

HYEKYUNG “DANIELLE” PARK

Ph.D. Candidate

Conrad N. Hilton College of Hotel and Restaurant Management

University of Houston

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EDUCATION

Ph.D. Candidate in Hospitality Management (Admission approved for 2020 – 2023)

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

M.S. in Hospitality Management (2018 – 2020)

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

B.S. in Business Administration (2009 – 2013)

Soongsil University – Seoul, South Korea

- Exchange Student in Helsinki Metropolitan University, Helsinki, Finland (Jan. 2012 - May. 2012)

ACADEMIC POSITION

2021 – Present **Doctoral Student Faculty**

Conrad N. Hilton College of Hotel and Restaurant Management

University of Houston

2018 – Present **Research and Teaching Assistant**

Conrad N. Hilton College of Hotel and Restaurant Management

University of Houston

RESEARCH & TEACHING INTERESTS

- Big Data and Business Analytics
- Machine Learning
- Service Innovation and Customer Experience with a focus on Technology and Wellness

HONORS, AWARDS, AND RECOGNITIONS

2021 **Best Paper Award**

The 26th Graduate Education & Graduate Student Research Conference,
Houston, TX, USA

2020 **Finalist for the Best Paper Award**

The 25th Graduate Education & Graduate Student Research Conference,
Las Vegas, NV, USA

2019 **Finalist for the Market Study Competition**

STR Student Market Study Competition

- 2019 **Finalist for the Best Poster Award**
Graduate School, University of Houston
- 2019 **Cullen Fellowship Travel Grant**
Graduate School, University of Houston
- 2018 **Excellent Award Scholarship**
One Asia Foundation

REFEREED JOURNAL ARTICLES

- Kim, J., Lee, M., Kwon, W., **Park, H.**, & Back, K-J. (2021). Why am I Satisfied? See My Reviews – How Online Reviews of Customers Influence their Satisfaction. Under review at *International Journal of Hospitality Management* (SSCI Indexed & Ranked A in ABDC).
- Park, H.**, Lee, M., & Back, K-J. (2020). Exploring the roles of wellness attributes on customer satisfaction and dissatisfaction in the lodging industry: Application of Kano model through a mixed-methods approach. *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>.

MANUSCRIPTS UNDER REVIEW/REVISIONS

- Park, H.**, Lee, M., & Back, K-J. (2020). Is Hotel Technology a Double-edged Sword on Customer Experience? An Integrated Approach with Business Analytics and Impact Asymmetry Analysis. *International Journal of Contemporary Hospitality 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 to *Journal of Hospitality & Tourism Research* (SSCI Indexed & Ranked A in ABDC).

REFEREED CONFERENCE PROCEEDINGS AND PRESENTATIONS (SELECTED)

- Park, H.**, Lee, M., & Back, K-J. (2022, January). “Coping with e-service in times of crisis”: How customers cope with online food delivery service during Covid-19. *The 2022 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, M., Kim, A., **Park, H.**, & Lee, K.Y. (2021, July). Hospitality service managers’ information technology competence for service innovation and business performance. *The 2021 Annual International Council on Hotel, Restaurant, and Institutional Education*, Virtual.
- Park, H.**, Lee, M., & Back, K-J. (2022, January). Is hotel technology a double-edged sword on customer experience? An integrated approach with business analytics and impact asymmetry analysis. *The 27th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, 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.**
- 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.
- 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.
- 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.

RESEARCH IN PROGRESS

- Park, H.**, Lee, M., & Back, K-J. Technology-driven service innovation in the tourism and hospitality literature. The manuscript is now being prepared to be submitted to *International Journal of Hospitality Management* (Completion rate: 100 %).
- Park, H.**, Lee, M., & Back, K-J. “Coping with e-service in times of crisis”: How customers cope with online food delivery service during Covid-19 (Completion rate: 90 %).
- Lee, M., **Park, H.**, & DeFranco, A. Is technology always good? Rethinking hotel guest technologies from Big Data. The manuscript is now being prepared to be submitted to *International Journal of Hospitality Management* (Completion rate: 80%).
- Lee, M., DeFranco, A., & **Park, H.** Impact of Guest-facing technologies (GFT) on customer satisfaction and behavioral intentions. Data collection.

TEACHING EXPERIENCE

Ph.D. Students Faculty (Fall 2021)

HRMA 3353 Hospitality Metrics and Data Analytics, University of Houston

Instructed junior/senior students with an introductory guide to hospitality metrics and business analytics. The course focused to enhance students’ business analytics skills by learning Excel, Tableau, XLMiner, and other business analytics softwares.

