

**MILLER COLLEGE OF BUSINESS**  
**VITA – AACSB**  
**September 1, 2019 – August 31, 2024**

**PROFESSIONAL BACKGROUND**

*Name:* Kwang Ho Lee

*Rank:* Associate Professor

*Involvement:* Participating

*Qualification:* Scholarly Academic

*Brief Description for Basis of Qualification:*

*Office Address:*

*Area of Academic Discipline Specialization:* Applied Business Studies

**Degrees**

Ph.D. Degree:

Name of Degree: Ph.D.

Year Conferred: 2013

Degree-Granting Institution: University of Missouri, Columbia, USA

Principal Academic Units:

Major Fields of Study: Hospitality Management , Food and Hospitality Systems

Minor Field of Study:

Dissertation Title:

M.S. Degree:

Name of Degree: M.S.

Year Conferred: 2010

Degree-Granting Institution: University of Missouri, Columbia, USA

Principal Academic Units:

Major Fields of Study: Hospitality Management, Food and Hospitality Systems

Minor Field of Study:

Dissertation Title:

M.S. Degree:

Name of Degree: M.S.

Year Conferred: 2008

Degree-Granting Institution: Dong-a University, Busan, Korea

Principal Academic Units:

Major Fields of Study: Tourism Management, College of Business Administration

Minor Field of Study:

Dissertation Title:

### B.A. Degree:

Name of Degree: B.A.

Year Conferred: 2006

Degree-Granting Institution: S. University, Busan, Korea

Principal Academic Units:

Major Fields of Study: International Tourism Management, College of Business Administration

Minor Field of Study:

Dissertation Title:

### **Professional Certifications**

1. "Google Data Analytics Professional Certificate". (March 21, 2023).
2. "Google Data Analytics Professional Certificate - Google Data Analytics Capstone: Complete a CaseStudy". (March 21, 2023).
3. "Google Data Analytics Professional Certificate - Data Analysis with R Programming". (March 2, 2023).
4. "Google Data Analytics Professional Certificate - Share Data Through the Art of Visualization". (February 1, 2023).
5. "Google Data Analytics Professional Certificate - Analyze Data to Answer Questions". (January 30, 2023).
6. "Google Data Analytics Professional Certificate - Process Data from Dirty to Clean". (January 27, 2023).
7. "Google Data Analytics Professional Certificate - Prepare Data for Exploration". (January 26, 2023).
8. "Google Data Analytics Professional Certificate - Ask Questions to Make Data-Driven Decisions". (January 25, 2023).
9. "Google Data Analytics Professional Certificate - Foundations: Data, Data, Everywhere". (January 24, 2023).

### **SCHOLARLY ACTIVITIES**

#### **Refereed Journal Articles**

1. Lee, K.-H., Yen, A. (2024). Segmenting Social Media Users in International Tourism: Insights Integrated from Multi-Homing Theory and International Visitor Survey Data. *International Journal of Tourism Research, Tier 1*, 26(4), e2693. **Tier 1**/Applied or Integration/Application Scholarship, Goal 9 - Industry, Innovation and Infrastructure

2. Yen, A., Lee, K.-H. (2024). Money or fit? The tradeoff of intrinsic and extrinsic variables in hospitality managers' job choice. *International Journal of Hospitality Management, Elite*, 120, 103760. **Elite**/Applied or Integration/Application Scholarship, Goal 8 - Decent Work and Economic Growth
3. Lee, K.-H., Yen, C.-L. (2023). Implicit and Explicit Attitudes toward Service Robots in the Hospitality Industry: Gender Differences. *Cornell Hospitality Quarterly/SAGE Publications Inc., Elite*, 64(2), 212-225. **Elite**/Applied or Integration/Application Scholarship, Goal 9 - Industry, Innovation and Infrastructure
4. Jin, N., Lee, K.H., Lee, S. (2022). Customer Loyalty in the Kids Café Business: The Role of Relationship Benefits. *Journal of Foodservice Business Research/Taylor and Francis Ltd., Tier 2*, 27(1), 87-107.. **Tier 2**/Applied or Integration/Application Scholarship, None
5. Hall, s., Lee, K.-H. (2021). Marital Attitudes and Implicit Associations Tests (IAT) among Young Adults. *Journal of Family Issues*, 42(7), 1443-1465.. /Applied or Integration/Application Scholarship, None
6. Lee, K.-H., Hyun, S., Park, H., Kim, K. (2020). The antecedents and consequences of psychological safety in airline firms: Focusing on high-quality interpersonal relationships. *International Journal of Environmental Research and Public Health*, 17(7), 2187. /Applied or Integration/Application Scholarship, Goal 3 - Good Health and Well Being, Goal 8 - Decent Work and Economic Growth

