

**Shinyong (Shawn) Jung, Ph.D., MBA**

White Lodging–J.W. Marriott, Jr. School of Hospitality and Tourism Management

College of Health and Human Sciences

Purdue University

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**EDUCATION**

*Doctor of Philosophy in Hospitality Administration* Aug 2014 - May 2017  
**William F. Harrah College of Hotel Administration**  
**University of Nevada, Las Vegas**

*Master of Business Administration* Aug 2010 - May 2012  
**Lee Business School**  
*Master of Science in Hotel Administration*  
**William F. Harrah College of Hotel Administration**  
**University of Nevada, Las Vegas**

*Bachelor of Science in Hospitality Management (Second Bachelor's degree)* Aug 2007 - Aug 2009  
**William F. Harrah College of Hotel Administration**  
**University of Nevada, Las Vegas**

*Bachelor of Tourism (Hotel & Restaurant Management)* Mar 2001 - Feb 2005  
**College of Tourism Sciences**  
**Kyonggi University**

**ACADEMIC APPOINTMENTS**

Assistant Professor, School of Hospitality and Tourism Management Aug 2020 - Present  
Purdue University

Assistant Professor, School of Hospitality Aug 2017 – July 2020  
Metropolitan State University of Denver

Graduate Assistant & Lecturer, Harrah College of Hospitality Jan 2015 - Jul 2017  
University of Nevada, Las Vegas

**RESEARCH INTERESTS**

- Experience Design and Management for Business and Social Events
- Sustainable Event Tourism
- Event Technology and Innovation

**PUBLICATIONS**

**Refereed Publications**

**Jung, S.,** Draper, J., Malek, K., Padron, T., & Olson, E. (2024) Bridging theory and practice: An examination of how event-tourism research aligns with UN sustainable development goals, *Journal of Travel Research.*, Ahead of print, <https://doi.org/10.1177/00472875241231273>.

**Jung, S.,** Fan, A.\*, Lehto X. Shin, H.W. (2024) Festivalization of business events: Exploring a new strategy for designing more engaging conference experiences, *International Journal of Contemporary Hospitality Management*, Ahead of print. <https://doi.org/10.1108/IJCHM-07-2023-1116>.

- Jung, S.**, Chen, J. <sup>§</sup>, Cai., L. (2024). Beyond video game competition: Novel dimensions of live esports event experiences through co-creation, *Journal of Hospitality & Tourism Research*, Ahead of Print, <https://doi.org/10.1177/1096348023122028>.
- Jung, S.**, Park, K., Lee Y. <sup>§</sup> (2024). Exploring global trade show website content accessibility and policies worldwide for social inclusion of persons with disabilities, *Journal of Travel & Tourism Marketing*, 41(1), 128-141. <https://doi.org/10.1080/10548408.2023.2239845>.
- Pi, M. <sup>§</sup>, **Jung, S.**, Liao, W <sup>§</sup>., Lehto, X. (2023). Thermal discomfort and its influence on conference attendees' wellness and productivity: a mixed-method approach, *Event Management*, Ahead of Print, <https://doi.org/10.3727/152599523X17025088793801>.
- Jung S.**, Kim W. & Malek, K. (2023). Special issue: The future of meetings, expositions, events, conventions (MEEC) in the post-COVID era, *Journal of Convention & Event Tourism*, 24(4), 313-317.
- Jung, S.**, Boo S. Y., & Choe H.J. (2023). The impact of boothscape on exhibitor behavior, performance, and satisfaction: An internal service climate theory perspective, *Event Management*, Ahead of Print, <https://doi.org/10.3727/152599523X16830662072062>
- Kim, S., Kim H.L., **Jung, S.**, & Uysal M. (2023). The determinants of continuance intention toward activity-based events using a virtual experience platform (VEP), *Leisure Sciences*, Ahead of Print, <https://doi.org/10.1080/01490400.2023.2172116>
- Shin H.W., Yoon S., **Jung, S.**, Fan., A. (2022). Risk or benefit? Economic and sociocultural impact of P2P accommodation on community resilience, consumer perception, and behavioral intention, *International Journal of Contemporary Hospitality Management*, 35 (40), 1448-1469.
- Kim, S., & **Jung, S.**, (2022). Exploring the relationships between mobile app attributes and virtual race participants' satisfaction and revisit intention: The perspective of the Stimulus-Organism-Response model, *Journal of Convention & Event Tourism*, 23(4), 1-19
- Jung, S.**, Shin, H. W., Gohary, A., & Chan, E. Y. (2023). Benefits and challenges of online collaborative learning from the perspectives of non-traditional event management students: a comparison between asynchronous and synchronous learning. *Journal of Teaching in Travel & Tourism*, 23(2), 109-129.
- Tsai, K., Malek, K., **Jung, S.**, Soifer, I., Mendez, J., Olson, E. (2022). Executing large events during COVID: Attendee perspectives and takeaways from PCMA Convening Leaders, *Journal of Convention & Event Tourism*, 23(2), 179-188
- Jung S.**, Kang, J.Y., Shin H.W. (2022). Professional event associations in crisis: Exploring the relationship between recovery strategy fit and organizational commitments from the perspective of members, *International Journal of Contemporary Hospitality Management*, 34(6), 2113-2133.
- Park, K.S., **Jung, S.** (2022). Designing inclusive websites for people with disabilities as part of an event tourism strategic planning process, *Journal of Convention & Event Tourism*, 23(2), 129-153.
- Jung, S.**, & Jeong, J. (2020). A classification of virtual reality technology and suitability of different devices and methods for research in tourism and events. *Augmented Reality and Virtual Reality, Changing Realities in a Dynamic World*, 1(7), 323-332.

