><strong>Luncheon</strong>&lt;br&gt;<strong>KEYNOTE ADDRESS</strong>&lt;br&gt;Unveiling the DSM-V Criteria for Pathological Gambling&lt;br&gt;Marc Potenza, Yale School of Medicine</td>
<td>Roman Ballroom</td>
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<tr>
<td>2:00 pm – 3:30 pm</td>
<td><strong>Session 1-3-A</strong>&lt;br&gt;Online Gambling: Evolving Policies, Promises, and Problems&lt;br&gt;<strong>Moderator:</strong> Sally Gainsbury, Southern Cross University</td>
<td>Pompeian I</td>
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<tr>
<td></td>
<td><strong>Tribal Online Gaming: A Legislative, Political, and Policy Update</strong>&lt;br&gt;Kathryn R.L. Rand and Stephen Light, Institute for the Study of Tribal Gaming Law and Policy, University of North Dakota</td>
<td>Pompeian I</td>
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<tr>
<td></td>
<td><strong>Comparison of Online Poker Players’ Behaviors, Perceptions and Emotions According to the Degree of Their NODS Score</strong>&lt;br&gt;Serge Sevigny, Priscilla Brochu, Isabelle Giroux, and Julie Dufour, Laval University, Quebec, Canada</td>
<td>Pompeian I</td>
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<tr>
<td></td>
<td><strong>An Empirical Analysis of How Online Gambling Participation Impacts Problem Gambling Severity</strong>&lt;br&gt;Kahlil S. Philander, University of Nevada, Las Vegas; and Terri-Lynn MacKay, Alberta Health Services, Canada</td>
<td>Pompeian I</td>
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<tr>
<td>2:00 pm – 3:30 pm</td>
<td><strong>Session 1-3-B</strong>&lt;br&gt;PANEL SESSION&lt;br&gt;The Everyday Lives of World Series of Poker Players&lt;br&gt;Seth Palansky, World Series of Poker, and selected WSOP participants</td>
<td>Pompeian II</td>
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<tr>
<td>2:00 pm – 3:30 pm</td>
<td><strong>Session 1-3-C</strong>&lt;br&gt;Responsible Gambling and New Technologies&lt;br&gt;<strong>Moderator:</strong> Pieter Remmers, Assissa Consultancy Europe, the Netherlands</td>
<td>Pompeian III</td>
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<td></td>
<td><strong>Behavioral Tracking in Gambling: New Empirical Data and the Development of a New Social Responsibility Tool</strong>&lt;br&gt;Mark Griffiths and Michael Auer, Nottingham Trent University, United Kingdom</td>
<td>Pompeian III</td>
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<tr>
<td></td>
<td><strong>Can a Machine Change Human Behavior?</strong>&lt;br&gt;Andreas Holmström, Playscan, Sweden</td>
<td>Pompeian III</td>
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<td></td>
<td><strong>The Human Touch and the Technological Age: Advancing Responsible Gambling, by Virtually Any Means</strong>&lt;br&gt;Janine Robinson, Problem Gambling Institute of Ontario, Canada</td>
<td>Pompeian III</td>
</tr>
</tbody>
</table>
### Session 1-3-D
**Gaming Operations Analysis**  
*Moderator: Sarah Tanford, University of Nevada, Las Vegas*

**What Is the Correct Value for Analyzing Comps?**  
*Wendell M. Long, Little River Casino Resort, Michigan*

**Using Simulations to Better Appreciate Game Outcomes: Implications for Bet Minimums and Maximums**  
*Mark T. Spence and Sudhir Kale, Bond University, Australia*

**Using a CHAID Decision Tree Model to Predict Cruise Passengers’ Casino Gaming Propensity**  
*Eunju Suh and Matt Alhaery, Florida International University*

### Session 1-3-E
**Lottery Studies**  
*Moderator: Paul W. Smith, British Columbia Lottery Corporation, Canada*

**State Lotteries, Commercial Casinos, and Public Finance: 2013 Update**  
*Jeff Dense, Eastern Oregon University*

**The United Kingdom’s National Lottery: 20 Years’ Experience with a “New” Gambling Product**  
*Stephen Creigh-Tyte, University of Durham, United Kingdom*

**Hitting the Sweet Spot: Lottery Promotion and Vulnerability**  
*Elisabeth Papineau, Québec National Institute of Public Health, Canada; Jean-François Biron, Agence de la santé et des services sociaux de Montréal, Canada; and Fanny Lemétayer and Amadou Barry, Québec National Institute of Public Health, Canada*

### Session 1-3-F
**Prospective Longitudinal Gambling Studies: Review and New Findings Part I**  
*Moderator: Rachel Volberg, Gemini Research*

**New Zealand Prospective Research: The Pacific Islands Families Study, Treatment Outcome Study and National Gambling Study**  
*Max Abbott, Auckland University of Technology, New Zealand*

**Identifying and Predicting Risk Results from a Four Year Longitudinal Study in Victoria, Australia**  
*Rosa Billi, Victorian Responsible Gambling Foundation, Australia*

**The Alberta Cohorts of Gambling Behaviors: An Update**  
*Nady el-Guebaly, University of Calgary, Alberta, Canada*
### 3:30 pm – 4:00 pm
**Afternoon Break and Book Author Showcase**
Book authors will be standing by their book displays in the Roman Ballroom for questions and commentary.

### 4:00 pm – 5:30 pm
**Session 1-4-A**  
**Pompeian I**

**Prospective Longitudinal Gambling Studies: Review and New Findings Part II**  
**Moderator:** Rachel Volberg, Gemini Research

- **Pathways of Gambling Problem Severity: Follow-up from a Quebec General Population Survey**  
  *Sylvia Kairouz and Christelle Luce, Concordia University, Canada; and Louise Nadeau, Universite de Montreal, Canada*

- **Results from the Swedish Longitudinal Gambling Study (Swelogs): Changes between 1998, 2009, and 2010**  
  *Ula Romild and Jessika Svensson, Swedish National Institute for Public Health*

- **Comparing Longitudinal Studies of Gambling: Methods and Findings**  
  *Rachel Volberg, Gemini Research, Massachusetts*

**Session 1-4-B**  
**Pompeian II**

**Gaming Expansion and Casino Policy**  
**Moderator:** Kahlil S. Philander, University of Nevada, Las Vegas

- **A New Casino: Opportunity or Threat? Perspectives from Finland**  
  *Jenni-Emilia Ronkainen, Finnish National Institute for Health and Welfare*

- **Legalization as a Tool to Control Unwanted Activities: The Cases of Casino Policy and Cannabis Policy in the Netherlands**  
  *William Thompson, University of Nevada, Las Vegas, and Laura K. Thompson, Syracuse University*

