
SEOKI LEE

Ph.D., Associate Professor
School of Hospitality Management
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OVERVIEW

- Dedicated research in the field of hospitality and beyond, with an emphasis in *strategic management & financial management issues*, particularly on *corporate social responsibility (CSR)* and *sustainability*
- Focused teaching in the field of hospitality, with an emphasis in corporate social responsibility (CSR) and sustainability, financial management, financial and managerial accounting, and research methodology

PROFESSIONAL EXPERIENCE

The Pennsylvania State University

Associate Professor, Fall 2012 – Present
School of Hospitality Management

Kyung Hee University

International Scholar, December 2017 – 2020
College of Hotel and Tourism Management

The Hong Kong Polytechnic University

Visiting Associate Professor, November, 2019
School of Hotel and Tourism Management

Temple University

Director of Masters Programs, Fall 2011 – Spring 2012
School of Tourism and Hospitality Management

Temple University

Assistant Professor, Fall 2006 – Spring 2012
School of Tourism and Hospitality Management

EDUCATION

Ph.D. in Hospitality Management, Specialized in Hotel Financial Accounting

The Pennsylvania State University. Completed in Summer 2006
School of Hospitality Management
Dissertation title: *The Comparison of the Predictive Ability of Different Cost-of-Equity Capital Models for the Lodging Industry*

Master of Science in Accounting

Michigan State University. Completed in Fall 2002
Eli Broad College of Business

Master of Science in Foodservice Management

Michigan State University. Completed in Summer 2001
School of Hospitality Business.

Bachelor of Science in Hospitality Business

Michigan State University. Completed in Fall 1999
School of Hospitality Business.

PROFESSIONAL CERTIFICATE

Passed Examination of American Institute of Certified Public Accountants (AICPA)

American Institute of Certified Public Accountants. November 2003.

Subjects: *Financial Accounting and Reporting, Business Law and Professional Responsibilities, Auditing & Accounting and Reporting*

TEACHING EXPERIENCE

- Corporate Social Responsibility at Undergraduate Level
The Pennsylvania State University, Fall 2013 – Present
School of Hospitality Management

- Financial Management in Hospitality Management at Undergraduate Level
The Pennsylvania State University, Fall 2012 – Present
School of Hospitality Management

- Hospitality Financial Accounting at Undergraduate Level
The Pennsylvania State University. Fall 2017
School of Hospitality Management

- Financial Management in Tourism and Hospitality at Graduate Level
Financial Issues in Tourism and Hospitality at Undergraduate Level
Research Methodology at Undergraduate Level
Temple University, Fall 2006 – Spring 2012
School of Tourism and Hospitality Management

- Hospitality Managerial Accounting at Undergraduate Level
The Pennsylvania State University. Fall 2004 – Spring 2006
School of Hospitality Management

RESEARCH SPECIALIZATION / INTERESTS

Strategic Management & Financial Management Issues in the Hospitality Industry

- Corporate Social Responsibility / Environmental, Social and Governance (ESG) Issues
- Internationalization
- Diversification
- Franchising and Management Contracts
- Top Management Team (TMT)
- Corporate Governance

PUBLICATIONS

Corporate Social Responsibility & Sustainability

- Yeon, J., Lin, M., **Lee, S.**, & Sharma, A. (Forthcoming). Does family matter? The moderating role of family involvement on the relationship between CSR and firm performance. *International Journal of Contemporary Hospitality Management*.
- Lee, S.**, Zhai, X., Lee, M., & Luo, Q. (Forthcoming). Current status of CSR practices in the casino industry: A comparison between the U.S. and Macau. *Journal of Hospitality and Tourism Management*.
- Hyun, M.Y., Gao, Y., & **Lee, S.** (Forthcoming). Corporate Social Responsibility (CSR), Ethical Climate and Pride in Membership Moderated by Casino Dealers' Customer Orientation. *International Journal of Contemporary Hospitality Management*.
- Lee, S.** (Forthcoming). Corporate social responsibility and COVID-19: Research implications. *Tourism Economics*.
- Yeon, J., Song, H.J., Yu, H., Vaughan, Y., & **Lee, S.** (2021). Are socially responsible firms better off during COVID-19? *Tourism Management*, 85, 104321.
- Joe, M., **Lee, S.**, & Ham, S. (2020). Which brand should be more nervous about nutritional information disclosure: McDonald's or Subway? *Appetite*, 155, 104805.
- Peng, X., **Lee, S.**, & Lu, Z. (2020). Does doing well lead to doing good? Employees' perceived job performance, organizational identification, and pro-environmental behaviors in the hotel industry. *International Journal of Hospitality Management*, 90, 102632.
- Ham, S., **Lee, S.**, Yoon, H., & Kim, C. (2020). Linking creating shared value to customer behaviors. *Journal of Hospitality and Tourism Management*, 43, 199-208.
- Kim, B., & **Lee, S.** (2020). The impact of material and immaterial sustainability investment on firm performance: The moderating role of franchising strategy. *Tourism Management*, 77, Article 103999.
- Assaf, A., Ahn, J., Josiassen, A., Baker, M., **Lee, S.**, Kock, F., & Tsionas, M. (2020). Narcissistic CEOs and corporate social responsibility: Does the role of an outside board of directors matter? *International Journal of Hospitality Management*, 85, Article 102350.
- Liu, Z., Li, X., Peng, X., & **Lee, S.** (2020). Green or nongreen innovation? Different strategic preferences among subsidized enterprises with different ownership types. *Journal of Cleaner Production*, 245, Article 118786.
- Park, S.B., Song, S.J., & **Lee, S.** (2019). The influence of CEOs' equity-based compensation on restaurant firms' CSR initiatives: The moderating role of institutional ownership. *International Journal of Contemporary Hospitality Management*, 31(9), 3664-3682.
- Peng, X., & **Lee, S.** (2019). Self-discipline or self-interest? The impacts of individual work ethics and multi-level incentives on hotel employees' pro-environmental behaviors. *Journal of Sustainable Tourism*, 27(9), 1457-1476.
- Lee, S.**, Kim, B., & Ham, S. (2018). Strategic CSR in the airline Industry: Does materiality matter? *International Journal of Contemporary Hospitality Management*, 30(12), 3592-3608.

PUBLICATIONS (Continued)

Corporate Social Responsibility & Sustainability (continued)

- Lee, S.**, Lee, K., Gao, X., Xiao, Q., & Conklin, M. (2018). Do a company's sincere intentions with CSR initiatives matter to employees?: A comparison of customer-related and employee-related CSR initiatives. *Journal of Global Responsibility*, 9(4), 355-371.
- Youn, H., Lee, K., & **Lee, S.** (2018). Effects of corporate social responsibility on employees in the casino industry. *Tourism Management*, 68, 328-335.
- Choi, S., & **Lee, S.** (2018). Revisiting the financial performance and corporate social performance link. *International Journal of Contemporary Hospitality Management*, 30(7), 2586-2602.
- Lee, S.**, Sun, K., Wu, L., & Xiao, Q. (2018). A moderating role of green practices on the relationship between service quality and satisfaction for hotels: The Chinese context. *Journal of China Tourism Research*, 14(1), 42-60.
- Kim, B., **Lee, S.**, & Kang, K.H. (2018). How does a CEO's narcissism affect a restaurant firm's CSR decision-making? A moderating role on the relationship between national culture and CSR. *Tourism Management*, 67, 203-213.
- Park, S.B., Song, S.J., & **Lee, S.** (2017). How do investments in human resource management (HRM) practices affect firm-specific risk in the restaurant industry? *Cornell Hospitality Quarterly*, 58(4), 374-386.
- Xiao, Q., Heo, C.Y., & **Lee, S.** (2017). How do consumers' perceptions differ across CSR dimensions and hotel types? *Journal of Travel and Tourism Marketing*, 34(5), 694-707.
- Cho, S.J., Song, H.J., Lee, C.G., & **Lee, S.** (2017). The Impact of CSR on Airline Passengers' Corporate Image, Customer Trust, and Behavioral Intentions: An Empirical Examination of Safety Activity. *Korean Journal of Hotel Administration*, 26(4), 1-17.
- Park, S.B., Song, S.J., & **Lee, S.** (2017). Corporate social responsibility and corporate financial performance: The moderating role of geographical diversification. *Tourism Management*, 59, 610-620.
- Youn, H.W., Song, S., Kim, J.H., & **Lee, S.** (2016). Does the restaurant type matter for corporate social responsibility investment? *International Journal of Hospitality Management*, 58, 24-33.
- Kang, K.H., **Lee, S.**, & Yoo, C.S. (2016). The Effect of National Culture on Corporate Social Responsibility in the Hospitality Industry. *International Journal of Contemporary Hospitality Management*, 28(8), 1728-1758.
- Jung, S., **Lee, S.**, & Dalbor, M. (2016). The Negative Synergistic Effect of Internationalization and Corporate Social Responsibility on U.S. Restaurant Firms' Value Performance. *International Journal of Contemporary Hospitality Management*, 28(8), 1759 - 1777
- Gao, X., Mattila, A., & **Lee, S.** (2016). A Meta-Analysis of Behavioral Intentions for Environmentally Friendly Initiatives in Hospitality Research. *International Journal of Hospitality Management*, 54, 107-115.
- Seo, K.L., Moon, J.H., & **Lee, S.** (2015). Quality and Social Responsibility in the Airline Industry. *Journal of Air Transport Management*, 47, 126-134
- Youn, H., Hua, N., & **Lee, S.** (2015). Size matters? Corporate Social Responsibility in the Restaurant Industry. *International Journal of Hospitality Management*, 51, 127-134.

