

Tiffany Shin Legendre, Ph.D.

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

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EDUCATION

Ph.D. in Management May 2016
Concentration in Hospitality and Tourism Management
Isenberg School of Management, University of Massachusetts, Amherst – Amherst, USA

Dissertation Research:

Belief in a Just World – An Investigation of Underdog Brand Effects

Chair: Prof. Rodney Warnick

Committee: Dr. Albert Assaf, Dr. Melissa Baker, & Prof. Ronnie Janoff-Bulman
(Psychology); Defense Date: 3/25/2016

Research Interests:

*Branding, Social decision making, Consumer justice, Consumer value judgment,
Commercialization of edible insects, Food innovation, Sustainable food supply and
consumption, Food security*

Teaching Interests:

*Services marketing, Consumer behavior, Food and beverage management, Food
innovation, Lodging operations, Human resources management, Hospitality leadership*

Course Interests Taught:

*Consumer behavior for food service business, Practice in food and beverage operations,
Organizational behavior for food service business (Gyeongju University),*

*HTM240 Lodging operations, HTM260 Hospitality personnel management (University
of Massachusetts, Amherst)*

Master of Science, Hospitality and Tourism Management August 2009
Sejong University – Seoul, Republic of Korea

Thesis:

A study on the segmentations of dark tourism market and its impacts on selecting
destinations

Bachelor of Business Administration, Hospitality Management May 2007
Macquarie University – Sydney, Australia

ACADEMIC EXPERIENCE

PUBLICATIONS AND PRESENTATIONS

Refereed Journal Articles Published:

- Baker, M. A. & **Legendre, T. S.** (2020). Unintended negative consequences of loyalty programs: Endowed vs. Earned loyalty. *Journal of Services Marketing*.
- **Legendre, T. S.**, Baker, M. A., Warnick, R. B., & Assaf, A. G. (2020). The worldview based hospitality brand support. *International Journal of Contemporary Hospitality Management*.
- Chang, H, Chang, H., & **Legendre, T. S.**, (2020). Exploring particulate matter pollution in hotel guestrooms. *International Journal of Contemporary Hospitality Management*.
- **Legendre, T. S.** & Baker, M. A. (2020). Legitimizing edible insects for human consumption: The impacts of trust, risk-benefit, and purchase activism. *Journal of Hospitality and Tourism Research*.
- **Legendre, T. S.**, Jarvis, N., Kang, Y. A., Jamal, G., & Jackson, J. (2020). Rescuing Imperfect Produce: The Effects of Stigma Disclosure Strategies, Controllability, and Aesthetics. *International Journal of Hospitality Management*.
- **Legendre, T. S.**, Cartier, E., & Warnick, R. (2020). Event brand experience on memory formation process: The Great New England Air Show. *Marketing Intelligence and Planning*.
- **Legendre, T. S.** & Lee, S. A. (2019). Investigating customers' system justifying responses: Application of system justification theory. *The Service Industries Journal*.
- Kang, Y. A., **Legendre, T. S.**, & Cartier, E. A. (2019). The role of personality congruence among brands, recruiters, and applicants: Internal brand management during the anticipatory socialization process. *Journal of Hospitality and Tourism Research*. (advised a master's student)
- **Legendre, T. S.**, et al. (2019). The impact of consumer familiarity on edible insect food product purchase and expected liking: The role of media trust and purchase activism. *Entomological Research*.
- **Legendre, T. S.**, Warnick, R., & Baker, M. (2017). The support of local underdogs: System justification theory perspectives. *Cornell Hospitality Quarterly*, 1938965517748773.
- Han, R., **Shin, J. T.**, Kim, J., Choi, Y. S., & Kim, Y. W. (2017). An overview of the South Korean edible insect food industry: challenges and future pricing/promotion strategies. *Entomological Research*, 47(3), 141-151.
- **Shin, J. T.**, Jeong, M., Oh, H., & Tierney, E. (2017). Exploring determinants of meeting planners' commitment to the business relationships with destination management companies. In *Journal of Convention & Event Tourism* (Vol. 18, No. 2, pp. 135-158). Routledge.
- Ryu, J. P., **Shin, J. T.**, Kim, J., & Kim, Y. W. (2017). Consumer preference for edible insect-containing cookies determined by conjoint analysis: An exploratory study of Korean consumers. *Entomological Research*, 47(2), 74-83.
- Baker, M., **Shin, J. T.**, & Kim, Y. W. (2016). An Exploration and Investigation of Edible Insect Consumption: The Impacts of Image and Description on Risk Perceptions and Purchase Intent. *Psychology & Marketing*, 33(2), 94-112.
- Chiang, L., Manthiou, A., Tang, L., **Shin, J.**, & Morrison, A. (2014). A Comparative Study of Generational Preferences for Trip-Planning Resources: A Case Study of International Tourists to Shanghai. *Journal of Quality Assurance in Hospitality & Tourism*, 15(1), 78-99.
- **Shin, J. T.**, Lee, S. A., & Oh, H. (2012). Changes in the Host-Guest Relationship and Implications for the Commercial Hospitality World. *Hospitalidad-ESDAI*, 21, 7-22.
- Chiang, L., Manthiou, A., Tang, L., **Shin, J.**, & Morrison, A. (2012). An Investigation of the Information Sources Used by International Tourists of Different Age Groups in Fiji. *International Journal of Tourism Sciences*, 12(3), 20-46.
- Tang, L, Manthiou, A., Morrison, A., **Shin, J.**, & Chiang, L. (2012). A Holistic Approach to Activity Preference Patterns: International Tourists and Their Visits to Shanghai, China. *International Journal of Tourism Sciences*, 12(1), 107-136.

