

## **SooCheong (Shawn) Jang, Ph.D.**

Professor

White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management  
Purdue University, USA.

Dr. SooCheong (Shawn) Jang is currently a Professor of Hospitality and Tourism Management (HTM) at Purdue University and was selected University Faculty Scholar in 2019 at Purdue University. Dr. Jang has a strong record of research and scholarship with significant contributions to both instruction and services. Since joining Purdue's faculty in 2005, Dr. Jang has received prestigious teaching awards, including the *Bruce I. Lazarus Teaching Awards* two times at the school level and the *Mary L. Matthews Outstanding Undergraduate Teacher Award* at the college level. Prior to joining Purdue University, Dr. Jang was an Assistant Professor at Kansas State University, USA. In addition to his academic experience, he has more than ten years of industry experience as an investment banker.

Dr. Jang's research interests are in hospitality finance/strategic management, restaurant service management, and business analytics. As a part of his research program, Dr. Jang has published more than 200 papers in top-tier refereed journals. Dr. Jang was a recipient of the *W. Bradford Wiley Memorial Best Research Paper of the Year Award 2009*, the *Martin Oppermann Memorial Award for the JTTM Best Article of the Year 2014*, and the *Michael D. Olsen Research Achievement Award 2015* and was selected Fellow by the International Academy for the Study of Tourism (The Tourism Academy) in 2019. In addition, Dr. Jang has been recognized as the top-ranked author in HTM academia in terms of publications in the top six HTM journals during the past decade (*Journal of Hospitality and Tourism Research* (2011), Vol. 35(3), 381-416) and the top ranker in hospitality management (*International Journal of Hospitality Management* (IJHM, 2018, Vol. 73, 64-74) & (IJHM, 2019, Vol. 78, 89-101)), and 2<sup>nd</sup> most prolific researcher in the HTM academia during the past twenty years (Year 2000-2019) (*International Journal of Contemporary Hospitality Management* (IJCHM, 2021, 33(2), 377-401). Dr. Jang has presented his research at numerous international conferences. During the past 20 years, 24 of the presented papers were selected as among the best papers at the international conferences. Dr. Jang's papers have been extensively cited by other scholars as well (Google Scholar: Citations 30,169; h-index 77; i10-index 200 as of May 28, 2022). Dr. Jang has recently developed a business analytics center (CHRIBA) within the White Lodging-J.W. Marriott, Jr. School.

Dr. Jang is a former organizer for the TOSOK International Tourism Annual Conference and was Co-Editor-in-Chief of the *International Journal of Tourism Sciences* and Research Note Editor of *Journal of Hospitality Marketing and Management*. He is currently serving as Chair of the Academic Affairs Committee and working as Chair of the Paper Review Committee for APTA (Asia Pacific Tourism Association) Annual Conferences. He is also serving on the editorial boards of several academic journals such as *International Journal of Hospitality Management*, *Tourism Management*, *Journal of Travel and Tourism Marketing*, *Tourism Analysis*, and *Journal of Global Academy of Marketing Science*. He is listed in *Who's Who in the World*, *Who's Who in America* and *Who's Who in American Education*. As an educator, he has advised more than thirty doctoral and master students. Dr. Jang is frequently invited as a speaker for academic research or interdisciplinary research by many universities as well as international conferences.

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### **EDUCATION**

**Ph.D.** Hospitality and Tourism Management, Purdue University, West Lafayette, IN, August 2002, Areas of Specialization: Hospitality Finance, Strategic Management, Restaurant Service Management, and Business Analytics

**MTA** (Master of Tourism Administration) in Tourism and Hospitality Management  
The George Washington University, Washington, D.C., August 1999.

**MBA** International Business  
The George Washington University, Washington, D.C., August 1989.

**B.S.** Mechanical Engineering  
Hanyang University, Seoul, South Korea, February 1984.

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### **PROFESSIONAL EXPERIENCE**

#### **TEACHING EXPERIENCE**

**Professor**, White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management, Purdue University, August 2014-Present.

**Associate Professor**, School of Hospitality and Tourism Management, Purdue University, August 2008-July 2014.

**Assistant Professor**, Department of Hospitality and Tourism Management, Purdue University, July 2005-July 2008.

**Assistant Professor**, Department of Hotel, Restaurant, Institution Management and Dietetics, Kansas State University, July 2002-June 2005.

**Instructor**, Department of Hospitality and Tourism Management, Purdue University, Fall 2000– Fall 2001.

**Instructor**, Department of Restaurant, Hotel, Institutional, and Tourism Management, Purdue University, Fall 1999-Spring 2000.

## **INDUSTRY EXPERIENCE**

**Deputy General Manager**, Management Policy Planning Team, LG Merchant Banking Corporation (A member of LG Group), March 1996- April 1998.

**Manager**, Corporate Financing Team, LG Merchant Banking Corporation, July 1995- March 1996

**Manager**, Credit Analysis Department and Lease Financing Department, Jooeun Lease Financing Co., Ltd. (A subsidiary of Korea Housing Bank), July 1991 – June 1995.

**Assistant Manager**, Computer Monitor Export Department, Hyundai Electronics and Industries Ltd. (A member of Hyundai Group), October 1989 – October 1990.

**First Lieutenant**, Construction-Project-Plan Analysis Officer, Civil Engineering Planning Division, Directorate of Civil Engineering, Korea Air Force Head Quarters, August 1985 – July 1987.

**Second Lieutenant**, Construction-Project-Plan Analysis Officer, Civil Engineering Planning Division, Directorate of Civil Engineering, Korea Air Force Head Quarters, March 1984 – July 1985.

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## **HONORS & AWARDS**

### **Teaching Awards**

**Teaching Award** (2012). The *Bruce I. Lazarus* Teaching Award, HTM, Purdue University.

**Outstanding Teaching Award** (2009). 2008-2009 Mary L. Matthews Outstanding Undergraduate Teacher Award 2008-2009. College of Consumer and Family Sciences. Purdue University.

**Teaching Award** (2008). The *Bruce I. Lazarus* Teaching Award, HTM, Purdue University.

**Winner, Outstanding Graduate Student Teaching Award** (2002), Purdue University

### **Research Awards and Honors**

**Best Paper Award** (2021). The 19<sup>th</sup> Asia Pacific CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, Online Conference due to COVID-19, June 3-4. (With Y. Ju)

**Best Paper Award** (2021). The 26th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Online Conference due to COVID-19, January 8-9. (With H.W. Kim)

**Prolific Researcher** in the HTM academia during the past twenty years (Year 2000-2019), International Journal of Contemporary Hospitality Management (Wong, Koseoglu, & Kim (2021), 33(2), 377-401) (2<sup>nd</sup> Most Prolific Researcher)

**Fellow**, Selected by the International Academy for the Study of Tourism (The Tourism Academy) (the 87<sup>th</sup> Fellow in the Tourism Academy), December 9, 2019

**University Faculty Scholar**, Appointed by Purdue University, April 2019.

**Best Paper Award** (2019). Asia-Pacific CHRIE (APac CHRIE) & Euro CHRIE Joint Conference, Hong Kong, China, May 22-25, 2019. (With H. Kim)

**Best Paper Award** (2018). The 17<sup>th</sup> Asia Pacific Forum (APF), Honolulu, Hawaii, May 16-18. (With S. Jung)

**Best Paper Award** (2016). The 14<sup>th</sup> Asia Pacific CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, Bangkok, Thailand, May 11-13. (With H.S. Kim)

**Best Paper Award** (2015). The 13<sup>th</sup> Asia Pacific CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, Auckland, New Zealand, June 10-13. (With J. Byun)

**Award Winner** (2015). *Martin Oppermann Memorial Award for the JTTM (Journal of Travel and Tourism Marketing) Best Article of the Year 2014*. May 5, 2015. (With J. Park)

**Award Winner** (2015). The *Michael D. Olsen Research Achievement Award 2015*. Awarded at the 20<sup>th</sup> Graduate Conference in Hospitality and Tourism Education, Tampa, Florida, Jan. 8-10, 2015.

