

MINWOO LEE, Ph.D.

Director of Hospitality Analytics and Innovation Lab and Associate Professor
Conrad N. Hilton College of Global Hospitality Leadership
University of Houston

Education

BBA, MBA in Management Science, Korea Aerospace University; MS in Management Information Systems, Texas Tech University; Ph.D. in Management, University of Massachusetts Amherst. CHIA, CHE.

Expertise & Research Interests

- Corporate Digital Responsibility and Digital Trust
- Big Data & Business Analytics and Machine Learning
- Digital Transformation and Service Innovation
- Individual and Organizational Impacts of ICT
- Persuasion and customer decision-making in social media

Career Highlights

- Author of more than 74 peer-reviewed journal articles, 106 conference proceedings/presentations, one book, book chapters and trade articles in hospitality, tourism, marketing, and information systems areas;
- World Top 2% Scientist (Year 2024) recognized by Stanford University and Elsevier;
- Recipient of *Donald Greenaway Excellence Award* in 2023, *Stephen Rushmore/HVS Faculty Research Award* in 2021, *Provost's 50-in-5 Research Award for Faculty* in 2019 and 2020, and *New Faculty Research Award* in 2017 at UH;
- Recipient of 18 Research and Best Paper Awards including *2025 APacCHRIE Best Paper Award*, *"Martin Oppermann Memorial Award" as the JTTM's Best Article of the Year 2024*, *2024 APacChrie Best Paper and Best Youth Paper Awards*, *2023 IMPACT Best Paper Award*, *JHTT Paper of the Year Award* from International Federation for IT and Travel & Tourism in 2022, *Literati Outstanding Reviewer Award* in 2021, *Best Paper Awards* at the Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism in 2020, 2021, 2022, and 2023;
- Recipient of *ICHRIE's Research Award* in 2022 and *Minister's Grand Prize (1st place)* from the Ministry of Information and Communication, South Korea and grant funds from UH and international agencies including Hospitality Financial and Technology Professionals (HFTP), UH Digital Research Common, and Institute for Information & Communications Technology Promotion of South Korea;
- Coordinating Editor of *International Journal of Hospitality Management*, Senior Associate Editor of *Journal of Hospitality and Tourism Technology*, Associate Editor of *International Journal of Contemporary Hospitality Management*, Associate Editor of *Asia Pacific Management Review*, Guest Editor of *International Journal of Contemporary Hospitality Management*, *Tourism Economics*, and *Frontiers in Psychology*, and Editorial Board Member for *Tourism Economics*, *Journal of Hospitality Marketing and Management*, and others;
- Director of Research of ICHRIE (Elected) and Consultant and Research Associate for HFTP, Bali Group, Accor Hotels, Hilton, Intercontinental Hotel Group, and France Telecom;
- Currently in charge of Project Management and Analytics Track, and developed and teaches Hospitality Business Analytics & Communication, Project Management & Data Analytics, Innovative Hospitality Technologies, Hospitality Technology, and Social Media in the Hospitality Industry at the undergraduate and graduate levels;
- Serves as the dissertation chair for Ph.D. students, the professional and research track paper advisor for graduate and undergraduate students, and the faculty advisor for the College's STR Student Market Analytics Competition teams (Won 2nd place in the 2023 Global Competition, 3rd place in the 2023 North and South Americas Competition, and finalists in multiple years).

MINWOO LEE, Ph.D.

Director of Hospitality Analytics and Innovation Lab and Associate Professor
 Conrad N. Hilton College of Global Hospitality Leadership
 University of Houston
 4450 University Dr., Room 227
 Houston, TX 77204-3028
 Phone: 713-743-6754 | Email: mlee37@uh.edu | <http://www.thedasil.com>

EDUCATION**Ph.D. in Management (2013 – 2017)**

Isenberg School of Management, University of Massachusetts Amherst
 Major: Hospitality and Tourism Management / Minor: Marketing

Ph.D. Candidate in Information Systems (2010 – 2013)

Desautels Faculty of Management, McGill University (*Successfully passed written/oral comp exams in 2012*)

M.S. in Management Information Systems (2006 – 2008)

Jerry S. Rawls College of Business Administration, Texas Tech University

M.B.A. in Management Science (2004 – 2006)

Korea Aerospace University

B.B.A. in Business Administration (1997 – 2004)

Korea Aerospace University

ACADEMIC APPOINTMENTS

2026 – Present	Visiting Professor System Dynamics Group, Sloan School of Management, Massachusetts Institute of Technology (MIT)
2025 – Present	Eminent Scholar Department of Big Data Analytics, School of Management, Kyung Hee University
2023 – Present	Director of Hospitality Analytics and Innovation Lab (HAI-Lab) Conrad N. Hilton College of Global Hospitality Leadership, University of Houston
2023 – Present	Associate Professor (Tenured) Conrad N. Hilton College of Global Hospitality Leadership, University of Houston
2017 – 2023	Assistant Professor Conrad N. Hilton College of Global Hospitality Leadership, University of Houston
2013 – 2017	Instructor / Research and Teaching Assistant Isenberg School of Management, University of Massachusetts Amherst
2009 – 2010	Lecturer College of Aviation and Management, Korea Aerospace University

RESEARCH & TEACHING INTERESTS

- Corporate digital responsibility and digital trust
- Machine learning and predictive modeling

- Digital transformation and service innovation
- Individual and organizational impacts of ICT
- Persuasion and customer decision-making in social media
- Big data and business analytics

REFEREED JOURNAL ARTICLES (Selected)

(Notes. Underline identifies an undergraduate/graduate student; * identifies a corresponding author; please find more details from my Google Scholar Page: https://scholar.google.com/citations?user=fojvU_gAAAAJ&hl=en)

Hospitality and Tourism Journal Articles:

- Hernandez, A., Lee, M.*, Koh, Y., & Lee, D-S. (2026) Is digitalization critical for hospitality firm performance? Longitudinal analysis of CEO's digital business strategy. *International Journal of Hospitality Management*, 134, 105628 (SSCI Indexed & Ranked A* in ABDC). <https://doi.org/10.1016/j.ijhm.2025.104528>
- Xiao, G., Lee, M., Shi, J., Lee, C-K. (2026) Push-Pull-Mooring effects on tourist switching behavior from online communities to generative AI using integrated theory and SEM-fsQCA. *Journal of Travel Research*, In-press (SSCI Indexed & Ranked A* in ABDC).
- Lee, M.*, Bai, B., Sisson, A. D., & Costa, R. (2026) Economic impact of artificial intelligence (AI): Conceptualization of business value of AI and future agenda for tourism and hospitality research. *Tourism Economics*, Online First (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1177/13548166261418787>
- Tarik, D., So, K. K. F., Wu, L., & Lee, M.* (2026) The dark side of social media: Critical reflection and future research. *International Journal of Contemporary Hospitality Management*, 38(1), 104-126 (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1108/IJCHM-12-2024-1900> (All authors equally contributed)
- Park, E., Lee, M., & Kim, S-B. (2026) Do you want to visit and eat where BTS and Blackpink did? Hallyu Influence Index and geospatial big data insights on Korean restaurants in the U.S. In-press. *Journal of Hospitality and Tourism Technology*, In-press (SSCI Indexed & Ranked B in ABDC).
- Yoon, M. G., Orosoo, O., & Lee, M.* (2026) Willingness to pay for ancillary services in airlines: Focusing on the Mongolian market. *Journal of Smart Tourism*, In-press. <https://doi.org/10.1177/27652157261425109>
- Hernandez, A., & Lee, M.* (2025) Economic impact of hospitality and tourism technology: An integrated framework of technology business value and future research agenda. *International Journal of Hospitality Management*, 126, 104092 (SSCI Indexed & Ranked A* in ABDC). <https://doi.org/10.1016/j.ijhm.2025.104092>
- Shin, H. H., Lee, M.*, Lee, S. A., & Jeong, M. (2025) The impacts of corporate digital irresponsibility (CDiR) and corporate digital responsibility (CDR) communications on consumers' brand perceptions. *International Journal of Hospitality Management*, 129(August 2025), 104184 (SSCI Indexed & Ranked A* in ABDC). <https://doi.org/10.1016/j.ijhm.2025.104184>
- Um, T., Lee, M., Back, K-J., Dogru, T. (2025) Professionalization and performance of multi-unit Airbnb hosts: The effect of geographical distance and geographical diversification. *International Journal of Hospitality Management*, 131 (October), 104315. (SSCI Indexed & Ranked A* in ABDC). <https://doi.org/10.1016/j.ijhm.2025.104315>
- Um, T., Lee, M.*, Back, K-J., & Chung, N. (2025) Does Airbnb matter to the domestic tourism market? Empirical evidence from Airbnb supply and tourism demand in South Korea. *Tourism Management Perspectives*, 58, 101381. (SSCI Indexed & Ranked A* in ABDC). <https://doi.org/10.1016/j.tmp.2025.101381>

- Zolfaghari, A., Kennedy, H., **Lee, M.**, & Choi, H. C. (2025) Mapping value co-destruction in online travel agencies: A practice theory and customer journey perspective. *Tourism Management*, 110, 105197 (SSCI Indexed & Ranked A* in ABDC). <https://doi.org/10.1016/j.tourman.2025.105197>
- Dogru, T., et al. (2025) Generative artificial intelligence in the hospitality and tourism industry: Developing a framework for future research. *Journal of Hospitality and Tourism Research*, 49(2), 235-253 (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1177/10963480231188663>
- Lee, M.** & Lee, S. (2025) Special issue on "Information and communication technology and economic implications in hospitality and tourism." *Tourism Economics*, 31(2), 159 – 164 (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1177/13548166251321591>
- Lee, M.***, Lee, K-H., Back, K-J., & Li, M. (2025) Guest editorial: Corporate digital responsibility in hospitality and tourism in the International Journal of Contemporary Hospitality Management. *International Journal of Contemporary Hospitality Management*, 37(11), 3601 - 3609 (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1108/IJCHM-11-2025-292>
- Lee, M.***, Lee, S. A., Shin, H. H., & Jeong, M. (2025) Revisiting and exploring trust in the digital era: conceptualization and scale development of digital trust in hospitality and tourism. *Information Technology & Tourism*, 27, 125-155 (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1007/s40558-024-00310-2>
- Lee, S. A., Shin, H. H., **Lee, M.***, & Jeong, M. (2025) Feelings matter in the digital age: The role of corporate digital responsibility on employee wellbeing and advocacy behavior, *International Journal of Contemporary Hospitality Management*, 37(7), 2327-2348. (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1108/IJCHM-04-2024-0586>
- Park, H., **Lee, M.**, Back, K-J., DeFranco, A., & Suh, J. (2025) Dynamic roles of hotel mobile application in customer satisfaction and dissatisfaction: Integrating text analytics and impact asymmetry analysis. *International Journal of Contemporary Hospitality Management*, 37(5), 1622-1640 (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1108/IJCHM-12-2023-1914>
- Park, H., Park, E., Costa, R., & **Lee, M.** (2025) Travelers with disabilities: How online information search reduces uncertainty about service accessibility in hospitality and tourism. *Journal of Hospitality and Tourism Research*, 49(6), 1159-1174 (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1177/10963480241275581>
- Um, T., **Lee, M.**, Chung, N., & Roh, T. (2025) Do digital disruptors turn the lodging industry into a battleground? *Journal of Hospitality and Tourism Technology*, Online First (SSCI Indexed & Ranked B in ABDC). <https://doi.org/10.1108/JHTT-01-2025-0065>
- Xiao, G., **Lee, M.**, Lee, C-K., & Kim, M. (2025) Tourism live streamers as brand ambassadors: Investigating their impact on destination brand value through social exchange theory. *Journal of Hospitality and Tourism Technology*, 16(1), 174-193 (SSCI Indexed & Ranked B in ABDC). <https://doi.org/10.1108/JHTT-11-2023-0371>
- Bano Adeel, H., Lodhi, R. N., **Lee, M.**, & Ali, F. (2025). Virtual travel experience and destination marketing: Do well-crafted contents of virtual reality matter for authentic customer experience and user satisfaction?. *Tourism: An International Interdisciplinary Journal*, 73(2), 251-263. <https://doi.org/10.37741/t.73.2.5> (ESCI Indexed)
- Dogru, T., Line, N., Hanks, L., Acikgoz, F., Abbott, J., Bakir, S., Berbekova, A., Bilgihan, A., Iskender, A., Kizildag, M., **Lee, M.**, Lee, W., McGinley, S., Mody, M., Onder, I., Ozdemir, O., & Suess, C. (2024). The implications of generative artificial intelligence in academic research and higher education in tourism and hospitality. *Tourism Economics*, 30(5), 1083-1094 (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1177/13548166231204065>

- Lee, S., Ham, S., Yeon, J., & Lee, M. (2024) ESG themes of the restaurant industry: A comparison between full-service and limited-service restaurants. *Journal of Travel & Tourism Marketing*, 41(1), 20-34 (SSCI Indexed & Ranked A in ABDC). <http://dx.doi.org/10.1080/10548408.2023.2231979>
- Park, H., Bitaab, M., Lee, M.*, & Back, K-J. (2024) The two sides of hotel green practices in customer experience: An integrated approach of the Kano model and business analytics. *Journal of Travel & Tourism Marketing*. 41(4), 659-671 (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1080/10548408.2024.2333411> **(This article is selected as “Martin Oppermann Memorial Award”, which is the Best Article of the Year 2024)**
- Park, H., Lee, M., Back, K-J., & DeFranco, A. (2024) Is hotel technology a double-edged sword on customer experience? An integrated approach with business analytics and impact-asymmetry analysis. *Journal of Hospitality & Tourism Research*, 48(5), 881-894 (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1177/10963480221132758>
- Castillo-Ortiz, I., Lee, M., Taylor, S., & Bufquin, D. (2024) Forecasting the Mexican craft beer market: An integrated approach of conjoint analysis and market simulation with price and product attributes. *International Journal of Wine Business Research*, 36(2), 248-269 (ESCI Indexed & Ranked B in ABDC). <https://doi.org/10.1108/IJWBR-08-2023-0044>
- Shi, J., Lee, M., Girish, V.G., Xiao, G., & Lee, C-K. (2024) Embracing the ChatGPT revolution: Unlocking new horizons for tourism. *Journal of Hospitality and Tourism Technology*, 15(3), 433-448 (SSCI Indexed & Ranked B in ABDC). <https://doi.org/10.1108/JHTT-07-2023-0203>
- Lim, J., Lee, M., & Jang, J. (2024) Revisiting passengers' perceptions of airline service quality: A theory-driven machine learning approach using big data. *Journal of Quality Assurance in Hospitality & Tourism*, Online First (SCIE Indexed). <https://doi.org/10.1080/1528008X.2024.2437810>
- Cherenkov, E., Benga, V., Lee, M.*, Nandwani, N., Raguin, K., Sueur, M. C., Sun, G. (2024) From machine learning algorithms to superior customer experience: Business implications of machine learning-driven data analytics in the hospitality industry. *Journal of Smart Tourism*, 4(2), 5-14. <https://doi.org/10.52255/smarttourism.2024.4.2.2> **(This article is selected as “Most Cited Article of Year 2025”, which is the Best Journal Article Award of the Year 2025)**
- Kim, K., Kim, W-G., & Lee, M.* (2023) Impact of dark patterns on consumers' perceived fairness and attitude: moderating effects of types of dark patterns, social proof, and moral identity. *Tourism Management*, 98(October), 104763 (SSCI Indexed & Ranked A* in ABDC). <https://doi.org/10.1016/j.tourman.2023.104763>
- Jeong, M., Shin, H. H., Lee, M.*, & Lee, J. (2023) Assessing brand performance consistency from customers' reviews on consumer-generated media: the U.S. hotel industry. *International Journal of Contemporary Hospitality Management*, 35(6), 2056-2083 (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1108/IJCHM-12-2021-1516>
- Kwak, S. Y., Shin, M., Lee, M.*, & Back, K-J. (2023) Integrating the reviewers' and readers' perceptions on negative online reviews for customer decision making: A mixed-method approach. *International Journal of Contemporary Hospitality Management*, 35(12), 4191-4216 (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1108/IJCHM-03-2022-0410>
- Lee, M., Russen, M., Dawson, M., & Madera, J. (2023) Enhancing performance and perceived justice in hospitality organizations: An integrated model of gender diversity within top management teams. *Cornell Hospitality Quarterly*, 64(4), 503-524 (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1177/19389655231164063>
- Lee, M., Sisson, A., Costa, R., & Bai, B. (2023) Disruptive technologies and innovation in hospitality: A computer-assisted qualitative data analysis approach. *Journal of Hospitality & Tourism Research*, 47(4), NP47-NP61 (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1177/10963480231156080>
- Park, H., Lee, M.*, & Back, K-J. (2023) A critical review of technology-driven service innovation in hospitality and tourism: Current discussions and future research agendas. *International Journal of*