Books & Book Chapters:

- Kang, Y. A. & **Legendre, T. S.** (book chapter). Managing tourist experience through social media: Evidence from South Korea. *The Routledge Handbook of Tourism Experience Management and Marketing*. Routledge.
- **Legendre, T. S.**, & Baker, M. (book chapter). Roles of local food in sustainable tourism development – Evidence from Houston TX USA. *The Routledge Handbook of Gastronomic Tourism*. Routledge.
- **Legendre, T. S.**, Baker, M., & Kim, Y. W. (book chapter). Past, Present, and Future Uses of Insects in Korean Gastronomy and the Importance of Stakeholder Involvement: Evidence from the Korean Edible Insect Laboratory Case. *Edible Insect in Sustainable Food Systems*. Springer International Publishing.
- Baker, M., **Legendre, T. S.**, & Kim, Y. W. (book chapter). Consumer Acceptance, Barriers, and Preferences in the U.S. *Edible Insect in Sustainable Food Systems*. Springer International Publishing.
- Growing Older: Tourism and Leisure Behavior of Older Adults (Korean edition)
Author: Patterson, Ian Robert
Translated and edited by Youngwook Kim, Jin Kim, **Jungyoung Shin**
Publisher: Han-Ol

Under Review Process:

- **Legendre, T. S.** & Bowen, J. T. (revise and resubmit). Customers' reactions to post-merger & acquisition (M&A): Identity dissonance and self-categorization perspectives. *International Journal of Contemporary Hospitality Management*.
- Yu, H., **Legendre, T. S.**, & Ma, J. (revise and resubmit). We stand by our brand – Customer' post-food safety crisis responses and moral reasoning. *Journal of Business Research*.
- Ding, A., **Legendre, T. S.**, Han, R., & Chang, H. S. (under review). Freedom restriction and non-member customers' response to loyalty programs. *International Journal of Hospitality Management*.