PUBLICATIONS (Continued)

Corporate Social Responsibility & Sustainability (continued)

- Youn, H., **Lee, S.**, & Lee, K. (2014). The effect of CSR on organizational commitment and organizational citizenship behavior of casino employees. *Journal of Tourism and Leisure Research*, 26 (7), 373-392
- Singh, N., Cranage, D., & **Lee, S.** (2014). Green Strategies for Hotels: Estimation of Recycling Benefits. *International Journal of Hospitality Management*, 43, 13-22.
- Lee, K., Conklin, M., Cranage, D., & **Lee, S.** (2014). The Roles of Consumer Empowerment and Perceived Corporate Social Responsibility on Serving Healthful Foods and Nutrition Information with Health-Consciousness as a Moderator. *International Journal of Hospitality Management*, 37, 29-37.
- Lee, S.**, Seo, K.L., & Sharma, A. (2013). Corporate social responsibility and firm performance in the airline industry: Operation-relatedness dimension approach and the moderating role of oil prices. *Tourism Management*, 38, 20-30.
- Paek, S., Xiao, Q., **Lee, S.**, & Song, H. (2013). Does managerial ownership affect different corporate social responsibility dimensions? An empirical examination of hospitality firms. *International Journal of Hospitality Management*, 34, 423-433.
- Song, H.J., Lee, H.M., Lee, C.K., **Lee, S.**, & Bernhard, B. (2013). Impact of CSR on casino employees' organizational trust, job satisfaction, and customer orientation: Inclusion of responsible gambling strategy. *International Journal of Hospitality Management*, 33, 406-415.
- Lee, S.**, Singal, M., & Kang, K.H. (2013). The Corporate Social Responsibility-Financial Performance Link in the U.S. Restaurant Industry: Do Economic Conditions Matter? *International Journal of Hospitality Management*, 32, 2-10.
- Kang, K.H., Stein, L., Heo, C.Y., & **Lee, S.** (2012). Consumers' willingness to pay for green initiatives of the hotel industry. *International Journal of Hospitality Management*, 31 (2), 564-572.
- Inoue, Y., Kent, A., & **Lee, S.** (2011). The Link Between Corporate Social Responsibility and Financial Performance in U.S. Major League Teams. *Journal of Sport Management*, 25, 531-549.
- Ham, S., & **Lee, S.** (2011). U.S. Restaurant Companies' Green Marketing via Company Websites: Impact on Financial Performance. *Tourism Economics*, 17 (5), 1055-1069.
- Inoue, Y., & **Lee, S.** (2011). Effects of Different Dimensions of Corporate Social Responsibility on Corporate Financial Performance in Tourism-Related Industries. *Tourism Management*, 32 (4), 790-804.
- Lee, S.**, & Park, S.Y. (2010). Financial Impacts of Socially Responsible Activities on Airline Companies. *Journal of Hospitality and Tourism Research*, 34 (2), 185-203.
- Kang, K.H., **Lee, S.**, & Huh, C. (2010). Impacts of Positive and Negative Corporate Social Responsibility Activities on Company Performance in the Hospitality Industry. *International Journal of Hospitality Management*, 29 (1), 72-82.
- Lee, S.**, & Heo, C.Y. (2009). Corporate Social Responsibility and Customer Satisfaction Among US Publicly Traded Hotels and Restaurants. *International Journal of Hospitality Management*, 28 (4), 635-637.
- Park, S.Y., & **Lee, S.** (2009). Financial Rewards for Social Responsibility: A Mixed Picture for Restaurant Companies. *Cornell Hospitality Quarterly*, 50 (2), 168-179.

PUBLICATIONS (Continued)

Corporate Social Responsibility & Sustainability (continued)

Lee, S., & Park, S.Y. (2009). Do Socially Responsible Activities Help Hotels and Casinos Achieve Their Financial Goals? *International Journal of Hospitality Management*, 28 (1), 105-112.

Internationalization

Song, S., & **Lee, S.** (Forthcoming). The effect of internationalization on firm performance: A moderating role of TMT nationality. *Cornell Hospitality Quarterly*.

Lee, S., Song, H.J., Lin, M.S., & Sharma, A. (2021). Impacts of COVID-19 on the US restaurant industry from the Global Perspective. *Journal of Hospitality Financial Management*, 29(1), 2.

Song, S., & **Lee, S.** (2020). Motivation of internationalization and a moderating role of environmental conditions in the tourism industry. *Tourism Management*, 78, Article 104050.

Jung, S., Dalbor, M., & **Lee, S.** (2018). Internationalization as a Determinant of Systematic-Risk: the Role of Restaurant Type. *International Journal of Contemporary Hospitality Management*, 30(8), 2791-2809.

Koh, Y., **Lee, S.,** & Basu, S. (2015). Information Efficiency of U.S. Restaurant Stocks That Are Cross-Listed in Germany. *Journal of Hospitality and Tourism Research*, 39 (3), 316-345

Lee, S., Koh, Y., & Xiao, Q. (2014). Internationalization and Financial Health in the U.S. Hotel Industry. *Tourism Economics*, 20 (1), 87-105.

Lee, S., Upneja, A., Ozdemir, O., & Sun., K.A. (2014). A Synergy Effect of Internationalization and Firm Size on Performance: U.S. Hotel Industry. *International Journal of Contemporary Hospitality Management*, 26 (1), 35-49.

Koh, Y., **Lee, S.,** Basu, S., & Roehl, W. (2013) Determinants of Involuntary Cross-Listing: U.S. Restaurant Companies' Perspective. *International Journal of Contemporary Hospitality Management*, 25 (7), 1066-1091.

Sun, K.A., & **Lee, S.** (2013). Determinants of Degree of Internationalization for U.S. Restaurant Firms. *International Journal of Hospitality Management*, 33, 465-474.

Koh, Y. & **Lee, S.** (2011). Cross-Listing Effect of U.S. Casino Companies: Risk-Adjusted Performances. *International Journal of Hospitality Management*, 30 (4), 1055-1058.

Lee, S., Koh, Y., & Heo, C.Y. (2011). Internationalization of U.S. Publicly Traded Restaurant Companies: Transaction Cost Economics Perspective. *Tourism Economics*, 17 (2), 365-371.

Koh, Y., **Lee, S.,** & Boo, S.Y. (2009). Impact of Brand Recognition and Brand Reputation on Firm Performance: U.S. Based Multinational Restaurant Companies' Perspective. *International Journal of Hospitality Management*, 28 (4), 620-630.

Lee, S. (2008). Internationalization of U.S. Multinational Hotel Companies: Expansion to Asia VS. Europe. *International Journal of Hospitality Management*, 27 (4), 657-664.