**Best Paper Award** (2014). The Asia Pacific Tourism Association (APTA) 20<sup>th</sup> Annual Conference. Hochimin City, Vietnam, July 1-5. (With E. Jeong)

**Highly Commended Paper Award of the Year** (2014), International Journal of Contemporary Hospitality Management, "Attributes, consequences, and consumer values: A means-end chain approach across restaurant segments" International Journal of Contemporary Hospitality Management, 23(3), 383-409. (With J. Ha).

**Highly Commended Paper Award** (2013). World Conference on Hospitality, Tourism, and Event Research 2013, Bangkok, Thailand, May 25-28. (With E. Jeong)

**Best Paper Award** (2011). The 9<sup>th</sup> Asia Pacific CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, Hong Kong, China, June 2-5, 2011. (With K. Park)

**Best Paper Award** (2010). The Harrah Hospitality Research Summit, Las Vegas, Nevada, June 9<sup>th</sup> -11<sup>th</sup>. (With E. Jeong)

**Highly Commended Paper Award of the Year** (2010), International Journal of Contemporary Hospitality Management, “Identifying the underlying structure of perceived service fairness in restaurants?” International Journal of Contemporary Hospitality Management. 21(4), 375-392. (With Y. Namkung, B. Almanza, & J. Ismail).

**Best Research Paper Award of the Year** (2009). W. Bradford Wiley Memorial Best Research Paper of the Year Award, i-CHRIE, San Francisco, CA. July 29, 2009. (With C. Tang, & M. Chen).

**Best Paper Award** (2009). The Asia Pacific Tourism Association (APTA) 15<sup>th</sup> Annual Conference. Incheon, Korea. (With K. Park)

**Excellent Paper Award** (2009). The 8<sup>th</sup> Asia Pacific Forum for Tourism. Seoul, Korea. (With K. Park)

**Highly Commended Paper Award of the Year** (2009), International Journal of Contemporary Hospitality Management, “Are highly satisfied restaurant customer really different? From a quality perception perspective.” International Journal of Contemporary Hospitality Management. 20(2), 142-155. (With Y. Namkung).

**Best Paper Award** (2009). The 14th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, Nevada, January 4-6. (With L. Tang and A. Morrison).

**Faculty Development Award** (2008). Arnold I. Cohen Faculty Development Award, HTM, Purdue University

**Best Paper Award** (2008). The 13th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Orlando, Florida January 3-5. (With C. Tang).

**Highly Commended Paper Award of the Year** (2007), International Journal of Contemporary Hospitality Management, “The effects of atmospheric elements on customer impression,” International Journal of Contemporary Hospitality Management (2006), Volume 18, Issue 7, p.534-545. (With C. Countryman).

**Best Paper Award** (2007). International Hospitality and Tourism Virtual Conference 2007. April 18-25, 2007. “Group revenue management: A modified EMSR model” (With F. Chen and S. Kline).

**Most Commended Paper Award** (2007). International Hospitality and Tourism Virtual

Conference 2007. April 18-25, 2007. “Do Macao and Hong Kong have an identical image as travel destination?: An examination of travel related websites” (With L. Tang and A. Morrison).

**Citation of Excellence** (2006). “Top 10 Most Referenced Articles Online” in Journal of Travel and Tourism Marketing for the Year. “Travel motivations and destination choice: A study of British outbound market” Journal of Travel and Tourism Marketing (2002), Volume 13, Issue 3, p. 111-133. (With L. Cai).

**Best Paper Award (Runner-up)** (2006). International Hospitality and Tourism Virtual Conference 2006. May 22-28, 2006. (With F. Chen).

**Best Paper Nominees** (2006). 11<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Seattle, Washington, January 5-7, 2006. (One with L. Hsu and the other with C. Tang)

**Best Paper Award** (2005). The 2005 International CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, Las Vegas, Nevada, July 27-31, 2005. (With S. Ham, & G. Hong)

**Best Paper Award** (2005), The 10th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Myrtle Beach, South Carolina, January 5-7. (With K. Ryu).

**Best Paper Award** (2004). The 2004 International CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, Philadelphia, PA July 28-31, 2004. (With C. Countryman).

**Citation of Excellence** (2004). Emerald Management Reviews, MCB University Press, U.K. Awarded to the top 10 percent of research papers selected from among accredited management journals worldwide. Title of papers: 1. Understanding Japanese travel expenditure patterns by income level, 2. A Procedure for Target Market Selection in Tourism.

**Best Research Grant Award** (2003), The 2003 TTRA (Travel & Tourism Research Association) Annual Conference, St. Louis, Missouri, June 15-18. Sponsored by National Tourism Foundation.

**Citation of Excellence** (2003). Emerald Management Reviews, MCB University Press, U.K. Title of papers: 1. “Analysis of return on hotel investment: a comparison of commercial hotel companies and casino hotel companies,” 2. “Heavy spenders, medium spenders and light spenders of Japanese outbound pleasure travelers.” 3. “Travel motivations and destination choice: a study of British outbound market.”

**Best Paper Award** (2002), The 2002 ISTTE (International Society of Travel and Tourism Educators) Annual Conference, Salt Lake City, Utah, Oct. 10-12, 2002.

**Citation of Excellence** (2002). Emerald Management Reviews, MCB University Press,

U.K. Title of paper: “Determinants of travel mode choice of senior travelers to the United States”

**Best Paper Award** (2002), The 7th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, Texas, January 3-5. (With L. Cai)

**Best Paper Award** (2001), The Travel and Tourism Student Research Paper Competition, sponsored by the Censtates chapter of the Travel & Tourism Research Association (TTRA).

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## ACADEMIC PUBLICATIONS

### Book

Altanay, L., Paraskevas, A., & Jang, S. (2016). *Planning research in hospitality and tourism*: Taylor & Francis Group, New York, New York.

### Book Co-editing

Parsa, Jang, Segarra-Ona, & Chen (2014). *Sustainability, social responsibility, and innovations in tourism and hospitality*: Apple Academic Press.

### Book Chapter

Yuan, J., Jang, S., Cai, L., Morrison, A., & Linton, S. (2006). Analyses of motivational and promotional effects of a wine festival. In J. Carlsen & S. Charters (Ed.), *International Wine Tourism: Research, Issues and Cases*. Oxford, UK: CABI Publishing, pp. 196-208.

### Journal Special Issue Editing

Parsa, Segarra-Ona, Jang, Chen, & Singh. (2014). Sustainable and eco-innovational practices in hospitality and tourism. Cornel Hospitality Quarterly, Volume 55, Issue 1.