Contemporary Hospitality Management, 35(12), 4502-4534 (SSCI Indexed & Ranked A in ABDC). <http://dx.doi.org/10.1108/IJCHM-07-2022-0875> (This article is selected as one of the 24 timely, strong, and impactful articles on “Service Innovation” (2025) that have been previously published in *International Journal of Contemporary Hospitality Management*)

- Bhakta, J., Charreton, A., de Rooij, A., Lee, M. *, Sangster, H., & Wang, Y. (2023) Future of metaverse in hospitality and tourism management: A hospitality and tourism industry perspectives. *Journal of Smart Tourism*, 2(4), 25-34. <https://doi.org/10.52255/smarttourism.2022.2.4.4>
- Lee, H., Kang, E., Lee, K. Y., Lee, M., & Yang, S-B. (2023) Factors influencing post-adoption resistance to self-order kiosks at fast-food restaurants: A focus on the new-silver generation. *Journal of Smart Tourism*, 3(2), 23-36. <https://doi.org/10.52255/smarttourism.2023.3.2.4>
- Kim, J., Lee, M., Kwon, W., Park, H., & Back, K-J. (2022) Why am I satisfied? See my reviews – Price and location matter in the restaurant industry. *International Journal of Hospitality Management*, 101, 103111 (SSCI Indexed & Ranked A* in ABDC). <https://doi.org/10.1016/j.ijhm.2021.103111>
- Kim, J., Kim, S., & Lee, M. (2022) What to sell and how to sell matter: Focusing on business performance and efficiency of luxury hotel properties. *Cornell Hospitality Quarterly*, 63(1), 78-95. Special issue on luxury hospitality and services marketing (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1177/19389655211020254>
- Kwon, W., Lee, M., & Bowen, J. T. (2022) Exploring customers’ luxury consumption in restaurants: A combined method of topic modeling and three-factor theory. *Cornell Hospitality Quarterly*, 63 (1), 66-77. Special issue on luxury hospitality and services marketing (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1177/19389655211037667>
- Renata, F. G., Abbott, J., & Lee, M. * (2022) How CSR and well-being affect work-related outcomes: A hospitality industry perspective. *International Journal of Contemporary Hospitality Management*, 34(4), 1470-1490 (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1108/IJCHM-06-2021-0754>
- Lee, M. * (2022) Evolution of hospitality and tourism technology research from *Journal of Hospitality and Tourism Technology*: A computer-assisted qualitative data analysis, *Journal of Hospitality and Tourism Technology*, 13(1), 62-84. Special issue on qualitative research in hospitality and tourism management (SSCI Indexed & Ranked B in ABDC). <https://doi.org/10.1108/JHTT-10-2020-0276>
- Hodges, J., Lee, M., DeFranco, A., & Sirsat, S. (2022) Exploring foodborne illness and restaurant cleanliness reporting in customer-generated online reviews using business analytics. *Journal of Environmental Health*, 85(3), 16-22.
- Lee, M., Hong, J. H., Chung, S., & Back, K-J. (2021) Exploring the roles of DMO’s social media efforts and information richness on customer engagement: Empirical analysis on Facebook event pages. *Journal of Travel Research*, 60(3), 670-686. (SSCI Indexed & Ranked A* in ABDC). <https://doi.org/10.1177/0047287520934874>
- Lee, S., Zhai, X., Lee, M., & Luo, Q. (2021) Current status of CSR practices in the casino industry: A comparison between U.S. and Macau. *Journal of Hospitality and Tourism Management*, 48, 331-343 (SSCI Indexed & Ranked A* in ABDC). <https://doi.org/10.1016/j.jhtm.2021.07.011>
- Lee, S.A., Lee, M. *, & Jeong, M. (2021) The role of virtual reality on information sharing and seeking behaviors. *Journal of Hospitality and Tourism Management*, 46 (March), 215-223. (SSCI Indexed & Ranked A* in ABDC). <https://doi.org/10.1016/j.jhtm.2020.12.010>
- Lee, M. *, Jeong, M., & Shea, L. (2021) Length of stay control: Is it a fair inventory management strategy in hotel market? *Tourism Economics*, 27(2), 307-327. Special issue on economics in revenue management (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1177/1354816619901207>
- Lee, M. *, Kwon, W., & Back, K-J. (2021) Artificial intelligence for hospitality big data analytics: Developing a prediction model of restaurant review helpfulness for customer decision making. *International Journal of Contemporary Hospitality Management*, 33(6), 2117-2136. Special issue on big data analytics and

forecasting in hospitality and tourism (SSCI Indexed & Ranked A in ABDC).

<https://doi.org/10.1108/IJCHM-06-2020-0587> (This article is selected as one of the 13 timely, strong, and impactful articles on big data (2022) and also selected as one of the 20 timely, strong, and impactful articles on artificial intelligence in hospitality and tourism (2023) that have been previously published in *International Journal of Contemporary Hospitality Management*)

- Park, H., Lee, M., & Back, K-J. (2021) Exploring the roles of hotel wellness attributes on customer satisfaction and dissatisfaction: An application of Kano model through mixed methods. *International Journal of Contemporary Hospitality Management*, 33(1), 263-285. (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1108/IJCHM-05-2020-0442>
- Kwon, W., Lee, M., Back, K-J, & Lee, K. Y. (2021) Assessing restaurant review helpfulness through big data: Dual-process and social influence theory. *Journal of Hospitality and Tourism Technology*, 12(2), 177-195 (SSCI Indexed & Ranked B in ABDC). <https://doi.org/10.1108/JHTT-04-2020-0077>
- Lee, M., Ahn, J., Shin, M. J., Kwon, W., & Back, K-J. (2021) Integrating technology to service innovation: Key issues and future research directions in hospitality and tourism. *Journal of Hospitality and Tourism Technology*, 12(1), 19-38. Special issue on service innovation in hospitality and tourism (SSCI Indexed & Ranked B in ABDC). <https://doi.org/10.1108/JHTT-01-2019-0013> (This paper was awarded with the 2022 JHTT Paper of the Year Award sponsored by *International Federation for IT and Travel & Tourism*)
- Lee, M., Kim, J., & DeFranco, A. (2021). Efficiency: The next frontier of hotel revenue management. Invited research paper for the special issue of revenue management, *Boston Hospitality Review*. Accessible at: www.bu.edu/bhr
- Kwon, W., Lee, M., & Back, K-J. (2020) Exploring the underlying factors of customer value in restaurants: a machine learning approach. *International Journal of Hospitality Management* 91(October), 102643. (SSCI Indexed & Ranked A* in ABDC). <https://doi.org/10.1016/j.ijhm.2020.102643>
- Lee, M., Lee, S. A., Jeong, M., & Oh, H. (2020) Quality of virtual reality and its impacts on behavioral intention. *International Journal of Hospitality Management*, 90(September), 102595. (SSCI Indexed & Ranked A* in ABDC). <https://doi.org/10.1016/j.ijhm.2020.102595>
- Li, L., Lee, K. Y., Lee, M., & Yang, S-B. (2020) Unveiling the cloak of deviance: Linguistic cues for psychological processes in online fake reviews. *International Journal of Hospitality Management*, 87(May), 102468. (SSCI Indexed & Ranked A* in ABDC). <https://doi.org/10.1016/j.ijhm.2020.102468>
- Koh, Y., Lee, M., Kim, J., & Yang, Y. (2020) Successful restaurant crowdfunding: The role of linguistic style. *International Journal of Contemporary Hospitality Management*, 32(10), 3051-3066. (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1108/IJCHM-02-2020-0159>
- Lee, M., Cai, Y., DeFranco, A., & Lee, J. (2020) Exploring influential factors affecting guest satisfaction: Big data & business analytics in consumer-generated reviews. *Journal of Hospitality and Tourism Technology*, 11(1), 137-153. (SSCI Indexed & Ranked B in ABDC). <https://doi.org/10.1108/JHTT-07-2018-0054>
- Rezvani, E., Assaf, A. G., Uysal, M., & Lee, M. (2019). Learning from own and others: The moderating role of performance aspiration. *International Journal of Hospitality Management*, 81, 113–119 (SSCI Indexed & Ranked A* in ABDC). <https://doi.org/10.1016/J.IJHM.2019.03.001>
- Lee, K-H., Lee, M., & Gunarathne, N. (2019) Do green awards and certifications matter? An exploratory study linking green awards/certification and green brand image to perceived green value and behavioral intentions in the hotel industry. *Tourism Economics*, 25(4), 593–612, Special issue on economic implications of corporate social responsibility and sustainability in tourism and hospitality (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1177/1354816618810563>
- Lee, M., Lee, S. A., & Koh, Y. (2019) Multi-sensory experience for enhancing hotel guest experience: Empirical evidence from big data analytics. *International Journal of Contemporary Hospitality Management*, 31(11), 4313-4337, Special issue on service experience innovation in hospitality and tourism (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1108/IJCHM-03-2018-0263> (This

article is selected as one of the most strong and impactful articles that have been previously published in *International Journal of Contemporary Hospitality Management on customer satisfaction and delight* (2021), *big data* (2022), and *experience management* (2025))

- Lee, M. *, Jeong, M., & Lee, J. (2017). Roles of negative emotions in customers' perceived helpfulness of hotel reviews on a user-generated review website: A text mining approach. *International Journal of Contemporary Hospitality Management*, 29(2), 762-783. Special issue on social media in hospitality and tourism (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1108/IJCHM-10-2015-0626>
- Lee, S. A., & Lee, M. (2017). Effects of relationship types on customers' parasocial interactions: Promoting relationship marketing in social media. *Journal of Hospitality and Tourism Technology*, 8(1), 133-147, Special issue on online social media in hospitality and tourism (SSCI Indexed & Ranked B in ABDC). <https://doi.org/10.1108/JHTT-09-2016-0053>
- Jeong, M., Lee, M., & Nagesvaran, B. (2016). Employees' use of mobile devices and their perceived outcomes in the workplace: A case of luxury hotel. *International Journal of Hospitality Management*, 57(August), 40-51 (SSCI Indexed & Ranked A* in ABDC). <https://doi.org/10.1016/j.ijhm.2016.05.003>
- Wilson, R. H., Enghagen, L. K., & Lee, M. (2015). Dynamic pricing and minimum length of stay controls as a hotel management practice: Are there customer perception, ethical and legal questions? *Journal of Hospitality Financial Management*, 23(2), 107-123 (Ranked C in ABDC). <https://doi.org/10.1080/10913211.2015.1095040>

Information Systems, Marketing, and Management Journal Articles:

- Sobhaerooy, R., Lee, K. Y., Sheehan, L., Deng, Q., Lee, M. * (2026) Is Immersive Extended Reality Memorable? Focusing on Museum Visitor's Virtual Experience and Visit Intention. *Industrial Management & Data Systems*, Conditionally Accepted (SCIE Indexed and Ranked A in ABDC).
- Lee, M. *, & Shim, H. (2026) Designing the Future of Korean Wave: The role of media research for sustainable K-Culture and K-Content development. *Korean Journal of Communication*, 3(1), 84-89.
- Kim, Y., Tian, W., Roh, T., Lee, S., & Lee, M. (2025) Exploring the influence of perceived economic mobility on leisure consumption: The moderating effect of social capitals. *Journal of Retailing and Consumer Services*, 85, 104300 (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1016/j.jretconser.2025.104300>
- Lee, M., Koh, Y., Hernandez, A., & Um, T. (2025) AI-powered predictive modeling for smart food-service crowdfunding success: An integrated approach with business intelligence and supervised machine learning for smart business ecosystem. *Electronic Markets*, 35, 76 (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1007/s12525-025-00824-5>
- Yang, S., Park, K., & Lee, M. * (2025) Evolution and future agenda of service robot research: A computer-assisted qualitative data analysis approach. *Industrial Management & Data Systems*, 125(8), 2508-2535 (SCIE Indexed and Ranked A in ABDC). <https://doi.org/10.1108/TMDS-09-2024-0950>
- Lim, J., Lee, M., & Son, S. (2025) AI-powered predictive modeling for service employees: Evidence from an online labor market platform. *Knowledge Management Research*, 26(3), 327-350 (KCI Indexed). <https://doi.org/10.15813/kmr.2025.26.3.016>
- Kim, Y., Lee, M., Kim, B. D., & Roh, T. (2024) Power of agglomeration on electronic word-of-mouth in the restaurant industry: Exploring the moderation role of review quality difference. *Journal of Retailing and Consumer Services*, 78, 103759 (SSCI Indexed, Ranked A in ABDC). <https://doi.org/10.1016/j.jretconser.2024.103759>
- Li, L., Song, Y. H., Soliman, M., Lee, K. Y., Yang, S-B., Lee, M. (2024) Customers' continued adoption of mobile apps and their satisfaction with restaurants: The case of McDonald's. *Pacific Asia Journal of the Association for Information Systems*, PAJAIS Preprints 16. (ESCI Indexed & Ranked B in ABDC). https://aisel.aisnet.org/pajais_preprints/16

- Lee, K-H., Shin, D., & Lee, M. (2023) Business group affiliation and corporate sustainability performance in emerging economies: Evidence from South Korea. *Business Strategy and the Environment*, 32(7), 4303-4518 (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1002/bse.3378>
- Lee, M., Song, Y., Lee, K. Y., Li, L., & Yang, S-B. (2022) Detecting fake reviews with supervised machine learning algorithms, *The Service Industries Journal*, 42(13-14), 1101-1121. (SSCI Indexed & Ranked B in ABDC). <https://doi.org/10.1080/02642069.2022.2054996>
- Roh, T., Lee, M., & Park, B. I. (2022) Editorial: Environmental, social, and corporate governance and sustainability. *Frontiers in Psychology*, 13, 1062757. (SSCI Indexed). <https://doi.org/10.3389/fpsyg.2022.1062757>
- Lee, K. Y., Lee, M., & Kim, K. (2017). The differential impacts of ‘communication’ and ‘computing’ functions in Smartphones on individuals’ performance and the moderating role of organizational roles. *Asia Pacific Journal of Information Systems*, 27(4), 191-215. (Ranked B in ABDC). <https://doi.org/10.14329/apjis.2017.27.4.191>
- Lee, K.Y., Lee, M., & Kim, K. (2017). Are Smartphones helpful? An empirical investigation of the role of Smartphones in users’ role performance. *International Journal of Mobile Communications*, 15(2), 119-143 (SSCI Indexed). <https://doi.org/10.1504/IJMC.2017.082534>