PUBLICATIONS (Continued)

Diversification

- Song, S.J., Park, S.B., & **Lee, S.** (2019). Does Franchising Reduce Geographically-Diversified Restaurant Firms' Risk? *International Journal of Contemporary Hospitality Management*, 31 (1), 161-179.
- Song, S.J., Park, S.B., & **Lee, S.** (2017). Impacts of Geographic Diversification on U.S. Restaurant Firms' Risk: Domestic vs. International Diversification. *International Journal of Hospitality Management*, 61, 107-118.
- Kang, K.H. & **Lee, S.** (2015). The Effect of Diversification Strategies on US Restaurant Firm Performance. *Tourism Economics*, 21 (4), 807-831.
- Kang, K.H., & **Lee, S.** (2014). The Moderating Role of Brand Diversification on the Relationship Between Geographic Diversification and Firm Performance in the U.S. Lodging Industry. *International Journal of Hospitality Management*, 38, 106-117.
- Kang, K.H., **Lee, S.**, Choi, K.W., & Lee, K. (2012). Geographical diversification, risk and firm performance of US casinos. *Tourism Geographies*, 14 (1), 117-146.
- Lee, S.**, Xiao, Q., & Kang, K.H. (2011). Examination of U.S. Hotel Segment Strategy: Diversified, Concentrated or Balanced? *Tourism Economics*, 17 (6), 1257-1274.
- Choi, K.W., Kang, K.H., **Lee, S.**, & Lee, K. (2011). Impact of Brand Diversification on Firm Performance: A Study of Restaurant Firms, *Tourism Economics*, 17 (4), 885-903.
- Kang, K.H., **Lee, S.**, & Yang, H. (2011). The Effects of Product Diversification on Firm Performance and Complementarities Between Products: A study of US Casinos. *International Journal of Hospitality Management*, 30 (2), 409-421.

Cost of Equity and Valuation

- Lee, S.**, & Upneja, A. (2008). Is Capital Asset Pricing Model (CAPM) the Best Way to Estimate Cost-of-Equity for the Lodging Industry? *International Journal of Contemporary Hospitality Management*, 20 (2), 172-185.
- Lee, S.**, & Upneja, A. (2007). Does Wall Street Truly Understand the Lodging Valuation? *Journal of Hospitality & Tourism Research*, 31 (2), 168-181.
- Lee, S.**, & Upneja, A. (2006). Critical Review of the Implied Cost of Equity: A New Way to Estimate the Expected Return. *FIU Hospitality Review*, 24 (2), 1-14.
- Upneja, A., **Lee, S.** & Dalbor, M. (2006). An Analysis of the Equity Valuation Literature as Applied to the Lodging Industry. *Journal of Hospitality and Tourism*, 4 (1), 19-27.

PUBLICATIONS (Continued)

Revenue Management

- Choi, D., **Lee, S.**, & Singal, M. (2019). Did they do the pricing well? A temporal analysis of the lodging market and state economic recovery from Hurricane Sandy. *International Journal of Contemporary Hospitality Management*, 31 (5), 2074-2094.
- Heo, C.Y., **Lee, S.**, Mattila, A., & Hu, C. (2013). Restaurant Revenue Management: Scarcity and Price Difference. *International Journal of Hospitality Management*, 35, 316-326.
- Drayer, J., Shapiro, S.L., & **Lee, S.** (2012). Dynamic Ticket Pricing in Sport: A Conceptual Approach. *Sport Marketing Quarterly*, 21 (3), 184-194.
- Heo, C.Y., & **Lee, S.** (2011). Influences of Consumer Characteristics on Fairness Perception of Revenue Management Pricing in the Hospitality Industry. *International Journal of Hospitality Management*, 30 (2), 243-251.
- Heo, C.Y., & **Lee, S.** (2010). Customers' Perceptions of Revenue Management Practices: Comparisons of Six Tourism and Hospitality Industries. *International Journal of Revenue Management*, 4 (3/4), 382-402.
- Lee, S.**, Hwang, J.H., & Hyun, M.Y.H. (2010). Mobile Services Applied to the Restaurant Revenue Management. *Journal of Hospitality Marketing & Management*, 19 (5), 464-479.
- Heo, C.Y., & **Lee, S.** (2009). Application of Revenue Management Practices to the Theme Park Industry. *International Journal of Hospitality Management*, 28 (3), 446-453.

Various Hospitality Financial, Strategic, Management, and Economics Issues

- Song, H., Yeon, J., **Lee, S.**, & Li, Z. (Forthcoming). The effect of federal minimum wage on the hotel industry. *Current Issues in Tourism*.
- Sun, K., & **Lee, S.** (Forthcoming). How does franchising alter competition in the hyper-competitive markets? *Journal of Hospitality and Tourism Management*.
- Tan, K., Li, X., & **Lee, S.** (Forthcoming). Exploring the determinants of hotel operating performance stabilization in emerging markets: Deciphering the myth. *Journal of Hospitality & Tourism Research*
- Park, S., Song, S., & **Lee, S.** (Forthcoming). The issue of endogeneity and possible solutions in panel data analysis in the hospitality literature. *Journal of Hospitality & Tourism Research*.
- Choi, D., Velikova, N., & **Lee, S.** (2021). Influence of corporate governance on financial performance among alcohol beverage firms. *Journal of Quality Assurance in Hospitality & Tourism*, 22(4), 425-446.
- Song, H.J., **Lee, S.**, & Kang, K.H. (2021). The influence of board interlocks on firm performance: In the context of geographic diversification in the restaurant industry. *Tourism Management*, 83, 104238.
- Song, S., Yeon, J., & **Lee, S.** (2021). Impact of the COVID-19 Pandemic: Evidence from the U.S. Restaurant Industry. *International Journal of Hospitality Management*, 92, 102702.

PUBLICATIONS (Continued)

Various Hospitality Financial, Strategic, Management, and Economics Issues (Continued)

- Zhang, F., Xiao, Q., Raw, L. & **Lee, S.** (2020). Comprehensive review of mergers and acquisitions in the hotel industry. *International Journal of Hospitality Management*, 91, 102418.
- Yeon, J., Song, H., & **Lee, S.** (2020). Examining the impact of short-term rental on hotel performance: A difference-in-differences approach. *Annals of Tourism Research*, 83, 102939.
- Choi, D., Alcorn, M., **Lee, S.**, & Rivera, D. (2020). Influence of culture on purchase decision: Integrative models development of amusement park customer. *International Journal of Hospitality Management*, 87, 102502.
- Lin, S. M., Song, H., Sharma, A., & **Lee, S.** (2020). Formal and Informal SME financing in the restaurant industry: The impact of macroenvironment. *Journal of Hospitality and Tourism Management*, 45, 276-284.
- Lee, S.**, Pan, B., & Park, S. (2019). RevPAR vs. GOPPAR: Property- and Firm-Level Analysis. *Annals of Tourism Research*, 76, 180-190.
- Sun, K., & **Lee, S.** (2019). Competitive advantage of franchising firms and moderating role of organizational characteristics. *International Journal of Hospitality Management*, 77, 281-289.
- Choi, S. **Lee, S.**, Choi, K.H., & Sun, K.A. (2018). Investment-cash flow sensitivities of restaurant firms: A moderating role of franchising. *Tourism Economics*, 24(5), 560-575.
- Koh, Y., Rhou, Y., **Lee, S.**, & Singal, M. (2018). Does Franchising Alleviate Restaurants' Vulnerability to Economic Conditions? *Journal of Hospitality and Tourism Research*, 42(4), 627-648.
- Sun, K.A., & **Lee, S.** (2018). Effect of franchising on industry competition: The moderating role of the hospitality Industry. *International Journal of Hospitality Management*, 68, 80-88.
- Choi, S., Choi, K.H., Lee, K.S., & **Lee, S.** (2017). A Financial Approach-Based Measurement of Brand Equity in the Restaurant Industry. *Tourism Economics*, 23(7), 1515-1522.
- Dalbor, M., & **Lee, S.** (2017). An Examination of Restaurant Firm Financing and the Cost of Borrowing. *Journal of Foodservice Business Research*, 20(2), 163-176.
- Lee, S.** O'Neill, J., & McGinley, S. (2016). Effects of economic conditions and other factors on hotel sale prices. *International Journal of Contemporary Hospitality Management*, 28(10), 2267-2284.
- Hua, N., Dalbor, M., **Lee, S.**, & Guchait, P. (2016). An Empirical Framework to Predict Idiosyncratic Risk in Times of Crisis: Evidence from the Restaurant Industry. *International Journal of Contemporary Hospitality Management*, 28 (1), 156-176.
- Sun, K.A., & **Lee, S.** (2016). Risk-Sharing as a Long-Term Motivation to Franchise: Moderating Role of Franchising Experience. *Journal of Hospitality Financial Management*, 24 (1), 20-32
- Kim, S.H., Koh, Y., Cha, J.M., & **Lee, S.** (2015). Effects of Social Media on Firm Value for U.S. Restaurant Companies. *International Journal of Hospitality Management*, 49, 40-46.
- Lee, W.S., Moon, J.H., **Lee, S.**, & Kerstetter, D. (2015). Determinants of Systematic Risk on Online Travel Agency (OTA) Industry. *Tourism Economics*, 21 (2), 341-355.

