

## Dohyung Bang, Ph.D.

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### Education

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| <b>Ph.D. in Hospitality and Tourism Management</b><br>Purdue University, West Lafayette, IN, USA | Aug 2026 |
| <b>M.S. in Statistics</b><br>Purdue University, West Lafayette, IN, USA                          | May 2025 |
| <b>M.A. in Hospitality Management</b><br>Kyung Hee University, Seoul, South Korea                | Mar 2017 |
| <b>B.B.A in Tourism Management (with Honors)</b><br>Kyung Hee University, Seoul, South Korea     | Aug 2012 |

### Academic Appointments

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| <b>Assistant Professor</b><br>Conrad N. Hilton College of Global Hospitality Leadership<br>University of Houston                                                           | Aug 2026 – Present  |
| <b>Instructor of Record</b><br>White Lodging-J.W. Marriott, Jr. School of HTM, Purdue University                                                                           | Aug 2024 – May 2026 |
| <b>Research Assistant</b><br>Center for Hospitality and Retail Industries Business Analytics (CHRIBA)<br>White Lodging-J.W. Marriott, Jr. School of HTM, Purdue University | Aug 2022 – Aug 2025 |

### Research Interests

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- Hospitality Business Analytics
- Digital Trace Data Analytics
- Tourism Economics
- Applied Economics in Hospitality and Tourism
- Productivity and Efficiency Analysis

## Published Journal Articles

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- [7] **Bang, D.** & Jang, S. (2026). Platform Endorsements as Drivers of Consumer Behavior: A Quasi-Experimental Study Using Restaurant Review Data, *International Journal of Hospitality Management*, 133, 104502
- [6] **Bang, D.** & Jang, S. (2025). Reframing Carrying Capacity: A Visitor-Oriented Approach, *Annals of Tourism Research*, 115, 104022.
- [5] **Bang, D.**, Jang, S., & Kim, E. (2025). The Journey to Capital in Travel-Tech Startups, *Tourism Management*, 111, 105251
- [4] Kim, C., Shin, J., Yang, H., **Bang, D.**, & Verma, R. (2025). Strategy Divergence and Performance Polarization in the Hotel Industry, *Cornell Hospitality Quarterly*, 66 (1), 21-36
- [3] **Bang, D.** & Jang, S. (2024). Decoding the Information Quantity-Quality Paradox: How eWOM Volume Influences Consumption Value Uncertainties, *International Journal of Hospitality Management*, 120, 103769
- [2] **Bang, D.**, Choi, K., & Jang, S. (2023). Are Franchise Royalty Fees Related to Franchisor's Support for Franchisee? Evidence from the Restaurant Industry, *International Journal of Hospitality Management*, 114, 103555
- [1] **Bang, D.**, Choi, K., & Kim, A. J. (2022). Does Michelin Effect Exist? An Empirical Study on the Effects of Michelin Stars, *International Journal of Contemporary Hospitality Management*, 34(6), 2298-2319.

## Working Papers

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### Under review

- [2] **Bang, D.** & Jang, S. (2026). Choosing What to Review and What to Say: Dynamic Reviewer Orientations and a Dual-Stage Beauty Contest
- [1] Kim, S. & **Bang, D.** (2026). More than a used product: The effect of previous owners' affection cues on consumer responses to second-hand products

### In progress

- [7] **Bang, D.** & Jang, S. (2026). Reviewing for the Audience: Second-Order Beliefs and Strategic Review Production
- [6] **Bang, D.** & Jang, S. (2026). Demand-Constrained Dynamic Network DEA for Tourism Service Productivity
- [5] **Bang, D.** (2026). Online Reputation and the Decomposition of Restaurant Demand
- [4] Xin, K. & **Bang, D.** (2026). Where Does a Ski Destination End? Dynamic Spatial Boundaries of Ski Resort Business Effects

- [3] **Bang, D.** (2026). Do Hosts Know Their Demand? Revealed Beliefs, Learning, and Pricing in Short-Term Rental Markets
- [2] **Bang, D.** & Jang, S. (2026). An Anchoring Effect of Housing Fundamentals on Short-term Rental Pricing
- [1] **Bang, D.**, Jang, S., Tang, C., Sun, J., & Choi, K. (2026). Why Do STR Hosts Deviate from the Optimal Policy?