Referred Conference Presentations & Proceedings:

- Kang, Y. A. & **Legendre, T. S.** (2019, May). The effects of purchase motivation and consumption setting on restaurant brand choice: Consumption values theory perspectives. APac CHRIE and Euro CHRIE Annual Conference, Hong Kong, China.
- Woo L. & **Legendre, T. S.** (2019, May). International expansion of US foodservice brands: A comparison of Asia Pacific and Europe Markets. APac CHRIE and Euro CHRIE Annual Conference, Hong Kong, China.
- Kang, Y. A. & **Legendre, T. S.** (2019, January). Personality congruence among brands, recruiters, and applicants: Internal brand management during the anticipatory socialization process. The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, TX, USA.
- [**Best conference paper award**] Kwon, J., **Legendre, T. S.**, & Boger, C. (2019, January). The Effect of Nature Immersion on the Pro-Environmental Intention: The Mediating Role of Self-Control. The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.
- Kang, Y. A. & **Legendre, T. S.** (2018, January). The Role of Mature Employees in the Quality and Brand Evaluation. The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Dallas, TX.
- Kauffman, B. & **Legendre, T. S.** (2018, January). Not so “A-Peeling” – A case study defining the importance of reshaping societal and industry standards of visually acceptable produce. The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Dallas, TX.
- Kwon, J., **Legendre, T. S.**, & Boger, C. (2018, January). The effect of multisensory cues on eco-friendly behavior – an application of self-regulatory theory. The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Dallas, TX.

- **Shin, T. J.**, Warnick, R., & Baker, M. (2017, July). The Support of Local Underdogs: System Justification Theory Perspective. The 2017 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, Baltimore, MD, USA.
- Kang, Y. A. & **Shin, T. J.** (2017, January). Internal Brand Management During the Anticipatory Socialization Process. The 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, TX, USA.
- **Shin, T. J.**, Warnick, R., & Baker, M. (2017, July). The Support of Local Underdogs: System Justification Theory Perspective. The 2017 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, Baltimore, MD, USA.
- Kang, Y. A. & **Shin, T. J.** (2017, January). Internal Brand Management During the Anticipatory Socialization Process. The 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, TX.
- Cartier, E. A., Warnick, R. B., **Shin, T. J.**, & Rezvani, E. (2016, August). *Propositions for Examining the Seasonality Construct in Tourism Settings*. 2016 Travel and Tourism Research Association (TTRA) Annual International Conference, Vail, CO, USA.
- **Shin, T. J.**, Warnick, R. B., & Rezvani, E. (2016, August). *Attendees' Perceptions of Social Impacts and Socially Sensitive Issues for An Air Show Special Event*. 2016 Travel and Tourism Research Association (TTRA) Annual International Conference, Vail, CO, USA.
- Warnick, R., **Shin, T. J.**, & Cartier, E. (2016, April). *Great New England Air Show economic impact (EI) analysis: EI benchmarking and market profiling*. The 28th Annual Northeastern Recreation Research Symposium, Annapolis, MD, USA.
- **Shin, T. J.**, Baker, M., & Kim, Y. W. (2016, May). *The Influence of the Consumer Knowledge and Trust on Risk-Benefit Perceptions of Edible Insects*. Eating Insects Detroit 2016, Wayne State University, Detroit, MI, USA.
- **Shin, T. J.**, Kim, S., & Warnick, R. (2016, January). *When Creativity is Too Much to Digest: Dish Innovation and Molecular Gastronomy Experience*. The 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Philadelphia, PA.
- **Shin, T. J.**, Oh, H., Jeong, M., & Tierney, E. (2015, August). *Developing New Business Strategies for Destination Management Companies (DMCs): An Analysis of Business Relationships between DMCs and Their Clients*. The 2015 Annual World Education Congress (WEC) – Meeting Professionals International (MPI) Summer Conference, San Francisco, CA, USA. **(2015 MPI/WEC Best Paper Award Winner)**
- **Shin, T. J.**, Oh, H., Jeong, M., & Tierney, E. (2015, July). *Social Exchange in the Meeting Planners' B2B Relationship with Destination Management Companies*. The 2015 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, Orlando, FL, USA.
- **Shin, T. J.**, Baker, M., & Kim, Y. W. (2015, July). *Consumer Information Processing on Abhorred Food Products*. The 2015 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, Orlando, FL, USA.
- Warnick, R., **Shin, T. J.**, & Cartier, E. (2015, June). *The Experience Economy: Regional Fair Market Segmentation and Application*. 2015 Travel and Tourism Research Association (TTRA) Annual International Conference, Portland, OR, USA.
- Warnick, R., Cartier, E., & **Shin, T. J.** (2015, June). *Experiencing the Event Brand: Examining the Branded Images for a New England Regional Fair*. 2015 Travel and Tourism Research Association (TTRA) Annual International Conference, Portland, OR, USA.
- **Shin, T. J.**, Cartier, E., & Warnick, R. (2015, April). *The Experience Economy: Regional Fair Attendee Market Segmentation and Application*. 2015 National Outdoor Recreation Conference in partnership with the Northeastern Recreation Research (NERR) Symposium, Annapolis, MD, USA.
- Cartier, E., **Shin, T. J.**, & Warnick, R. (2015, April). *Gender Differences in Tourism Event Experiences: The Relationship between Memory and Participation Intention*. 2015 National Outdoor Recreation Conference in partnership with the Northeastern Recreation Research (NERR) Symposium, Annapolis, MD, USA.