## REFEREED JOURNAL ARTICLES

Park, K., & Jang, S. (Accepted). Do Coffee Chains Have Strategic Superiority?: An Examination of the Intra-Regional and Size Strategies of Coffee Chains. International Journal of Hospitality Management

Kim, H., Jang, S. (In Press). Restaurant-visit intention: Do anthropomorphic cues, brand awareness and subjective social class interact? International Journal of Contemporary Hospitality Management

Mun, S., Koh, Y., & Jang, S. (In Press). Which Type of M&A Makes an Acquiring Restaurant Firm a Star? Profit-Driven Versus Growth-Driven M&A. Cornell Hospitality Quarterly

Kim, H., & Jang, S. (In Press). Does social class matter in recovering self-service technology failures? International Journal of Contemporary Hospitality Management

Davari, D., Vayghan, S., Jang, S., & Erdem, M. (In Press). Hotel experiences during the COVID-19 pandemic: high-touch versus high-tech, International Journal of Contemporary Hospitality Management

Seo, S., & Jang, S. (2021). Who spoils the barrel? Negative spillover effect on competitor brands during food crises. International Journal of Hospitality Management 98, 103047.

Zhang, X., Shao, X., Jeong, E., & Jang, S. (2021). The effects of restaurant green demarketing on green skepticism and dining intentions: Investigating the roles of benefit associations and green reputation. International Journal of Hospitality Management 97, 103007.

Kim, H.S., & Jang, S. (2021). CEO overconfidence and firm performance: The moderating effect of restaurant franchising. Cornell Hospitality Quarterly 62 (2), 276-292.

Davari, D., & Jang, S. (2021). Visit intention of non-visitors: A step toward advancing a people-centered image. Journal of Destination Marketing & Management 22, 100662.

Seo, S., & Jang, S. (2021). A negative or positive signal? The impact of food recalls on negative word-of-mouth (N-WOM). Journal of Hospitality and Tourism Management, 47, 150-158.

Kim, H., & Jang, S. (2021). Is differential treatment in response to service failures effective? The roles of comparison, loyalty, and scarcity messages. International Journal of Hospitality Management 95, 102952.

Kim, H.S., & Jang, S. (2021). Outside CEOs and restaurant performance: the moderating effect of franchising and recession. International Journal of Contemporary Hospitality Management, 33(4). 1319-1343.

Park, K., & Jang, S. (2021). A study of value-relevance and reliability of intangible assets: What do we know from the restaurant industry? Journal of Hospitality and Tourism Management 47, 104-113.

Xu, Y., Jeong, E., Jang, S., & Shao, X. (2021). Would you bring home ugly produce? Motivators and demotivators for ugly food consumption. Journal of Retailing and Consumer Services 59, 102376



Elhoushy, S. & Jang, S. (2021). Religiosity and food waste reduction intentions: A conceptual model. International Journal of Consumer Studies, 45 (2), 287-302.

Baldick, H. J., & Jang, S. (2020). Spending the night with strangers while traveling? Examining the antecedents of shared room booking through Airbnb, International Journal of Contemporary Hospitality Management, 32(12), 3853-3871.

Jeong, E., & Jang, S. (2020). Kosher labelling in restaurants: Examining the healthy halo effect, Journal of Foodservice Business Research 23 (1), 46-56.

Byun, J., & Jang, S. (2019) Can signaling impact customer satisfaction and behavioral intentions in times of service failure?: Evidence from open versus closed kitchen restaurants, Journal of Hospitality Marketing & Management 28 (7), 785-806.

Gim, J., & Jang, S. (2019). Heterogeneous dividend behaviors: The role of restaurant franchising. International Journal of Hospitality Management, 80, 183-191.

Jang, S., & Park, K. (2019). A sustainable franchisor-franchisee relationship model: Toward the franchise win-win theory. International Journal of Hospitality Management, 76, 13-24.

Mun, S., & Jang, S. (2019). Restaurant firms' IPO motivations and post-IPO performances, International Journal of Contemporary Hospitality Management, 31(9), 3484-3502.

Kim, D., & Jang, S. (2019). Senior consumers' dining-out behaviors: the roles of physical, psychological and economic health, International Journal of Contemporary Hospitality Management ,31(8), 3134-3148.

Mun, S., & Jang, S. (2019). Indicating restaurant firms' financial constraints: a new composite index. International Journal of Contemporary Hospitality Management, 31(4), 2014-2031.

Kim, H. S., & Jang, S. (2019). Minimum wage increase and firm productivity: Evidence from the restaurant industry. Tourism Management, 71, 378-388.

Kim, D., & Jang, S. (2019). Ethnic food advertising formats and consumers' responses: Picture-dominant or text-dominant? International Journal of Hospitality Management, 82, 5-12.

Gim, J., Choi, K., & Jang, S. (2019). Do franchise firms manage their earnings more? Investigating the earnings management of restaurant firms. International Journal of Hospitality Management, 79, 70-77.

Hur, J. Y., & Jang, S. (2019). Is consumer forgiveness possible? Examining rumination and distraction in hotel service failures. International Journal of Contemporary Hospitality Management, 31(4), 1567-1587.

Jung, S., & Jang, S. (2019). To cluster or not to cluster?: Understanding geographic clustering by restaurant segment. International Journal of Hospitality Management, 77, 448-457.

- Kim, D., & Jang, S. (2019). The psychological and motivational aspects of restaurant experience sharing behavior on social networking sites. Service Business, 13(1), 25-49.
- Jeong, E., & Jang, S. (2019). Price premiums for organic menus at restaurants: What is an acceptable level? International Journal of Hospitality Management, 77, 448-457.
- Park, K., & Jang, S. (2019). Cash regimes and the franchise system: An extension of the marginal value of cash. Tourism Economics, 25(2), 235-252.
- Jeong, E., Jang, S., Behnke, C., Anderson, J., & Day, J. (2019). A scale for restaurant customers' healthy menu choices: individual and environmental factors. International Journal of Contemporary Hospitality Management, 31(1), 217-246.
- Kim, H., & Jang, S. (2018). Does hotel ownership structure influence capital expenditures? Cornell Hospitality Quarterly 59 (4), 325-338
- Mun, S., & Jang, S. (2018). Restaurant operating expenses and their effects on profitability enhancement, International Journal of Hospitality Management 71, 68-76.
- Park, J., & Jang, S. (2018). Did I get the best discount? Counterfactual thinking of tourism products. Journal of Travel Research 57 (1), 17-30
- Byun, J., & Jang, S. (2018). To compare or not to compare?": Comparative appeals in destination advertising of ski resorts. Journal of Destination Marketing & Management 10, 143-151
- Park, K., & Jang, S. (2018). Is franchising an additional financing source for franchisors? A Blinder–Oaxaca decomposition analysis. Tourism Economics 24 (5), 541-559
- Park, K., & Jang, S. (2018). Pecking order puzzle: Restaurant firms' unique financing behaviors, International Journal of Hospitality Management 70, 99-109.
- Byun, J., & Jang, S. (2018). Open kitchen vs. closed kitchen: Does kitchen design affect customers' causal attributions of the blame for service failures?, International Journal of Contemporary Hospitality Management 30(5), 2214-2229.
- Kim, D., & Jang, S. (2018). Online sharing behavior on social networking sites: Examining narcissism and gender effects, International Journal of Hospitality Management 68, 89-93.
- Jeong, E., & Jang, S. (2018). The affective psychological process of self-image congruity and its influences on dining experience, International Journal of Contemporary Hospitality Management 30(3), 1563-1583.
- Namkung, Y., & Jang, S. (2017). Are consumers willing to pay more for green practices at restaurants?, Journal of Hospitality & Tourism Research 41 (3), 329-356.

Kim, D., & Jang, S. (2017). Stress and food choices: Examining gender differences and the time horizon framing effect, International Journal of Hospitality Management 67, 134-142.

Mun, S., & Jang, S. (2017). Understanding restaurant firms' debt-equity financing, International Journal of Contemporary Hospitality Management 29 (12), 3006-3022.

Kim, D., & Jang, S. (2017). Therapeutic benefits of dining out, traveling, and drinking: Coping strategies for lonely consumers to improve their mood, International Journal of Hospitality Management 67, 106-114.

