

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

Associate Professor

Department of Hospitality, Event, and Tourism Management

College of Merchandising, Hospitality & Tourism

University of North Texas

1155 Union Circle, #311100

Denton, TX 76203-5017

jihye.min@unt.edu

EDUCATION

- | | |
|---------------|---|
| August 2016 | Texas Tech University , Lubbock, TX
Doctor of Philosophy in Hospitality Administration <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• Thesis Title: Evaluating the Impact of a New Loyalty Program on Gaming Volume (<u>Best Thesis Award & Outstanding Thesis Award</u>) |
| December 2006 | University of Nevada Las Vegas , Las Vegas, NV
Bachelor of Science in Hotel Administration |

ACADEMIC WORK EXPERIENCE

- | | |
|-------------------|--|
| 09/2023 – present | Associate Professor , University of North Texas, Denton, TX |
| 08/2016 – 08/2023 | 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 |
| 12/2008 - 07/2010 | Accounting , MGM Grand Las Vegas, Las Vegas |
| 03/2007 - 02/2008 | Accounting , Mandalay Bay Resort and Casino, Las Vegas |
| 02/2007 - 02/2008 | Guest Service , Swissport-Korean Air, Las Vegas |
| 01/2005 - 06/2005 | Guest Service , Puffing Billy, Melbourne, Australia |
| 07/2002 - 01/2003 | Internship , Sofitel Ambassador Hotel, Seoul, South Korea |

HONORS & AWARDS

- | | |
|------|--|
| 2023 | Elsevier Prize
29 th International Conference on Recent Advances in Retailing and Consumer Services Science Conference |
| 2023 | Best Paper Award
Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students (THEREPS) Conference |

2022	Teaching Excellence Award College of Merchandising, Hospitality & Tourism, University of North Texas
2022	Linda Schamber Best Paper Award The 2022 Multidisciplinary Information Research Symposium
2022	Best Proposal Presentation Award Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students (THEREPS) Conference
2021	Best Research Award 16 th Annual Consumer Experience Symposium, CMHT Research Showcase
2021	Most Significant Industry Application Award 16 th Annual Consumer Experience Symposium, CMHT Research Showcase
2021	Linda Schamber Best Paper Award The 2021 Multidisciplinary Information Research Symposium
2019	Best Research Award 14 th Annual Consumer Experience Symposium, CMHT Research Showcase
2019	Honored Faculty 2019 Honors Day Convocation, Honors College, University of North Texas
2018	Best Paper Award The Korea America Hospitality & Tourism Educators Association Conference
2015	3rd 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

PUBLICATIONS & PRESENTATIONS

Refereed Journal Publications

- Yang, K., Jeong, M., Kim, H., & **Min, J.** (2023). Curation subscription box services: Implications for the pet industry. *Journal of Retailing and Consumer Services (SSCI)*, 76, 103573. <https://doi.org/10.1016/j.jretconser.2023.103573>. Impact factor 10.972
- 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
- Shin, M., Lee, R., **Min, J.**, & Legendre, T. (2023). Connecting nature with luxury service. *Psychology & Marketing (SSCI)*, 1-20. <https://doi.org/10.1002/mar.21762>. Impact factor 5.507
- Min, J.**, Lee, H., Lema, J., Agrusa, J., & Linnes, C. (2023). The #Metoo movement in paradise: An assessment of the restaurant industry. *Journal of Foodservice Business Research (Scopus)*. doi.org/10.1080/15378020.2021.1896940.
- 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. Impact factor 3.525
- 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. Impact factor 3.864
- 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.
- 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. Impact factor 3.329
- 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. Impact factor 5.959
- 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. Impact factor 3.525
- 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. Impact factor 9.237
- 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. Impact factor 3.677
- 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.
- 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. Impact factor 6.539
- 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
- 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
- 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
- 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