MANUSCRIPTS UNDER REVIEW/REVISION

(Note. Underline identifies a graduate student; * identifies a corresponding author)

- Yhee, Y., Lee, M. *, DeFranco, A., & Back, K-J. How much is too much? The nonlinear approach between review inconsistency and, review helpfulness based on schema congruity theory. Under Review at *Journal of Business Research* (SSCI Indexed & Ranked A* in ABDC).
- Chererkov, E., Lee, M. *, DeFranco, A., & Okumus, F. Building consumer trust in the digital age: The role of Corporate Digital Responsibility (CDR) in enhancing digital trust and consumer commitment. Under review at *International Journal of Hospitality Management* (SSCI Indexed & Ranked A* in ABDC).
- Hernandez, A., Lee, M. *, DeFranco, A., Madera, J. M., & Park, S. Corporate Digital Responsibility (CDR): Enhancing employees’ perceived justice and organizational outcomes. Under review at *International Journal of Hospitality Management* (SSCI Indexed & Ranked A* in ABDC).
- Park, E., Chae, B., Lee, M., & Kim, S-B. Enhancing analytical reliability and data quality through Human-AI collaboration in hospitality and tourism research: A BERT-driven Aspect-based sentiment analysis framework. Under review at *Tourism Management* (SSCI Indexed & Ranked A* in ABDC).
- Park, E., Park, H., Lee, M., & Dogru, T. Winning the sky race: Analyzing the competitiveness of airline guest experience through theory-driven impact asymmetry competitor analysis. Under the 2nd round review at *Journal of Travel Research* (SSCI Indexed & Ranked A* in ABDC).
- Shi, J., Xiao, G., Lee, M., & Lee, C-K. Going beyond technology adoption for travel planning in the AI era: Integrated tourist AI adoption model. Under the 2nd round review at *Journal of Travel Research*. (SSCI Indexed & Ranked A* in ABDC).
- Wong, X. N. Y., Shin, H. H., Park, H., & Lee, M.* How can hotels strategically enhance competitive performance in an evolving era? Investigating the dynamic Roles and Impacts of Service Attributes on Customer Satisfaction and Dissatisfaction. Under review at *International Journal of Hospitality Management* (SSCI Indexed & Ranked A* in ABDC).
- Black, K., Dawson, M., Lee, M.* & Jolly, P. Living for today, not planning for tomorrow: The challenges of retirement planning in restaurant work. Under review at *International Journal of Contemporary Hospitality Management* (SSCI Indexed & Ranked A in ABDC).

- Cho, M., Lee, M., & Back, K.-J. From compliance to Innovation: Conceptualizing Accessibility as a Dynamic Service Innovation Process through Computer-Assisted Qualitative Data Analysis. Under Review at *Journal of Service Management* (SSCI Indexed & Ranked A in ABDC).
- Hernandez, A., DeFranco, A., Park, H., Min, J., & Lee, M.* Navigating the impact of technology anxiety on guest experience: The dynamic roles of facilitating conditions from a longitudinal investigation. Under the 2nd round Revise and Resubmit at *International Journal of Contemporary Hospitality Management* (SSCI Indexed & Ranked A in ABDC).
- Lee, M., Lee, W., Choi, H. C. & Ha, M. Evolution of digital transformation (DT) in hospitality: DT 2.0 in the era of artificial intelligence. Under review at *International Journal of Contemporary Hospitality Management* (SSCI Indexed & Ranked A in ABDC).
- Lee, Y., Park, E., Lee, M., Park, S. Exploring how virtual influencers shape tourists' destination visit intentions: Integrating the elaboration likelihood model and flow theory. Under the 1st round revise and resubmit at *Journal of Hospitality & Tourism Research* (SSCI Indexed & Ranked A in ABDC).
- Li, N., Lee, M.*, DeFranco, A., Kim, J. K., & Li, X. Integrating multi-modal data with AI-powered data analysis and predictive modeling: Predicting hotel performance in the AI era. Under review at *International Journal of Contemporary Hospitality Management* (SSCI Indexed & Ranked A in ABDC).
- Um, T., Lee, M., Chung, N., & Yang, S. Developing a prediction model for hotel survival in pandemics. Under the 1st round revise and resubmit at *International Journal of Tourism Research* (SSCI Indexed & Ranked A in ABDC).
- Xiao, G., Lee, M., & Lee, C.-K. Integrated generative AI literacy-acceptance-resistance model: Developing and validating generative AI literacy scale in tourism. Under Review at *Journal of Travel & Tourism Marketing* (SSCI Indexed & Ranked A in ABDC).
- Yhee, Y., Lee, M., Kim, J., & Koo, C. Understanding Review Inconsistency and Consumer's Emotional Involvement: A Cognitive Dissonance Perspective. Under review at *Computers in Human Behavior* (SSCI Indexed & Ranked A in ABDC).
- Jeong, M., Shin, H. H., Lee, S. A., Lee, M.*, & Oh, H. We need support! examining hospitality employees' anxiety of AI and job insecurity: The moderating role of organizational support. Under the 2nd round revise and resubmit at *Journal of Hospitality and Tourism Technology* (SSCI Indexed & Ranked B in ABDC).

BOOK

- Shin, D., Lee, S., & Lee, M. (2021). *Digital Transformation*, Bookstones Publishing, Seoul, South Korea (ISBN 979-11-91211-09-2).

REFEREED CONFERENCE PROCEEDINGS AND PRESENTATIONS (SELECTED)

(Note. Underline identifies a graduate student)

- Zhang, Z., Lee, M., DeFranco, A., & Lin, M. (January, 2026). Empowering Decisions: The Impact of Appropriate Technology on Lodging Employees' Decision Confidence and Work Performance. *The 31st Annual Graduate Student Research Conference in Hospitality and Tourism*, Auburn, AL, USA.
- Cherenkov, E., Lee, M., DeFranco, A., & Okumus, F. (January, 2026). From Integrity to Investment: How Corporate Digital Responsibility Influences Consumer Digital Trust and Commitment. *The 31st Annual Graduate Student Research Conference in Hospitality and Tourism*, Auburn, AL, USA.
- Lim, J. & Lee, M. (December, 2025). When Hotel YouTube Videos Matter for Social Media Engagement: An AI-powered Multimedia Data Analytics Approach. The 3rd World Conference on Smart Tourism, Macau, China. **Best Paper Award Runner Up.**

- Hernandez, A., Lee, M., DeFranco, A. L., Madera, J. M., & Park, S. (November, 2025). Successful Digital Transformation through Corporate Digital Responsibility (CDR): Enhancing Perceived Justice and Organizational Outcomes. 2025 EuroCHRIE Conference, The Hague, Netherlands. **Best Paper Award First Runner Up.**
- Sisson, A., Costa, R., Lee, M., & Bai, B. (November, 2025). AI in hospitality and tourism: Rewriting the customer journey. *The 44th International Society of Travel & Tourism Educators (ISTTE) Annual Conference*, Edinburgh, United Kingdom. **Best Presentation Award.**
- Black, K., Lee, M., Dawson, M., & Jolly, P. (June, 2025). Retirement Crisis in the Food and Beverage Industry: A Mixed-method Approach. *The 2025 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Indianapolis, IN, US.
- Parsa, H. G., Reynolds, D., & Lee, M. (June, 2025). Developmental Workshop for Junior Faculty: Successful Scholar - Teacher Model for Hospitality Tourism Discipline. *The 2025 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Indianapolis, IN, US.
- Lee, M., Parsa, H. G., Back, K-J., & Smith, S. (June, 2025). Advancing the Research in Hospitality and Tourism: Developmental Workshop for Graduate Students. *The 2025 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Indianapolis, IN, US.
- Chrenkov, E., Lee, M., & DeFranco, A. (June, 2025). Building consumer trust in the digital age: The role of Corporate Digital Responsibility (CDR) in enhancing digital trust and consumer commitment. *2025 International Hospitality Information Technology Association (iHITA) Annual Conference*, Indianapolis, IN, USA.
- Park, E., Lee, M., & Kim, S-B. (June, 2025). Fine-Tuning BERT for Aspect-Based Sentiment Analysis in Restaurant Reviews: A Dual Evaluation Approach. *2025 International Hospitality Information Technology Association (iHITA) Annual Conference*, Indianapolis, IN, USA.
- Jeong, M., Shin, H. H., Lee, S. A., Lee, M., & Oh, H. (May, 2025). Is AI a friend or foe to hospitality employees? Employees' perceived fear of their job insecurity. *2025 APacCHRIE Conference*, Chiang Mai, Thailand. **Best Industry Paper Award.**
- Lee, M., Chrenkov, E., DeFranco, A., & Lee, K-H. (May, 2025). Strategic importance of ESG in the digital era: Corporate digital responsibility. *The 2025 ESG Global Conference*, Phuket, Thailand.
- Chrenkov, E., Lee, M., & DeFranco, A. (May, 2025). Bridging corporate digital responsibility (CDR) and ESG: impacts of CDR on ESG capabilities and employee performance outcomes. *The 2025 ESG Global Conference*, Phuket, Thailand.
- Chrenkov, E., Lee, M., & DeFranco, A. (January, 2025). Building consumer trust in the digital age: The role of corporate digital responsibility (CDR) in enhancing digital trust. *The 30th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Yhee, Y., Lee, M., Kim, J., & Koo, C. (January, 2025). Interactive effects of review valence and emotional intensity on cognitive dissonance reduction behaviors: A mixed-methods approach based on cognitive dissonance theory. *The 30th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Hernandez, A., Lee, M., Park, S., DeFranco, A. L., & Madera, J. M. (January, 2025). Driving organizational performance in the era of digital transformation: The role of corporate digital responsibility in hospitality firms. *The 30th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Park, H., Dogru, T., & Lee, M. (July, 2024). Who's better? Competitive positioning of hotel mobile application through an integrated method of business intelligence and impact asymmetry competitor analysis. *The 2024 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Montreal, QC, Canada.

- Yhee, Y., Kim, J., **Lee, M.**, & Koo, C. (July, 2024). Dissecting hotel guest's contradictory review behavior: exploring the mechanisms of review inconsistency between overall satisfaction and attribute evaluations. *The 2024 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Montreal, QC, Canada.
- Hernandez, A., **Lee, M.**, Koh, Y., & Lee, D-S. (July, 2024). Does technology matter for hospitality business performance? CEOs' perspectives of information and communication technology and its organizational impacts. *The 2024 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Montreal, QC, Canada.
- Um, T., **Lee, M.**, Chung, N., & Yang, S-B. (June, 2024). Machine learning based predictive modeling for hotel survival during the COVID-19 pandemic. *iHITA 2024 Annual Conference*, Charlotte, NC, USA.
- Lim, J., **Lee, M.**, & Jang, J. (June, 2024). Exploring airline passengers' service experience through a machine learning based big data analytics. *iHITA 2024 Annual Conference*, Charlotte, NC, USA.
- Hernandez, A., DeFranco, A., Park, H., Min, J., & **Lee, M.** (June, 2024). Is technology anxiety undermining customer experience with guest-facing technologies? Examining the interaction effect of assimilation effects and facilitating conditions. *iHITA 2024 Annual Conference*, Charlotte, NC, USA.
- Li, N., DeFranco, A. & **Lee, M.** (June, 2024). Empowering recovery in big data era: leveraging multi-modal data for hotel performance prediction. *iHITA 2024 Annual Conference*, Charlotte, NC, USA.
- Park, H., **Lee, M.**, DeFranco, A., Min, J. (June, 2024). Has COVID-19 changed hotel guests' perceptions of guest-facing technology?. *iHITA 2024 Annual Conference*, Charlotte, NC, USA.
- Lim, J., **Lee, M.**, & Jang, J. (May, 2024). Revisiting passengers' perceptions of airline service quality: A theory-driven machine learning approach using big data. *2024 International Conference on Applied Service Management (ICASM)*, Ulaanbaatar, Mongolia. **Best Paper Award.**
- Lee, M.**, Choi, H. C., Ha, M., & Lee, W. (May, 2024). Integrating digital transformation and ESG: conceptualizing corporate digital responsibility in the tourism, hospitality and event industry. *2024 Global ESG Conference*, Jeju, South Korea.
- Wong, N. Y. X., Shin, H. H., Park, H., & **Lee, M.** (May, 2024). Exploring the asymmetric impact and relative competitiveness of service attributes on customer satisfaction and dissatisfaction: impact asymmetry competitor analysis and two-factor theory. *APacCHRIE 2024 Youth Conference*, Seoul, South Korea. **Best Youth Paper Award.**
- Park, E., Park, H., Dogru, T., & **Lee, M.** (May, 2024). Winning the race for competitive advantages through asymmetric dynamics of service quality: Introducing theory-driven asymmetric impact competitor analysis. *APacCHRIE 2024 Conference*, Seoul, South Korea. **Best Paper Award.**
- Sobhaerooy, R., Lee, K. Y., Deng, Q., Sheehan, L., & **Lee, M.** (May, 2024). Exploring the effect of immersive extended reality vs. 2d virtual tour on potential museum visitors' memorability and intention to visit. *APacCHRIE 2024 Conference*, Seoul, South Korea.
- Hernandez, A., **Lee, M.**, DeFranco, L., & Min, J. (January, 2024). Is technology anxiety undermining customer experience with guest-facing technologies?: Examining the interaction effect of assimilation effects and facilitating conditions. *The 29th Annual Graduate Student Research Conference in Hospitality and Tourism*, Miami, FL, USA.
- Um, T., Hernandez, A., **Lee, M.**, Dogru, T., & Back, K-J. (January, 2024). The degree of professionalism and listing performance of multi-unit Airbnb hosts: The effect of geographical distance and diversification. *The 29th Annual Graduate Student Research Conference in Hospitality and Tourism*, Miami, FL, USA.
- Guo, Y., **Lee, M.**, & DeFranco, A. (December, 2023). Machine Learning for Hotel Operations' Financial Performance Analysis: An Exploratory Prediction Modeling Approach. *2023 IMPACT Conference*, Hong Kong, China. **Best Paper Award.**
- Lee, M.**, & DeFranco, A. (December, 2023). The next major trend in hospitality education – Data analytics, innovation, and project management. *2023 Asia Pacific TTRA Conference*, Seoul, South Korea.

