

Minjung Shin, Ph.D.

Assistant Professor

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

Ph.D. in Hospitality Administration (Summa Cum Laude) Aug 2017- May 2020

Conrad N. Hilton College of Hotel and Restaurant Management

University of Houston | Houston, TX

Dissertation Title: The effect of loyalty program experiences on hotel customers' brand love: Social identity theory perspective

Committee: Dr. Ki-Joon Back (Chair), Dr. John T. Bowen (Member),

Dr. Juan M. Madera (Member), Dr. Yu Liu (External committee member)

M.S. in Business Administration, Marketing (Summa Cum Laude) Mar 2011 - Aug 2013

College of Business Administration

Seoul National University | Seoul, Korea

B.S. in Business Administration (Cum Laude) Mar 2007 - Feb 2011

College of Business Administration

Seoul National University | Seoul, Korea

ACADEMIC HONORS AND AWARDS

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

RESEARCH

Research Interests

- Identifying brand management strategies to enhance customer-brand relationship.
- Examining customer perceptions and decision-making process within luxury context.
- Developing theoretical framework unique to traveler psychology and behavior.
- Using and testing multiple theoretical perspectives and methodological techniques

Peer Reviewed Publication

Shin, M*, Back, K. J., Lee, C. K., & Lee, Y. S. (2021). The loyalty program for our self-esteem: The role of collective self-esteem in luxury hotel membership programs. *Cornell Hospitality Quarterly*. <https://doi.org/10.1177/19389655211017449>.

Shin, M*, Back, K. J., Lee, C. K., & Lee, Y. S. (2020). Enhancing customer-brand relationship by leveraging loyalty program experiences that foster customer-brand identification. *International Journal of Contemporary Hospitality Management*, 32(12), 3991-4016.

Shin, M*. & Back, K-J. (2020). The luxury of doing nothing: Inferring luxury from idleness display in travel setting. *Journal of Travel and Tourism Marketing*, 37(4), 409-417.

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

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

Conference Proceedings

Shin, M. (2021, July). Post-pandemic marketing strategy: Triggering traveler's inaction regret to reinvigorate travel demand. *2021 Asia Pacific Tourism Association Online Conference*.

Kwak, S., Lee, M., Back, K-J, & **Shin, M.** (2021, July). The role of negative emotions embedded in online reviews on customer decision making: Do online review platforms matter? *2021 Asia Pacific Tourism Association Online Conference TiP Session*.

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

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

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

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

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

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

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

GRANT EXPERIENCE

New Faculty Research Program Grant, University of Houston Mar 1, 2021 – Sep 1, 2022
Principal Investigator

- Investigating marketing strategy to restore travel demand amid COVID-19 Pandemic (\$6,000)

Korea Research Foundation Aug 2018 – Aug 2019
Research Assistant

- Scale development of gambling fallacy and Its effect on gambling problem behaviors: A cross cultural study among Korea, USA, and Switzerland (\$225,000)

RESEARCH EXPERIENCE

University of Houston Aug 2017- May 2020
Graduate Research Assistant/Collaborator

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

Seoul National University
Graduate Research Assistant

June 2011 – Aug 2013

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

TEACHING EXPERINECE

HRMA 7361: Hospitality Marketing Analysis, University of Houston Fall 2019 - Present
Developed course materials and instructed master's students on major issues in hospitality marketing and various approaches to marketing analysis strategies.

HRMA 3361: Hospitality Marketing, University of Houston Fall 2018 - Present
Provided junior/senior students with an introductory guide to hospitality marketing and explained the role of marketing in strategic planning

HRMA 6330: Statistical Data Analysis in the Hospitality Industry, University of Houston
Designed course materials and instructed master's students on basic principles of statistics necessary to conduct hospitality research. Spring 2021 - Present

PROFESSIONAL EXPERINECE

Hotel Lotte Duty Free, Seoul Korea Jan 2014 - May 2017
Human Resources Analyst, Assistant Manager

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

Sales and Operations Analyst, Assistant Manager

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

Marketing and Promotion Coordinator, Associate

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

The Hope Institute, Seoul Korea

Oct 2008 – Dec 2008

Research Assistant Intern

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

The Kowloon Hotel, Hong Kong

Jan 2006 – Mar 2006

F&B Department Intern

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

SERVICE

Student Advising Committee

Jan 2021 - Present

Soo Yeon Kwak, MS (Committee)

Ad Hoc Peer Reviewer

- International Journal of Hospitality Management (SSCI)
- Cornell Hospitality Quarterly (SSCI)
- International Journal of Hospitality & Tourism Administration
- Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism
- Global Marketing Conference

Moderator

- Asia Pacific Tourism Association Conference (2021)
- Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism (2021)

Research Development Symposium

Dec 2018

University of Houston

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

Primary Officer of the Hilton Doctoral Student Association

2018 – 2019

University of Houston

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

Coordinator of the 2018 Restaurant Entrepreneurship Certificate Program Oct 2018
Korea Foundation

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

Volunteer Translator at the Korean Culinary Delights Event Oct 2018
Consulate General of The Republic of Korea in Houston

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