- Warnick, R., Cartier, E., & **Shin, T. J.** (2015, April). *Experiencing the Event Brand: Examining the Branded Images for New England Regional Fair*. 2015 National Outdoor Recreation Conference in partnership with the Northeastern Recreation Research (NERR) Symposium, Annapolis, MD, USA.
- **Shin, T. J.**, Oh, H., & Assaf, A. (2014, July). *Travel Experience While Slowing Down: The Role of Travel Pace and Goal Achievement*. The 2014 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, San Diego, CA, USA.
- **Shin, T. J.** & Shea, L. (2014, July). *The Incongruence between Aesthetics of e-Servicescapes and Online Reviews: Consumer Skepticism and Evaluation*. The 2014 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, San Diego, CA, USA.
- **Shin, T. J.** (2014, July). *US Baby boomers and Types of Pro-environmental Behavior at Home and in Travel Destinations*. The 2014 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, San Diego, CA, USA.
- **Shin, T. J.** (2014, January). *Priming Effect of Destination Marketing Materials on Pre-travel Destination and On-site Activity Choice*. 19th Annual Graduate Education and Graduate Student Research Conference, Houston, TX, USA.
- **Shin, T. J.** (2013, July). *Valuing Mature Employees in Hospitality Industry*. The 2013 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, St. Louis, MO, USA.
- Chiang, L., Manthiou, A., Tang, L., **Shin, J.**, & Morrison, A. (2012, January). *An Investigation of Information Sources Used by International Tourists of Different Age Groups in Fiji*. The 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL, USA.
- Manthiou, A., Tang, L., Morrison, A., & **Shin, J.** (2011, January). *Segmenting International Travelers in Shanghai by Activity Preference*. The 16th Graduate Students Research Conference, Houston, TX, USA.
- **Shin, J.** & Kim, H. (2009, July). *Segmenting Visitors of Dark Tourism Destinations by Motivation*. The 15th Asia Pacific Tourism Association (APTA) Annual Conference, Incheon, Korea.
- **Shin, J.** & Kim, H. (2009, July). *A Study on the Attributes and Motivation of Dark Tourism Affecting Visitor's Destination Selection*. The 8th Asia Pacific Forum for Graduate Student Research in Tourism, Seoul, Korea.
- **Shin, J.** & Kim, H. (2008, November). *Understanding Potential of Dark Tourism in Asia-Pacific Destinations*. The 9th International Joint World Cultural Tourism Conference, Seoul, Korea.
- **Shin, J.** & Kim, H. (2008, July). *An In-depth Examination into the On-line Marketing Strategy of National Tourism Organization*. The 14th Asia Pacific Tourism Association (APTA) Annual Conference, Bangkok, Thailand.

