

Curriculum Vitae (Condensed)

Haemoon Oh, Ph.D.

Educational Foundation Distinguished Professor
College of Hospitality, Retail, and Sport Management
University of South Carolina
1705 College Street Room 633, Columbia, SC 29208, U.S.A.
http://www.sc.edu/study/colleges_schools/hrsm/index.php

EDUCATION & PROFESSIONAL TRAINING

Ph.D. in Man and Environment Relations (with a concentration in marketing), School of Hospitality and Recreation Management, The Pennsylvania State University. 05/1997.

M.S. in Hospitality Administration, College of Hospitality Administration, University of Nevada, Las Vegas. 12/1992.

B.A. in Tourism Sciences, Department of Tourism, College of Social Sciences, Hanyang University, Seoul, Korea. 02/1989.

OTHER PROFESSIONAL TRAINING AND CERTIFICATION:

Management and Leadership in Education (MLE), a leadership training program. Harvard University Graduate School of Education. Summer 2018.

L.E.A.D Training Certificate. Comprehensive leadership training in various regulatory, organizational, and managerial issues. University of South Carolina. Summer 2017.

Certified Hospitality Educator (CHE). The International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE). 2003-2008.

POSITIONS HELD

ACADEMIC POSITIONS

Educational Foundation Distinguished Professor (08/2020 – Present). College of Hospitality, Retail, and Sport Management, University of South Carolina.

Dean and Educational Foundation Distinguished Professor (08/2015 – 07/2020). College of Hospitality, Retail, and Sport Management, University of South Carolina.

Fulbright Specialist (02/2019 – 02/2024). U.S. Department of State's Bureau of Educational and Cultural Affairs and World Learning.

Co-Founder of The International Conference on Tourism and Retail Management (Since 2017). Launched in Macao in 2018 and hosted annually in rotation of the locations among the partner schools in China, Malaysia, and University of South Carolina.

External Program Review Consultant (2018). Rosen College of Hospitality Management, The University of Central Florida.

Department Head and Professor (01/2009 – 07/2015). Department of Hospitality and Tourism Management (HTM), Isenberg School of Management, University of Massachusetts Amherst.

Director of Graduate Education and Associate Professor (08/2002 – 05/2009, tenured early). Hotel, Restaurant, and Institution Management, Iowa State University.

Visiting Lecturer (Fall/2005). Hanyang University International Graduate School of Tourism, Seoul, Korea.

Assistant Professor (08/1997 – 05/2002, tenure track). Hotel, Restaurant, and Institution Management, Iowa State University.

Visiting Professor (Summer/1999). Schiller International University, Engelberg, Switzerland.

Instructor and Teaching Assistant (01/1993 – 05/1997). School of Hotel, Restaurant, and Recreation Management, The Pennsylvania State University.

McNair Scholar Advisor (1995). *The American Tourism and Crime Project*, The Pennsylvania State University. Mentored an undergraduate first-generation minority student toward his completion of the degree and special project.

Research Assistant (01/1993 – 05/1995). Leisure Studies, The Pennsylvania State University.

Graduate Assistant (08/1991 – 05/1992). Department Chair, College of Hospitality, University of Nevada, Las Vegas.

NON-ACADEMIC POSITIONS

Consulting Advisor (2023 - Present). The Ministry of Culture, Sport, and Tourism, Korea and Korean Tourism Association (www.ekta.kr).

Consulting Partner (2020 – 2022). Summit Logistics, Inc. New York. Part time.

Board of Directors for

- **Cleveland Diabetes Care, Inc.**, a company venturing in innovative diabetes medications. Based in Boca Raton, FL. (2017 – Present).
- **KRS Global Biotechnology, Inc.**, a biotechnology pharmaceutical manufacturing firm. Based in Boca Raton, FL. (2019 – Present).

National Advisory Board (ad hoc member, 2014 – 2016). DECA, the largest high school student association.