- **Gambling Expansion in Ontario, Canada**  
  *James Cosgrave, Trent University, Canada*
4:00 pm – 5:30 pm  
**Session 1-4-C**  
Studies in Populations  
**Moderator:** Sudhir Kale, Bond University, Australia

- **Gambling in the Correctional System in Ontario**  
  Nigel E. Turner, Centre for Addiction and Mental Health, Ontario, Canada

- **Gambler Motivations and Behavioral Patterns: A Study Inside Grand River Casino**  
  Karen Finlay-Gough, University of Guelph, Ontario, Canada

- **Gambling Behavior and Motivation across UK Older Adult Populations**  
  Julie Pattinson and Adrian Parke, University of Lincoln, United Kingdom

4:00 pm – 5:30 pm  
**Session 1-4-D**  
PANEL SESSION  
Leading Together: The Evolution of Responsible Gambling in Canada  
**Moderator:** Paul Burns, Canadian Gaming Association

- Paul Pellizzari, Ontario Lottery and Gaming, Canada  
- Paul W. Smith, British Columbia Lottery Corporation, Canada  
- Jim Engel, Saskatchewan Liquor and Gaming, Canada

4:00 pm – 5:30 pm  
**Session 1-4-E**  
Gaming Market Concentration  
**Moderator:** Toni Repetti, University of Nevada, Las Vegas

- **Industrial Concentration and Gambling Regulation: A Discussion of the Impact of Regulatory Leverage in Concentrated Casino Markets**  
  Richard Schuetz, Lloyd Carter and Tiffany Conklin, California Gambling Control Commission

- **Concentration on the Las Vegas Strip**  
  David G. Schwartz, University of Nevada, Las Vegas

- **Market Concentration and Hotel Room Prices in Las Vegas**  
  Douglas M. Walker, College of Charleston, South Carolina
4:00 pm – 5:30 pm

**Session 1-4-F**

**Successes and Challenges in Gaming Markets**

**Moderator:** Katherine Spilde, San Diego State University, California

**Slots and the Mature Market Hypothesis: Implications for Public Policy**

Rohan Miller, The University of Sydney, Australia; and Gwyneth V.J. Howell, University of Western Sydney, Australia

**Growing Our Own: A Tribal Development Success Story**

Marcus A. Diaz, Sol Casinos, Arizona; and Wendell Long, Little River Casino Resort, Michigan

**Canadian Prairie Aboriginal Attitudes about Gambling and First Nations Casinos**

Yale D. Belanger, University of Lethbridge, Alberta, Canada

4:00 pm – 5:30 pm

**Session 1-4-G**

**PANEL SESSION**

**Moderator:** Brett Abarbanel, University of Nevada, Las Vegas

**The MIT Card Counting Team: Reflections 15 Years Later**

Andy Bloch, Mike Aponte, and Guests via YouTube

6:30 pm

**The 2013 ICGRT Panel of Centers**

Center Directors (or designated representatives) will meet for a special discussion panel to promote increased communication and collaboration.
Wednesday, May 29

7:30 am – 8:30 am
Continental Breakfast
Promenade Lobby

8:30 am – 10:00 am
Session 2-1-A
Problem Gambling Longitudinal Studies
Moderator: Heather Wardle, National Centre for Social Research, United Kingdom

Longitudinal Outcomes for Clients Treated for Problematic Gambling through the Statewide Gambling Therapy Service (SGTS) in South Australia
Peter W. Harvey and Rachel Humeniuk, Flinders University, Australia

A Longitudinal Study of Electronic Machine Gamblers in Alberta
Garry Smith, University of Alberta, Canada; Nady el-Guebaly, Alberta Gambling Research Institute, Canada; David Casey, Alberta Gambling Research Institute, Canada; David Hodgins, University of Calgary, Canada; Rob Williams, University of Lethbridge, Canada; and Don Schopflocher, University of Alberta, Canada

Close Significant Others to Problem Gamblers – Findings from a Swedish Population Study
Jessika Svensson, Swedish National Institute of Public Health

8:30 am – 10:00 am
Session 2-1-B
The Gaming Industry in Africa
Moderator: Don Ross, University of Cape Town

Gambling Regulators of Africa: Lessons and Challenges
Linda E. De Vries, University of Western Cape, South Africa

Responsible Gaming in South Africa
Adele Pretorius, Heidi Sinclaire, and Nana Magomola, South African Responsible Gambling Trust

A Mandate for Business Leadership: The Case of Regulated Gambling in South Africa
Linda E. De Vries, University of Western Cape, South Africa

8:30 am – 10:00 am
Session 2-1-C
PANEL SESSION
The Gambling Brain
Moderator: Richard Rosenthal, University of California, Los Angeles

Ruth J. van Holst, Donders Centre for Cognitive Neuroimaging, United Kingdom; Luke Clark, University of Cambridge, United Kingdom; Wendy Slutske, University of Missouri-Columbia; and Martin Zack, University of Toronto, Canada
8:30 am – 10:00 am

**Session 2-1-D**

**PANEL SESSION**

The Eadington Papers: Research Impacts on the Modern Gaming Business

**Moderator:** Andrew MacDonald, Marina Bay Sands

Eugene Christiansen, Christiansen Capital Advisors

8:30 am – 10:00 am

**Session 2-1-E**

**Betting Markets**

**Moderator:** Leighton Vaughn Williams, Nottingham Trent University

**Toward an Understanding of Price Movements in Betting Markets: Profitable Trading Against the Herd**

Johnnie E.V. Johnson, Ming-Chien Sung, and David McDonald, Centre for Risk Research, University of Southampton, United Kingdom

**Betting Market Efficiency Implications of Different Structures: Bookmakers Versus Exchanges**

David C.J. McDonald, Johnnie E.V. Johnson, and Ming-Chien Sung, Centre for Risk Research, University of Southampton, United Kingdom

**Incorporating Over-round into In-play Markov Chain Models in Tennis**

Elsuida Kondo and Anthony Bedford, RMIT University, Australia

10:00 am – 10:30 am

**Mid-morning Break and Poster Sessions**

Poster sessions will be held in the Roman Ballroom

**FEATURED POSTERS:**

**Revenue Management for Table Games**

Daryl Boykin and Ashok K. Singh, University of Nevada, Las Vegas

**Irrational Beliefs as a Mediator of Gambling Problems for Passive Versus Active Gambling Activities**

Michael Ellery, Chad Graves, Ryan Nicholson, and Lana D. Jakilazek, University of Manitoba, Canada

**Comorbidity Among Pathological Gamblers Seeking Treatment**

Daniela Gonzalez, Sicilia Fernandez, and Louise Nadeau, Université de Montréal, Canada

