MINWOO LEE, Ph.D.

Assistant Professor
Conrad N. Hilton College of Hotel and Restaurant Management
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EDUCATION

Ph.D. in Management (2013 – 2017)
University of Massachusetts Amherst, Isenberg School of Management
Major: Hospitality and Tourism Management / Minor: Marketing

Ph.D. Candidate (2010 – 2013)
McGill University, Desautels Faculty of Management
Major: Information Systems / Minor: Economics (*Successfully passed written/oral comprehensive exams in 2012)*

M.S. in Management Information Systems (2006 – 2008)
Texas Tech University, Jerry S. Rawls College of Business Administration

M.B.A. in Management Science (2004 – 2006)
Korea Aerospace University

B.B.A. in Business Administration (1997 – 2004)
Korea Aerospace University

ACADEMIC POSITIONS

2017 – Present	**Assistant Professor** Conrad N. Hilton College of Hotel and Restaurant Management University of Houston
2013 – 2017	**Instructor / Research and Teaching Assistant** Isenberg School of Management University of Massachusetts Amherst
2010 – 2013	**Research and Teaching Assistant** Desautels Faculty of Management McGill University
2009 – 2010	**Instructor** College of Aviation and Management Korea Aerospace University

RESEARCH & TEACHING INTERESTS

o   Big Data and Business Analytics
o   Machine Learning
o   Organizational and Individual Impacts of ICT
o   Service Innovation
o   Persuasion and customer decision making in social media

Last Updated: September 14, 2021

REFEREED JOURNAL ARTICLES (SELECTED)

Lee, M. (In press) Computer-assisted qualitative data analysis approach: Evolution of hospitality and tourism technology research from 10 years of Journal of Hospitality and Tourism Technology, Special issue on "Qualitative Research in Hospitality and Tourism Management" in *Journal of Hospitality and Tourism Technology* (SSCI Indexed & Ranked B in ABDC).

Kwon, W., **Lee, M.**, & Bowen, J. T. (In press) Exploring customers' perceptions of luxury restaurants: A combined method based on machine learning and three-factor theory. Special issue on Luxury Hospitality and Services Marketing in *Cornell Hospitality Quarterly* (SSCI Indexed & Ranked A in ABDC). https://doi.org/10.1177/19389655211037667

Kim J., Kim, S., & **Lee, M.** (In press) What to sell and how to sell matter: Focusing on business performance and efficiency of luxury hotel properties. Special issue on Luxury Hospitality and Services Marketing in *Cornell Hospitality Quarterly* (SSCI Indexed & Ranked A in ABDC). https://doi.org/10.1177/19389655211020254

Kwon, W., **Lee, M.**, Back, K-J, & Lee, K. Y. (In press) Assessing restaurant review helpfulness through big data: Dual-process and social influence theory. *Journal of Hospitality and Tourism Technology* (SSCI Indexed & Ranked B in ABDC). https://doi.org/10.1108/JHTT-04-2020-0077

Lee, M., Kwon, W., & Back, K-J. (2021) Artificial intelligence for hospitality big data analytics: Developing a prediction model of restaurant review helpfulness for customer decision making. *International Journal of Contemporary Hospitality Management*, *33*(6), 2117-2136. Special issue on Big Data Analytics and Forecasting in Hospitality and Tourism (SSCI Indexed & Ranked A in ABDC). https://doi.org/10.1108/IJCHM-06-2020-0587

Lee, S., Zhai, X., **Lee, M.**, & Luo, Q. (2021) Current status of CSR practices in the casino industry: A comparison between U.S. and Macau. *Journal of Hospitality and Tourism Management, 48*, 331-343 (SSCI Indexed & Ranked A in ABDC). https://doi.org/10.1016/j.jhtm.2021.07.011

Lee, M., Ahn, J., Shin, M. J., Kwon, W. & Back, K-J. (2021) Integrating technology to service innovation: key issues and future research directions in hospitality and tourism. *Journal of Hospitality and Tourism Technology*, *12*(1), 19-38. Special Issue on Service Innovation in Hospitality and Tourism (SSCI Indexed & Ranked B in ABDC). https://doi.org/10.1108/JHTT-01-2019-0013

Lee, M., Hong, J. H., Chung, S., & Back, K-J. (2021) Exploring social media efforts and traveler engagement in smart tourism from big data: Empirical analysis on Facebook event pages. *Journal of Travel Research, 60*(3), 670-686. (SSCI Indexed & Ranked A* in ABDC). https://doi.org/10.1177/0047287520934874

Lee, M., Jeong, M., & Shea, L. (2021) Length of stay control: Is it a fair inventory management strategy in hotel market? *Tourism Economics, 27*(2), 307-327. Special Issue on Economics in Revenue Management (SSCI Indexed & Ranked A in ABDC). https://doi.org/10.1177/1354816619901207

Lee, S.A., **Lee, M.**, & Jeong, M. (2021) The role of virtual reality on information sharing and seeking behaviors. *Journal of Hospitality and Tourism Management, 46* (March), 215-223. (SSCI Indexed & Ranked A in ABDC). https://doi.org/10.1016/j.jhtm.2020.12.010

Park, H., **Lee, M.**, & Back, K-J. (2020) Exploring the roles of hotel wellness attributes on customer satisfaction and dissatisfaction: An application of Kano model through mixed methods. *International Journal of Contemporary Hospitality Management. 33*(1), 263-285. (SSCI Indexed & Ranked A in ABDC). https://doi.org/10.1108/IJCHM-05-2020-0442

Koh, Y., **Lee, M.**, Kim, J., & Yang, Y. (2020) Successful restaurant crowdfunding: The role of linguistic style. *International Journal of Contemporary Hospitality Management, 32*(10), 3051-3066. (SSCI Indexed & Ranked A in ABDC). https://doi.org/10.1108/IJCHM-02-2020-0159

Kwon, W., **Lee, M.**, & Back, K-J. (2020) Exploring the underlying factors of customer value in restaurants: a machine learning approach. *International Journal of Hospitality Management 91*(October), 102643. (SSCI Indexed & Ranked A* in ABDC). https://doi.org/10.1016/j.ijhm.2020.102643

Lee, M., Lee, S. A., Jeong, M., & Oh, H. (2020) Quality of virtual reality and its impacts on behavioral intention. *International Journal of Hospitality Management*, *90*(September), 102595. (SSCI Indexed & Ranked A* in ABDC). https://doi.org/10.1016/j.ijhm.2020.102595

Li, L., Lee, K. Y., **Lee, M.**, & Yang, S-B. (2020) Unveiling the cloak of deviance: Linguistic cues for psychological processes in online fake reviews. *International Journal of Hospitality Management*, *87*(May), 102468. (SSCI Indexed & Ranked A* in ABDC). https://doi.org/10.1016/j.ijhm.2020.102468