PUBLICATIONS (Continued)

Various Hospitality Financial, Strategic, Management, and Economics Issues (Continued)

- Hua, N., & **Lee, S.** (2014). Benchmarking Firm Capabilities for Sustained Financial Performance in the U.S. Restaurant Industry. *International Journal of Hospitality Management*, 36, 137-144.
- Koh, Y., **Lee, S.**, & Choi, C.H.S. (2013). The Income Elasticity of Demand and Firm Performance of US Restaurant Companies by Restaurant Type during Recessions. *Tourism Economics*, 19 (4), 855-881.
- Lee, S.** & Dalbor, M. (2013). Short-Term Debt and Firm Performance in the U.S. Restaurant Industry: The Moderating Role of Economic Conditions. *Tourism Economics*, 19 (3), 565-581.
- Sheridan, M.F., **Lee, S.**, & Roehl, W. (2013). Effects of Hotel Discounting Practice on Visitors' Perceptions and Visit Intentions: Case of Philadelphia. *Tourism Economics*, 19 (3), 599-611.
- Guillet, B.D., Seo, K.L., Kucukusta, D., & **Lee, S.** (2013). CEO Duality and Firm Performance in the U.S. Restaurant Industry: Moderating Role of Restaurant Type. *International Journal of Hospitality Management*, 33, 339-346.
- Koh, Y., & **Lee, S.** (2013). Stock Market Reactions to US Hotel Firms' Strategic Alliances. *Tourism Economics*, 19 (2), 373-392.
- Jin, N.H., **Lee, S.**, & Gopalan, R. (2012). Influence of Personality Traits on Perception of Relational Benefits and Satisfaction in Casual Dining Restaurants. *Journal of Hospitality Marketing and Management*, 21 (6), 591-616.
- Chen, M-H., Hou, C-L., & **Lee, S.** (2012). The Impact of Insider Managerial Ownership on Corporate Performance of Taiwanese Tourist Hotels. *International Journal of Hospitality Management*, 31 (2), 385-349.
- O'Donnell, J.M., **Lee, S.**, & Roehl, W.S. (2012). Do Economies of Scale Exist in the Atlantic City Casino Industry? *International Journal of Contemporary Hospitality Management*. 24 (1), 62-80.
- Lee, S.**, & Xiao, Q. (2011). Effects of Capital Intensity on Firm Performance for Publicly Traded U.S. Hotels and Restaurants: A Linear or Curvilinear Relationship? *International Journal of Contemporary Hospitality Management*, 23 (6), 862-880.
- Park, K.S., & **Lee, S.** (2011). What is the Optimal Firm Size for Publicly Traded U.S. Hotels? *Tourism Economics*, 17 (2), 359-372.
- Chen, J., Koh, Y., & **Lee, S.** (2011). Does the Market Really Care About RevPAR?: A Case Study of Five Large U.S. Lodging Chains. *Journal of Hospitality and Tourism Research*, 35 (2), 258-273.
- Lee, S.**, Koh, Y., & Kang, K.H. (2011). Moderating Effect of Capital Intensity on the Relationship Between Leverage and Financial Distress in the U.S. Restaurant Industry. *International Journal of Hospitality Management*, 30 (2), 429-438.
- Lee, S.** (2010). Effects of Capital Intensity on Firm Performance: U.S. Restaurant Industry. *Journal of Hospitality Financial Management*, 18 (1), Article 2.

PUBLICATIONS (Continued)

Various Hospitality Financial, Strategic, Management, and Economics Issues (Continued)

- Lee, S.**, & Connolly, D. (2010). The Impact of Information Technology on Hospitality Firm Performance Using Cumulative Abnormal Returns (CARs). *International Journal of Hospitality Management*, 29 (3), 354-362.
- Lee, S.**, & Kim, W. (2009). EVA Application for the Hospitality Industry. *International Journal of Hospitality Management*, 28 (3), 439-445.
- Koh, Y., **Lee, S.**, & Boo, S.Y. (2009). Does Franchising Help Restaurant Firm Value? *International Journal of Hospitality Management*, 28 (2), 289-296.
- Nabawanuka, C.M., & **Lee, S.** (2009). Impacts of Timeshare Operation on Lodging Firm's Value, Risk and Performance. *International Journal of Hospitality Management*, 28 (2), 221-227.
- Lee, S.** (2008). Examination of Various Financial Risk Measures for Lodging Firms. *Journal of Hospitality & Tourism Research*, 32 (2), 255-271.
- Upneja, A., Dalbor, M., **Lee, S.**, & Xiang, M. (2008). Impact of Earnings Manipulation on Valuation of Publicly Traded Restaurant Firms in the United States. *Journal of Foodservice Business Research*, 11 (2), 124-137.
- Lee, S.** (2007). An Examination of Financial Leverage Trends in the Lodging Industry. *Journal of Hospitality Financial Management*. 15 (1), Article 4.
- Dalbor, M., **Lee, S.**, & Upneja, A. (2007). An Investigation of Long-Term Debt and Firm Value in the Lodging Industry. *Advances in Hospitality and Leisure*, 3, 195-204.

Other Issues

- Heo, C.Y., & **Lee, S.** (2016). Examination of student loyalty in tourism and hospitality programs: Relationship students' loyalties (RSL) model. *Journal of Hospitality, Leisure, Sports and Tourism Education*, 18, 69-80.
- Lee, S.**, Lee, C.K., & Park, K.S. (2010). A Comparative Study of Learning Styles and Cultural Values between Korean and American University Students in Hospitality and Tourism Programs. *Korean Journal of Hospitality Administration*, 19 (5), 33-51.
- Hyun, Y.H., **Lee, S.**, Hu, C., & Han, S.I. (2009). Mobile Value Proposition Development for M-Tourism. *Korean Journal of Hospitality Administration*, 18 (5), 1-13.
- Choi, H.S.C, & **Lee, S.** (2009). Understanding U.S. Traveler Behavior to Asian Countries: A Secondary Analysis Approach. *Asia Pacific Journal of Tourism Research*, 14 (3), 279-299.
- Hyun, Y.H.M., **Lee, S.**, & Hu, C. (2009). Mobile-Mediated Virtual Experience in Tourism: Concept, typology and applications. *Journal of Vacation Marketing*, 15 (2), 149-164.

PUBLICATIONS (Continued)

Other Issues (Continued)

Connolly, D., & Lee, S. (2006). Developing Information Technology Proficiencies and Fluency in Hospitality Students. *Journal of Hospitality & Tourism Education*, 18 (3), 15-29.

Lee, S., & Kamp, H. (2005). Learning Styles of Hospitality Students: Do Career Interests Make Differences in Learning Styles? *Journal of Hospitality & Tourism Education*, 17 (3), 27-33.

Book Chapter

Lee, S., & Song, S.J. (2016). Environmental awareness and practices among hotel chains. In Ivanova, M., Ivanov, S., & Magnini, V.P. (Eds.), *The Routledge handbook of hotel chain management* (439-448). New York: Routledge.

Non-Academic Publication

Lee, S. (2018). Strategic Corporate Social Responsibility and Materiality. *CHRIE Communique*, 31(10), 3.

INVITED PRESENTATIONS

Lee, S. "Strategic CSR in the Hospitality Industry" A Lecture at Global Hospitality Leadership Course (Graduate Level) of University of Houston, April 6th, 2021. (Zoom Delivery)

Lee, S. "Strategic CSR in the Hospitality Industry" A Seminar at Smart Tourism Research Center of Kyung Hee University, December 11th, 2020. (Zoom Delivery)

Lee, S. "The Basics of Research" A Presentation at Shenzhen Tourism College of Jinan University, Shenzhen, China, November 6th, 2019.

Lee, S. "Strategic Corporate Social Responsibility and Sustainability in the Hospitality Industry" A Research Seminar in Department of Food & Nutrition at Yonsei University, Seoul, South Korea, September 25th, 2019.

Lee, S. "Strategic Corporate Social Responsibility in the Hospitality Industry" A Presentation at Shenzhen Tourism College of Jinan University, Shenzhen, China, December 6th, 2018.

Lee, S. "Research Method and Statistical Analysis" A Presentation at School of Tourism Management at Sun Yat-sen University, Zhuhai, China, December 1st, 2018.

Lee, S. "Strategic Corporate Social Responsibility in the Hospitality Industry" A Presentation at School of Tourism Management at Sun Yat-sen University, Zhuhai, China, November 30th, 2018.

Lee, S. "Research Methodology in the Hospitality and Foodservice Industries" A Lecture in Department of Food & Nutrition at Yonsei University, Seoul, Korea. June 25th – July 2nd, 2018.

