

# Seul Ki Lee, PhD

## Professional:

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Seul Ki Lee is Associate Professor in the College of Hospitality and Tourism Management, Associate Dean of International Affairs (OIA), Director of the Tourism Industry Data Analytics Lab (TIDAL), and Director of the LINC+ Project at Sejong University. Seul Ki has been involved in various tourism official developmental assistance (ODA) projects, including the first bilateral tourism ODA project funded by the Korean Government. Seul Ki's research involves application of urban economic theories and spatial econometric methods to investigation of location-related problems for tourism and hospitality firms such as clusters and agglomerations. He has published more than 40 studies in peer-reviewed journals and serves as an editorial board member or ad hoc reviewer for more than 20 academic journals.

## EDUCATION

**Purdue University, West Lafayette, IN, USA**

**AUG 2009–AUG 2012**

- Doctor of Philosophy, School of Hospitality and Tourism Management
- Major Professor: Dr. SooCheong (Shawn) Jang
- Dissertation: "Spatial Competition in the Lodging Industry"

**Purdue University, West Lafayette, IN, USA**

**JAN 2008–AUG 2009**

- Master of Science, School of Hospitality and Tourism Management
- Major Professor: Dr. SooCheong (Shawn) Jang
- Thesis: "Foreign Exchange Exposure of Tourism-related Firms in the US"

**Sejong University, Seoul, Republic of Korea**

**MAR 2000–FEB 2006**

- Bachelor of Business Administration, Department of Hospitality and Tourism Management

- Concentration: Lodging Management

## **SYNOPSIS OF ACADEMIC WORK EXPERIENCE**

**Associate Professor, College of Hospitality and Tourism Management, Sejong University**  
**SEP 2016–PRESENT**

**Director, LINC+ Project**  
**SEP 2019– PRESENT**

**Director, Tourism Industry Data Analytics Lab (TIDAL)**  
**SEP 2017– PRESENT**

Associate Dean, Office of International Affairs (OIA)  
**APR 2018– AUG 2021**

Assistant Professor, College of Hospitality and Tourism Management, Sejong University  
**MAR 2014–AUG 2016**

- Professor-in-Charge of Global HTM Programs
  - Undergraduate and graduate programs at both Master’s and PhD levels

**Assistant Professor, School of Tourism and Hospitality Management, Temple University**  
**AUG 2012–JAN 2014**

- Graduate Faculty (Tenure Track)

**Graduate Instructor, School of Hospitality and Tourism Management, Purdue University**  
**AUG 2010–JUL 2012**

- Course taught
  - HTM241 Managerial Accounting and Financial Management in Hospitality Operations

**Teaching Assistant, School of Hospitality and Tourism Management, Purdue University**  
**AUG 2009–MAY 2010**

- Instructor: Dr. SooCheong (Shawn) Jang and Prof. John Rousselle (2 sections)
- Course: HTM241 Managerial Accounting and Financial Management in Hospitality Operations

**Research Assistant, Purdue Hospitality and Tourism Research Center**      **AUG 2009–DEC 2009**

- Duties
  - Maintenance and update of HTM website / Collection and editing of graduate student bios
  - Article search and summary writing of current tourism publications

**Research Assistant, Purdue University**      **FEB 2008–DEC 2008**

- Department of Computer Science
- Research assistant on the National Science Foundation Grant “Improving the Privacy and Security of Online Survey Data Collection, Storage, and Processing” (CNS-0627488)

- Duties: Data collection and statistical analysis / Assisted in completing and submitting three papers

## **SYNOPSIS OF PROFESSIONAL WORK EXPERIENCE**

### **Intercontinental Hotel COEX, Seoul, Korea**

**JUN 2009–AUG 2009**

- Front Office / Accounting Department Intern
- Front office, bell desk, and concierge duties, especially for English and Japanese-speaking guests
- Auditing and preparation of quarterly tax filing documentations and financial reports