Lee, M., Cai, Y., DeFranco, A., & Lee, J. (2020) Exploring influential factors affecting guest satisfaction: Big data & business analytics in consumer-generated reviews. *Journal of Hospitality and Tourism Technology*, *11*(1), 137-153. (SSCI Indexed & Ranked B in ABDC). https://doi.org/10.1108/JHTT-07-2018-0054

Lee, M., Lee, S. A., & Koh, Y. (2019) Multi-Sensory experience for enhancing hotel guest experience: Empirical evidence from big data analytics. *International Journal of Contemporary Hospitality Management*, *31*(11), 4313-4337, Special Issue on Service Experience Innovation in Hospitality and Tourism (SSCI Indexed & Ranked A in ABDC). https://doi.org/10.1108/IJCHM-03-2018-0263 (**This article is selected as one of the 25 strong and impactful articles on customer satisfaction and delight in *International Journal of Contemporary Hospitality Management***)

Lee, K-H., **Lee, M.**, & Gunarathne, N. (2019) Do green awards and certifications matter? An exploratory study linking green awards/certification and green brand image to perceived green value and behavioral intentions in the hotel industry. *Tourism Economics*, *25*(4), 593–612, Special Issue on Economic Implications of Corporate Social Responsibility and Sustainability in Tourism and Hospitality (SSCI Indexed & Ranked A in ABDC). https://doi.org/10.1177/1354816618810563

Rezvani, E., Assaf, A. G., Uysal, M., & **Lee, M.** (2019). Learning from own and others: The moderating role of performance aspiration. *International Journal of Hospitality Management*, *81*, 113–119 (SSCI Indexed & Ranked A* in ABDC). https://doi.org/10.1016/J.IJHM.2019.03.001

Lee, K. Y., **Lee, M.**, & Kim, K. (2017). The differential impacts of 'communication' and 'computing' functions in Smartphones on individuals' performance and the moderating role of organizational roles. *Asia Pacific Journal of Information Systems, 27*(4), 191-215. https://doi.org/10.14329/apjis.2017.27.4.191

Lee, S. A., & **Lee, M**. (2017). Effects of relationship types on customers' parasocial interactions: Promoting relationship marketing in social media. *Journal of Hospitality and Tourism Technology, 8*(1), 133-147, Special Issue on Online Social Media in Hospitality and Tourism (SSCI Indexed & Ranked B in ABDC). https://doi.org/10.1108/JHTT-09-2016-0053

Lee, K.Y., **Lee, M.**, & Kim, K. (2017). Are Smartphones helpful? An empirical investigation of the role of Smartphones in users' role performance. *International Journal of Mobile Communications, 15*(2), 119-143 (SSCI Indexed). https://doi.org/10.1504/IJMC.2017.082534

Lee, M., Jeong, M., & Lee, J. (2017). Roles of negative emotions in customers' perceived helpfulness of hotel reviews on a user-generated review website: A text mining approach. *International Journal of Contemporary Hospitality Management, 29*(2), 762-783. Special Issue on Social Media in Hospitality and Tourism (SSCI Indexed & Ranked A in ABDC). https://doi.org/10.1108/IJCHM-10-2015-0626

Jeong, M., **Lee, M.**, & Nagesvaran, B. (2016). Employees' use of mobile devices and their perceived outcomes in the workplace: A case of luxury hotel. *International Journal of Hospitality Management, 57*(August)*, 40-51 (SSCI Indexed & Ranked A* in ABDC). https://doi.org/10.1016/j.ijhm.2016.05.003

Wilson, R. H., Enghagen, L. K., & **Lee, M.** (2015). Dynamic pricing and minimum length of stay controls as a hotel management practice: Are there customer perception, ethical and legal questions? *Journal of Hospitality Financial Management*, *23*(2), 107-123 (Ranked C in ABDC). https://doi.org/10.1080/10913211.2015.1095040

Lee, M., & Yoon, M-G. (2007). Website performance analysis for internet business success using DEA model. *Journal of Civil Aviation Promotion*, *44*(1), 87-105 (in Korean).

Oh, H., Yoon, J., & **Lee, M.** (2004). A study on acceptance factors for travel portal sites. *Industry and Management Review, 11*(2), 85-98 (in Korean).

MANUSCRIPTS UNDER REVIEW/REVISION

Lee, K-H., Shin, D., & **Lee, M.** How do business group ties affect corporate social performance-financial performance relationship? A resource-based view. Under the 1st round revise & resubmit at *Australian Journal of Management* (SSCI Indexed & Ranked A in ABDC).

Lee, M., Lowry, L. L., Shea, L., & Park, H. Analysis of methodological and theoretical research trends in social media and tourism. Invited for the 1st round revise and resubmit (Major revision) at *Journal of Hospitality & Tourism Research,* (SSCI Indexed & Ranked A in ABDC).

Kim, J., **Lee, M.**, Kwon, W., Park, H., & Back, K-J. Why am I Satisfied? See My Reviews – Price and location matter in the restaurant industry. Under the 3rd round revised and resubmit at *International Journal of Hospitality Management* (SSCI Indexed & Ranked A* in ABDC).

Hodges, J., **Lee, M.**, DeFranco, A., & Sirsat, S. Exploring foodborne illness and restaurant cleanliness reporting in customer-generated online reviews using business analytics. Under review at *Journal of Environmental Health*.

Lee, M., Russen, M., Dawson, M., & Madera, J. Breaking the "Glass Ceiling" for superior performance and justice: Roles of gender diversity of the top management teams in the hospitality industry. Under the 2nd round revise and resubmit in *Cornell Hospitality Quarterly* (SSCI Indexed & Ranked A in ABDC).

Lee, M., Lee, K. Y., Li, L., & Yang, S-B. Can we spot fake restaurant reviews? Classification model development using supervised machine learning. Under the 2nd round revise and resubmit for the special issue on "Automated Forms of Interaction in Services: Current Trends, Benefits and Challenges" in *Service Industry Journal* (SSCI Indexed & Ranked B in ABDC).

Renata, F. G., Abbott, J., & **Lee, M.** How CSR and well-being affect work-related outcomes: A hospitality industry perspective. Under 1st round revise and resubmit at *International Journal of Contemporary Hospitality Management* (SSCI Indexed & Ranked A in ABDC).

Ham, S., Lee, S., Yeon, J., & **Lee, M.** Primary CSR themes of the restaurant industry: A comparison between full-service and limited-service restaurants. Under review at *International Journal of Hospitality Management* (SSCI Indexed & Ranked A* in ABDC)

BOOK

Shin, D., Lee, S., & **Lee, M.** (2021). *Digital Transformation,* Bookstones Publishing, Seoul, South Korea (ISBN 979-11-91211-09-2).

