

CURRICULUM VITAE

Minjung Shin, Ph.D.

*Conrad N. Hilton College of Hotel and Restaurant Management • University of Houston
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EDUCATIONAL BACKGROUND

Assistant Professor, Full-time Tenure Track Faculty Aug 2020- Present
Conrad N. Hilton College of Hotel and Restaurant Management
University of Houston | Houston, TX

Ph.D. in Hospitality Administration (Summa Cum Laude) Aug 2017- May 2020
Conrad N. Hilton College of Hotel and Restaurant Management
University of Houston | Houston, TX
Dissertation Title: The effect of loyalty program experiences on hotel customers' brand
love: Social identity theory perspective
Committee: Dr. Ki-Joon Back (Chair), Dr. John T. Bowen (Member),
Dr. Juan M. Madera (Member), Dr. Yu Liu (External committee member)

M.S. in Business Administration, Marketing (Summa Cum Laude) Mar 2011 - Aug 2013
College of Business Administration
Seoul National University | Seoul, Korea

B.S. in Business Administration (Cum Laude) Mar 2007 - Feb 2011
College of Business Administration
Seoul National University | Seoul, Korea

ACADEMIC HONORS AND AWARDS

- Recipient, **Best Paper Award**, 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, 2020
- Recipient, **Best Paper Award**, 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, 2019
- Recipient, **Cullen Fellowship Travel Grant**, University of Houston, 2019
- Recipient, **UH Presidential Scholarship**, University of Houston, 2017 - 2019
- Recipient, **UH Graduate Tuition Fellowship**, University of Houston, 2017 to Present
- Recipient, **UH Activities Funding Board**, University of Houston, 2018
- Recipient, **SNU Scholarship for Academic Excellence**, Seoul National University, 2007, 2009, 2011, 2012
- Recipient, **SNU Graduate Tuition Fellowship**, Seoul National University, 2011, 2012

RESEARCH

Research Interests

- Identifying brand management strategies to enhance customer brand love
- Examining customer perceptions and decision-making process within luxury context
- Developing theoretical framework unique to hospitality and travel context
- Using and testing multiple theoretical perspectives and methodological techniques

Peer Reviewed Publication

Shin, M. & Back, K-J. (2020). The Luxury of Doing Nothing: Inferring Luxury from Idleness Display in Travel Setting. *Journal of Travel and Tourism Marketing*, 37(4), 409-417

Shin, M. & Back, K-J. (2020). Effect of cognitive engagement on the development of brand love in a hotel context. *Journal of Hospitality and Tourism Research*, 44(2), 328-350.

Lee, M., Ahn, J., **Shin, M.**, Kwon, W., & Back, K-J. (2019). Integrating technology to service innovation: Key issues and future research directions in hospitality and tourism. *Journal of Hospitality and Tourism Technology*. <https://doi.org/10.1108/JHTT-01-2019-0013>

Manuscripts Under Review

Shin, M., Back, K-J., Lee, C., & Lee Y. Enhancing customer-brand relationship by leveraging loyalty program experiences that foster customer-brand identification. *International Journal of Contemporary Hospitality Management*. Invited to revise and resubmit.

Shin, M. & Back, K-J. Time to rethink brand loyalty and bring in brand love: Developing and validating hospitality brand love scale. *International Journal of Hospitality Management*. Manuscript under review.

Shin, M., Back, K-J., Lee, C., Park, J., & Lee, Y. The loyalty program for our self-esteem: The role of collective self-esteem in the development of customer-brand relationship among luxury hotel brands. *Cornell Hospitality Quarterly*. Manuscript under review.

Research In-Progress

Shin, M. & Back, K-J. My love for our experience: The effect of membership experiences on hotel brand love.

Shin, M. & Back, K-J. Evaluating the effect of mergers and acquisitions (M&A) on hotel brand love.

Conference Proceedings

Shin, M., Back, K-J, & Park, J. (2020, April). The loyalty program for our self-esteem: The role of collective self-esteem in the development of customer-brand relationship among luxury hotel brands. *International Conference of Asia Marketing Associations*, Seoul, South Korea.

Shin, M. & Back, K-J. (2020, January). Inferring Luxury from Idleness Displays in Travel Settings. *25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, NV. **Best Paper Award.**

Shin, M. & Back, K-J. (2019, July). Is Hospitality Brand Love a Sum or a Whole? Comparing the Quadripartite Model of Brand Love Across Hotel and Airline Contexts. *2019 Annual ICHRIE*, New Orleans, LA.

Lee, C., Back, K-J., **Shin, M.**, Ahn, J. & Lim, J. (2019, July). Gambling Fallacy Among Problem and Recreational Gamblers: A Cross-Cultural Study Between Korea and USA. *Asia Pacific Tourism Association (APTA) 2019 Annual Conference*, Da Nang, Vietnam.

