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Assistant Professor

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### EDUCATION

#### **Ph.D. in Management (2013 – 2017)**

University of Massachusetts Amherst, Isenberg School of Management

Major: Hospitality and Tourism Management / Minor: Marketing

#### **Ph.D. Candidate (2010 – 2013)**

McGill University, Desautels Faculty of Management

Major: Information Systems / Minor: Economics (*Successfully passed written/oral comprehensive exams in 2012*)

#### **M.S. in Management Information Systems (2006 – 2008)**

Texas Tech University, Jerry S. Rawls College of Business Administration

#### **M.B.A. in Management Science (2004 – 2006)**

Korea Aerospace University

#### **B.B.A. in Business Administration (1997 – 2004)**

Korea Aerospace University

### ACADEMIC POSITIONS

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

### RESEARCH & TEACHING INTERESTS

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

**REFEREED JOURNAL ARTICLES (SELECTED)**

- Kim, J., Lee, M., Kwon, W., Park, H., & Back, K-J (In press). Why am I Satisfied? See My Reviews – Price and location matter in the restaurant industry. *International Journal of Hospitality Management* (SSCI Indexed & Ranked A\* in ABDC).
- Lee, M. (In press) Computer-assisted qualitative data analysis approach: Evolution of hospitality and tourism technology research from 10 years of Journal of Hospitality and Tourism Technology, Special issue on “Qualitative Research in Hospitality and Tourism Management” in *Journal of Hospitality and Tourism Technology* (SSCI Indexed & Ranked B in ABDC).
- Kwon, W., Lee, M., & Bowen, J. T. (In press) Exploring customers’ perceptions of luxury restaurants: A combined method based on machine learning and three-factor theory. Special issue on Luxury Hospitality and Services Marketing in *Cornell Hospitality Quarterly* (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1177/19389655211037667>
- Kim J., Kim, S., & Lee, M. (In press) What to sell and how to sell matter: Focusing on business performance and efficiency of luxury hotel properties. Special issue on Luxury Hospitality and Services Marketing in *Cornell Hospitality Quarterly* (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1177/19389655211020254>
- Kwon, W., Lee, M., Back, K-J, & Lee, K. Y. (In press) Assessing restaurant review helpfulness through big data: Dual-process and social influence theory. *Journal of Hospitality and Tourism Technology* (SSCI Indexed & Ranked B in ABDC). <https://doi.org/10.1108/JHTT-04-2020-0077>
- Lee, M., Kwon, W., & Back, K-J. (2021) Artificial intelligence for hospitality big data analytics: Developing a prediction model of restaurant review helpfulness for customer decision making. *International Journal of Contemporary Hospitality Management*, 33(6), 2117-2136. Special issue on Big Data Analytics and Forecasting in Hospitality and Tourism (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1108/IJCHM-06-2020-0587>
- Lee, S., Zhai, X., Lee, M., & Luo, Q. (2021) Current status of CSR practices in the casino industry: A comparison between U.S. and Macau. *Journal of Hospitality and Tourism Management*, 48, 331-343 (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1016/j.jhtm.2021.07.011>
- Lee, M., Ahn, J., Shin, M. J., Kwon, W. & Back, K-J. (2021) Integrating technology to service innovation: key issues and future research directions in hospitality and tourism. *Journal of Hospitality and Tourism Technology*, 12(1), 19-38. Special Issue on Service Innovation in Hospitality and Tourism (SSCI Indexed & Ranked B in ABDC). <https://doi.org/10.1108/JHTT-01-2019-0013>
- Lee, M., Hong, J. H., Chung, S., & Back, K-J. (2021) Exploring social media efforts and traveler engagement in smart tourism from big data: Empirical analysis on Facebook event pages. *Journal of Travel Research*, 60(3), 670-686. (SSCI Indexed & Ranked A\* in ABDC). <https://doi.org/10.1177/0047287520934874>
- Lee, M., Jeong, M., & Shea, L. (2021) Length of stay control: Is it a fair inventory management strategy in hotel market? *Tourism Economics*, 27(2), 307-327. Special Issue on Economics in Revenue Management (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1177/1354816619901207>
- Lee, S.A., Lee, M., & Jeong, M. (2021) The role of virtual reality on information sharing and seeking behaviors. *Journal of Hospitality and Tourism Management*, 46 (March), 215-223. (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1016/j.jhtm.2020.12.010>
- Park, H., Lee, M., & Back, K-J. (2020) Exploring the roles of hotel wellness attributes on customer satisfaction and dissatisfaction: An application of Kano model through mixed methods. *International Journal of Contemporary Hospitality Management*. 33(1), 263-285. (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1108/IJCHM-05-2020-0442>