- Yoon, S., **Jung, S.**, Erdem, M. (2020) Airbnb: Disruptive Innovation-Based Business. *Journal of Hospitality & Tourism Cases*, 8(3). 28-30.
- Beardsley, M., **Jung, S.**, Kim, H.L., Kim Y.S. (2019). Tourism experiences during a convention: a case study from South Korea. *Tourism Analysis*, 24(1), 81-86.
- Jung, S.**, Tanford, S., Kim, Y., & Raab, C. (2018). A comparison of planners' site-selection intentions towards a sustainability reward program, location, and overall costs. *Journal of Convention & Event Tourism*, 19(3), 1-27.
- Jung, S.**, & Yoon, S. S. (2018). More participation, efficiency, and consistency: The case of Las Vegas Sands Expo ECO 360°, *Journal of Hospitality & Tourism Case*, 6(4)
- Jung, S.**, & Tanford, S. (2017). What contributes to convention attendee satisfaction and loyalty? A meta-analysis, *Journal of Convention & Event Tourism*, 18(2), 118-134.
- Tanford, S., & **Jung, S.** (2017). Festival attributes and perceptions: A meta-analysis of relationships with satisfaction and loyalty. *Tourism Management*, 61, 209-220.
- Jung, S.**, Kim, Y. S., Malek, K., & Lee, W. (2016). Engaging attendees in environmental sustainability at trade shows: attendees' perceptions and willingness to participate. *Anatolia*, 27(4), 540-542.

### **Book Chapters**

- Jung, S.** (2023). Service contractors (Chapter 6), Meetings, Expositions, Events & Conventions: An Introduction to the Industry 7<sup>th</sup> edition, *Kendall Hunt*

### **Periodical Trade Journals**

- Vannucci, C., & **Jung, S.** (2019). [Preparing Students to Industry Standards & Beyond | Colorado \(meetingsmags.com\)](https://meetingsmags.com)
- Zemke, M. D., & **Jung, S.** (2015). [How Can Academia Plant the Seeds of Sustainability in Future Managers? \(hotelexecutive.com\)](https://hotelexecutive.com)

