

## Harold Sang Kwon Lee, Ph.D., CHIA

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

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|-------------|---|
| August 2016 | <b>Texas Tech University</b> , Lubbock, TX <ul style="list-style-type: none"><li>• Doctor of Philosophy in Hospitality Administration</li><li>• <b>Dissertation Title:</b> The influence of electronic word-of-mouth (eWOM) in social networking sites (SNSs) on the purchasing intentions of Generation Y customers at luxury hotels</li></ul> |
| May 2012    | <b>University of Nevada Las Vegas</b> , Las Vegas, NV <ul style="list-style-type: none"><li>• Master of Science in Hospitality Administration</li><li>• <b>Professional Paper Title:</b> Analyzing user-generated social media content of Las Vegas casino resorts</li></ul>  |
| May 2005    | <b>University of Nevada Las Vegas</b> , Las Vegas, NV <ul style="list-style-type: none"><li>• Bachelor of Science in Hospitality Administration</li></ul>   |

### ACADEMIC WORK EXPERIENCE

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|-------------------|---|
| 08/2016 – present | <b>Clinical Assistant Professor</b> , University of North Texas, Denton, TX |
| 01/2015 – 05/2016 | <b>Part-time Instructor</b> , Texas Tech University, Lubbock, TX            |
| 08/2013 – 12/2014 | <b>Teaching Assistant</b> , Texas Tech University, Lubbock, TX              |
| 08/2011 – 05/2012 | <b>Research Assistant</b> , University of Nevada, Las Vegas, Las Vegas, NV  |

### ACADEMIC HONORS/AWARDS

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| 2020 | <b>CMHT Faculty Service Champion Award</b> , University of North Texas   |
| 2018 | <b>CMHT Soaring Eagle Award</b> , University of North Texas  |
| 2018 | <b>Mean Green Faculty/Staff Spotlight</b> , University of North Texas  |
| 2018 | <b>Certification of Appreciation for Outstanding Achievement in High School Recruitment &amp; Outreach</b> , University of North Texas |
| 2018 | <b>Best Paper Award – 3rd Place</b> , The Korea America Hospitality & Tourism Educators Association (KAHTEA) Research Conference       |
| 2015 | <b>3rd Place Award</b> , Smith Travel Research   |

2015 Inaugural STR Market Study Competition

2015

**2nd Place Award**, Texas Tech University  
14th Annual Graduate Student Research Poster Competition

## **INDUSTRY WORK EXPERIENCE**

08/2007 – 01/2010     **International Marketing Executive, Wynn Las Vegas, Las Vegas, NV**

- Designed specialized spreadsheets that enabled more personalized contact with customers
- Attracted loyal customer base from outside regional markets and competitor casinos.
- Managed casino client portfolios

10/2005 – 08/2007     **Pit Clerk, MGM Grand Hotel and Casino, Las Vegas, NV**

- Kept track of guest play and issued player cards
- Checked marker issuance paperwork
- Filed table game credit

05/2005 – 10/2005     **Project Clerk, Bellagio Hotel and Casino, Las Vegas, NV**

- Arranged and organized files at Casino Credit
- Handled accounting data sheets at Retail Accounting
- Assisted special events setup and cleanup at Event Department

08/2003 – 05/2004     **Cashier, Oh's Convenient Store, Las Vegas, NV**

- Ran register efficiently and kept checkout line clean
- Offer exceptional customer service to differentiate and promote the products
- Maintained neat and orderly products displays

## **TEACHING EXPERIENCES**

08/2016 – present     **University of North Texas**

Department of Hospitality and Tourism Management

Courses taught:

- CMHT 4750 Managing a Diverse Work Force
- HMGT 2280 Hospitality Accounting I - Financial
- HMGT 2480 Hospitality Accounting II - Managerial
- HMGT 2800 Foundations of International Travel and Tourism
- HMGT 3100 Casino Management
- HMGT 3260 Resort and Club Management
- HMGT 3920 Recent Developments in the Hospitality Industry
- HMGT 4210 Hospitality Accounting III – Cost Controls
- HMGT 4600 Information Technology in Hospitality and Tourism

- HMG 5630 Advanced Convention and Event Management

08/2013 – 05/2016

**Texas Tech University**

Department of Hospitality and Retail Management

Courses taught:

- RHIM 3321 Hospitality Control I – Financial Accounting
- RHIM 3322 Hospitality Control II – Managerial Accounting

## **PUBLICATIONS & PRESENTATIONS**

### **Refereed Journal Publications**

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)*, 24(2): 19.

**Lee, H.**, Min, J., & Yuan, J. (2021). The impact of electronic word-of-mouth (eWOM) on social networking sites (SNSs) on the booking intention of generation Y customers at luxury hotels. *Journal of Vacation Marketing (SSCI)*, 27(3), 237-251. Impact factor 2.580.

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. *Risk and Financial Management (ESCI)*, 14(1), 32.

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. Impact factor 2.576.

Min, J., **Lee, H.**, & Blum, S. (2019). Spillover impact of various amenities on gaming volumes. *Cornell Hospitality Quarterly (SSCI)*, 60(3), 262-269. Impact factor 2.800.

Min, J., & **Lee, H.** (2017). The 23rd Asia Pacific Tourism Association Annual Conference. *Journal of Teaching in Travel & Tourism* 17(4), 325-327.

### **Conference Presentations**

Thapa-Magar, A., Min, J., & **Lee, H.** (July, 2019). Enlightening dark tourism in Nepal. *The Asia Pacific Tourism Association (APTA) 2019 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 Asia Pacific Tourism Association (APTA) 2019 Annual Conference*, Da Nang, Vietnam, July 1-4, 2019.