- Koh, Y., Lee, M., Kim, J., & Yang, Y. (2020) Successful restaurant crowdfunding: The role of linguistic style. *International Journal of Contemporary Hospitality Management*, 32(10), 3051-3066. (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1108/IJCHM-02-2020-0159>
- Kwon, W., Lee, M., & Back, K.-J. (2020) Exploring the underlying factors of customer value in restaurants: a machine learning approach. *International Journal of Hospitality Management* 91(October), 102643. (SSCI Indexed & Ranked A\* in ABDC). <https://doi.org/10.1016/j.ijhm.2020.102643>
- Lee, M., Lee, S. A., Jeong, M., & Oh, H. (2020) Quality of virtual reality and its impacts on behavioral intention. *International Journal of Hospitality Management*, 90(September), 102595. (SSCI Indexed & Ranked A\* in ABDC). <https://doi.org/10.1016/j.ijhm.2020.102595>
- Li, L., Lee, K. Y., Lee, M., & Yang, S.-B. (2020) Unveiling the cloak of deviance: Linguistic cues for psychological processes in online fake reviews. *International Journal of Hospitality Management*, 87(May), 102468. (SSCI Indexed & Ranked A\* in ABDC). <https://doi.org/10.1016/j.ijhm.2020.102468>
- Lee, M., Cai, Y., DeFranco, A., & Lee, J. (2020) Exploring influential factors affecting guest satisfaction: Big data & business analytics in consumer-generated reviews. *Journal of Hospitality and Tourism Technology*, 11(1), 137-153. (SSCI Indexed & Ranked B in ABDC). <https://doi.org/10.1108/JHTT-07-2018-0054>
- Lee, M., Lee, S. A., & Koh, Y. (2019) Multi-Sensory experience for enhancing hotel guest experience: Empirical evidence from big data analytics. *International Journal of Contemporary Hospitality Management*, 31(11), 4313-4337, Special Issue on Service Experience Innovation in Hospitality and Tourism (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1108/IJCHM-03-2018-0263> **(This article is selected as one of the 25 strong and impactful articles on customer satisfaction and delight in *International Journal of Contemporary Hospitality Management*)**
- Lee, K.-H., Lee, M., & Gunarathne, N. (2019) Do green awards and certifications matter? An exploratory study linking green awards/certification and green brand image to perceived green value and behavioral intentions in the hotel industry. *Tourism Economics*, 25(4), 593–612, Special Issue on Economic Implications of Corporate Social Responsibility and Sustainability in Tourism and Hospitality (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1177/1354816618810563>
- Rezvani, E., Assaf, A. G., Uysal, M., & Lee, M. (2019). Learning from own and others: The moderating role of performance aspiration. *International Journal of Hospitality Management*, 81, 113–119 (SSCI Indexed & Ranked A\* in ABDC). <https://doi.org/10.1016/J.IJHM.2019.03.001>
- Lee, K. Y., Lee, M., & Kim, K. (2017). The differential impacts of ‘communication’ and ‘computing’ functions in Smartphones on individuals’ performance and the moderating role of organizational roles. *Asia Pacific Journal of Information Systems*, 27(4), 191-215. <https://doi.org/10.14329/apjis.2017.27.4.191>
- Lee, S. A., & Lee, M. (2017). Effects of relationship types on customers’ parasocial interactions: Promoting relationship marketing in social media. *Journal of Hospitality and Tourism Technology*, 8(1), 133-147, Special Issue on Online Social Media in Hospitality and Tourism (SSCI Indexed & Ranked B in ABDC). <https://doi.org/10.1108/JHTT-09-2016-0053>
- Lee, K.Y., Lee, M., & Kim, K. (2017). Are Smartphones helpful? An empirical investigation of the role of Smartphones in users' role performance. *International Journal of Mobile Communications*, 15(2), 119-143 (SSCI Indexed). <https://doi.org/10.1504/IJMC.2017.082534>
- Lee, M., Jeong, M., & Lee, J. (2017). Roles of negative emotions in customers’ perceived helpfulness of hotel reviews on a user-generated review website: A text mining approach. *International Journal of Contemporary Hospitality Management*, 29(2), 762-783. Special Issue on Social Media in Hospitality and Tourism (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1108/IJCHM-10-2015-0626>
- Jeong, M., Lee, M., & Nagesvaran, B. (2016). Employees’ use of mobile devices and their perceived outcomes in the workplace: A case of luxury hotel. *International Journal of Hospitality Management*, 57(August), 40-51 (SSCI Indexed & Ranked A\* in ABDC). <https://doi.org/10.1016/j.ijhm.2016.05.003>

- Wilson, R. H., Enghagen, L. K., & Lee, M. (2015). Dynamic pricing and minimum length of stay controls as a hotel management practice: Are there customer perception, ethical and legal questions? *Journal of Hospitality Financial Management*, 23(2), 107-123 (Ranked C in ABDC).  
<https://doi.org/10.1080/10913211.2015.1095040>
- Lee, M., & Yoon, M-G. (2007). Website performance analysis for internet business success using DEA model. *Journal of Civil Aviation Promotion*, 44(1), 87-105 (in Korean).
- Oh, H., Yoon, J., & Lee, M. (2004). A study on acceptance factors for travel portal sites. *Industry and Management Review*, 11(2), 85-98 (in Korean).

## MANUSCRIPTS UNDER REVIEW/REVISION

- Lee, K-H., Shin, D., & Lee, M. How do business group ties affect corporate social performance-financial performance relationship? A resource-based view. Under the 2<sup>nd</sup> review at *Australian Journal of Management* (SSCI Indexed & Ranked A in ABDC).
- Lee, M., Lowry, L. L., Shea, L., & Park, H. Analysis of methodological and theoretical research trends in social media and tourism. Invited for the 1<sup>st</sup> round revise and resubmit (Major revision) at *Journal of Hospitality & Tourism Research*, (SSCI Indexed & Ranked A in ABDC).
- Hodges, J., Lee, M., DeFranco, A., & Sirsat, S. Exploring foodborne illness and restaurant cleanliness reporting in customer-generated online reviews using business analytics. Under review at *Journal of Environmental Health*.
- Lee, M., Russen, M., Dawson, M., & Madera, J. Breaking the “Glass Ceiling” for superior performance and justice: Roles of gender diversity of the top management teams in the hospitality industry. Under the 2<sup>nd</sup> round revise and resubmit in *Cornell Hospitality Quarterly* (SSCI Indexed & Ranked A in ABDC).
- Lee, M., Lee, K. Y., Li, L., & Yang, S-B. Can we spot fake restaurant reviews? Classification model development using supervised machine learning. Under the 3<sup>rd</sup> round revision and resubmit for the special issue on “Automated Forms of Interaction in Services: Current Trends, Benefits and Challenges” in *Service Industry Journal* (SSCI Indexed & Ranked B in ABDC).
- Renata, F. G., Abbott, J., & Lee, M. How CSR and well-being affect work-related outcomes: A hospitality industry perspective. Under 3<sup>rd</sup> round revise and resubmit (Minor revision) at *International Journal of Contemporary Hospitality Management* (SSCI Indexed & Ranked A in ABDC).
- Ham, S., Lee, S., Yeon, J., & Lee, M. Primary CSR themes of the restaurant industry: A comparison between full-service and limited-service restaurants. Under review at *International Journal of Hospitality Management* (SSCI Indexed & Ranked A\* in ABDC).
- Park, H., Lee, M., & Back, K-J. Technology-driven service innovation in the tourism and hospitality literature. Under review at *Tourism Management* (SSCI Indexed & Ranked A\* in ABDC).
- Jeong, M., Shin, H. H., Lee, J., & Lee, M. Assessing brand performance consistency from customers’ reviews on consumer-generated media: the U.S. hotel industry. Under review at *Tourism Management* (SSCI Indexed & Ranked A\* in ABDC).
- Park, H., Lee, M., Back, K-J., & DeFranco, A. Is hotel technology a double-edged sword on customer experience? An integrated approach with business analytics and impact-asymmetry analysis. Under review for the special issue on "The Past, Present, and Future of Hospitality Research" at *International Journal of Contemporary Hospitality Management* (SSCI Indexed & Ranked A in ABDC).