**Social Problems and Welfare Services Related to Problem Gambling**

Maria Heiskanen, University of Helsinki, Finland

**Effects of Sports Betting on U.S. Television Viewership**

Darren Heyman, University of Nevada, Las Vegas
From Dreams to Despair, from Transgression to Addiction: The Ambivalent Images of Las Vegas in Popular Music  
Matias Karekallas, University of Helsinki, Finland

Brain Responses to Wins and Near-misses on a Simplified Slot Machine Task  
Eve H. Limbrick-Oldfield, Mike R. Aitken, and Luke Clark, University of Cambridge, United Kingdom

Gambling Responsibly: Messages Designed with Human-Computer Interaction Principles Increase Monetary Limit Adherence  
Kristen Mitchell, Hyoun (Andrew) Kim, Michael J.A. Wohl, and Avi Parush, Carleton University, Canada

Networking After Hours: An Empirical Study of Las Vegas Conference and Convention Attendees  
Chrissy Nicholas, University of Nevada, Las Vegas

Emotions, Decision-making, and Poker Playing Experience  
Jussi Palomäki, University of Helsinki, Finland

A Comparative Analysis of Research on Slot Machines and Video Games  
Daniel Sahl, University of Nevada, Las Vegas

Gambling Behavior and Perceptions of Gambling in Finland  
Anne Salonen, Sari Castren, Tuuli Lahti, Susanna Raisamo, and Hannu Alho, National Institute for Health and Welfare, Finland

Psychophysiological Responses to Gambling Cues in Pathological Gamblers  
Stephen P. Sharman and Eve Limbrick-Oldfield, University of Cambridge, United Kingdom; Henrietta Bowden-Jones and Neil Smith, London National Problem Gambling Clinic, United Kingdom; and Luke Clark, University of Cambridge, United Kingdom

Family Gambling and Its Connection to Intergenerational Family Relationship Building  
Melissa M. Sleightholm and Joan E. Norris, Wilfrid Laurier University, Canada; and Joseph Tindale, University of Guelph, Canada

Application of the Theory of Planned Behavior within School-based Prevention Programs for Adolescent Gambling  
Renee A. St-Pierre, Jeffrey L. Derevensky and Rina Gupta, McGill University, Canada; and Caroline Temcheff, Université de Sherbrooke, Canada

Survey of Internet Users’ Intentions about Gambling on a Legalized Online Gambling Site  
Émilie Vézina, Serge Sévigny and Christian Jacques, Université Laval, Canada; Isabelle Beaudoin, Université du Québec, Canada; and Isabelle Giroux, Université Laval, Canada
### Session 2-2-A
Problem Gambling and Treatment II

**Moderator:** Timothy Fong, University of California, Los Angeles

- **Effectiveness of Brief Interventions for Problem Gambling: A Randomized Controlled Trial**
  Max Abbott, Auckland University of Technology, New Zealand

- **Catching Those Who Fall: A Look at the State Response to Problem Gambling**
  Mark Vander Linden, Iowa Department of Public Health

- **Stages of Change, Clinical Presentation, Retention, and Treatment Outcomes in Outpatient Problem Gambling Clients**
  Adam Soberay, Paul Grimsley, J. Michael Faragher, Melissa Barbash, and Ben Berger, University of Denver, Colorado

### Session 2-2-B
Policy and Regulation in Macau

**Moderator:** Carl Braunlich, University of Nevada, Las Vegas

- **A Contextual Study and Literature Review of Macau's Transforming Cultural Economy: Casinos in the Context of Corporate Governance**
  Xiao Fu, Durham University Business School, United Kingdom

- **Licensing Gaming Junket Promoters: The Dilemma of Macau Regulators**
  Changbin Wang, Macao Polytechnic Institute

- **The Future of Casino Concessions and Sub-concessions in Macau**
  Jorge Godinho, University of Macau

### Session 2-2-C
PANEL SESSION
Perspectives on Adolescent Risky Behaviors: Is Adolescent Gambling Perceived to be an Important Issue?

**Moderator:** Sally Gainsbury, Southern Cross University, Australia

- Jeffrey L. Derevensky, McGill University, Canada
- Rina Gupta, McGill University, Canada
- Caroline Temcheff, Université de Sherbrooke, Canada
10:30 am – 12:00 pm

**Session 2-2-D**

**PANEL SESSION**

Social and Economic Impacts of Tribal Government Gaming on Tribal and Non-Tribal Communities: An Analysis of the First 25 Years of the Indian Gaming Regulatory Act (IGRA)

**Moderator:** Katherine Spilde, Sycuan Institute on Tribal Gaming at San Diego State University, California

Randall Akee, University of California, Los Angeles; Jonathan Taylor, Taylor Policy Group, Florida; John Bodinger, Susquehanna University, Pennsylvania; Melissa Biggs, University of Texas at Austin; Ted Gordon, University of California, Riverside; Paul Gelles, Santa Ynez Band of Chumash, California; and Gary Robinson, Tribal Eye Productions, California

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10:30 am – 12:00 pm

**Session 2-2-E**

**Gaming Management in Macau**

**Moderator:** Pieter Remmers, Assissa Consultancy Europe, the Netherlands

Growth Trends in Macau's Gaming Industry: A Scenario Analysis
Zhonglu Zeng, Macao Polytechnic Institute

Slots Are to Las Vegas as Baccarat Is to Macau: A Game Analysis
Arthur Sai-Wai Wong, Macao Polytechnic Institute

Four Steps to Managing Patrons in Casinos in Macau
Carlos Siu Lam, Macao Polytechnic Institute

Strategic Gaming Destination Planning: The Case of Macau
Li Sheng, Macao Polytechnic Institute

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10:30 am – 12:00 pm

**Session 2-2-F**

**Forecasting**

**Moderator:** Ashok K. Singh, University of Nevada, Las Vegas

Effects of the Reference Point in Gambling: Evidence from Individual Level Online Horse Race Betting Accounts
Niko Suhonen, University of Eastern Finland

Forecasting MLB, NBA and NFL Game Outcomes
William S. Mallios and R.R. Mallios, Mallios Associates, California

Combining Forecasts to Predict the Outcome of Horse Races
Ming-Chien Sung, Johnnie E.V. Johnson, and Tiejun Ma, University of Southampton, United Kingdom; and Stefan Lessmann, University of Hamburg, Germany

Predicting Horse Race Winners through a Regularized Conditional Logistic Regression with Frailty
Noah Silverman, University of California, Los Angeles
12:15 pm – 1:45 pm

Lunch

LUNCH KEYNOTE: Media and the Global Sports Gaming Industry
Chad Millman, ESPN

Roman Ballroom

2:00 pm – 3:30 pm

Session 2-3-A

Identification and Prediction through Research

Moderator: Ingo Fiedler, University of Hamburg

Pompeian I

Validating the FocaL Adult Gambling Screen (FLAGS General)
Tony Schellinck and Tracy Schrans, Focal Research Consultants, Canada; Heather Schellinck, Dalhousie University, Canada; and Michael Bliemel, Dalhousie University, Canada