REFEREED CONFERENCE PROCEEDINGS AND PRESENTATIONS (SELECTED)

Lee, M., Kim, A., Park, H., & Lee, K. Y. (2021, July), Hospitality service managers' information technology competence for service innovation and business performance: A knowledge-based view. *The 2021 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Virtual.

Park, H., **Lee, M.**, & DeFranco, A. (2021, July), Is technology always good? Rethinking hotel guest technologies from Big Data. *The 2021 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Virtual.

Lee, H., Lee, K. Y., **Lee, M.**, & Yang, S-B. (2021, July). Factors influencing innovation adoption resistance to self-service kiosks at a fast-food restaurant: Focusing on the new-silver generation. *AIRSI2021 – Industry 4.0 in Tourism, Services & Marketing*, Zaragoza, Spain.

Kwak, S. Y., **Lee, M.**, Back, K-J. & Shin, M. (2021, June), The role of negative emotions embedded in online reviews on customer decision making: Do online review platforms matter? *APTA 2021*, Virtual.

Lee, M., Lee., K. Y., Li, L., & Yang, S-B. (2021, February). Can we spot fake restaurant reviews? Classification model development using artificial intelligence. *2021 West Federation CHRIE Conference*, Flagstaff, AZ, USA.

Bitaab, M., **Lee, M.**, & Lee, K-H. (2021, January). Exploring the roles of hotel green technologies on customer satisfaction through business analytics. *The 26th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.

Park, H., **Lee, M.**, Back, Ki-Joon, & DeFranco, Agnes (2021, January). Is hotel technology a double-edged sword on customer experience? An integrated approach with business analytics and impact asymmetry analysis. *The 26th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA. **Best Paper Award.**

Russen, M., **Lee, M.**, Dawson, M., & Madera, J. (2021, January). The impact of gender-diverse top management teams on financial performance: A resource-based view of the restaurant industry. *The 26th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.

Kwon, W., **Lee, M.**, & Bowen, J. (2020, March). Asymmetric impacts of service attributes on satisfaction in luxury restaurants: Integrating a three-factor theory with machine learning techniques. *International Conference of Asian Marketing Associations*, Seoul, South Korea.

Kim, S., Kim, J., & **Lee, M.** (2020, March). What to sell and how to sell matter: Sales mix differentiation for luxury hotel firms. *International Conference of Asian Marketing Associations*, Seoul, South Korea.

Kwon, W., **Lee, M.**, Back, K-J, & Lee, K. Y. (2020, January). Determinants and interaction effects on restaurant review helpfulness: Drawing on dual-process and social influence theory. *The 25th Annual Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, NV, USA. **Best Paper Award.**

Park, H., **Lee, M.**, & Back, K-J. (2020, January). Exploring the Asymmetric Effects of Wellness Attributes on Customer Satisfaction in the Lodging Industry: Testing a Two-factor Theory through Big Data Analytics. *The 25th Annual Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, NV, USA. **Finalist for the Best Paper Award.**

Guzzo, R. F., Abbott, J., & **Lee, M**. (2020, January). CSR and loyal boosterism in hotels: The mediation effect of wellbeing. *The 25th Annual Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, NV, USA

Koh, Y., **Lee, M.,** & Kim, M. (2019, December). Relative importance of hotel guest satisfaction predictors by hotel class. *5th World Research Summit for Tourism and Hospitality*, Orlando, FL, USA.

Lee, M., Lee, K. Lee, K-Y., & DeFranco, A. (2019, August). Heuristic, systematic, and affective components of online service reviews: Impact on intra-organizational adoption and sharing. *AMCIS 2019 Conference*, Cancun, Mexico.

Kim, J., **Lee, M.**, Kwon, W., Park, H., & Back, K-J. (2019, July). Does price matter for customer service experience and satisfaction? Exploring online restaurant reviews through a multi-method approach. *The 2019 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, New Orleans, LA, USA.

Hodges, J., **Lee, M.**, DeFranco. A., & Sirsat, S. (2019, July). The effect of food safety on customer satisfaction: Exploring customer-generated reviews through business intelligence. *International Association for Food Protection 2019 Annual Meeting*, Louisville, KY, USA.

Lee, M., Park, H., & DeFranco, A. (2019, June). Exploring technology-based hotel experience and customer satisfaction: A business analytics approach. *2019 International Hospitality Information Technology Association Conference*, Minneapolis, MN, USA.

Lee, M., Lee, S. A., Jeong, M., & Oh, H. (2019, June). Quality of virtual reality and its impacts on behavioral intention. *2019 TTRA International Conference*, Melbourne, Australia.

Lee, M., & Ali, F. (2019, May) The effect of online reviews on sales in the SMART environment: A moderating role of global airline alliances. *The SMART Conference 2019*, Orlando, FL, USA.

Park, H., **Lee, M.**, & Back, K-J. (2019, May). Effects of wellness attributes on customer satisfaction in the lodging industry. *2019 APacCHRIE & EuroCHRIE Joint Conference*, Hong Kong, China.

Shin, D., & **Lee, M.** (2019, March). Business group affiliation and corporate social responsibility in emerging economies. *2019 Academy of International Business (AIB) US Midwest Conference*. Chicago, IL, USA.

Kwon, W., **Lee, M.**, & Back, K-J. (2019, January). Exploring customers' value perceptions from big data: A natural language processing approach with machine learning. *The 24th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.

Hodges, J., **Lee, M.**, DeFranco. A., & Sirsat, S. (2019, January). Correlating Food Safety and Satisfaction from Customer-Generated Restaurant Reviews Using Business Analytics. *The 24th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.

Cai, Y., DeFranco. A., & **Lee, M.** (2019, January). The Moderating Role of Brand Type: Does Chain Affiliation Boost Hotel Guests Satisfaction? *The 24th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.

Lee, J., **Lee, M.**, Chatfield, H. K., & Kang, B. (2018, July). US Traditional College Students' Preference and Acceptability of Asian Menus in On-Campus Foodservices. *2018 Pan Asia International Tourism Conference*, Seoul, South Korea.

Cai, Y., **Lee, M.**, DeFranco, A., & Lee, J. (2018, June). Exploring influential factors affecting hotel guests satisfaction: Big data & business analytics in consumer-generated reviews. *2018 International Hospitality Information Technology Association Conference*, Houston, TX, USA.

Lee, D-S., **Lee, M.**, Lee, S., & Kim, K. (2018, April). CEO perceptions of information technology strategy in the hospitality industry. *The 8th Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV, USA.

Kwon, W., **Lee, M.**, & Back, K. (2018, January). Three-way interaction effect of experience of self-service technology, technology anxiety, and personal interaction on perceived value: A service-dominant logic perspective. *The 23rd Annual Graduate Student Research Conference in Hospitality and Tourism*, Dallas, TX, USA.