## BOOK

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

**REFEREED CONFERENCE PROCEEDINGS AND PRESENTATIONS (SELECTED)**

- Bitaab, M. & Lee, M. (2022, January), Exploring the impact of environmental experience on customer satisfaction during their stay at green hotel through business analytics. *The 27<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Cho, M. & Lee, M., & Back, K-J. (2022, January), Service innovation for accessible hospitality services: A computer-assisted qualitative data analysis approach. *The 27<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Herman, M., DeFranco, A., & Lee, M. (2022, January), Clusters of culture: Re-branding Houston as a cultural tourism destination through website text analysis. *The 27<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Kwak, S. Y., Shin, M., Lee, M., & Back, K-J. (2022, January), Two sides of a story: A mixed-method approach to investigate reviewer and reader's perspectives on negative online reviews. *The 27<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- 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 27<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Reynolds, Q., Lee, M., DeFranco, A., & Cheatham, C. (2022, January), Regional predisposition towards hotel stay satisfaction: Focusing on customer location through spatial analysis. *The 27<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Lee, K. Y., Lee, M., Li, Lin, & Yang, S-B. (2021, September), Will restaurant patrons’ satisfaction with contactless food ordering technologies lead to their satisfaction with the restaurants? The case of McDonald’s Mobile Application. *2021 International Hospitality Information Technology Association (iHITA) Annual Conference*, Dallas, TX, USA.
- Lee, M., Kim, A., Park, H., & Lee, K. Y. (2021, July), Hospitality service managers’ information technology competence for service innovation and business performance: A knowledge-based view. *The 2021 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Virtual.
- Park, H., Lee, M., & DeFranco, A. (2021, July), Is technology always good? Rethinking hotel guest technologies from Big Data. *The 2021 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Virtual.
- Lee, H., Lee, K. Y., Lee, M., & Yang, S-B. (2021, July). Factors influencing innovation adoption resistance to self-service kiosks at a fast-food restaurant: Focusing on the new-silver generation. *AIRSI2021 – Industry 4.0 in Tourism, Services & Marketing*, Zaragoza, Spain.
- Kwak, S. Y., Lee, M., Back, K-J. & Shin, M. (2021, June), The role of negative emotions embedded in online reviews on customer decision making: Do online review platforms matter? *APTA 2021*, Virtual.
- Lee, M., Lee, K. Y., Li, L., & Yang, S-B. (2021, February). Can we spot fake restaurant reviews? Classification model development using artificial intelligence. *2021 West Federation CHRIE Conference*, Flagstaff, AZ, USA.
- Bitaab, M., Lee, M., & Lee, K-H. (2021, January). Exploring the roles of hotel green technologies on customer satisfaction through business analytics. *The 26<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Park, H., Lee, M., Back, Ki-Joon, & DeFranco, Agnes (2021, January). Is hotel technology a double-edged sword on customer experience? An integrated approach with business analytics and impact asymmetry analysis. *The 26<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA. **Best Paper Award.**

- Russen, M., **Lee, M.**, Dawson, M., & Madera, J. (2021, January). The impact of gender-diverse top management teams on financial performance: A resource-based view of the restaurant industry. *The 26<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Kwon, W., **Lee, M.**, & Bowen, J. (2020, March). Asymmetric impacts of service attributes on satisfaction in luxury restaurants: Integrating a three-factor theory with machine learning techniques. *International Conference of Asian Marketing Associations*, Seoul, South Korea.
- Kim, S., Kim, J., & **Lee, M.** (2020, March). What to sell and how to sell matter: Sales mix differentiation for luxury hotel firms. *International Conference of Asian Marketing Associations*, Seoul, South Korea.
- Kwon, W., **Lee, M.**, Back, K-J, & Lee, K. Y. (2020, January). Determinants and interaction effects on restaurant review helpfulness: Drawing on dual-process and social influence theory. *The 25<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, NV, USA. **Best Paper Award.**
- Park, H., **Lee, M.**, & Back, K-J. (2020, January). Exploring the Asymmetric Effects of Wellness Attributes on Customer Satisfaction in the Lodging Industry: Testing a Two-factor Theory through Big Data Analytics. *The 25<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, NV, USA. **Finalist for the Best Paper Award.**
- Guzzo, R. F., Abbott, J., & **Lee, M.** (2020, January). CSR and loyal boosterism in hotels: The mediation effect of wellbeing. *The 25<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, NV, USA
- Koh, Y., **Lee, M.**, & Kim, M. (2019, December). Relative importance of hotel guest satisfaction predictors by hotel class. *5th World Research Summit for Tourism and Hospitality*, Orlando, FL, USA.
- Lee, M.**, Lee, K. Lee, K-Y., & DeFranco, A. (2019, August). Heuristic, systematic, and affective components of online service reviews: Impact on intra-organizational adoption and sharing. *AMCIS 2019 Conference*, Cancun, Mexico.
- Kim, J., **Lee, M.**, Kwon, W., Park, H., & Back, K-J. (2019, July). Does price matter for customer service experience and satisfaction? Exploring online restaurant reviews through a multi-method approach. *The 2019 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, New Orleans, LA, USA.
- Hodges, J., **Lee, M.**, DeFranco, A., & Sirsat, S. (2019, July). The effect of food safety on customer satisfaction: Exploring customer-generated reviews through business intelligence. *International Association for Food Protection 2019 Annual Meeting*, Louisville, KY, USA.
- Lee, M.**, Park, H., & DeFranco, A. (2019, June). Exploring technology-based hotel experience and customer satisfaction: A business analytics approach. *2019 International Hospitality Information Technology Association Conference*, Minneapolis, MN, USA.
- Lee, M.**, Lee, S. A., Jeong, M., & Oh, H. (2019, June). Quality of virtual reality and its impacts on behavioral intention. *2019 TTRA International Conference*, Melbourne, Australia.
- Lee, M.**, & Ali, F. (2019, May) The effect of online reviews on sales in the SMART environment: A moderating role of global airline alliances. *The SMART Conference 2019*, Orlando, FL, USA.
- Park, H., **Lee, M.**, & Back, K-J. (2019, May). Effects of wellness attributes on customer satisfaction in the lodging industry. *2019 APacCHRIE & EuroCHRIE Joint Conference*, Hong Kong, China.
- Shin, D., & **Lee, M.** (2019, March). Business group affiliation and corporate social responsibility in emerging economies. *2019 Academy of International Business (AIB) US Midwest Conference*. Chicago, IL, USA.
- Kwon, W., **Lee, M.**, & Back, K-J. (2019, January). Exploring customers' value perceptions from big data: A natural language processing approach with machine learning. *The 24<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.

