

## Jihye (Ellie) Min, Ph.D., CHIA, CAHTA

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Assistant Professor  
Department of Hospitality and Tourism Management  
College of Merchandising, Hospitality & Tourism  
University of North Texas  
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### EDUCATION

- August 2016      **Texas Tech University**, Lubbock, TX  
Doctor of Philosophy in Hospitality Administration
- **Dissertation Title:** The Impact of Casino Complimentaries: The Use of Gaming and Non-Gaming Promotions
- December 2012      **University of Nevada Las Vegas**, Las Vegas, NV  
Master of Science in Hotel Administration
- **Thesis Title:** Evaluating the Impact of a New Loyalty Program on Gaming Volume (Best Thesis Award & Outstanding Thesis Award)
- December 2006      **University of Nevada Las Vegas**, Las Vegas, NV  
Bachelor of Science in Hotel Administration

### ACADEMIC WORK EXPERIENCE

- 08/2016 – present      **Assistant Professor**, University of North Texas, Denton, TX  
07/2014 – 05/2016      **Part-time Instructor**, Texas Tech University, Lubbock, TX  
06/2014 – 07/2014      **Teaching Assistant**, Texas Tech University, Lubbock, TX  
03/2014 – 05/2014      **Graduate Assistant**, Texas Tech University, Lubbock, TX

### INDUSTRY WORK EXPERIENCE

- 08/2010 – 08/2012      **Finance, Bellagio Hotel & Casino, Las Vegas**
- Prepared the Daily Operating Report (DOR) for the property and distributed it to shareholders and company executives.
  - Performed revenue analysis for executive meetings and performed a project to develop a customer loyalty program.
  - Supervised staff with their duties and productivity, providing guidance and instruction.
- 12/2008 - 07/2010      **Accounting, MGM Grand Las Vegas, Las Vegas**
- Managed slot operating system and analyzed slot performances.
  - Developed and maintained slot audit procedures for compliance with Nevada's Minimum Internal Control Standards (MICS) and Regulations.
  - Prepared journal entries and account reconciliations of slot operations.
- 03/2007 - 02/2008      **Accounting, Mandalay Bay Resort and Casino, Las Vegas**
- Established the organization's NRT audit procedures and practices.

- Managed the preparation of daily, monthly, quarterly, and annual financial reporting of gaming revenues.
- 02/2007 - 02/2008 **Guest Service, Swissport-Korean Air, Las Vegas**
- Performed ticketing and check-in processing for customers.
  - Trained new hires for the airline system and handled VIP customer service.
- 03/2005 - 06/2005 **Guest Service, Puffing Billy, Melbourne, Australia**
- Conducted auditing, stock checking, and depositing and assisted facilities management.
  - Provided guest services and communicated effectively with guests from different countries.
- 07/2002 - 01/2003 **Internship, Sofitel Ambassador Hotel, Seoul, South Korea**
- Received vital training in the departments of F&B and housekeeping.
  - Controlled prep work and developed service-training program.

**HONORS & AWARDS**

- 2022 **Teaching Excellence Award**  
College of Merchandising, Hospitality & Tourism, University of North Texas
- 2022 **The Linda Schamber Best Paper Award**  
The 2022 Multidisciplinary Information Research Symposium
- 2022 **Best Proposal Presentation Award – 2<sup>nd</sup> Place**  
Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students (THEREPS) Conference
- 2021 **Best Research Award**  
16<sup>th</sup> Annual Consumer Experience Symposium, CMHT Research Showcase
- 2021 **Most Significant Industry Application Award**  
14<sup>th</sup> Annual Consumer Experience Symposium, CMHT Research Showcase
- 2021 **The Linda Schamber Best Paper Award**  
The 2021 Multidisciplinary Information Research Symposium
- 2019 **Best Research Award**  
14<sup>th</sup> Annual Consumer Experience Symposium, CMHT Research Showcase
- 2019 **Honored Faculty**  
2019 Honors Day Convocation, Honors College, University of North Texas
- 2018 **Best Paper Award – 3<sup>rd</sup> Place**  
The Korea America Hospitality & Tourism Educators Association Conference
- 2015 **3<sup>rd</sup> Place Award**  
2015 Smith Travel Research Market Study Competition
- 2013 **Outstanding Thesis Award**  
2012-2013 Outstanding Thesis Award, University of Nevada, Las Vegas
- 2012 **Best Thesis Award**  
William F. Harrah College, University of Nevada, Las Vegas
- 2005-2006 **Dean’s Honor List**  
William F. Harrah College, University of Nevada, Las Vegas