- Hernandez Calderon, A., Um, T., DeFranco, A., & Lee, M. (2023, July), Revisiting hotel operating performance through supervised machine learning algorithms: A predictive modeling approach. *The 2023 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Phoenix, AZ, USA.
- Jeong, M., Shin, H. H., Lee, S. A., & **Lee, M.** (2023, July), Trust toward hospitality digital technologies: Conceptualization and scale development of digital trust. *2023 Global Marketing Conference*, Seoul, South Korea.
- Park, H., Lee, M., & Back, K-J. (2023, June), No Time for technology: How older adults' future time perspectives affect technology coping. *iHITA 2023 Annual Conference*, Toronto, ON, Canada.
- Um, T., Lee, M., & Chung, N. (2023, June), Does a Digital Disruptor Make Hotel Businesses Battlegrounds? Exploring the Impact of Airbnb on Small Accommodations Through a Panel Data Analysis. *iHITA 2023 Annual Conference*, Toronto, ON, Canada.
- Um, T., & Lee, M. (2023, April), Does a disruptor threaten an incumbent in the lodging market? Exploring the impact of home-sharing business on small accommodation through a panel data analysis. *THEREPS 2023*, Las Vegas, NV, USA.
- Reynolds, Q., Lee, M., Kim, J., DeFranco, A., & Cheatham, C. (2023, April), Regional pre-disposition towards hotel stay satisfaction: Focusing on customer location through spatial analysis. *THEREPS 2023*, Las Vegas, NV, USA.
- Kim, J., **Lee, M.**, & Shin, H. H. (2023, April), What are the locational determinants of the hotel guest satisfaction in the United States? A spatial analytical approach with hospitality big data. *THEREPS 2023*, Las Vegas, NV, USA.
- Lee, M.**, Kim, J., & Shin, H. H. (2023, January), Spatial analytics with hospitality big data: Examining the impact of locational determinants on customer satisfaction in the U.S. hotel market. *The 56th Hawaii International Conference on System Sciences (HICSS)*, Lahaina, Hawaii, USA.
- Hernandez, A., Koh, Y., & Lee, M. (2023, January), Theory-driven predictive modeling for food-service crowdfunding success: An integrated approach with business intelligence and supervised machine learning. *The 28th Annual Graduate Student Research Conference in Hospitality and Tourism*, Anaheim, CA, USA. **Best Paper Award.**
- Park, H., Lee, M., & Back, K-J. (2023, January), “No time for technology”: How older adults’ future time perspectives affect technology coping. *The 28th Annual Graduate Student Research Conference in Hospitality and Tourism*, Anaheim, CA, USA. **Finalist for the Best Paper Award.**
- Um, T., Lee, M., Chung, N., & Yang, S-B. (2023, January), Predictive modeling for hotel survival under the pandemic. *The 28th Annual Graduate Student Research Conference in Hospitality and Tourism*, Anaheim, CA, USA.
- Nguyen, P., Back, K-J., & Lee, M. (2023, January), Exploring online hotel reviews in major social media platforms: A text-analytics approach. *The 28th Annual Graduate Student Research Conference in Hospitality and Tourism*, Anaheim, CA, USA.
- Charmchian, M., Boger, C., Madera, J. M., Lee, M., & Upchurch, R. (2023, January), Examining the effect of robot anthropomorphism on customer intentions. *The 28th Annual Graduate Student Research Conference in Hospitality and Tourism*, Anaheim, CA, USA.
- Park, H., Lee, M., Hao, F., & Back, K-J. (2022, August), Discovering the untold story of older adults' technology-driven service experience: An integrated approach of socioemotional selectivity and appraisal and coping theories. *The 2022 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Washington D.C., USA.
- Lee, M.**, Kim, J., Shin, H., & Jeong, M. (2022, August), Does location matter for U.S. hotels? Geographic patterns in customer service experience and satisfaction using exploratory spatial analysis with hospitality

- big data. *The 2022 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Washington D.C., USA.
- Kim, J. & Lee, M. (2022, April), Does location matter? Identifying locational determinants of hotel guest satisfaction in the United States. *2022 THEREPS – Tourism Hospitality Event Conference for Researchers Educators Practitioners Students*, Philadelphia, PA, USA.
- Bitaab, M. & Lee, M. (2022, January), Exploring the impact of environmental experience on customer satisfaction during their stay at green hotel through business analytics. *The 27th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA. **Best Paper Award.**
- Cho, M. & Lee, M., & Back, K-J. (2022, January), Service innovation for accessible hospitality services: A computer-assisted qualitative data analysis approach. *The 27th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Herman, M., DeFranco, A., & Lee, M. (2022, January), Clusters of culture: Re-branding Houston as a cultural tourism destination through website text analysis. *The 27th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Kwak, S. Y., Shin, M., Lee, M., & Back, K-J. (2022, January), Two sides of a story: A mixed-method approach to investigate reviewer and reader's perspectives on negative online reviews. *The 27th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Park, H., Lee, M., & Back, K-J. (2022, January), “Coping with e-service in times of crisis”: How customers cope with online food delivery service during Covid-19. *The 27th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Reynolds, Q., Lee, M., DeFranco, A., & Cheatham, C. (2022, January), Regional predisposition towards hotel stay satisfaction: Focusing on customer location through spatial analysis. *The 27th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Lee, K. Y., Lee, M., Li, L., & Yang, S-B. (2021, September), Will restaurant patrons’ satisfaction with contactless food ordering technologies lead to their satisfaction with the restaurants? The case of McDonald’s Mobile Application. *2021 International Hospitality Information Technology Association (iHITA) Annual Conference*, Dallas, TX, USA.
- Lee, M., Kim, A., Park, H., & Lee, K. Y. (2021, July), Hospitality service managers’ information technology competence for service innovation and business performance: A knowledge-based view. *The 2021 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Virtual.
- Park, H., Lee, M., & DeFranco, A. (2021, July), Is technology always good? Rethinking hotel guest technologies from Big Data. *The 2021 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Virtual.
- Lee, H., Lee, K. Y., Lee, M., & Yang, S-B. (2021, July). Factors influencing innovation adoption resistance to self-service kiosks at a fast-food restaurant: Focusing on the new-silver generation. *AIRSI2021 – Industry 4.0 in Tourism, Services & Marketing*, Zaragoza, Spain.
- Kwak, S. Y., Lee, M., Back, K-J. & Shin, M. (2021, June), The role of negative emotions embedded in online reviews on customer decision making: Do online review platforms matter? *APTA 2021*, Virtual.
- Lee, M., Lee, K. Y., Li, L., & Yang, S-B. (2021, February). Can we spot fake restaurant reviews? Classification model development using artificial intelligence. *2021 West Federation CHRIE Conference*, Flagstaff, AZ, USA.
- Bitaab, M., Lee, M., & Lee, K-H. (2021, January). Exploring the roles of hotel green technologies on customer satisfaction through business analytics. *The 26th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Park, H., Lee, M., Back, Ki-Joon, & DeFranco, Agnes (2021, January). Is hotel technology a double-edged sword on customer experience? An integrated approach with business analytics and impact asymmetry

analysis. *The 26th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA. **Best Paper Award.**

- Russen, M., Lee, M., Dawson, M., & Madera, J. (2021, January). The impact of gender-diverse top management teams on financial performance: A resource-based view of the restaurant industry. *The 26th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Kwon, W., Lee, M., & Bowen, J. (2020, March). Asymmetric impacts of service attributes on satisfaction in luxury restaurants: Integrating a three-factor theory with machine learning techniques. *International Conference of Asian Marketing Associations*, Seoul, South Korea.
- Kim, S., Kim, J., & Lee, M. (2020, March). What to sell and how to sell matter: Sales mix differentiation for luxury hotel firms. *International Conference of Asian Marketing Associations*, Seoul, South Korea.
- Kwon, W., Lee, M., Back, K-J, & Lee, K. Y. (2020, January). Determinants and interaction effects on restaurant review helpfulness: Drawing on dual-process and social influence theory. *The 25th Annual Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, NV, USA. **Best Paper Award.**
- Park, H., Lee, M., & Back, K-J. (2020, January). Exploring the Asymmetric Effects of Wellness Attributes on Customer Satisfaction in the Lodging Industry: Testing a Two-factor Theory through Big Data Analytics. *The 25th Annual Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, NV, USA. **Finalist for the Best Paper Award.**
- Guzzo, R. F., Abbott, J., & Lee, M. (2020, January). CSR and loyal boosterism in hotels: The mediation effect of wellbeing. *The 25th Annual Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, NV, USA
- Koh, Y., Lee, M., & Kim, M. (2019, December). Relative importance of hotel guest satisfaction predictors by hotel class. *5th World Research Summit for Tourism and Hospitality*, Orlando, FL, USA.
- Lee, M., Lee, K. Lee, K-Y., & DeFranco, A. (2019, August). Heuristic, systematic, and affective components of online service reviews: Impact on intra-organizational adoption and sharing. *AMCIS 2019 Conference*, Cancun, Mexico.
- Kim, J., Lee, M., Kwon, W., Park, H., & Back, K-J. (2019, July). Does price matter for customer service experience and satisfaction? Exploring online restaurant reviews through a multi-method approach. *The 2019 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, New Orleans, LA, USA.
- Hodges, J., Lee, M., DeFranco, A., & Sirsat, S. (2019, July). The effect of food safety on customer satisfaction: Exploring customer-generated reviews through business intelligence. *International Association for Food Protection 2019 Annual Meeting*, Louisville, KY, USA.
- Lee, M., Park, H., & DeFranco, A. (2019, June). Exploring technology-based hotel experience and customer satisfaction: A business analytics approach. *2019 International Hospitality Information Technology Association Conference*, Minneapolis, MN, USA.
- Lee, M., Lee, S. A., Jeong, M., & Oh, H. (2019, June). Quality of virtual reality and its impacts on behavioral intention. *2019 TTRA International Conference*, Melbourne, Australia.
- Lee, M., & Ali, F. (2019, May) The effect of online reviews on sales in the SMART environment: A moderating role of global airline alliances. *The SMART Conference 2019*, Orlando, FL, USA.
- Park, H., Lee, M., & Back, K-J. (2019, May). Effects of wellness attributes on customer satisfaction in the lodging industry. *2019 APacCHRIE & EuroCHRIE Joint Conference*, Hong Kong, China.
- Shin, D., & Lee, M. (2019, March). Business group affiliation and corporate social responsibility in emerging economies. *2019 Academy of International Business (AIB) US Midwest Conference*. Chicago, IL, USA.

- Kwon, W., Lee, M., & Back, K.-J. (2019, January). Exploring customers' value perceptions from big data: A natural language processing approach with machine learning. *The 24th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Hodges, J., Lee, M., DeFranco, A., & Sirsat, S. (2019, January). Correlating Food Safety and Satisfaction from Customer-Generated Restaurant Reviews Using Business Analytics. *The 24th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Cai, Y., DeFranco, A., & Lee, M. (2019, January). The Moderating Role of Brand Type: Does Chain Affiliation Boost Hotel Guests Satisfaction? *The 24th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Lee, J., Lee, M., Chatfield, H. K., & Kang, B. (2018, July). US Traditional College Students' Preference and Acceptability of Asian Menus in On-Campus Foodservices. *2018 Pan Asia International Tourism Conference*, Seoul, South Korea.
- Cai, Y., Lee, M., DeFranco, A., & Lee, J. (2018, June). Exploring influential factors affecting hotel guests satisfaction: Big data & business analytics in consumer-generated reviews. *2018 International Hospitality Information Technology Association Conference*, Houston, TX, USA.
- Lee, D.-S., Lee, M., Lee, S., & Kim, K. (2018, April). CEO perceptions of information technology strategy in the hospitality industry. *The 8th Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV, USA.
- Kwon, W., Lee, M., & Back, K. (2018, January). Three-way interaction effect of experience of self-service technology, technology anxiety, and personal interaction on perceived value: A service-dominant logic perspective. *The 23rd Annual Graduate Student Research Conference in Hospitality and Tourism*, Dallas, TX, USA.
- Lee, M. (2017, October). Mobile technology research trends in the hospitality industry, *2017 INFORMS Annual Meeting*, Houston, TX, USA
- Lee, M., Hong, J. & Chung S. (2017, April). Exploring destination marketing organizations' social media efforts and traveler engagement in the context of smart tourism: Empirical evidence from Big Data. *The 7th Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV, USA, **Best Paper Award (1st place)**.
- Lee, M., Kim, K., Lee, K. Y., & Hong, J. (2017, April). Exploring Smartphone use in the hotel industry: the antecedents and differential impacts of using Smartphone functions on managerial roles and job performance. *The 7th Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV, USA.
- Kim, Y. S., Lee, M., & Baker, M. (2017, January). Investigating the effects of brand and employee tie strength on customer tipping behavior in the context of other customers' service failure and recovery. *The 22nd Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Lee, M., Shea, L., & Jeong, M. (2016, July). Others' reactions to service recovery efforts in social media: A third-party justice perspective. *The 2016 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Dallas, TX, USA.
- Lee, M., Shea, L., & Jeong, M. (2016, January). Hotel service recovery efforts in social media: Tie strength, observer perceived fairness, behavioral intentions, and hotel image. *The 21st Annual Graduate Student Research Conference in Hospitality and Tourism*, Philadelphia, PA, USA.
- Lee, M., Lee, J., Chatfield, H. K., & Kang, B. (2016, January). The perception and attitude of US traditional college students on Asian menus in campus foodservices. *The 21st Annual Graduate Student Research Conference in Hospitality and Tourism*, Philadelphia, PA, USA.
- Lee, M., & Jeong, M. (2015, October). Impact of hotel's minimum length of stay control practices on customers' perceived fairness: The moderating role of their loyalty program membership status. *The 17th Asia Pacific Management Conference*, Seoul, South Korea. **Best Paper Award**.

- Lee, M., Jeong, M., & Nagesvaran, B. (2015, October). Employees' use of mobile devices and their perceived outcomes in the workplace: A case of luxury hotel. *The 17th Asia Pacific Management Conference*, Seoul, South Korea. **Finalist for the Best Paper Award.**
- Lee, M., & Jeong, M. (2015, July). Antecedents and consequences of hotel employees' perceived job performance of using mobile devices. *The 2015 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Orlando, FL, USA.
- Lee, M., & Jeong, M. (2015, July). Impact of minimum length of stay control on perceived fairness in the online booking environment: no rooms or higher price? *The 2015 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Orlando, FL, USA.
- Lee, M., Lowry, L. L., & Delconte, J. D. (2015, June). Social media in tourism research: A literature review. *The 46th Annual International Conference of Tourism Travel and Research Association (TTRA)*, Portland, OR, USA.
- Lee, K.Y., Lee, M., & Shin, S. (2015, June). Investigating the factors of knowledge adoption from online service reviews in the tourism and hospitality industry. *The 2015 CORS/INFORMS International Conference*, Montreal, QC, Canada.
- Lee, M., Kim, K., Lee, K. Y., & Hong, J. H. (2015, January). Exploring Smartphone use in the workplace: The antecedents and differential impacts of using Smartphone functions on perceived job performance in the hospitality industry, *The 20th Annual Graduate Student Research Conference in Hospitality and Tourism*, Tampa, FL, USA.
- Lee, M., & Jeong, M. (2015, January). No rooms or higher price? Impact of minimum length of stay control on perceived fairness, *The 20th Annual Graduate Student Research Conference in Hospitality and Tourism*, Tampa, FL, USA.
- Lee, M., & Jeong, M. (2014, August). How do negative emotions affect perceived helpfulness of online hotel reviews? *The 2014 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, San Diego, CA, USA.
- Lee, M., & Shea, L. (2014, August). Effects of hotel service recovery and the moderating role of social ties in social media. *The 2014 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, San Diego, CA, USA.
- Lee, M., & Jeong, M. (2014, January). Are negative online reviews really helpful? The moderating role of emotions. *The 19th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
- Lee, K. Y., Lee, M., Bassellier, G., & Faraj, S. (2010, December). The impact of emotional expressions on knowledge creation in online communities. *International Conference on Information Systems 2010*, St. Louis, MO, USA.
- Song, J., Baker, J., & Lee, M. (2007, December). Exploring CEOs' perspectives on the strategic importance of IT using text mining: A longitudinal investigation. *International Conference on Information Systems 2007*, Montreal, QC, Canada.
- Lee, M., Yoon, M-G., & Yoon, D. (2006, June). Website performance analysis for e-Business: focusing on the internet travel agencies in Korea, *INFORMS International Hong Kong 2006*, Hong Kong, People's Republic of China.