Lee, S. "Strategic Corporate Social Responsibility in the Hospitality Industry" A Presentation at Shenzhen Tourism College of Jinan University, Shenzhen, China, December 6th, 2017.

Lee, S. "Hospitality Management Education" A Speech at China Tourism Education Association Annual Conference and International Forum on Tourism Education, Guangzhou, China, November 29th – December 2nd, 2017.

Lee, S. "Strategic Corporate Social Responsibility in the Hospitality and Foodservice Industries" A Research Seminar in Department of Food & Nutrition at Yonsei University, Seoul, Korea. July 6th – 7th, 2017.

Lee, S. "Strategic Corporate Social Responsibility in the Hospitality Industry" A Research Seminar in School of Tourism Management at Sun Yet-sun University, China. June 29th – 30th, 2017.

Lee, S. "Strategic Corporate Social Responsibility in the Hospitality Industry" A Keynote Speech at the 2017 Academy of Global Hospitality & Tourism Conference, Cheongju, Korea. May 26th – 28th, 2017.

Lee, S. "Corporate Social Responsibility in the Hospitality Industry" A Research Seminar in Hospitality and Tourism Management at University of Massachusetts in Amherst, MA. U.S. March 24th, 2017.

Lee, S. "Historical Development and Fundamental Concepts of Corporate Social Responsibility" A Graduate Workshop. Food and Beverage Management at Shin Chien University, Taipei, Taiwan. October 15th – 16th, 2016.

Lee, S. "What is CSR and Why is It Important?" A Keynote Speech at the 2016 International Conference on Tourism, Hospitality and Leisure, Taipei, Taiwan. May 6th – 7th, 2016.

Lee, S. "Regression Analysis" An Invited Lecture in Business Statistics Class (Undergraduate). College of Hospitality and Tourism Management at Sejong University, Seoul, Korea. May 26th, 2014.

INVITED PRESENTATIONS (Continued)

Lee, S. "Franchising and Management Contracts" An Invited Lecture in Financial Management Class. Le Cordon Bleu Hospitality Management at Sookmyung Women's University, Seoul, Korea. May 28th, 2014.

Lee, S. "Research Program" An invited Lecture in Graduate Seminar. College of Hospitality and Tourism Management at Sejong University, Seoul, Korea. May 29th, 2014.

Lee, S. "Corporate Social Responsibility" An Invited Lecture in Graduate Seminar. College of Hotel and Tourism Management at Kyung Hee University, Seoul, Korea. June 19th, 2014.

Lee, S. "Regression Analysis" A Graduate Workshop. Nutritional Science & Food Management at Ehwa University, Seoul, Korea. July 8th, 2008.

CONFERENCE PROCEEDINGS

Song, H.J., & **Lee, S.** "Determinants of post-IPO performance in the hospitality industry: Changes in ownership, corporate governance, and corporate strategies" Proceedings of the 26th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Online. January, 2021.

Park, S., Caligiuri, M., Yeon, J., & **Lee, S.** "Reaching beyond the stakeholders: CSR communication for issues with high relevance" Proceedings of the 26th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Online. January, 2021.

Kim, B., **Lee, S.**, & Van Hoof, H.B. "CEO human capital and CSR: The moderating role of CEO career horizon" Proceedings of the 25th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Las Vegas, NV. January, 2020.

Yeon, J., **Lee, S.**, Jolly, P., & Mattila, A. "An empirical examination of the impact of environmental management of firm performance in the U.S. lodging industry. Proceedings of the 25th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Las Vegas, NV. January, 2020.

Song, H., Park, S., Song, S., & **Lee, S.** "Does national culture matter in the relationship between gender diversity and firm performance in the hospitality industry?" Proceedings of the 25th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Las Vegas, NV. January, 2020.

Lin, M.S., Song, H., Sharma, A., & **Lee, S.** "The impact of macro environments on SME owners' financing decisions in the restaurant industry" Proceedings of the 25th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Las Vegas, NV. January, 2020.

Peng, X-R & **Lee, S.** "Different Green/General Innovation Strategies Among Subsidized Enterprises with Different Ownerships" Proceedings of the 79th Annual Meeting of the Academy of Management. Boston, Massachusetts. August 9-13, 2019.

Kim, B., Van Hoof, H.B., & **Lee, S.** "The Effect of MBA Education, Gender and Long-term Compensation on CSR Decisions of CEOs in Hospitality Firms" Proceedings of the 2019 Annual Conference of International Council on Hotel, Restaurant and Institutional Education (CHRIE), New Orleans, LA. July, 2019.

CONFERENCE PROCEEDINGS (Continued)

- Yeon, J., Song, H., & **Lee, S.** "Examining the Impact of Airbnb Regulation on Hotel Performance: A Difference-in-Differences Approach" Proceedings of the 2019 APacCHRIE & EuroCHRIE Joint Conference. Hong Kong, China. May, 2019.
- Song, H.J., **Lee, S.**, & Kang, K.H. "The Effect of Board Interlocks on Firm Performance in the US Restaurant Industry: The Moderating Role of Geographic Diversification" Proceedings of the 24th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Houston, TX. January, 2019.
- Yeon, J. & **Lee, S.** "International Diversification as a Determinant of CEO Compensation in the Restaurant Industry" Proceedings of the 24th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Houston, TX. January, 2019.
- Kim, B. & **Lee, S.**, & Jolly, P. "When Overpaid CEO Meets Vigilant Board: What About Managerial Risk-taking?" Proceedings of the 24th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Houston, TX. January, 2019.
- Park, S., Song, S., **Lee, S.**, & Jolly, P. "Corporate Lobbying Activities and Firm Value in the Restaurant Industry: The Moderating Role of Board Political Capital" Proceedings of the 24th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Houston, TX. January, 2019.
- Lee, S.** "Current Status of CSR Practices in the Casino Industry: A Comparison between U.S. and Macau" Proceedings of the 7th World Business Ethics Forum. Macau and Hong Kong, China. December, 2018.
- Song, S.J., Park, S.B., Sun, K-A., & **Lee, S.** "CEO Stock Option Pay and Risk-Taking Investments: Moderating Effects of Situational Factors" Proceedings of the 23rd Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Forth Worth, TX. January, 2018.
- Park, S.B., Song, S.J., Sun, K-A., & **Lee, S.** "Do CEOs' Political Ideologies Affect Restaurant Firms' Strategic Risk-Taking?: The Moderating Role of Founder Status" Proceedings of the 23rd Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Forth Worth, TX. January, 2018.
- Kim, B., & **Lee, S.** "The Effect of CEO Equity Compensation on Corporate Social Responsibility and the Moderating Role of CEO Attributes" Proceedings of the 23rd Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Forth Worth, TX. January, 2018.
- Martinez, L. R., **Lee, S.**, & Sabat, I. E. "Diversity initiatives and firm performance: Does firm size matter?" In C. B. Cox & G. Pool (Chairs), *Bigotry's bad for business: Consequences of observed aggression and discrimination*. Symposium presented at the 76th Annual Meeting of the Academy of Management Conference, Atlanta, GA. August, 2017.
- Park, S., Song, S., & **Lee, S.** "How Does CEO's Overconfidence Affect Strategic Dynamism and Disconformity in the Restaurant Industry?" Proceedings of the 22nd Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Houston, TX. January, 2017.

