

# Taehyun “Tae” Suh

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Permanent Address: 3715 Birch Ct, Manhattan, Kansas 66503, USA

Citizenship: USA

## **EDUCATION**

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**University of Houston**, Houston, Texas 08/2023 - Present  
Ph.D. Global Hospitality Leadership  
Major: Hospitality

**Ohio State University**, Columbus, Ohio 08/2020 - 04/2022  
Ph.D. Business Administration, Transfer  
Major: Marketing

**Yonsei University**, Seoul, South Korea 03/2015 - 08/2017  
M.S. Business Administration, May 2017  
Major: Marketing

**University of Wisconsin-Madison**, Madison, Wisconsin 08/2011 - 06/2014  
Bachelor of Science, 2014  
Major: Economics

## **HONORS AND AWARDS**

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**Best Paper Award Honorable Mention**, Korean Scholars of Marketing Science International Conference (KSMS), Yonsei University, Seoul, Korea, 2016

**Graduate Academic Scholarship**, Yonsei University, Korea, 03/2015-02/2018

**Graduate Academic Scholarship**, Ohio State University, USA, 08/2020-04/2022

## **CONFERENCE PRESENTATIONS**

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**Suh, Taehyun\***, Minjung Shin, and Ki-Joon Back, 2024, “The Effects of Opt-in versus Opt-Out Framing on the Purchase of Luxury Hotel Ancillary Amenities Mediated by Anticipated Regret,” APacCHRIE 2024 Conference, Seoul, Korea

**Suh, Taehyun\***, Minjung Shin, and Ki-Joon Back, 2024, “The Effect of Anticipated Regret on the Purchase Intention of Luxury Hotel Ancillary Services,” 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Miami, USA

**Suh, Taehyun\***, Nara Youn, Aric Rindfleisch, and Subin Im, 2017, “The Effect of Idea Creativity and Prior Entries on Consumers’ Feedback Activity and Comment Valence in

Idea Generation Platforms," 2017 Academy of Marketing Science World Marketing Congress (AMS-WMC), Christchurch, New Zealand.

Suh, Jaebeom and **Taehyun Suh\***, 2017, "Digital Marketing in Fashion Industry: Transition from McDonaldization and Netflixization to Stitchfixization," 2017 Global Fashion Management Conference, Vienna, Austria.

**Suh, Taehyun\***, Nara Youn, Aric Rindfleisch, and Subin Im, 2016, "The Effect of Creativity and Prior Entries on Community Activity and Comment Valence in Idea Generation Platforms," 2016 International Conference of Asian Marketing Associations (ICAMA), Beijing, China.

**Suh, Taehyun\*** and Subin Im, 2016, "The mediating role of exploratory and exploitative organizational learning on co-creation capabilities and sustained competitive advantage" 2016 Korean Scholars of Marketing Science International Conference (KSMS), Seoul, Korea.

**\* Presenting Author**

## **WORK EXPERIENCE**

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**Market Research Analyst, Chemical Abstract Services,**  
July 2022 - June 2023

- Create and manage insight community of desired survey participants
- Establish a competitive intelligence tool that tracks all relevant competitors
- Obtain and maintain relevant analysis on the competitive tool

**Graduate Teaching Assistant, Ohio State University,**  
*GTA, 2020- 2022*

- Teaching assistant for the class Market Research
- Data collection and analysis
- Coding statistical models from scratch to generate ideas from the collected data
- Confirming proofs and equations to ensure model is applicable to data

**Creativity Lab, Yonsei University, Seoul, South Korea**  
*Graduate Research Assistant, 2015- 2017*

- The data is primarily focused on the creativity of both consumers and products and how this creativity effects the responses of consumers
- Data entry and Analysis
- Statistical skills in R and SPSS
- Data (Website) scraping

**COMPUTER SKILLS**

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Research Lab Skills: Data Scraping, R, STATA, SPSS, Python(basic)  
Qualtrics Survey

**LANGUAGE PROFICIENCY**

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English (a native speaker)  
Korean (proficient)