## PUBLICATIONS & PRESENTATIONS

### Refereed Journal Publications

1. **Min, J.**, Kim, J., & Yang, K. (2023). CSR attributions and the moderating effect of perceived CSR fit on consumer trust, identification, and loyalty. *Journal of Retailing and Consumer Services (SSCI)*, 72(May 2023), 103274. <https://doi.org/10.1016/j.jretconser.2023.103274>. Impact factor 10.972
2. Shin, M., Lee, R., **Min, J.**, & Legendre, T. (2022). Connecting nature with luxury service. *Psychology & Marketing (SSCI)*, 1-20. <https://doi.org/10.1002/mar.21762>. Impact factor 5.507
3. **Min, J.**, Yang, K., & Kim, J. (2022). The role of perceived vulnerability in restaurant customers' co-creation behavior and repatronage intention during the COVID-19 pandemic. *Journal of Vacation Marketing (SSCI)*. 28(1), 38-51. [doi.org/10.1177/13567667211014932](https://doi.org/10.1177/13567667211014932). Impact factor 3.525
4. Kim, J., Yang, K., **Min, J.\*.**, & White, B. (2022). Hope, fear, and consumer behavioral change amid COVID-19: Application of protection motivation theory. *International Journal of Consumer Studies (SSCI)*, 46(2), 558-574. [doi.org/10.1111/ijcs.12700](https://doi.org/10.1111/ijcs.12700). Impact factor 3.864
5. KC, B., **Min, J.**, & Serenari, C. (2022). Segmenting wildlife value orientations to mitigate human-wildlife conflict for ecotourism development in protected areas. *Tourism Planning & Development (Scopus)*, 19(4), 339-356. [doi.org/10.1080/21568316.2021.1947889](https://doi.org/10.1080/21568316.2021.1947889).
6. Kim, J., **Min, J.\*.**, & Le, L. (2022). Impacts of brand familiarity and responses on perceived brand credibility, similarity, and blog recommendation intention: a study of corporate blogs. *Journal of Fashion Marketing and Management (SSCI)*. 26(2), 328-343. [doi.org/10.1108/JFMM-09-2020-0189](https://doi.org/10.1108/JFMM-09-2020-0189). Impact factor 3.329
7. **Min, J.**, Kim, J., & Yang, K. (2021). How generations differ in coping with a pandemic? The case of the restaurant industry. *Journal of Hospitality and Tourism Management (SSCI)*, 48(September 2021), 280-288. [doi.org/10.1016/j.jhtm.2021.06.017](https://doi.org/10.1016/j.jhtm.2021.06.017). Impact factor 5.959
8. **Min, J.**, Lee, H., Lema, J., Agrusa, J., & Linnes, C. (2021). The #Metoo movement in paradise: An assessment of the restaurant industry. *Journal of Foodservice Business Research (Scopus)*. [doi.org/10.1080/15378020.2021.1896940](https://doi.org/10.1080/15378020.2021.1896940).
9. Lee, H., **Min, J.\*.**, & Yuan, J. (2021). The influence of eWOM on intentions for booking luxury hotels by Generation Y. *Journal of Vacation Marketing (SSCI)*, 27(3), 237-251. [doi.org/10.1177/1356766720987872](https://doi.org/10.1177/1356766720987872). Impact factor 3.525
10. Olavarria-Key, N., Ding, A., Legendre, T., & **Min, J.** (2021). Communication of food waste messages the effects of communication modality, presentation order, and mindfulness on food waste reduction intention. *International Journal of Hospitality Management (SSCI)*, 96(July 2021), 102962. [doi.org/10.1016/j.ijhm.2021.1029623](https://doi.org/10.1016/j.ijhm.2021.1029623). Impact factor 9.237
11. **Min, J.**, Yang, K., & Thapa, A. (2021). Dark tourism segmentation by tourists' motivations for visiting earthquake sites in Nepal: Implications for dark tourism. *Asia Pacific Journal of Tourism Research (SSCI)*, 26(8), 866-878. [doi.org/10.1080/10941665.2021.1925315](https://doi.org/10.1080/10941665.2021.1925315). Impact factor 3.677
12. Agrusa, J., Linnes, C., Lema, J., **Min, J.**, Henthorne, T., Itoga, H., & Lee, H. (2021). Tourism well-being and transitioning island destinations for sustainable development. *Journal of Risk and Financial Management (Scopus)*, 14(1), 32. [doi.org/10.3390/jrfm14010032](https://doi.org/10.3390/jrfm14010032).
13. Yang, K., Kim, J., **Min, J.\*.**, & Hernandez Calderon, A. (2021). Effects of retailers' service quality and legitimacy on behavioral intention: The role of emotions during COVID-19. *The Services Industries Journal (SSCI)*, 41(1-2), 84-106. [doi.org/10.1080/02642069.2020.1863373](https://doi.org/10.1080/02642069.2020.1863373). Impact factor 6.539

14. **Min, J.**, KC, B., Kim, S., & Lee, J. (2020). The impact of disasters on a heritage tourism destination: A case study on Nepal earthquakes. *Sustainability (SSCI)*, *12*(15), 6115. doi.org/10.3390/su12156115. Impact factor 3.251
15. **Min, J.**, Agrusa, J., Lema, J., & Lee, H. (2020). The tourism sector and U.S. regional macroeconomic stability: A network approach. *Sustainability (SSCI)*, *12*(18), 7543. doi:10.3390/su12187543. Impact factor 3.251
16. Kim, J., Melton, R., **Min, J.**, & Kim, B. (2020). Who says what?: Exploring the impacts of content type and blog type on brand credibility, brand similarity, and eWOM Intention. *Journal of Fashion Marketing and Management (SSCI)*, *24*(4), 611-630. doi.org/10.1108/JFMM-03-2019-0041. Impact factor 3.329
17. Yang, K., **Min, J.**, & Garza, K. (2019). Post-stay email marketing implications for the hotel industry: Role of email features, attitude, revisit intention, and leisure involvement level. *Journal of Vacation Marketing (SSCI)*, *25*(4), 405-417. doi: 10.1177/1356766718814081. Impact factor 3.525
18. **Min, J.**, Lee, H., & Blum, S. (2019). Spillover impact of various amenities on gaming volumes. *Cornell Hospitality Quarterly (SSCI)*, *60*(3), 262-269. doi: 10.1177/1938965518787453. Impact factor 3.646
19. **Min, J.**, Raab, C., & Tanford, S. (2016). Improving casino performance through enhanced loyalty programs. *Journal of Hospitality Marketing and Management (SSCI)*, *25*(3), 372-394. doi: 10.1080/19368623.2015.1030528. Impact factor 7.022