Lee, M. (2017, October). Mobile technology research trends in the hospitality industry, *2017 INFORMS Annual Meeting*, Houston, TX, USA

Lee, M., Hong, J.& Chung S. (2017, April). Exploring destination marketing organizations' social media efforts and traveler engagement in the context of smart tourism: Empirical evidence from Big Data. *The 7th Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV, USA, **Best Paper Award (1st place)**.

Lee, M., Kim, K., Lee, K. Y., & Hong, J. (2017, April). Exploring Smartphone use in the hotel industry: the antecedents and differential impacts of using Smartphone functions on managerial roles and job performance. *The 7th Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV, USA.

Kim, Y. S., **Lee, M.**, & Baker, M. (2017, January). Investigating the effects of brand and employee tie strength on customer tipping behavior in the context of other customers' service failure and recovery. *The 22nd Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.

Lee, M., Shea, L., & Jeong, M. (2016, July). Others' reactions to service recovery efforts in social media: A third-party justice perspective. *The 2016 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Dallas, TX, USA.

Lee, M., Shea, L., & Jeong, M. (2016, January). Hotel service recovery efforts in social media: Tie strength, observer perceived fairness, behavioral intentions, and hotel image. *The 21st Annual Graduate Student Research Conference in Hospitality and Tourism*, Philadelphia, PA, USA.

Lee, M., Lee, J., Chatfield, H. K., & Kang, B. (2016, January). The perception and attitude of US traditional college students on Asian menus in campus foodservices. *The 21st Annual Graduate Student Research Conference in Hospitality and Tourism*, Philadelphia, PA, USA.

Lee, M., & Jeong, M. (2105, October). Impact of hotel's minimum length of stay control practices on customers' perceived fairness: The moderating role of their loyalty program membership status. *The 17th Asia Pacific Management Conference*, Seoul, South Korea. **Best Paper Award**.

Lee, M., Jeong, M., & Nagesvaran, B. (2015, October). Employees' use of mobile devices and their perceived outcomes in the workplace: A case of luxury hotel. *The 17th Asia Pacific Management Conference*, Seoul, South Korea. **Finalist for the Best Paper Award**.

Lee, M., & Jeong, M. (2015, July). Antecedents and consequences of hotel employees' perceived job performance of using mobile devices. *The 2015 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Orlando, FL, USA.

Lee, M., & Jeong, M. (2015, July). Impact of minimum length of stay control on perceived fairness in the online booking environment: no rooms or higher price? *The 2015 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Orlando, FL, USA.

Lee, M., Lowry, L. L., & Delconte, J. D. (2015, June). Social media in tourism research: A literature review. *The 46th Annual International Conference of Tourism Travel and Research Association (TTRA)*, Portland, OR, USA.

Lee, K.Y., **Lee, M.**, & Shin, S. (2015, June). Investigating the factors of knowledge adoption from online service reviews in the tourism and hospitality industry. *The 2015 CORS/INFORMS International Conference*, Montreal, QC, Canada.

Lee, M., Kim, K., Lee, K. Y., & Hong, J. H. (2015, January). Exploring Smartphone use in the workplace: The antecedents and differential impacts of using Smartphone functions on perceived job performance in the hospitality industry, *The 20th Annual Graduate Student Research Conference in Hospitality and Tourism*, Tampa, FL, USA.

Lee, M., & Jeong, M. (2015, January). No rooms or higher price? Impact of minimum length of stay control on perceived fairness, *The 20th Annual Graduate Student Research Conference in Hospitality and Tourism*, Tampa, FL, USA.

Lee, M., & Jeong, M. (2014, August). How do negative emotions affect perceived helpfulness of online hotel reviews? *The 2014 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, San Diego, CA, USA.

Lee, M., & Shea, L. (2014, August). Effects of hotel service recovery and the moderating role of social ties in social media. *The 2014 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, San Diego, CA, USA.

Lee, M., & Jeong, M. (2014, January). Are negative online reviews really helpful? The moderating role of emotions. *The 19th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.

Lee, K. Y., **Lee, M.**, Bassellier, G., & Faraj, S. (2010, December). The impact of emotional expressions on knowledge creation in online communities. *International Conference on Information Systems 2010*, St. Louis, MO, USA.

Song, J., Baker, J., & **Lee, M.** (2007, December). Exploring CEOs' perspectives on the strategic importance of IT using text mining: A longitudinal investigation. *International Conference on Information Systems 2007*, Montreal, QC, Canada.

Lee, M., Yoon, M-G., & Yoon, D. (2006, June). Website performance analysis for e-Business: focusing on the internet travel agencies in Korea, *INFORMS International Hong Kong 2006*, Hong Kong, People's Republic of China.

BOOK CHAPTERS, TRADE JOURNALS, OTHER PROFESSIONAL PUBLICATIONS

Lee, M., Kim, J., & DeFranco, A. (2021). Efficiency: The Next Frontier of Hotel Revenue Management. Invited Research Paper for the Special Issue of Revenue Management, Boston Hospitality Review. Accessible at: www.bu.edu/bhr

DeFranco, A., & **Lee, M.** (2021). *Will Guests Say "I Do" Again? Survey of Tech's Impact on Guest Satisfaction.* HFTP Connect Research Paper. Accessible at: https://blog.hftp.org/hotel-technology-survey-will-guests-say-i-do-again/

DeFranco, A., & **Lee, M.** (2019). *Technology in hotels: Invest where it counts.* HFTP Connect Research Paper. Accessible at: https://blog.hftp.org/technology-in-hotels-summary-2019/

DeFranco, A., & **Lee, M.** (2019). *Technology in hotels: Invest where it counts*. HITEC Bytes 2019 Special Report, 50 - 51.

Lee, M., Kim, K., Lee, K. Y., & Hong, J. (2018). *Hotel Employees' Use of Smartphones and Performance: Reflective–Formative Estimation Approach*. In Faizan Ali, S. Mostafa Rasoolimanesh, Cihan Cobanoglu (Eds.) Applying partial least squares in tourism and hospitality research. Emerald Publishing Limited.

Lee, M., & Baker, M. (2017). *Technology, customer satisfaction, and service excellence*. In Erdogan Koc (Ed.) Service failures and recovery in tourism and hospitality: A practical manual. CABI.