HONORS AND AWARDS

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|--|-------------|
| • Stephen Rushmore/HVS Faculty Research Excellence Award Conrad N. Hilton College of Hotel & Restaurant Management University of Houston, Houston TX, USA. | 2020 |
| • Best Conference Paper Award The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston TX, USA. | 2019 |
| • Nominated for a 2015-2016 Distinguished Teaching Award The Institute for Teaching Excellence & Faculty Development University of Massachusetts, Amherst MA, USA. | 2015 - 2016 |
| • Best Paper Award Winner 2015 Meeting Professionals International / World Education Congress | |
| • North East North American Federation (NENA) Promise Award 2015 – Jim Bardi Graduate Scholarship Winner 2015 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) | 2015 - 2016 |

- **Graduate Student Travel Grant** 2013 - 2015
Isenberg School of Management
University of Massachusetts, Amherst MA, USA.
- **Graduate Student Travel Grant** 2013 - 2015
Department of Hospitality and Tourism Management
University of Massachusetts, Amherst MA, USA.
- **Full tuition scholarship** 2012 - 2016
University of Massachusetts, Amherst MA, USA.

SERVICE

- **Student advising committee** January 2019 -
Chris Cai MS. (Chair) Current
- **Eta Sigma Delta Faculty Advisor** August, 2019
- Current
- **Student advising committee** September, 2016
Yeonjung (Alice) Kang, MS. (Chair); Brenton Kauffman, MS. (Chair); Hyeonkyung
Lee, MS. (Committee) - Current
- **Industry consulting** May-June, 2018
Air force smarter fueling food service emerging trends and innovations research plan
CBRE Group
- **Organizer** February, 2018
Teaching cooking show with Chartwells, University of Houston Dining Services
- **Committee member** November, 2017
Curriculum review committee (F&B track and innovation & strategy)
- **Committee member** October, 2017
Graduate certificate committee, Hilton College
- **Committee member** September, 2017
Innovation lab committee, Hilton College
- **Drafting “Call for Grant Proposals” for the Society for Hospitality and
Foodservice Management Foundation** October, 2016
Assistance for the Dean at the Hilton College
- **Curriculum Review Meetings** April, 2016
Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston
- **Ph.D. Program Promotion Video Interviewee**
Department of Hospitality and Tourism Management, University of Massachusetts,
Amherst
- **Ph.D. Program Interviewee for the AACSB Accreditation Review** February, 2016
A Representative for the Isenberg School of Management, Hospitality and Tourism
Management Department
- **Undergraduate Thesis Advisor** March - May,
Hospitality & Tourism Management and Asian Language & Literatures (Chinese) Dual 2015
Major Student: Linda La
Topic: Chinese Outbound Tourist Behavior
- **Ph.D. Program Promotion Video Interviewee** January, 2014
Isenberg School of Management, University of Massachusetts, Amherst

MEDIA EXPOSURE & MAGAZINE/ONLINE APPEARANCES

- **KHOU channel 11 TV broadcasting** (May 23, 2018). University of Houston
professor says bugs are next food craze.