### **Refereed Paper and Poster Presentations**

- Chen J. <sup>§</sup>, Singh, S., **Jung, S.** (2024). *Exploring the impact of virtual influencers and message appeal strategies on prosocial and green behavior*, Poster presented at 2024 West Federation CHRIE Conference, Denver, CO
- Chen J. <sup>§</sup>, Zhang P., Jin Dan, and **Jung, S.** (2024). *Robots in crowded spaces: How robot-personality and crowd dynamics shape adoption intention at events*, Paper presented at 29th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Miami, FL
- Lee, J. <sup>§</sup>, Park, J., Heo W., & **Jung, S.** (2024). *A novel approach to online review analysis: Integrating Theory of Planned Behavior and machine learning techniques*, Paper presented at 29th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Miami, FL
- Park, J., Heo, W., Lee, J. <sup>§</sup>, **Jung, S.** (2023). *Network analysis of theories in marketing and hospitality and tourism*, Paper presented at 7<sup>th</sup> World Research Summit for Hospitality and Tourism, Orlando, FL
- Jung, S.**, Draper, J., Malek, K., Padron, T., & Olson, E. (2023). *The state of event-tourism research through the lens of the UN sustainable development goals*, Paper presented at Surrey 2023 Conference, Guildford, United Kingdom
- Chen, J. <sup>§</sup>, **Jung, S.** (2023). *Event technology and attendee experience: A systematic review and research agenda*, Poster presented at 2023 Central CHRIE Conference, West Lafayette, IN

- Jung, S.**, Park, K., Fan A., Gordon S. (2023). *“Embody the heart and mind of a Paralympian”*: Effects of storytelling through virtual reality on empathy and prosocial behaviors toward disability, Poster presented at 2023 Central CHRIE Conference, West Lafayette, IN
- Chen, J.<sup>§</sup>, Cai. L., & **Jung, S.** (2023). *Thematic Analysis of Academic Literature on Airshow*, Paper presented at the 28th Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Anaheim, CA
- Pi, M.<sup>§</sup>, Liao, W.<sup>§</sup>, **Jung, S.**, Lehto, X. (2023). *Thermal Comfort in Hotels: The Perspective of Conference Attendees*, Paper presented at the 28th Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Anaheim, CA
- Park, S.<sup>§</sup>, Lehto, S., **Jung, S.**, & Tang, C.H. (2023). *Work and leisure for bleisure travelers: What upends an optimal balance of them?* Paper presented at the 28th Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Anaheim, CA
- Chen, J.<sup>§</sup>, Cai. L., Lu, Y., & **Jung, S.** (2023). *The role of festivals in the development of rural communities: A synthesis of literature*, Poster presented at The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Anaheim, CA
- Jung, S.**, Draper, J., Malek, K., Pardon, T., & Olson, E. (2022). *Aligning sustainable event-tourism research with UN sustainable development goals*, Poster presented at IMEX America Faculty Engagement Program, Las Vegas, NV, and at the International Association of Exhibitions and Events (IAEE) Expo! Expo! Louisville, KY
- Jung, S.**, Fan., A., Lehto, X., Shin H.W. (2022). *The effect of festivalization of business conferences on attendee perception, engagement, and behavioral intentions*, Poster presented at 92<sup>nd</sup> TOSOK International Tourism Conference 2022, Busan, Republic of Korea
- Kim. S. Kim H., **Jung, S.** (2022). *Alone but together? Exploring factors affecting continuance intention toward events using a virtual experience platform (VEP)*, Paper presented at 2022 Korea MICE Tourism Society Conference, Suwon, Republic of Korea
- Jung, S.**, Chan, E. Y. (2021). Challenges and advantages of online group project: A case of event management course, Poster presented to Euro CHRIE 2021
- Jung, S.**, Gordon, S. Byrd, K. (2021). Exploring conference wellness factors perceived by attendees: In the context of professional association conferences, Poster presented to 2021 Annual ICHRIE Summer Conference
- Olson, E.D., **Jung, S.**, Mendez, J. (2021). *Transitioning to Virtual Events in the Age of COVID-19*, Paper presented at PCMA Convening Leaders Faculty Workshop, Virtual Event
- Jung, S.** (2019). *Exploring the relationship between booth design and exhibitor performance in tradeshow*s, Paper presented at IMEX-America Faculty Engagement Program, and at the International Association of Exhibitions and Events (IAEE) Expo! Expo! Las Vegas, NV
- Jung, S.**, & Jeong, J. (2019). *A classification of virtual reality technology and suitability of different devices and methods for research in tourism*, Paper presented at 5<sup>th</sup> International AR & VR Conference, Munich, Germany
- Remus, A., & **Jung, S.** (2019). *Volunteerism across the event industry (for-profit and non-profit): Developing a multidimensional volunteer recruitment strategy*, Paper presented at West Federation CHRIE Regional Conference, Sonoma, CA
- Vannucci C., Wiebeck, M., & **Jung, S.** (2018). *Do event management program learning objectives resonate with employers?* Paper presented at IMEX America, Las Vegas, NV
- Jung, S.**, & Mattix M. (2018). *Effectiveness of rewarding meeting planners for choosing a sustainable venue*, Paper presented and awarded 3<sup>rd</sup> place at the annual meeting of The Korea America Hospitality & Tourism Educators Association (KAHTEA), Las Vegas, NV
- Jung, S.**, & Malek K. (2018). *Project-based learning (PBL) for event management students*, Paper presented at West Federation CHRIE Regional Conference, Denver, CO
- Ma, Z., Kim, H.L., **Jung, S.** (2018). *What motivates Chinese overseas tourists to buy luxury goods? The role of face consumption and the moderation effect of attitude towards counterfeiting*, Poster accepted at West Federation CHRIE Regional Conference, Denver, CO