Board of Directors (2010 – 2014). Massachusetts Council on Compulsive Gambling.

Board of Directors (2008 – 2015). Korean Academic Society of Hospitality Administration.

Faculty Intern (Summer/2008). Marriott International, Inc., Bethesda, Washington D.C.

Partner (2004 – 2008). Y-Pulse Consulting, a Chicago-based advertising company consulting for foodservice companies and school foodservice directors at various institutions and organizations.

Management Intern (08/1991 – 05/1992). The Las Vegas Hilton, Las Vegas, Nevada.

Tour Conductor (1990 – 1992, part time). Las Vegas and Grand Canyon areas.

Systems Technology Manager (11/1989 – 03/1990). The Systems Technology Management (STM) Division, The Lucky Goldstar (LG) International, Co., Seoul, Korea.

Team Leader of VIP Services (Summer 1988). 1988 Seoul Summer Olympic Games, The Nam-San Tower Hotel, Seoul, Korea.

Part-time positions at restaurants and hotels and tutoring in English (1986 – 1989). Post-military service college year part-time positions.

Army Trainer Sergeant (02/1984 – 07/1986). The Army Training Center, The Korean Army military service.

HONORS, AWARDS, & RECOGNITIONS

Stanford University's world's top 2% of leading scientists across 22 scientific fields with 176 subfields.

Best Paper – Immersive Technology Categories, AIRSI 2024 Generative AI Challenges conference, Zaragoza, Spain. June 2024.

Best Paper, The Annual I-CHRIE Research Reports Competition Award, I-CHRIE. New Orleans, LA. 2019

Best Paper Award, The International Conference on Tourism and Retail Management (TRMC): Advances in Tourism and Retail Services. Macao. 2018

The W. Bradford Wiley Memorial Best Research Paper of the Year Award, I-CHRIE. With So, K. and Min, S. 2018

Highly Commended Article of the Year in the 2018 Emerald Literati Awards

Top 10 Researcher in the discipline based on four criteria: (1) quality of research output, (2) quantity of research output, (3) consistency of quality research output, and (4) longevity of quality research. **Ranked #1** in the discipline based on the (1) number of citations per published article and (2) number of citations per publication per year. In Dev, C. S., Parsa, H. G., Parsa, R. A., & Bujisic, M. (2015), *Journal of Teaching in Travel & Tourism*, 15(2), 93-124.

Best Paper Award. 2015 World Education Congress, San Francisco, CA. Sponsored by Meeting Professionals International and Journal of Convention & Event Tourism. 2015

Finalist for the Michael D. Olsen Research Achievement Award. University of Delaware. 2014

John Wiley & Sons Lifetime Research Achievement Award. International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE), St. Louis, MO. 2013

Finalist for John Wiley & Sons Lifetime Research Achievement Award. International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE). 2012

Exceptional merit award, based on evidence of international renown and accomplishments as Department Head. University of Massachusetts Amherst. 2011

Best Paper, 2010 Global Marketing Conference at Tokyo, Japan. September 2010. With Jeong, M. and Baloglu, S. 2010

The TOSOK Excellent Research Paper Award, The 68th TOSOK Academic Conference, Busan Korea. With Park, M. and Park, J. July 2010.

Alumni Award – Emerging Graduate Professional, School of Hospitality Management, The Pennsylvania State University. 2008

The W. Bradford Wiley Memorial Best Research Paper of the Year Award, I-CHRIE. With Fiore, A. M. and Jeong, M. 2008

Best Paper, The Annual International Convention & Expo Summit, University of Nevada, Las Vegas. 2008

Finalist for The Charles R. Goeldner Article of Excellence Award, *Journal of Travel Research*. 2008

Nominee for **Research Excellence,** College of Family and Consumer Sciences, Iowa State University. 2005

Finalist for W. Bradford Wiley Memorial Research Award, The Council on Hotel, Restaurant, and Institutional Education (CHRIE). 2005