BOOK CHAPTERS (Refereed), TRADE JOURNALS, OTHER PUBLICATIONS

- Choi, HSC., Lee, M., Lee, W., & Kang, B. (2026). AI-driven Transformation of Tourism and Hospitality in Korea: Opportunities, Challenges and Strategic Pathways (in-press).
- DeFranco, A., Lee, M., & Cherenkov, E. (2026). *Corporate Digital Responsibility: Code of Conduct for the Club Industry*, HFTP Clubs Online. Accessible at <https://www.hftp.org/downloads/documents/publications/hftp-cdr-clubs-report.pdf#page=2.08>

- DeFranco, A., Lee, M., & Cherenkov, E. (2026). Digital Responsibility for Clubs: Best Practices Guidebook, HFTP Blog. Accessible at <https://shorturl.at/KRR5W>
- Lee, M.*, Cherenkov, E., DeFranco, A., & Lee, K-H. (2026). The Next Step of ESG-Driven Digital Transformation in Hospitality Management: Conceptualization and An Integrated Framework of Corporate Digital Responsibility, In Back, K-J. (Ed.) Environmental, Social and Governance Strategies in the Hospitality and Tourism Industry (pp. 131 - 153), Routledge, London.
- DeFranco, A. & Lee, M. (June, 2025). *Corporate Digital Responsibility Code for Clubs: Non-negotiable in the Digital Age*, Clubs Online. Accessible at <https://www.hftp.org/blog/corporate-digital-responsibility-code-for-clubs-non-negotiable-in-the-digital-age>
- DeFranco, A., Lee, M., & Cherenkov, E. (March, 2025). *Corporate Digital Responsibility: Code of Conduct for the Lodging Industry and Best Practices*, Hospitality Financial and Technology Professionals White Paper Series. Accessible at: <https://www.hftp.org/downloads/documents/publications/hftpcdr-lodgingcode-bp.pdf>
- DeFranco, A. & Lee, M. (January, 2025). *Corporate Digital Responsibility Code of Conduct: Pillars of Effectiveness*, Hospitality Upgrade Winter 2025. Accessible at <https://mag.hospitalityupgrade.com/winter-2025/page-18>
- DeFranco, A. & Lee, M. (June, 2024). *Corporate digital responsibility: Non-negotiable in the digital age*, Tech + Fin Hospitality Summer 2024. Accessible at: <https://www.mydigitalpublication.com/publication/?i=825171&p=22&view=issueViewer>
- DeFranco, A., Lee, M., & Min, J. (August, 2023). *How the Pandemic Gave a Boost to Guests' Hotel Technology Usage, Satisfaction and Spending*. (White paper embedded in blog). <https://blog.hftp.org/survey-report-guest-hotel-technology-usage-satisfaction-and-spending/>
- DeFranco, A., & Lee, M. (2021). *Will guests say "I do" again? Survey of tech's impact on guest satisfaction*. HFTP Connect Research Paper. Accessible at: <https://blog.hftp.org/hotel-technology-survey-will-guests-say-i-do-again/>
- DeFranco, A., & Lee, M. (2019). *Technology in hotels: Invest where it counts*. HFTP Connect Research Paper. Accessible at: <https://blog.hftp.org/technology-in-hotels-summary-2019/>
- DeFranco, A., & Lee, M. (2019). *Technology in hotels: Invest where it counts*. HITEC Bytes 2019 Special Report, 50 - 51.
- Lee, M., Kim, K., Lee, K. Y., & Hong, J. (2018). *Hotel employees' use of smartphones and performance: reflective-formative estimation approach*. In Faizan Ali, S. Mostafa Rasoolimanesh, Cihan Cobanoglu (Eds.) Applying partial least squares in tourism and hospitality research. Emerald Publishing Limited.
- Lee, M., & Baker, M. (2017). *Technology, customer satisfaction, and service excellence*. In Erdogan Koc (Ed.) Service failures and recovery in tourism and hospitality: A practical manual. CABI.

RESEARCH IN THE MEDIA

- *7 hotel industry trends to watch in 2024*, HOTEL DIVE, Jan 10, 2024. Available at: <https://www.hoteldive.com/news/2024-hospitality-industry-trends/704159/>
- *A homerun: Research shows hotel guest sentiments on technology have improved over time*. HFTP Connect, June 1, 2023. Available at: <https://blog.hftp.org/research-compares-hotel-guest-sentiments-technology-over-time/>
- *Will guests say "i do" again? survey of tech's impact on guest satisfaction*. HospitalityNet, January 27, 2021. Available at: <https://www.hospitalitynet.org/opinion/4102691.html>
- *Will guests say "i do" again? survey of tech's impact on guest satisfaction*. Hotel Online, January 26, 2021. Available at: https://www.hotel-online.com/press_releases/release/will-guests-say-i-do-again-survey-of-techs-impact-on-guest-satisfaction/
- *Here's how to write a better restaurant Kickstarter campaign, according to University of Houston researchers*. Houston Business Journal, September 8, 2020. Available at: <https://www.bizjournals.com/houston/news/2020/09/08/uh-study-advice-on-writing-kickstarters.html>

- *Words matter: revealing 'how' restaurateurs land investors online.* University of Houston News Releases, September 1, 2020. Available at: <https://uh.edu/news-events/stories/2020/september-2020/0901202-crowdfunding.php>

KEYNOTE SPEECHES / INVITED LECTURES / PRESENTATIONS (NON-REFEREED)

- 2026 **Invited Presentation – AI-powered Hospitality Data Analytics for Research and Education**
Isenberg School of Management, University of Massachusetts, Amherst, MA, USA
- 2026 **Invited Methodology Workshop – AI-powered Text Analytics**
Ehwa Womans University, Seoul, South Korea
- 2025 **Invited Presentation – Corporate Digital Responsibility in the age of AI**
Department of Business Administration, Hanyang University, Ansan, South Korea
- 2025 **Invited Presentation – Digital Transformation for Foodservice Management in the AI age: FoodTech Strategy for Success**
2025 World FoodTech Conference, Seoul, South Korea
- 2025 **Keynote Speech – AI-powered Big Data Analytics for Hospitality and Tourism Research and Education**
GLOTECH 2025 Conference, Las Vegas, NV, USA
- 2025 **Invited Presentation – Corporate Digital Responsibility**
Graduate School, Hanyang University, Ansan, South Korea
- 2025 **Invited Presentation - Global Trends of AI and Big Data Analytics in Research and Education,**
Ehwa Womans University, Seoul, South Korea
- 2025 **Keynote Speech – AI: Shaping the Now, Designing the Future in the Airline Industry,** Korea
Airports Corporation, Seoul, South Korea
- 2025 **Invited Lecture – AI: Shaping the Now, Designing the Future of World FoodTech Research and Education,** Seoul National University and World FoodTech Council, Seoul, South Korea
- 2025 **Webinar Panel Discussion - Generative AI for Hospitality Management & Applied Statistics,**
Yonsei University, Seoul, South Korea
- 2025 **Keynote Speech - AI Meets Hospitality and Tourism,** 2025 THEREPS Conference, New York City, NY, USA
- 2024 **Panel Discussion - Food Service Technology,** 2024 World FoodTech Expo, Seoul, South Korea
- 2024 **Beyond Mining Texts and Numbers,** Alfred Lerner College of Business & Economics, University of Delaware, Newark, DE, USA
- 2024 **Business Analytics and Machine Learning in Hospitality and Tourism Research: From Theory to Predictive Modeling,** Howard Feiertag Department of Hospitality & Tourism Management, Pamplin College of Business, Virginia Tech, Blacksburg, VA, USA
- 2024 **Big Data and Business Analytics in Hospitality and Tourism: Visual Analytics and Storytelling,** College of Hospitality, Retail and Sport Management, University of South Carolina, Columbia, SC, USA

- 2024 **Corporate Digital Responsibility in hospitality and tourism management: Conceptualization and future research agenda**, Desautels Faculty of Management, McGill University, Montreal, Canada
- 2024 **Digital Transformation Meets ESG: Corporate Digital Responsibility and Global Education**, College of Aviation & Management, Korea Aerospace University, Koyang, South Korea
- 2024 **Multi-Method Approach in Service Research**, Department of Big Data, Kyunghee University, Seoul, South Korea
- 2024 **Big Data and Business Analytics in Hospitality and Tourism**, Rikkyo University, Japan
- 2024 **Data Analytics in the Hospitality Industry**, Global Study Program by University of Houston and Rikkyo University, University of Houston, Houston, TX, USA
- 2023 **Pre-Conference Research Workshop - Research Idea Development and Design using Big Data Analytics and Machine Learning**, IMPACT2023, Hong Kong, China
- 2023 **Discussion Panel Organizer and Moderator - Tourism and Hospitality Education and Research for Student Success**, 2023 Annual TTRA Asia Pacific Chapter Conference, Seoul, South Korea
- 2023 **Digital Transformation Strategy in the Hospitality and Tourism Industry**, SolBridge International School of Business, Seoul, South Korea
- 2023 **Digital Transformation Strategy in the Hospitality and Tourism Industry**, College of Business and Economics, University of Wisconsin Whitewater, WI, USA
- 2023 **Special Panel Discussion: Smart Tourism Research Topics and Top Journal Publication**, The 1st World Smart Tourism Conference, Seoul, South Korea
- 2023 **Future of MICE: Digital Transformation and Artificial Intelligence in MICE Tourism**, Seoul Metropolitan Government, Seoul, South Korea
- 2023 **Thinking Digital: Nine Rules for Successful Digital Transformation Strategy**, Center for Digital Transformation & Business, Korea University, Seoul, South Korea
- 2023 **How to Write a Strong Empirical Paper in Hospitality and Tourism: Integrating Theory with Big Data and Business Analytics**, Kyungpook National University, Daegu, South Korea
- 2023 **Theory-based Data Analytics for Hospitality and Tourism research**, Smart Tourism Research Center, Kyunghee University, Seoul, South Korea
- 2023 **Research Methods using Artificial Intelligence**, Kyunghee University, Seoul, South Korea
- 2023 **Future of Hospitality Information Technology**, Hospitality Information Technology SIG Meeting, 2023 Annual ICHRIE Conference, Phoenix, AZ, USA
- 2023 **Technology Advancement and ESG in the Era of Digital Transformation**, 2023 Global ESG Conference, Seoul, South Korea
- 2023 **Mixed Methods Approach in Service Research**, Department of Big Data Analytics, Graduate School, Kyung Hee University, Seoul, South Korea
- 2023 **Theory for Hypothesis Development**, Ph.D. Colloquium, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston, Houston, TX, USA
- 2023 **Machine Learning and Predictive Modeling in Hospitality and Tourism Research: From Theory to Practice**, MS Colloquium, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston, Houston, TX, USA

- 2023 **Data-driven Digital Transformation in Services: Data Analytics Approach in Hospitality and Tourism**, Rikkyo University, Tokyo, Japan
- 2022 **From Explanatory Modeling to Predictive Modeling for Hospitality and Tourism Research**, 2022 KAHTEA Fall Research Forum, The Korea-America Hospitality & Tourism Educators Association (KAHTEA), Online
- 2022 **Information Technology in Hospitality Management: Emerging Trends and Future Research Directions**, College of Health and Human Sciences, Kansas State University
- 2022 **Machine Learning and Explanatory Modeling in Service Research: A Regression-based Approach**, Department of Big Data Analytics, Graduate School, Kyung Hee University, Seoul, South Korea
- 2022 **Machine Learning and Predictive Modeling in Service Research**, Department of Big Data Analytics, Graduate School, Kyung Hee University, Seoul, South Korea
- 2022 **Machine Learning and Predictive Modeling in Hospitality and Tourism Research: From Theory to Practice**, Alfred Lerner College of Business & Economics, University of Delaware
- 2022 **Big Data and Hospitality Technology Research in HTM**, Isenberg School of Management, University of Massachusetts Amherst
- 2022 **Discussion Panel – 1st Annual Think & Do Summit: Brands and Virtual Beings**, Texas Immersive Institute & Moody College of Communication, University of Texas Austin
- 2022 **Research Methods for Business Research**, PNU-BK21 Digital Finance Education and Research Center Summer Lecture Series, Pusan University, Pusan, South Korea
- 2022 **How to Write a Strong Empirical Paper: Integrating Big Data and Business Analytics with Theory**, Smart Tourism Research Center, Kyung Hee University, Seoul, South Korea
- 2022 **Theory Driven Predictive Modeling Approach for Hospitality and Tourism Research**, Smart Tourism Research Center, Kyung Hee University, Seoul, South Korea
- 2022 **Research Trends on Service Management: Integrating Big Data and Business Analytics with Theory**, Graduate School of Service Management, Kyunggi University, Seoul, South Korea
- 2022 **Research Idea Development and Design for Big Data Analytics and Machine Learning**, BrainKorea 21 Research Seminar Series, Kyung Hee University, Seoul, South Korea
- 2022 **Explanatory Modeling vs. Predictive Modeling in Social Science Research**, BrainKorea 21 Research Seminar Series, Kyung Hee University, Seoul, South Korea
- 2022 **Mixed Methods Approach in Service Research**, Department of Big Data Analytics, Graduate School, Kyung Hee University, Seoul, South Korea
- 2022 **Big Data and Business Analytics through Text Mining & Machine Learning in Service Research**, Department of Big Data Analytics, Graduate School, Kyung Hee University, Seoul, South Korea
- 2022 **Data-driven Digital Transformation in Services: Data Analytics in the Hospitality and Tourism Industry**, Rikkyo University, Japan
- 2022 **Theory Development in Hospitality and Tourism Research**, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston, TX, USA.
- 2022 **Conference Discussion Panel – Professional Development: Research Productivity& Building a Pipeline**, 2022 WFCHRIE Conference, Virtual.