**\* Corresponding Author**

**Conference Presentations**

1. Vo, L., & **Min, J.** (January 2023). Revenue Management in the hospitality industry. *The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, Anaheim, CA, January 6-7, 2023.
2. Kim, J., Yang, K., & **Min, J.** (October 2022). I Feel Betrayed: Consumer Moral Responses to the Fashion Industry's Socially Irresponsible Actions Amid COVID-19. *International Textile and Apparel Association*, Denver, CO, October 26-29, 2022.
3. **Min, J.**, Kim, J., & Yang, K. (October 2022). Earning Customer Loyalty Through CSR Attribution, Trust, and Identification. *International Textile and Apparel Association*, Denver, CO, October 26-29, 2022.
4. Lee, R., Shin, M., Legendre, T., & **Min, J.** (August 2022). When are customers willing to pay a premium price for a hotel's biophilic design? Exploring the determinants of successful biophilic design implementation. *The 75th International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference*, Washington D.C., August 3-6, 2022.
5. **Min, J.**, Lee, H., Agrusa, J., & Lema, J. (June 2022). What makes them come back? Exploring the link between loyalty program rewards and consumer intentions at integrated resorts. *The 28th Asia Pacific Tourism Association (APTA) Annual Conference, virtual conference*, June 30-July 2, 2022.
6. **Min, J.**, Zhang, X., Lee, H., & Vo, Le. (April 2022). The role of message norms, culture, and environmental consciousness on diners' willingness to pay for restaurants' sustainable practices. *The Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students (THEREPS) Conference*, Philadelphia, April 15-16, 2022.
7. Millicent, J. & **Min, J.** (April 2022). Revisiting the appropriate use of exploratory factor analysis in information science research. *Multi-Disciplinary Information Research Symposium, virtual conference*, April 9, 2022.

8. Agrusa, J., Lema, J., **Min, J.**, Linnes, C., & Park, S. (June 2021). New perspectives from international visitors to Thailand. *The 27<sup>th</sup> Asia Pacific Tourism Association (APTA) Annual Conference, virtual conference*, June 30-July 2, 2021.
9. Millicent, J. & **Min, J.** (April 2021). The effects of online information overload on consumer confusion and trip satisfaction. *Multi-Disciplinary Information Research Symposium, virtual conference*, April 10, 2021.
10. KC, B., **Min, J.**, & Hoogendoorn, G. (January 2021). The importance of wildlife value orientations for ecotourism development. *North East chapter Travel and Tourism Research Association (NETTRA) Conference, virtual conference*, January 21, 2021.
11. **Min, J.**, Lee, H., Yeo, P., Agrusa, J., & Lema, J. (Scheduled July 2020, but canceled due to COVID-19). Integrated resort customer retention: the loyalty program benefits, satisfaction, and commitments. *The 26<sup>th</sup> Asia Pacific Tourism Association (APTA) Annual Conference*, Chiang Mai, Thailand, July 1-4, 2020.
12. Agrusa, J., **Min, J.**, Lema, J., & Hussain, Z. (Scheduled July 2020, but canceled due to COVID-19). Limiting harassment in the restaurant industry. *The 26<sup>th</sup> Asia Pacific Tourism Association (APTA) Annual Conference*, Chiang Mai, Thailand, July 1-4, 2020.
13. **Min, J.**, KC, B., Kim, S., & Lee, J. (Scheduled July 2020, but canceled due to COVID-19). The impact of natural disasters on a tourism destination. *The 26<sup>th</sup> Asia Pacific Tourism Association (APTA) Annual Conference*, Chiang Mai, Thailand, July 1-4, 2020.
14. Kim, J., **Min, J.**, & Yang, K. (November 2020). Hope, fear, and consumer behavioral change amid COVID-19: A conceptual model based on the protection motivation theory. *Global Marketing Conference (GMC)*, Seoul, Republic of Korea, November 5-8, 2020.
15. Thorne, S., Cohen, K., & **Min, J.** (April 2019). Motivating Millennials in the hospitality workplace. *The 14<sup>th</sup> Annual Consumer Experience Symposium, Research Showcase*, Denton, TX, April 18, 2019.
16. Thapa-Magar, A., **Min, J.**, & Lee, H. (July 2019). Enlightening dark tourism in Nepal. *The 25<sup>th</sup> Asia Pacific Tourism Association (APTA) Annual Conference*, Da Nang, Vietnam, July 1-4, 2019.
17. Su, S., **Min, J.**, & Lee, H. (July 2019). The effects of reward types on customer loyalty in integrated resorts. *The 25<sup>th</sup> Asia Pacific Tourism Association (APTA) Annual Conference*, Da Nang, Vietnam, July 1-4, 2019.
18. Thapa-Magar, A., **Min, J.**, Yang, K., & Lee, H. (January 2019). Dark tourism motivation, experience, and perceived benefits: A case study of the Nepal earthquake. *The 24<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, January 3-6, 2019.
19. Kim, J., Ha, S., Cheng, H., Nix, K., & **Min, J.** (July 2018). Impact of Immersive Virtual Environment Technology (IVET) experience on brand attitude and purchase intention. *Global Marketing Conference (GMC)*, Tokyo, Japan, July 26-29, 2018.
20. Kim, J., Ha, S., Cheng, H., Nix, K., & **Min, J.** (July 2018). Virtual Reality (VR) in marketing: Shaping consumer brand experience. *Global Marketing Conference (GMC)*, Tokyo, Japan, July 26-29, 2018.
21. Garza, K., Yang, K., & **Min, J.** (July 2018) Thank You!: Best practice of a post-stay email with levels of leisure involvement in the hotel industry. *Global Marketing Conference (GMC)*, Tokyo, Japan, July 26-29, 2018.