### **Korea Nuclear International Cooperation Foundation**

**JUN 2006–AUG 2007**

- Specialist, Office of International Cooperation
- Quasi-governmental organization under the Ministry of Education, Science and Technology
- Organized and hosted more than 20 international government meetings, conferences, and site tours
- Member of the ministerial delegation for governmental bilateral exchange meetings with DoS / DoE
- Prepared meeting agenda, memorandum of understanding, and intra- and inter- government agreements
- Served as the English–Korean interpreter for the Vice Minister of Science and Technology

### **Korea–ASEAN Tourism Partnership Program Office**

**MAR 2006–JUN 2006**

- Manager of tourism promotion program funded by the Ministry of Culture and Tourism
- Training of Southeast Asian tourism government officials and industry professionals
- Development and implementation of educational programs, trainee evaluation, and field trips
- Managed 6 Korean employees and over 30 participants from various Southeast Asian countries

### **Republic of Korea Army Support Group, Eighth US Army**

**SEP 2001–SEP 2003**

- Administration Non-Commissioned Officer (Admin NCO) in the G-3 Training Division
- In charge of six full-time personnel in the logistics and administration office
- Interpreter/Translator for the Commander of ROKA Support Group

## **RESEARCH INTERESTS**

- Spatial agglomeration and price competition of hospitality firms
- Application of big data and small data problems in tourism management
- Hospitality real estate valuation and asset management
- Revenue management and related game-theoretic decision making
- Finance, economics, and strategic management of hospitality firms

## PUBLICATIONS

### REFEREED IN PRINT, IN PRESS, AND ACCEPTED

- Zhou, B., Wen, Z., Sutherland, I., & Lee, S. K. (forthcoming). "The spatial heterogeneity and dynamics of tourism-flow spillover effect: The role of high-speed train in China" *Tourism Economics*
- Sutherland, I., Sim, Y., & Lee, S. K., (2021). "Impacts of quality certification on online reviews and pricing strategies in the hospitality industry" *International Journal of Hospitality Management*, 93, 102-776.
- Ahn, Y. J., Lee, S. K., & Lee, S. M. (2020). "Do some travel purposes lead to more tourist expenditure than others? Evidence from an almost ideal demand system (AIDS) analysis" *Asia Pacific Journal of Tourism Research*, 25(8), 902-913.
- Ahn, Y. J., Lee, S. K., Baek, U., & Kim, J. Y. (2020). "Determinants of homebound travel during Korean Thanksgiving" *Tourism and Hospitality Research*, 20(3), 288-299.
- Kim, J., Kim, J., Lee, S. K., & Tang, L. R. (2020). "Effects of epidemic disease outbreaks on financial performance of restaurants: Event study method approach" *Journal of Hospitality and Tourism Management*, 43, 32-41.
- This paper was awarded **Highly Commended Paper Award** by the Journal of Hospitality & Tourism Management in 2020*
- Smironva, E., Kiatkawsin, K., Lee, S. K., Kim, J., & Lee, C. H. (2020). "Self-selection and non-response biases in customers' hotel ratings—a comparison of online and offline ratings" *Current Issues in Tourism*, 23(10), 1191-1204.
- Ahn, Y. J., Lee, B. C., & Lee, S. K. (2020). "Analysis of Korean millennials' travel expenditure patterns: an almost ideal demand system approach" *Asia Pacific Journal of Tourism Research*, 25(1), 3-14.
- Kim, M., Roehl, W., & Lee, S. K. (2020). "Different from or similar to neighbors? An investigation of hotels' strategic distances" *Tourism Management*, 76, 103960.
- Kiatkawsin, K., Sutherland, I., & Lee, S. K. (2020). "Determinants of Smart Tourist Environmentally Responsible Behavior Using an Extended Norm-Activation Model" *Sustainability*, 12(12), 4934.
- Chi, X., Lee, S. K., Ahn, Y., & Kiatkawsin, K. (2020). "Tourist-perceived quality and loyalty intentions toward rural tourism in China" *Sustainability*, 12(9), 3614.
- Sutherland, I., Sim, Y., Lee, S. K., Byun, J., & Kiatkawsin, K. (2020). "Topic modeling of online accommodation reviews via latent dirichlet allocation" *Sustainability*, 12(5), 1821.
- Kiatkawsin, K., Sutherland, I., & Lee, S. K. (2020). "Determinants of Smart Tourist Environmentally Responsible Behavior Using an Extended Norm-Activation Model" *Sustainability*, 12(12), 4934.
- Zhou, B., Xu, Y., & Lee, S. K. (2019). "Tourism development and regional production efficiency: Evidence from southwestern China" *Tourism Economics*, 25(5), 800-818
- Baek, U., Sim, Y., Lee, S. K. (2019). "Analysis of Hierarchical Competition Structure and Pricing Strategy in the Hotel Industry" *Journal of Asian Finance, Economics, and Business (JAFEB)* 6(4), 179-187.
- Kim, M., Roehl, W., & Lee, S. K. (2019). "Effect of hotels' price discounts on performance recovery after a crisis" *International Journal of Hospitality Management*, 83, 74-82.