Su, S., Min, J., **Lee, H.**, Culpepper, M., & Smith, M. (April, 2018). The effects of reward types on customer loyalty in integrated resorts. *2018 Korea American Hospitality & Tourism Educator Association (KAHTEA) Conference*, Las Vegas, NV, April 20-21, 2018.

- Espiritu, N., Min, J., **Lee, H.**, & Kim, Y. (April, 2018). Should hotels offer more rewards? Effects of reward program on firm's profitability. *2018 Korea American Hospitality & Tourism Educator Association (KAHTEA) Conference*, Las Vegas, NV, April 20-21, 2018.
- Min, J., Blum, S., & **Lee, H.** (June, 2017). Spillover impact of non-gaming amenities on gaming volumes in a destination casino resort. *The Asia Pacific Tourism Association (APTA) 2017 Annual Conference*, Seoul, South Korea, June 18-21, 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.
- 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.** & Yuan, J. (July, 2016). How Do Luxury and Upscale Hotels Use Social Networking Sites (SNSs) to Attract Generation Y Guests? *The 2016 Annual International Council on Hotel, Restaurant, and Institutional Educational (ICHRIE) Conference in Hospitality and Tourism Educators*, Dallas, Texas, July 20-22, 2016.
- 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' involvements 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 in Hospitality and Tourism*, 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 in Hospitality and Tourism*, Tampa, FL, January 8-10, 2015.

**Lee, H.,** & Yuan, J. (January, 2015). Investigating social networking sites: How do luxury and upscale hotels perform to attract Generation Y? *The 20th Annual Graduate Student Research Conference in Hospitality and Tourism*, Tampa, Florida, January 8-10, 2015.

**Lee, H.,** Erdem, M., & Goh, B. (January, 2014). Analyzing user-generated social media content of Las Vegas Casino Resorts. *The 19th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, Texas, January 3-5, 2014

## GRANTS

### Internal Grants

Min, J., **Lee, H.,** & Kim, Y. (2018). Hosting the 4<sup>th</sup> international hospitality teaching and learning conference at UNT. \$9,200.00. (*Not Funded*). The Charn Uswachoke International Development Fund.

## PROFESSIONAL SERVICES

- *Reviewer*, Book, AME Learning (Hospitality Accounting) 2020
- *Reviewer*, Central CHRIE Conference 2018 – present
- *Reviewer*, West CHRIE Conference 2018
- *Moderator*, The 23rd Graduate Education & Student Research Conference 2017
- *Panelist*, The 3rd Hospitality Teaching & Learning Conference 2016
- *Committee Chair*, Hospitality Teaching & Learning Conference 2016 – present
- *Reviewer*, Journal of Hospitality and Tourism Technology 2015 – present
- *Reviewer*, Euro CHRIE Conference 2015 – 2016
- *Reviewer*, Texas Tech University Undergraduate Research Conference 2015
- *Reviewer*, International CHRIE Conference 2015

## University Service

- *Member*, Academic Affair Committee for Group IV 2021 - present

## **COLLEGE SERVICES**

- *Faculty Advisor*, National Society of Minorities in Hospitality 2021 - present
- *Member*, CMHT Marketing Committee 2021 - present
- *Member*, CMHT Scholarship Committee 2020 - 2021
- *Chair*, CMHT Recruitment Summer Ad Hoc Committee 2020
- *Co-Chair*, CMHT We Care We Count Faculty & Staff Campaign 2019 – 2020
- *Chair*, CMHT Recruitment Committee 2020 – 2021
- *Co-Chair*, CMHT Undergraduate Committee 2018 – 2019
- *Member*, CMHT Undergraduate Committee 2017 – 2020
- *Member*, CMHT Research Committee 2016 – 2017

## **DEPARTMENT SERVICES**

- *Chair*, HTM High School Outreach Committee 2017 – present
- *Member*, HTM Undergraduate Curriculum Committee 2017 – 2018
- *Member*, HTM Program Development Committee 2017 – 2018

## **COMMUNITY SERVICES**

- *Chair*, Public Relation Committee in St. Andrew Kim Catholic Church 2018 – present
- *Member*, Church Development Service in St. Andrew Kim Catholic Church 2019 – 2020
- *Member*, UNICEF Next Generation 2018 – present

## **AFFILIATIONS**

- Asia Pacific Tourism Association 2017 – present
- International Council on Hotel, Restaurant, and Institutional Education 2015 – present
- Phi Kappa Phi, The Honor Society 2015 – 2016
- American Hotel & Lodging Association 2015 – 2016
- *Vice President*, Korean Student Association, TTU 2015 – 2016
- Hospitality Financial and Technology Professionals 2015 – 2016
- The Korea America Hospitality & Tourism Educators Association 2012 – present
- Hospitality Association of Koreans, UNLV 2011 – 2012
- University of Nevada Alumni Association, UNLV 2005 – present
- National Society of Minorities in Hospitality, UNLV 2004 – 2005
- Korean Student Association, UNLV 2001 – 2004

## **PROFESSIONAL LICENSURES AND CERTIFICATIONS**

- *Excel Skills for Business: Intermediate II*, Macquarie University
- *Certification in Hotel Industry Analytics*, American Hotel & Lodging Educational Institute
- *Post Crisis Hospitality Management Certificate*, University of South Florida
- *Certificate of Appreciation*, Journal of Hospitality and Tourism Technology
- *ServSafe Food Safety Certification*, National Restaurant Association

## **PROFESSIONAL SKILLS**

- Hotel/Casino Management System

- Player's Club
- OPERA
- Gold Key Solutions
- Database Management: Microsoft Excel, Word, and Outlook
- Statistical Analysis: SPSS, AMOS, and R
- Presentation: Microsoft PowerPoint and Prezi