

## **CURRICULUM VITAE**

**Seonjeong (Ally) Lee**

### **EDUCATION**

- 2014            Ph. D. in Management  
Concentration in Hospitality and Tourism Management, Minor in Marketing  
Isenberg School of Management, University of Massachusetts, Amherst
- 2006            Master of Science, Hotel Administration  
University of Nevada, Las Vegas
- 2004            Bachelor of Science, Hotel Administration  
University of Nevada, Las Vegas

### **UNIVERSITY APPOINTMENT**

- 2020-present    Associate Professor in Hospitality Management, Kent State University
- 2014-2020       Assistant Professor in Hospitality Management, Kent State University

### **HONORS AND AWARDS**

- 2019            EHHS Featured Researchers: Fall 2019, Kent State University, Kent, OH, USA.
- 2019            ICHRIE Research Reports Competition Award. International Council on Hotel, Restaurant, and Institutional Education. New Orleans, Louisiana, USA.
- 2019            Gold Teaching Recognition Award. Center for Teaching and Learning, Kent State University, Kent, OH, USA.
- 2019            Convening Leaders Faculty Scholarship. The Professional Convention Management Association Foundation, Pittsburgh, PA, USA.
- 2018            Best Paper Award. International Conference on Tourism and Retail Management, Macao, China.
- 2015            2015 Doctoral Dissertation Competition Award-Excellence Award. Korean Scholars of Marketing Science International Conference, Seoul, South Korea.
- 2013            Outstanding Doctoral Student Research Award. Isenberg School of Management, University of Massachusetts, Amherst, MA, USA.

## **PUBLICATIONS**

### **Refereed Journal Articles**

46. **Lee, S.**, & Chuang, N. (accepted). Applying expanded servicescape to the hotel industry. *Journal of Hospitality & Tourism Research*.
45. Oh, H., Lee, M., & **Lee, S.** (2020). Global or local brand? Hotel selection study in global travel context. *Journal of Product & Brand Management*, in press.
44. Lee, M., **Lee, S.**, & Jeong, M. (2020). Virtual technology in the tourism application. *International Journal of Hospitality Management*, in press.
42. Bufquin, D., Back, R., Park, J., & **Lee, S.** (2020). Picture presentation on transportation. *International Journal of Hospitality Management*, in press.
41. **Lee, S.** (2020). Investigating the importance of positive hotel design. *International Journal of Hospitality Management*, in press.
40. Jeon, M., Jeong, M., & **Lee, S.** (2020). The role of customers' motivations in the relationship between e-servicescape and behavioral intention on a bed and breakfast website. *Journal of Hospitality & Tourism Technology*, in press.
39. Kim, S., & **Lee, S.** (2020). The role of marketing communication mixes on Korean customers' coffee shop brand evaluations. *Journal of Hospitality & Tourism Insights*, in press.
38. Jeon, M., **Lee, S.**, & Jeong, M. (2020). Perceived corporate social responsibility and customers' behaviors in the ride-sharing service industry. *International Journal of Hospitality Management*, 84, in press.
37. **Lee, S.**, & Oh, H. (2019). Anthropomorphism and its implications for advertising hotel brands. *Journal of Business Research*, in press.
36. **Lee, S.**, Shin, H., & Jeong, M. (2019). Are students ready for their future career in the event and meeting industry? Lessons from a comparative study between students and event and meeting professionals. *Journal of Hospitality & Tourism Education*, in press.
35. Lee, M., **Lee, S.**, & Yoon, K. (2019). Multi-sensory experience for enhancing hotel guest service experience innovation: Empirical evidence from Big Data Analytics. *International Journal of Contemporary Hospitality Management*, in press.  
Selected as one of the strong articles on customer satisfaction and delight at the International Journal of Contemporary Hospitality Management
34. Legendre, T., & **Lee, S.** (2019). Investigating customers' system justifying responses: Application of system justification theory. *The Service Industries Journal*, in press.