- Hodges, J., Lee, M., DeFranco, A., & Sirsat, S. (2019, January). Correlating Food Safety and Satisfaction from Customer-Generated Restaurant Reviews Using Business Analytics. *The 24<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Cai, Y., DeFranco, A., & Lee, M. (2019, January). The Moderating Role of Brand Type: Does Chain Affiliation Boost Hotel Guests Satisfaction? *The 24<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Lee, J., Lee, M., Chatfield, H. K., & Kang, B. (2018, July). US Traditional College Students' Preference and Acceptability of Asian Menus in On-Campus Foodservices. *2018 Pan Asia International Tourism Conference*, Seoul, South Korea.
- Cai, Y., Lee, M., DeFranco, A., & Lee, J. (2018, June). Exploring influential factors affecting hotel guests satisfaction: Big data & business analytics in consumer-generated reviews. *2018 International Hospitality Information Technology Association Conference*, Houston, TX, USA.
- Lee, D-S., Lee, M., Lee, S., & Kim, K. (2018, April). CEO perceptions of information technology strategy in the hospitality industry. *The 8th Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV, USA.
- Kwon, W., Lee, M., & Back, K. (2018, January). Three-way interaction effect of experience of self-service technology, technology anxiety, and personal interaction on perceived value: A service-dominant logic perspective. *The 23<sup>rd</sup> Annual Graduate Student Research Conference in Hospitality and Tourism*, Dallas, TX, USA.
- Lee, M. (2017, October). Mobile technology research trends in the hospitality industry, *2017 INFORMS Annual Meeting*, Houston, TX, USA
- Lee, M., Hong, J. & Chung S. (2017, April). Exploring destination marketing organizations' social media efforts and traveler engagement in the context of smart tourism: Empirical evidence from Big Data. *The 7th Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV, USA, **Best Paper Award (1<sup>st</sup> place)**.
- Lee, M., Kim, K., Lee, K. Y., & Hong, J. (2017, April). Exploring Smartphone use in the hotel industry: the antecedents and differential impacts of using Smartphone functions on managerial roles and job performance. *The 7th Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV, USA.
- Kim, Y. S., Lee, M., & Baker, M. (2017, January). Investigating the effects of brand and employee tie strength on customer tipping behavior in the context of other customers' service failure and recovery. *The 22<sup>nd</sup> Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Lee, M., Shea, L., & Jeong, M. (2016, July). Others' reactions to service recovery efforts in social media: A third-party justice perspective. *The 2016 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Dallas, TX, USA.
- Lee, M., Shea, L., & Jeong, M. (2016, January). Hotel service recovery efforts in social media: Tie strength, observer perceived fairness, behavioral intentions, and hotel image. *The 21<sup>st</sup> Annual Graduate Student Research Conference in Hospitality and Tourism*, Philadelphia, PA, USA.
- Lee, M., Lee, J., Chatfield, H. K., & Kang, B. (2016, January). The perception and attitude of US traditional college students on Asian menus in campus foodservices. *The 21<sup>st</sup> Annual Graduate Student Research Conference in Hospitality and Tourism*, Philadelphia, PA, USA.
- Lee, M., & Jeong, M. (2015, October). Impact of hotel's minimum length of stay control practices on customers' perceived fairness: The moderating role of their loyalty program membership status. *The 17<sup>th</sup> Asia Pacific Management Conference*, Seoul, South Korea. **Best Paper Award**.
- Lee, M., Jeong, M., & Nagesvaran, B. (2015, October). Employees' use of mobile devices and their perceived outcomes in the workplace: A case of luxury hotel. *The 17<sup>th</sup> Asia Pacific Management Conference*, Seoul, South Korea. **Finalist for the Best Paper Award**.

- Lee, M., & Jeong, M. (2015, July). Antecedents and consequences of hotel employees' perceived job performance of using mobile devices. *The 2015 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Orlando, FL, USA.
- Lee, M., & Jeong, M. (2015, July). Impact of minimum length of stay control on perceived fairness in the online booking environment: no rooms or higher price? *The 2015 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Orlando, FL, USA.
- Lee, M., Lowry, L. L., & Delconte, J. D. (2015, June). Social media in tourism research: A literature review. *The 46th Annual International Conference of Tourism Travel and Research Association (TTRA)*, Portland, OR, USA.
- Lee, K.Y., Lee, M., & Shin, S. (2015, June). Investigating the factors of knowledge adoption from online service reviews in the tourism and hospitality industry. *The 2015 CORS/INFORMS International Conference*, Montreal, QC, Canada.
- Lee, M., Kim, K., Lee, K. Y., & Hong, J. H. (2015, January). Exploring Smartphone use in the workplace: The antecedents and differential impacts of using Smartphone functions on perceived job performance in the hospitality industry, *The 20th Annual Graduate Student Research Conference in Hospitality and Tourism*, Tampa, FL, USA.
- Lee, M., & Jeong, M. (2015, January). No rooms or higher price? Impact of minimum length of stay control on perceived fairness, *The 20th Annual Graduate Student Research Conference in Hospitality and Tourism*, Tampa, FL, USA.
- Lee, M., & Jeong, M. (2014, August). How do negative emotions affect perceived helpfulness of online hotel reviews? *The 2014 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, San Diego, CA, USA.
- Lee, M., & Shea, L. (2014, August). Effects of hotel service recovery and the moderating role of social ties in social media. *The 2014 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, San Diego, CA, USA.
- Lee, M., & Jeong, M. (2014, January). Are negative online reviews really helpful? The moderating role of emotions. *The 19th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Lee, K. Y., Lee, M., Bassellier, G., & Faraj, S. (2010, December). The impact of emotional expressions on knowledge creation in online communities. *International Conference on Information Systems 2010*, St. Louis, MO, USA.
- Song, J., Baker, J., & Lee, M. (2007, December). Exploring CEOs' perspectives on the strategic importance of IT using text mining: A longitudinal investigation. *International Conference on Information Systems 2007*, Montreal, QC, Canada.
- Lee, M., Yoon, M-G., & Yoon, D. (2006, June). Website performance analysis for e-Business: focusing on the internet travel agencies in Korea, *INFORMS International Hong Kong 2006*, Hong Kong, People's Republic of China.