## Conference Proceedings

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- [10] **Bang, D.** & Jang, S. (2026). The Price of Amateurism: Behavioral Biases and Systematic Underpricing in the Home Sharing Economy, *The 31st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Auburn, AL, USA
- [9] **Bang, D.** & Jang, S. (2026). Size in Calm, Structure in Crisis: eWOM Networks and Restaurant Outcomes, *The 31st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Auburn, AL, USA
- [8] **Bang, D.** & Jang, S. (2025). The Ripple Effect of Motivation: How Online Reviewers Shape eWOM Behavior Over Time, *2025 ICHRIE Global Conference*, Indianapolis, IN, USA
- [7] **Bang, D.** & Jang, S. (2025). Beyond Carrying Capacity: A New Approach to Overtourism, *The 30th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA **[Best Paper Nominee]**
- [6] **Bang, D.** & Jang, S. (2024). Navigating the Valley of Death Challenge of Travel-tech Startups: Evidence from the Korean Travel-tech Industry, *22nd APacCHRIE Conference*, Seoul, South Korea **[Best Paper Award]**
- [5] **Bang, D.** & Jang, S. (2024). Short-term Stays, Long-term Impacts: How Airbnb Shapes Home Value Dynamics, *The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Miami, FL, USA
- [4] **Bang, D.** & Jang, S. (2023). The Effect of Restaurant Platform Endorsements on Customers' Attitudes: A Big Data-Based Quasi-Experimental Approach, *2023 Global Marketing Conference*, Seoul, South Korea
- [3] **Bang, D.** & Jang, S. (2023). Navigating Consumer Uncertainty: Investigating the Roles of Information Quantity and Polarity in eWOM Environment, *21st APacCHRIE Conference*, Clark, Philippines
- [2] **Bang, D.** & Jang, S. (2023). Are Google Trends Effective for Estimating Hotel Demands? Towards A Supplementary Tool for Revenue Managers, *The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Orange, CA, USA

- [1] **Bang, D.** & Kim, S. (2018). Context-based Service Quality Using Review Data and its Impact on Customer's Response, *Decision Science Institute (DSI) Annual Meeting*, Chicago, IL, USA

## Research Grants

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- [5] (PI) **Bang, D.**, “The Impact of the Home Sharing Economy on Housing Market Dynamics in the Lake Michigan Area” — the Illinois-Indiana Sea Grant (IISG), \$10,000, Jun 2025 – Jun 2026
- [4] (Co-PI) **Bang, D.**, Choi, K. & Kim, C., “OTA Channel Strategy and Productivity Change for the Lodging Service Providers: A Dynamic Analysis Using Malmquist Productivity Index” — Jungseok Logistics Foundation, approx. \$25,000, Jan 2022 – Dec 2022
- [3] (PI) **Bang, D.**, “A Study on the Model of Measuring Service Quality Based on Voluntary Involvement of Consumers” — the National Research Foundation of Korea (NRF), approx. \$12,000, Sep 2020 – Aug 2021
- [2] (Co-PI) **Bang, D.**, Kim, J., Cha, Y., & Choi, K., “A Study on Optimizing the Hub & Spoke of O2O Delivery Platform” — Korea Sanhak Foundation, approx. \$17,000, Jun 2020 – May 2021
- [1] (Co-PI) **Bang, D.**, Kang, H., & Kim, S., “Predicting Market Trend Using Deep Learning and Text-mining” — Seoul National University Big Data Institute (SNU-BDI), approx. \$13,000, Sep 2017 – Feb 2018