33. Israeli, A., **Lee, S.**, & Bolden, E. (2019). The impact of escalating service failures and internet addiction behavior on young and older customers' negative eWOM. *Journal of Hospitality & Tourism Management*, 39, 150-157.
32. **Lee, S.**, & Ravichandran, S. (2019). Impact of employees' job control perceptions on their work-related responses in the hospitality industry. *International Journal of Contemporary Hospitality Management*, 31(7), 2720-2738.
31. Israeli, A., **Lee, S.**, & Kosmidis, A. (2019). The relationship between Internet addiction and negative e-WOM. *The Service Industries Journal*, 39(13/14), 943-965.
30. Kim, S., Kim, M., & **Lee, S.** (2018). The consumer value-based brand citizenship behavior model: Evidence from local and global coffee businesses. *Journal of Hospitality Marketing & Management*, 28(4), 472-490.
29. Chandrasekaran, P., **Lee, S.**, & Murugan, P. (2018). The role of perceived benefits and personality traits on mobile instant messaging users' responses. *Asia Pacific Journal of Marketing and Logistics*, 30(5), 1277-1293.
28. **Lee, S.** (2018). m-Servicescape: Effects of the hotel mobile app servicescape preferences on customer response. *Journal of Hospitality & Tourism Technology*, 9(2), 172-187.
27. **Lee, S.** (2018). Enhancing customers' continued mobile app use in the service industry. *Journal of Services Marketing*, 32(6), 680-691.
26. **Lee, S.** & Lee, J. (2018). Enhancing customers' brand loyalty via mobile marketing in the hotel industry. *Journal of Quality Assurance in Hospitality & Tourism*, 20(3), 339-361.
25. **Lee, S.**, Manthiou, A., Tang, L., & Chiang, L. (2018). An assessment of value dimensions in hiking tourism: Pathways toward quality of life. *International Journal of Tourism Research*, 20(2), 236-246.
24. **Lee, S.** (2018). Investigating antecedents and outcomes of telepresence on a hotel's website. *International Journal of Contemporary Hospitality Management*, 30(2), 757-775.
23. **Lee, S.** (2018). The effect of social networking sites' activities on customers' well-being. *Journal of Hospitality and Tourism Research*, 42(7), 1086-1105.
22. Jeon, M., **Lee, S.**, & Jeong, M. (2018). e-Social influence and customers' behavioral intentions on a bed and breakfast website. *Journal of Hospitality Marketing & Management*, 27(3), 366-385.
21. **Lee, S.**, Jeong, M., & Oh, H. (2018). Enhancing customers' positive responses: Applying sensory marketing to the hotel website. *Journal of Global Scholars of Marketing Science*, 28(1), 68-85.

20. Kim, S., & Lee, S. (2017). Promoting customers' involvement with service brands: Evidence from coffee shop customers. *Journal of Services Marketing*, 31(7), 733-744.
19. Lee, S., & Kim, S. (2017). Role of restaurant employees' intrinsic motivations on knowledge management: An application of need theory. *International Journal of Contemporary Hospitality Management*, 29(11), 2751-2766.
18. Lee, S., & Oh, H. (2017). Sharing travel stories and behavioral outcomes: A case of travel. *Tourism Management*, 62, 147-158.
17. Lee, S., & 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.
16. Jeong, M., & Lee, S. (2017). Do customers care with types of hotels' service recovery efforts? An example of consumer generated review sites. *Journal of Hospitality and Tourism Technology*, 8(1), 5-18.
15. Israeli, A., Lee, S., & Karpinski, A. (2017). Investigating the dynamics and the context of customers' social media reporting after a restaurant service failure. *Journal of Hospitality Marketing & Management*, 26(6), 606-626.
14. Lee, S., Oh, H., & Hsu, C. (2017). Country-of-operation and brand images: Evidence from the Chinese Hotel Industry. *International Journal of Contemporary Hospitality Management*, 29(7), 1814-1833.
13. Lee, S., & Jeong, M. (2017). Role of brand story on narrative engagement, brand attitude, and behavioral intention. *Journal of Hospitality and Tourism Technology*, 8(3), 465-480.
12. Manthiou, M., Ayadi, K., Lee, S., Chiang, L., & Tang, L. (2017). Exploring the roles of self-concept and future memory at consumer events: The Application of an Extended Mehrabian - Russell Model. *Journal of Travel and Tourism Marketing*, 34(4), 531-543.
11. Lee, S., Jeong, M., & Jeon, M. (2016). Effects of experiential stimuli on customers' responses: An example of bed and breakfast websites. *Journal of Hospitality and Tourism Technology*, 7(4).
10. Oh, H., Jeong, M., Lee, S., & Warnick, R. (2016). Attitudinal and situational determinants of self-service technology use. *Journal of Hospitality & Tourism Research*, 40(2), 236-265.
9. Lee, S., & Shea, L. (2015). Investigating the key routes to customers' delightful moments in the hotel context. *Journal of Hospitality Marketing & Management*, 24(5), 532-553.
8. Lee, S., Manthiou, A., Jeong, M., Tang, L., & Chiang, L. (2015). Does consumer feeling affect consumer quality of life? Roles of consumption emotion and its consequences. *International Journal of Tourism Research*, 17(4), 409-416.

