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Associate Professor
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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 comprehensive 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

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

- Big data and business analytics
- Machine learning
- Organizational and individual impacts of ICT
- Persuasion and customer decision-making in social media
- Digital transformation and service innovation
- Digital Trust and Corporate Digital Responsibility

REFEREED JOURNAL ARTICLES

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

- Lee, H., Kang, E., Lee, K. Y., **Lee, M.**, & Yang, S-B. (In-press) Factors influencing post-adoption resistance to self-order kiosks at fast-food restaurants: A focus on the new-silver generation. *Journal of Smart Tourism*.
- Lee, S., Ham, S., Yeon, J., & **Lee, M.** (In-press) ESG themes of the restaurant industry: A comparison between full-service and limited-service restaurants. *Journal of Travel & Tourism Marketing* (SSCI Indexed & Ranked A in ABDC). <http://dx.doi.org/10.1080/10548408.2023.2231979>.
- Dogru, T., et al. (In-press) Generative artificial intelligence in the hospitality and tourism industry: Developing a framework for future research. *Journal of Hospitality and Tourism Research* (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1177/10963480231188663>
- Park, H., **Lee, M.***, & Back, K-J. (In-press) A critical review of technology-driven service innovation in hospitality and tourism: Current discussions and future research agendas. *International Journal of Contemporary Hospitality Management* (SSCI Indexed & Ranked A in ABDC). <http://dx.doi.org/10.1108/IJCHM-07-2022-0875>
- Lee, M.**, Russen, M., Dawson, M., & Madera, J. (In-press) Enhancing performance and perceived justice in hospitality organizations: An integrated model of gender diversity within top management teams. *Cornell Hospitality Quarterly* (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1177/19389655231164063>
- Kwak, S. Y., Shin, M., **Lee, M.***, & Back, K-J. (In-press) Integrating the reviewers' and readers' perceptions on negative online reviews for customer decision making: A mixed-method approach. *International Journal of Contemporary Hospitality Management* (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1108/IJCHM-03-2022-0410>
- Lee, K-H., Shin, D., & **Lee, M.** (In-press) Business group affiliation and corporate sustainability performance in emerging economies: Evidence from South Korea. *Business Strategy and the Environment* (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1002/bse.3378>
- Park, H., **Lee, M.**, Back, K-J., & DeFranco, A. (In-press) 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* (SSCI Indexed & Ranked A in ABDC). <https://doi.org/10.1177/10963480221132758>
- 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>
- Lee, M.**, Sisson, A., Costa, R., & Bai, B. (2023) Examining 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>
- 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>
- 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>

- 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.
- 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, 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.ezproxy.lib.uh.edu/10.1080/02642069.2022.2054996>
- 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>
- 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>
- 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>
- 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>
- 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>
- 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, & 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. *, 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 that have been previously published in *International Journal of Contemporary Hospitality Management*)**
- 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, 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., 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, 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, 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>
- 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>
- 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>
- 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>
- 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>
- 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 25 strong and impactful articles on customer satisfaction and delight (2021) and also selected as one of the 13 timely, strong, and impactful articles on big data (2022) that have been previously published in International Journal of Contemporary Hospitality Management)**
- 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>

- 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. 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. <https://doi.org/10.14329/apjis.2017.27.4.191>
- 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>
- 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>
- 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>
- 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>
- Lee, M.**, & Yoon, M-G. (2007). Website performance analysis for internet business success using DEA model. *Journal of Civil Aviation Promotion*, 44(1), 87-105 (in Korean).
- Oh, H., Yoon, J., & **Lee, M.** (2004). A study on acceptance factors for travel portal sites. *Industry and Management Review*, 11(2), 85-98 (in Korean).

MANUSCRIPTS UNDER REVIEW/REVISION

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

- Lee, M.***, Lee, S. A., Shin, H. H., & Jeong, M. Digital trust toward hospitality digital technologies: Conceptualization and scale development of digital trust. Under review at *International Journal of Hospitality Management* (SSCI Indexed & Ranked A* in ABDC).
- Li, L., Song, Y. H., Soliman, M., Lee, K. Y., Yang, S-B., **Lee, M.** Will restaurant customers’ satisfaction with contactless food ordering technologies lead to their satisfaction with restaurants? The case of McDonald’s mobile app. Under the 1st round revise and resubmit at *Pacific Asia Journal of the Association for Information Systems* (Ranked B in ABDC).
- Kim, Y., Roh, T., & **Lee, M.** The impact of perceived economic mobility, social capital, and leisure involvement on well-being: Examining the moderating role of SNS in the era of COVID-19. Under review at *Journal of Hospitality and Tourism Management* (SSCI Indexed & Ranked A in ABDC).
- Um, T., **Lee, M.***, Back, K-J., & Chung, N. Does Airbnb matter to the domestic tourism market? Empirical evidence from tourism demand theory. Under review at *Journal of Hospitality and Tourism Management* (SSCI Indexed & Ranked A in ABDC).
- Park, H., **Lee, M.**, Back, K-J., DeFranco, A., & Suh, J. Exploring the impact of mobile application attributes on customer experience in the hotel industry: An integrated method of big data analytics and impact

asymmetry analysis. Under review at *International Journal of Hospitality Management* (SSCI Indexed & Ranked A* in ABDC).