- 2021 **Keynote Speech – Data-driven Digital Transformation in Services**, International Conference on Contemporary Issues in Business Management 2021, Lahore, Pakistan (Virtual).
- 2021 **Keynote Speech – Data-driven Decision Making and Business Analytics in Services**, International Conference on Business and Commerce 2021, Lahore, Pakistan (Virtual).
- 2021 **Keynote Speech - Service Innovation and Digital Transformation Strategy in the Airline Industry**, Korea Airports Corporation, Seoul, South Korea
- 2021 **Research Methods for Business Analytics**, Department of Big Data Analytics, Graduate School, Kyung Hee University, Seoul, South Korea.
- 2021 **How Disruptive Innovation Affects Consumer Journey** (with Sisson, A., Costa, R., & Bai, B.), ICHRIE Research Marathon, *The 2021 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Virtual.
- 2021 **Data-Driven Digital Transformation Strategy and Customer Experience Innovation**, KMA, Seoul, South Korea
- 2021 **Research Methods for Business Research**, PNU Digital Finance BK21 Lecture Series, Pusan National University, Pusan, South Korea.
- 2021 **Global Trends in Hospitality and Tourism Education: Focusing on Technology and Data Analytics**, Korea Aerospace University, Goyang, South Korea
- 2021 **Big Data Analytics, Text Mining, and Machine Learning in Hospitality and Tourism Management**, Department of Big Data Analytics, Graduate School, Kyung Hee University, Seoul, South Korea.
- 2021 **Big Data and Artificial Intelligence**, College of Health & Human Performance (Sport Management Area), University of Florida, Gainesville, FL, USA.
- 2021 **Research Trends on Hospitality and Tourism Data Analytics**, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston, Houston, TX, USA.
- 2020 **Hospitality and Tourism Data Analytics in Service Innovation: A Mixed Methods Approach**, Community Spatial Lab (CSL), University of Florida, FL, USA
- 2020 **Hospitality and Tourism Data Analytics in Service Innovation: From Big Data to Big Success for the Future**, Smart Tourism Research Center, Kyung Hee University, Seoul, South Korea
- 2020 **Keynote Speech – Big data and business analytics in service innovation: The future of the hospitality and tourism**, CONGRETUR 2020, Quito, Ecuador
- 2020 **Data Analytics in Hospitality and Tourism Management**, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston, Houston, TX, USA.
- 2019 **Big Data Analysis and Social Media in the Hospitality Industry**, 2019 Restaurant Entrepreneurship Certificate Program, University of Houston, Houston, TX, USA.
- 2019 **Big Data and Business Analytics in Hospitality Management**, University of South Florida, Online webinar
- 2018 **Big Data Analysis and Social Media in the Hospitality Industry**, 2018 Restaurant Entrepreneurship Certificate Program, University of Houston, Houston, TX, USA.
- 2018 **Roles of New Technologies for Service Innovation**, Korea Aerospace University, Goyang, Gyeonggi, South Korea

- 2018 **Business Intelligence and Analytics in Hospitality and Tourism: From Exploration to Theory Testing**, Smart Tourism Research Center, Kyunghee University, Seoul, South Korea
- 2017 **Business Analytics in the Hospitality Industry: A marketer's perspective**, Jesse H. Hones School of Business, Texas Southern University, Houston, TX, USA.
- 2017 **Mobile Technology Research Trends in the Hospitality Industry**, 2017 INFORMS Annual Meeting, Houston, TX, USA.
- 2017 **No Rooms Available? The Impact of Minimum Length of Stay Control on Perceived Fairness**, 2017 New England Hospitality Research Symposium Series, School of Hospitality Administration, Boston University, Boston, MA, USA.
- 2017 **Hospitality Information Technology Research Trends**, Isenberg School of Management, University of Massachusetts Amherst, Amherst, MA, USA.
- 2016 **Business Intelligence & Analytics**, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston, Houston, TX, USA.

RESEARCH IN PROGRESS

- Lee, M.**, Lee, S. A., Shin, H. H., Jeong, M., & Oh, H. Corporate Digital Responsibility: Key drivers of organizational virtue and performance in the digital age. (Completion rate: 90%, Target Journal: *Journal of Strategic Information Systems*)
- Park, H.**, **Lee, M.***, & Back, K-J. "No time for innovative technology": How older adults' future time perspectives affect technology coping. (Completion rate: 90%, Target Journal: *Journal of Business Research*)
- Lee, M.**, Kim, J., Shin, H. H., & Jeong, M. Does location matter for U.S. hotels? Geographic patterns in customer service experience and satisfaction using exploratory spatial analysis with hospitality big data. (Completion rate: 90%, Target Journal: *Journal of Service Research*)
- Kim, J., Shin, H., & **Lee, M.** Does location matter? Identifying locational determinants of hotel guest satisfaction in the United States. (Completion rate: 90%, Target Journal: *Tourism Management*)
- Lee, M.**, Kim, W. G., & **Park, H.** Detecting dark patterns in online travel agency websites through automatic web crawling and visual analytics. (Completion Rate: 85%, Target Journal: *Decision Support Systems*)
- Park, H.**, **Lee, M.**, & Back, K-J. "Coping with e-service in times of crisis": How customers cope with online food delivery service during Covid-19. (Completion Rate 70%, Target Journal: *International Journal of Hospitality Management*).
- Lee, M.**, Cherenkov, E., DeFranco, A., Back, K-J., & Okumus, F. Enhancing digital trust and value co-creation: An Integrated Model of Corporate Digital Responsibility and Trust-Commitment Theory. (Completion Rate 60%, Target Journal: *International Journal of Information Management*)
- Lee, M.** Defining hospitality data analytics in the era of AI. (Completion rate: 60%, Target Journal: *International Journal of Contemporary Hospitality Management*)
- Lee, M.**, Kim, J., Jeong, M., & Shin, H. Dynamic roles of hotel brand consistency on customer satisfaction and business performance: A spatial analysis approach (Target journal: *Journal of Retailing and Consumer Services*)
- Lee, M.**, Koo, J., & DeFranco, A. Why are hotel reviews helpful? Identifying the mediating role of perceived risk in review helpfulness through a multi-method approach. Theory development. (Target journal: *Journal of Business Research*)

Park, H., Hernandez, A., Lee, M., & Dawson, M. The impact of students' IT competence on their performance in hospitality business analytics (Data Collection, Target Journal: *Journal of Hospitality & Tourism Education*).

Park, H., Lee, M., & Back, K-J. Exploring the impact of ESG practices on firm performance in the hospitality industry: Application of big data and business analytics. (Theory Development, Target Journal: *Cornell Hospitality Quarterly*).

Park, H., Lee, M., & Back, K-J. Exploring customers' mobile technology coping behaviors with supervised machine learning algorithms. (Data Analysis, Target Journal: *International Journal of Information Systems*).

GRANTS AND PROJECTS FUNDED/SUBMITTED

Submitted (Under review)	<p>Innovative Hospitality Business Consulting Project</p> <ul style="list-style-type: none"> ▪ Principal Investigator (with Dr. Agnes DeFranco) ▪ Submitted Grant Amount: \$ 35,000 ▪ Funding Agent: Laundris
Jan. 2026 – Dec. 2026	<p>AI and Digital Responsibility in the Hotel Industry</p> <ul style="list-style-type: none"> ▪ Principal Investigator (with Dr. Agnes DeFranco) ▪ Fund Amount: \$25,000 ▪ Funding Agent: Hospitality Financial and Technology Professionals
Nov. 2025 – May. 2027	<p>Developing and Validating a Scale for Environmental, Social, and Governance-driven Smart Tourism Destinations (ESG-STDs): Extending the Stakeholder Theory and Social Exchange Theory</p> <ul style="list-style-type: none"> ▪ Co- Principal Investigator ▪ Fund Amount: HK\$ 665,677.50 ▪ Funding Agent: Public Policy Research Funding in Hong Kong
Jan. 2025 – Dec. 2025	<p>Corporate Digital Responsibility in Clubs</p> <ul style="list-style-type: none"> ▪ Principal Investigator (with Dr. Agnes DeFranco) ▪ Fund Amount: \$25,000 ▪ Funding Agent: Hospitality Financial and Technology Professionals
Aug. 2024 – Jul. 2025	<p>AI driven Predictive Modeling and Hospitality Business Analytics</p> <ul style="list-style-type: none"> ▪ Principal Investigator (with Dr. Agnes DeFranco) ▪ Fund Amount: \$9,987.00 ▪ Funding Agent: Teaching Innovation Proposal Program, University of Houston ▪ Integrated Online Module Developed (Articulate Rise360 Online Platform) <ul style="list-style-type: none"> ○ https://rise.articulate.com/share/rBVrPQ7B8MmG-MPSi2SGMMWDw3-IEeMx#/#/
Jan. 2024 – Dec. 2024	<p>Corporate Digital Responsibility in the Lodging Industry</p> <ul style="list-style-type: none"> ▪ Principal Investigator (with Dr. Agnes DeFranco) ▪ Fund Amount: \$25,000 ▪ Funding Agent: Hospitality Financial and Technology Professionals
Jul. 2023 – May. 2024	<p>Teaching and Learning Innovative Data Analytics: Automated Content Analysis</p> <ul style="list-style-type: none"> ▪ Principal Investigator (with Dr. Agnes DeFranco) ▪ Fund Amount: \$16,054.85 ▪ Funding Agent: Teaching Innovation Proposal Program, University of Houston ▪ Integrated Online Module Developed (Articulate Rise360 Online Platform) <ul style="list-style-type: none"> ○ https://rise.articulate.com/share/Tx5904rUoEBY7VBEzLLBFibkIUK0cAth#/#/

- Jul. 2022 – May. 2023 **Innovative Teaching and Learning through Data Visualization and Advanced Data Analytics**
- Principal Investigator (with Dr. Agnes DeFranco)
 - Fund Amount: \$9,919.94
 - Funding Agent: Teaching Innovation Proposal Program, University of Houston
 - **Online Modules Developed (Articulate Rise360 Online Platform)**
 - Module 1 Introduction to Visual Analytics with Tableau:
<https://rise.articulate.com/share/NIKVfUoR6QDs0vEX5ROu-zktZO2zYjKX>
 - Module 2 Tableau for Geographical Analytics and Metrics:
https://rise.articulate.com/share/_dWwNFxXj_jWddRnZmTd77x6NF_sFFOH
 - Module 3 Applications of Tableau Metrics and Maps:
<https://rise.articulate.com/share/sJvHaKzH03SxVrOT8LOvQYEv5Y76R3fk>
 - Module 4 Interactive Dashboard for Decision Making in Tableau:
<https://rise.articulate.com/share/F7nN2DOU3HuXKMpqgEeH7p95OCqmKf dt>
- Jan. 2023 – Dec. 2023 **Impacts of technology anxiety on hotel guest’s service evaluation**
- Principal Investigator (with Dr. Agnes DeFranco)
 - Fund Amount: \$25,000
 - Funding Agent: Hospitality Financial and Technology Professionals
- Jan. 2020 – Dec. 2021 **Let’s uncover service innovation from user-generated contents: Big data analytics and machine learning**
- Principal Investigator
 - Fund Amount: \$5,000
 - Funding Agent: Office of the Provost’s 50-in-5 Research Funding, University of Houston
- Jan. 2019 – Dec. 2019 **Guest-facing technologies in hotels**
- Principal Investigator (with Dr. Agnes DeFranco)
 - Fund Amount: \$10,000
 - Funding Agent: Hospitality Financial and Technology Professionals
- Sep. 2018 – Aug. 2021 **The development of interoperable blockchain platform technology**
- External (International) Investigator
 - Fund Amount: \$2,900,000
 - Funding Agent: Institute for Information & Communications Technology Promotion, Ministry of Science and Technology, South Korea
- Sep. 2018 – Aug. 2019 **Do hotels’ technology-based services matter? Exploring user-generated content in social media through business analytics techniques**
- Principal Investigator
 - Fund Amount: \$5,200
 - Funding Agent: Digital Research Common, University of Houston
- Feb. 2018 – Aug. 2019 **Big data, data science, and analytics: Competitive analysis of social media and service innovation success in the hospitality and tourism industry**
- Principal Investigator
 - Fund Amount: \$6,000
 - Funding Agent: University of Houston (New Faculty Research Program)
- Jan. 2018 – Dec. 2018 **Hotel guests’ technology preference**
- Co-Principal Investigator (with Dr. Agnes DeFranco)
 - Fund Amount: \$10,000
 - Funding Agent: Hospitality Financial and Technology Professionals

HONORS, AWARDS, AND RECOGNITIONS

- 2025 **World Top 2% Scientist – Year 2024**
Stanford University and Elsevier
- 2025 **Best Paper Award Finalist**
The 3rd World Conference on Smart Tourism, Lim, J. & Lee, M.
- 2025 **Best Paper Award - First Runner Up**
2025 EuroCHRIE Conference, Hernandez, A., Lee, M., DeFranco, A. L., Madera, J. M., & Park, S.
- 2025 **Most Cited Article Award of Year 2025**
Journal of Smart Tourism, Cherenkov, E., Benga, V., Lee, M., Nandwani, N., Raguin, K., Sueur, M. C., & Sun, G.
- 2025 **Best Presentation Award – ISTTE 2025 Best Pecha Kucha Award**
The 44th International Society of Travel and Tourism Educators (ISTTE) Annual Conference, Sisson, A., Costa, R., Lee, M., & Billy, B.
- 2025 **“Martin Oppermann Memorial Award” as the Best Article of the Year 2024**
Journal of Travel & Tourism Marketing, Park, H., Bitaab, M., Lee, M., & Back, K-J.
- 2025 **Best Paper Award**
APacCHRIE 2025 Conference, Jeong, M., Shin, H. H., Lee, S. A., & Lee, M., Chiang Mai, Thailand
- 2024 **2024 STR & ICHRIE Student Market Study Competition Finalist**
STR SHARE Center & ICHRIE
- 2024 **Best Paper Award**
2024 International Conference on Applied Service Management, Lim J., Lee, M., & Jang, J. Ulaanbaatar, Mongolia
- 2024 **Best Paper Award**
APacCHRIE 2024 Conference, Park, E., Park, H., Dogru, T., & Lee, M., Seoul, South Korea
- 2024 **Best Youth Paper Award**
APacCHRIE 2024 Conference, Wong, N. Y. X., Shin, H. H., Park, H., & Lee, M., Seoul, South Korea
- 2023 **Best Paper Award**
IMPACT2023, Guo, Y., Lee, M., & DeFranco, A. Hong Kong, CHINA.
- 2023 **2023 STR & ICHRIE Global Student Market Study Competition 2nd Place**
STR SHARE Center & ICHRIE
- 2023 **2023 STR & ICHRIE Americas Student Market Study Competition 3rd Place**
STR SHARE Center & ICHRIE
- 2023 **Donald Greenaway Excellence Award**
Conrad N. Hilton College of Global Hospitality Leadership, University of Houston
- 2023 **Best Paper Award (*Asia Pacific Journal of Tourism Research*)**

- The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Hernandez, A., Yoon, K., & Lee, M., Orange County, CA, USA.
- 2023 **Finalist for Best Paper Award**
The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Park, H., Lee, M., & Back, K-J, Orange, CA, USA.
- 2023 **Excellence in Research, Scholarship and Creative Activity Program Award Nominee**
University of Houston
- 2022 **2022 STR Global Student Market Study Competition Finalist**
STR SHARE Center
- 2022 **Group Teaching Excellence Award Nominee**
University of Houston
- 2022 **Provost's Faculty Travel Fund Award**
University of Houston
- 2022 **2022 Research Award**
International CHRIE
The Research Award is given to an author of a superior research article or other publication on a topic relevant to the fields of culinary, hospitality or tourism management by an International CHRIE member.
- 2022 **Assistant Professor Excellence (APeX) Speaker Nominee**
University of Houston
- 2022 **Excellence in Research, Scholarship and Creative Activity Program Award Nominee**
University of Houston
- 2022 **2022 JHTT Paper of the Year Award (*International Federation for IT and Travel & Tourism*)**
ENTER22 Conference, Lee, M., Ahn, J., Shin, M., Kwon, W., & Back, K-J., Nankai, China.
- 2022 **Best Paper Award (*Asia Pacific Journal of Tourism Research*)**
The 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Bitaab, M. & Lee, M., Houston, TX, USA.
- 2021 **Stephen Rushmore/HVS Faculty Research Award**
Conrad N. Hilton College of Global Hospitality Leadership, University of Houston
- 2021 **Best Paper Award (*Journal of Hospitality and Tourism Technology*)**
The 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Park, H., Lee, M., Back, K-J., & DeFranco, A., Houston, TX, USA.
- 2020 **2020 Literati Outstanding Reviewer Award**
Emerald Publishing Limited & *Journal of Hospitality and Tourism Technology*
- 2020 **50-in-5 Scholar Award – High Impact Publications, Creative Activities & National Recognition**
University of Houston

- 2020 **Best Paper Award (*Journal of Hospitality and Tourism Technology*)**
The 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Kwon, W., Lee, M., & Back, K-J., Las Vegas, NV, USA.
- 2020 **Finalist for the Best Paper Award**
The 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Park, H., Lee, M., & Back, K-J., Las Vegas, NV, USA.
- 2019 **Provost's 50-in-5 Research Award for Faculty**
Office of the Provost, University of Houston
- 2018 **New Faculty Research Award**
Division of Research, University of Houston
- 2017 **Best Paper Award (1st place)**
2017 Korea America Hospitality & Tourism Educators Conference. Lee, M., Hong, J.& Chung S. Las Vegas, NV, USA.
- 2015 **Best Paper Award**
The 17th Asia Pacific Management Conference, Seoul, South Korea.
- 2015 **Finalist for the Best Paper Award**
The 17th Asia Pacific Management Conference, Seoul, South Korea.
- 2014 – 2017 **Graduate Research Travel Funding**
Isenberg School of Management, University of Massachusetts Amherst
- 2014 – 2017 **Graduate Student Research Travel Grant**
Department of Hospitality and Tourism Management, University of Massachusetts Amherst
- 2013 – 2017 **Full Tuition Scholarship**
Isenberg School of Management, University of Massachusetts Amherst
- 2012 **Graduate Research/Workshop Travel Funding**
Graduate & Postdoctoral Studies, McGill University
- 2010 – 2013 **McGill International Doctoral Awards**
Graduate & Postdoctoral Studies, McGill University
- 2010 – 2013 **McGill Provost's Graduate Fellowship**
McGill University
- 2006 – 2008 **Rawls Scholarship**
Jerry S. Rawls College of Business Administration, Texas Tech University
- 2004 **Minister's Grand Prize (1st place out of 300 IT volunteer teams in Korea)**
Received as a team leader of the best IT volunteer team of the year 2004 in Korea Ministry of Information and Communication, South Korea
- 2004 – 2006 **Chancellor's Fellowship as a result of standing first in admission**
Graduate School of Korea Aerospace University
- 2001 – 2004 **Chancellor's Full Scholarship as a result of excellent grades**
Korea Aerospace University

TEACHING EXPERIENCE

University of Houston, Houston TX

Conrad N. Hilton College of Global Hospitality Leadership

Assistant Professor (Fall 2017 – Present)

Undergraduate Level

Newly develop and teach new courses related to social media marketing, project management, data analytics, visualization, and machine learning; newly develop a new track of “Project Management & Analytics”.