### **Conference Proceedings in Scholarly Meetings**

1. Lee, K.-H., Yen, C.-L. (2021). *Hotel Employees' Implicit Peace Bias : The Peace Implicit Association Test (PIAT)* (0 ed., vol. 90, pp. 216). Seoul, TOSOK: 90th TOSOK International Conference. /Applied or Integration/Application Scholarship

### **Books and Monographs**

1. Lee, K.H., Kang, S., Lee, B. (2020). *The Dualistic Model of Passion for Online Travel Community Activities: The Role of Real-Me and Emotional Loneliness* (pp. 15-26). Switzerland/Springer: Springer, Cham. /Applied or Integration/Application Scholarship

### **Presentations at Conferences**

1. Lee, K.-H. (Author), Yen, A. (Author), 2024 Annual International CHRIE Summer Conference, "Implicitly measuring attitudes toward service robots in hospitality: Two implicit association test (IAT) forms," Montreal, Canada. (July 26, 2024). Applied or Integration/Application Scholarship

2. Lee, K.-H. (Author), Yen, A. (Author), 66th Annual Midwest Academy of Management Conference, "A Moderation and Mediation Model of Heutagogy-Based Online Learning: Characteristic Variables, Behavioral Engagement, and Learning Performance," University of Illinois, Chicago, Chicago, IL. (October 13, 2023). Applied or Integration/Application Scholarship
3. Yen, A. (Author), Lee, K.-H. (Author), Seo, S. (Author), EuroCHRIE 2023 Annual Conference, "Assessing the trade-off decisions when considering competing hospitality job offers: Does "fit" still matter?," FHWien der WKW, Vienna, Austria. (October 5, 2023). Applied or Integration/Application Scholarship
4. Lee, K.-H. (Author), Yen, A. (Author), Kim, D.-Y. (Author), EuroCHRIE 2023 Annual Conference, "Students' behavioural engagement as a moderator between characteristic variables and student performance in hospitality online courses: Using data from LMS reports," FHWien der WKW, Vienna, Austria. (October 4, 2023). Teaching and Learning Scholarship
5. Lee, K. H., Yen, A., 2022 Central CHRIE Conference, "Hospitality Employees' Implicit and Explicit Peace Attitudes," Central CHRIE, West Lafayette, IN. (September 30, 2022). Applied or Integration/Application Scholarship
6. Lee, K.-H. (Presenter), Hji-Avgoustis, S., Yen, A., 2022 Central CHRIE Conference, "Hospitality Learning as Immersive Experiences in Project Based Courses," Central CHRIE, West Lafayette, IN. (September 30, 2022). Teaching and Learning Scholarship
7. Yen, A. (Author), Lee, K.-H. (Author), 2022 Annual International CHRIE Summer Conference, "Money of fit? The tradeoff of intrinsic and extrinsic stimuli in hospitality managers' job choice decision.," Washington, D.C. (August 5, 2022). Applied or Integration/Application Scholarship
8. Lee, K.-H. (Author), Yen, A. (Author), 2022 Annual International CHRIE Summer Conference, "Food Sales in Student-Run Restaurants (SRRs): What Do We Really Know about Patrons' Food Spending?," Washington, D.C. (August 4, 2022). Teaching and Learning Scholarship
9. Lee, K.-H. (Author), Hji-Avgoustis, S. (Author), Yen, C.-L. A. (Author), The 92nd TOSOK Busan International Tourism Conference, "Experiential Learning about the Food Security Program," The Tourism Sciences Society of Korea, Busan, Korea. (July 15, 2022). Teaching and Learning Scholarship
10. Lee, J. (Author), Yang, J. (Author), Lee, K.-H., Lee, B., The 92nd TOSOK Busan International Tourism Conference, "Development of Measurement Scale of Online Convention Service Quality," Busan, S. Korea. (July 14, 2022). Applied or Integration/Application Scholarship