- Jung, S.** (2018) *Go green: Choose an event location that promotes sustainability*, Stand-up presentation at Professional Convention Management Association Convening Leaders, Nashville, TN
- Jung, S., Kim, Y.S., Tanford, S., & Raab, C.** (2017) *Planner Intentions towards a Sustainability Reward Program: A Comparison of Location and Cost*, Paper presented at the IMEX-America, Faculty Engagement Program, Las Vegas, NV, and at the International Association of Exhibitions and Events (IAEE) Expo! Expo! San Antonio, TX
- Jung, S., & Tanford, S.** (2017). *Factors that influence satisfaction and loyalty for festivals: A meta-analysis*, Paper presented at the 22<sup>nd</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX
- Jung, S., & Tanford, S.** (2016). *A meta-analysis of convention satisfaction and loyalty*, Paper presented at the IMEX America Faculty Engagement Program, Las Vegas, NV, and at the International Association of Exhibitions and Events (IAEE) Expo! Expo! Anaheim, CA
- Jung, S., Kim, Y.S., Malek, K., & Lee, W.** (2016). *Attendees' attitudes and intentions to participate in environmental sustainability practices in tradeshow*, **Best paper** awarded at the Academy of Global Hospitality and Tourism Conference, Seoul, Republic of Korea
- Jung, S., Raab, C., & Kim, Y.S.** (2016). *Booth design and beyond, a pilot study exploring attendees' experiences of the physical environment of exhibiting booths*, Paper presented at the International CHRIE, Dallas, TX
- Yoon, S. S., **Jung, S., & Erdem, M** (2016). *Categorizing research for information technology/system usages in the hospitality industry by multidimensional instrument*, Paper presented at the International CHRIE, Dallas, TX
- Kim, H.L., **Jung, S., Kim, Y.S., & Kwan, N.** (2016). *An examination of the links between corporate social responsibility (CSR) and its internal consequences*, Poster presented at the Academy of Global Hospitality & Tourism Conference, Seoul, South Korea
- Jung, S., Kim, Y.S., & Malek, K.** (2016). *Environmental sustainability at tradeshow: Attendees' perceptions and willingness to participate*, Paper presented at the 21<sup>st</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, PA
- Jung, S., Hwang, E.M., & Malek, K.** (2016). *Discovering influence of big data on meeting professionals' decision making behavior*, Poster presented at the 21<sup>st</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, PA
- Jung, S., Yoon, S.S., & Malek, K.** (2016). *Can mobile events apps lead to a sustainable meeting and event?* Paper presented at the West Federation CHRIE Regional Conference, Denver, CO
- Jung, S., Raab, C., & Kim, Y.S.,** (2015). *Maximizing the value of exhibiting tradeshow through experiential booth design*, Paper presented at the annual meeting of The Korea America Hospitality & Tourism Educators Association, Las Vegas, NV
- Jung, S.** (2015). *Meeting planners' cognitive dissonance on sustainability and how it affects planners' decision making in their future meetings and events*, Poster presented at the West Federation CHRIE Regional Conference, San Francisco, CA
- Jung, S., Malek, K., & Love, C.** (2015). *Sustainability training module for temporary employees in the meetings and events industry*, Poster presented at the 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Tampa, FL
- Kim, Y. S., & **Jung, S.** (2013). *Impact of sustainable practices on the attendee satisfaction, consumer electronics show*, Paper presented at the Asia Pacific CHRIE Conference, Macau, China