7. **Lee, S.**, & Jeong, M. (2014). Enhancing online brand experience: An application of congruity theory. *International Journal of Hospitality Management*, 40, 49-58.
6. Manthiou, A., **Lee, S.**, Tang, L., & Chiang, L. (2014). The experience economy approach to festival marketing: Vivid memory and attendee loyalty. *Journal of Services Marketing*, 28(1), 22-35.
5. **Lee, S.**, Lovelace, K., & Manz, C. (2014). Serving with spirit: An integrative model of workplace spirituality within service organizations. *Journal of Management, Spirituality & Religion*, 11(1), 45-64.
4. **Lee, S.**, & Oh, H. (2014). Effective communication strategies for hotel guests' green behavior. *Cornell Hospitality Quarterly*, 55(1), 52-63.
3. Tang, L., Jang, J., & **Lee, S.** (2013). Processing fluency in the use of destination websites. *Tourism Analysis*, 18(2), 193-206.
2. **Lee, S.**, & Jeong, M. (2012). Effects of e-servicescape on consumers' flow experiences. *Journal of Hospitality and Tourism Technology*, 3(1), 47-59.
1. **Lee, S.**, Love, C., & Close, A. (2010). How information quality and market turbulence impact convention and visitors bureaus' use of marketing information: Insights for destination and event marketing. *Journal of Convention and Event Tourism*, 11(4), 266-292.

### **Book Chapter**

1. Jeong, M., & **Lee, S.** (2017). Chapter 14: Destination online marketing. In Ogbeide, G. (Ed.), *Destination Marketing Management*. CRC Press: Taylor & Francis Group.

### **Encyclopedia Article**

1. Oh, H., & **Lee, S.** (2015). Self Service Technology. In Park, D. & Mi, S. (Eds.), *Encyclopedia of Quality and The Service Economy*. Sage Publication.

### **INTERNATIONAL REFEREED CONFERENCE PRESENTATIONS**

29. Oh, H., Lee, M., & **Lee, S.** (2019, July). Signals of global hotel brands and their impact on choice. The 9<sup>th</sup> Advances in Hospitality & Tourism Marketing and Management, Portsmouth, United Kingdom.
28. Israeli, A., & **Lee, S.** (2019, July). The review of Internet addictive behavior research in the hospitality industry. The 2019 Annual International Council on Hotel, Restaurant, and Institutional Education Summer Conference & Marketplace, New Orleans, LA, USA.