11. Lee, K.-H. (Presenter), Yen, C.-L. A. (Author), the 90th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference, "Hotel Employees' Implicit Peace Bias: The Peace Implicit Association Tests (IATs)," Tourism Sciences Society of Korea (TOSOK), Seoul, Korea. (July 8, 2021). Applied or Integration/Application Scholarship
12. Lee, K.-H. (Presenter), Yen, C.-L. A. (Author), Choi, C. (Author), 2020 Global Marketing Conference at Seoul (Virtual Conference), "Service Robots in Hospitality Firms? Application of The Robot Implicit Association Test (RIAT)," Global Alliance of Marketing & Management Associations, Online. (November 7, 2020). Applied or Integration/Application Scholarship
13. Lee, K.-H. (Presenter), Yen, C.-L. (Presenter), Hji-Avgoustis, S. (Presenter), 2020 Management & Organizational Behavior Teaching Society Conference, "Service-Learning Courses: Facilitating Experiential Learning," Virtual. (June 30, 2020). Applied or Integration/Application Scholarship
14. Deborah, O. (Author), Lee, K.-H. (Author), Chung, S. (Author), The 2020 BSU Student Symposium, "Cyber-victimization Recovery Practices Influencing Online Customer Loyalty: The Mediating Role of Ambient Stimuli," Ball State University, BSU Canvas Community. (May 2020). Teaching and Learning Scholarship
15. Lee, K. H., Kang, S. (Presenter), Lee, B. (Author), ENTER2020 International eTourism Conference, "The Dualistic Model of Passion for Online Travel Community Activities: The Role of Real-Me and Emotional Loneliness," University of Surrey, University of Surrey, UK. (January 8, 2020). Applied or Integration/Application Scholarship
16. Smith, R. M. (Coordinator/Organizer), Juergens, S. (Presenter), Syed, I. (Presenter), Yen, A. (Presenter), O'Connell, D. (Presenter), Soltwisch, B. (Presenter), Flores, C. C. (Presenter), Beck, C. (Presenter), Luethke, T. (Presenter), Aikens, S. (Presenter), Lee, K. H. (Presenter), Midwest Academy of Management Annual Meeting, "Experiential Exercise Exchange: The Triple E For Teaching Impact!," Midwest Academy of Management, Omaha, NE. (October 2019). Teaching and Learning Scholarship
17. Lee, K. H., 2019 Midwest Academy of Management Annual Meeting, "The Application of Augmented Reality (AR)," Midwest Academy of Management, Omaha, NE. (October 12, 2019). Teaching and Learning Scholarship

## **Grants**

1. Proposal Number:  
Title: SPA Aspire Travel Support  
Agency: Sponsored Projects Administration

Amount: \$ 638.00  
Date submitted: September, 2023  
Status: Funded  
Starting and ending date: October 2023  
Principal investigator:  
Co-principal investigator(s):  
Competitive vs. non-competitive:  
Responded to:

*External*

2. Proposal Number: 19-0902  
Title: Applying the Implicit Association Test (IAT) to understand Hotel Employees' Implicit Peace Bias  
Agency: American Hotel & Lodging Educational Foundation  
Amount:  
Date submitted: June, 2019  
Status: Active  
Starting and ending date: August 1, 2019 - July 31, 2020  
Principal investigator: Lee, Kwang Ho  
Co-principal investigator(s): Yen, Alan  
Competitive vs. non-competitive: Competitive  
Responded to: Open Application
  