- Kim, S., Lee, **S. K.**, Lee, D., Jeong, J., & Moon, J. (2019). "The effect of agritourism experience on consumers' future food purchase patterns" *Tourism Management*, 70, 144-152.
- Kim, S. H., Noh, S., & Lee, **S. K.** (2019). "Asset-light strategy and real estate risk of lodging C- corps and REITs" *International Journal of Hospitality Management*, 78, 214-222.
- Ahn, Y. J., Baek, U., Lee, B. C., & Lee, **S. K.** (2018). "An almost ideal demand system (AIDS) analysis of Korean travelers' summer holiday travel expenditure patterns" *International Journal of Tourism Research*, 20(6), 768-778.
- Baek, U., & Lee, **S. K.** (2018). "Searching for comparative value in small and medium-sized alternative accommodation: a synthesis approach" *The Journal of Asian Finance, Economics and Business*, 5(2), 139-149.
- Baek, U., Olya, H., Lee, **S.K.** (2018). "Effects of individual resources and team-member exchange on service quality" *The Service Industries Journal* 38(9-10), 584-606
- Kim, M., Lee, **S.K.**, Roehl, W.R. (2018). "Competitive price interactions and strategic responses in the lodging market" *Tourism Management* 68, 210-219
- Oh, M., Lee, **S. K.**, Kim, J. (2018). "Investigating the inter-departmental synergy in demand for rooms and auxiliary services: a spatial econometric approach." *Current Issues in Tourism* 21(5), 477-483
- Lee, **S.K.**, Jang, S.C.S. (2017). "Early mover or late mover advantage for hotels?" *Journal of Hospitality and Tourism Research* 41(1), 23-40.
- Xie, K., Zhang, Z., Qiong, Z., Singh, A., Lee, **S.K.** (2016). "Effects of managerial response on consumer eWOM and hotel performance: evidence from Tripadvisor" *International Journal of Contemporary Hospitality Management* 28(9), 2013-2034.
- Kim, M., Lee, **S.K.**, Roehl, W.R. (2016). "The effect of idiosyncratic price movements on short- and long-run performance of hotels" *International Journal of Hospitality Management* 56, 78-86
- Lee, **S.K.**, Jang, S.C.S. (2015). "Conditional agglomeration externalities in lodging markets" *Journal of Hospitality and Tourism Research* 39(4), 540-559.
- Lee, **S.K.**, Jang, S.C.S. (2015). "Research Note: US lodging firms' exposure to energy price risk" *Tourism Economics* 21(5), 1095-1102.
- Lee, **S.K.**, Jee, W.S.F., Funk, D.C., Jordan, J.S. (2015). "Analysis of attendees' expenditure patterns to recurring annual events: Examining the joint effects of repeat attendance and travel distance" *Tourism Management* 46, 177-186.
- Lee, **S.K.** (2015). "Quality differentiation and conditional spatial price competition among hotels" *Tourism Management* 46, 114-122.
- Jung, J.M., Sydnor, S., Lee, **S.K.**, Almanza, B. (2015). "A conflict of choice: How consumers choose where to go for dinner" *International Journal of Hospitality Management* 45, 88-98.
- Lee, **S.K.** (2014). "Revisiting the impact of bed tax with spatial panel approach" *International Journal of Hospitality Management* 41, 49-55.
- Lee, **S.K.**, Jang, S.C.S. (2014). "Spillover of comp-based promotions: Evidence from Atlantic City". *Journal of Hospitality and Tourism Research* 38(1), 78-94.