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

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**

Research Publications in the Media

DeFranco, A., Lee, M., & **Min, J.** (2023). *Technology (HFTP) Survey Report: How the Pandemic Gave a Boost to Guests' Hotel Technology Usage, Satisfaction and Spending*. HFTP Connect Research Paper. Accessible at: <https://blog.hftp.org/survey-report-guest-hotel-technology-usage-satisfaction-and-spending/>

DeFranco, A., Lee, M., & **Min, J.** (2023). *A Homerun: Research Shows Hotel Guest Sentiments on Technology Have Improved Over Time*. HFTP Connect Research Paper. Accessible at: <https://blog.hftp.org/research-compares-hotel-guest-sentiments-technology-over-time/>

Conference Presentations/Keynote Speeches

Hernandez, A., Lee, M., DeFranco, A., & **Min, J.** (January 2024). Is technology anxiety undermining customer experience with guest-facing technologies?: Examining the interaction effect of assimilation effects and facilitating conditions. *Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, Miami, FL, January 4-6, 2024.

Jeong, M., Yang, K., Kim, H., & **Min, J.** (July 2023). Curation subscription box services: Implications for the pet industry. *The Recent Advances in Retailing and Consumer Services Sciences*, Lyon, France, July 24-27, 2023.

Vo, L., **Min, J.**, & Lee, H. (April 2023). Revving up revenue: Unlocking the power of cancellation policies on booking intentions. *The Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students (THEREPS) Conference*, Las Vegas, NV, April 14-15, 2023.

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.

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.

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.

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.

- 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.
- 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.
- 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.
- Min, J.** (Feb 2022). 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. [**Keynote Speech**]
- Agrusa, J., Lema, J., **Min, J.**, Linnes, C., & Park, S. (June 2021). New perspectives from international visitors to Thailand. *The 27th Asia Pacific Tourism Association (APTA) Annual Conference, virtual conference*, June 30-July 2, 2021.
- 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.
- 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.
- 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 26th Asia Pacific Tourism Association (APTA) Annual Conference*, Chiang Mai, Thailand, July 1-4, 2020.
- Agrusa, J., **Min, J.**, Lema, J., & Hussain, Z. (Scheduled July 2020, but canceled due to COVID-19). Limiting harassment in the restaurant industry. *The 26th Asia Pacific Tourism Association (APTA) Annual Conference*, Chiang Mai, Thailand, July 1-4, 2020.
- 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 26th Asia Pacific Tourism Association (APTA) Annual Conference*, Chiang Mai, Thailand, July 1-4, 2020.
- Min, J.** (July 2020). Leading through COVID-19: Future of customer experience. *College of Merchandising, Hospitality and Tourism Webinar*, July 30, 2020. [**Keynote Speech**]
- 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.
- Thorne, S., Cohen, K., & **Min, J.** (April 2019). Motivating Millennials in the hospitality workplace. *The 14th Annual Consumer Experience Symposium, Research Showcase*, Denton, TX, April 18, 2019.
- Thapa-Magar, A., **Min, J.**, & Lee, H. (July 2019). Enlightening dark tourism in Nepal. *The 25th Asia Pacific Tourism Association (APTA) Annual Conference*, Da Nang, Vietnam, July 1-4, 2019.
- Su, S., **Min, J.**, & Lee, H. (July 2019). The effects of reward types on customer loyalty in integrated resorts. *The 25th Asia Pacific Tourism Association (APTA) Annual Conference*, Da Nang, Vietnam, July 1-4, 2019.