### **Undergraduate Student Research Supervision**

- Young, V., (2021). Web content accessibility guideline comparison of the average number of accessibility errors in implementation across tradeshow websites. The research work was *presented at the 2021 Virtual Fall Undergraduate Research Expo and HHS Fall Research Day*
- Mattix, M., (2019). Measuring the impact of a sustainability reward program in comparison to location and cost on meeting planners' perceived value for money. *The Rowdy Scholar: A Journal of Undergraduate Research & Creative Works 1(1)*. <https://www.msudenver.edu/rowdy-scholar/past-issues/issue-1/>

## **GRANTS / SCHOLARSHIPS**

- \$50,000 on Virtual and Augmented Reality Learning Grant, Innovation Hub, Lilly Endowment, 2023
- \$1,500 from Scholarship of Engagement Fellows, Office of Engagement, Purdue University, 2023
- \$2,000 from Timothy S.Y. Lam Foundation Travel Grant, 2023
- Professional Convention Management Association, PCMA Faculty Scholarship, 2017, 2018, & 2021
- \$2,500 from Provost's Office MSU Denver, Start-Up Funds to Support a Research Project, 2019
- Provost's Office MSU Denver, Faculty Accompanying Students to Professional Conferences, 2019
- \$2,000 from the UNLV College of Hotel Administration, Weisberg Scholarship, 2016 & 2017
- \$5,000 from the UNLV Caesars Hospitality Research Grant, Caesars Foundation, 2016
- \$5,000 from the Hilton Summer Grant, Conrad N. Hilton Foundation, 2015

## **AWARDS**

- HHS Spring Research Event Outstanding Poster Award (Faculty Advisor), 2022
- 2<sup>nd</sup>, 3<sup>rd</sup>, 5<sup>th</sup>, places (Advisor), PCMA North American Student Competition, 2018, 2020, 2021
- Outstanding Scholarship Award, College of Professional Study, MSU Denver, 2018
- Best Paper Award 3<sup>rd</sup> place, the Undergraduate Student Research Forum, KAHTEA, 2018
- Best Paper Award, the Academy of Global Hospitality and Tourism Conference (AGHTC), 2016
- Industry Champion of the Business Strategy Game, UNLV MBA, 2012

## TEACHING EXPERIENCE

### White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management 2020-Present Purdue University

- HTM 16200 Introduction to Event and Meeting Planning Industry  
*CMP (Certified Meeting Planner) prep, field trips, industry professional interview, guest speakers*
- HTM 26200 Festivals and Special Events  
*Case studies, integration of project management techniques into event planning, guest speakers*
- HTM 36200 Event and Meeting Management  
*Group project: advised students who won 3rd place, PCMA North American Student Competition*
- HTM 39000 Event Management Research
- HTM 46200 Advanced Event and Meeting Management
- HTM 50100/501001 Research Methods in Hospitality and Tourism/Statistical Laboratory
- HTM 59000 Problems in Hospitality and Tourism
- HTM 60200 Research Topics and Method Seminar
- HTM 69000 Hospitality And Tourism Research Problems

### School of Hospitality, Events, and Tourism 2017–2020 Metropolitan State University of Denver

- EVT 2010 Introduction to the Event Industry  
*Both face-to face & online, lecture, field trips, and interview with an industry professional.*
- EVT 2020 Project Planning  
*Face-to-face, lecture, integration of project management techniques into event planning*
- EVT 3010 Event Support Systems  
*Online, meeting and event software such as Cvent, Social Tables, and EvenMobi, Event Brite*
- EVT 3200 Conventions and Tradeshows  
*Face-to-face, IAEE Membership-based curriculum, field trip to conventions and tradeshows  
Advised students who won 2nd and 3rd places, PCMA North American Student Competition.*
- EVT 4020 Event and Meeting Contracting  
*Online, role-play simulation of negotiation between planner and supplier*
- HTE 3050 Human Resources in Hospitality
- HTE 4040 Hospitality Senior Research