*This paper was featured in Newsworks.org, "Study: Atlantic City casinos should comp travel expenses," and in Press of Atlantic City, "Temple University study suggests casinos rely too much on comps to draw customers."*

- Lee, S.K., Jang, S.C.S. (2013). "Portfolio approach in lodging firms' investment behavior: Examining investment-disinvestment interdependency". *Cornell Hospitality Quarterly* 54(3), 318-326.
- Lee, S.K., Jang, S.C.S. (2013). "Is hiding fair? Exploring consumer resistance to unfairness in opaque pricing". *International Journal of Hospitality Management* 34, 434-441.
- Lee, S.K., Jang, S.C.S. (2013). "Asymmetry of price competition in the lodging market". *Journal of Travel Research* 52(1), 56-67.
- Lee, S.K., Jang, S.C.S. (2012). "Re-examining the overcapacity of the US lodging industry". *International Journal of Hospitality Management* 31(4), 1050-1058.
- Lee, S.K., Jang, S.C.S. (2012). "Premium or discount in room rates? The dual effects of a central downtown location". *Cornell Hospitality Quarterly* 53(2), 165-173.
- This paper was featured in Sage's Management INK Blog, "Location, location, location... and Competition".*
- Kim, H.-B., Park, J.-H., Lee, S.K., Jang, S.C.S. (2012). "Do expectations of future wealth increase outbound tourism? Evidence from Korea". *Tourism Management* 33(5), 1141-1147.
- Lee, S.K., Jang, S.C.S. (2012). "The real estate risk of hospitality firms: Examining stock-return sensitivity to property values". *International Journal of Hospitality Management* 31(3), 695-702.
- Lee, S.K., Jang, S.C.S. (2011). "Foreign exchange exposure of US tourism-related firms". *Tourism Management* 32(4), 934-948.
- Lee, S.K., Jang, S.C.S. (2011). "Room rates of airport hotels: Examining the dual effects of proximities". *Journal of Travel Research* 50(2), 186-197.
- Lee, S.K., Jang, S.C.S. (2010). "Internationalization and exposure to foreign currency risk: An examination of lodging firms". *International Journal of Hospitality Management* 29(4), 701-710.
- Byun, S., Ruffini, C., Mills, J.E., Douglas, A.C., Niang, M., Stepchenkova, S., Lee, S.K., Loutfi, J., Lee, J.-K., Atallah, M., Blanton, M. (2009). "Internet addiction: Metasynthesis of 1996-2006 quantitative research". *CyberPsychology & Behavior* 12(2), 203-207.
- Douglas, A.C., Mills, J.E., Niang, M., Stepchenkova, S., Byun, S., Ruffini, C., Lee, S.K., Loutfi, J., Lee, J.-K., Atallah, M., Blanton, M. (2008). "Internet addiction: Meta-synthesis of qualitative research for the decade 1996-2006". *Computers in Human Behavior* 24(6), 3027-3044.

## CONFERENCE PRESENTATIONS AND INVITED TALKS

(AVAILABLE UPON REQUEST)

### SERVICE

Hotel Rating Review Committee, Ministry of Culture, Sports, and Tourism of Korea	2021
Travel Industry Innovation TF, Ministry of Culture, Sports, and Tourism of Korea	2021