Shin, M. & Back, K-J. (2019, January). Time to Rethink Brand Loyalty and Bring in Brand Love: Developing and Validating Hospitality Brand Love Scale. *24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX. **Best Paper Award.**

Shin, M. & Back, K-J. (2018, July). Effects of Cognitive Engagement in the Development of Brand Loyalty and Brand Love in Hotel Context. *2018 Global Marketing Conference (GMC)*, Tokyo, Japan.

Shin, M. & Back, K-J. (2018, January). Connecting the Dots between Brand Passion and Brand Love: Mediating Effects of Cognitive Engagement in the Hotel Industry. *23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Fort Worth, Texas.

RESEARCH EXPERIENCE

Grants

Korea Research Foundation, Research Assistant Aug 2018 – Aug 2019

- Scale Development of Gambling Fallacy and Its Effect on Gambling Problem Behaviors: A Cross Cultural Study among Korea, USA, and Switzerland (\$225,000)

University of Houston

Aug 2017- May 2020

Graduate Research Assistant/Collaborator

- Assisted Dr. Ki-Joon Back in conducting gambling fallacy research
- Collaborated with Dr. Minwoo Lee in conducting research on service innovation

Seoul National University

June 2011 – Aug 2013

Graduate Research Assistant

- Assisted Dr. Wujin Chu in conducting research project on airline branding
- Initiated and organized the set-up of the Consumer Behavior Lab as the Lab Manager

TEACHING EXPERIENCE

Instructor. Developed course materials and instructed the following courses. Responsible for all aspects of instruction, including curriculum development, lecturing, and grading.

HRMA 7361: Hospitality Marketing Analysis, University of Houston

Instructed master's students on major issues in hospitality marketing and various approaches to marketing analysis strategies

- Fall 2019

HRMA 3361: Hospitality Marketing, University of Houston

Provided junior/senior students with an introductory guide to hospitality marketing and explained the role of marketing in strategic planning

- Fall 2018
- Spring 2019
- Fall 2019
- Spring 2020

PROFESSIONAL EXPERIENCE

Hotel Lotte Duty Free, Seoul Korea

Jan 2014 - May 2017

Human Resources Analyst, Assistant Manager

- Evaluated human resources of each division and conducted statistical analysis to project the number of employees further needed to achieve the business goal of US\$15 billion sales revenue by 2020
- Revised and improved performance evaluation system to align evaluation process with corporate objectives and each division's job description

Sales and Operations Analyst, Assistant Manager

- Designed sales revenue projection model for Incheon International Airport Store with annual sales over US\$1.2 billion based on industry outlook and market data
- Analyzed customers by their demographics and traveling style to produce customized sales strategy and as a result, attained market share of over 50% in Incheon International Airport duty free market (Total annual sales revenue of US\$2 billion)
- Assisted Global Business Planning Team in reviewing and producing business proposals for bidding of 'Incheon International Airport Duty Free Third Concession Tender,' which successfully acquired 57% of total store space in strategic locations

Marketing and Promotion Coordinator, Associate

- Communicated with sales managers, brands, and other divisions to develop promotion strategies that can satisfy a wide range of consumers and improve sales
- Worked with various online and offline channels to expose promotion events to potential customers and optimize advertisement effect

The Hope Institute, Seoul Korea

Oct 2008 – Dec 2008

Research Assistant Intern

- Researched and compiled data on Korean communities' cultural and tourism development status for the development of new tourism center strategies

The Kowloon Hotel, Hong Kong

Jan 2006 – Mar 2006

F&B Department Intern

- Acquired F&B operation and customer service skills while serving in the hotel's three representative restaurants
- Learned to perform general administrative duties as an assistant of F&B manager

SERVICE

Ad Hoc Peer Reviewer

July 2018

- Reviewed manuscripts for 2018 Global Marketing Conference

Research Development Symposium

Dec 2018

University of Houston

- Secured \$2,000 in financial funding and support for the first Hilton College Research Development Symposium
- Marketed and advertised to university-wide graduate and undergraduate students to present and showcase research for interdisciplinary networking
- Recruited twenty stand-up and poster presentations for the symposium and faculty to provide feedback

Primary Officer of the Hilton Doctoral Student Association

2018 – 2019

University of Houston

- Organized mentoring system for new incoming doctoral students based on research emphasis and interest
- Successfully applied for, received, and managed university funding allocated to student organization to support research and conference activities for PhD students

Coordinator of the 2018 Restaurant Entrepreneurship Certificate Program

Oct 2018

Korea Foundation

- Collaborated with the Consulate General of The Republic of Korea in Houston in coordinating orientation, lectures, and various receptions for the 5 days-long restaurant entrepreneurship certificate program hosted by the Korea Foundation
- Volunteered to translate a cooking demonstration by the chef for the residence of the consul

general of the Republic of Korea in Houston, Chef Yeunmi Lee, from Korean to English

Volunteer Translator at the Korean Culinary Delights Event

October 2018

Consulate General of The Republic of Korea in Houston

- Translated a cooking demonstration by the Executive Restaurant Chef Ayoung Chang from Korean to English at the event hosted by the Consulate General of The Republic of Korea in Houston