### William F. Harrah College of Hotel Administration 2015-2017 University of Nevada, Las Vegas

- TCA 110 Introduction to the Convention Industry  
*Field trip to conventions (Catersource, G2E, & IMEX America), Guest speakers, Final project*
- TCA 488 Special Event Management  
*Hybrid (Face-to-face & online), Proposal project based on project-based learning (appeared on a press release: <https://www.shepardes.com/blog/consultative-approach-creates-amazing-ideas/>)*
- TCA 490 Festival & Event Management (Capstone Course)
  - *TEDxUNLV Student Viewing Party, Sponsored by T-Mobile, Excalibur Hotel, SLS, and etc.*
  - *The Korea America Hospitality & Tourism Educators Association 6<sup>th</sup> Annual Conference*
- HMD 395 Hospitality Facilities Management

## CERTIFICATIONS

- Digital Event Strategist (DES), PCMA, 2019-2023
- Event Design Certificate (Level 3 Mastery), Event Design Collective GmbH, 2022-Present
- Entrepreneurial Mindset Facilitator Certification, the Entrepreneurial Learning Initiative, 2018
- Meeting and Event Technology Certificate (METC), EventMobi Academy, 2018
- Certified Hospitality Educators (CHE), AHLEI, 2015-2020
- Certification in Hotel Industry Analytics (CHIA), AHLEI, 2015-2019

## **MEDIA CONTRIBUTIONS**

- Purdue University News: [https://www.youtube.com/watch?v=GdhiXrO\\_T2E&t=2s](https://www.youtube.com/watch?v=GdhiXrO_T2E&t=2s)
- Purdue University HHS media coverage: <https://www.purdue.edu/hhs/news/2022/07/purdue-researcher-technology-helping-convention-industry-rebound-from-covid-19/>
- RED MSU Denver, Internet. <https://red.msudenver.edu/2018/59300-jobs-under-the-big-blue-bear.html>
- PCMA Faculty Webinar: Incorporating Event Technology in Courses, Internet. [Faculty Webinar: Incorporating Event Technology in Courses & General Course Development Discussion \(pcma.org\)](https://www.pcma.org/faculty-webinar-incorporating-event-technology-in-courses-general-course-development-discussion)
- Denverite.com, Internet. <https://www.denverite.com/winter-olympics-tourism-minded-officials-denver-desire-crowd-conscious-residents-fear-48214/>

## **MEMBERSHIPS / COMMUNITIES**

- Professional Convention Management Association (PCMA), 2017-present
- International Association of Exhibitions and Events (IAEE), 2017-present
- Cross-Campus Entrepreneurship Faculty Cohort, College of Business, MSU Denver, 2018-2019.
- Rocky Mountain Chapter of PCMA (RMPCMA), 2017-2019
- IAEE Rocky Mountain Chapter, 2017-2019
- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE), 2017-2018, 2023
- Exhibition Services & Contractors Association (ESCA), 2009-2016
- Reserve Officer Training Corps (ROTC), Kyonggi University, South Korea, 2003-2004