Shi, J., **Lee, M.**, Girish, V.G., Xiao, G., & Lee, C-K. Embracing the ChatGPT revolution: unlocking new horizons for tourism. Under review at *Journal of Hospitality and Tourism Technology* (SSCI Indexed & Ranked B in ABDC).

Park, H., **Lee, M.***, & Back, K-J. "No time for innovative technology": How older adults' future time perspectives affect technology coping. Under review at *International Journal of Contemporary Hospitality Management* (SSCI Indexed & Ranked A in ABDC).

Yoon, M. G., Orosoo, O., & **Lee, M.*** Willingness to pay for ancillary services in airlines: Focusing on the Mongolian market. Under review at *Asia Pacific Journal of Tourism Research* (SSCI Indexed & Ranked A in ABDC).

Lim, J., **Lee, M.***, & Jang, J. Revisiting passengers' perceptions of airline service quality: A theory-driven machine learning approach using big data. Under review at *Asia Pacific Journal of Tourism Research* (SSCI Indexed & Ranked A in ABDC).

Castillo-Ortiz, I., **Lee, M.**, Taylor, S., & Bufquin, D. Forecasting the Mexican craft beer market: an integrated consumer perception conjoint analysis approach incorporating price and product attributes. Under review at *International Journal of Wine Business Research* (ESCI Indexed & Ranked B in ABDC).

Park, H., Bitaab, M., **Lee, M.***, & Back, K-J. Exploring the impact of green hotel practice on customer experience: Integrating the Kano model with business analytics. Under review at *Journal of Travel & Tourism Marketing* (SSCI Indexed & Ranked A in ABDC).

Hernandez Calderon, A., & **Lee, M.*** Strategic roles of information and communication technologies on organizational performance in hospitality and tourism: A research synthesis, theories, and future agenda. Under review at *International Journal of Contemporary Hospitality Management* (SSCI Indexed & Ranked A 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)

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*, Orange, 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*, Orange, 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*, Orange, 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*, Orange, 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*, Orange, 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

- 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

- *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)

- 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., 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. The manuscript is now being prepared to be submitted to *Journal of Business Research* (SSCI Indexed & Ranked A* in ABDC).
- Lee, M., Koh, Y., Hernandez Calderon, A., & Um, T.** Theory-driven predictive modeling for food-service crowdfunding success: An integrated approach with business intelligence and supervised machine learning. The manuscript is now being prepared to be submitted to *Journal of Business Research* (SSCI Indexed & Ranked A* in ABDC).
- Kim, J., Shin, H., & Lee, M.** Does location matter? Identifying locational determinants of hotel guest satisfaction in the United States. The manuscript is now being prepared to be submitted to *Tourism Management* (Completion rate: 90%)
- 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: *Annals of Tourism Research*)
- Bano, H., Lodhi, R. N., & Lee, M.*** Quality of virtual reality in tourism and its impact on behavioral intention: Mediating role of authentic experience (Completion Rate: 80%).
- Hao, F., Park, H., Back, K-J., Lee, M.*, & Chon, K.** A Critical Review of Service Innovation Technology in Tourism and Hospitality: Focusing on older adult tourists (Completion Rate: 80%).
- Lee, M., Shea, L., Jeong, M., & Assaf, A. G.** Effects of hotel service recovery and the moderating role of social ties in social media. The manuscript is now being prepared to be submitted to *Cornell Hospitality Quarterly* (Completion rate: 80%).
- 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.** Defining hospitality data analytics. The manuscript is invited and now being prepared to be submitted to *International Journal of Contemporary Hospitality Management* (Completion rate: 60%)
- Lee, W., Lee, M., & Choi, H.** Digital Transformation in the hospitality industry. Model development (Target Journal: *International Journal of 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: *Tourism Management*)
- 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., Lee, M., & Dawson, M.** The impact of students' IT competence on their performance in business analytics in the hospitality context. (Data Collection, Target Journal: *Journal of Hospitality & Tourism Education*).
- Lee, M., DeFranco, A., & Park, H.** Impact of guest-facing technologies (GFT) on customer satisfaction and behavioral intentions. (Data Collection, Target Journal: *International Journal of Hospitality Management*).
- 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. (Theory Development, Target Journal: *International Journal of Hospitality Management*).