## BOOK CHAPTERS, TRADE JOURNALS, OTHER PROFESSIONAL PUBLICATIONS

- Lee, M., Kim, J., & DeFranco, A. (2021). Efficiency: The Next Frontier of Hotel Revenue Management. Invited Research Paper for the Special Issue of Revenue Management, Boston Hospitality Review. Accessible at: [www.bu.edu/bhr](http://www.bu.edu/bhr)
- DeFranco, A., & Lee, M. (2021). *Will Guests Say "I Do" Again? Survey of Tech's Impact on Guest Satisfaction*. HFTP Connect Research Paper. Accessible at: <https://blog.hftp.org/hotel-technology-survey-will-guests-say-i-do-again/>
- DeFranco, A., & Lee, M. (2019). *Technology in hotels: Invest where it counts*. HFTP Connect Research Paper. Accessible at: <https://blog.hftp.org/technology-in-hotels-summary-2019/>



- DeFranco, A., & Lee, M. (2019). *Technology in hotels: Invest where it counts*. HITEC Bytes 2019 Special Report, 50 - 51.
- Lee, M., Kim, K., Lee, K. Y., & Hong, J. (2018). *Hotel Employees' Use of Smartphones and Performance: Reflective-Formative Estimation Approach*. In Faizan Ali, S. Mostafa Rasoolimanesh, Cihan Cobanoglu (Eds.) *Applying partial least squares in tourism and hospitality research*. Emerald Publishing Limited.
- Lee, M., & Baker, M. (2017). *Technology, customer satisfaction, and service excellence*. In Erdogan Koc (Ed.) *Service failures and recovery in tourism and hospitality: A practical manual*. CABI.

## RESEARCH IN THE MEDIA

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

## INVITED LECTURES / PRESENTATIONS (NON-REFEREED)

- 2021 **Keynote Speech – Data-driven Digital Transformation in Services**, International Conference on Contemporary Issues in Business Management 2021, Lahore, Pakistan (Virtual).
- 2021 **Keynote Speech – Data-driven Decision Making and Business Analytics in Services**, International Conference on Business and Commerce 2021, Lahore, Pakistan (Virtual).
- 2021 **Keynote Speech - Service Innovation and Digital Transformation Strategy in the Airline Industry**, Korea Airports Corporation, Seoul, South Korea
- 2021 **Research Methods for Business Analytics**, Department of Big Data Analytics, Graduate School, Kyung Hee University, Seoul, South Korea.
- 2021 **How Disruptive Innovation Affects Consumer Journey** (with Sisson, A., Costa, R., & Bai, B.), ICHRIE Research Marathon, *The 2021 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Virtual.
- 2021 **Data-Driven Digital Transformation Strategy and Customer Experience Innovation**, KMA, Seoul, South Korea
- 2021 **Research Methods for Business Research**, PNU Digital Finance BK21 Lecture Series, Pusan National University, Pusan, South Korea.
- 2021 **Global Trends in Hospitality and Tourism Education: Focusing on Technology and Data Analytics**, Korea Aerospace University, Goyang, South Korea
- 2021 **Big Data Analytics, Text Mining, and Machine Learning in Hospitality and Tourism Management**, Department of Big Data Analytics, Graduate School, Kyung Hee University, Seoul, South Korea.

- 2021 **Big Data and Artificial Intelligence**, College of Health & Human Performance (Sport Management Area), University of Florida, Gainesville, FL, USA.
- 2021 **Research Trends on Hospitality and Tourism Data Analytics**, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, TX, USA.
- 2020 **Hospitality and Tourism Data Analytics in Service Innovation: A Mixed Methods Approach**, Community Spatial Lab (CSL), University of Florida, FL, USA
- 2020 **Hospitality and Tourism Data Analytics in Service Innovation: From Big Data to Big Success for the Future**, Smart Tourism Research Center, Kyung Hee University, Seoul, South Korea
- 2020 **Keynote Speech – Big data and business analytics in service innovation: The future of the hospitality and tourism**, CONGRETUR 2020, Quito, Ecuador
- 2020 **Data Analytics in Hospitality and Tourism Management**, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, TX, USA.
- 2019 **Big Data Analysis and Social Media in the Hospitality Industry**, 2019 Restaurant Entrepreneurship Certificate Program, University of Houston, Houston, TX, USA.
- 2019 **Big Data and Business Analytics in Hospitality Management**, University of South Florida, Online webinar
- 2018 **Big Data Analysis and Social Media in the Hospitality Industry**, 2018 Restaurant Entrepreneurship Certificate Program, University of Houston, Houston, TX, USA.
- 2018 **Roles of New Technologies for Service Innovation**, Korea Aerospace University, Goyang, Gyeonggi, South Korea
- 2018 **Business Intelligence and Analytics in Hospitality and Tourism: From Exploration to Theory Testing**, Smart Tourism Research Center, Kyunghee University, Seoul, South Korea
- 2017 **Business Analytics in the Hospitality Industry: A marketer's perspective**, Jesse H. Hones School of Business, Texas Southern University, Houston, TX, USA.
- 2017 **Mobile Technology Research Trends in the Hospitality Industry**, 2017 INFORMS Annual Meeting, Houston, TX, USA.
- 2017 **No Rooms Available? The Impact of Minimum Length of Stay Control on Perceived Fairness**, 2017 New England Hospitality Research Symposium Series, School of Hospitality Administration, Boston University, Boston, MA, USA.
- 2017 **Hospitality Information Technology Research Trends**, Isenberg School of Management, University of Massachusetts Amherst, Amherst, MA, USA.
- 2016 **Business Intelligence & Analytics**, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, TX, USA.

## RESEARCH IN PROGRESS

- Lee, M.,** Jang, J., Kim, J., Park, J-Y., & Choi, CB., Evolution of hospitality data analytics: From big data to big wave. Invited to the special issue on "The Past, Present, and Future of Hospitality Research" at *International Journal of Contemporary Hospitality Management* (SSCI Indexed & Ranked A in ABDC).
- Lee, M.,** Shea, L., Jeong, M., & Assaf, A. G. Effects of hotel service recovery and the moderating role of social ties in social media. The manuscript is now being prepared to be submitted to *Cornell Hospitality Quarterly* (Completion rate: 80%).