22. **Min, J.**, Agrusa, J., Malave, R., & Lema, J. (July 2018). Residents' perception of the Galapagos Islands as a tourist destination. *The 24<sup>th</sup> Asia Pacific Tourism Association (APTA) Annual Conference*, Cebu, Philippines, July 3-6, 2018.
23. Espiritu, N., **Min, J.**, Lee, H., & Kim, Y. (April 2018). Should hotels offer more rewards? Effects of reward program on firm's profitability. *The Korea American Hospitality & Tourism Educator Association (KAHTEA) Conference*, Las Vegas, NV, April 20-21, 2018.
24. Su, S., & **Min, J.** (January 2018). Predicting restaurant failures in Taiwan. *The 23<sup>rd</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, Fort Worth, TX, January 3-5, 2018.
25. Azhar, A., & **Min, J.** (January 2018). The impact of Halal food on non-muslims. *The 23<sup>rd</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, Fort Worth, TX, January 3-5, 2018.
26. Alamer, M., & **Min, J.** (January 2018). The impact of online reviews on hotels in Riyadh. *The 23<sup>rd</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, Fort Worth, TX, January 3-5, 2018.
27. Thapa-Magar, A., & **Min, J.** (November 2017). Impact analysis of earthquake 2015 in hotel performance of Nepal to enlighten dark tourism. *The 3<sup>rd</sup> Hospitality Teaching and Learning Conference (HTLC)*, Denton, TX, November 22-23, 2017.
28. **Min, J.**, Blum, S., & Lee, H. (June 2017). Spillover impact of non-gaming amenities on gaming volumes in a destination casino resort. *The 23<sup>rd</sup> Asia Pacific Tourism Association (APTA) Annual Conference*, Seoul, South Korea, June 18-21, 2017.
29. **Min, J.**, Blum, S., & Lee, H. (June 2017). The evidence of complimentary effects on profit: An empirical analysis of integrated casino resort revenue management. *The 3<sup>rd</sup> Global Tourism & Hospitality Conference (GTHC)*, Hong Kong, June 5-7, 2017.
30. Lee, H., & **Min, J.** (June 2017). The impact of electronic word-of-mouth (eWOM) on social networking sites (SNSs) on the booking intention of Generation Y customers at luxury hotels. *The 3<sup>rd</sup> Global Tourism & Hospitality Conference (GTHC)*, Hong Kong, June 5-7, 2017.
31. Lee, H., **Min, J.**, & Yuan, J. (January 2016). How do college students utilize social media to select a hospitality management program? *The 21<sup>st</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, Philadelphia, PA, January 7-9, 2016.
32. Lee, H., **Min, J.**, & Yuan, J. (January 2016). The impacts of new hotels on neighboring hotels' operational performances: The case of Houston metropolitan area. *The 21<sup>st</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, Philadelphia, PA, January 7-9, 2016.
33. **Min, J.**, Lee, H., & Yuan, J. (June 2015). Hedonic estimates of complimentary offers and spatial price competition in the hotel industry. *The 13<sup>th</sup> Asia Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE) Conference*, Auckland, New Zealand, June 10-13, 2015.
34. Lee, H., **Min, J.**, & Yuan, J. (May 2015). Using social media as a recruitment tool: Views of students at a hospitality and tourism program. *The 4<sup>th</sup> International Interdisciplinary Business-Economics Advancement Conference*, Las Vegas, NV, May 26-29, 2015.
35. **Min, J.**, Lee, H., & Yuan, J. (May 2015). Estimating the impact of casino complimentaries: The use of non-gaming promotions. *The 4<sup>th</sup> International Interdisciplinary Business-Economics Advancement Conference*, Las Vegas, NV, May 26-29, 2015.