<b>Travel Industry Innovation TF, Ministry of Culture, Sports, and Tourism of Korea</b>	<b>2020</b>
<b>Big Data Expert Committee to the Ministry of Culture, Sports, and Tourism of Korea</b>	<b>2019</b>
<b>Senate Member, Tourism Sciences Society of Korea (TOSOK)</b>	<b>MAR 2019-Present</b>
<b>Senior Director, Tourism Sciences Society of Korea (TOSOK)</b>	<b>SEP 2017-2018</b>
• Committee on International Policy Forum	
<b>Vice President, MICE Tourism Society</b>	<b>AUG 2017-Present</b>
• Chair of New Research Promotion Committee	
<b>Asia Pacific Tourism Association (APTA)</b>	<b>JUN 2014–Present</b>
• Assistant Conference Chair and member of the organizing committee	
<b>Organizing Committee, WHTER &amp; ICES 2015</b>	<b>MAR 2014–MAY2015</b>
• Member of the 2015 conference organizing committee	
<b>Organizing Committee, TOSOK International Tourism Conference</b>	<b>MAY 2011–JUL 2013</b>
• Member of the organizing committee of the International Session	
• Served as the abstract and full paper reviewer for refereed-track papers	
<b>Editorial / Reviewer Services</b>	<b>JUL 2011–Present</b>
• Editorial Board, <i>Event &amp; Convention Research (KCI)</i>	
• Editorial Board, <i>International Journal of Contemporary Hospitality Management (SSCI)</i>	
• Editorial Board, <i>Journal of Distribution Science (SCOPUS)</i>	
• Editorial Board, <i>Journal of Hospitality &amp; Tourism Research (SSCI)</i>	
• Editorial Board, <i>Tourism Economics (SSCI)</i>	
• Editorial Board, <i>Tourism Management Perspectives (SSCI)</i>	
• Guest editor and ad hoc reviewer, <i>Journal of Hospitality and Tourism Management (SSCI)</i>	
• Guest editor and ad hoc reviewer, <i>Sustainability (SSCI)</i>	
• Ad hoc reviewer, <i>Annals of Tourism Research (SSCI)</i>	
• Ad hoc reviewer, <i>Cornell Hospitality Quarterly (SSCI)</i>	
• Ad hoc reviewer, <i>Information and Management (SSCI)</i>	
• Ad hoc reviewer, <i>International Journal of Contemporary Hospitality Management (SSCI)</i>	
• Ad hoc reviewer, <i>International Journal of Hospitality Management (SSCI)</i>	
• Ad hoc reviewer, <i>International Journal of Tourism Research (SSCI)</i>	
• Ad hoc reviewer, <i>Journal of Hospitality and Tourism Research (SSCI)</i>	
• Ad hoc reviewer, <i>Journal of Tourism Sciences (KCI)</i>	
• Ad hoc reviewer, <i>Journal of Travel and Tourism Marketing (SSCI)</i>	
• Ad hoc reviewer, <i>Journal of Travel Research (SSCI)</i>	

- Ad hoc reviewer, *Region, The Journal of European Regional Science Association*
- Ad hoc reviewer, *Tourism Management (SSCI)*
- Reviewer, *The Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism* (2012, 2013, 2014; 2015; 2016; 2017; 2018; 2019; 2020; 2021)
- Reviewer, *TOSOK International Tourism Conference* (2011, 2012, 2013)
- Reviewer, *TTRA APac 2015 Annual Conference* (2015)
- Reviewer, *World Hospitality & Tourism Forum* (2015)
- Reviewer, *APacCHRIE 2016 Conference* (2016; 2017)
- Subreviewer, *International ICHRIE Summer Conference* (2015)

### **GRANTS/PROJECTS AWARDED (PI/PM only)**

#### **International Cooperation Projects noted with Asterisk-\***

#### **Korea Maritime Institute Project\* DEC 2020**

- Title: Development of Demand Forecasting Technique for New Cruise Harbors
- 20,000,000 KRW awarded

#### **Hyundai Research Institute Project\* DEC 2020**

- Title: Action Plan Training for Working-level Tourism Leaders in Developing Countries
- 23,000,000 KRW awarded

#### **Korea Tourism Organization Project\* DEC 2020**

- Title: Capacity Building for the Mongolian Tourism Industry (2<sup>nd</sup> year)
- 518,000,000,000 KRW awarded

#### **Korea Tourism Organization Project NOV 2020**

- Title: A Study on Improvement of the International Meeting Assistance Program
- 53,000,000 KRW awarded

#### **Korea Tourism Organization Project NOV 2020**

- Title: A Study on the State of NTO Digital Marketing Strategies and Practices
- 48,000,000 KRW awarded