3. Proposal Number: 19-0342  
Title: Hotel Employees' Implicit Peace Bias: The Race and Peaceful Implicit Association Test (IAT)  
Agency: Ball State University Foundation  
Amount:  
Date submitted: December, 2018  
Status: Not funded  
Starting and ending date: July 1, 2019 - June 30, 2020  
Principal investigator: Lee, Kwang Ho  
Co-principal investigator(s): Alan  
Competitive vs. non-competitive: Competitive  
Responded to: Request for proposal
  
4. Proposal Number: 18-0125  
Title: Uniting Industry and Education to Create a STEM and Middle-Skill Employment Ecosystem  
Agency: Indiana University  
Amount:  
Date submitted: December, 2017  
Status: Not funded  
Starting and ending date: July 1, 2018 - June 30, 2020

Principal investigator: Yen, Alan  
Co-principal investigator(s): Lee, Kwang Ho, Webster, Craig, Hji-Avgoustis, Sotiris,  
Friesen, Carol A.  
Competitive vs. non-competitive: Competitive  
Responded to: Open Application

5. Proposal Number: 19-0713  
Title: Leisure-Time Physical Activities and Psychological Well-Being among the  
Elderly: The Role of Self-Determination  
Agency: Kyonggi University  
Amount: \$ 2,000.00  
Date submitted: April, 2019  
Status: Active  
Starting and ending date: May 15, 2019 - November 30, 2019  
Principal investigator: Lee, Kwang Ho  
Co-principal investigator(s):  
Competitive vs. non-competitive: Competitive  
Responded to: Request for proposal

*Internal*

6. Proposal Number:  
Title: Building Managerial Skills to Stop Hunger  
Agency: Miller College of Business (MCOB)  
Amount: \$ 2,000.00  
Date submitted: December, 2023  
Status: Funded  
Starting and ending date: March 2024 - Present  
Principal investigator: Lee, Kwang-Ho, Mann, Christiana, Hji-Avgoustis, Sotiris  
Co-principal investigator(s):  
Competitive vs. non-competitive: Competitive  
Responded to: Request for proposal
  
7. Proposal Number:  
Title: Transforming Immersive Culinary Experiences through Innovative Digital  
Kitchen Displays within the Hospitality Curriculum  
Agency: Miller College of Business (MCOB)  
Amount: \$ 5,825.00  
Date submitted: October, 2023  
Status: Funded  
Starting and ending date: January 2024 - Present  
Principal investigator: Lee, Kwang-Ho  
Co-principal investigator(s): Hji-Avgoustis, Sotiris, Yen, Alan  
Competitive vs. non-competitive: Competitive  
Responded to: Request for proposal

8. Proposal Number: 24-0340  
 Title: EuroCHRIE 2023 Conference  
 Agency: ASPIRE Grant Program: International Travel Program  
 Amount: \$ 638.00  
 Date submitted: September, 2023  
 Status: Active  
 Starting and ending date: October 2, 2023 - January 2, 2024  
 Principal investigator:  
 Co-principal investigator(s):  
 Competitive vs. non-competitive:  
 Responded to:
  
9. Proposal Number:  
 Title: Experiential Learning about the Food Security Program  
 Agency: The Offices of the Vice Provost of Academic Affairs  
 Amount: \$ 2,000.00  
 Date submitted: May, 2022  
 Status: Funded  
 Starting and ending date: June 2022 - Present  
 Principal investigator:  
 Co-principal investigator(s):  
 Competitive vs. non-competitive: Competitive  
 Responded to: Open Application

### **Conferences and Meetings Attended**

1. 2024 Annual International CHRIE Summer Conference, International CHRIE. (July 2024 - July 2024). / Applied or Integration/Application Scholarship
2. 2024 BSU Student Symposium, BSU Sponsored Projects Administration (SPA). (April 2024 - April 2024). / Teaching and Learning Scholarship
3. EuroCHRIE 2023 Conference. (October 2023 - October 2023). / Basic or Discovery Scholarship
4. The 2023 Student Success Summit. (September 2023 - September 2023).
5. The 2022 Student Success Summit. (September 2023 - September 2023).
6. The APTA 2023 Annual Conference. (July 2023 - July 2023).
7. 2022 Central CHRIE Conference, The Central Council on Hotel, Restaurant, and Institutional Education (ICHRIE). (September 2022 - September 2022).