Jeong, E., & Jang, S. (2017). Heuristic evaluation of healthy menus: examining the effect of brand image congruity, International Journal of Contemporary Hospitality Management 29 (10), 2514-2534.

Qin, M., Tang, C., Jang, S., & Lehto, X. (2017). Mobile app introduction and shareholder returns, Journal of Hospitality and Tourism Management 31, 173-180.

Park, K., & Jang, S. (2017). Is restaurant franchising capital a substitute for or a complement to debt?, International Journal of Hospitality Management 63, 63-71.

Jeong, E., & Jang, S. (2017). Moderating effects of self-image congruity on the relationship between advertisement message strength and revisiting intention, Journal of Foodservice Business Research 20 (2), 238-248.

Kim, D. & Jang, S. (2017). Symbolic consumption in upscale cafés: examining Korean Gen Y consumers' materialism, conformity, conspicuous tendencies, and functional qualities, Journal of Hospitality & Tourism Research 41 (2), 154-179.

Lee, S., & Jang, S. (2017). Early mover or late mover advantage for hotels?, Journal of Hospitality & Tourism Research 41 (1), 23-40.

Jeong, E., & Jang, S. (2016). Imagine yourself being healthy: The mental simulation effect of advertisements on healthy menu promotion, International Journal of Hospitality Management 53, 81-93.

Kim, J., & Jang, S. (2016). Memory retrieval of cultural event experiences: Examining internal and external influences, Journal of Travel Research 55 (3), 322-339.

Hur, J., & Jang, S. (2016). Toward service recovery strategies: the role of consumer-organization relationship norms, Journal of Services Marketing 30 (7), 724-735.

Kim, J., Jang, S. (2016). Factors affecting memorability of service failures: a longitudinal analysis, International Journal of Contemporary Hospitality Management 28 (8), 1676-1701.

Park, K., & Jang, S. (2016). Revisiting the carry-over effects of advertising in franchise industries, International Journal of Contemporary Hospitality Management 28 (4), 785-800.

- Kim, J., & Jang, S. (2016). Determinants of authentic experiences: an extended Gilmore and Pine model for ethnic restaurants, International Journal of Contemporary Hospitality Management 28 (10), 2247-2266.
- Jeong, E., & Jang, S. (2016). Moderating effects of self-image congruity on the relationship between advertisement message strength and revisiting intention, Journal of Foodservice Business Research, 1-11.
- Hur, J., & Jang, S. (2015) Anticipated Guilt and Pleasure in a Healthy Food Consumption Context. International Journal of Hospitality Management, 48, 113-123.
- Park, K., & Jang, S. (2015). The cyclical effect of advertising: Is reducing restaurant advertising appropriate in periods of economic contraction? International Journal of Contemporary Hospitality Management, 27(7), 1386-1408.
- Mun, S.G., & Jang, S. (2015). Working capital, cash holding, and profitability of restaurant firms. International Journal of Hospitality Management, 48, 1-11.
- Jang, S., & Kim, D. (2015). Enhancing ethnic food acceptance and reducing perceived risk: The effects of personality traits, cultural familiarity, and menu framing. International Journal of Hospitality Management, 47, 85-95.
- Byun, J., & Jang, S. (2015). Effective promotions for membership subscriptions and renewals to tourist attractions: Discount vs. bonus. Tourism Management, 50, 194-203.
- Jeong, E., & Jang, S. (2015). Healthy menu promotions: A match between dining value and temporal distance. International Journal of Hospitality Management, 45, 1-13.
- Kim, D., & Jang, S. (2015). Cognitive decline and emotional regulation of senior consumers. International Journal of Hospitality Management, 44, 111-119.
- Hur, J., & Jang, S. (2015). Consumers' inference-dynamics about healthy menu promotions in a bundle context. International Journal of Hospitality Management, 44, 12-22.
- Kim, D., Jang, S., & Adler, H. (2015). What drives Café customers to spread eWOM? : examining self-relevant value, quality value, and opinion leadership. International Journal of Contemporary Hospitality Management, 27 (3) 2015.
- Park, J., & Jang, S. (2015). You got a free upgrade? What about me? The consequences of unearned preferential treatment. Tourism Management, 50, 59-68.
- Byun, J. & Jang, S. (2015). Effective destination advertising: Matching effect between advertising language and destination type. Tourism Management, 50, 31-40.
- Park, J.Y., & Jang, S. (2014). Sunk costs and travel cancellation: Focusing on temporal cost.

- Tourism Management, 40, 425-435.
- Kim, J., & Jang, S. (2014). A scenario-based experiment and a field study: A comparative examination for service failure and recovery. International Journal of Hospitality Management, 41, 125-131.
- Lee, S., & Jang, S. (2014). Spillover from complimentary item-cased promotions: Evidence from Atlantic City. Journal of Hospitality and Tourism Research, 38, 78-94.
- Jeong, E., Jang, S., Day, J., & Ha, S. (2014). The impact of econ-friendly practices on green image and customer attitudes: An investigation in a café setting. International Journal of Hospitality Management, 41, 10-20.
- Park, J.Y., & Jang, S. (2014). An extended gravity model: Applying destination competitiveness. Journal of Travel and Tourism Marketing, 31(7), 799-816.
- Kim, J., & Jang, S. (2014). The fading affect bias: Examining changes in affect and behavioral intentions in restaurant service failures and recoveries. International Journal of Hospitality Management, 40, 109-119.
- Sohn, J., Tang, C., & Jang, S. (2014). Asymmetric impacts of the asset-light and fee-oriented strategy: The business cycle matters. International Journal of Hospitality Management, 40, 100-108.
- Park, K., & Jang, S. (2014). Hospitality finance and managerial accounting research: Suggesting an interdisciplinary research agenda. International Journal of Contemporary Hospitality Management, 26(5), 751-777.
- Park, J.Y., & Jang, S. (2014). Psychographics: Static or dynamic? International Journal of Tourism Research, 16(4), 351-354.
- Seo, S., Jang, S., Almanza, B., Miao, L., & Behnke, C. (2014). The negative spillover effect of food crises on restaurant firms: Did Jack in the Box really recover from an E. coli scare? International Journal of Hospitality Management, 39, 107-121.
- Kim, D., & Jang, S. (2014). Motivational drivers for status consumption: A study of Generation Y consumers. International Journal of Hospitality Management, 38, 39-47.
- Park, J.Y., & Jang, S. (2014). Revisit and satiation pattern: Are your restaurant customers satiated? International Journal of Hospitality Management, 38, 20-29.
- Park, J.Y., & Jang, S. (2014). Why do customers switch? More satiated or less satisfied. International Journal of Hospitality Management, 37, 159-170.
- Lee, S. & Jang, S. (2013). A portfolio approach in lodging firms' investment behavior:

- Examining investment-disinvestment interdependency, Cornell Hospitality Quarterly, 54(3), 318-326.
- Kim, D., & Jang, S. (2013). Price placebo effect in hedonic consumption. International Journal of Hospitality Management, 35, 306-315.
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## **CONFERENCE PROCEEDINGS**

Ju, Y., & Jang, Reviewer Sentiment and Customer Satisfaction: Does Temporal Difference Play a Role?, Asia-Pacific CHRIE (APac CHRIE) Conference, Online, June 2-4, 2021.

Kim, H., & Jang, S. Can Restaurants' Preventive Measures Improve Customers' Dine-in Intentions during the COVID-19 Pandemic?, The 26th Annual Graduate Education and Research Conference in Hospitality and Tourism, Online, January 8-9, 2021.