CONFERENCE PROCEEDINGS (Continued)

- Song, S., Park, S., & **Lee, S.** "Geographic Diversification and Restaurant Firms' Financial Risk: The Moderating Effect of Franchising" Proceedings of the 22nd Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Houston, TX. January, 2017.
- Kim, B., Choi, S., & **Lee, S.** "Revisiting to the link between Corporate Social Performance and Firm Performance: Does franchising matter?" Proceedings of the 22nd Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Houston, TX. January, 2017.
- Kim, B., & **Lee, S.** "Material and Immaterial Sustainability Investment in the Restaurant Industry" Proceedings of the 22nd Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Houston, TX. January, 2017.
- Sun, K.A., & **Lee, S.** "Franchising and Industry Competition Structure: How Franchising Alters the Condition of Rivalry for Individual Firms" Proceedings of the 21st Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Philadelphia, PA. January, 2016.
- Song, S., Park, S.B., & **Lee, S.** "Impacts of Geographic Diversification on U.S. Restaurant Firms' Risk: Domestic Vs. International Diversification" Proceedings of the 21st Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Philadelphia, PA. January, 2016.
- Park, S.B., Song, S., & **Lee, S.** "How Do Investments in Employee Satisfaction Affect Firm-Specific Risk in the Restaurant Industry?" Proceedings of the 21st Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Philadelphia, PA. January, 2016.
- Kim, B., **Lee, S.**, & Kang, K.H. "CSR and uncertainty avoidance: Effect of CEO's narcissism" Proceedings of the 21st Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Philadelphia, PA. January, 2016.
- Sun, K.A., Choi, S., & **Lee, S.** "Franchising and Investment Cash Flow Sensitivities of US Restaurant firms" Proceedings of the 21st Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Philadelphia, PA. January, 2016.
- Park, S., Song, S., & **Lee, S.** "Corporate Social Responsibility and Corporate Financial Performance: The Moderating Role of Geographical Diversification" Proceedings of the 20th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Tampa, FL. January 2015.
- Song, S., Park, S., Youn, H., & **Lee, S.** "Impact of Geographic Diversification on U.S. Restaurant Firm's Risk: Domestic and International Geographic Diversification" Proceedings of the 20th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Tampa, FL. January 2015.
- Cho, H.C., Bordi, P., & **Lee, S.** "Making It Taste Better By Doing Good" Proceedings of the 20th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism. Tampa, FL. January 2015.

CONFERENCE PROCEEDINGS (Continued)

- Jung, S.Y., **Lee, S.**, & Dalbor, M. "Internationalization and Financial Performance for U.S. Restaurants: The Role of Corporate Social Responsibility" Proceedings of the 2014 Annual Conference of International Council on Hotel, Restaurant and Institutional Education (CHRIE), San Diego, CA. July 2014.
- Sun, K.A., **Lee, S.**, & Kang, K.H. "Effect of Franchising on Monitoring Cost and CSR as a Moderator for the U.S. Restaurant Industry" Proceedings of the 19th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Houston, TX. January 2014.
- Jung, S.Y., **Lee, S.**, & Dalbor, M. "A Moderating Effect of Corporate Social Responsibility on the Relationship between Internationalization and Firm Performance: An Investigation of U.S. Restaurant Companies" Proceedings of the 19th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Houston, TX. January 2014.
- Koh, Y., & **Lee, S.** "Roles of Financial Resources and Franchising on Restaurant Firms' Growth" Proceedings of the 2013 Annual Conference of International Council on Hotel, Restaurant and Institutional Education (CHRIE), St. Louis, MO. July 2013.
- Sun, K.A., & **Lee, S.** "Determinants of Restaurants' Risk Evaluation in the U.S. Bond Market" Proceedings of the 18th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Seattle, WA. January 2013.
- Lee, K., Conklin, M., & **Lee, S.** "Effects of Healthful Foods and Nutrition Information on Consumer Empowerment and Perceived Corporate Social Responsibility with Health-Consciousness as a Moderator for Restaurants" Proceedings of the 18th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Seattle, WA. January 2013.
- Koh, Y., Rhou, Y., & Lee, S. "Does Franchising Alleviate Restaurants' Vulnerability to Economic Conditions?" Proceedings of the 2012 Annual Conference of International Council on Hotel, Restaurant and Institutional Education (CHRIE), Providence, RI. July 2012.
- Sun, K.A., & **Lee, S.** "Effects Of Firm Performance on Internationalization in the Restaurant Industry" Proceedings of the 17th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Auburn, AL. January 2012.
- Paek, S.Y., Xiao, Q., & **Lee, S.** "Ownership Structure and Corporate Social Responsibility: Evidence from the Hospitality and Tourism Firms" Proceedings of the 2011 Annual Conference of International Council on Hotel, Restaurant and Institutional Education (CHRIE), Denver, CO. July 2011.
- Lee, S.** "The Effect of Internationalization on Firm Performance Contingent on Firm Size: The U.S. Hotel Industry" Proceedings of the 9th Annual Conference of Asia-Pacific Council on Hotel, Restaurant and Institutional Education (APacCHRIE), Hong Kong. June 2011.
- Heo, C.Y., **Lee, S.**, Matilla, A., & Hu, C. "Restaurant Revenue Management: Do Perceived Scarcity of Space in a Restaurant and the Price Difference Matter?" Proceedings of the 16th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Houston, TX. January 2011.

CONFERENCE PROCEEDINGS (Continued)

- Lee, S.**, Koh, Y., & Huh, C. "Financial Distress for U.S. Lodging Industry: Effects of Leverage, Capital Intensity, and Internationalization." Proceedings of the 2010 Annual Conference of International Council on Hotel, Restaurant and Institutional Education (CHRIE), San Juan, Puerto Rico. July 2010.
- Koh, Y., & **Lee, S.** "Cross-Listing Effect of Hospitality and Tourism Companies" Proceedings of the 2010 Annual Conference of International Council on Hotel, Restaurant and Institutional Education (CHRIE), San Juan, Puerto Rico. July 2010.
- Koh, Y., & **Lee, S.** "Stock Market's Perception on U.S. Hotel Firms' Strategic Alliances: An Event Study Approach." Proceedings of the 15th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Chantilly, VA. January 2010.
- Heo, C.Y., & **Lee, S.** "Rethinking Pricing Policies in the Hospitality Industry." Proceedings of the 14th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Chantilly, VA. January 2010.
- Kang, K.H., & **Lee, S.** "The Effects of Geographic Diversification on Risk and Firm Performance of U.S. Casino Firms." Proceedings of the 15th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Chantilly, VA. January 2010.
- Kang, K.H., **Lee, S.**, & Huh, C. "Content Analysis of Guests Perceptions and Opinions via the Internet: A Case of Hotels in the Northwestern New York Region." Proceedings of the 15th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Chantilly, VA. January 2010.
- Heo, C.Y., & **Lee, S.** "Influences of Consumer Characteristics on Fairness Perception of Revenue Management Pricing in the Hospitality Industry." Proceedings of the 2009 annual conference of International Council on Hotel, Restaurant and Institutional Education (CHRIE), San Francisco, CA. July 2009.
- O'Donnell, J., **Lee, S.**, & Roehl, W. "Economies of Scale and the Atlantic City Casino Industry." Proceedings of the 2009 annual conference of International Council on Hotel, Restaurant and Institutional Education (CHRIE), San Francisco, CA. July 2009.
- Lee, S.**, Xiao, Q., & Luo, J.M. "Examination of U.S. Restaurant Companies' Socially Responsible Activities." Proceedings of the 15th Asia Pacific Tourism Association Annual Conference, Incheon, Korea. July 2009.
- Koh, Y., **Lee, S.**, & Choi, H.S.C. "Who Performs Better During Recessions: Comparison of Financial Performance of U.S. Restaurant Companies by Restaurant Type and Internationalization." Proceedings of the 15th Asia Pacific Tourism Association Annual Conference, Incheon, Korea. July 2009.
- Heo, C.Y., & **Lee, S.** "The Conceptual Framework of the Effects of Perceived Scarcity of Capacity in Revenue Management Context: Perceived Customer Value, Fairness Perception and Willingness to Pay." Proceedings of the 15th Asia Pacific Tourism Association Annual Conference, Incheon, Korea. July 2009.

CONFERENCE PROCEEDINGS (Continued)

- Park, K.S., & **Lee, S.** "Examination of the Optimal Firm Size for Publicly Held U.S. Hotels." Proceedings of the 2009 Asia Pacific Forum for Graduate Students Research in Tourism, Seoul, Korea. July 2009.
- Heo, C.Y., & **Lee, S.** "Customers' Perceptions of Revenue Management Practices: Comparisons of Six Hospitality Industries." Proceedings of the 14th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Las Vegas, NV. January 2009.
- Koh, Y., **Lee, S.**, & Boo, S.Y. "Impact of Brand Recognition and Brand Reputation on Firm Performance of Multinational Restaurant Companies." Proceedings of the 14th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Las Vegas, NV. January 2009.
- Kang, K.H., **Lee, S.**, & Chang, H. "Separate Impacts of Positive and Negative Corporate Social Responsibility Activities on Company Performance in the Hospitality Industry." Proceedings of the 14th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Las Vegas, NV. January 2009.
- Lee, S.**, Heo, C.Y., & Koh, Y. "Internationalization of the U.S. Restaurant Industry: Internalization Theory Perspective." Proceedings of the 14th Asia-Pacific Tourism Association (APTA) Conference, Bangkok, Thailand, July 2008.
- Choi, H.S.C., & **Lee, S.** "Understanding US Travelers Behavior to Asian Countries by Destination Selection Factors: A Secondary Analysis Approach." Proceedings of 2008 Busan International Tourism Conference, the 64th TOSOK (Tourism Sciences Society of Korea) Academic Symposium and Research Presentation, Busan, Korea, July 2008.
- Heo, C.Y., & **Lee, S.** "Customers' Perceptions of Revenue Management Practices for Various Industries." Proceedings of the 39th Annual Travel & Tourism Research Association (TTRA) Conference, Philadelphia, PA. June 2008.
- Heo, C.Y., & **Lee, S.** "Developing Framework of Revenue Management for the Theme Park Industry." Proceedings of the 13th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Orlando, FL. January 2008.
- Chen, J., & **Lee, S.** "Does the Market Care About RevPAR?" Proceedings of the 13th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Orlando, FL. January 2008.
- Koh, Y., **Lee, S.**, & Boo, S.Y. "Does Franchising Help Restaurant Firm-Value?" Proceedings of the 13th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Orlando, FL. January 2008.
- Lee, S.** "Investigation of Optimal Leverage Ratio for the Lodging Industry." Proceedings of the 2007 annual conference of International Council on Hotel, Restaurant and Institutional Education (CHRIE), Dallas, TX. July 2007.