Distinguishing between Pathological and Non-pathological Gamblers by Analyzing Playing Behavior
Ann-Christin Wilcke, University of Hamburg, Germany

Considerations for Implementing Self-Assessment in Online Gambling Platforms
Michelle Nogueira, Sylvie Smith, and Chris Perlman, Homewood Health Centre, Ontario, Canada

2:00 pm – 3:30 pm

Session 2-3-B

SPECIAL SESSION

Social Gaming: A Mock Trial on a Cutting Edge Issue

Pompeian II

Participants for the Prosecution and the Defense:
Robert Melendres, International Game Technology, Nevada
I. Nelson Rose, Whittier Law School, California
Rob Hunter, Problem Gambling Center, Nevada
Sally Gainsbury, Southern Cross University, Canada
Jeffrey Derevensky, McGill University, Canada
Mitch Kamin, Bird Marella, California
Malcolm Bruce, Gambling Integrity Services, United Kingdom
2:00 pm – 3:30 pm

**Session 2-3-C**

**Adolescent Gambling Experiences**

**Moderator:** Rina Gupta, McGill University

**Adolescent Slot Machine Players: Experiences, Motivation, and Cognitive Distortions**
Neven Ricijaš, Dora Dodig, Valentina Kranželić, and Aleksandra Huić, University of Zagreb, Croatia

**How Adolescents Differentiate True Gambling from Social Gaming: Findings from a Qualitative Study of 17 Year Old Pupils from London Secondary Schools**
Margaret Carran, City University London, United Kingdom

2:00 pm – 3:30 pm

**Session 2-3-D**

**Media Portrayals of Gambling and the Gaming Industry**

**Moderator:** Brett Abarbanel, University of Nevada, Las Vegas

**Online and Offline Media in Online and Offline Gaming Industries**
Tom Breitling, Ultimate Gaming, Nevada

**All In – and More: Gambling in James Bond Movies**
Pauliina Raento, The Finnish Foundation for Gaming Research

**First Nations Gaming in Saskatchewan: Culture, Addiction, and Media**
Joanne K. Goodpipe and Shannon Avison, First Nations University of Canada

2:00 pm – 3:30 pm

**Session 2-3-E**

**Asia Gaming Market and Policy Analyses**

**Moderator:** Jungsun (Sunny) Kim, University of Nevada, Las Vegas

**Do Racinos Really Work? A Macau Case Study**
Shuang Liu, Macao Polytechnic Institute

**Taiwan: Comparisons with Casino Development in the United States**
Kathryn Hashimoto, Su-Ching Huang, and George G. Fenich, East Carolina University

**An Analysis of AHP on Investment Project Evaluation: A Case Study of the Matsu Integrated Resort**
Day-Yang Liu, National Taiwan University of Science and Technology

**Integrated Resort and Casino Law in an Asset-inflated Japanese Economy**
Sasaki Kazuaki, Nihon University, Japan
2:00 pm – 3:30 pm

Session 2-3-F
Gaming and Mathematics
Moderator: Robert Hannum, University of Denver, Colorado

Casino Games and the Central Limit Theorem
Ashok K. Singh, Anthony F. Lucas, Dennis Murphy, and Rohan J. Dalpatadu, University of Nevada, Las Vegas

A Mathematical Analysis of Bingo Poker
George Cochran, Louisiana State University

Gaming Applications of a Forgotten Distribution
Rohan J. Dalpatadu and Ashok K. Singh, University of Nevada, Las Vegas

2:00 pm – 3:30 pm

Session 2-3-G
The Curious Connections between Hunger and Gambling
Moderator: Darren Heyman, University of Nevada, Las Vegas

Starving to Gamble: Hunger and Gambling-related Craving Interact to Heighten Persistent Play among Problem Gamblers
Travis Sztainert, Michael Wohl, and Alfonso Abizaid, Carleton University, Canada

The Consumption Screen for Problem Gambling (CSPG): Why a Penchant for Big Macs May Predict Appetites for Gambling
Matthew Rockloff and Matthew Browne, Central Queensland University, Australia

3:30 pm – 4:00 pm

Mid-afternoon Break and Poster Sessions

Poster sessions will be held in the Roman Ballroom

4:00 pm – 5:30 pm

Session 2-4-A
SPECIAL SESSION
The Pathways Model Panel: New Research

Exploring the Pathways Model Subtypes in a Nationally-Representative U.S. Sample
Lia Nower, Rutgers University, New Jersey; and Silvia S. Martins, King-Han Lin, and Carlos Blanco, Columbia University, New York
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<tr>
<th>Session 2-4-B</th>
<th>Pompeian II</th>
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<tr>
<td><strong>Intellectual Capital and the Global Gaming Industry</strong></td>
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<tr>
<td><strong>Moderator:</strong> Bo J. Bernhard, University of Nevada, Las Vegas</td>
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<tr>
<td>A Tale of Two Industry Cities: Is Las Vegas the Houston of the Gaming Industry?</td>
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<td>Bo J. Bernhard, University of Nevada, Las Vegas</td>
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<td>Intellectual Capital and the Global Gaming Industry</td>
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<td>Mikael B. Ahlgren, Pennsylvania State University</td>
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<td>The “Boomerang Effect:” How Asian Gaming Boomerangs to Las Vegas</td>
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<td>Jonathan Galaviz, Galaviz &amp; Company, Nevada and Singapore</td>
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<th>Session 2-4-C</th>
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<td><strong>Adolescent Gambling</strong></td>
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<td><strong>Moderator:</strong> Carol O’Hare, Nevada Council on Problem Gambling</td>
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<td>Positive Affect as Moderator of the Association of Self-control and Social Support with Gambling and Other Risk Behaviors Among Adolescents</td>
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<td>Belle Galavriel-Fried and Tammie Ronen, Tel Aviv University, Israel</td>
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<td>Addressing the Related Epidemics of Financial/Mathematical Illiteracy and Adolescent Problem Gambling</td>
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<td>William S. Mallios and R.R. Mallios, Mallios Associates, California</td>
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<th>Session 2-4-D</th>
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<td><strong>Responsible Gaming and Technology</strong></td>
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<td><strong>Moderator:</strong> Malcolm Bruce, Gambling Integrity Services, Ltd</td>
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<td>The Blue Gum Project: An Evaluation of Responsible Gaming Machine Features</td>
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<td>Alex Blaszczynski, University of Sydney, Australia; and Sally Gainsbury, Southern Cross University, Australia</td>
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<td>New Educational Tools for Gambling Machine Players</td>
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<td>Nigel E. Turner, Centre for Addiction and Mental Health, Ontario, Canada</td>
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<td>Risk Seeking Behavior in Losses in Online Gambling</td>
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<td>Jani Saastamoinen, University of Eastern Finland</td>
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4:00 pm – 5:30 pm