## Report Publications

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- [20] Jang, S. & **Bang, D.** (2026). Data-Driven Insights into Korean Travel Patterns from Aviation Statistics, *CHRIBA Insights*, 4(1). [[Link](#)]
- [19] Jang, S. & **Bang, D.** (2025). Deconstructing Urban Tourism Appeal to Uncover Hidden Potential and Inherent Risks, *CHRIBA Insights*, 3(7). [[Link](#)]
- [18] Jang, S., Choi, K., **Bang, D.**, & Seo, D. (2025). How U.S. Reciprocal Tariffs Reshape the Global Tourism Landscape: A GTAP-Based Analysis, *Yanolja Research Brief*, 7 [[Link](#)]
- [17] Jang, S. & **Bang, D.** (2025). U.S. Tariff Policy and its Ripple Effects on North American Tourism, *CHRIBA Insights*, 3(5). [[Link](#)]
- [16] Jang, S. & **Bang, D.** (2025). Impacts of U.S. Reciprocal Tariffs on the Global Air Transport Sector, *CHRIBA Insights*, 3(4). [[Link](#)]
- [15] Jang, S. & **Bang, D.** (2025). The Effects of U.S. Reciprocal Tariffs on the U.S. Tourism Industry: Challenges and Opportunities, *CHRIBA Insights*, 3(3). [[Link](#)]

- [14] Jang, S. & **Bang, D.** (2025). Guest Sentiment Showdown: Airbnb vs. Hotels in NYC, *CHRIBA Insights*, 3(2). [[Link](#)]
- [13] Jang, S. & **Bang, D.** (2025). Airbnb Quality Performance in New York City: Analysis of Customer Ratings and Reviews, *CHRIBA Insights*, 3(1). [[Link](#)]
- [12] Jang, S. & **Bang, D.** (2024). Short-Term Rentals and Hotel Demand in NYC: Substitute or Supplement?, *CHRIBA Insights*, 2(5). [[Link](#)]
- [11] Jang, S. & **Bang, D.** (2024). NYC's Short-Term Rental Market: A Year After the Registration Law, *CHRIBA Insights*, 2(4). [[Link](#)]
- [10] Jang, S. & **Bang, D.** (2024). Exploring The Dynamics of ESG Initiatives in The Global Hotel Industry, *CHRIBA Insights*, 2(3). [[Link](#)]
- [9] Jang, S. & **Bang, D.** (2024). Efficiency Rankings in the Global Online Travel Agency Market, *CHRIBA Insights*, 2(2). [[Link](#)]
- [8] Jang, S. & **Bang, D.** (2024). Comparative Analysis of the Short-Term Rental Market in Five Key Destinations within the Asia-Pacific Region, *CHRIBA Insights*, 2(1). [[Link](#)]
- [7] Jang, S. & **Bang, D.** (2023). Airbnb's Growth and Its Impact on the Seoul Real Estate Market, *Yanolja Research Insights*, 9. [[Link](#)]
- [6] Jang, S. & **Bang, D.** (2023). Impact of Airbnb Expansion on Seoul's Real Estate Prices, *CHRIBA Insights*, 1(6). [[Link](#)]
- [5] Jang, S. & **Bang, D.** (2023). A Comparison of Airbnb Landscape across NYC, London, and Seoul, *CHRIBA Insights*, 1(5). [[Link](#)]
- [4] Jang, S. & **Bang, D.** (2023). The Airbnb Landscape of London, *CHRIBA Insights*, 1(4). [[Link](#)]
- [3] Jang, S. & **Bang, D.** (2023). The Airbnb Landscape of New York City, *CHRIBA Insights*, 1(3). [[Link](#)]
- [2] Jang, S. & **Bang, D.** (2023). The Airbnb Landscape of Seoul, *CHRIBA Insights*, 1(2). [[Link](#)]
- [1] Kim, E. & **Bang, D.** (2021). A Study on the Survival and Growth of Tourism start-ups: Who does cross over the Valley of Death?, *Data & Tourism*, Wonju, Korea: Korea National Tourism Organization (KNTO)

## Teaching Experience (Academic Institutions)

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### Undergraduate Level

*Financial Management (HTM 441)*, Purdue University, USA

- Teaching Assistant – Spring 2024 (**face to face**)
- Instructor of Record – Fall 2024, Spring 2025 (Two sections), Fall 2025 (**face to face**)

*Managerial Accounting (HTM 241)*, Purdue University, USA

- Instructor of Record – Spring 2026 (**face to face**), Summer 2026 (**online**)
- Co-Instructor – Fall 2025 (**face to face**)

*Financial Accounting (HTM 141)*, Purdue University, USA

- Instructor of Record – Summer 2025 (**online**)

*Business Analytics (FSMGT 3512)*, Kyung Hee University, South Korea

- Co-Instructor – Spring 2018-2019 (**face to face**), Spring 2020-2021 (**hybrid**)  
– Responsible for R programming