- Lee, M.,** Lee, K.-J., Lee, K. Y., & DeFranco, A. Investigation of knowledge adoption and sharing intentions for service innovation: Insights from online service reviews in the hospitality and tourism industry. The manuscript is now being prepared to be submitted to *Journal of Hospitality and Tourism Technology* (Completion rate: 70%)
- Warnick, R., & **Lee, M.** Social Media Peer Communication and the Use of Social Media in a Regional Event: A Comparison of 2015 and 2018. Data analysis (Target journal: *Journal of Travel Research*).
- Lee, M.,** Koh, Y., Lee, D. & Lee, S. Longitudinal investigation of CEO's perspective on the strategic importance of IT in the service industry: A business analytics approach. Data analysis (Target journal: *International Journal of Hospitality Management*).
- Lee, M.** Do managerial responses to negative hotel reviews increase customers' perceived helpfulness on Tripadvisor.com? – Business intelligence approach. Data analysis (Target journal: *Tourism Management*).
- Lee, M.,** Ali, F., & Lee, J. The effect of online reviews on sales in the SMART environment: A moderating role of global airline alliances. Data analysis (Target journal: *Journal of Travel Research*)
- Lee, M.,** Koo, J., & DeFranco, A. Why are hotel reviews helpful? Identifying the mediating role of perceived risk in review helpfulness through a multi-method approach. Theory development. (Target journal: *Journal of Business Research*)

## GRANTS AND PROJECTS FUNDED

- |                       |  |
|-----------------------|--|
| Jan. 2020 – Dec. 2021 | <p><b>Let's uncover service innovation from user-generated contents: Big data analytics and machine learning</b></p> <ul style="list-style-type: none"> <li>▪ Principal Investigator</li> <li>▪ Fund Amount: \$5,000</li> <li>▪ Funding Agent: Office of the Provost's 50-in-5 Research Funding, University of Houston</li> </ul>  |
| Jan. 2019 – Dec. 2019 | <p><b>Guest-facing technologies in hotels</b></p> <ul style="list-style-type: none"> <li>▪ Co-Principal Investigator</li> <li>▪ Fund Amount: \$10,000</li> <li>▪ Funding Agent: Hospitality Financial and Technology Professionals</li> </ul>  |
| Sep. 2018 – Aug. 2021 | <p><b>Do hotels' technology-based services matter? Exploring user-generated content in social media through business analytics techniques</b></p> <ul style="list-style-type: none"> <li>▪ External (International) Investigator</li> <li>▪ Fund Amount: \$2,900,000</li> <li>▪ Funding Agent: Institute for Information &amp; Communications Technology Promotion, Ministry of Science and Technology, South Korea</li> </ul> |
| Sep. 2018 – Aug. 2019 | <p><b>Do hotels' technology-based services matter? Exploring user-generated content in social media through business analytics techniques</b></p> <ul style="list-style-type: none"> <li>▪ Principal Investigator</li> <li>▪ Fund Amount: \$5,200</li> <li>▪ Funding Agent: Digital Research Common, University of Houston</li> </ul>  |
| Feb. 2018 – Aug. 2019 | <p><b>Big data, data science, and analytics: Competitive analysis of social media and service innovation success in the hospitality and tourism industry</b></p> <ul style="list-style-type: none"> <li>▪ Principal Investigator</li> <li>▪ Fund Amount: \$6,000</li> <li>▪ Funding Agent: University of Houston (New Faculty Research Program)</li> </ul>   |
| Jan. 2018 – Dec. 2018 | <p><b>Hotel guests' technology preference</b></p> <ul style="list-style-type: none"> <li>▪ Co-Principal Investigator</li> <li>▪ Fund Amount: \$10,000</li> </ul>   |

- Funding Agent: Hospitality Financial and Technology Professionals
- Dec. 2015 – Nov. 2016 **Service firms' social media efforts and consumer behavior: Big data & business analytics approach in social media**
- Co-Principal Investigator
  - Fund Amount: \$10,000
  - Funding Agent: Dongseo University, South Korea (Dongseo Frontier Project Research Fund of 2015)

## HONORS, AWARDS, AND RECOGNITIONS

- 2021 **Stephen Rushmore/HVS Faculty Research Award**  
Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston
- 2021 **Best Paper Award (*Journal of Hospitality and Tourism Technology*)**  
The 26<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Park, H., Lee, M., Back, K-J., & DeFranco, A., Houston, TX, USA.
- 2020 **2020 Literati Outstanding Reviewer Award**  
Emerald Publishing Limited & *Journal of Hospitality and Tourism Technology*
- 2020 **50-in-5 Scholar Award – High Impact Publications, Creative Activities & National Recognition**  
University of Houston
- 2020 **Best Paper Award (*Journal of Hospitality and Tourism Technology*)**  
The 25<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Kwon, W., Lee, M., & Back, K-J., Las Vegas, NV, USA.
- 2020 **Finalist for the Best Paper Award**  
The 25<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Park, H., Lee, M., & Back, K-J., Las Vegas, NV, USA.
- 2019 **Provost's 50-in-5 Award for Faculty**  
Office of the Provost, University of Houston
- 2018 **New Faculty Research Award**  
Division of Research, University of Houston
- 2017 **Best Paper Award (1<sup>st</sup> place)**  
2017 Korea America Hospitality & Tourism Educators Conference. Lee, M., Hong, J. & Chung S. Las Vegas, NV, USA.
- 2015 **Best Paper Award**  
The 17<sup>th</sup> Asia Pacific Management Conference, Seoul, South Korea.
- 2015 **Finalist for the Best Paper Award**  
The 17<sup>th</sup> Asia Pacific Management Conference, Seoul, South Korea.
- 2014 – 2017 **Graduate Research Travel Funding**  
Isenberg School of Management, University of Massachusetts Amherst
- 2014 – 2017 **Graduate Student Research Travel Grant**

	Department of Hospitality and Tourism Management, University of Massachusetts Amherst
2013 – 2017	<b>Full Tuition Scholarship</b> Isenberg School of Management, University of Massachusetts Amherst
2012	<b>Graduate Research/Workshop Travel Funding</b> Graduate & Postdoctoral Studies, McGill University
2010 – 2013	<b>McGill International Doctoral Awards</b> Graduate & Postdoctoral Studies, McGill University
2010 – 2013	<b>McGill Provost's Graduate Fellowship</b> McGill University
2006 – 2008	<b>Rawls Scholarship</b> Jerry S. Rawls College of Business Administration, Texas Tech University
2004	<b>Minister's Grand Prize</b> <i>Received as a team leader of the best IT volunteer team of the year 2004 in Korea (1st place out of 300 IT volunteer teams in Korea)</i> Ministry of Information and Communication, South Korea
2004 – 2006	<b>Chancellor's Fellowship as a result of standing first in admission</b> Graduate School of Korea Aerospace University
2001 – 2004	<b>Chancellor's Full Scholarship as a result of excellent grades</b> Korea Aerospace University