27. Lee, M., **Lee, S.**, Jeong, M., & Oh, H. (2019, June). Quality of virtual reality and its impacts on behavioral intention. The 2019 Travel and Tourism Research Association International Conference. Melbourne, Australia.
26. Jeon, M., **Lee, S.**, & Jeong, M. (2019, May). Investigating corporate social responsibility and customers' behaviors with ride-sharing services. The 2019 APacCHRIE & EuroCHRIE Conference. Hong Kong.
25. **Lee, S.**, & Oh, H. (2018, December). May I serve you? Effective hotel advertising via hotel brand anthropomorphism. International Conference on Tourism and Retail Management. Macao, China.
24. **Lee, S.**, & Oh, H. (2018, July). Anthropomorphism in luxury goods and luxury service brand evaluations. The 2018 Global Marketing Conference. Tokyo, Japan.
23. Jeon, M., **Lee, S.**, & Jeong, M. (2018, July). e-Servicescape, flow, customers' behavioral intentions and a role of social responsibility: in an online service setting of bed & breakfasts. Asia Pacific Tourism Association 2018 Annual Conference. Mactan (Cebu), Philippines.
22. **Lee, S.** (2018, June). Enhancing the effectiveness of festival promotion: Applying a fear of missing out approach. International Conference on Economics and Business Research. Seoul, South Korea.
21. **Lee, S.**, & Lee, J. (2018, April). Promoting customer engagement in hotel mobile apps. International Conference on Marketing and Tourism. New York, NY, USA.
20. Israeli, A., **Lee, S.**, & Karpinski, A. (2017, December). When customers turn nasty: Investigating the relationship between Internet addiction and negative electronic word of mouth. The 4<sup>th</sup> World Research Summit on Tourism and Hospitality, Orlando, FL, USA.
19. **Lee, S.**, & Ravichandran, S. (2017, July). Role of perceived control in enhancing employees' wellbeing. The 2017 Annual International Council on Hotel, Restaurant, and Institutional Education Summer Conference & Marketplace, Baltimore, MD, USA.
18. **Lee, S.**, & Oh, H. (2016, July). Linking customers' social networking site activities to well-being. The 2016 TOSOK Conference. Seoul, South Korea.
17. Israeli, A., **Lee, S.**, & Deighton, J. (2016, July). Social media reporting after a restaurant service failure. The 2016 Annual International Council on Hotel, Restaurant, and Institutional Education Summer Conference & Marketplace, Dallas, TX, USA.
16. Jeon, M., **Lee, S.**, & Jeong, M. (2016, May). Effects of social influence on customers' motivations and behavioral intentions: In a bed and breakfast virtual environment. The 22<sup>nd</sup> Asia Pacific Tourism Association Annual Conference, Beijing, China.

15. **Lee, S.** (2016, February). How do you feel: Factors affecting quality of life in the social media context. The Annual 2016 Winter Conference: The Society for Consumer Psychology, St. Pete, FL, USA.
14. **Lee, S., & Kim, S.** (2015, June). Investigating key attributes of brand-decision Involvement. The 5th Advances in Hospitality & Tourism Marketing and Management Conference, Japan.
13. Manthiou, M., Ayadi, K., **Lee, S.**, and Tang, L. (2014, July). Does visitors' memory matter? The application of an extended Mehrabian and Russell model at Armada festival. Global Marketing Conference, Singapore.
12. Baker, M., & **Lee, S.** (2014, June). Routes to investigating customers' private and public word-of-mouth intentions via service recovery strategies. The 2014 Frontiers in Service Conference, Miami, FL, USA.
11. **Lee, S.**, & Jeong, M. (2014, January). Service recovery communication strategies through social media. The 19<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, TX, USA.
10. **Lee, S.**, & William, D. (2014, January). Are you guilty or happy: the role of mental budgeting in the experiential consumption context. The 19<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, TX, USA.
9. **Lee, S.** (2013, July). The roles of consumers' mental budgeting in the tourism industry. The 2013 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference & Marketplace, St. Louis, MO, USA.
8. **Lee, S.** (2013, July). From virtual experience to actual experience: Importance of online sensory and social cues on consumers' responses. The 2013 Annual International Council on Hotel, Restaurant, and Institutional Education Summer Conference & Marketplace, St. Louis, MO, USA.
7. **Lee, S.**, & Jeong, M. (2013, February). Effects of website mental simulation and consumer characteristics on behavior intentions: An example of the service industry. The 2013 Winter Marketing Educators' Conference, Las Vegas, NV, USA.
6. Jeong, M., Oh, H., **Lee, S.**, & Warnick, R. (2013, February). Attitudinal and situational determinants of self-service technology use. The 2013 Winter Marketing Educators' Conference, Las Vegas, NV, USA.
5. **Lee, S.**, & Jeong, M. (2012, August). Consumer reactions to aesthetic incongruity: Investigating aesthetic incongruity in the service consumption context. The 2012 Summer Marketing Educators' Conference. Chicago, IL, USA.