8. 2022 Annual International CHRIE Summer Conference, The International Council on Hotel, Restaurant, and Institutional Education (ICHRIE). (August 2022 - August 2022).
9. The 92nd TOSOK Busan International Tourism Conference, The Tourism Sciences Society of Korea. (July 2022 - July 2022).
10. 2022 Summer Event and Convention Conference, Academic Society of Event and Convention/Korean MICE Tourism Society. (June 2022 - June 2022).
11. The 90th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference, Tourism Sciences Society of Korea (TOSOK). (July 2021 - July 2021). / Applied or Integration/Application Scholarship
12. APTA (Asia Pacific Tourism Association) 2021 Online Conference, APTA (Asia Pacific Tourism Association). (June 2021 - July 2021). / Applied or Integration/Application Scholarship
13. 2020 Global Marketing Conference, Global Alliance of Marketing & Management Associations. (November 2020 - November 2020).
14. 2020 Management & Organizational Behavior Teaching Society Conference, Purdue University Fort Wayne. (June 2020 - July 2020).
15. 2019 IAA Midwest Multifamily Conference, Indiana Apartment Association (IAA). (October 2019 - October 2019).

### **Business and Other Professional Experience**

1. Professional, KOREAN ASSOCIATION of AD & PR, Ad-Hoc Reviewer. (August 2024 - Present).
2. Professional, Ad-Hoc Reviewer. (August 2023 - Present).
3. Professional, Taylor and Francis Ltd., Ad-Hoc Reviewer. (July 2023 - Present).
4. Professional, Emerald Group Publishing Ltd, Ad-Hoc Reviewer. (June 2023 - Present).
5. Professional, Emerald Group Publishing Ltd, Reviewer/referee. (April 2023 - Present).
6. Professional, Elsevier Ltd, Ad-Hoc Reviewer. (February 2023 - Present).
7. Professional, Elsevier Ltd, Ad-Hoc Reviewer. (November 2022 - Present).

8. Professional, Nature Publishing Group, Ad-Hoc Reviewer. (October 2022 - Present).
9. Professional, Emerald Group Publishing Ltd., Ad-Hoc Reviewer. (April 2022 - Present).
10. Professional, The International Journal of Hospitality & Tourism Administration, Ad-Hoc Reviewer. (March 2022 - Present).
11. Professional, International Journal of Hospitality & Tourism Administration, Editorial Board Member. (August 2021 - Present).
12. Professional, The International Journal of Hospitality & Tourism Administration, Editorial Board Member. (August 2021 - Present).
13. Professional, Tourism Management Perspectives, Ad-Hoc Reviewer. (September 2019 - Present).
14. Professional, Communication Studies, Ad-Hoc Reviewer. (August 2019 - Present).
15. Professional, American Journal of Business, Ad-Hoc Reviewer. (August 2019 - Present).
16. Professional, Journal of Hospitality & Tourism Research, Ad-Hoc Reviewer. (December 2018 - Present).
17. Professional, Service Business, Ad-Hoc Reviewer. (December 2017 - Present).
18. Professional, International Journal of Hospitality Management, Ad-Hoc Reviewer. (September 2017 - Present).
19. Professional, Event and Convention Research, Editorial Board Member. (June 2015 - Present).
20. Professional, Asia Pacific Tourism Association (APTA), Editorial Board Member. (April 2014 - Present).
21. Professional, Ad-Hoc Reviewer. (September 2023 - October 2023).
22. Professional, Ad-Hoc Reviewer. (June 2023 - July 2023).
23. Professional, Ad-Hoc Reviewer. (November 2022 - April 2023).
24. Professional, Ad-Hoc Reviewer. (March 2023).
25. Professional, Asia Pacific Tourism Association (APTA), Ad-Hoc Reviewer. (March