## TEACHING EXPERIENCE

### University of Houston, Houston TX

Conrad N. Hilton College of Hotel and Restaurant Management

*Assistant Professor (Fall 2017 – Present)*

- HRMA 1301 – Hospitality Technology, Undergraduate course, Face-to-face/Hybrid/Online format.
- HRMA 3353 – Project Management & Hospitality Metrics, Undergraduate course, Face-to-Face/Online format (*Newly develop and teach this course*).
- HRMA 3366 – Social Media in the Hospitality Industry, Undergraduate course, Face-to-face/Hybrid/Online format (*Newly develop and teach this course*).
- HRMA 6363 – Social Media in the Hospitality Industry, Graduate course, Face-to-face/Hybrid/Online format (*Newly develop and teach this course*).
- HRMA 6317 – Innovative Hospitality Technologies, Graduate course (specifically Global Hospitality Business Master's Program), Face-to-face/Hybrid/Online format (*Newly develop and teach this course*).
- HRMA 6380 – Hospitality Business Analytics & Communications, Graduate course, Face-to-face/Hybrid/Online format (*Newly develop and teach this course*).
- Excel Bootcamp and Certification Program, Undergraduate & graduate level (*Newly develop and teach this certification program*).
- EDC 6253 – Data Analytics, Undergraduate course for Certification Program in Global Hospitality Services, School of Hospitality and Tourism, University of the Americas, Quito, Ecuador (*Newly develop and teach this course*).
- Hilton College Excel Bootcamp, Hybrid/Online format (*Newly develop and teach this course*)

### University of Massachusetts, Amherst MA

Isenberg School of Management

*Instructor (Spring 2016 – Spring 2017)*

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

*Teaching Assistant (Fall 2013 – Fall 2016)*

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

### **McGill University, Montreal QC, Canada**

Desautels Faculty of Management

*Teaching Assistant (Fall 2011 – Fall 2012)*

- MGCR 331 – Information Systems, Undergraduate course. (*Coordinated 6 sessions and about 400 undergraduate students and managed 14 undergraduate TAs each semester*), Face-to-face format.

### **Texas Tech University, Lubbock TX**

Jerry S. Rawls College of Business Administration

*Teaching Assistant (Spring 2004 – Spring 2006)*

- ISQS 3345- Object Oriented Systems in Java, Undergraduate course, Face-to-face format.

### **Korea Aerospace University, Goyang, South Korea**

Department of Business Administration

*Instructor (Fall 2009 – Spring 2010)*

- BD 4230 - Airline Information Technology, Undergraduate course, Face-to-face format.
- BD 3319 - Information Management, Undergraduate course, Face-to-face format.
- BD 4127 - Mathematics for Business and Economics, Undergraduate course, Face-to-face format.
- BD 3202 - Management Science, Undergraduate course, Face-to-face format.

*Teaching Assistant (Spring 2004 – Spring 2006)*

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

## **SERVICE**

### **College**

- Journal Ranking Committee, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston (May. 2021 – Present)
- College By-Laws Committee, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston (Jan. 2021 – Present)
- Faculty Advisor, Global Hospitality Business Master Student Capstone Project for Intercontinental Hotel Group Texas Medical Center, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston (Sep. 2019 – Aug. 2020)
- Faculty Advisor, 2019 STR Student Market Study Competition Teams (Undergraduate and Graduate), Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston (Aug. 2019 – Nov. 2019)
- Faculty Search Committee, Marketing and Revenue Management positions, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston (Aug. 2019 – Mar. 2020)

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

### Professional Services

- Co-Conference Chair, 2022 International Conference on Applied Service Management, Ulaanbaatar, Mongolia (Jul. 2021 – Present)
- Executive Board Member (Secretary), International Hospitality Information Technology Association (Jul. 2021 – Present)
- External Reviewer for the RGC Research Fellow Scheme (RFS) and RGC Senior Research Fellow Scheme (SRFS) 2021/22, Research Grants Council (RGC) of Hong Kong. (Mar. 2021 – Present)
- Travel & Tourism Research Association (TTRA) 2021 Academic Review Committee (Feb. 2021 – Present)
- GLOSERV Scientific Committee (Jan. 2021 – Present)
- Board Member, Aviation Management Society of Korea (May 2018 – Present)
- Research Workshop Program Committee, Korean Chapter of the Association for Information Systems Research Workshop, Korean Association for Information Systems (May 2017 – Present)
- Session Moderator, IT Adoption & Application Sessions, The 26<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism (Jan. 2021)
- Session Moderator, Consumer Behavior and Finance & Economics Sessions, The 25<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism (Jan. 2020)
- Scientific Review Committee for 2020 Global Conference on Services and Retail Management (Dec. 2019 – Dec. 2020)
- Award Selection Committee, Thea Sinclair Research Award, *Tourism Economics* (Sep. 2019 – Dec. 2019)
- Session Moderator, Human Resources Session, The 2019 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) (Jul. 2019)
- International Conference Organizing Committee, 21<sup>st</sup> Asia Pacific Management Conference 2019 (Jan. 2019 – Jul. 2019)
- Track Associate Editor, Smart Services and Internet of Things Track, Pacific Asia Conference on Information Systems (PACIS 2019) (Jan. 2019 – Jul. 2019)
- Session Moderator, Consumer behavior Session, The 24<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism (Jan. 2019)

- Award Selection Committee, Thea Sinclair Research Award, *Tourism Economics* (Sep. 2018 – Dec. 2018)
- Session Moderator, Korea-America Hospitality & Tourism Educators Association Annual Conference (Apr. 2018)
- Scientific and Paper Review Committee, Global Conference on Business, Hospitality and Tourism Research (Feb. 2018 – Dec. 2018)
- Session Moderator, Technology Session, The 23<sup>rd</sup> Annual Graduate Student Research Conference in Hospitality and Tourism (Jan. 2018)
- Session Moderator, Information Technology Session, The 21<sup>st</sup> Annual Graduate Student Research Conference in Hospitality and Tourism (Jan. 2016)

## STUDENT MENTORSHIP

### Ph.D. Students

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

### Master Students in Hospitality Management

- Yueming Guo, Co-supervisor, University of Houston (2021 – Present)
- Melissa Herman, Co-supervisor, University of Houston (2021 – Present)
- Quincy Reynolds, Supervisor, University of Houston (2021 – Present)
- Mahsa Bitaab, Supervisor, University of Houston (2020 – Present)
- Myung Cho, Supervisor, University of Houston (2020 – Present)
- Soo Yeon Kwak, Co-supervisor, University of Houston (2020 – Present)
- Hyekyung Park, Supervisor, University of Houston (2018 – 2020)
- Yanjun (Maggie) Cai, Supervisor, University of Houston (2017 – 2019)