Ju, Y., & Jang, S., Exploring the Effect of COVID-19 on Hotel Booking Intention: The Role of Message Appeal Type and Brand Loyalty, The 26<sup>th</sup> Annual Graduate Education and Research Conference in Hospitality and Tourism, Online, January 8-9, 2021.

Kim, H. S., & Jang, S. The corporate political connection: Does it really help restaurant firms?, The Annual Graduate Education and Research Conference in Hospitality and Tourism, Las Vegas, Nevada, January 3-5, 2020.

Gim, J., & Jang, S. The leverage share repurchase craze: Investigating reasons for the weird phenomenon. The Annual Graduate Education and Research Conference in Hospitality and Tourism, Las Vegas, Nevada, January 3-5, 2020.

Kim, H., & Jang, S. Does social class matter in recovering self-service technology failures? The Annual Graduate Education and Research Conference in Hospitality and Tourism, Las Vegas, Nevada, January 3-5, 2020.

Kim, H. S., & Jang, S.. The effect of executive pay disparity: Does it benefit or harm productivity? The Annual CHRIE Conference, New Orleans, Louisiana, July 24-26, 2019.

Gim, J., & Jang, S. Share repurchase and stock market reaction: Messages from the restaurant industry. Advances of Hospitality and Tourism Marketing and Management (AHTMM) Annual Conference, London, U.K., July 9-12, 2019.

Liu, J., & Jang, S. Factors influencing coastal tourism civilized behavior. The 25th Asia Pacific Tourism Association (APTA) Annual Conference, Da Nang, Vietnam, July 1-4, 2019,

Kim, H., & Jang, S. Do customers like differential treatments in service failures?: Roles of loyalty, social comparison, and scarcity message. Asia-Pacific CHRIE (APac CHRIE) & Euro CHRIE Joint Conference, Hong Kong, China, May 22-25, 2019.

Jang, S., & Kim, D. Alleviating service quality inconsistency: An approach using financial portfolio theory. The Annual CHRIE Conference, Palm Springs, California, July 25-27, 2018.

Gim, J., & Jang, S. Dividend behavior of the franchise and non-franchise restaurant firms: Is it homogeneous? Advances of Hospitality and Tourism Marketing and Management (AHTMM) Annual Conference, Bangkok, Thailand, June 25-29, 2018.



Kim, H., & Jang, S. Does Minimum Wage Increase Endanger Restaurant Jobs?: Comparisons between Franchise versus Non-Franchise Firms. Asia-Pacific CHRIE (APac CHRIE) Conference, Guangzhou, China, May 31-June 2, 2018.

Mun, S., & Jang, S. Restaurant Financial Constraint and its Effect on Investment-Cash Flow Sensitivity. Asia-Pacific CHRIE (APac CHRIE) Conference, Guangzhou, China, May 31-June 2, 2018.

Jeon, H., & Jang, S. How Travelers Find Special Experience?: An Examination of Boutique Hotels. The 17<sup>th</sup> Asia Pacific Forum (APF), Honolulu, Hawaii, May 16-18, 2018.

Jung, S., & Jang, S. Are recession strategies really functioning?: Probing selection biases in restaurant firms. The 17<sup>th</sup> Asia Pacific Forum (APF), Honolulu, Hawaii, May 16-18, 2018.

Jeong, H., & Jang, S. Identifying Antecedents of Booking Intentions towards Shared Rooms through Airbnb. The Annual Graduate Conference, Dallas, Texas, January 4-5, 2018.

Gim, J., & Jang, S. Does Earnings Management Truly Matter in Franchise Restaurant Firms? The Annual Graduate Conference, Dallas, Texas, January 4-5, 2018.

Kim, H., & Jang, S. CEO origin and its effect on franchised firm performance. The Annual Graduate Conference, Dallas, Texas, January 4-5, 2018.

Jung, S., & Jang, S. Examining price segment and agglomeration pattern: A restaurant locations analysis. The Annual Graduate Conference, Dallas, Texas, January 4-5, 2018.

Jeong, E., & Jang, S. Healthy Halo Effect of Kosher Labelling in Restaurants, The CHRIE Conference, Baltimore, MD, July 26-28, 2017

Hur, J., & Jang, S. Generators of Positive Online Hotel Reviews: Examining Motivations, Consumption Value, and Social Influence, The CHRIE Conference, Baltimore, MD, July 26-28, 2017

Kim, H., & Jang, S. Joint effect of CEO overconfidence and franchising on performance: An exploration of restaurant firms, Asia Pacific Forum 2017, Daegu, Korea, June 22-24, 2017.

Jung, S., & Jang, S. An exploration of restaurant firms: Does crime matter to AirBnB and hotel prices?: A spatial econometric approach. Asia Pacific Forum 2017, Daegu, Korea, June 22-24, 2017.

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Kim, D., & Jang, S. Consumer Cynicism toward the Company Prosocial Recovery Strategy under Crisis: The Crisis Types and Cynicism influencing Consumers' Forgiveness and Post Trust, The 15th APac CHRIE Annual Conference, Bali, Indonesia, May 31-June 2, 2017.

Kim, H., & Jang, S. Employee Compensation and Its Effect on Firm Performance: An Exploration of Restaurant Firms, The 22nd Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Houston, Texas, January 5-7, 2017.

Jung, S., & Jang, S. Why do tourists eat at franchise restaurants? An in-depth study in restaurant's perceived, , The 22nd Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Houston, Texas, January 5-7, 2017.

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Byun, J., & Jang, S. Hierarchical investigation of travelers' choice of Airbnb, The 21st Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Philadelphia, Pennsylvania, January 7-9, 2016.

Mun, S., & Jang, S. The cash flow sensitivity of capital investment in restaurant firms. The 21st Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Philadelphia, Pennsylvania, January 7-9, 2016.

Jung, S., & Jang, S. An examination of restaurant business in economic booms and recessions, The 21st Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Philadelphia, Pennsylvania, January 7-9, 2016.

Kim, H., & Jang, S. Ownership structure and firm investment: An examination of hotel firms, The 21st Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Philadelphia, Pennsylvania, January 7-9, 2016.

Hur, J., & Jang, S. Do consumers Raise Voice or Leave after Service Failures?: Examining Angry Rumination, Distraction, and Brand Loyalty, The 21st Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Philadelphia, Pennsylvania, January 7-9, 2016.

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- Jang, S. & Woods, R. (2000). Profile of the annual meetings of national associations and the criteria to choose the convention venue, Proceedings of Fifth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, Texas, January 6-8, 408-410.
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## **Graduate Student Advising**

### **Current Students**

#### **Ph.D. Committee Chair or Co-Chair**

<u>Name</u>	<u>Expected Graduation</u>	<u>Research Title</u>
Lee, W.	Aug., 2025	Not decided yet
Ju, Y.	Aug., 2023	Applications of big data to hotel business
Davari, D.	May, 2022	Destination Curiosity
Kim, H.	Aug., 2022	Social issues and hospitality services