RESEARCH IN THE MEDIA

- *Will Guests Say "I Do" Again? Survey of Tech's Impact on Guest Satisfaction*. HospitalityNet, January 27, 2021. Available at: https://www.hospitalitynet.org/opinion/4102691.html
- *Will Guests Say "I Do" Again? Survey of Tech's Impact on Guest Satisfaction*. Hotel Online, January 26, 2021. Available at: https://www.hotel-online.com/press_releases/release/will-guests-say-i-do-again-survey-of-techs-impact-on-guest-satisfaction/
- *Here/s how to write a better restaurant Kickstarter campaign, according to University of Houston researchers*. Houston Business Journal, September 8, 2020. Available at: https://www.bizjournals.com/houston/news/2020/09/08/uh-study-advice-on-writing-kickstarters.html
- *Words Matter: Revealing 'How' Restaurateurs Land Investors Online*. University of Houston News Releases, September 1, 2020. Available at: https://uh.edu/news-events/stories/2020/september-2020/0901202-crowdfunding.php

INVITED LECTURES / PRESENTATIONS (NON-REFEREED)

2021   **Service Innovation and Digital Transformation Strategy in the Airline Industry**, Korea Airports Corporation, Seoul, South Korea

2021   **Research Methods for Business Analytics,** Department of Big Data Analytics, Graduate School, Kyung Hee University, Seoul, South Korea.

2021   **How Disruptive Innovation Affects Consumer Journey** (with Sisson, A., Costa, R., & Bai, B.), ICHRIE Research Marathon, *The 2021 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Virtual.

2021   **Data-Driven Digital Transformation Strategy and Customer Experience Innovation**, KMA, Seoul, South Korea

2021   **Research Methods for Business Research**, PNU Digital Finance BK21 Lecture Series, Pusan National University, Pusan, South Korea.

2021   **Global Trends in Hospitality and Tourism Education: Focusing on Technology and Data Analytics**, Korea Aerospace University, Goyang, South Korea

2021   **Big Data Analytics, Text Mining, and Machine Learning in Hospitality and Tourism Management**, Department of Big Data Analytics, Graduate School, Kyung Hee University, Seoul, South Korea.

2021   **Big Data and Artificial Intelligence**, College of Health & Human Performance (Sport Management Area), University of Florida, Gainesville, FL, USA.

2021   **Research Trends on Hospitality and Tourism Data Analytics**, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, TX, USA.

2020   **Hospitality and Tourism Data Analytics in Service Innovation: A Mixed Methods Approach**, Community Spatial Lab (CSL), University of Florida, FL, USA

2020   **Hospitality and Tourism Data Analytics in Service Innovation: From Big Data to Big Success for the Future**, Smart Tourism Research Center, Kyung Hee University, Seoul, South Korea

2020   **Keynote Speaker – Big data and business analytics in service innovation: The future of the hospitality and tourism**, CONGRETUR 2020, Quito, Ecuador

2020   **Data Analytics in Hospitality and Tourism Management,** Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, TX, USA.

2019   **Big Data Analysis and Social Media in the Hospitality Industry**, 2019 Restaurant Entrepreneurship Certificate Program, University of Houston, Houston, TX, USA.

2019   **Big Data and Business Analytics in Hospitality Management**, University of South Florida, Online webinar

2018   **Big Data Analysis and Social Media in the Hospitality Industry**, 2018 Restaurant Entrepreneurship Certificate Program, University of Houston, Houston, TX, USA.

2018   **Roles of New Technologies for Service Innovation**, Korea Aerospace University, Goyang, Gyeong-gi, South Korea

2018   **Business Intelligence and Analytics in Hospitality and Tourism: From Exploration to Theory Testing**, Smart Tourism Research Center, Kyunghee University, Seoul, South Korea

2017   **Business Analytics in the Hospitality Industry: A marketer's perspective**, Jesse H. Hones School of Business, Texas Southern University, Houston, TX, USA.

2017   **Mobile Technology Research Trends in the Hospitality Industry**, 2017 INFORMS Annual Meeting, Houston, TX, USA.

2017   **No Rooms Available? The Impact of Minimum Length of Stay Control on Perceived Fairness**, 2017 New England Hospitality Research Symposium Series, School of Hospitality Administration, Boston University, Boston, MA, USA.

2017   **Hospitality Information Technology Research Trends**, Isenberg School of Management, University of Massachusetts Amherst, Amherst, MA, USA.

2016   **Business Intelligence & Analytics**, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, TX, USA.

RESEARCH IN PROGRESS

Lee, M., Shea, L., Jeong, M., & Assaf, A. G. Effects of hotel service recovery and the moderating role of social ties in social media. The manuscript is now being prepared to be submitted to *Cornell Hospitality Quarterly* (Completion rate: 80%).

Lee, M., Park, H., DeFranco, A., & Back, K-J. Is hotel technology a double-edged sword? Roles of hotel technology in customer experience. The manuscript is now being prepared to be submitted to *International Journal of Hospitality Management* (Completion rate: 80%).

Lee, M., Lee, K-J., Lee, K. Y., & DeFranco, A. Investigation of knowledge adoption and sharing intentions for service innovation: Insights from online service reviews in the hospitality and tourism industry. The manuscript is now being prepared to be submitted to *Journal of Hospitality and Tourism Technology* (Completion rate: 70%)

Warnick, R., & **Lee, M.** Social Media Peer Communication and the Use of Social Media in a Regional Event: A Comparison of 2015 and 2018. Data analysis (Target journal: *Journal of Travel Research*).

Lee, M., Koh, Y., Lee, D. & Lee, S. Longitudinal investigation of CEO's perspective on the strategic importance of IT in the service industry: A business analytics approach. Data analysis (Target journal: *International Journal of Hospitality Management*).

Lee, M. Do managerial responses to negative hotel reviews increase customers' perceived helpfulness on Tripadvisor.com? – Business intelligence approach. Data analysis (Target journal: *Tourism Management*).

Jeong, M., Shin, H., **Lee, M.**, & Lee, J. Unveiling brand power and hidden service factors for customer satisfaction in the hotel industry: A business analytics approach (Target journal: *Tourism Management*).

Lee, M., Ali, F., & Lee, J. The effect of online reviews on sales in the SMART environment: A moderating role of global airline alliances. Data analysis (Target journal: *Journal of Travel Research*)

Lee, M., Koo, J., & DeFranco, A. Why are hotel reviews helpful? Identifying the mediating role of perceived risk in review helpfulness through a multi-method approach. Theory development. (Target journal: *Journal of Business Research*)

GRANTS AND PROJECTS FUNDED

Jan. 2020 – Dec. 2021	**Let's uncover service innovation from user-generated contents: Big data analytics and machine learning** ▪ Principal Investigator ▪ Fund Amount: $5,000 ▪ Funding Agent: Office of the Provost's 50-in-5 Research Funding, University of Houston
Jan. 2019 – Dec. 2019	**Guest-facing technologies in hotels** ▪ Co-Principal Investigator ▪ Fund Amount: $10,000 ▪ Funding Agent: Hospitality Financial and Technology Professionals
Sep. 2018 – Aug. 2021	**Do hotels' technology-based services matter? Exploring user-generated content in social media through business analytics techniques** ▪ External (International) Investigator ▪ Fund Amount: $2,900,000 ▪ Funding Agent: Institute for Information & Communications Technology Promotion, Ministry of Science and Technology, South Korea