4. **Lee, S., & Shea, L.** (2012, August). Delightful experiences in hotel stays: Exploring customers' delightful moments. The 2012 Annual International Council on Hotel, Restaurant, and Institutional Education Summer Conference & Marketplace, Providence, RI, USA.
3. **Lee, S., Jeong, M., Oh, H., & Warnick, R.** (2012, August). Are you willing to use the self-service technology (SST) at hotels? -Effects of customer traits on their choice of the service delivery option. The 2012 Annual International Council on Hotel, Restaurant, and Institutional Education Summer Conference & Marketplace, Providence, RI, USA.
2. **Lee, S.** (2011, July). Different gender-based roles on cooperation: Integrating differentiated leader member exchanges, communication and trust in hotel organizations. The 2011 Annual International Council on Hotel, Restaurant, and Institutional Education Summer Conference, Denver, USA.
1. **Lee, S., & Jeong, M.** (2011, July). Impacts of "green movement" cues of a lodging website on customers' emotion and behaviors. The 2011 Annual International Council on Hotel, Restaurant, and Institutional Education Summer Conference, Denver, USA.

### **INVITED TALKS**

- 2018            Innovative Young Scholars' Presentation at the 2018 TOSOK Conference. Seoul, South Korea.

### **GRANTS**

- 2020            Hospitality and Foodservice Enhancement Research Program, Society for Hospitality and Foodservice Management Foundation (not funded).
- 2018            University Research Council Scholarly Activity Support Award (\$2,500). Division of Research and Sponsored Programs, Kent State University, Kent.
- 2018            The Farris Family Innovation Awards (not funded), Kent State University, Kent.
- 2017            EHHS Seed Award (\$5,000). College of Education, Health, and Human Services, Kent State University, Kent.
- 2016            EHHS Research Development Award (\$2,000). College of Education, Health, and Human Services, Kent State University, Kent.
- 2013            Graduate School Dissertation Research Grant (\$1,000). University of Massachusetts, Amherst.
- 2011-2012      Eugene M. Isenberg Fellowship Awards (\$10,000). Isenberg School of Management, University of Massachusetts, Amherst.



## **TEACHING EXPERIENCE**

### **Kent State University**

#### **Graduate (Masters) Level**

Strategic Lodging Management; Hospitality Meetings Management; Hospitality Marketing

#### **Undergraduate Level**

Strategic Lodging Management; Hospitality Meetings Management; Hospitality Marketing [online & traditional]; Catering and Banquet Preparation and Service; Hospitality Purchasing; Hospitality Cost Control and Analysis; Hotel Operations; Introduction to Hospitality Management [online & traditional]

### **University of Massachusetts, Amherst**

Hotel Operations

## **GRADUATE STUDENT ADVISING**

### **Master's Thesis, Directing**

1. Suraj Kumar Sintala, Hotel information technology, May 2019; Placement- Hilton Hotel, Chicago, IL, USA
2. Barbara Atanga, Smart tourism technology, Expected Graduation Spring 2020; Placement- PhD program, Penn State University, PA, USA

### **Master's Project, Directing**

1. Shen Pan, Exploring social media marketing communications in the Chinese hotel industry, Summer 2017
2. Hao Lin, Creating a travel agency website, Summer 2017
3. Yuwei Chen, Investigating the importance of hotel mobile services: An application of importance-performance analysis, Fall 2017

### **Doctoral Dissertation, Committee**

1. Hassan Alhaythami, The psychometric properties of Arabic version of social networking time use scale and social media and academic performance of student scale, Expected Graduation Spring 2020
2. Nutta Marco, Brand coolness from the University of Central Florida, Expected Graduation, Spring 2021 [Outside committee member]

### **Master's Thesis, Committee**

1. Amy Urso, The Effects of Environmental Factors on Gamblers' Behaviors in Ohio Casinos, Summer 2015
2. Ankita Ghosh, Understanding hospitality employers' perceptions of pre-employment testing in determining successful hires, Summer 2017
3. Hongyi Xu, A study of currency tourism based on the perceptions of China, Fall 2017
4. Yulia Ponomaryova, A study to evaluate the value customers assign to green hotels' certification in their hotel selection decision making process, May 2018

**Master's Project, Committee**

1. Amy Romaneli, Hotel training manual, Summer 2016
2. Aseel Bondagjy, Study abroad program and current trends in hospitality and tourism industry, December 2018