### **Past Students**

#### **a. Ph.D. Committee Chair or Co-Chair**

<u>Name</u>	<u>Graduation</u>	<u>Current status</u>
Jaehee Gim	Aug 2021	Assistant Professor, Hong Kong Polytech University
Hong Soon Kim	Aug 2020	Assistant Professor, Purdue Univ., Fort Wayne
Sangwon Jung	Aug 2019	Assistant Professor, Boston University
Sung Gyun Mun	Aug 2017	Assistant Professor, Hong Kong Polytech University
Jungyun Hur	Aug 2016	Associate Professor, Cal. State Univ., Sacramento
Jaemun Byun	Aug 2016	Associate Professor, Sejong Univ., Korea
Jayoung Sohn	Aug 2016	Instructor, Southern Mississippi Univ., Korea
Eunha Jeong	Aug 2015	Associate Professor, Iowa State Univ.
Donghee Kim	Aug 2015	Associate Professor, Soomyung Women's University
Jeong-yeol Park	Aug 2014	Associate Professor, Univ. of Central Florida
Seul Ki Lee	Aug 2012	Associate Professor, Sejong Univ., Korea
Maria Ha	Aug 2011	Associate Professor, San Jose State Univ.
Jinhoo Kim	Dec. 2010	Associate Professor, Sejong Univ., Korea
Kwangmin Park	Aug 2010	Professor, Sejong Univ., Korea

Ji-eun Lee	Aug 2010	Associate Professor, Kyungbuk National Univ., Korea
Rebecca Tang	Aug 2009	Associate Professor, Iowa State University
Hugo Tang	Dec 2008	Associate Professor, Purdue University
Namkung Young	Aug 2007	Professor, Kyunghee Univ., Korea
(Kansas State)		
Woomi Phillips	Dec 2008	Associate Professor, Guelph Univ., Canada
Jane Hsu	Dec 2007	Full-time Instructor, Kansas State Univ.
Stephanie Chiang	May 2006	Professor, Chinese Culture Univ., Taiwan
Kisang Ryu	May 2005	Professor, Sejong Univ., Korea

**b. Ph.D. Committee Member**

<u>Name</u>	<u>Graduation</u>	<u>Current status</u>
Svetlana Stepchenkova	Aug 2009	Associate Professor, Univ. of Florida
Linda Forristal	Aug 2009	Associate Professor, Drexel University
Kelly Phelan	Aug 2008	Associate Professor, Texas Tech University
Alecia Douglas	Aug 2008	Associate Professor, Auburn University
Mimi Li	Aug 2007	Associate Professor, Hong Kong Polytech Univ.
Jungkook Lee	Aug 2007	Associate Professor, IUPUI
Jane Zhang	Aug 2007	Associate Professor, Cal Poly, Pomona
Soojin Choi	Aug 2006	Associate Professor, Yonjin University, Korea
Dae-young Kim	Aug 2006	Associate Professor, Univ. of Missouri, Columbia

**c. M.S. Committee Chair or Co-Chair**

<u>Name</u>	<u>Graduation</u>	<u>Current status</u>
Hwijin Jeon	Aug 2018	Working at Trumbull and Porter Hotel, Detroit
Youngjoo Shin	May 2016	Working at Hilton, Busan, Korea
Alex Zhao	Dec 2014	Working at a consulting firm, Shanghai, China
Meng Deng	Aug 2013	Working at Facebook, California, USA.
Esther Kim	Aug 2012	Assistant Professor, Montclair State University
Donghee Kim	Aug 2012	Assistant Prof., Sookmyung Women's Univ., Korea



Hongsoon Kim	Aug 2010	Visiting Assistant Prof., Purdue, Fort Wayne
Jun-hyoung Park	Aug 2010	Working at a Consulting firm, Seoul, Korea
Soyeon Kwon	Aug 2010	Assistant Professor, Korea Univ., Korea
Eunha Jeong	Aug 2010	Assistant Professor, Iowa State Univ.
Seul Ki Lee	Aug 2009	Associate Professor, Sejong Univ., Korea
Jung Hwan Koh	Aug 2009	Pursuing Ph.D. at U of Mass, USA
Yinghwa Liu	Aug 2008	Working at University of Science and Technology of China
Jooyeon Ha	Aug 2008	Associate Professor, San Jose State Univ.
Kwangmin Park	Aug 2007	Associate Professor, Sejong Univ., Korea
Jingjing Zhou	May 2007	Working at Chevron as a data analyst
Lio Chen	May 2007	Working at Nor 1, San Francisco
Aajin Ha	Dec 2006	Teaching at Busan National Univ., Korea

#### d. M.S. Committee Member

<u>Name</u>	<u>Graduation</u>	<u>Current status</u>
Yue Ding	Aug 2014	
Dongwoo Ko	May 2008	
Kira Chiu	Aug 2008	

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## RESEARCH GRANTS

**Principal Investigator**, PRF Research Grant (2015). “Stress and Food Choices: Examining gender differences and the time horizon framing effect,” Purdue University.

**Principal Investigator**, Effects of authenticity of Korean restaurants on customers in the U.S. (2009). The Youlchon Foundation

**Principal Investigator**, PRF Research Grant (2008). “The effects of franchising on profitability and intangible value,” Purdue University.

**Co-Principal Investigator**, Chester County and the Local Residents as Hosts to VFR (2007). Chester County CVB, Pennsylvania. (With S. McCain)

**Principal Investigator**, PRF Research Grant (2006). “Diversification and capital

structure: A study of hotel companies,” Purdue University.

**Co-Principal Investigator, Lindback Foundation Grant (2005).** “The effects of the destination image on tourists’ satisfaction and loyalty: A study of the Greater Philadelphia Area”, Christian R. & Mary F. Lindback Foundation, Philadelphia, Pennsylvania. (With S. McCain)

**Principal Investigator, FDA Grant (2004).** “The Effect of Psychological Well-being on Travel Motivation and Travel Intention: A Structural Analysis of Taiwanese Senior Market,” Kansas State University

**Co-Principal Investigator, Chester County Visitor Profile Study (2004).** Chester County CVB, Pennsylvania. (With S. McCain)

**Principal Investigator, Travel Research Grant (2003).** National Tourism Foundation.

**Principal Investigator, USRG Research Grant (2003).** “Discovering the most efficient travel segment mixes through financial portfolio theory,” Kansas State University

**Principal Investigator, College of Human Ecology Grant (2003).** “Investigating e-Relationship Marketing Features of Hotel Websites,” Kansas State University

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### **Invited Lecture/Invited Speech/Keynote Speech:**

**Invited Panelist,** “Seoul Tourism: Ready to rebound?,” The Seoul Tourism Association, Dec. 9<sup>th</sup>, 2021. (Online/Offline Special Event: Aired via Facebook)

**Invited Moderator, SCOT Webinar:** “I want to see faces, not just places: Hospitality in action.” Nov. 27<sup>th</sup>, 2021. (Zoom Seminar).

**Invited Speaker,** A Seminar, entitled “Turning something qualitative to quantitative: A new approach,” Macau University of Science and Technology (MUST), July 22, 2021. (Zoom Seminar).

**Invited Speaker,** A Seminar, entitled “An interdisciplinary approach to new research ideas,” The Smart Tourism Center, Kyunghee University, Seoul, Korea, June 25, 2021. (Zoom Seminar).

**Invited Moderator,** A Panel Session, entitled “Government’s Loss Compensation Plans for Self-Employed Business Owners: Issues and Solutions,” The Korea Academic Society for the Foodservice Industry Policy. June 4<sup>th</sup>, 2021.

**Invited Seminar** (Zoom Seminar)., Business development for Jeju Island: Directions and suggestions. Seminar Series for Undergraduate Students, Sejong University, Korea, May 28, 2020.

**Invited Seminar** (Zoom Seminar), An approach to new research ideas: Turning something qualitative to quantitative. Doctoral Seminar Series, Virginia Tech, Sept. 4, 2020.

**Invited Seminar** (Skype Seminar). An approach to new research ideas, Doctoral Seminar Series, University of Central Florida, Nov. 26, 2019.