- 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 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, January 3-6, 2019.
- 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.
- 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.
- 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.
- Min, J.**, Agrusa, J., Malave, R., & Lema, J. (July 2018). Residents' perception of the Galapagos Islands as a tourist destination. *The 24th Asia Pacific Tourism Association (APTA) Annual Conference*, Cebu, Philippines, July 3-6, 2018.
- 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.
- Su, S., & **Min, J.** (January 2018). Predicting restaurant failures in Taiwan. *The 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, Fort Worth, TX, January 3-5, 2018.
- Azhar, A., & **Min, J.** (January 2018). The impact of Halal food on non-muslims. *The 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, Fort Worth, TX, January 3-5, 2018.
- Alamer, M., & **Min, J.** (January 2018). The impact of online reviews on hotels in Riyadh. *The 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, Fort Worth, TX, January 3-5, 2018.
- Thapa-Magar, A., & **Min, J.** (November 2017). Impact analysis of earthquake 2015 in hotel performance of Nepal to enlighten dark tourism. *The 3rd Hospitality Teaching and Learning Conference (HTLC)*, Denton, TX, November 22-23, 2017.
- Min, J.**, Blum, S., & Lee, H. (June 2017). Spillover impact of non-gaming amenities on gaming volumes in a destination casino resort. *The 23rd Asia Pacific Tourism Association (APTA) Annual Conference*, Seoul, South Korea, June 18-21, 2017.
- 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 3rd Global Tourism & Hospitality Conference (GTHC)*, Hong Kong, June 5-7, 2017.
- 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 3rd Global Tourism & Hospitality Conference (GTHC)*, Hong Kong, June 5-7, 2017.
- Lee, H., **Min, J.**, & Yuan, J. (January 2016). How do college students utilize social media to select a hospitality management program? *The 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, Philadelphia, PA, January 7-9, 2016.
- 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 21st Annual Graduate*

Education & Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, PA, January 7-9, 2016.

- Min, J.**, Lee, H., & Yuan, J. (June 2015). Hedonic estimates of complimentary offers and spatial price competition in the hotel industry. *The 13th Asia Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE) Conference*, Auckland, New Zealand, June 10-13, 2015.
- 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 4th International Interdisciplinary Business-Economics Advancement Conference*, Las Vegas, NV, May 26-29, 2015.
- Min, J.**, Lee, H., & Yuan, J. (May 2015). Estimating the impact of casino complimentaries: The use of non-gaming promotions. *The 4th International Interdisciplinary Business-Economics Advancement Conference*, Las Vegas, NV, May 26-29, 2015.
- Lee, H., **Min, J.**, & Yuan, J. (May 2015). How millennials utilize social media websites to select luxury hotels. *The 4th International Interdisciplinary Business-Economics Advancement Conference*, Las Vegas, NV, May 26-29, 2015.
- Lee, H., **Min, J.**, & Yuan, J. (May 2015). Analyzing current trends of wineries' involvement with social media. *The 4th International Interdisciplinary Business-Economics Advancement Conference*, Las Vegas, NV, May 26-29, 2015.
- Min, J.**, Lee, H., & Blum, S. (April 2015). Estimating the impact of casino complimentaries: The use of non-gaming promotions. *The 14th Annual Graduate Student Research Poster Competition*, Texas Tech University, Lubbock, TX, April 6-10, 2015.
- 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 20th Graduate Students Research Conference*, Tampa, FL, January 8-10, 2015.
- Min, J.**, Lee, H., & Blum, S. (January 2015). The indirect contribution of a loyalty program to casino restaurant revenues: An exploratory study. *The 20th Graduate Students Research Conference*, Tampa, FL, January 8-10, 2015.
- Min, J.**, Raab, C., & Tanford, S. (May 2013). Evaluating the impact of a new casino loyalty program on gaming volume. *The 15th International Conference on Gambling & Risk Taking*, Las Vegas, NV, May 27-31, 2013.

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)
 - HMGT 5590 Hospitality Data Analytics (Fall 2022)
 - HMGT 4480/5480 Hospitality Finance (Spring 2022)
 - HMGT 4490 Revenue Management (Spring 2022)
 - HMGT 4480/5480 Hospitality Finance (Fall 2021)
 - CMHT 5800 Seminar in CMHT (Fall 2021)