**Session 2-4-E**  
**Florentine II**

**Finance and the Gaming Industry**

**Moderator:** Sarah Tanford, University of Nevada, Las Vegas

**Financial Evaluation Commonalities and Distinctions Expressed by 10-Ks with Two Libertarian Hospitality Segments: Casino Gaming and Gentlemen’s Clubs**  
David Paster, Oklahoma State University

**Adjusting Payroll with Changes in Business Volumes in Nevada Gaming Properties**  
Toni Repetti and Michael C. Dalbor, University of Nevada, Las Vegas

**Gravity Models: The Concept and Its Utilization in the Casino Gaming Industry**  
Clyde W. Barrow and David R. Borges, University of Massachusetts, Dartmouth

4:00 pm – 5:30 pm

**Session 2-4-F**  
**Florentine III**

**Sports Gambling**

**Moderator:** David Briggs, GeoComply

**Inefficient Pricing from Holdover Bias in NFL Point Spread Markets**  
Andy Fodor, Ohio University; and Kevin Krieger, University of West Florida

**Sports Gambling: The Final Frontier for Legalized Gambling?**  
Richard A. McGowan, Boston College, Massachusetts; and John F. Mahon, University of Maine

**The Trials and Tribulations of Legalized Sports Gambling in Canada**  
Garry J. Smith, University of Alberta, Canada

4:00 pm – 5:30 pm

**Session 2-4-G**  
**Florentine IV**

**“Big Data” and Longitudinal Studies of Gambling Behaviors**

**Moderator:** Don Feeney, Minnesota State Lottery

**Gambling Careers: A Longitudinal, Qualitative Study of Gambling Behavior**  
Jane Kerr, National Centre for Social Research, United Kingdom

**The Minnesota Gambling Survey at 20**  
Brian Malecha, Todd Maki, and Don Feeney, Minnesota State Lottery

**Gambling Segmentation Studies**  
Paul Lauzon, Ipsos-Reid, Canada; and Don Feeney, Minnesota State Lottery
Thursday, May 30

7:30 am – 8:30 am

Continental Breakfast
Promenade Lobby

8:30 am – 10:00 am

Session 3-1-A
Pompeian I
Patterns in Problem Gambling
Moderator: Reece Middleton, Louisiana Association on Compulsive Gambling

Effects of Cognitive Load on Reckless Gambling Behavior
Takuiro Takada and Shintaro Yukawa, University of Tsukuba, Japan

Disordered Gambling in Residential Substance Use Disordered Treatment Centers: An Unmet Need
Jeffrey Marotta, Problem Gambling Solutions, Oregon; and Eleanor Leavens and Jeremiah Weinstock, Saint Louis University, Missouri

The Web of Deceit: The Management of Problem Gambling in Everyday Life
Jane Kerr, National Centre for Social Research, United Kingdom; Gerda Reith, University of Glasgow, United Kingdom; Fiona Dobbie, University of Stirling, United Kingdom; Simon Anderson, ScotCen Social Research, United Kingdom; and Heather Wardle, National Centre for Social Research, United Kingdom

8:30 am – 10:00 am

Session 3-1-B
Pompeian II
Crime and Gambling
Moderator: Peter Bernhard, Nevada Gaming Commission

Casino Employee Crime: Equal Opportunity Threat
Teresa Dalton, University of California, Irvine

Members of Criminal Organizations: Are They Pathological Gamblers?
Kelvin Siu Cheong Yick, Paul Khatani, Chine Yan Chan, and Tiffany Hing Mui Tse, Upper Iowa University, Hong Kong Campus

Online Gambling and Money Laundering
Ingo Fiedler, University of Hamburg, Germany
Session 3-1-C
Gambling in College

Moderator: Mikael B. Ahlgren, Pennsylvania State University

A Qualitative Examination of Online Gambling Culture among College Students: Preliminary Evidence and Future Directions toward Identifying Factors Influencing Participation, Maintenance and Cessation
Rina Gupta and Jeffrey L. Derevensky, McGill University, Canada; and Michael Wohl, Carleton University, Canada

Gambling Behaviors amongst College Athletes: The Results from the 2012 National Collegiate Athletic Association Study
Tom Paskus, U.S. National Collegiate Athletic Association; Jeffrey L. Derevensky, McGill University, Canada; and Caroline Temcheff, Université de Sherbrooke, Canada

Session 3-1-D
The Division on Addictions-Bwin.party Research Collaborative Part I

Moderator: Sarah Nelson, Harvard University and Division on Addiction

Technology and Addiction: The Case of Internet Gambling
Debi LaPlante, Harvard University and Division on Addiction, Massachusetts

Safeguarding Internet Gambling
Heather Gray, Division on Addiction, Massachusetts

Session 3-1-E
Consumer Profiles in the Gaming Industry

Moderator: Roberto Coppola, International Game Technology, Nevada

Modeling Change in the Profile of the Atlantic City Visitor
Brian J. Tyrrell, and Israel Posner, The Richard Stockton College of New Jersey

Segmenting Slot Players: A Factor-cluster Analysis
Stowe Shoemaker and Dina Marie Zemke, University of Nevada, Las Vegas

Anatomy of a Jackpot: Characteristics of Purchasers of Large Jackpot Lottery Tickets
Todd Maki and Don Feeney, Minnesota State Lottery
8:30 am – 10:00 am

**Session 3-1-F**  
**Basketball and Betting**  
**Moderator:** Garry Smith, University of Alberta

**Price Movements and the Prevalence of Informed Traders: The Case of Line Movement in College Basketball**  
Kevin Krieger, University of West Florida; and Andy Fodor, Ohio University

**A Comparison of Line and Margin Based In-play Conditional Probability Models in NBA**  
Anthony Bedford and Elsuida Kondo, RMIT University, Australia

**College and NBA Basketball Betting: Observations after 15 International Conferences on Gambling and Risk Taking**  
George Ignatin, University of Alabama Birmingham, Professor Emeritus and 15-time Conference Attendee

8:30 am – 10:00 am

**Session 3-1-G**  
**PANEL SESSION**  
“Off-reservation” Gaming by American Indian Tribes: What Do the Cards Hold?  
**Moderators:** Kathryn R.L. Rand and Stephen Light, University of North Dakota Institute for the Study of Tribal Gaming Law and Policy

William J. Brooks, Nottawaseppi Huron Band of the Potawatomi and FireKeepers Development Authority, Michigan  
Alan P. Meister, Nathan Associates, California  
Bryan Newland, Bay Mills Indian Community, Michigan