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Sep. 2018 – Aug. 2019	**Do hotels' technology-based services matter? Exploring user-generated content in social media through business analytics techniques**

- Principal Investigator
- Fund Amount: $5,200
- Funding Agent: Digital Research Common, University of Houston

Feb. 2018 – Aug. 2019	**Big data, data science, and analytics: Competitive analysis of social media and service innovation success in the hospitality and tourism industry**

- Principal Investigator
- Fund Amount: $6,000
- Funding Agent: University of Houston (New Faculty Research Program)

Jan. 2018 – Dec. 2018	**Hotel guests' technology preference**

- Co-Principal Investigator
- Fund Amount: $10,000
- Funding Agent: Hospitality Financial and Technology Professionals

Dec. 2015 – Nov. 2016	**Service firms' social media efforts and consumer behavior: Big data & business analytics approach in social media**

- Co-Principal Investigator
- Fund Amount: $10,000
- Funding Agent: Dongseo University, South Korea (Dongseo Frontier Project Research Fund of 2015)

HONORS, AWARDS, AND RECOGNITIONS

2021	**Stephen Rushmore/HVS Faculty Research Award**

Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston

2021	**Best Paper Award (*Journal of Hospitality and Tourism Technology*)**

The 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Park, H., **Lee, M.**, Back, K-J., & DeFranco, A., Houston, TX, USA.

2020	**2020 Literati Outstanding Reviewer Award**

Emerald Publishing Limited & *Journal of Hospitality and Tourism Technology*

2020	**50-in-5 Scholar Award – High Impact Publications, Creative Activities & National Recognition**

University of Houston

2020	**Best Paper Award (*Journal of Hospitality and Tourism Technology*)**

The 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Kwon, W., **Lee, M.**, & Back, K-J., Las Vegas, NV, USA.

2020	**Finalist for the Best Paper Award**

The 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Park, H., **Lee, M.**, & Back, K-J., Las Vegas, NV, USA.

2019	**Provost's 50-in-5 Award for Faculty**

Office of the Provost, University of Houston

2018	**New Faculty Research Award**

Division of Research, University of Houston

2017	**Best Paper Award (1st place)**
	2017 Korea America Hospitality & Tourism Educators Conference. **Lee, M.**, Hong, J.& Chung S. Las Vegas, NV, USA.
2015	**Best Paper Award** The 17th Asia Pacific Management Conference, Seoul, South Korea.
2015	**Finalist for the Best Paper Award** The 17th Asia Pacific Management Conference, Seoul, South Korea.
2014 – 2017	**Graduate Research Travel Funding** Isenberg School of Management, University of Massachusetts Amherst
2014 – 2017	**Graduate Student Research Travel Grant** Department of Hospitality and Tourism Management, University of Massachusetts Amherst
2013 – 2017	**Full Tuition Scholarship** Isenberg School of Management, University of Massachusetts Amherst
2012	**Graduate Research/Workshop Travel Funding** Graduate & Postdoctoral Studies, McGill University
2010 – 2013	**McGill International Doctoral Awards** Graduate & Postdoctoral Studies, McGill University
2010 – 2013	**McGill Provost's Graduate Fellowship** McGill University
2006 – 2008	**Rawls Scholarship** Jerry S. Rawls College of Business Administration, Texas Tech University
2004	**Minister's Grand Prize** *Received as a team leader of the best IT volunteer team of the year 2004 in Korea (1st place out of 300 IT volunteer teams in Korea)* Ministry of Information and Communication, South Korea
2004 – 2006	**Chancellor's Fellowship as a result of standing first in admission** Graduate School of Korea Aerospace University
2001 – 2004	**Chancellor's Full Scholarship as a result of excellent grades** Korea Aerospace University

TEACHING EXPERIENCE

University of Houston, Houston TX
Conrad N. Hilton College of Hotel and Restaurant Management
Assistant Professor (Fall 2017 – Present)
- HRMA 1301 – Hospitality Technology, Undergraduate course, Face-to-face/Hybrid/Online format.
- HRMA 3353 – Project Management & Hospitality Metrics, Undergraduate course, Face-to-Face/Online format (*Newly develop and teach this course*).
- HRMA 3366 – Social Media in the Hospitality Industry, Undergraduate & graduate course, Face-to-face/Hybrid/Online format (*Newly develop and teach this course*).
- HRMA 6317 – Innovative Hospitality Technologies, Graduate course (specifically Global Hospitality Business Master's Program), Face-to-face/Hybrid/Online format (*Newly develop and teach this course*).
- HRMA 6380 – Hospitality Business Analytics & Communications, Graduate course, Face-to-face/Hybrid/Online format (*Newly develop and teach this course*).
- Excel Bootcamp and Certification Program, Undergraduate & graduate level (*Newly develop and teach this certification program*).

- EDC 6253 – Data Analytics, Undergraduate course for Certification Program in Global Hospitality Services, School of Hospitality and Tourism, University of the Americas, Quito, Ecuador (*Newly develop and teach this course*).

University of Massachusetts, Amherst MA
Isenberg School of Management
Instructor (Spring 2016 – Spring 2017)
- HTM 392 – Information Technology and Social Media in Hospitality and Tourism Management, Undergraduate course, Hybrid format (*Newly developed and taught this course for HTM juniors and seniors).*
- HTM 240 – Hotel Operations, Undergraduate course, Hybrid format. Spring 2016: 4.8/5.0 scale.

Teaching Assistant (Fall 2013 – Fall 2016)
- MGMT 885 – Research in Services Marketing & Management, Ph.D. course, Face-to-face format (*Manage a course website on Blackboard Learn and lead sessions related to Service Technology*).
- MGMT 713 – Services Marketing Management, MBA course, Online-only format (*Managed a course website on Blackboard Learn and graded weekly discussions, group projects, and final projects*).
- HTM 370 – Managerial Accounting, Undergraduate course, Face-to-face format.
- HTM 240 – Hotel Operations, Undergraduate course, Face-to-face format.

McGill University, Montreal QC, Canada
Desautels Faculty of Management
Teaching Assistant (Fall 2011 – Fall 2012)
- MGCR 331 – Information Systems, Undergraduate course. (*Coordinated 6 sessions and about 400 undergraduate students and managed 14 undergraduate TAs each semester*), Face-to-face format.

Texas Tech University, Lubbock TX
Jerry S. Rawls College of Business Administration
Teaching Assistant (Spring 2004 – Spring 2006)
- ISQS 3345- Object Oriented Systems in Java, Undergraduate course, Face-to-face format.