#### **UN Development Programme Project\* NOV 2020**

- Title: Digitalization of the Tourism Industry in Bhutan
- 20,000 USD awarded

#### **Ezpn Project NOV 2020**

- Title: Smart Tourism City Data Collection and Application Framework
- 5,000,000 KRW awarded



<b>Korea Tourism Organization Project</b>	<b>JUN 2020</b>
<ul style="list-style-type: none"> <li>• Title: Contents Development for MICE Intelligence Program</li> <li>• 88,000,000 KRW awarded</li> </ul>	
<b>City Government of Seongnam Project</b>	<b>MAY 2020</b>
<ul style="list-style-type: none"> <li>• Title: Basic Research for Tourism Accommodation Capacity Planning</li> <li>• 20,000,000 KRW awarded</li> </ul>	
<b>City Government of Sejong Project</b>	<b>APR 2020</b>
<ul style="list-style-type: none"> <li>• Title: Estimating the Supply-Demand Balance of Tourist Accommodation</li> <li>• 20,000,000 KRW awarded</li> </ul>	
<b>Korea Tourism Organization Project</b>	<b>MAR 2019</b>
<ul style="list-style-type: none"> <li>• Title: Building a Roadmap for Expansion of Tourism Certification (KQ) Program</li> <li>• 35,000,000 KRW awarded</li> </ul>	
<b>Korea Tourism Organization Project</b>	<b>JUN 2019</b>
<ul style="list-style-type: none"> <li>• Title: Investigation and Analysis of OTA Consumer Reviews for Korean Lodging Facilities</li> <li>• 54,820,000 KRW awarded</li> </ul>	
<b>Korea Tourism Organization Project*</b>	<b>MAY 2019</b>
<ul style="list-style-type: none"> <li>• Title: Capacity Building for the Mongolian Tourism Industry</li> <li>• 519,000,000,000 KRW awarded</li> </ul>	
<b>Korea Tourism Organization Project</b>	<b>MAY 2019</b>
<ul style="list-style-type: none"> <li>• Title: Basic Research for Tourism Accommodation Capacity Planning</li> <li>• 113,000,000 KRW awarded</li> </ul>	
<b>Korea Tourism Organization Project*</b>	<b>MAY 2019</b>
<ul style="list-style-type: none"> <li>• Title: Action Plan Training for Working-level Tourism Leaders in Developing Countries</li> <li>• 21,900,000 KRW awarded</li> </ul>	
<b>Ministry of Education (MOE) Grant</b>	<b>MAY 2019</b>
<ul style="list-style-type: none"> <li>• Leaders in Industry Cooperation + (LINC+) – Phase 2</li> <li>• Development and operation of industry-driven educational programs for 3 years</li> <li>• 3,000,000,000 KRW+ awarded (expected)</li> </ul>	
<b>Korea Tourism Organization Project*</b>	<b>FEB 2019</b>
<ul style="list-style-type: none"> <li>• Title: Development of Promotion Strategy for KOPIST Tourism ODA Brand</li> <li>• 8,800,000 KRW Awarded</li> </ul>	
<b>Hyundai Research Institute Project*</b>	<b>JUL 2018</b>
<ul style="list-style-type: none"> <li>• Title: KOPIST Intensive Training for Working-level Tourism Leaders in Developing Countries</li> </ul>	