INVITED LECTURES / PRESENTATIONS (NON-REFEREED)

- 2021 **Text Analytics in Social Media Marketing**
 HRMA3366/6363 Social Media in the Hospitality Industry
 Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston

Introduction to Business Analytics

HRMA3363 Hospitality Marketing/ HRMA3353 Hospitality Metrics and Data Analytics
 Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston

Text Analytics in Hospitality Industry

HRMA6380 Hospitality Business Analytics and Communication
 Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston

Application of Text Analytics

HRMA6380 Hospitality Business Analytics and Communication
 Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston

Project Management and Analytics

2021 Hilton College Summer Camp
 Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston

2020 **Exploring the roles of wellness attributes on customer satisfaction and dissatisfaction in the lodging industry: Application of Kano model through a mixed-methods approach**

HRMA6380 Hospitality Business Analytics and Communication
 Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston

Hospitality Data Analytics

HRMA1301 Hospitality Technology
 Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston

RESEARCH EXPERIENCE

THE DASIL (Tourism, Hospitality, and Event Data Analytics and Service Innovation Lab), Houston, TX

Research Associate (Spring 2021 - Present)

- Involved in various projects that utilize Big Data and Business Analytics to solve business problems in the Tourism, Hospitality, and Event (THE) industry with Dr. Minwoo Lee

Bali Group, Miramar, FL

Research Associate (Spring 2021 - Present)

- Responsible for providing knowledge and expertise to the hotel management company that aims to increase customer experience and boost hotel performance
- Took part in a project to collect data and references to measure customers' satisfaction and engagement with Dr. Minwoo Lee

University of Houston, Houston, TX

Conrad N. Hilton College of Hotel and Restaurant Management

Research Assistant (Spring 2019)

- Research topic: Do hotels' technology-based services matter? Exploring user-generated content in social media through business analytics techniques (Funded by Digital Research Common, University of Houston)
- Analyzed hotel reviews (Tripadvisor.com) to develop the technology term dictionary and the matrix of technology-based services and customer satisfaction with Dr. Minwoo Lee
- Implemented business analytics using text-mining program XLMiner

INDUSTRY & PROFESSIONAL EXPERIENCE

- Jan. 2014 – Jun. 2018 **KT IS (Korea Telecom Innovative Solution)** – Seoul, South Korea
- *Strategy Planning Assistant Manager (Jun. 2016 – Jun. 2018)*
 - Analyzed monthly and annual performance to establish business strategies for different businesses in the company (e.g., Tax-refund, Mobile & ICT Product Sales, Customer Service, etc.)
 - Established the corporate’s 5-year-business-plan regarding the business trend and forecast
 - *Cost Innovations Assistant Manager (Jun. 2015 – Jun. 2016)*
 - Implemented projects to lower business costs by reexamining and applying accounting standards
 - *Sales Planning Assistant Manager (Jan. 2014 – Jun. 2015)*
 - Interpreted daily sales and reported strategies to meet the annual performance goal
- Dec. 2012 – May. 2013 **Saramin HR (Online Recruiting Company)** – Seoul, South Korea
- *Online Marketing Internship*
 - Produced online contents (e.g., YouTube videos, blogs) for corporate brand marketing

ACADEMIC EXPERIENCE

University of Houston, Houston, TX

Teaching Assistant (Fall 2021)

- HRMA6380 – Hospitality Business Analytics and Communication, Graduate course, Hyflex format.
- HRMA3366/6363 – Social Media in the Hospitality Industry, Undergraduate & graduate course, Hyflex format.

Teaching Assistant (Spring 2021)

- HRMA6380 – Hospitality Business Analytics and Communication, Graduate course, Hyflex format.
- HRMA4397/6397 – Global Hospitality Asia Community, Undergraduate & graduate course, Online format.
- HRMA3353 – Hospitality Metrics and Data Analytics, Undergraduate course, Online format.

Teaching Assistant (Fall 2020)

- HRMA6380 – Hospitality Business Analytics and Communication, Graduate course, Hyflex format.
- HRMA1301 – Hospitality Technology, Undergraduate course, Online format.

Teaching Assistant (Spring 2020)

- HRMA4397/6397 – Global Hospitality Asia Community, Undergraduate & graduate course, Online format.
- HRMA 3366 – Social Media in the Hospitality Industry, Undergraduate course, Face-to-face format.

Teaching Assistant (Fall 2019)

- HRMA 4397/6397 – Korean Food Culture and Tourism, Undergraduate & graduate course, Face-to-face format.
- HRMA 2220 – Food Service Production and Operations II, Undergraduate course, Face-to-face format.

Teaching Assistant (Spring 2019)

- HRMA 3366 – Social Media in the Hospitality Industry, Undergraduate course, Face-to-face format.

Graduate Assistant (Fall 2018)

- Assisted Director of International Programs on student advising for the Study abroad program.

SERVICE

2021 – Present **Treasurer of the Hilton Doctoral Student Association**
 Conrad N. Hilton College of Hotel and Restaurant Management
 University of Houston

VOLUNTEER AND LEADERSHIP ACTIVITIES

Aug. 2010 – May. 2013 **Synergy V** (Volunteer Club) – Seoul, Korea
 Prepared meals for children at the Zion Home

Mar. 2011 – May. 2011 **English Tutor** – Seoul, Korea
 Taught English to international students at Soongsil University

Mar. 2011 – May. 2011 **Critical Reading Mentor** – Seoul, Korea
 Mentored students in a high school to improve their reading skills through Beautiful Learning Organization (NGO)