Korea Aerospace University, Goyang, South Korea
Department of Business Administration
Instructor (Fall 2009 – Spring 2010)
- BD 4230 - Airline Information Technology, Undergraduate course, Face-to-face format.
- BD 3319 - Information Management, Undergraduate course, Face-to-face format.
- BD 4127 - Mathematics for Business and Economics, Undergraduate course, Face-to-face format.
- BD 3202 - Management Science, Undergraduate course, Face-to-face format.

Teaching Assistant (Spring 2004 – Spring 2006)
- RC 7132 - Introduction to Information Technology, Undergraduate course, Face-to-face format.
- BD 4362 - E-business Programming, Undergraduate course, Face-to-face format.
- BD 4247 – Data Analysis for Business & Management, Undergraduate course, Face-to-face format.
- BD 4305 - Operations Research & Decision Theory, Undergraduate course, Face-to-face format.

SERVICE

College
- Journal Ranking Committee, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston (May. 2021 – Present)
- College By-Laws Committee, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston (Jan. 2021 – Present)

- Faculty Advisor, Global Hospitality Business Master Student Capstone Project for Intercontinental Hotel Group Texas Medical Center, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston (Sep. 2019 – Aug. 2020)
- Faculty Advisor, 2019 STR Student Market Study Competition Teams (Undergraduate and Graduate), Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston (Aug. 2019 – Nov. 2019)
- Faculty Search Committee, Marketing and Revenue Management positions, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston (Aug. 2019 – Mar. 2020)
- Faculty Advisor, Global Hospitality Business Master Student Capstone Project for Hilton University of Houston, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston (Sep. 2018 – Jul. 2019)
- Faculty Advisor, 2018 STR Student Market Study Competition Teams (Undergraduate and Graduate), Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston (Aug. 2018 – Nov. 2018)
- Graduate Certificate Committee, Graduate Certificate of Hospitality Decision Making and Analytics, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston (Oct. 2017)
- Award Selection Committee, Richard M. '73 and Nancy S. Kelleher '71 Award, Department of Hospitality and Tourism Management, University of Massachusetts Amherst (Mar. 2017)
- Ph.D. Program Promotion Video Interviewee, Department of Hospitality and Tourism Management, University of Massachusetts Amherst (May 2016)
- Assistant Coordinator, 2015 International Hospitality Summer Academy, Department of Hospitality and Tourism Management, University of Massachusetts Amherst (Jul. 2015 – Aug. 2015)
- Student Assistant, 2014 International Hospitality Summer Academy, Department of Hospitality and Tourism Management, University of Massachusetts Amherst (Jul. 2014 – Aug. 2014)
- Student Representative, The Korean Association for Information Systems (Sep. 2011 – Aug. 2013)
- Vice President Resources, Desautels Doctoral Students Society, Desautels Faculty of Management, McGill University (Aug. 2011 – Jun. 2013)

Professional Services
- Executive Board Member (Secretary), International Hospitality Information Technology Association (Jul. 2021 – Present)
- External Reviewer for the RGC Research Fellow Scheme (RFS) and RGC Senior Research Fellow Scheme (SRFS) 2021/22, Research Grants Council (RGC) of Hong Kong. (Mar. 2021 – Present)
- Travel & Tourism Research Association (TTRA) 2021 Academic Review Committee (Feb. 2021 – Present)
- GLOSERV Scientific Committee (Jan. 2021 – Present)
- Board Member, Aviation Management Society of Korea (May 2018 – Present)
- Research Workshop Program Committee, Korean Chapter of the Association for Information Systems Research Workshop, Korean Association for Information Systems (May 2017 – Present)
- Session Moderator, IT Adoption & Application Sessions, The 26th Annual Graduate Student Research Conference in Hospitality and Tourism (Jan. 2021)
- Session Moderator, Consumer Behavior and Finance & Economics Sessions, The 25th Annual Graduate Student Research Conference in Hospitality and Tourism (Jan. 2020)
- Scientific Review Committee for 2020 Global Conference on Services and Retail Management (Dec. 2019 – Dec. 2020)
- Award Selection Committee, Thea Sinclair Research Award, *Tourism Economics* (Sep. 2019 – Dec. 2019)
- Session Moderator, Human Resources Session, The 2019 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) (Jul. 2019)

- International Conference Organizing Committee, 21st Asia Pacific Management Conference 2019 (Jan. 2019 – Jul. 2019)
- Track Associate Editor, Smart Services and Internet of Things Track, Pacific Asia Conference on Information Systems (PACIS 2019) (Jan. 2019 – Jul. 2019)
- Session Moderator, Consumer behavior Session, The 24th Annual Graduate Student Research Conference in Hospitality and Tourism (Jan. 2019)
- Award Selection Committee, Thea Sinclair Research Award, *Tourism Economics* (Sep. 2018 – Dec. 2018)
- Session Moderator, Korea-America Hospitality & Tourism Educators Association Annual Conference (Apr. 2018)
- Scientific and Paper Review Committee, Global Conference on Business, Hospitality and Tourism Research (Feb. 2018 – Dec. 2018)
- Session Moderator, Technology Session, The 23rd Annual Graduate Student Research Conference in Hospitality and Tourism (Jan. 2018)
- Session Moderator, Information Technology Session, The 21st Annual Graduate Student Research Conference in Hospitality and Tourism (Jan. 2016)

STUDENT MENTORSHIP

Ph.D. Students
- Hyekyung Park, Co-Chair, University of Houston (2020 – Present)
- Cortney Norris, Committee member, University of Houston (2021 – Present)
- Sean Davis, External committee member, University of Florida (2020 – Present)
- Maryam Charmchian-Langroudi, Committee member, University of Houston (2017 – Present)
- Wooseok Kwon, Ph.D., Chair, University of Houston (2017 – 2020)

Master Students in Hospitality Management
- Yueming Guo, Supervisor, University of Houston (2021 – Present)
- Melissa Herman, Committee Member, University of Houston (2021 – Present)
- Quincy Reynolds, Supervisor, University of Houston (2021 – Present)
- Mahsa Bitaab, Supervisor, University of Houston (2020 – Present)
- Myung Cho, Supervisor, University of Houston (2020 – Present)
- Soo Yeon Kwak, Supervisor, University of Houston (2020 – Present)
- Hyekyung Park, Supervisor, University of Houston (2018 – 2020)
- Yanjun (Maggie) Cai, Supervisor, University of Houston (2017 – 2019)