**Panelist**, Research and publication Panel. Advances of Hospitality and Tourism Marketing and Management (AHTMM) Annual Conference, London, U.K., July 10, 2019.

**Chair of Panel Session**, Research and publications in the new technology era. The 25th Asia Pacific Tourism Association (APTA) Annual Conference, Da Nang, Vietnam, July 2, 2019.

**Invited Seminar**, New research development: What and How. Shandong University, Weihai, China, June 10-13, 2019

**Invited Seminar**, Developing research agenda and ideas. Invited Seminar Series of USTC (University of Science and Technology of China), May 17-21, 2019.

**Invited Presentation**, Turing something qualitative to quantitative: Ways of advancing HTM research, International Academy for the Study of Tourism (The Academy) Semi-Annual Conference, Bali, Indonesia, May 7-10, 2019.

**Invited Seminar**, Tips for New Research Idea Generation in Tourism Psychology, Rikkyo University, Tokyo, Japan, July 12, 2018.

**Invited Seminar**, Tourism research and JTBF, JTBF (Japan Travel Bureau Foundation), Tokyo, Japan, July 11, 2018.

**Invited Lecture**, Research development and methodology, Yonsei University, Seoul, China, June 8, 2018

**Invited Seminar**, Developing research agenda and ideas. Invited Seminar Series of Southeast University, Nanjing, China, May 28-30, 2018.

**Invited Lecturer**, Hospitality and tourism research: methods and practices. IULM University, Milan, Italy, May 7-11, 2018.

**Invited Seminar**, Developing research agenda and ideas. Invited Seminar Series of Xiamen University, Xiamen, China, June 30-July 4, 2017.

**Chair of Panel Session**, 21st Century Knowledge and Skills for Hospitality and Tourism:

Preparing Graduate Students for Diverse Careers, The 23rd Asia Pacific Tourism Association (APTA) Annual Conference, Busan, Korea, June 18, 2017.

**Panelist**, New paradigms for research in hospitality and tourism. The 9<sup>th</sup> World Conference for Graduate Research in Tourism, Hospitality, and Leisure, Cartagena, Spain, June 6-10, 2017.

**Invited Lecture**, Research development and methodology, Invited by the Dean of the School of Tourism Management, Beijing International Studies University, Beijing, China, May 18-22, 2017.

**Invited Seminar**, New paradigm era and new approach to research, Special Invitation Seminar Series by the Graduate Program, Virginia Tech, April 29, 2016

**Chair of Panel Session**, Toward a successful graduate education. The 22<sup>nd</sup> Asia Pacific Tourism Association (APTA) Annual Conference, Beijing, China, June 2, 2016.

**Invited Seminar**, Writing and publishing a research paper. Invited Seminar Series of Xiamen University, Xiamen, China, June 7, 2016.

**Invited Seminar**, Academic research: why and how?, Invited by the Dean of the School of Hotel and Tourism Management, Hong Kong Polytech University, Hong Kong, China, Sept. 5, 2016.

**Invited Lecture**, Research development and methodology, Invited by the Dean of the School of Public Administration, University of Science and Technology of China (USTC), Hefei, China, Oct. 12-18, 2016.

**Invited Seminar**, Globalization of Korean foods: Where are target markets?, The Graduate School of Public Administration, Seoul National University, Seoul, Korea, Nov. 11, 2016.

**Invited Speaker**, The Research Academy 2015. "What should we do for new research ideas?," The 2015 International CHRIE (Council of Hotel, Restaurant, and Institutional Education) Conference, , Orlando, Florida, July 29, 2015.

**Panel Member**, Toward a successful graduate education. The 13<sup>th</sup> Asia Pacific CHRIE Annual Conference, Auckland, New Zealand, June 11, 2015.

**Invited Seminar**, Writing and publishing a research paper. Invited Seminar Series of University of Science and Technology of China, Hefei, China, June 3-5, 2015.

**Keynote Speaker**, New paradigm era and new approach to research: Cases of interdisciplinary study, WHTER & ICES 2015, Seoul, Korea, May 21, 2015.

**Keynote Speaker**, Critical issues in research and publication. Intellectual Discourse Forum 2015. UUM Convention Center, Malaysia, May 18, 2015.

**Invited Panel Member** (2014), The Research Academy 2014. “Finance Research in Hospitality and Tourism Management,” The 2014 International CHRIE (Council of Hotel, Restaurant, and Institutional Education) Conference, San Diego, California, July 29-Aug 1, 2014.

**Invited Seminar** (2014). Interdisciplinary study and its application for hospitality and Tourism. 7th World Graduate Conference and 3rd Interdisciplinary Tourism Research Conference, Istanbul, Turkey, June 3-7, 2014.

**Keynote Speaker for a Panel Session** (2014). Future businesses for Jeju Island: Directions and strategies. Jeju Forum (Korean Government Sponsored Event), May 28, 2014.

**Invited Seminar** (2014). Marketing-finance interface: What and how?. Temple University, Feb. 28, 2014.

**Invited Lecturer**, The Research Academy 2013. “An innovative approach to interdisciplinary studies in HTM,” The 2013 International CHRIE (Council of Hotel, Restaurant, and Institutional Education) Conference, St. Louis, Missouri, July 27, 2013.

**Keynote Speaker** (2013). 3rd Advances in Hospitality and Tourism Marketing and Management Conference, Taipei, Taiwan, June 25-30.

**Invited Seminar** (2013). Interdisciplinary research: how to do it?. Rykkyo University, Tokyo, Japan, June 5-7, 2013.

**Keynote Speaker** (2013). World Conference on Hospitality, Tourism and Event Research, Bangkok, Thailand, May 25-28.

**Invited Moderator for a Panel Session** (2013). “Discussion with junior faculty”. The 18<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Seattle, Washington, January 5.

**Invited Panel Member** (2013). “So you want to be a published author?”. The 18<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Seattle, Washington, January 3.

**Invited Panel Member** (2012). 3<sup>rd</sup> Colloquium for Overseas and Domestic Korean Scholars in Hospitality and Tourism and 1<sup>st</sup> HTM Young Scholar Conference, Sejong University, Korea, July 2012.

**Invited Lecturer** (2012). Hospitality and tourism research: methods and practices. IULM University, Milan, Italy, May 2012.

**Invited Seminar** (2012). A new direction for Interdisciplinary studies. 6th World Graduate Conference and 2nd Interdisciplinary Tourism Research Conference, Fethiye, Turkey, April 24-29, 2012.

**Invited Lecturer** (2011). Hospitality and tourism marketing: Its applications. IULM University, Milan, Italy, May 2011.

**Invited Speaker** (2010). Efficient operations of restaurant firms. The CEO Summit, Kyunghee University, Korea, July 2010.

**Invited Speaker** (2010). Globalization of Korean foods. The 2010 TOSOK International Tourism Conference, Korea, July 2010.

**Invited Panel Member** (2010). Strategy Discussion Session: Global standards of research and education. Sejong University, Korea, June 2010.

**Invited Lecturer** (2010). Interdisciplinary research. Department of Consumer Science, The Ohio State Univ., May 2010.

**Invited Lecturer** (2009). Research: Why, what, and how? Chinese Culture University. Taipei, Taiwan, June 2009.

**Invited Lecturer** (2009). Design your own career. Pintung University of Science and Technology. Pintung, Taiwan. June 2009.

**Invited Speaker** (2009). Korean food globalization: Issues and goals, Foodservice Society of Korea, Seoul, Korea. June 2009.

**Invited Speaker** (2009). Contemporary research issues in hospitality and tourism research, Dong-A University, Busan, Korea. July 2009.