- **Edible Houston** (May 22, 2018). Exploring the deliciousness of insects (by Francine Spiering).
- **GuidryNews.com** (February 16, 2018). Edible insects focus of UH inaugural celebrity chef event: Award-winning chef Hugo Ortega highlights cooking demonstration.
- **Houston Public Media** (March 14, 2018). UH moment: Edible Insects
- **University of Houston Magazine** (Spring, 2017). To eat or not to eat – This is the question a UH researcher answers about edible insects.
- **Incentive Research Foundation** (March 28, 2016). Research featured in article, “Developing a better business model for destination management companies”
- **Pacific Standard** (January 19, 2016). Research featured in article, “Would you like flies with that?”
- **Seoul Broadcasting System (SBS)** (September 17, 2015)
Program: SBS Sunday Special, <The World Now, At War of Materials>, Sponsored by Amore Pacific™
Topic: Edible insect research

RESEARCH GRANT EXPERIENCE

- | | |
|---|-------------|
| • Small grants Program (\$5,000), University of Houston, TX, USA | 2020 -2021 |
| • Rescuing Ugly Produce: Customers’ Willingness-to-Pay, Industry Operational Logistics, and Quantifying the Rescue Costs and Replacement Value (\$15,000) Society of Hospitality and Foodservice Management, USA | 2017 - 2018 |
| • Commercialization of Edible Insect Food Products (\$5,990) University of Houston, TX, USA | 2016 - 2017 |
| • Developing a New Business Model for Destination Management Companies by Redesigning Their Value Propositions, Incentive Research Foundation – St. Louis, MO, USA | 2014 - 2015 |
| • Developing a Slow Tourism Tracker Scale (STTS) for Tourism Innovations, University of Nevada Las Vegas – NV, USA | 2013 - 2014 |
| • Shaoxing Website Development (Korean Version), Belle Tourism International Consulting, Ltd. – Shanghai, P.R. China | 2008 |
| • World National Tourism Organizations’ Marketing Plan Evaluations, Korea National Tourism Organization – Seoul, Republic of Korea | 2008 |
| • Brain Korea 21, Ministry of Education & Human Resources Development – Seoul, Republic of Korea | 2007 - 2009 |
| • Themed City Seoul Development, Seoul City Government – Seoul, Republic of Korea | 2007 - 2009 |

INVITED PRESENTATIONS (NON-REFEREED)

- | | |
|--|---------------------------|
| • Executive program lectures: Cherokee Nation Entertainment, Sysco, Club managers Association of America | September, 2016 – current |
| • Assisted Ms. Sharmagne Taylor, CMP (President & Taylor, On-site Partners, Inc.) on Professional Convention Management Association presentation (Topic: Farm to table) | November, 2017 |
| • Guest presenter – Virginia Tech University doctoral colloquium | February, 2017 |
| • Baylor CHI St. Luke’s Hospital Transplant and VAD Grand Rounds Presentation – <i>(Title: The Intersection of Healthcare and Hospitality: Innovative Ideas in Providing Patient and Family Centered Care)</i> – Houston, TX | March 21, 2016 |
| • New England Club Managers Association – Food Research and Customer Service Trends for Club Managers <i>(Title: Trends and Innovations in US Foodservice)</i> – Amherst, MA, USA | February 2016 |

- Tourism Property Development Project Bidding Presentation (*Title: Trends and Potential of South Korean Golf Market*) – Qingdao, Shandong, P.R. China 2009

PROFESSIONAL DEVELOPMENT

External Research Collaboration Activities:

- **Head of Global Academic Research & Foreign Public Relations** Since 2015
Korean Edible Insect Laboratory (KEIL) and Papillon’s Kitchen™

Reviewer Activities:

- **Editorial Board** Since 2019
Journal of Hospitality and Tourism Research (SSCI)

Ad-Hoc Reviewer

- Journal of Business Research (SSCI) Since 2017
- International Journal of Contemporary Hospitality Management (SSCI)
- Journal of Hospitality and Tourism Research (SSCI)
- Journal of Hospitality and Tourism Management (SSCI)
- Tourism Economics (SSCI)
- Insects Journal (SCI/SSCI)
- Marketing Intelligence and Planning (SSCI)
- Sustainability Journal (SCI/SSCI)
- 2017 ICHRIE under marketing and services marketing track
- 2016 Travel and Tourism Research Association (TTRA) Annual International Conference 2016
- Journal of Convention & Event Tourism Since 2015
- Journal of Tourism and Cultural Change Since 2013
- 2015 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) under Services marketing track 2015