- 120,000,000 KRW awarded
- Korea Tourism Organization Project** **OCT 2018**
- Title: Investigation and Analysis of OTA Consumer Reviews for Korean Lodging Facilities
- 40,000,000 KRW awarded
- Korea Tourism Organization Project** **JUL 2018**
- Title: Investigation and Analysis of OTA Consumer Ratings for Korean Lodging Facilities
- 82,000,000 KRW awarded
- Korea Tourism Organization Project\*** **JUL 2018**
- Title: Action Plan Training for Working-level Tourism Leaders in Developing Countries
- 18,000,000 KRW awarded
- ASEAN-Korea Center Grant\*** **DEC 2017**
- Title: Publication of the book “Sustainable Cultural Heritage Tourism”
- 35,000,000 KRW awarded
- Korea Tourism Organization Project\*** **SEP 2017**
- Title: Action Plan Training for Working-level Tourism Leaders in Developing Countries
- 16,000,000 KRW awarded
- National Research Foundation of Korea (NRF) Grant** **MAY 2017**
- Title: Analysis of Hierarchical Competition Structure and Pricing Strategy in the Hotel Industry
- 20,000,000 KRW awarded
- Korea Tourism Organization Project** **MAY 2017**
- Title: Investigation and Analysis of OTA Consumer Ratings for Korean Lodging Facilities
- 40,000,000 KRW awarded
- Red Cap Tour, LTD (Seminar on Tourism Policy Implementation) Project\*** **MAR 2017**
- Arranging, Hosting, and Reporting of ODA Seminars in Cambodia, Myanmar, and Uzbekistan
- 20,000,000 KRW awarded
- National Research Foundation of Korea (NRF) Grant (NRF-2016S1A5A8020493)** **MAY 2016**
- Title: Development and Validation of the Consumer Rating Scale for the Alternative Accommodation Sector
- 20,000,000 KRW awarded
- National Research Foundation of Korea (NRF) Grant (NRF-2015S1A5A8015260)** **MAY 2015**
- Title: Development of an Efficient Data-based Service Team Scheduling Method
- 20,000,000 KRW awarded
- National Research Foundation of Korea (NRF) Grant (NRF-2014S1A5A8018667)** **MAY 2014**

• Title: Development of a Stochastic Dominance Ranking Method for Service Quality based on Interdisciplinary Approach

• 10,000,000 KRW awarded

**Sejong University Grant (Internal: New Faculty Research Grant)**

**MAR 2014**

• 10,000,000 KRW awarded

**Internationalization Grant (Internal: Temple Univ. Office of International Affairs)**

**DEC 2013**

• 4,000 USD awarded

## **DEVELOPMENT PURSUITS AND RECOGNITION**

**Highly Commended Paper Award, Journal of Hospitality & Tourism Management** 2020

• with Jaewook Kim, Jewoo Kim, and Liang (Rebecca) Tang

**Faculty Award for Excellence in Teaching** 2019

• Awarded by the President of Sejong University

**Faculty Award for Excellence in Teaching** 2019

• Awarded by the President of Sejong University

**Best Paper Award at the 2018 ASEC Spring Conference** 2018

• with Nguyen Thi Khanh Phung and Young-joo Ahn

**Faculty Award for Excellence in Research** 2017

• Awarded by the President of Sejong University

**Best Paper (Thesis-In-Progress) Award at the 2017 APTA Summer Conference** 2017

• with Youngseok Shim

**Best Paper Award at the 2017 ASEC Spring Conference** 2017

• with Youngseok Shim

**Best Paper Award at the 81<sup>st</sup> Conference of the Tourism Sciences Society of Korea** 2017

• with Youngseok Shim

**Best Paper Award at the 80<sup>th</sup> Conference of the Tourism Sciences Society of Korea** 2016

• with Soohyang Noh and Hee-Chan Lee

**Faculty Award for Excellence in Teaching** 2016

• Awarded by the President of Sejong University

**CETA Teaching Award** MAY 2012

• Awarded by Purdue University Center for Instructional Excellence (CIE)

**Frederick N. Andrews Fellowship** AUG 2009

• Awarded by Purdue Graduate School upon matriculation into doctoral program

**Beulah Gillaspie Outstanding Master's Student Award**

**MAY 2009**

- Awarded by CFS College, Purdue University, for outstanding scholarly activities

**Aejiheon Scholarship**

**SPRING 2000**

- Awarded by Sejong University (Full scholarship for 4 semesters)

**PROFESSIONAL AND ACADEMIC MEMBERSHIPS**

- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)
- Asia-Pacific Council on Hotel, Restaurant, and Institutional Education (Apac-CHRIE)
- Travel and Tourism Research Association, Asia-Pacific Chapter (APac-TTRA)
- Asia Pacific Tourism Association (APTA)
- Tourism Sciences Society of Korea (TOSOK)
- Korean Hospitality and Tourism Academy
- Korean Academic Society of Tourism and Leisure