- HMGT 4480/5480 Hospitality Finance (Spring 2021)
- HMGT 4490 Revenue Management (Spring 2021)
- HMGT 4480 Hospitality Finance (Fall 2020)
- HMGT 4480/5480 Hospitality Finance (Fall 2020)
- HMGT 5920 Problem in Lieu of Thesis (Fall 2020)
- HMGT 4480/5480 Hospitality Finance (Spring 2020)
- HMGT 4490 Revenue Management (Spring 2020)
- HMGT 5920 Problem in Lieu of Thesis (Spring 2020)
- HMGT 4480/5480 Hospitality Finance (Fall 2019)
- HMGT 4480 Hospitality Finance (Fall 2019)
- HMGT 4900/5900 Special Problems (Fall 2019)

Course overload without receiving an additional salary

- HMGT 4480/5480 Hospitality Finance (Spring 2019)
- HMGT 4490 Revenue Management (Spring 2019)
- HMGT 4480 Hospitality Finance (Fall 2018)
- HMGT 4480/5480 Hospitality Finance (Fall 2018)
- HMGT 4980 Experimental Course (Spring 2018)
- HMGT 4480/5480 Hospitality Finance (Spring 2018)
- HMGT 5900 Special Problem and Issues
- HMGT 4480 Hospitality Finance (Fall 2017)
- HMGT 4480/5480 Hospitality Finance (Fall 2017)
- HMGT 5920 Problem in Lieu of Thesis (Fall 2017)
- CMHT 5100 Intro to Research (Spring 2017)
- HMGT 4480/5480 Hospitality Finance (Spring 2017)
- HMGT 5920 Problem in Lieu of Thesis (Spring 2017)
- HMGT 4480/5480 Hospitality Finance (Fall 2016)

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*, HSMAI DFW Chapter 2023-2024
- *Budget and Finance Director*, THEREPS Conference 2022-2024
- *Treasurer*, Korea-America Hospitality & Tourism Educators Association (KAHTEA) 2022-2024
- *Judge*, West Federation CHRIE Undergraduate Research Competition 2022
- *Committee Member*, ICHRIE Conference Planning Committee 2022
- *Conference Paper Reviewer*, ICHRIE Conference 2021-2023
- *Conference Paper Reviewer*, West Federation CHRIE Conference 2021-2024
- *Conference Paper Reviewer*, THEREPS Conference 2021-2023
- *Paper Review Committee*, Asia Pacific Tourism Association (APTA) Conference 2021-2023
- *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)
- International Journal of Hospitality & Tourism Administration (Scopus)
- Journal of Foodservice Business Research (Scopus)
- Cogent Economics and Finance (Scopus)

UNIVERSITY SERVICE

- Washington D.C. Faculty Research Fellow, UNT Research and Innovation 2022-2023
- *Faculty Senate*, Evaluation of University Administrators 2019-present
- *Faculty Reviewer*, Undergraduate Research Fellowship 2017

COLLEGE SERVICE

- *Committee Member*, PAC Committee 2024
- *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 (HSMIAI) 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 Liaison*, 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 2022-2023
- 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

- Jasmine Chevaz, The impact of table technology on consumer tipping 2023
- 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

- Manoj Bhandari 2024-present
- Khanh Mai 2024-present
- Isabella Kitzberger 2023-2024
- Bridget Bonang 2023-2024
- Rocio Aguilar Ruiz 2023-2024
- Nguyet Do 2023-2024
- Jasmine Chavez 2023
- Aravind Kumar Reddy Gudibanda 2023
- Amelia Stavinoha 2022-2024
- Le Bich Ngoc Vo 2022-2023
- Md Abu Sayeed 2022
- Sudeshana Paramita Ghose 2021-2023
- 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, 7th STR Student Market Study Competition (Graduate Team) 2021
- International Revenue Management Competition – Knowledge Matters 2019-present
- 1st Place Award, 5th STR Student Market Study Competition (Graduate Team) 2019

- Finalist, 3 Minute Competition – Toulouse Graduate School, UNT 2018
- Finalist, 3rd STR Student Market Study Competition (Undergraduate Team) 2017
- STR Student Market Study Competition Faculty Advisor 2017-present

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
- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) 2021-present
- Hospitality Financial and Technology Professionals (HFTP) 2021-2023
- Asia Pacific Tourism Association (APTA) 2017-2022
- 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