### **Graduate Level**

*Business Analytics (CSFSM 7053)*, Kyung Hee University, South Korea

- Instructor of Record – Fall 2021 (**hybrid**)

## **Teaching Experience (Professional Training Programs)**

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**HRD Institute, Hyundai Department Store Group, Inc.** (Publicly Listed Retail Conglomerate, South Korea)

- Data Analytics (60H), May 2025 – Jul 2025
- Data Analytics (60H), May 2024 – Jul 2024
- Data Analytics (60H), May 2023 – Jul 2023
- Data Analytics (80H), Mar 2022 – Jun 2022
- Data Analytics (80H), Jul 2021 – Nov 2021
- Data Analytics (80H), Mar 2021 – Jun 2021
- Data Analytics (96H), May 2020 – Nov 2020

**Data Science Team, Ottogi, Inc.** (Publicly Listed Food Manufacturing Company, South Korea)

- Data Analytics with Python (30H), May 2022 – June 2022
- Robotic Process Automation (RPA) with Python (9H), June 2019 – June 2019
- Advanced Data Analytics with Python (21H), April 2019 – May 2019
- Data Analytics with Python (45H), January 2019 – April 2019
- Data Analytics with Python (48H), June 2018 – November 2018
- Data Analytics with R (48H), January 2018 – May 2018

**AI Academy, Hana Financial Group** (Publicly Listed Banking Company, South Korea)

- Introduction to Data Analytics (8H), Jul 2019

# Service & Professional Engagement

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## Ad-hoc Journal Reviewing

- Annals of Tourism Research 2026 – Present
- Technology in Society 2026 – Present
- Journal of Smart Tourism 2025 – Present
- International Journal of Hospitality Management 2024 – Present
- International Journal of Contemporary Hospitality Management 2021 – Present

## Invited Talk

- “*Digital Trace Data in Behavioral Research*” – HTM Graduate Student Association, Purdue University Sep 2025
- “*Recommendation System and Text Data Analytics*” – Smart Curation Convergence Program, College of Science & Industry Convergence, Ewha Womans University, Seoul, South Korea Jun 2024
- “*Text Data Analytics in Research*” – HOSP892 Research Seminar, Lerner School of Business, University of Delaware Sep 2023
- Knowledge Sharing Workshop – “*Introduction to Data Envelopment Analysis (DEA)*”, HTM Graduate Student Association, Purdue University Jan 2023

## Other Services

- Methodology/Programming Help Desk for Graduate Students, HTM Graduate Student Association, Purdue University Nov 2024 – May 2026
- Text Mining Workshop (8-week), Center for Hospitality and Retail Industries Business Analytics (CHRIBA), Purdue University Nov 2022 – Dec 2022

# Work Experience

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**Betabrain Co., Ltd., South Korea** Jan 2022 – July 2022  
*Associate Manager, Data Analytics Team*

- Delivered professional development programs on data analytics for clients
- Led the development of a site-selection solution and the POC and MVP phases

**Center for H&T Analytics, Kyung Hee University, South Korea** Jan 2020 – June 2022  
*Adjunct Researcher*

- Led policy research projects funded by the Seoul Metropolitan Government, Ministry of Agriculture, Food, and Rural Affairs, and Small Enterprise and Market Service

**Korea Analytics Co., Ltd., South Korea** Sep 2017 – Jan 2022  
*Data Analyst and Data Analytics Lead*

- Led 30+ data analytics projects for platform-based startups, retail, franchise, and manufacturing companies
- Delivered data analytics training programs to professionals at client companies
- Contributed to the data voucher project funded by ICT ministry of Korea and developed data products

**Republic of Korea Army, South Korea** Mar 2013 – Jun 2015  
*Artillery Officer (Discharged as first lieutenant)*

- Served as Headquarters Battery Commander and Artillery Intelligence Officer at an artillery battalion in 8<sup>th</sup> Corps

## Skills & Certificates

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**Programming & Statistical Tools** R, Python, Stata, SAS, SPSS

**Others** MySQL, Tableau, LaTeX

**Certificates** Certified Survey Analyst, Junior (Certified by Statistics Korea)