36. Lee, H., **Min, J.**, & Yuan, J. (May 2015). How millennials utilize social media websites to select luxury hotels. *The 4<sup>th</sup> International Interdisciplinary Business-Economics Advancement Conference*, Las Vegas, NV, May 26-29, 2015.
37. Lee, H., **Min, J.**, & Yuan, J. (May 2015). Analyzing current trends of wineries' involvement with social media. *The 4<sup>th</sup> International Interdisciplinary Business-Economics Advancement Conference*, Las Vegas, NV, May 26-29, 2015.
38. **Min, J.**, Lee, H., & Blum, S. (April 2015). Estimating the impact of casino complimentaries: The use of non-gaming promotions. *The 14<sup>th</sup> Annual Graduate Student Research Poster Competition*, Texas Tech University, Lubbock, TX, April 6-10, 2015.
39. **Min, J.**, Lee, H., & Yuan, J. (January 2015). An exploratory study of gambling motivations and patterns: A comparison between Western and Eastern casino players. *The 20<sup>th</sup> Graduate Students Research Conference*, Tampa, FL, January 8-10, 2015.
40. **Min, J.**, Lee, H., & Blum, S. (January 2015). The indirect contribution of a loyalty program to casino restaurant revenues: An exploratory study. *The 20<sup>th</sup> Graduate Students Research Conference*, Tampa, FL, January 8-10, 2015.
41. **Min, J.**, Raab, C., & Tanford, S. (May 2013). Evaluating the impact of a new casino loyalty program on gaming volume. *The 15<sup>th</sup> International Conference on Gambling & Risk Taking*, Las Vegas, NV, May 27-31, 2013.

### Keynote Speeches

- *Speaker*, How has consumer behavior changed due to the pandemic in the hospitality industry?  
Global Academy of Tourism and Hospitality Education, Katmandu, Nepal Feb 17, 2022
- *Speaker*, Leading through COVID-19: Future of customer experience  
College of Merchandising, Hospitality and Tourism Webinar July 30, 2020

### GRANTS & CONTRACTS

1. Kim, H., **Min, J. (Co-Principal Director)**, Lund, A., Hawley, J., Jang, H., Lichtenberg, E., Lee, H., & Afflerbach, A. Cultivating new food and agriculture professionals in food analytics for underserved students. \$4,999,945 (*Pending*). Sponsored by the United States Department of Agriculture (USDA). [09/01/23-08/31/28]
2. Lee, H., **Min, J. (Co-Principal)**, & Yang, K. Casino, crime, and geographic information system (GIS) – Investigating the spatial gap between social benefits and disparities. \$2,000.00 (**Funded**). Sponsored by Center for Consumer Insights and Innovations
3. Kim, J., **Min, J. (Co-Principal)**, & Yang, K. Consumer moral responses to the retail and hospitality industries' socially irresponsible actions. \$2,250.00 (**Funded**). Sponsored by Center for Consumer Insights and Innovations.
4. **Min, J. (Principal)**, & Yang, K. (2022). The privacy paradox - Generational differences, concerns, and perceptions. \$91,198.00 (*Not Funded*). Sponsored by Meta.
5. **Min, J. (Principal)** (2022). Biophilic design and big data analytics in the hospitality industry. \$5,000.00 (**Funded**). Sponsored by Creative and Research Enhancement Activity Time for Engagement (CREATE) Program, University of North Texas.
6. Yang, K., & **Min, J. (Co-Principal)**. Korean Social Media Users' Privacy Concerns in a Digital Privacy Calculus Context. \$76,410.00 (*Not Funded*). Sponsored by Meta.
7. **Min, J. (Principal)**, Crutsinger, C., Kim, H., & Williams, K. (2021). The Learn–Lead–Connect dynamics for transformational leadership: Building students' social capital through leadership academy. \$9,579.00 (*Not Funded*). Sponsored by UNT Research Seed Grant.