- 2023).
26. Professional, Ad-Hoc Reviewer. (January 2023 - February 2023).
  27. Professional, International Journal of Environmental Research and Public Health, Ad-Hoc Reviewer. (July 2022 - August 2022).
  28. Professional, Frontiers Psychology, Ad-Hoc Reviewer. (July 2022 - August 2022).
  29. Professional, the Midwest Academy of Management, Ad-Hoc Reviewer. (June 2022 - July 2022).
  30. Professional, Service Business, Ad-Hoc Reviewer. (May 2022 - June 2022).
  31. Professional, Asia Pacific Tourism Association (APTA), Moderator. (June 2022).
  32. Professional, Taylor and Francis Ltd., Ad-Hoc Reviewer. (April 2022).
  33. Professional, Asia Pacific Tourism Association (APTA), Ad-Hoc Reviewer. (February 2022 - March 2022).
  34. Professional, Emerald Group Publishing Ltd., Ad-Hoc Reviewer. (June 2021 - November 2021).
  35. Professional, Korean Hospitality and Tourism Academe, Editorial Board Member. (September 2019 - August 2021).
  36. Professional, The 2021 Midwest Academy of Management conference, Ad-Hoc Reviewer. (July 2021 - August 2021).
  37. Professional, The Tourism Science Society of Korea, Scientific Committee. (June 2021 - July 2021).
  38. Professional, Wiley-Blackwell, Ad-Hoc Reviewer. (April 2021 - June 2021).
  39. Professional, Taylor and Francis Ltd., Ad-Hoc Reviewer. (October 2020 - May 2021).
  40. Professional, Asia Pacific Tourism Association (APTA), Ad-Hoc Reviewer. (March 2021 - April 2021).
  41. Professional, Frontiers Media SA, Ad-Hoc Reviewer. (February 2021 - March 2021).
  42. Professional, Emerald Group Publishing Ltd., Ad-Hoc Reviewer. (March 2020 - May 2020).
  43. Professional, Asian Social Science, Editorial Board Member. (December 2015 - May

2020).

44. Professional, Asian Social Science, Reviewer/referee. (December 2015 - May 2020).

45. Professional, Routledge, Ad-Hoc Reviewer. (March 2019 - November 2019).

### **Professional Development and Participation**

1. Attended Seminar/Training, Teaching. (August 2023 - December 2023) / Teaching and Learning Scholarship
2. Attended Seminar/Training, Teaching. (July 2023 - December 2023) / Teaching and Learning Scholarship
3. Certification/Licensure, Teaching. (October 2022 - March 2023) / Teaching and Learning Scholarship
4. Fellowship, Scholarship, The Diversity Associates Program partners faculty members with faculty mentors to develop and implement projects that focus on diversity related topics. (August 2021 - May 2022) / Applied or Integration/Application Scholarship

### **SERVICE ACTIVITIES**

#### **Student Mentoring/Supervision**

1. Swetha Chandrasekar, Master's Thesis Committee Member, Department of Construction Management & Interior Design, "The Impact of Furniture Color on Consumer Purchasing Decisions," In-Process.
2. Morgan Patrick, Abby Dobson, Faith Pomeroy, Tyler Fouts, Advisor of student organization, Applied Business Studies / Strategic Communication, "Recap and Revitalization of the Hospitality Food Management (HFM) Organization," In-Process.
3. Shaw Cory, Advisor of student project, Entrepreneurship, 100 credit hours, "Exploring customer perceptions of the headwear worn by campus dining staff using a mixed-method research approach," Completed. (April 17, 2024).
4. Ally Butler, Letter of Recommendation, Applied Business Studies, 5 credit hours, "National Fallen Firefighters Scholarship (NFFS)," Completed. (October 29, 2021).
5. Ally Butler, Letter of Recommendation, Applied Business Studies, 5 credit hours, "W.H. McClennan Scholarship," Completed. (October 29, 2021).