Affiliations:

- American Marketing Association (AMA)
- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)
- National Restaurant Association (NRA)

TEACHING EXPERIENCE

| | | |
|----------------------------|---|---------------------|
| Instructor & Guest speaker | Conrad N. Hilton College of Hotel & Restaurant Management University of Houston | Fall 2016 - present |
| | Instructor: | |
| | <ul style="list-style-type: none"> • Methods of Research in Hospitality Industry (HRMA 6382) • Food and Beverage Management (HRMA 7341) • Restaurant Management (HRMA 4322) • Innovative Food Management & Sustainability (HRMA 4397) • Foodservice Management (HRMA 1320) | |
| | Guest Speaker: | |
| | <ul style="list-style-type: none"> • Doctoral teaching seminar • Master’s level colloquium • Korean Food, Culture, and Tourism (HRMA4397/6397) <i>Topic: Korean 2016 food trends</i> | |

- Safety and Sanitation in the Hospitality Industry (HRMA 1345)
Topic: Food production cycle and innovation
- Grant Writing in Hospitality Industry (HRMA 8305)
Topic: Foundation grants
- Ph.D. Colloquium (HRMA 8188)
Topic: Job search and interviews

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|---------------------------------|--|-------------------------|
| Instructor | Isenberg School of Management University of Massachusetts, Amherst | Spring 2016 |
| | <ul style="list-style-type: none"> • Hospitality Personnel Management(HTM 260-02) with an online section | |
| Instructor & Teaching Assistant | University of Massachusetts, Amherst Instructor: | Fall 2015 |
| | <ul style="list-style-type: none"> • Hospitality Personnel Management(HTM 260-02) with an online section Teaching Assistant: <ul style="list-style-type: none"> • Leadership in Hospitality(HTM 492L) • Hospitality Merchandising, Advertising, and Promotion(HTM 383) • Club Management (HTM336) | |
| Instructor | University of Massachusetts, Amherst | Spring 2015 |
| | <ul style="list-style-type: none"> • Hospitality Personnel Management(HTM 260-02) with an online section | |
| Guest Speaker | University of Massachusetts, Amherst | Spring 2015 |
| | <ul style="list-style-type: none"> • Hospitality Merchandising, Advertising, and Promotion(HTM 383) <i>Topic: Source, Message, and Channel (2 sessions)</i> | |
| Instructor | University of Massachusetts, Amherst | Fall 2014 |
| | <ul style="list-style-type: none"> • Hotel Operations(HTM 240-02) with an online section | |
| Guest Speaker | University of Massachusetts, Amherst | Fall 2013 |
| | <ul style="list-style-type: none"> • Hotel Operations(HTM 240) <i>Topic: Security Management & Housekeeping Management (2 sessions)</i> | |
| Teaching Assistant | University of Massachusetts, Amherst | Fall 2013 -Spring 2014 |
| | <ul style="list-style-type: none"> • Leadership in Hospitality(HTM 492L) • Hotel Operations(HTM 240) • Food Service Management(HTM 350) • Hospitality Personnel Management(HTM 260) | |
| Guest Speaker | University of Massachusetts, Amherst | Spring 2013 |
| | <ul style="list-style-type: none"> • Tourism Policy and Planning(HTM 433) <i>Topic: Special Interest Tourism - Dark Tourism & Sex Tourism (2 sessions)</i> | |
| Teaching Assistant | University of Massachusetts, Amherst | Fall 2012 - Spring 2013 |
| | <ul style="list-style-type: none"> • Leadership in Hospitality(HTM 492L) | |

- Hotel Operations(HTM 240)
- Advanced Club Management(HTM 492W)

Adjunct Lecturer **Food Service Management and Culinary Department, Gyeongju University, Republic of Korea** Spring 2012