**Invited Lecturer** (2009). Perceptions on Korean foods and globalization issues. Kyunghee University, Seoul, Korea, July 2009.

**Invited Speaker** (2009). Korean foods and business strategy, The Nongshim Group, Seoul, Korea. July 2009.

**Invited Lecturer** (2008). CHRIE Academy: Structural Equation Modeling and its application. The 2008 International CHRIE (Council of Hotel, Restaurant, and Institutional Education) Conference, Atlanta, Georgia, July 30, 2008.

**Invited Lecturer** (2008). Contemporary research methods in hospitality and tourism. Ewha Women's University, Seoul, Korea. July 2008.

**Invited Speaker** (2008). HTM program and its development. Jeonju University, Jeonju, Korea. July 2008.

**Invited Lecturer** (2008). Korean Food Internationalization, Kyunghee University, Seoul, Korea. June 2008.

**Invited Speaker** (2008). Interdisciplinary research in tourism and hospitality, Invited by the Department of Hospitality and Tourism Management, Virginia Tech. (For Annual Lecture Series for Graduate Education). March 2008.

**Keynote Speaker** (2007). Research Trends in hospitality academia. The Annual Conference of the Foodservice Management Society of Korea, Seoul, Korea.

**Invited Lecturer** (2007). Contemporary research methods in hospitality and tourism. Ewha Women's University, Seoul, Korea.

**Invited Lecturer** (2007). Interdisciplinary research in hospitality and tourism. Sejong University, Seoul, Korea.

**Invited Speaker** (2007). Interdisciplinary research in tourism and hospitality, Invited by the Department of Recreation, Park, & Tourism Sciences, Texas A&M University. (As Annual Lecture Series).

**Invited Lecturer**, 'Restaurant Revenue Management,' Summer Program for Jingling Hotel Delegates. (July 2007, July 2006).

**Invited Lecturer** (2006). The effect of environmental perceptions on behavioral intentions through emotions, Seoul National University, Seoul, Korea. June 2006.

**Invited Lecturer** (2006). Scientific research in hospitality management. Fu Jen Catholic University, Taipei, Taiwan. June 2006.

**Invited Lecturer** (2004). Application of finance theories to marketing areas. Kyunghee University, Seoul, Korea., June 2004.

**Invited Lecturer** (2003) Contemporary research issues in hospitality and tourism. Dongguk University, Kyongju, Korea, May 2003.

**Invited Lecturer** (2003) Contemporary research issues in hospitality and tourism. Ehwa Women's University, Korea, June 2003.

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## **PROFESSIONAL ACTIVITIES**

### **1. Academic Services**

**Chair, the Academic Affairs Committee & Paper Review Committee for the Annual Conference, APTA (Asia Pacific Tourism Association).** (Sept 2014- Present)

**Advisor**, The Korea Academic Society for the Foodservice Industry Policy, Korea. Jan, 1<sup>st</sup>, (2021 – Present)

**Chairman**, The Korea Academic Society for the Foodservice Industry Policy, Korea. (November, 2014- December 2020).

**Co-Editor-in-Chief**, International Journal of Tourism Sciences. (July 2010-Aug 2013).

**Invited Guest Co-Editor**, Special issue on sustainable practices in hospitality and tourism, Cornell Hospitality Quarterly. (July 2012 – June 2014)

**Research Note Editor**, Journal of Hospitality Marketing and Management (January 2008-June 2010).

**Editorial Board Member**, Tourism Management (August 2011-Present)

**Editorial Board Member**, Journal of Global Academy of Marketing Science (February 2011-Present).

**Editorial Board Member**, Tourism Analysis (September 2009-Present).

**Editorial Board Member**, International Journal of Hospitality Management (January 2009-Present).

**Editorial Board Member**, Journal of Hospitality and Tourism Research (August 2008- July 2021).

**Editorial Board Member**, International Journal of Contemporary Hospitality Management (February 2008- January 2018).

**Editorial Board Member**, Journal of Travel Research. (August 2007-December 2017).

**Editorial Board Member**, Journal of Travel and Tourism Marketing. (August 2006-Present).

**Section Chair**, Finance and Economics Paper Review, Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism. (Aug. 2009-Jan. 2012)

**Reviewer and Session Moderator**, The Annual APTA (Asia Pacific Tourism Association) Conference, (2007-Present).

**Reviewer and Session Moderator**, The Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, (2002-Present).

**Reviewer and Session Moderator**, The Annual International CHRIE (Council of Hotel, Restaurant, and Institutional Educators Conference, (2001-Present).



**Reviewer and Session Moderator**, The Annual Asia-Pacific CHRIE Conference. (2003-2006).

**Reviewer and Session Moderator**, The ISTTE Annual Conference, (2003, 2004).

## **2. Professional Services**

**Director** (Non-standing), Korea Foodservice Industry Research Institute (K-FIRI), Korea Foodservice Industry Association (Korean Version of National Restaurant Association, NRA). (Jan. 2012- Dec 2017).

**Chair (Organizer), International Session**, The 2013 TOSOK International Tourism Conference, July 4-6, 2013, Seoul, Korea.

**Chair (Organizer), International Session**, The 2012 TOSOK International Tourism Conference, July 4-6, 2012, Ulsan, Korea.

**Chair (Organizer), International Session**, The 2011 TOSOK International Tourism Conference, July 4-6, 2011, Seoul, Korea.

**Project advisor**, Korean food globalization and major global market analysis, Korean government project: conducted by a consortium of consulting firms in Korea. (February-June 2012).

**Project advisor**, Information search and marketing strategies for Korean food globalization, Korean government project: conducted by Accenture (April-December 2009).

**Executive, Presidential Staff**, the Foodservice Management Society of Korea (July 2007-July 2009).

## **3. Department/College/University Services**

**Director**, Center for Hospitality and Retail Industries Business Analytics (CHRIBA), HTM Purdue (Spring 2022 – Present)

**Member**, The HHS Area Committee, HHS, Purdue (Fall 2021- Present)

**Chair**, Research Quality and Mentorship Committee, HTM Purdue (Oct, 2021 - Present)

**Co-Chair**, Business Analytics Concentration Committee, HTM, Purdue. (Oct, 2021 – Present).

**Member**, Graduate Policy Committee, HTM Department (Fall 2010-Present).

**Chair**, Committee, the HTM journal rating. HTM Purdue (Feb 2013 – Present).

**Member**, Strategic Planning Committee, HTM Purdue. (Fall 2017 – Spring 2020).

**Member**, Ad-Hoc Committee, the HTM Merit Evaluation Criteria for Teaching (Oct-Dec 2012).

**Advisor**, a Student Organization, CMAA (Club Management Association of America), Purdue University (Fall 2007– Spring 2009).

**Member**, the Center for the Study of Lodging Operations (2005 – Present)

**Member**, the Purdue Tourism and Hospitality Research Center (PTHRC) (2005 – Present)

**Member**, Honors committee, CFS (Aug 2006 – May 2010)

**Member**, Grievance Committee, CFS (Aug 2006 – Dec 2006)

**Secretary**, Gamma Sigma Delta Purdue Chapter, Purdue University (Fall 2008-Spring 2010).

#### **4.Other Services**

**Advisor**, The Korean Students' Association, Kansas State University (8/2003 – 5/2005)

**Member**, The Graduate Council, Kansas State University (8/2004 – 5/2005).

**Member**, The Faculty Affairs Committee, College of Human Ecology, Kansas State University (8/2003 – 5/2005).

**Member**, The Graduate Faculty Committee, Department of Hotel, Restaurant, Institution Management, and Dietetics, Kansas State University. (8/2002 – 5/2005).