

Minjung Shin, Ph.D.
Assistant Professor

Conrad N. Hilton College of Global Hospitality Leadership • University of Houston
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EDUCATIONAL BACKGROUND

Ph.D. in Hospitality Administration Aug 2017- May 2020

Conrad N. Hilton College of Hotel and Restaurant Management
University of Houston | Houston, TX

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

Committee: Dr. Ki-Joon Back (Chair), Dr. John T. Bowen (Member),
Dr. Juan M. Madera (Member), Dr. Yu Liu (External committee member)

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

College of Business Administration
Seoul National University | Seoul, Korea

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

College of Business Administration
Seoul National University | Seoul, Korea

ACADEMIC HONORS AND AWARDS

- Recipient, **Journal of Hospitality and Tourism Technology (JHTT) Article of the Year Award**, ENTER22 eConference, 2022
- Recipient, **Best Paper Award**, 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, 2020
- Recipient, **Best Paper Award**, 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, 2019
- Recipient, **Cullen Fellowship Travel Grant**, University of Houston, 2019
- Recipient, **UH Presidential Scholarship**, University of Houston, 2017 - 2019
- Recipient, **UH Graduate Tuition Fellowship**, University of Houston, 2017 to Present
- Recipient, **UH Activities Funding Board**, University of Houston, 2018
- Recipient, **SNU Scholarship for Academic Excellence**, Seoul National University, 2007, 2009, 2011, 2012
- Recipient, **SNU Graduate Tuition Fellowship**, Seoul National University, 2011, 2012

RESEARCH

Research Interests

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

Peer Reviewed Publication

Hwang, Y. **Shin, M.**, & Kim, S. (Accepted). Consumers' unplanned shopping for luxury goods and experiences: Mediating role of escapism and moderating role of price. *Journal of Hospitality and Tourism Research*.

Kwak, S., **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*, doi.org/10.1108/IJCHM-03-2022-0410.

Shin, M. Lee, R. H.* , Min, J. E., Legendre, T. S. (2022). Connecting nature with luxury service. *Psychology & Marketing*, doi.org/10.1002/mar.21762.

Back, K. J., Lee, C. K.* , & **Shin, M.** (2022). A cross-country study of gambling fallacies: South Korea, USA, and Switzerland. *International Journal of Tourism and Hospitality Research*, 36(10), 5-15.

Shin, M*. (2022). When life gives you lemons, make lemonade: post-COVID marketing strategy to motivate travel by triggering traveler's inaction regret. *Asia Pacific Journal of Tourism Research*, 27(9), 940-953.

Shin, M*., Back, K. J., Lee, C. K., & Lee, Y. S. (2021). The loyalty program for our self-esteem: The role of collective self-esteem in luxury hotel membership programs. *Cornell Hospitality Quarterly*, 63(1), 19-32.

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

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

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

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

Note:* Corresponding author

Under Review

Park, Y-N & **Shin, M.** (Under review). The effect of customers' subjective knowledge on accepting ESG activities in the hospitality industry. *Journal of Travel & Tourism Marketing*.

Conference Proceedings

Shin, M., Lee, H., Min, J., Legendre, T.S. (2022, August). When are customers willing to pay a premium price for hotel's biophilic design? Exploring the determinants of successful biophilic design implementation. *2022 Annual ICHRIE*, Washington D.C.

Hwang, Y., **Shin, M.**, & Kim, S. (2022, May). Tourists' impulsive purchases of luxury goods and experiences: Focusing on the role of escapism. *2022 Asia Pacific CHRIE Online Conference*.

Kwak, S., **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. *27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*.

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

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

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

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

Shin, M. & Back, K-J. (2019, July). Is Hospitality Brand Love a Sum or a Whole? Comparing

the Quadripartite Model of Brand Love Across Hotel and Airline Contexts. *2019 Annual ICHRIE*, New Orleans, LA.

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

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

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

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

GRANT EXPERIENCE

Small Grants Program, University of Houston Mar 15, 2022 – Sep 15, 2023
Principal Investigator

- Investigating the economic cost of xenophobia on the U.S. tourism industry (\$5,740)

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

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

Korea Research Foundation Aug 2018 – Aug 2019
Research Assistant

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

RESEARCH EXPERIENCE

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

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

Seoul National University

June 2011 – Aug 2013

Graduate Research Assistant

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

TEACHING EXPERINEECE

University of Houston, Houston TX*Conrad N. Hilton College of Hotel and Restaurant Management**Assistant Professor (Fall 2020 – Present)*

- HRMA 7361 - Hospitality Marketing Analysis, Hybrid/Online
- HRMA 6330 - Statistical Data Analysis in the Hospitality Industry, Face-to-Face/Online
- HRMA 3361 - Hospitality Marketing, University of Houston, Online

University of Houston, Houston TX*Conrad N. Hilton College of Hotel and Restaurant Management**Instructor (Fall 2018 – Spring 2020)*

- HRMA 7361 - Hospitality Marketing Analysis, Face-to-Face
- HRMA 3361 - Hospitality Marketing, University of Houston, Face-to-Face/Online

STUDENT MENTORSHIP

Ph.D. Student

- Yunna Park, University of Houston (2022-Present)

Master Student

- Soo Yeon Kwak, University of Houston (2021)

Undergraduate Student

- Cole Cater, University of Houston (2021 – Present)

SERVICE

Cougar Initiative to Engage (CITE) Advisory Board

University of Houston (2022- 2023)

College Faculty Search Committee (2022 Fall)

University of Houston, Conrad N. Hilton College of Global Hospitality Leadership

Organization Committee

HSMAI Foundation Global Collegiate Marketing Case Competition (Sept 2022- March 2023)

Ad-Hoc Peer Reviewer for Referred Journals

- International Journal of Hospitality Management (2020-Present)
- Cornell Hospitality Quarterly (2021-Present)

- International Journal of Hospitality & Tourism Administration (2021-Present)
- Journal of Hospitality and Tourism Technology (2021-Present)
- Journal of Travel & Tourism Marketing (2022- Present)
- Journal of Hospitality and Tourism Management (2022- Present)
- International Journal of Emerging Markets (2022- Present)

Ad-Hoc Peer Reviewer for Conference Proceedings

- Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism (2020- Present)
- 2021 Asia Pacific Tourism Association Conference (2021)
- Global Marketing Conference (2018)

Grant Reviewer

- Research Grants Council (RGC) of Hong Kong (2021- Present)

PROFESSIONAL EXPERINECE

Hotel Lotte Duty Free, Seoul Korea

Jan 2014 - May 2017

Human Resources Analyst, Assistant Manager

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

Sales and Operations Analyst, Assistant Manager

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

Marketing and Promotion Coordinator, Associate

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

The Hope Institute, Seoul Korea

Oct 2008 – Dec 2008

Research Assistant Intern

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

The Kowloon Hotel, Hong Kong

Jan 2006 – Mar 2006

F&B Department Intern

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