8. **Min, J. (Principal)**, & Zhang, X. (2021). Pay more for green restaurants? The role of message norms, culture, and consciousness on diners' willingness to pay for restaurants' sustainable practices. \$2,000.00 (*Not Funded*). Sponsored by Foodservice Systems Management Education Council.
9. Forney, J. C., Knight, D. K., Rice, M., Brandon, B. L., **Min, J. (Supporting)**, Sankary, G., Mihalick, L., Sifford, K., & Sindi, B. (2021). Interdisciplinary digital data insight team. \$3,000.00 (*Funded*). Sponsored by UNT Office of the Provost & Division of Academic Affairs. (December 18, 2020 - July 31, 2021).
10. Yang, K., **Min, J. (Co-Principal)**, & Kim, D. (2021). Applying Kano model analysis to demystify privacy controls and satisfaction. \$91,198.00 (*Not Funded*). Sponsored by Facebook.
11. Yang, K., **Min, J. (Co-Principal)**, & Kim, D. (2021). Designing privacy-aware interfaces by user disposition to value privacy. \$85,498.00 (*Not Funded*). Sponsored by Facebook.
12. **Min, J. (Principal)**, Yang, K., & Kim, D. (2020). Enhancing digital privacy through digital media. People's expectations and experiences with digital privacy. \$68,349.00 (*Not Funded*). Sponsored by Facebook.
13. Brandon, L., Forney, J., Knight D., Mihalick, L., & **Min, J. (Co-Principal)** (2020). Navigating consumer experiences in the Covid-19 world: GIS & big data applications, analysis & insights for retail, hospitality & tourism. \$3,000.00 (*Funded*). Sponsored by UNT Team Mentoring Grant.
14. Yang, K., **Min, J. (Co-Principal)**, & Kim, D. (2020). From Town Square to living room: Applications of differential privacy. People's expectations and experiences with digital privacy. \$90,498.00 (*Not Funded*). Sponsored by Facebook.
15. **Min, J. (Principal)** (2019). Creative and Research Enhancement Activity Time for Engagement (CREATE) Program. \$2,000.00 (*Funded*). Sponsored by Office of the Provost, University of North Texas.
16. **Min, J. (Principal)**, Kim, H., Yang, K., & KC, B. (2019). Open knowledge at UNT Frisco (OK@UNTF): Discovering the future of the global tourism industry. \$6,700.00 (*Funded*). Sponsored by the Charn Uswachoke International Development Fund.
17. **Min, J. (Principal)** & Thapa, A. (2018). Enlightening dark tourism in Nepal. \$14,945.00 (*Not Funded*). Sponsored by Society for Hospitality and Foodservice Management Foundation (SHFM Foundation).
18. **Min, J. (Principal)** (2018). The contribution of amenities and customer rewards to profitability and customer loyalty in integrated resorts. \$2,000.00 (*Funded*). Sponsored by UNT Small Grant.
19. **Min, J. (Principal)**, Lee, H., & Kim, Y. (2018). Hosting the 4<sup>th</sup> international hospitality teaching and learning conference at UNT. \$9,200.00 (*Not Funded*). Sponsored by the Charn Uswachoke International Development Fund.
20. **Min, J. (Principal)** & Thapa, A. (2018). Impact analysis of earthquake 2015 of Nepal to enlighten dark tourism. \$4,000.00 (*Not Funded*). Sponsored by Nonprofit Organization in the Travel & Tourism Industry, Tourism Cares Research Fund.
21. **Min, J., (Principal)** & Yang, K. (2017). Factors affecting customers' hotel booking decisions and implications for hotel revenue management. \$32,350.00 (*Not Funded*). Sponsored by American Hotel & Lodging Educational Foundation (AHLEF).
22. **Min, J. (Principal)** (2017). Faculty Summer Research Grant. \$5,000.00 (*Funded*). Sponsored by the University of North Texas.



## TEACHING EXPERIENCE

08/2016 – present

### University of North Texas

Department of Hospitality and Tourism Management

Courses taught – Highest achievable scores: Student Perceptions of Teaching (SPOT): 5.0 Challenge & Engagement Index (CEI): 7.0

- HMGT 4480/5480 Hospitality Finance (Spring 2023)
- HMGT 4490 Revenue Management (Spring 2023)
- HMGT 4480/5480 Hospitality Finance (Fall 2022) **SPOT 4.7/CEI 5.7**
- HMGT 5590 Hospitality Data Analytics (Fall 2022) **SPOT 5.0/CEI 6.8**
- HMGT 4480/5480 Hospitality Finance (Spring 2022) **SPOT 4.7/CEI 5.7**
- HMGT 4490 Revenue Management (Spring 2022) **SPOT 4.8/CEI 6.0**
- HMGT 4480/5480 Hospitality Finance (Fall 2021) **SPOT 4.6/CEI 5.5**
- CMHT 5800 Seminar in CMHT (Fall 2021) **SPOT 5.0/CEI 6.9**
- HMGT 4480/5480 Hospitality Finance (Spring 2021) **SPOT 4.8/CEI 5.7**
- HMGT 4490 Revenue Management (Spring 2021) **SPOT 4.8/CEI 6.5**
- HMGT 4480 Hospitality Finance (Fall 2020) **SPOT 4.6/CEI 5.1**
- HMGT 4480/5480 Hospitality Finance (Fall 2020) **SPOT 4.8/CEI 5.8**
- HMGT 5920 Problem in Lieu of Thesis (Fall 2020)
- HMGT 4480/5480 Hospitality Finance (Spring 2020) **SPOT 4.8/CEI 5.3**
- HMGT 4490 Revenue Management (Spring 2020) **SPOT 5.0/CEI 5.6**
- HMGT 5920 Problem in Lieu of Thesis (Spring 2020)
- HMGT 4480/5480 Hospitality Finance (Fall 2019) **SPOT 4.9/CEI 5.7**
- HMGT 4480 Hospitality Finance (Fall 2019) **SPOT 4.9/CEI 5.1**
- HMGT 4900/5900 Special Problems (Fall 2019) **SPOT 5.0/CEI 6.8**  
*Course overload without receiving an additional salary*
- HMGT 4480/5480 Hospitality Finance (Spring 2019) **SPOT 4.8/CEI 5.6**
- HMGT 4490 Revenue Management (Spring 2019) **SPOT 4.9/CEI 5.7**
- HMGT 4480 Hospitality Finance (Fall 2018) **SPOT 4.6/CEI 5.2**
- HMGT 4480/5480 Hospitality Finance (Fall 2018) **SPOT 4.8/CEI 5.6**
- HMGT 4980 Experimental Course (Spring 2018) **SPOT 4.9/CEI 5.1**
- HMGT 4480/5480 Hospitality Finance (Spring 2018) **SPOT 4.8/CEI 5.8**
- HMGT 5900 Special Problem and Issues
- HMGT 4480 Hospitality Finance (Fall 2017) **SPOT 4.8/CEI 5.8**
- HMGT 4480/5480 Hospitality Finance (Fall 2017) **SPOT 4.8/CEI 5.8**
- HMGT 5920 Problem in Lieu of Thesis (Fall 2017)
- CMHT 5100 Intro to Research (Spring 2017) **SPOT 4.2/CEI 6.0**
- HMGT 4480/5480 Hospitality Finance (Spring 2017) **SPOT 3.9/CEI 4.9**
- HMGT 5920 Problem in Lieu of Thesis (Spring 2017)
- HMGT 4480/5480 Hospitality Finance (Fall 2016) **SPOT 4.6/CEI 5.7**