**PROFESSIONAL DEVELOPMENT**

July 14th, 2020	Remote Instruction: Student Engagement Workshop. Center for Teaching and Learning, Kent State University, Kent, OH, USA.
Jan. 6th, 2019	Faculty Workshop. Convening Leaders 2019, Professional Convention Management Association, Pittsburgh, USA.
2018-2019	Teaching Scholars Program. Center for Teaching and Learning, Kent State University, Kent, OH, USA.
Nov. 15- 18th, 2018	Lilly Conference. Evidence-based teaching & learning, Miami University, OH, USA.
Sept. 13-14th, 2018	Teaching Seminars. Center for Teaching and Learning, Kent State University, Kent, OH, USA.
February 15th, 2018	Teaching Seminars. Center for Teaching and Learning, Kent State University, Kent, OH, USA.
March, 2016	Luminate Online Training. Kent State University, Kent, OH, USA.
July 7-8th, 2015	Certified Training for Intervention Procedures Trainer. Columbus, OH, USA.
July 4th, 2015	Certification in Hotel Industry Analytics (CHIA). SHARE Center.

**UNIVERSITY CITIZENSHIP****Service to University**

Summer 2017- Spring 2019	A mentor for the Undergraduate research project in the McNair Scholars Program. Kent State University
--------------------------	---

**Service to College of Education, Health, Human Services**

Fall 2015 – Spring 2017; Fall 2020- present	Research Advisory Council Committee
Fall 2014- Spring 2015; Fall 2018- Spring 2019	Faculty Advisory Board of the Gerald H. Read Center for International and Intercultural Education

**Service to School of Foundations, Leadership and Administration**

Fall 2016- Spring 2018 Curriculum Committee  
 Fall 2019- present Faculty Advisory Committee

**Service to Hospitality Management Program**

Spring 2016 – present Marketing & Alumni Committee of the KSU Hospitality  
 Management Advisory Board  
 Spring 2016 – present Curricular Development/Revision for master’s degree program,  
 Hospitality and Tourism Management Program  
 Fall 2017- Spring 2020 Advisor for Professional Convention Management Association  
 Fall 2016 - Spring 2017 Advisor for Eta Sigma Delta

**SERVICE TO THE ACADEMY**

**Editorial Boards for Scholarly Journal**

Journal of Global Scholars of Marketing Sciences (2018- present)  
 Journal of Hospitality & Tourism Education (2019- present)  
 Journal of Hospitality & Tourism Research (2019- present)

**Ad-Hoc Reviewer for Scholarly Journals (2014-present)**

Hospitality & Tourism Journals

Asia Pacific Journal of Tourism Research  
 Cornell Hospitality Quarterly  
 International Journal of Hospitality Management  
 International Journal of Contemporary Hospitality Management  
 Journal of Destination Marketing & Management  
 Journal of Hospitality & Tourism Research  
 Journal of Hospitality Marketing & Management  
 Journal of Hospitality & Tourism Education  
 Journal of Hospitality & Tourism Technology  
 Journal of Travel & Tourism Marketing  
 Journal of Quality Assurance in Hospitality & Tourism  
 Tourism Management

Marketing & Management Journals

Journal of Business Research  
 Journal of International Consumer Marketing  
 Journal of Management, Spirituality & Religion  
 Journal of Marketing Communications  
 Journal of Services Marketing  
 The Service Industries Journal

Information Technology Journals  
Computers in Human Behavior  
Information & Management

**Track Chair for International Conferences (2017-2019)**

Services Marketing & Management Track Chair. The International Council on Hotel, Restaurant, and Institutional Education Conference

**Review Committee for International Conferences (2018)**

RFP Evaluation. The 2018 International Council on Hotel, Restaurant, and Institutional Education Conference, Palm Springs, CA, U.S.A.

**Reviewer for International Conferences (2014-present)**

Marketing Educators' Conference, American Marketing Association  
Marketing and Public Policy Conference, American Marketing Association  
The International Council on Hotel, Restaurant, and Institutional Education Conference  
Asia Pacific Tourism Association (APTA) International Conference  
Global Conference on Business, Hospitality, and Tourism Research

**Professional Memberships**

International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)