CONFERENCE PROCEEDINGS (Continued)

- Upneja, A., Dalbor, M., **Lee, S.**, & Xiang, M. "Impact of Earnings Manipulation on Valuation of Publicly Traded Restaurant Firms in the United States." Proceedings of the 2007 annual conference of International Council on Hotel, Restaurant and Institutional Education (CHRIE), Dallas, TX. July 2007.
- Lee, S.** "Internationalization of U.S. Multinational Hotel Companies: Expansion to Asian VS. Europe." Proceedings of the 5th Asia-Pacific Council on Hotel, Restaurant and Institutional Education (CHRIE) & 13th Asia-Pacific Tourism Association (APTA) Joint Conference 2007, Beijing, China. May 2007.
- Lee, S.**, & Rao, U. "Examination of Student Loyalty in Tourism and Hospitality Programs: Integrative Student Loyalty (ISL) Model." Proceedings of the 5th Asia-Pacific Council on Hotel, Restaurant and Institutional Education (CHRIE) & 13th Asia-Pacific Tourism Association (APTA) Joint Conference 2007, Beijing, China. May 2007.
- Hyun, Y.H.M., Hu, C., **Lee, S.**, & Fesenmaier, D. "Applications of Mobile Technologies to M-Tourism Development." Proceedings of the 5th Asia-Pacific Council on Hotel, Restaurant and Institutional Education (CHRIE) & 13th Asia-Pacific Tourism Association (APTA) Joint Conference 2007, Beijing, China. May 2007.
- Lee, S.** & Upneja, A. The Implied Cost-of-Equity for the Lodging Industry. Proceedings of the 11th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Seattle, WA. January 2006.
- Lee, S.**, & Upneja, A. "Does Wall Street Truly Understand the Lodging Valuation?" Proceedings of the 2005 annual conference of International Council on Hotel, Restaurant and Institutional Education (CHRIE), Las Vegas, NV. July 2005.
- Lee, S.** "Financial Ratios and Firm Performance Measurements as Predictors of the Future Lodging Firm Performance." Proceedings of the 10th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Myrtle Beach, SC. January 2005.

GRANTS

Title: Mechanism and economic consequences of how administrative accountability and policy instruments affected corporate non-market strategy integration decision

Principal Investigator: Ran Rong.

Co-investigator: Seoki Lee

Fund Amount: CNY 480,000 (approx. USD 72,000)

Period: January, 2021 – December, 2024

Funding agent: National Science Foundation of China

Title: A theoretical and empirical study on the impact of social responsibility on technological innovation decision-making and efficiency

Principal Investigator: Ran Rong.

Co-investigator: Seoki Lee

Fund Amount: CNY 80,000 (approx. USD 11,200)

Period: January, 2019 – January, 2021

Funding agent: Chinese Education Ministry Fund

GRANTS (Continued)

Title: Branding and Corporate Social Responsibility in the Hospitality Industry

Principal Investigator: Qu Xiao

Co-Principal Investigator: Seoki Lee

Fund Amount: HKD 150,000 (approx. USD 22,000)

Period: June, 2014 – December, 2015

Funding Agent: The Hong Kong Polytechnic University and the Alliance of China Conference Hotels

Title: International Strategic Alliances for Hospitality Companies

Principal Investigator: Seoki Lee

Fund Amount: \$20,000

Period: October, 2010 – September, 2014

Funding Agent: The Center for International Business Education and Research (CIBER) at Temple University

Title: Effects of International Strategic Alliances for U.S. Public Hotel Companies

Principal Investigator: Seoki Lee

Fund Amount: \$3,000

Period: June, 2010 – August, 2010

Funding Agent: The Center for International Business Education and Research (CIBER) at Temple University

Title: Developing the U.S. Hospitality Corporate Social Responsibility (CSR) Index

Principal Investigator: Qu Xiao

Co-Principal Investigator: Seoki Lee

Fund Amount: HKD 399,944 (approx. USD 51,000)

Period: October, 2008 to December, 2011

Funding Agent: School of Hotel and Tourism Management, the Hong Kong Polytechnic University

Title: Investigating Mediating Effects of Customer and Employee Satisfaction on the Relationship between Socially Responsible Activities and Financial Performance for U.S. Hotel Companies

Principal Investigator: Seoki Lee

Fund Amount: \$3,000

Period: July, 2009 to June, 2010

Funding Agent: Temple University as Grant-in-Aid for Research

Title: Internationalization Issues in the Hospitality Industry

Principal Investigator: Seoki Lee

Fund Amount: \$20,000

Period: October, 2006 – September, 2010

Funding Agent: The Center for International Business Education and Research (CIBER) at Temple University

PROJECT

Title: Meeting Management Industry Issues

Principal Investigator: Seoki Lee

Fund Amount: \$15,785

Period: September, 2007 – May, 2008

Funding Agent: StarCite, Inc.

INTERNATIONAL RESEARCH COLLABORATION PROJECTS

Title: The Yonsei Frontier Program for Outstanding Scholars

Collaborators: Sunny Ham and Seoki Lee

Fund Amount: 12,000,000 KRW (approx. USD 11,000)

Period: 2019 to 2021

Funding Agent: Yonsei University, South Korea

Title: International Scholar

Collaborators: Kyung Ho Kang and Seoki Lee

Fund Amount: 5,000,000 KRW (approx. USD 4,250) per year

Period: December 2017 to November 2020

Funding Agent: Kyung Hee University, South Korea

STUDENT ADVISING

Ph.D. Advising Chair

Jihwan Yeon. Fall 2018 – Present

Area: *Corporate Social Responsibility in the Hospitality Industry*

Hyoung Ju Song. Fall 2018 – Present

Area: *Corporate Governance in the Hospitality Industry*

Bora Kim. Completed in Spring 2020

Dissertation Title: Antecedents and Consequences of CEO Celebrity in the Restaurant Industry

Sungbeen Park. Completed in Spring, 2019.

Dissertation Title: Generalist CEOs' Effects on Strategic and Social Novelty in the Restaurant Industry

Sujin Song. Completed in Summer, 2017

Dissertation Title: Motivation of Internationalization and Its Outcome in the Hospitality Industry

Kyung-A Sun. Completed in Spring, 2016.

Dissertation Title: Franchising and the Dynamics of Competition in the Service Industry.

Yoon Koh. Completed in Summer, 2011.

Dissertation Title: Economic Consequences of Involuntary Cross-Listing of U.S. Restaurant Companies on the Frankfurt Open Stock Market in Germany.

STUDENT ADVISING (continued)

Ph.D. Advising Chair (continued)

Kyung Ho Kang. Completed in Spring, 2011.

Dissertation Title: The Moderating Effect of Product and Brand Diversification on the Relationship Between Geographic Diversification and Firm Performance in the Hospitality Industry.

Cindy Yoonjung Heo. Completed in Summer, 2010.

Dissertation Title: Restaurant Revenue Management: Effects of Customer's Perceived Scarcity of Capacity and the Price Difference on Perceived Value and Fairness Perceptions.

Ph.D. Dissertation Committee Member

Tian Ye. Fall 2021 – Present.

Dissertation Title: When having less: How does resource scarcity influence consumer responses to company's CSR-related activities?

Jungtae Soh. Fall 2018 – Present.

Dissertation Title: The Effect of Information Costs on Food-Away-From-Home (FAFH) Decision

Shijun (Michael) Lin. Completed in Summer, 2021.