## **ACADEMIC/PROFESSIONAL SERVICES**

- Editorial Board Member, Journal of Convention and Event Tourism, 2022-present
- Director of Networking, Central Federation CHRIE, 2021-Present
- Campus eSport Event Planning Committee Member, Purdue University, 2021-present
- Hospitality Summit Committee, School of HTM, Purdue University, 2022-present
- Faculty Advisor, PCMA Student Chapter at Purdue University, 2021-present
- Committee Member, IAEE Faculty Taskforce, 2017-Present
- IAEE Events & Education Board Member, IAEE Rocky Mountain Chapter, 2018-2020
- Search Committee, Founding Chair of School of Hospitality, MSU Denver, 2019
- Hospitality Faculty Representative, Classroom to Career Hub Development, MSU Denver, 2019
- Committee Member, College of Professional Studies, Advising Committee, MSU Denver, 2019
- Editorial Board Member, The Rowdy Scholar, MSU Denver, 2019
- Chair, Faculty Group, PCMA, 2019
- Vice Chair, the Faculty Task Force, PCMA, 2018
- Faculty Advisor, PCMA/IAEE Student Chapter at MSU Denver, 2017-2020
- Committee Member, University Commencement Committee, MSU Denver, 2018-2019
- Committee Chair, Event Management Assessment Committee, MSU Denver, 2017-2020
- Founding Dean Search Committee, School of Hospitality, MSU Denver, 2018
- Meetings and Events Search Committee, Harrah College of Hospitality, UNLV, 2015-2016
- Student Advisory Board, PCMA & IAEE UNLV student chapter, 2016

## **ACADEMIC ARTICLE EDIT/REVIEW (ad-hoc)**

- Guest Editor, Special Issue: The Future of Meetings, Expositions, Events, Conventions (MEEC) in the Post-COVID Era, Journal of Convention and Event Tourism, 2022-2023
- Article Editor, SAGE Open, 2021
- Anatolia
- Behaviour & Information Technology
- Event Management
- International Journal of Contemporary Hospitality Management



- International Journal of Hospitality Management
- International Journal of Financial Studies
- Journal of Hospitality and Tourism Management
- Journal of Hospitality and Tourism Research
- Journal of Hospitality and Tourism Technology
- Journal of Convention and Event Tourism
- Leisure Science
- Sustainability
- Graduate Student Research Conference in Hospitality and Tourism
- International CHRIE / Central Federation CHRIE / West Federation CHRIE

## INDUSTRY EMPLOYMENT EXPERIENCE

- Precision Meeting & Event, Inc. Washington D.C.  
Intern for American Israel Public Affairs Committee (AIPAC) Conference March 2016
- Ensured safety and security issues as the conference that accompanies countless policymakers and thought leaders from both United States and Israel
    - *Keynote Speakers included Vice President of United States, Joe Biden, nominees of the President of the U.S., Hillary Clinton, and Donald Trump at the time*
- Shepard Exposition Services Inc. Las Vegas, NV  
Customer Service Representative Feb 2014-Dec 2015
- Performed all on-line and tradeshow site service desk functions including service orders, outbound site functions, and accurate billing and timely invoicing according to current payment procedures
  - Ensured completion of all data entry prior to invoicing and audited online order/freight data
- Lee's Discount Liquor (Sunset and Green Valley, Inc.) Las Vegas, NV  
Market Research Analyst / Event Coordinator May 2012-Dec 2013
- Measured and assessed customer and employee satisfaction
  - Planned and coordinated the silent auction area during the annual Wine and Beer Experience event
- UNLV Student Union & Event Services Las Vegas, NV  
Assistant Sales and Marketing Coordinator May 2011-Aug 2011
- Obtained the opportunity to manage sales from inquiry to proposal to contract
  - Established a new website and social media page.
- Event Operation Team A/V Tech Sep 2010-May 2011
- Assisted in setting-up and running Audio Visual equipment for various meetings
  - Maintained customer relations by providing friendly and courteous service to event clients
- Midas Convention Services Inc. Gardena, CA  
Project Manager Aug 2009-Aug 2011
- Planned and assisted with international tradeshow preparations such as CES, SEMA, and MAGIC
  - Effectively supervised installation and dismantle of booths to ensure client satisfaction
- Intercontinental Hotel Seoul, S. Korea  
Front Office Intern May 2009-Aug 2009
- Assisted in the following operational departments: Bell Desk, Concierge, GRO, and Front Desk
  - Utilized Opera Technology during guest check-in / out process and currency exchange
- Republic of Korea Army Kang Won, S. Korea  
First lieutenant March 2005- June 2007
- Led and managed an artillery battery consisting of 30 troops.
  - Participated in a joint military drills by United States Forces and Republic of Korea Armed Forces