GRANTS AND PROJECTS FUNDED

- Jul. 2023 – May. 2024 **Teaching and Learning Innovative Data Analytics: Automated Content Analysis**
- Principal Investigator
 - Fund Amount: \$16,054.85
- Funding Agent: Teaching Innovation Proposal Program, University of Houston
- Jul. 2022 – May. 2023 **Innovative Teaching and Learning through Data Visualization and Advanced Data Analytics**
- Principal Investigator
 - Fund Amount: \$9,919.94
 - Funding Agent: Teaching Innovation Proposal Program, University of Houston
- 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**
- Co-Principal Investigator
 - 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
 - Fund Amount: \$10,000
 - Funding Agent: Hospitality Financial and Technology Professionals
- Dec. 2015 – Nov. 2016 **Service firms' social media efforts and consumer behavior: Big data & business analytics approach in social media**
- Co-Principal Investigator
 - Fund Amount: \$10,000
 - Funding Agent: Dongseo University, South Korea (Dongseo Frontier Project Research Fund of 2015)

HONORS, AWARDS, AND RECOGNITIONS

- 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, 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, 2022 Annual Conference, Washington, D.C., USA
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 develop and teach this course*).
- GHL 3366 – Social Media in the Hospitality Industry, Undergraduate course, Face-to-face/Hybrid/Online format (*Newly develop and teach this course*).
- GHL 4370 – Project Development and Management in the Hospitality Industry, Undergraduate course, Face-to-face (*Newly developed*).
- GHL 4462 – Practical Project Management in the Hospitality Industry, Undergraduate course, Face-to-face (*Newly developed*).

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 develop and teach this course*).
- GHL 6380 – Hospitality Business Analytics & Communications, Graduate course, Face-to-face/Hybrid/Online format (*Newly develop 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 two “Global Hospitality Business Capstone Project” teams with Intercontinental Hotel Group and Hilton in 2018 and 2019; 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 and College

- University of Houston Faculty Senator on Research & Scholarship Committee (Aug. 2023 – Present)
- Stephen Rushmore/HVS Faculty Research Award Committee, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Jan. 2022 – Present)
- Journal Ranking Committee, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (May. 2021 – Present)
- College By-Laws Committee, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Jan. 2021 – Present)
- 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, 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

- Research Program Director, The Korea-America Hospitality & Tourism Educators Association (Jul. 2022 – Present)
- Smith Travel Research (STR) Visualization Analytics Initiatives (Jan. 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)
- 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 – 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)
- Session Moderator, The 27th Annual Graduate Student Research Conference in Hospitality and Tourism (Jan. 2023)
- Session Moderator, The 27th Annual Graduate Student Research Conference in Hospitality and Tourism (Jan. 2022)
- 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

- Araceli Hernandez, Chair, University of Houston (2022 – Present)
- Maryam Charmchian-Langroudi, Committee member, University of Houston (2017 – Present)
- Alireza_Zolfaghari, Committee member, University of Guelph (2022 – Present)
- Sean Davis, External committee member, University of Florida (2020 – 2023)
- Hyekyung Park, Co-Chair, University of Houston (2020 – 2023)
- Altannavch Chimeddagva, Committee member, Korea Aerospace University (2020 – 2022)
- Cortney Norris, Committee member, University of Houston (2020 – 2022)
- Minchul Jeong, Ph.D., External committee member, Korea Aerospace University (2020 – 2022)
- Wooseok Kwon, Ph.D., Chair, University of Houston (2017 – 2020)

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

- 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

- Daniel Heo, University of Houston (2022 – Present)
Provost’s Undergraduate Research Fellowship, University of Houston
- Madison Fleming, University of Houston (2020 – 2021)
- Jack Hodges, University of Houston (2017 – 2018)
Provost’s Undergraduate Research Fellowship, University of Houston
Summer Undergraduate Research Fellowship, University of Houston

Advisor for Visiting Scholars

- Taehee Um, Ph.D., Kyunghee University, South Korea (2022 – Present)
- Andrea Kim, Ph.D., Sungkyunkwan University, South Korea (2020 – 2021)

EDITORSHIP, EDITORIAL BOARD & REVIEW EXPERIENCE

Editorship

- Associate Editor for *Journal of Hospitality and Tourism Technology* (2021 – Present)
- Guest Editor of Special Issue on “Information Technology and Communication and Economic Implications in Hospitality and Tourism” for *Tourism Economics* (2023 – Present)
- 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)
- Marketing Track Chair, Annual International CHRIE Conference (2022 – Present)

Editorial Advisory Board Member

- *Journal of Global Scholars of Marketing Science* (2022 – 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)

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 – 2022)

Ad-hoc Reviewer (Hospitality and Tourism Journals)

- *Annals of Tourism Research*
- *Asia Pacific Journal of Tourism Research*
- *Cornell Hospitality Quarterly*
- *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*

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

- *Annals of Operations Research*
- *Asia Pacific Journal of Information 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*
- *Journal of Business Ethics*
- *Technological Forecasting & Social Change*

Conferences Reviewer

- 2018 Global Marketing Conference
- 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
- 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. 2021 – Present **Data Analytics & Service Innovation Lab (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 – Present **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)