10:00 am – 10:30 am

**Mid-morning Break**  
Promenade Lobby

10:30 am – 12:00 pm

**Session 3-2-A**  
**Problem Gambling Theory and Methodology I**  
**Moderator:** Jeff Marotta, Problem Gambling Solutions, Oregon

**The Conceptual Framework of Harmful Gambling Project**  
Max W. Abbott, Auckland University of Technology, New Zealand

**Determining the Relative Harms of Gambling Modes**  
Graeme Ramsey, Problem Gambling Foundation of New Zealand
10:30 am – 12:00 pm  
Session 3-2-B  
Gaming Law and Compliance: Critical Issues in a Changing Landscape  
Moderator: Ngai Pindell, University of Nevada, Las Vegas

PASPA: An Unconstitutional Patent  
Kevin P. Braig, Dinsmore and Shohl, Ohio

What Changing Public Policies toward Gambling Mean for Gaming Law  
I. Nelson Rose, Whittier Law School, California

Device, Application, and Network Compliance for the Mobile Gaming Industry  
James Morrison, Mobixity, California

10:30 am – 12:00 pm  
Session 3-2-C  
Problem Gambling Prevention and Policy Implications  
Moderator: Carol O'Hare, Nevada Council on Problem Gambling

Prevention Programs for Youth Gambling: A Review of the Empirical Evidence  
Robert Ladouceur and Annie Goulet, Université Laval; and Frank Vitaro, Universite de Montreal

Underage Gambling: Policy, Punishment and Public Health Alternatives  
Joanna F. Franklin and Christopher Welsh, University of Maryland - Baltimore

MENTOR: Preliminary Results from a New Online Prevention Tool  
Doris Malischnig, Casinos Austria

10:30 am – 12:00 pm  
Session 3-2-D  
The Division on Addictions-Bwin.party Research Collaborative Part II  
Moderator: Debi LaPlante, Harvard University and Division on Addiction

Predicting Gambling-related Problems among Internet Gamblers  
Sarah Nelson, Harvard University and Division on Addiction

Managing an Academic/Research Collaborative: Challenges and Outcomes  
Joachim Haeusler, Bwin.party
10:30 am – 12:00 pm

**Session 3-2-E**

**Customer Experience and Behavior**

**Moderator:** Toni Repetti, University of Nevada, Las Vegas

**Mapping the Online Gambling e-Servicescape**
Brett Abarbanel, University of Nevada, Las Vegas

**Helping Gambling Operators Identify and Manage Customer Risk**
Tony Schellinck, Dalhousie University, and Tracy Schrans, Focal Research Consultants Limited

**Loyalty amongst Casino Players: From Service Quality to Customer Retention**
Catherine Prentice, Swinburne University of Technology, Australia; and Zhonglu Zeng, Macao Polytechnic Institute

10:30 am – 12:00 pm

**Session 3-2-F**

**Baccarat Analyses**

**Moderator:** Ashok K. Singh, University of Nevada, Las Vegas

**Baccarat Edge Sorting: A Further Look**
Teresa Dalton; University of California, Irvine; and Robert Hannum, University of Denver, Colorado

**Baccarat Solved?**
David Sofer, Zuan Xin Lucky Dragon, Nevada

**A Game-theoretic Analysis of Baccarat Chemin de Fer**
Stewart N. Ethier, University of Utah; and Carlos Gámez, Universidad de El Salvador

12:15 pm – 1:45 pm

**Lunch**

**Roman Ballroom**

**LUNCH KEYNOTE:** “Inside Straight: How China’s Provinces Are Changing the World – and What It Means for Gaming”
William Antholis, Director, Brookings Institution
Session 3-3-A
Problem Gambling Theory and Methodology II
Moderator: Lia Nower, Rutgers University, New Jersey

The ‘Circles Concept’ of Gambling Addiction: An Empowered Framework for Change
Harry Mayr, St. Marys Penrith Psychological Services, Australia

An Improved Pathways Development Model of Problem Gambling: A Summary of Nine Studies in Hong Kong and Macau
Chi Chuen Chan, University of St. Joseph, Macau; and Amy Chiu and Alice Chan, Upper Iowa University, Hong Kong Campus

Player Insights Using Player Data: Scoping Research Opportunities for Understanding Risk in Gaming Machines in Great Britain
Heather Wardle, NatCen Social Research, United Kingdom; and Jonathan Parke, United Kingdom Responsible Gambling Trust

Session 3-3-B
Global Perspectives on Gambling, Law, and Regulation
Moderator: I. Nelson Rose, Whittier University, California

Rationalization and Bounded Re-enchantment of Legal Gambling in Israel
Moshe Levy, Ariel University Centre, Israel

The Interplay between Law, Development and Spillover Effects of Casino Gaming: Theory and Asian Evidence
Ricardo Chi Sen Siu, University of Macau

Do’s and Don’ts of Regulation: The Case of the Netherlands
Toine Spapens, Tilburg University, the Netherlands

Recent EU Gambling Regulatory Developments: A Case of Many Court Cases with Institutions Courting Inconclusiveness?
Alan Littler, Kalff Katz & Franssen, the Netherlands

Session 3-3-C
SPECIAL ADDRESS
Moderator: Linda E. De Vries, University of Western Cape, South Africa

The South African National Longitudinal Study of Gambling Behavior (NLSGB): Preliminary Results
Don Ross, University of Cape Town, South Africa
Session 3-3-D
Responsible Gaming and the Internet
Moderator: Malcolm Bruce, Gambling Integrity Services, United Kingdom

The Impact of Partial Liberalization of Internet Gambling: A Comparison of Internet and Non-Internet Gamblers
Sally Gainsbury and Nerilee Hing, Southern Cross University, Australia; Alex Russell and Alex Blaszczynski, School of Psychology, University of Sydney, Australia; Robert Wood, University of Lethbridge, Canada; and Dan Lubman, Turning Point Alcohol and Drug Centre, Australia

Consumer Protection for Internet Gambling
Kurt Eggert, Chapman University School of Law, California

How To Make Personalized Feedback Work in an Online Gaming Environment
Michael Auer, neccton, United Kingdom; and Mark D. Griffiths, Nottingham Trent University, United Kingdom

Session 3-3-E
Workforce Development in the Gaming Industry
Moderator: Carl Braunlich, University of Nevada, Las Vegas

The Appreciable Benefit of Recognizing a Gaming Hospitality Business Educated Work Force
David Paster, Oklahoma State University

Introduction to Gaming and Slot Machine Development – A Course for CS Majors
Tony Morelli, University of Nevada, Reno

Dealer Training in Macau, 2003-2013
Peter Tcheong, Macao Polytechnic Institute

Building a Gaming Management Masters – What Does the Industry Want?
Toni Repetti and SoYeon Jung, University of Nevada, Las Vegas