- GHL 1301 – Hospitality Technology, Undergraduate course, Face-to-face/Hybrid/Online format.
- GHL 3353 – Project Management & Hospitality Metrics, Undergraduate course, Face-to-Face/Online format (*Newly developed and taught this course*).
- GHL 3366 – Social Media in the Hospitality Industry, Undergraduate course, Face-to-face/Hybrid/Online format (*Newly developed and teach this course; Mandatory course of Project Management & Analytics Track*).
- GHL 4370 – Project Development and Management in the Hospitality Industry, Undergraduate course, Face-to-face (*Newly developed; Mandatory course of Project Management & Analytics Track*).
- GHL 4462 – Practical Project Management in the Hospitality Industry, Undergraduate course, Face-to-face (*Newly developed; Mandatory course of Project Management & Analytics Track*).

Graduate Level

Newly develop and teach new courses related to social media marketing, text mining, data visualization, hospitality business analytics, and machine learning

- GHL 6363 – Social Media in the Hospitality Industry, Graduate course, Face-to-face/Hybrid/Online format (*Newly developed and teach this course*).
- GHL 6380 – Hospitality Business Analytics & Communications, Graduate course, Face-to-face/Hybrid/Online format (*Newly developed and teach this course*).

MS in Global Hospitality Business

Newly develop and teach a new course focusing on technology-driven innovative services and corporate strategies, hospitality data analytics, digital transformation, market analysis through visual analytics, and machine learning based predictive modeling; led and advised “Global Hospitality Business Capstone Project” teams with Intercontinental Hotel Group, Hilton, Hankyung Comm. in 2018, 2019, and 2024; advised students to analyze and present market data for STR Market Analysis Competition in 2022.

- GHL 6317 – Innovative Hospitality Technologies, Graduate course (specifically Global Hospitality Business Master’s Program), Face-to-face/Hybrid/Online format (*Newly develop and teach this course*).

Certification Program

Newly develop, teach, and manage certification programs in Hospitality Data Analytics.

- Excel Bootcamp and Certification Program, Undergraduate & graduate level (*Newly develop and teach this certification program*).
- EDC 6253 – Data Analytics, Undergraduate course for Certification Program in Global Hospitality Services, School of Hospitality and Tourism, University of the Americas, Quito, Ecuador (*Newly develop and teach this course*).
- Hospitality Data Analytics for Global Hospitality Management, Certification Program for Hospitality Industry Practitioners, LE MONDE Institute of Hotel and Tourism Studies, Greece. (*Newly develop and teach this course*).

University of Massachusetts, Amherst MA

Isenberg School of Management

Instructor (Spring 2016 – Spring 2017)

- HTM 392 – Information Technology and Social Media in Hospitality and Tourism Management, Undergraduate course, Hybrid format (*Newly developed and taught this course for HTM juniors and seniors*).
- HTM 240 – Hotel Operations, Undergraduate course, Hybrid format. Spring 2016: 4.8/5.0 scale.

Teaching Assistant (Fall 2013 – Fall 2016)

- MGMT 885 – Research in Services Marketing & Management, Ph.D. course, Face-to-face format (*Managed a course website on Blackboard Learn and lead sessions related to Service Technology*).
- MGMT 713 – Services Marketing Management, MBA course, Online-only format (*Managed a course website on Blackboard Learn and graded weekly discussions, group projects, and final projects*).
- HTM 370 – Managerial Accounting, Undergraduate course, Face-to-face format.
- HTM 240 – Hotel Operations, Undergraduate course, Face-to-face format.

McGill University, Montreal QC, Canada

Desautels Faculty of Management

Teaching Assistant (Fall 2011 – Fall 2012)

- MGCR 331 – Information Systems, Undergraduate course. (*Coordinated 6 sessions and about 400 undergraduate students and managed 14 undergraduate TAs each semester*), Face-to-face format.

Texas Tech University, Lubbock TX

Jerry S. Rawls College of Business Administration

Teaching Assistant (Spring 2004 – Spring 2006)

- ISQS 3345- Object Oriented Systems in Java, Undergraduate course, Face-to-face format.

Korea Aerospace University, Goyang, South Korea

Department of Business Administration

Instructor (Fall 2009 – Spring 2010)

- BD 4230 - Airline Information Technology, Undergraduate course, Face-to-face format.
- BD 3319 - Information Management, Undergraduate course, Face-to-face format.
- BD 4127 - Mathematics for Business and Economics, Undergraduate course, Face-to-face format.
- BD 3202 - Management Science, Undergraduate course, Face-to-face format.

Teaching Assistant (Spring 2004 – Spring 2006)

- RC 7132 - Introduction to Information Technology, Undergraduate course, Face-to-face format.
- BD 4362 - E-business Programming, Undergraduate course, Face-to-face format.
- BD 4247 – Data Analysis for Business & Management, Undergraduate course, Face-to-face format.
- BD 4305 - Operations Research & Decision Theory, Undergraduate course, Face-to-face format.

SERVICE**University**

- University of Houston Faculty Senator and Research & Scholarship Committee (Aug. 2023 – Jul. 2025)
- Small Grants and New Faculty Grants Selection Committee (Dec. 2023 – Jul. 2025)
- Grants to Enhance and Advance Research (GEAR) Grants Selection Committee (Dec. 2023 – Jul. 2025)
- Awards for Excellence in Research, Scholarship and Creative Activity Program Selection Committee (Dec. 2023 – Jul. 2025)

College

- College Ph.D. Admissions Committee (Aug. 2025 – Present)
- College Graduate Curriculum Review sub-committee for Masters' Programs, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Oct. 2024 – Present)
- College Promotion and Tenure Committee, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Aug. 2024 – Present)
- College Undergraduate Project Management and Analytics Track Committee, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Sep. 2023 – Present)

- Journal Ranking Committee, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (May. 2021 – Present)
- College PhD Exam Committee, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Aug. 2020 – Present)
- College Graduate Curriculum Committee, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Aug. 2017 – Present)
- Faculty Search (Data Analytics) Committee, Conrad N. Hilton College of Global Hospitality Leadership (Oct. 2025 – Dec. 2025)
- Dean Reynolds Performance Review Committee, Conrad N. Hilton College of Global Hospitality Leadership (Jan. 2025 – Apr. 2025)
- Faculty Advisor, Global Hospitality Business Master Student Capstone Project for Hankyung Communication, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Jan. 2024 – Dec. 2024)
- Faculty Advisor, 2024 STR & ICHRIE Global Student Market Study Competition, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Aug. 2024 – Nov. 2024) – **Won 7th Place (Finalist Award) among 17 teams in Americas**
- Innovative Computer Lab and Classroom Design Committee, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Nov. 2023 – Aug. 2025)
- College By-Laws Committee, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Jan. 2021 – May. 2024)
- Faculty Advisor, 2023 STR & ICHRIE Global Student Market Study Competition, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Aug. 2023 – Nov. 2023) – **Won 2nd Place among the top 13 teams in the world**
- Faculty Advisor, 2023 STR & ICHRIE Americas Student Market Study Competition, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Aug. 2023 – Nov. 2023) – **Won 3rd Place among the 22 teams in Americas**
- Stephen Rushmore/HVS Faculty Research Award Committee, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Jan. 2022 – Jan. 2024)
- Faculty Search Committee, Data Analytics and Project Management, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Dec. 2022 – Mar. 2023)
- Faculty Advisor, 2022 STR Student Market Study Competition Team, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Aug. 2022 – Nov. 2022)
- Faculty Advisor, Global Hospitality Business Master Student Team for Battle of the Classes, University of Houston (Mar. 2022 – Apr. 2022)
- Faculty Advisor, 2021 STR Student Market Study Competition Teams (Undergraduate and Graduate), Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Aug. 2021 – Nov. 2021)
- Faculty Advisor, Global Hospitality Business Master Student Capstone Project for Intercontinental Hotel Group Texas Medical Center, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Sep. 2019 – Aug. 2020)
- Faculty Advisor, 2019 STR Student Market Study Competition Teams (Undergraduate and Graduate), Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Aug. 2019 – Nov. 2019)
- Faculty Search Committee, Marketing and Revenue Management positions, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Aug. 2019 – Mar. 2020)
- Faculty Advisor, Global Hospitality Business Master Student Capstone Project for Hilton University of Houston, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Sep. 2018 – Jul. 2019)

- Faculty Advisor, 2018 STR Student Market Study Competition Teams (Undergraduate and Graduate), Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Aug. 2018 – Nov. 2018)
- Graduate Certificate Committee, Graduate Certificate of Hospitality Decision Making and Analytics, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Oct. 2017)
- Award Selection Committee, Richard M. '73 and Nancy S. Kelleher '71 Award, Department of Hospitality and Tourism Management, University of Massachusetts Amherst (Mar. 2017)
- Ph.D. Program Promotion Video Interviewee, Department of Hospitality and Tourism Management, University of Massachusetts Amherst (May 2016)
- Assistant Coordinator, 2015 International Hospitality Summer Academy, Department of Hospitality and Tourism Management, University of Massachusetts Amherst (Jul. 2015 – Aug. 2015)
- Student Assistant, 2014 International Hospitality Summer Academy, Department of Hospitality and Tourism Management, University of Massachusetts Amherst (Jul. 2014 – Aug. 2014)
- Student Representative, The Korean Association for Information Systems (Sep. 2011 – Aug. 2013)
- Vice President Resources, Desautels Doctoral Students Society, Desautels Faculty of Management, McGill University (Aug. 2011 – Jun. 2013)

Professional Services

- Founder and Organizing Chair, Workshop on Informatics, Data Science, and Economics in Hospitality and Tourism Research (WIDE-HTR) (Oct. 2024 – Present)
- Director of Research Elected, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) (Jul. 2024 – Present)
- Research Program Director, The Korea-America Hospitality & Tourism Educators Association (Jul. 2022 – Present)
- Website Development Committee Member, Consortium for Global Sustainability (CGS), <https://the-consortium.net> (Jul. 2021 – Present)
- Executive Board Member (Secretary), International Hospitality Information Technology Association (iHITA) (Jul. 2021 – Present)
- Board Member, Aviation Management Society of Korea (May 2018 – Present)
- Research Workshop Program Committee, Korean Chapter of the Association for Information Systems Research Workshop, Korean Association for Information Systems (May 2017 – Present)
- Best Conference Paper Award Selection Committee, 2025 World Conference on Smart Tourism (WCST) (Oct. 2025 – Nov. 2025)
- Co-Chair, 2025 ICHRIE Research Marathon Organizing Committee (Jan. 2025 – March 2026)
- Chair, Journal of Hospitality and Tourism Research Editor-in-Chief Selection Committee, ICHRIE (Jul. 2024 – Jul. 2025)
- 2024 Global ESG Conference Undergraduate/Graduate Research Competition Award Selection Committee (Mar. 2024 – Mar. 2024)
- ICHRIE Research Award Selection Committee (Mar. 2024 – Jul. 2024)
- North America Region Chair, 2nd World Conference on Smart Tourism (Feb. 2024 – Jul. 2024)
- Co-Chair, 2024 ICHRIE Research Marathon Organizing Committee (Jan. 2024 – Dec. 2024)
- Co-Chair, 2024 ICHRIE Research Marathon Organizing Committee (Nov. 2023 – Dec. 2024)
- ICHRIE Research Committee (Sep. 2023 – Jul. 2024)
- Co-Conference Chair, 2024 International Conference on Applied Service Management, Ulaanbaatar, Mongolia (Jul. 2023 – Jul. 2024)
- Session Moderator, The 28th Annual Graduate Student Research Conference in Hospitality and Tourism (Jan. 2023)

- Smith Travel Research (STR) Visualization Analytics Initiatives (Jan. 2022 – May. 2025)
- Session Moderator, The 27th Annual Graduate Student Research Conference in Hospitality and Tourism (Jan. 2022)
- External Reviewer for the RGC Research Fellow Scheme (RFS) and RGC Senior Research Fellow Scheme (SRFS), Research Grants Council (RGC) of Hong Kong. (Mar. 2021 – 2023)
- Co-Conference Chair, 2022 International Conference on Applied Service Management, Ulaanbaatar, Mongolia (Jul. 2021 – Jun. 2022)
- GLOSERV Scientific Committee (Jan. 2021 – Dec. 2022)
- Travel & Tourism Research Association (TTRA) 2021 Academic Review Committee (2021)
- Session Moderator, IT Adoption & Application Sessions, The 26th Annual Graduate Student Research Conference in Hospitality and Tourism (Jan. 2021)
- Session Moderator, Consumer Behavior and Finance & Economics Sessions, The 25th Annual Graduate Student Research Conference in Hospitality and Tourism (Jan. 2020)
- Scientific Review Committee for 2020 Global Conference on Services and Retail Management (Dec. 2019 – Dec. 2020)
- Award Selection Committee, Thea Sinclair Research Award, *Tourism Economics* (Sep. 2019 – Dec. 2019)
- Session Moderator, Human Resources Session, The 2019 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) (Jul. 2019)
- International Conference Organizing Committee, 21st Asia Pacific Management Conference 2019 (Jan. 2019 – Jul. 2019)
- Track Associate Editor, Smart Services and Internet of Things Track, Pacific Asia Conference on Information Systems (PACIS 2019) (Jan. 2019 – Jul. 2019)
- Session Moderator, Consumer behavior Session, The 24th Annual Graduate Student Research Conference in Hospitality and Tourism (Jan. 2019)
- Award Selection Committee, Thea Sinclair Research Award, *Tourism Economics* (Sep. 2018 – Dec. 2018)
- Session Moderator, Korea-America Hospitality & Tourism Educators Association Annual Conference (Apr. 2018)
- Scientific and Paper Review Committee, Global Conference on Business, Hospitality and Tourism Research (Feb. 2018 – Dec. 2018)
- Session Moderator, Technology Session, The 23rd Annual Graduate Student Research Conference in Hospitality and Tourism (Jan. 2018)
- Session Moderator, Information Technology Session, The 21st Annual Graduate Student Research Conference in Hospitality and Tourism (Jan. 2016)