Dissertation Title: Innovation adoption decisions of hospitality and tourism SMEs in context of information asymmetry.

Bi Yang. Completed in Summer, 2021.

Dissertation Title: "I like it but cannot have it": Desired yet unavailable products lead to negative WOM

Yuxia Ouyang. Completed in Spring 2019.

Dissertation Title: The Influence of Consumption Information on Valuation of Alternative Food Products and the Moderating Effect of Consumer Citizenship Behaviors

Victor Motta. Completed in Spring 2016.

Dissertation Title: Access to Capital of Small and Medium-Sized Enterprises in the Brazilian Service Sector

Joonho Moon. Completed Spring 2015.

Dissertation Title: Franchising and Top Management Team (TMT) Decision in the Restaurant Industry.

Choongbeom Choi. Completed Spring 2015.

Dissertation Title: The Role of Internal and External Reference Prices in the Lodging Industry.

Juyeon Han. Completed in Spring 2015.

Dissertation Title: The Role of Construal Level on Hedonic and Utilitarian Consumption

Ph.D. Dissertation Committee Member for Other Universities

Kyong Sik Sung from Oklahoma State University. 2020 – Present.

Dissertation Title: How does dialogic corporate social responsibility communication affect online brand advocacy? Considering other-regarding references: Shared value, social influence and empathy.

Yue Teng-Vaughan from University of Houston. Completed in Spring 2019.

Dissertation Title: Effects of Institutional Ownership and Board of Directors on Corporate Social Responsibility

Jin Sun Ahn from University of Massachusetts Amherst. Completed in Summer 2018.

Dissertation Title: Corporate Social Responsibility and CEO Narcissism

STUDENT ADVISING (continued)

Ph.D. Dissertation Committee Member for Other Universities (continued)

Soyeon Jung from *University of Nevada, Las Vegas*. Completed in Summer 2015.

Dissertation Title: An Examination of U.S. Restaurant Firms' Internationalization in a Risk Context

Kwanglim Seo from *Pennsylvania State University*. Completed in Summer 2012.

Dissertation Title: The Impact of Managerial Overconfidence on the Relationship Between Equity-Based Compensation and Strategic Risk-Taking in the U.S. Restaurant Industry.

Soyon Paek from *Hong Kong Polytechnic University*. Completed in Fall 2011.

Dissertation Title: Ownership Structure and Corporate Social Responsibility: An Empirical Examination of Firms in the Hospitality and Tourism Industry.

Master Thesis Committee Chair

Kim, Bora. Completed in Summer, 2017.

Thesis Title: Material and Immaterial Sustainability Investment in the Restaurant Industry

Nae Hyun Jin. Completed in June, 2009.

Thesis Title: Influence of Personality Traits on Perception of Relational Benefits and Satisfaction in Casual Dining Restaurants

Catherine Mbidde Nabawanuka. Completed in February, 2008.

Thesis Title: Timeshare and Its Impact on the Lodging Industry.

Master Thesis Committee Member

James O'Donnell. Completed in January, 2009.

Thesis Title: An Investigation of Casino Floor Size and Volume of Complimentaries and Their Impacts on Casino Performance: A Study of the Atlantic City Casino Market from 1980 to 2007.

Master Project Committee Chair

Michael F. Sheridan. Completed in May, 2010.

Project Title: Effects of a Discounting Practice by Hotels on Visitors' Perceptions and Visit Intentions of Philadelphia.

Jianan Chen. Completed in June, 2008.

Project Title: Does the Market Really Care about RevPAR?

JOURNAL EDITORSHIP

Associate Editor

- International Journal of Contemporary Hospitality Management. 2012 – Present.

Editorial Board

- International Journal of Hospitality Management. 2012 – Present.
- International Journal of Contemporary Hospitality Management. 2010 – Present.
- Journal of Hospitality and Tourism Research. 2011 – Present.
- Tourism Management. 2020 – Present.
- Journal of Travel Research. 2021 – Present.
- Journal of Travel & Tourism Marketing. 2018 – Present.
- Tourism Economics. 2017 – Present.
- Journal of Hospitality Financial Management. 2014 – Present.
- Journal of Hospitality and Tourism Education. 2008 – Present.
- International Journal of Hospitality and Tourism Administration. 2020 – Present.
- International Journal of Corporate Strategy and Social Responsibility. 2014 – Present.

GUEST-EDITING SPECIAL ISSUES

- Economic Implications of Corporate Social Responsibility and Sustainability in Tourism and Hospitality. *Tourism Economics*. October, 2017 to Present. Co-Edited by **Lee, S.**, Ham, S., & Koh, Y.
- Methodological Advances in Hospitality and Tourism. *International Journal of Contemporary Hospitality Management*. 30(11), 2018. Co-Edited by Assaf, A., **Lee, S.**, Ali, F., & Yang, W.

SERVICE FOR PROFESSIONAL ORGANIZATION

Editor of the Review of *the International Association of Hospitality Financial Management Educators (iAHFME)*, 2019 – Present

Treasurer at *the International Association of Hospitality Financial Management Educators (iAHFME)*, November, 2006 – November, 2010

Chair of Finance and Economics Track for *the 19th & 20th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism*, 2014 & 2015.

MEMBER OF PROFESSIONAL ORGANIZATIONS

- The International Council of Hotel, Restaurant and Institutional Education (**I-CHRIE**), 2003 – Present
- The Association of Hospitality Financial Management Educators (**AHFME**), 2003 – Present
- Hospitality Financial & Technology Professionals (**HFTP**), 2006 – 2012
- Asia Pacific Tourism Association (**APTA**), 2006 – 2008

INSTITUTIONAL COMMITTEE ASSIGNMENT

The Pennsylvania State University

- Representative of HHD at University Graduate Council, Fall 2017 – Spring 2019

College of Health and Human Development, The Pennsylvania State University

- Alternate Designated Representative of HHD at University Graduate Council, Fall 2016 – Spring 2017
- Carol Clark Ford Staff Achievement Award Selection Committee, 2013

School of Hospitality Management, The Pennsylvania State University

- Promotion & Tenure Committee, Fall 2018 – Present
- Graduate Admission Committee, Fall 2014 – Present (Chair)
- Graduate Admission Committee, Fall 2012 – Spring 2013
- Curriculum and Assessment Committee, Fall 2016 – Spring 2019
- Graduate Exam Committee, Fall 2015 – Spring 2017
- Graduate Exam Committee, Fall 2013 – Spring 2014 (Chair)
- Diversity Committee, Fall 2012 – Spring 2019
- Faculty Search Committee, Fall 2014 / Fall 2015 / Fall 2016
- Assessment Committee, Fall 2013 to Spring 2016

Temple University

- University Representative Faculty Senate, Fall 2007 – Spring 2010

INSTITUTIONAL COMMITTEE ASSIGNMENT (Continued)

School of Tourism and Hospitality Management, Temple University

- Merit Committee, Fall 2010 – Spring 2012
- Chair of STHM Collegial Assembly, Fall 2009 – Spring 2010
- Faculty Responsibility and Student Grievance Committee, Fall 2007 – Spring 2010
- Undergraduate Program Committee, Fall 2007 – Spring 2010
- Computer and Information Technology Committee, Spring 2008

AWARDS & RECOGNITIONS

Best Paper Award

- The 23rd Annual Graduate Student Research Conference in Hospitality and Tourism, January, 2018.
- Knowledge Management Society of Korea Conference. June, 2017.
- International Association of Financial Management Educator. November, 2015.
- International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) conference. July, 2009.
- International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) conference. July, 2005.

Teaching Excellence Award

- The College of Health and Human Development, The Pennsylvania State University. 2016-2017.
- The College of Health and Human Development, The Pennsylvania State University. 2014-2015.

AWARDS & RECOGNITIONS (continued)

Outstanding Contribution in Reviewing

- International Journal of Hospitality Management. 2019.

Outstanding Reviewer Awards for Excellence

- International Journal of Contemporary Hospitality Management. 2017.
- International Journal of Contemporary Hospitality Management. 2016.
- International Journal of Contemporary Hospitality Management. 2013.

Outstanding Scientific Paper Reviewer Award

- The 2011 International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) conference. July, 2011.

Dean's Research Honor Roll

- School of Tourism and Hospitality Management, Temple University. October, 2011.
- School of Tourism and Hospitality Management, Temple University. November, 2010.

Outstanding Research Award

- School of Tourism and Hospitality Management, Temple University. April, 2011.

Emerging Professionals for Graduate

- The School of Hospitality Management, The Pennsylvania State University. October, 2012.