03/2014 – 05/2016

### Texas Tech University

#### Department of Hospitality and Retail Management

- RHIM 2308 Hotel Operations & Laboratory (Spring 2016)
- RHIM 2308 Hotel Operations & Laboratory (Fall 2015)
- RHIM 3308 Hotel Group Sales and Services (Summer II 2015)
- RHIM 3308 Hotel Group Sales and Services (Summer I 2015)
- RHIM 4316 Hospitality Marketing (Spring 2015)
- RHIM 3341 Hospitality Management (Spring 2015)
- RHIM 4316 Hospitality Marketing (Fall 2014)
- RHIM 3341 Hospitality Management (Fall 2014)
- RHIM 4316 Hospitality Marketing (Summer II 2014)
- RHIM 3341 Hospitality Management (Summer I 2014)
- RHIM 4316 Hospitality Marketing (Spring 2014)
- RHIM 3341 Hospitality Management (Spring 2014)

#### PROFESSIONAL SERVICE

- Board of Director, HSMIAI DFW Chapter 2023-present
- *Budget and Finance Director*, THEREPS Conference 2022-present
- *Treasurer*, Korea-America Hospitality & Tourism Educators Association (KAHTEA) 2022-present
- *Judge*, West Federation CHRIE Undergraduate Research Competition 2022
- *Committee Member*, ICHRIE Conference Planning Committee 2022
- *Conference Paper Reviewer*, ICHRIE Conference 2021-2022
- *Conference Paper Reviewer*, West Federation CHRIE Conference 2021-2022
- *Conference Paper Reviewer*, THEREPS Conference 2021-2022
- *Paper Review Committee*, Asia Pacific Tourism Association (APTA) Conference 2021-2022
- *Moderator*, Asia Pacific Tourism Association (APTA) Conference 2021
- *Moderator*, ICHRIE Conference 2021
- *Guest Editor*, Sustainable Business Models Special Issue, Sustainability (SSCI) 2020-2023
- *Conference Paper Reviewer*, Graduate Education & Student Research in Hospitality 2019-2023
- *Researcher*, Global Digital Retailing Research Center, UNT 2018-present
- *Panelist*, Hospitality Teaching & Learning Conference (HTLC) 2018
- *Conference Paper Reviewer*, Central CHRIE Conference 2018
- *Moderator*, Graduate Education & Student Research Conference in Hospitality 2018
- *Paper Review Committee*, Asia Pacific Tourism Association (APTA) Conference 2017-2019
- *Scientific Committee*, Global Conference on Business and Economics 2017-2018
- *Scientific Committee*, Global Conference on Services Management 2017
- *Treasurer*, Hospitality Teaching & Learning Conference (HTLC) 2016-2019
- *Conference Paper Reviewer*, Hospitality Teaching & Learning Conference (HTLC) 2016-2019
- *Ad Hoc Reviewer*, Tourism and Hospitality Research 2016
- *Conference Paper Reviewer*, EuroCHRIE Conference 2015-2017
- *Conference Paper Reviewer*, Texas Tech University Undergraduate Research 2015-2016

- *Conference Paper Reviewer*, ICHRIE Conference 2015

### **Ad Hoc Reviewer**

- International Journal of Hospitality Management (SSCI)
- International Journal of Contemporary Hospitality Management (SSCI)
- Journal of Hospitality Marketing and Management (SSCI)
- Journal of Hospitality and Tourism Management (SSCI)
- Cornell Hospitality Quarterly (SSCI)
- Journal of Hospitality and Tourism Technology (SSCI)
- International Journal of Consumer Studies (SSCI)
- Sustainability (SSCI)
- Journal of Foodservice Business Research (Scopus)
- Cogent Economics and Finance (Scopus)

### **UNIVERSITY SERVICE**

- Washington D.C. Faculty Research Fellow, UNT Research and Innovation 2022-present
- *Faculty Senate*, Evaluation of University Administrators 2019-present
- *Faculty Reviewer*, Undergraduate Research Fellowship 2017

### **COLLEGE SERVICE**

- *Research Committee Chair*, College of Merchandising, Hospitality, and Tourism 2022-2023
- *Marketing Committee*, College of Merchandising, Hospitality, and Tourism 2021-2022
- *Curriculum Committee*, College of Merchandising, Hospitality, and Tourism 2020-2021
- *Search Committee*, Merchandising, Digital Retailing Assistant Professor 2018-2019
- *Search Committee*, Merchandising, Digital Retailing Assistant Professor 2017
- *Search Committee*, Dedman Chair in Club Management 2017
- *Graduate Committee*, College of Merchandising, Hospitality and Tourism 2016-present