Session 3-3-F
Advantage Play and Real-time Analysis of Games
Moderator: Brett Abarbanel, University of Nevada, Las Vegas

Card Counting in Continuous Time
Patrik Andersson, Stockholm University, Sweden

Measuring the Price of Discrimination with Data on Poker Games
Ingo Fiedler, University of Hamburg, Germany

A Mathematical Model of “Tilt:” Cause and Cure
Mason Malmuth, Two Plus Two Publishing
3:30 pm – 4:00 pm

Mid-afternoon Break

Promenade Lobby

4:00 pm – 5:30 pm

Session 3-4-A
Gambling, Public Attitudes, and Policy
Moderator: Keith Whyte, U.S. National Council on Problem Gambling

Public Opinion and Problem Gambling
Don Feeney, Minnesota State Lottery

Problem Gambling Provisions When a State Proposes Gambling Expansion
Mariene D. Warner, Massachusetts Council on Compulsive Gambling

Negative Attitudes towards Gambling are Common in Australia and Predict Support for Gambling Reforms
Philip Donaldson, Matthew J Rockloff, Matthew Browne, and En Li, CQ University, Australia

Why Do Banks, Networks, Card Associations, and Processors Fear Gaming?
Omer Sattar, Sightline Payments, Nevada

4:00 pm – 5:30 pm

Session 3-4-B
Monopolies, Markets, and Gaming Operations
Moderator: Jonathan Galaviz, Galaviz & Company, Nevada and Singapore

An Analysis of Slack Basic Model of DEA on Operational Efficiency
Day-Yang Liu, National Taiwan University of Science and Technology

How Do Casinos Make Money?
Stephen Litvin and Douglas M. Walker, College of Charleston, South Carolina

Monopolies and Open Markets: Impacts of Casino Industry Structures
William Thompson, University of Nevada, Las Vegas; and Catherine Prentice, Swinburne University of Technology, Australia

How Do Gaming Executives Expect to Be Managing in Five Years?
An Empirical Study
Simo Dragicevic, Bet Buddy Ltd.
Session 3-4-C
Studying Patterns of Play: Specific Games
Moderator: Michael J.A. Wohl, Carleton University, Canada

Are Lottery Players Affected by Random Shock? Evidence from China's Individual Lottery Betting Panel Data
Jia Yuan, University of Macau

The Relationship of Vulnerability Factors and Persistence during Slot Machine Play
Jamey Lister and Lia Nower, Rutgers University, New Jersey; and Michael J.A. Wohl, Carleton University, Canada

Goal Setting, Chasing, and Persistence during Slot Machine Play
Jamey Lister and Lia Nower, Rutgers University, New Jersey; and Michael J.A. Wohl, Carleton University, Canada

The Influence of Socio-economic Settings on Video Lottery Gamblers' Characteristics
Serge Sevigny, Isabelle Giroux, Karina Côté, Christian Jacques, Martin Leclerc, and Robert Ladouceur, Laval University, Quebec, Canada

Session 3-4-D
Responsible Gaming: Trends in Industry Responses
Moderator: Connie Jones, International Game Technology, Nevada

The Evolution of Responsible Gaming: Past, Present, and Future Trends
Carl Braunlich, University of Nevada, Las Vegas

Trends in Responsible Gaming in the Commercial Gaming Industry and on the Internet
Robert W. Stocker, Dickinson Wright, Washington, DC

RAY’s Online Casino: Player Protection and Responsible Gaming
Janne Peräkylä, Raha-automaattiyhdistys (Finland Slot Machine Association)

Session 3-4-E
PANEL SESSION
Big Data in Online Gaming: Implications and Applications for Research and Industry
Moderator: Kahlil S. Philander, University of Nevada, Las Vegas

Nils Svangård, Tajitsu Industries, Sweden
Ingo Fiedler, University of Hamburg, Germany
David Thornton, Skill in Games, New York
Debi LaPlante, Division on Addiction/Harvard Medical School, Massachusetts
Daniel Stewart, Poker Scout, Nevada
Thursday, May 30

Session 3-4-F
Publishing Your Work: Editors’ Panel
Moderator: Brett Abarbanel, Managing Editor, UNLV Gaming Research and Review Journal
Sally Gainsbury and Alex Blaszczynski, Editors, International Gambling Studies
David G. Schwartz, Publisher, UNLV Gaming Press
Masood Zangeneh, Editor, International Journal of Mental Health & Addiction

Session 3-4-G
SPECIAL ADDRESS
Debunking Problem Gambling and Gaming Management Myths: What Does the Casino Operations Research Literature Tell Us?
Anthony F. Lucas, University of Nevada, Las Vegas

Dr. William R. Eadington: A Celebration
6:30 pm – 7:00 pm
Cocktails
Roman Ballroom
7:00 pm – 9:30 pm
Conference Dinner
Roman Ballroom
Friday, May 31

7:30 am – 8:30 am
Continental Breakfast
Promenade Lobby

8:30 am – 10:00 am
Session 4-1-A
Problem Gambling History and Culture
Pompeian I
Moderator: Nigel E. Turner, Centre for Addiction and Mental Health

Roman Addiction: The Changing Perception of Problem Gambling in the Roman World
Suzanne Faris Silver, Independent Researcher

A History of Problem Gambling Treatment in Las Vegas
Rob Hunter, Problem Gambling Center

Gambling as a Leader; Gambling as a Follower: An Investigation of Problem Gambling in the Criminal Culture in Hong Kong
Kelvin Siu Cheong Yick, Chine Yan Chan, Paul Khatani, and Tiffany Hing Mui Tse, Upper Iowa University, Hong Kong Campus; and Chi Chuen Chan, University of St. Joseph, Macau

Shipwreck with Speculator: Early Modern Representations of Risk and Gambling
David J. Hart, West Texas A&M University

Geofencing solution for all devices

SOLUTIONS
The GeoComply Matrix is a highly secure and versatile geofencing solution, designed for your compliance needs and capable of delivering accuracy levels to within a few yards of a player’s location, intra-State or on property.

DATA
The power of GeoComply’s Matrix solution lies within the richness of the data it gathers. Multiple sets of geolocation data are automatically collected upon authentication, in order to make the most accurate determination of a user’s location.