#### **University, College, Departmental Committees**

1. Department/program, Hospitality Food Management Association (HFMA), Faculty Mentor. (September 2023 - Present).
2. Department/program, Applied Business Studies, Committee Chair. (August 2023 - Present).
3. Department/program, Miller College of Business, Committee Member. (August 2023 - Present).
4. University, Faculty Council, Committee Chair. (August 2023 - Present).
5. University, Committee Member. (August 2021 - Present).
6. Department/program, Department of Applied Business Studies, Committee Member. (August 2020 - Present).
7. University, Graduate School initiative for inclusive excellence. (August 2017 - Present).
8. University, Ex officio. (September 2023 - July 2024).
9. University, Ex officio. (September 2023 - July 2024).
10. Department/program, Applied Business Studies, Committee Member. (August 2023 - July 2024).
11. University, Sponsored Projects Administration (SPA), Event Judge. (April 2024).
12. University, Sponsored Projects Administration, Faculty Mentor. (August 2023 - December 2023).
13. College, Miller College of Business, Session Moderator. (October 2023).
14. College, Miller College of Business, Committee Member. (August 2022 - January 2023).
15. Department/program, Applied Business Studies, ABS Peer Group Member for Teaching Evaluation. (August 2021 - January 2023).
16. College, Miller College of Business, Session Moderator. (October 2022).
17. College, Miller College of Business, Secretary. (August 2021 - May 2022).
18. Department/program, Applied Business Studies, Area Coordinator. (August 2021 - May 2022).

19. Department/program, Department of Applied Business Studies, Committee Chair. (August 2021 - May 2022).
20. University, Ball State University, Secretary. (August 2021 - May 2022).
21. University, Ball State University, Committee Member. (January 2021 - May 2022).
22. University, Sponsored Projects Administration (SPA), Event Judge. (April 2022).
23. College, Miller College of Business, Committee Member. (August 2021 - January 2022).
24. College, Miller College of Business, Committee Member. (May 2021 - December 2021).
25. College, Miller College of Business, Committee Member. (August 2020 - May 2021).
26. Department/program, Department of Applied Business Studies, Committee Chair. (August 2020 - May 2021).
27. College, Miller College of Business, Committee Member. (July 2020 - May 2021).
28. University, Sponsored Projects Administration, Event Judge. (April 2021).
29. University, Committee Member. (January 2020 - May 2020).
30. University, Committee Member. (January 2020 - May 2020).
31. University, Committee Member. (January 2020 - May 2020).
32. College, Miller College of Business, Committee Member. (August 2018 - May 2020).
33. Department/program, Department of Management- HFM, Academic Program Advisor/Coordinator. (August 2018 - May 2020).
34. Department/program, Department of Management, Committee Member. (August 2017 - May 2020).

### **International Experience**

1. Professional, Ad-Hoc Reviewer. (August 2023 - Present).
2. Professional, Taylor and Francis Ltd., Ad-Hoc Reviewer. (July 2023 - Present).
3. Professional, Emerald Group Publishing Ltd, Ad-Hoc Reviewer. (June 2023 - Present).

4. Professional, Emerald Group Publishing Ltd, Reviewer/referee. (April 2023 - Present).
5. Professional, Elsevier Ltd, Ad-Hoc Reviewer. (February 2023 - Present).
6. Professional, Elsevier Ltd, Ad-Hoc Reviewer. (November 2022 - Present).
7. Professional, Nature Publishing Group, Ad-Hoc Reviewer. (October 2022 - Present).
8. Professional, Emerald Group Publishing Ltd., Ad-Hoc Reviewer. (April 2022 - Present).
9. Professional, The International Journal of Hospitality & Tourism Administration, Ad-Hoc Reviewer. (March 2022 - Present).
10. Professional, International Journal of Hospitality & Tourism Administration, Editorial Board Member. (August 2021 - Present).
11. Professional, The International Journal of Hospitality & Tourism Administration, Editorial Board Member. (August 2021 - Present).
12. Professional, Tourism Management Perspectives, Ad-Hoc Reviewer. (September 2019 - Present).
13. Professional, Communication Studies, Ad-Hoc Reviewer. (August 2019 - Present).
14. Professional, American Journal of Business, Ad-Hoc Reviewer. (August 2019 - Present).
15. Professional, Journal of Hospitality & Tourism Research, Ad-Hoc Reviewer. (December 2018 - Present).
16. Professional, Service Business, Ad-Hoc Reviewer. (December 2017 - Present).
17. Professional, International Journal of Hospitality Management, Ad-Hoc Reviewer. (September 2017 - Present).
18. Professional, Asia Pacific Tourism Association (APTA), Editorial Board Member. (April 2014 - Present).
19. Professional, International Journal of Environmental Research and Public Health, Ad-Hoc Reviewer. (July 2022 - August 2022).
20. Professional, Frontiers Psychology, Ad-Hoc Reviewer. (July 2022 - August 2022).