- Practice in Food and Beverage Operations(03697)
- Consumer Behavior for Food Service Business(03701)

Adjunct Lecturer **Food Service Management and Culinary Department, Gyeongju, University, Republic of Korea** Fall 2011

- Organizational Behavior for Food Service Business (02483)

INDUSTRY EXPERIENCE

EMPLOYMENT

| | | |
|--|--|----------------|
| Assistant Professor | Conrad N. Hilton College of Hotel & Restaurant Management University of Houston – Houston, TX, USA | 2016 - Present |
| Research/ Teaching Assistant/ Instructor | Department of Hospitality and Tourism Management, Isenberg School of Management, University of Massachusetts – Amherst, MA, USA | 2012 - 2016 |
| Adjunct Lecturer | Food Service Management and Culinary Department, Gyeongju University – Gyeongju, Republic of Korea | 2011 - 2012 |
| International Consultant | Belle Tourism International Consulting, Ltd. – Shanghai, P.R. China | 2009 - 2011 |
| Researcher | Tourism Industry Research Institute, College of Hospitality and Tourism Management, Sejong University – Seoul, Republic of Korea | 2007 - 2009 |
| Food and Beverage Department | Kable’s Restaurant Four Seasons Hotels & Resorts – Sydney, Australia | 2004 - 2007 |
| Banquet Attendant | NOSH Hospitality Personnel | 2004 - 2005 |
| Manager | Dunkin Donuts | 2002 - 2003 |
| Supervisor | Jokki Jokki Brassiere | 2002 - 2003 |

INDUSTRY CONSULTING PROJECT EXPERIENCE

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| • CBRE Group: Air force smarter fueling food service emerging trends and innovations research plan – TX, USA | 2018 2015 |
| • The Great New England Air Show Economic Impact Study – MA, USA | |
| • The Big E Economic Impact Study – West Springfield, MA, USA | 2013 - 2014 |
| • Concept, Program and Sales Brochure Development for Tangwanghe Resort – Shanghai, P.R. China | 2010 |
| • Fiji Tourism Market Research – Nadi, Fiji | 2010 |
| • Built To Innovate Website Development – Shanghai, P.R. China | 2010 |

- TasteJiangsu.com Provincial Tourism Website for Jiangsu, ClassicSuzhou.com English and Japanese Website & VintageShaoxing.com English and Korean Website Maintenance Project – Shanghai, P.R. China 2010
- Zhouzhuang EXPO Promotion Material Development – Shanghai, P.R. China 2010
- Xuzhou Itinerary Development – Shanghai, P.R. China 2009 - 2010
- Shanghai International Visitor Survey – Shanghai, P.R. China 2009 - 2010
- Website Evaluation for DMOs – P.R. Shanghai, China 2009

OTHER EXPERIENCE

- VIP Translator • Svenska Cellulosa Aktiebolaget (SCA) Company – Seoul, Republic of Korea
- Website Evaluation • Fiji International Airport – Nadi, Fiji
- Participant • Suzhou Tourism Festival organized by Suzhou Tourism Bureau – Suzhou, P.R. China
- Participant • Pacific Asia Travel Association (PATA) Travel Mart – Hangzhou, P.R. China
- SPSS Program Trainer • Belle Tourism International Consulting, Ltd. – Shanghai, P.R. China
- Translator • For Prof. Andrew Feinstein, Prof. Lipping A. Cai – Seoul, Republic of Korea
- Translator • For International College of Management Sydney & Macquarie University during a study abroad exhibition – Seoul, Republic of Korea
- Translator • For Belle Tourism International Consulting Shanghai, Ltd.’s Korean Market Research – Seoul, Republic of Korea
- Translator • For the Global BioTech Forum 2009 organized by KOTRA (Korea Trade-Investment Promotion Agency) – Seoul, Republic of Korea
- Casual Works • NOSH Hospitality Catering Company – Sydney, Australia