Master Students in Global Hospitality Business
- Rutendo Matingo, Academic Business Project Supervisor, University of Houston (2019 – 2020)
- Nutthaphat Poolworaluk, Academic Business Project Supervisor, University of Houston (2019 – 2020)
- Yitong Zhao, Academic Business Project Supervisor, University of Houston (2019 – 2020)
- Abigail Black, Academic Business Project Supervisor, University of Houston (2018 – 2019)
- Annika Glennon, Academic Business Project Supervisor, University of Houston (2018 – 2019)
- Vignesh Nair, Academic Business Project Supervisor, University of Houston (2018 – 2019)
- Jiangyang (Leo) Xu, Academic Business Project Supervisor,, University of Houston (2018 – 2019)

Undergraduate Students
- Madison Fleming, University of Houston (2020 – 2021)

- Jack Hodges, University of Houston (2017 – 2018)

Advisor for Visiting Scholars
- Andrea Kim, Ph.D., Sungkyunkwan University, South Korea (2020 – 2021)

EDITORSHIP, EDITORIAL BOARD & REVIEW EXPERIENCE

Editorship
- Associate Editor for *Journal of Hospitality and Tourism Technology* (2021 – Present)
- Guest Editor of Special Issue "Technology Innovation: Applications in Sustainable Tourism and Hospitality" for *Sustainability* (2021 – Present)

Editorial Advisory Board Member
- *Journal of Smart Tourism* (2021 – Present)
- *International Journal of Contemporary Hospitality Management* (2020 – Present)
- *Journal of Hospitality and Tourism Technology* (2019 – Present)
- *Tourism Economics* (2018 – Present)

Research Grants Reviewer
- *Research Grants Council (RGC) of Hong Kong (2019 – Present)*

Ad-hoc Reviewer (Hospitality and Tourism Journals)
- *Annals of Tourism Research*
- *Asia Pacific Journal of Tourism Research*
- *Cornell Hospitality Quarterly*
- *International Journal of Contemporary Hospitality Management*
- *International Journal of Hospitality Management*
- *Journal of Hospitality & Tourism Education*
- *Journal of Hospitality and Tourism Management*
- *Journal of Hospitality and Tourism Research*
- *Journal of Quality Assurance in Hospitality & Tourism*
- *Tourism Management*

Ad-hoc Reviewer (Information Systems/Management Science/Management Journals)
- *Annals of Operations Research*
- *Asia Pacific Journal of Information Systems*
- *Electronic Markets*
- *Industrial Management & Data Systems*
- *Information & Management*
- *Information Processing and Management*
- *Information Systems Frontiers*
- *Internet Research*
- *Journal of Business Ethics*
- *Technological Forecasting & Social Change*

Conferences Reviewer
- 2018 Global Marketing Conference
- Annual Graduate Student Research Conference in Hospitality and Tourism

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- Annual International Conference of the Travel and Tourism Research Association
- Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference
- Australasian Conference on Information Systems
- European Conference on Information Systems
- Global Conference on Services and Retail Management
- International Conference on Electronic Commerce
- International Conference on Information Systems (ICIS)
- Korea America Hospitality & Tourism Educators Conference
- Korean Association for Information Systems (KrAIS) Research Workshop
- Pacific Asia Conference on Information Systems
- Pacific Asia Conference on Information Systems (PACIS)
- Travel & Tourism Research Association (TTRA) Annual Conference
- Western Federation CHRIE Regional Conference
- Workshop on Information Technologies and Systems (WITS)

INDUSTRY & PROFESSIONAL EXPERIENCE

Jan. 2021 – Present **Data Analytics & Service Innovation Lab (Leader)**
- Facilitating global research collaboration in data analytics and service innovation
- Leading various research projects on data analytics and service innovation
- Lab website: htttp://www.thedasil.com

Jan. 2021 – Present **Digital Thinking Lab (Chief Director)**
- Facilitating global research collaboration and education in digital transformation
- Leading various research projects on digital transformation and innovation
- Lab website: http://ww. https://www.digitalthinkinglab.com

Oct. 2020 – Present **Bali Group (Director of Research)**
- Consulting President and CEO to implement Business Intelligence Systems
- Supervising 3 Research Associates
- Developing KPIs and Balanced Scorecards

Sep. 2019 – Aug. 2020 **Intercontinental Hotel Group - Houston Medical Center**
- Consulted general managers and sales/marketing managers to improve hotel visibility and occupancy rates for medical tourism businesses
- Supervised 3 Global Hospitality Business Master students for this consulting project
- Performed marketing analysis, competitor analysis, and business analytics to build up the medical tourism business model

Sep. 2018 – Aug. 2019 **Hilton University of Houston**
- Consulted general managers and sales/marketing managers on wellness-based services and amenities
- Supervised 4 Global Hospitality Business Master students for this consulting project
- Performed benchmarking analysis, content analysis, and business analytics to Identify and examine the impact of wellness-related services/amenities and destination wellness on customer satisfaction

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Feb. 2014 – Jun 2017	**ACCOR HOTELS (Consultant & Research Associate)**

- Consulted general managers on IT implementation and training for their employees
- Analyzed consumer database (Trustyou.com) to develop the Sofitel North America's customer satisfaction and loyalty matrix with Dr. Haemoon Oh and Dr. Miyoung Jeong
- Analyzed online reviews of 8 North America Sofitel properties on Tripadvisor.com to investigate the impact of emotions on customer satisfaction and hotel stay evaluation
- Performed content analysis on 8 North America Sofitel properties' Facebook brand pages to examine the relationship between social media activities and customer engagement

Jun. 2008 – Jun. 2009   Texas Tech University / Office of Research Services (Network Specialist)

- Managed data- and web-servers, built an office website, and maintained IT equipment and network

Feb. 2007 – Jul. 2007   Texas Tech University / Center for Training Workforce (Student Assistant)

- Taught the basic computer skills and knowledge, managed the web server and networks, and maintained hardware

Feb. 2005 – Dec. 2005   France Telecom Research & Development Seoul (Research Associate)

- Analyzed the IT industry's competitive environment in Korea and wrote three case studies on business models, value chains, and IT strategies:
  (1) Case Study for Cyworld.com in Korea: A Leading Personal Community Site
  (2) Case Study for Nate.com: The Korea's first wireless and wired integrated Internet portal service
  (3) Case Study of Home Network Business Model in Korea

Mar. 2002 – May 2006   Korea Aerospace University / Department of Business Administration (Website Developer and Web-server Administrator)

- Managed the web server/networks and maintained hardware

May 1998 – Sep. 2000   Cheongju City Government, South Korea (Public Service Personnel)

- Operated Transportation Management Systems and developed job process innovation and manuals for Transportation Management Systems

PROFESSIONAL MEMBERSHIP AND CERTIFICATION

- Certified Hospitality Educator (CHE)
- Certification in Hotel Industry Analytics (CHIA)
- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)
- Hospitality Financial and Technology Professionals (HFTP)
- International Hospitality Information Technology Association (iHITA)
- The Korean Association for Information Systems (KrAIS)
- Aviation Management Society of Korea (AMSOK)