21. Professional, Service Business, Ad-Hoc Reviewer. (May 2022 - June 2022).
22. Professional, Asia Pacific Tourism Association (APTA), Moderator. (June 2022).
23. Professional, Taylor and Francis Ltd., Ad-Hoc Reviewer. (April 2022).
24. Professional, Asia Pacific Tourism Association (APTA), Ad-Hoc Reviewer. (February 2022 - March 2022).
25. Professional, Emerald Group Publishing Ltd., Ad-Hoc Reviewer. (June 2021 - November 2021).
26. Professional, The Tourism Science Society of Korea, Scientific Committee. (June 2021 - July 2021).
27. Professional, Wiley-Blackwell, Ad-Hoc Reviewer. (April 2021 - June 2021).
28. Professional, Taylor and Francis Ltd., Ad-Hoc Reviewer. (October 2020 - May 2021).
29. Professional, Asia Pacific Tourism Association (APTA), Ad-Hoc Reviewer. (March 2021 - April 2021).
30. Professional, Frontiers Media SA, Ad-Hoc Reviewer. (February 2021 - March 2021).
31. Professional, Emerald Group Publishing Ltd., Ad-Hoc Reviewer. (March 2020 - May 2020).
32. Professional, Asian Social Science, Editorial Board Member. (December 2015 - May 2020).
33. Professional, Asian Social Science, Reviewer/referee. (December 2015 - May 2020).
34. Professional, Routledge, Ad-Hoc Reviewer. (March 2019 - November 2019).

### **Consulting**

1. For Profit Organization, Connect Worldwide, Scottsdale, AZ. (March 2024 - Present).  
/ Teaching and Learning Scholarship

### **Honors, Awards, and Recognitions**

1. The 2024 ABS outstanding Faculty Excellence in Service Award, Applied Business Studies (August 2024)
2. The Fall 2023 high-impact practices mini-course, Faculty Affairs and Professional Development (October 2023)

3. The 2023 ABS outstanding Faculty Excellence in Teaching Award, Applied Business Studies (March 30, 2023)
4. Best Conference Poster Award, Central CHRIE Conference (September 30, 2022)
5. The Immersive Learning Summer Scholarship Incentive Grant, Office of Immersive Learning (May 17, 2022)

### **Work History**

1. Associate Professor. (August 1, 2020 - Present).
2. Assistant Professor. (August 21, 2015 - July 30, 2020).

### **Summary of Intellectual Contributions – AACSB Report**

<b><u>Contribution Type</u></b>	<b><u>BDS</u></b>	<b><u>AIS</u></b>	<b><u>TLS</u></b>	<b><u>Total</u></b>
<i>Refereed Journal Articles (PRJ)</i>	<b>0</b>	<b>6</b>	<b>0</b>	<b>6</b>
<i>Books/Monographs (Mono)</i>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>
<i>Conference Proceedings in Scholarly Meetings (Proc)</i>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>
<i>Presentations at Conferences</i>	<b>0</b>	<b>10</b>	<b>7</b>	<b>17</b>
<i>Professional Presentations (Pres)</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>Grants</i>	<b>1</b>	<b>3</b>	<b>2</b>	<b>6</b>
<i>Textbooks</i>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>
<i>Conferences and Meetings attended</i>	<b>1</b>	<b>3</b>	<b>1</b>	<b>5</b>
<i>Professional Development and Participation</i>	<b>0</b>	<b>1</b>	<b>3</b>	<b>4</b>
<i>Consulting</i>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>