### Master Students in Global Hospitality Business

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

### Undergraduate Students

- Madison Fleming, University of Houston (2020 – 2021)
- Jack Hodges, University of Houston (2017 – 2018)

### Advisor for Visiting Scholars

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



## EDITORSHIP, EDITORIAL BOARD & REVIEW EXPERIENCE

### Editorship

- Associate Editor for *Journal of Hospitality and Tourism Technology* (2021 – Present)
- Guest Editor of Special Issue “Technology Innovation: Applications in Sustainable Tourism and Hospitality” for *Sustainability* (2021 – Present)
- Guest Editor of Special Issue “Environmental, Social, and Corporate Governance and Sustainability” for *Frontiers in Psychology* (2021 – Present)

### Editorial Advisory Board Member

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

### Research Grants Reviewer

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

### Ad-hoc Reviewer (Hospitality and Tourism Journals)

- *Annals of Tourism Research*
- *Asia Pacific Journal of Tourism Research*
- *Cornell Hospitality Quarterly*
- *International Journal of Contemporary Hospitality Management*
- *International Journal of Hospitality Management*
- *Journal of Hospitality & Tourism Education*
- *Journal of Hospitality and Tourism Management*
- *Journal of Hospitality and Tourism Research*
- *Journal of Quality Assurance in Hospitality & Tourism*
- *Tourism Management*

### Ad-hoc Reviewer (Information Systems/Management Science/Management Journals)

- *Annals of Operations Research*
- *Asia Pacific Journal of Information Systems*
- *Electronic Markets*
- *Industrial Management & Data Systems*
- *Information & Management*
- *Information Processing and Management*
- *Information Systems Frontiers*
- *Internet Research*
- *Journal of Business Ethics*
- *Technological Forecasting & Social Change*

### Conferences Reviewer

- 2018 Global Marketing Conference
- Annual Graduate Student Research Conference in Hospitality and Tourism
- Annual International Conference of the Travel and Tourism Research Association
- Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference

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

## INDUSTRY & PROFESSIONAL EXPERIENCE

- |                       |  |
|-----------------------|--|
| Jan. 2021 – Present   | <p><b>Data Analytics &amp; Service Innovation Lab (Leader)</b></p> <ul style="list-style-type: none"> <li>▪ Facilitating global research collaboration in data analytics and service innovation</li> <li>▪ Leading various research projects on data analytics and service innovation</li> <li>▪ Lab website: <a href="http://www.thedasil.com">http://www.thedasil.com</a></li> </ul>   |
| Jan. 2021 – Present   | <p><b>Digital Thinking Lab (Co-Director)</b></p> <ul style="list-style-type: none"> <li>▪ Facilitating global research collaboration and education in digital transformation</li> <li>▪ Leading various research projects on digital transformation and innovation</li> <li>▪ Lab website: <a href="http://www.https://www.digitalthinkinglab.com">http://www. https://www.digitalthinkinglab.com</a></li> </ul>   |
| Oct. 2020 – Present   | <p><b>Bali Group (Director of Research)</b></p> <ul style="list-style-type: none"> <li>▪ Consulting President and CEO to implement Business Intelligence Systems</li> <li>▪ Supervising 3 Research Associates</li> <li>▪ Developing KPIs and Balanced Scorecards</li> </ul>  |
| Sep. 2019 – Aug. 2020 | <p><b>Intercontinental Hotel Group - Houston Medical Center</b></p> <ul style="list-style-type: none"> <li>▪ Consulted general managers and sales/marketing managers to improve hotel visibility and occupancy rates for medical tourism businesses</li> <li>▪ Supervised 3 Global Hospitality Business Master students for this consulting project</li> <li>▪ Performed marketing analysis, competitor analysis, and business analytics to build up the medical tourism business model</li> </ul>               |
| Sep. 2018 – Aug. 2019 | <p><b>Hilton University of Houston</b></p> <ul style="list-style-type: none"> <li>▪ Consulted general managers and sales/marketing managers on wellness-based services and amenities</li> <li>▪ Supervised 4 Global Hospitality Business Master students for this consulting project</li> <li>▪ Performed benchmarking analysis, content analysis, and business analytics to Identify and examine the impact of wellness-related services/amenities and destination wellness on customer satisfaction</li> </ul> |
| Feb. 2014 – Jun 2017  | <p><b>ACCOR HOTELS (Consultant &amp; Research Associate)</b></p> <ul style="list-style-type: none"> <li>▪ Consulted general managers on IT implementation and training for their employees</li> </ul>  |

- Analyzed consumer database (Trustyou.com) to develop the Sofitel North America’s customer satisfaction and loyalty matrix with Dr. Haemoon Oh and Dr. Miyoung Jeong
  - Analyzed online reviews of 8 North America Sofitel properties on Tripadvisor.com to investigate the impact of emotions on customer satisfaction and hotel stay evaluation
  - Performed content analysis on 8 North America Sofitel properties’ Facebook brand pages to examine the relationship between social media activities and customer engagement
- Jun. 2008 – Jun. 2009 **Texas Tech University / Office of Research Services (Network Specialist)**
  - Managed data- and web-servers, built an office website, and maintained IT equipment and network
- Feb. 2007 – Jul. 2007 **Texas Tech University / Center for Training Workforce (Student Assistant)**
  - Taught the basic computer skills and knowledge, managed the web server and networks, and maintained hardware
- Feb. 2005 – Dec. 2005 **France Telecom Research & Development Seoul (Research Associate)**
  - Analyzed the IT industry’s competitive environment in Korea and wrote three case studies on business models, value chains, and IT strategies:
    - (1) Case Study for Cyworld.com in Korea: A Leading Personal Community Site
    - (2) Case Study for Nate.com: The Korea’s first wireless and wired integrated Internet portal service
    - (3) Case Study of Home Network Business Model in Korea
- Mar. 2002 – May 2006 **Korea Aerospace University / Department of Business Administration (Website Developer and Web-server Administrator)**
  - Managed the web server/networks and maintained hardware
- May 1998 – Sep. 2000 **Cheongju City Government, South Korea (Public Service Personnel)**
  - Operated Transportation Management Systems and developed job process innovation and manuals for Transportation Management Systems

## PROFESSIONAL MEMBERSHIP AND CERTIFICATION

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