### **DEPARTMENT SERVICE**

- *Advisor*, The Hospitality Sales and Marketing Association International (HSMAI) 2023-present
- *Advisor*, Hospitality Financial and Technology Professionals (HFTP) Chapter 2021-2022
- *ACPHA Accreditation Standards Committee*, Department of Hospitality and Tourism 2021
- *Acct/Fin Curriculum Committee Chair*, Department of Hospitality and Tourism 2020
- *Smith Travel Research HTM Advisor*, Department of Hospitality and Tourism 2017-present
- *Faculty Advisor*, Eta Sigma Delta (ESD) – International Hospitality Honor Society 2017-2020
- *Program Development Committee*, Department of Hospitality and Tourism 2017-2019
- *Undergraduate Curriculum Committee*, Department of Hospitality and Tourism 2017-2019

### **COMMUNITY SERVICE**

- *Member*, UNICEF Next Generation 2018-2022

- *Executive Secretary*, Citizens' Coalition for a Nonsmoking, South Korea 2001-2005
- *Member*, Korean Association on Smoking or Health, South Korea 2001-2004

## **STUDENT ADVISING**

### **Thesis Committee Chair**

- Le Bich Ngoc Vo, Revenue management in the hospitality industry 2022-present
- Hsiang Wen Su, The effects of benefit types on loyalty in integrated resorts 2017-2019
- Asha Thapa Magar, Enlightening the dark tourism in Nepal 2017-2019

### **Thesis Committee Member**

- Misun Jeong, Customer loyalty management in the pet-care industry 2021-2022
- Raegan Zdanowicz, Revenue management in the wine industry 2018

### **PILOT Research Chair**

- Jane Yeo, The influence of loyalty program tier level on customer loyalty 2020
- Rahim Hamirani, Higher loyalty tier equals more money spent? 2020
- Thao Nguyen, Consumers' perceptions about green hotels 2020
- Sydney Thorne, Assimilation and accommodation millennials in the workforce 2018
- Nolan Espiritu, Changes in hotel loyalty programs and the effects on memberships 2016

### **Independent Study Instructor**

- Araceli Hernandez Calderon, Advanced revenue management 2021
- Hsiang Wen Su, Advanced revenue management 2018
- Marcel Smith, Introduction to research in Hospitality and Tourism 2018
- Micah Culpepper, Introduction to research in Hospitality and Tourism 2018

### **Graduate Faculty Advisor**

- Bridget Bonang 2023-present
- Amelia Stavinoha 2022-present
- Le Bich Ngoc Vo 2022-2023
- Sudeshana Paramita Ghose 2021-2023
- Md Abu Sayeed 2022
- Corale Madden 2020-2022
- Ellen Montfort 2020-2022
- Kaylee Richardson 2020-2021
- Monique Lampkin 2020-2021
- Natalie Leiner 2020-2021
- Thao Nguyen 2018-2020
- Jane Yeo 2018-2020
- Hsiang Wen Su 2016-2019
- Sydney Thorne 2017-2018
- Asha Thapa Magar 2016-2018

- Nolan Espiritu 2016

**Student Competition Faculty Advisor**

- Honorable Mention, 7<sup>th</sup> STR Student Market Study Competition (Graduate Team) 2021
- International Revenue Management Competition – Knowledge Matters 2019-2022
- 1<sup>st</sup> Place Award, 5<sup>th</sup> STR Student Market Study Competition (Graduate Team) 2019
- Finalist, 3 Minute Competition – Toulouse Graduate School, UNT 2018
- Finalist, 3<sup>rd</sup> STR Student Market Study Competition (Undergraduate Team) 2017

**AFFILIATIONS**

- Hospitality and Tourism Revenue Management Educators (RevME) 2022-present
- Hospitality Sales and Marketing Association International (HSMIAI) 2022-present
- The Korea America Hospitality & Tourism Educators Association (KAHTEA) 2022-present
- Hospitality Financial and Technology Professionals (HFTP) 2021-2023
- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) 2021-present
- Asia Pacific Tourism Association (APTA) 2017-present
- Hospitality Sales and Marketing Association International (HSMIAI) 2018-2019
- The Korea America Hospitality & Tourism Educators Association (KAHTEA) 2018-2019
- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) 2015-2019
- Phi Kappa Phi, The Honor Society 2015-2016
- American Hotel & Lodging Association (AHLA) 2015-2016
- Korean Student Association, TTU, *Treasurer* 2015-2016
- Hospitality Financial and Technology Professionals (HFTP) 2014-2016
- Graduate & Professional Student Association, UNLV 2012-2014
- University of Nevada Alumni Association, UNLV 2007-present

**CERTIFICATIONS**

- Post-crisis Hospitality Management Certificate, University of South Florida 2020
- Certification in Advanced Hospitality and Tourism Analytics, Smith Travel Research 2020
- Certification in Hotel Industry Analytics, American Hotel & Lodging Educational Institute 2017
- ServSafe Food Safety Certification, National Restaurant Association 2006
- Purchasing Course Certification, National Restaurant Association 2005

**PROFESSIONAL SKILLS**

- Statistical Analysis: SPSS, AMOS, SmartPLS, E-Views, and R
- Hotel/Casino Management & Accounting System
  - Blackline
  - AS400/Infinium
  - Citrix
  - Key Watcher
  - Cronos Finance
  - Player’s Club

- Slot IGT Machine Accounting
- Race & Sports COT Management System
- Table Games Tandem System
- EZ Pay System
- Showcase Strategy