STUDENT MENTORSHIP

Ph.D. Students

- Zhanyue “Lucy” Zhang, Co-Chair, University of Houston (2025 – Present)
- Soo Yeon Kwak, Committee member, Purdue University (2025 – Present)
- Ngoc Tran Nguyen, Committee member, University of Central Florida (2025 – Present)
- Egor Cherenkov, Chair, University of Houston (2024 – Present)
- Shi Ji, Committee member, Kyunghee University (2023 – 2025)
- Guangyu Xiao, Committee member, Kyunghee University (2023 – 2025)
- Araceli Hernandez, Chair, University of Houston (2022 – 2025) – Current Position: Assistant Professor of Business Analytics at UNLV, US
- Alireza_Zolfaghari, Committee member, University of Guelph (2022 – 2024)

- Maryam Charmchian-Langroudi, Committee member, University of Houston (2017 – 2024)
- Sean Davis, External committee member, University of Florida (2020 – 2023)
- Hyekyung Park, Co-Chair, University of Houston (2020 – 2023) – Current Position: Assistant Professor of Business Analytics at Florida State University, US
- Altannavch Chimeddagva, Committee member, Korea Aerospace University (2020 – 2022)
- Cortney Norris, Committee member, University of Houston (2020 – 2022)
- Minchul Jeong, External committee member, Korea Aerospace University (2020 – 2022)
- Wooseok Kwon, Chair, University of Houston (2017 – 2020) – Current Position: Assistant Professor at Sejong University, South Korea

Master Students in Hospitality Management

- Melica Jahed, Supervisor, University of Houston (2021 – 2022)
- Yueming Guo, Co-supervisor, University of Houston (2021 – 2022)
- Quincy Reynolds, Supervisor, University of Houston (2021 – 2022)
- Myung Cho, Supervisor, University of Houston (2020 – 2022)
- Melissa Herman, Co-supervisor, University of Houston (2020 – 2021)
- Mahsa Bitaab, Supervisor, University of Houston (2020 – 2021)
- Soo Yeon Kwak, Co-supervisor, University of Houston (2020 – 2021)
- Hyekyung Park, Supervisor, University of Houston (2018 – 2020)
- Yanjun (Maggie) Cai, Supervisor, University of Houston (2017 – 2019)

Master Students in Global Hospitality Business

- Antonios Vogiatzakis, Academic Business Project Supervisor, University of Houston (2024 – 2025)
- Lloyd Noble, Academic Business Project Supervisor, University of Houston (2024 – 2025)
- Roxane Piret, Academic Business Project Supervisor, University of Houston (2024 – 2025)
- Kevin Patel, Academic Business Project Supervisor, University of Houston (2024 – 2025)
- Vlad-Losif Benga, Journal Publication Advisor, University of Houston (2023 - 2024)
- Neil Nandwani, Journal Publication Advisor, University of Houston (2023 - 2024)
- Egor Cherenkov, Journal Publication Advisor, University of Houston (2023 - 2024)
- Kenan Raguin, Journal Publication Advisor, University of Houston (2023 - 2024)
- Sun Guohao, Journal Publication Advisor, University of Houston (2023 - 2024)
- Marie-Clementine Sueur, Journal Publication Advisor, University of Houston (2023 - 2024)
- Jay Bhakta, Journal Publication Advisor, University of Houston (2021 - 2022)
- Amanda Charreton, Journal Publication Advisor, University of Houston (2021 - 2022)
- Anne Anoeck de Rooij, Journal Publication Advisor, University of Houston (2021 - 2022)
- Hubie Sangster, Journal Publication Advisor, University of Houston (2021 - 2022)
- Yingni Wang, Journal Publication Advisor, University of Houston (2021 - 2022)
- Rutendo Matingo, Academic Business Project Supervisor, University of Houston (2019 – 2020)
- Nutthaphat Poolworoluk, Academic Business Project Supervisor, University of Houston (2019 – 2020)
- Yitong Zhao, Academic Business Project Supervisor, University of Houston (2019 – 2020)
- Abigail Black, Academic Business Project Supervisor, University of Houston (2018 – 2019)
- Annika Glennon, Academic Business Project Supervisor, University of Houston (2018 – 2019)
- Vignesh Nair, Academic Business Project Supervisor, University of Houston (2018 – 2019)

- Jiangyang (Leo) Xu, Academic Business Project Supervisor, University of Houston (2018 – 2019)

Undergraduate Students

- Nicolas Patino, University of Houston (2024 – 2025)
Provost’s Undergraduate Research Scholarship, University of Houston
- Nga Yin Xenia Wong, Hong Kong Polytech University (2023 – 2024)
Undergraduate Research Competition, APac CHRIE Conference
(Best Youth Paper Award – 1st Place)
- Daniel Heo, University of Houston (2022 – 2023)
Provost’s Undergraduate Research Scholarship, University of Houston
- Madison Fleming, University of Houston (2020 – 2021)
- Jack Hodges, University of Houston (2017 – 2018)
Provost’s Undergraduate Research Scholarship, University of Houston
Summer Undergraduate Research Fellowship, University of Houston

Advisor for Visiting Scholars

- Hawon Shim (Chief Producer), Korean Broadcasting System, South Korea (2025 – 2026)
- Yerin Lee, Ph.D. Candidate, Kyunghee University, South Korea (2024 – 2025)
- Taehee Um, Ph.D., Kyunghee University, South Korea (2022 – 2024)
- Andrea Kim, Ph.D., Sungkyunkwan University, South Korea (2020 – 2021)

EDITORSHIP, EDITORIAL BOARD & REVIEW EXPERIENCE

Editorship

- Senior Associate Editor for *Journal of Hospitality and Tourism Technology* (2026 – Present)
- Associate Editor (Information Technology and Data Analytics areas) for *International Journal of Contemporary Hospitality Management* (2026 – Present)
- Associate Editor for *Asia Pacific Management Review* (2025 – Present)
- Coordinating Editor for *International Journal of Hospitality Management* (2024 – Present)
- Social Media and Marketing Editor for *International Journal of Contemporary Hospitality Management* (2025 – 2026)
- Guest Editor for Special Issue on “Corporate Digital Responsibility in Hospitality and Tourism” for *International Journal of Contemporary Hospitality Management* (2024 – 2025)
- Assistant Editor (Social Media) for *International Journal of Contemporary Hospitality Management* (2024 – 2025)
- Guest Editor of Special Issue on “Information Technology and Communication and Economic Implications in Hospitality and Tourism” for *Tourism Economics* (2023 – 2025)
- Associate Editor for *Journal of Smart Tourism* (2023 – 2025)
- Co-Chair of Special Track on Big Data and Business Analytics in Tourism, Hospitality, and Event Management, 2023 Asia Pacific TTRA Conference, Seoul, South Korea (2023)
- Marketing Track Chair, Annual International CHRIE Conference (2022 – 2024)
- Associate Editor for *Journal of Hospitality and Tourism Technology* (2021 – 2025)
- Guest Editor of Special Issue on “Technology Innovation: Applications in Sustainable Tourism and Hospitality” for *Sustainability* (2021 – 2023)

- Guest Editor of Special Issue on “Environmental, Social, and Corporate Governance and Sustainability” for *Frontiers in Psychology* (2021 – 2022)

Editorial Advisory Board Member

- *Journal of Hospitality and Tourism Research* (2026 – Present)
- *International Journal of Hospitality Management* (2024 – Present)
- *Journal of Hospitality Marketing & Management* (2024 – Present)
- *Journal of Smart Tourism* (2021 – Present)
- *International Journal of Contemporary Hospitality Management* (2020 – Present)
- *Journal of Hospitality and Tourism Technology* (2019 – Present)
- *Tourism Economics* (2018 – Present)
- *Journal of Global Scholars of Marketing Science* (2022 – 2023)

Research Grants Reviewer

- Summer Research Grant of William F. Harrah College of Hospitality, University of Nevada, Las Vegas (2023)
- Research Grants Council (RGC) of Hong Kong (2019 – 2025)

Ad-hoc Reviewer (Hospitality and Tourism Journals)

- *Annals of Tourism Research*
- *Asia Pacific Journal of Tourism Research*
- *Cornell Hospitality Quarterly*
- *Current Issues in Tourism*
- *International Hospitality Review*
- *International Journal of Contemporary Hospitality Management*
- *International Journal of Hospitality Management*
- *Journal of China Tourism Research*
- *Journal of Global Hospitality and Tourism*
- *Journal of Hospitality Marketing and Management*
- *Journal of Hospitality & Tourism Education*
- *Journal of Hospitality & Tourism Research*
- *Journal of Hospitality and Tourism Management*
- *Journal of Hospitality and Tourism Research*
- *Journal of Quality Assurance in Hospitality & Tourism*
- *Journal of Travel & Tourism Marketing*
- *Tourism Management*
- *Tourism Management Perspectives*
- *Tourism Economics*

Ad-hoc Reviewer (Information Systems/Management Science/Management Journals)

- *Annals of Operations Research*
- *Asia Pacific Journal of Information Systems*
- *Decision Support Systems*
- *Electronic Markets*
- *European Journal of Information Systems*

- *Frontiers in Psychology*
- *Industrial Management & Data Systems*
- *Information & Management*
- *Information Processing and Management*
- *Information Systems Frontiers*
- *Internet Research*
- *Language and Literature: International Journal of Stylistics*
- *Journal of Business Ethics*
- *Journal of Business Research*
- *Technological Forecasting & Social Change*

Conferences Reviewer

- Annual Graduate Student Research Conference in Hospitality and Tourism
- Annual International Conference of the Travel and Tourism Research Association
- Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference
- Australasian Conference on Information Systems
- European Conference on Information Systems
- Global Conference on Services and Retail Management
- Global Marketing Conference
- International Conference on Electronic Commerce
- International Conference on Information Systems (ICIS)
- Korea America Hospitality & Tourism Educators Conference
- Korean Association for Information Systems (KRAIS) Research Workshop
- Pacific Asia Conference on Information Systems (PACIS)
- Travel & Tourism Research Association (TTRA) Annual Conference
- Tourism, Hospitality, Event Conference for Researchers, Educators, Partitioners, and Students (THEREPS)
- Western Federation CHRIE Regional Conference
- Workshop on Information Technologies and Systems (WITS)

INDUSTRY & PROFESSIONAL EXPERIENCE

- | | |
|---------------------|--|
| Jan. 2025 – Present | <p>Founder and Conference Chair of Workshop on Informatics, Data Science, and Economics on Hospitality and Tourism Research (WIDE-HTR)</p> <ul style="list-style-type: none"> ▪ Led and organized the Inaugural WIDE-HTR workshop in 2025, Houston, TX ▪ Co-Chairing the 2nd WIDE-HTR workshop (2026) at Temple University, Philadelphia, PH |
| Jul. 2024 – Present | <p>Director of Research (Elected) of International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)</p> <ul style="list-style-type: none"> ▪ Facilitating global research collaboration for ICHRIE members ▪ Leading ICHRIE's research committee and assisting ICHRIE's journal editors and regional CHRIEs' Director of Research ▪ Managing four ICHRIE journals including Journal of Hospitality and Tourism Research, Journal of Hospitality and Tourism Education, Journal of Hospitality and Tourism Cases, and ICHRIE Research Reports |

- ICHRIE Awards Committee Member (2024 – Present)
 - Co-Chair of Ph.D. Dissertation Competition (2024 – Present)
 - Co-Chair of ICHRIE Global Research Marathon (2024 – Present)
- Jan. 2021 – Present **Data Analytics & Service Innovation Lab (DASIL; Founding Director & Leader)**
- Facilitating global research collaboration in data analytics and service innovation
 - Leading various research projects on data analytics and service innovation
 - Lab website: <http://www.thedasil.com>
- Jan. 2021 – Present **Digital Thinking Lab (Co-Director)**
- Facilitating global research collaboration and education in digital transformation
 - Leading various research projects on digital transformation and innovation
 - Lab website: <https://www.digitalthinkinglab.com>
- Oct. 2020 – Dec. 2024 **Bali Group (Director of Research)**
- Consulting President and CEO to implement Business Intelligence Systems
 - Supervising 3 Research Associates
 - Developing KPIs and Balanced Scorecards
- Sep. 2019 – Aug. 2020 **Intercontinental Hotel Group - Houston Medical Center**
- Consulted general managers and sales/marketing managers to improve hotel visibility and occupancy rates for medical tourism businesses
 - Supervised 3 Global Hospitality Business Master students for this consulting project
 - Performed marketing analysis, competitor analysis, and business analytics to build up the medical tourism business model
- Sep. 2018 – Aug. 2019 **Hilton University of Houston**
- Consulted general managers and sales/marketing managers on wellness-based services and amenities
 - Supervised 4 Global Hospitality Business Master students for this consulting project
 - Performed benchmarking analysis, content analysis, and business analytics to identify and examine the impact of wellness-related services/amenities and destination wellness on customer satisfaction
- Feb. 2014 – Jun 2017 **ACCOR HOTELS (Consultant & Research Associate)**
- Consulted general managers on IT implementation and training for their employees
 - Analyzed consumer database (Trustyou.com) to develop the Sofitel North America's customer satisfaction and loyalty matrix with Dr. Haemoon Oh and Dr. Miyoung Jeong
 - Analyzed online reviews of 8 North America Sofitel properties on Tripadvisor.com to investigate the impact of emotions on customer satisfaction and hotel stay evaluation
 - Performed content analysis on 8 North America Sofitel properties' Facebook brand pages to examine the relationship between social media activities and customer engagement
- Jun. 2008 – Jun. 2009 **Texas Tech University / Office of Research Services (Network Specialist)**
- Managed data- and web-servers, built an office website, and maintained IT equipment and network
- Feb. 2007 – Jul. 2007 **Texas Tech University / Center for Training Workforce (Student Assistant)**

- Taught the basic computer skills and knowledge, managed the web server and networks, and maintained hardware
- Feb. 2005 – Dec. 2005 **France Telecom Research & Development Seoul (Research Associate)**
 - Analyzed the IT industry's competitive environment in Korea and wrote three case studies on business models, value chains, and IT strategies:
 - (1) Case Study for Cyworld.com in Korea: A Leading Personal Community Site
 - (2) Case Study for Nate.com: The Korea's first wireless and wired integrated Internet portal service
 - (3) Case Study of Home Network Business Model in Korea
- Mar. 2002 – May 2006 **Korea Aerospace University / Department of Business Administration (Website Developer and Web-server Administrator)**
 - Managed the web server/networks and maintained hardware
- May 1998 – Sep. 2000 **Cheongju City Government, South Korea (Public Service Personnel)**
 - Operated Transportation Management Systems and developed job process innovation and manuals for Transportation Management Systems

PROFESSIONAL MEMBERSHIP AND CERTIFICATION

- Certified Hospitality Educator (CHE)
- Certification in Hotel Industry Analytics (CHIA)
- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)
- Hospitality Financial and Technology Professionals (HFTP)
- International Hospitality Information Technology Association (iHITA)
- The Korean Association for Information Systems (KrAIS)
- Aviation Management Society of Korea (AMSOK)