INTEGRATION
GeoComply’s custom-built APIs allow for a seamless integration process to deliver rich geolocation data into existing platforms without material impact to the customer experience.
Session 4-1-B
Gaming Expansion in Asia
Moderator: Jonathan Galaviz, Galaviz & Company, Nevada and Singapore

A Public Choice Perspective on the Progression of Casino Gaming
Miao He and Ricardo Chi Sen Siu, University of Macau

Casino Legalization as an Evolutionary Game: Who Will Be Next?
Miao He, University of Macau

Session 4-1-C
Social Media and Free-to-Play Games
Moderator: Keith Whyte, U.S. National Council on Problem Gambling

Social Gaming: Problems, Policies, and Predictions
Keith Whyte, U.S. National Council on Problem Gambling

What Do We Currently Know about the Impact of Social Media Gambling Games upon Current and Future Gambling among Young People?
Sally Gainsbury, Southern Cross University, Australia; and Jeffrey L. Derevensky, McGill University, Canada

Identities at Stake: Similarities Between Free-to-play Games and New Forms of Online Gambling
Jani Kinnunen, University of Tampere, Finland

Session 4-1-D
Culture, Operations, and Impacts
Moderator: Katherine Spilde, San Diego State University, California

The Ant and the Grasshopper: Western Casino Operators in Macau and Singapore
Sudhir Kale, Bond University, Australia

The Experience of Lotto 6/49 and the Capacity to Trust: Elements for an Anthropology of Gambling
Jocelyn Gadbois, Concordia University, Canada

Does a Socially Responsible Casino Retain Its Employees Better?
An Empirical Study in Macau
Edmund Hoi Ngan Loi, Macao Polytechnic Institute; and Matthew Tingchi Liu and Ronwei Chu, University of Macau
Session 4-1-E
New Technologies, New Frontiers
Moderator: Mike Dreitzer, BMM Laboratories, Nevada

Gambling on Mobile Devices: A New Frontier of Gambling Activity
Ardeshir S. Rahman, Richard J. Rosenthal, Arlene Fink, Margarit Davtian, and Timothy W. Fong, University of California, Los Angeles

Is That a Slot Machine in Your Pocket? A Summary and Analysis of New Gaming Spaces
David Briggs, GeoComply, Nevada

Playing Surveillance Games: How Surveillance Turns into Profit in New Online Environments
Liisa A. Mäkinen, University of Helsinki, Finland

Session 4-1-F
Organized Crime and Gambling in the United States
Moderator: David G. Schwartz, University of Nevada, Las Vegas

Attesting to Unique Attractions: The President’s Commission on Organized Crime Gambling Hearings
David G. Schwartz, University of Nevada, Las Vegas

The Mob Museum: Building a History of Organized Crime in the U.S.
Michael Green, College of Southern Nevada

Mid-morning Break
Promenade Lobby

Session 4-2-A
Problem Gambling: Lessons from the Nevada Laboratory
Moderator: Jeffrey Marotta, Problem Gambling Solutions

The Nevada Problem Gambling Study: Snapshot of a Treatment Population in Nevada
Sarah A. St. John, Raeven Faye Chandler, and Bo J. Bernhard, University of Nevada, Las Vegas

ICD, DSM, ASAM, GPPC, OMG! – Taking the Disorder Out of Gambling Disorder
Denise Quirk, University of Nevada, Reno; and Colin M. Hodgen, Reno Problem Gambling Center, Nevada
10:30 am – 12:00 pm

Session 4-2-B
Gambling and Commercial Gaming in Latin America
Moderator: Fred Licon, Ocho Gaming

What Can We Learn from Recent Latin American Changes in Gambling Public Policies?
Carlos Sanchez-Bello, Pathological Gambling Section of Latin American Psychiatric Association, Venezuela

The Beginning of Gambling and the Current Commercial Gaming Situation in Brazil
Dario Luiz Dias Paixão, Positivo University, Brazil; and Angélica da Cunha Molteni, Federal University of Paraná, Brazil

Legal Gambling in Mexico
Alfredo Lazcano, Lazcano Samano, Mexico

10:30 am – 12:00 pm

Session 4-2-C
Non-problem Gambling
Moderator: David G. Schwartz, University of Nevada, Las Vegas

Does Non-problem Gambling Have Any Negative Impacts on Gamblers?
Samuel Huang, Macao Polytechnic Institute

The Unique and Shared Contributions of Implicit and Explicit Positive Gambling Outcome Expectancies as Predictors of Gambling Behavior
Melissa J. Stewart, Dalhousie University, Canada; Sunghwan Yi, University of Guelph, Canada; and Sherry H. Stewart, Dalhousie University, Canada

The Activation of Reward Versus Relief Gambling Outcome Expectancies in Regular Gamblers
Melissa J. Stewart, Dalhousie University; and Sunghwan Yi, University of Guelph, Canada

Dissociating the Roles of Delay and Probability Discounting in Gambling Behavior
Will Shead and Emad Talisman, Mt. Saint Vincent University, Canada
**Session 4-2-D**

*Corporate Communication and Corporate Social Responsibility*

**Moderator:** Dean Hestermann, Caesars Entertainment

- **Professional Practices for Gaming in Social Media**
  Dan Michalski, Pokerati, Nevada

- **Becoming Respectable: A History of Early Corporate Social Responsibility and Philanthropy in the Las Vegas Casino Industry**
  Jessalynn Strauss, Xavier University, Ohio

- **Spending Green, Winning Green...Going Green? Analyzing Environmental Messages in Las Vegas Casinos**
  Jessalynn Strauss, Xavier University, Ohio

**Session 4-2-E**

*Taxation and the Gaming Industry*

**Moderator:** Kahlil S. Philander, University of Nevada, Las Vegas

- **The Effects of Gaming Tax / Retention Rate on Casino Performance**
  Will E. Cummings, Cummings Associates, Massachusetts

- **The Impact of a Gaming Tax Rate Increase on Cross-state Demand**
  Mikael B. Ahlgren, Pennsylvania State University; and Sarah Tanford and Ashok K. Singh, University of Nevada, Las Vegas

- **Lessons to be Learned from the Curious Case of Betting Taxation in the UK**
  Leighton Vaughan Williams, Nottingham Trent University, United Kingdom

**Session 4-2-F**

*Gaming Expansion, Capitalism, and Cultural Effects*

**Moderator:** Douglas Walker, College of Charleston

- **Casino Capitalism, Gambling Expansion, and the Cultural Effects of Financialization**
  James Cosgrave, Trent University, Canada

- **The Evolution of Sports Betting in Finland: Learning and Diffusion of a New Game over the Past 20 Years**
  Matias Karekallas, University of Helsinki, Finland

**Closing Ceremony: What We’ve Learned**

*Roman Ballroom*

- Bo J. Bernhard, International Gaming Institute, University of Nevada, Las Vegas
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At GLI, we're ahead of the game. We're ready for the future of the global gaming industry with more capacity than any other lab. Only GLI has more than 750 employees working in 20 lab locations on 6 continents, and all with 24/7 service. That means we have more capacity than any other gaming test lab, and more ability to serve land-based, lottery and iGaming regulators, suppliers and operators swiftly and completely. So dream, imagine, invent. We're ready for you. Call us today and discover the GLI difference.