Best Article of the Year, *International Journal of Hospitality Management*. The first recipient of the award given to an original, superior example of research. With Jeong, M. and Gregoire, M. 2004

Best Paper, Travel and Tourism Research Association (TTRA), sponsored by National Tourism Organization. With Fiore, A. M. and Jeong, M. 2004

Best Paper in Hospitality Education, The Council on Hotel, Restaurant, and Institutional Education (CHRIE), Palm Spring, California. With Jeong, M. and Horton, B. 2003

Alumni of the Year Award, Department of Tourism Sciences' 20th Anniversary Convention, Hanyang University, Seoul Korea. 2001

Finalist for the W. Bradford Wiley Memorial Best Paper of the Year Research Award, The Council on Hotel, Restaurant, and Institutional Education (CHRIE), Toronto, CA. 2001

Best Paper, The 1999 CenStates Travel and Tourism Research Association (TTRA) Research Award. With Jiang, P. and Gregoire, M. 1999

Best Paper in Marketing, The Council on Hotel, Restaurant, and Institutional Education (CHRIE), Miami Florida. 1998

Van Nostrand Reinhold (VNR) Research Award, The Council on Hotel, Restaurant, and Institutional Education (CHRIE). With M. Jeong. 1997

Summa Cum Laude, College of Social Sciences, Hanyang University, Seoul, Korea. 02/1990

Hanyang Merit Scholarship, four-year scholarship based on academic achievements, Hanyang University, Seoul Korea. 1980-1989 (excluding the period of military service from 1984 to 1986)

Best Sergeant Instructor, The 8th Infantry Division, Korean Army. 1986

Summa Cum Laude, The Institute of Sergeant Education, The 8th Infantry Division, Korean Army. 1985

REFEREED PUBLICATIONS

Jeong, M., Shin, H., Lee, S., Lee, M., & **Oh, H.** (under review). Is technology a friend or foe to hospitality employees? Employees' perceived fear about their job insecurity. *Journal of Hospitality and Tourism Research*.

Oh, H., Lee, M., & Hoang, P. (under review). Self-concept and pro-environmental behavior. *Journal of Environmental Psychology*.

Lee, S., & **Oh, H.** (in press). Conditional service choice between a service staff and a service robot. *International Journal of Hospitality Management*. <https://authors.elsevier.com/c/1jxMZ-Jjxx9zG>

Kim, K., & **Oh, H.** (2024). When excessive service turns bad: Service alignment for transaction-specific needs. *Journal of Consumer Behavior*, 1-17. <https://doi.org/10.1002/cb.2403>

Yu, H., **Oh, H.**, & Wang, K. C. (2024). Virtual reality and perceptions of destination presence. *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/IJCHM-05-2023-0744>

Lee, S., & **Oh, H.** (2024). Enhancing digital service communication strategies. *Journal of Hospitality and Tourism Technology*, 15(1), 156-169.

Oh, H., Jeong, M., & Shin, H. (2023). Engaging and satisfying employees: Nonlinear and interaction effects on turnover likelihood. *International Journal of Contemporary Hospitality Management*, 35(7), 2410-2436.

Lee, S. H., Tao, W., Douglas, A., & **Oh, H.** (2022). All that glitters is not green: Impact of biophilic designs on customer experiential values. *Journal of Hospitality & Tourism Research*, 47(4), 789-803.

Oh, H., Lee, M., & Lee, S. (2021). Global or local brand? A hotel selection study in global travel context. *Journal of Product & Brand Management*, 30(1), 104-117.

Lee, M., Lee, S., Jeong, M., & **Oh, H.** (2020). Quality of Virtual Reality and Its Impacts on Behavioral Intention. *International Journal of Hospitality Management*, 90 (September), 1-9.

So, K., Kim, H., & **Oh, H.** (2021). What makes Airbnb experience enjoyable? The effects of environmental stimuli on perceived enjoyment and repurchase intention. *Journal of Travel Research*, 60(5), 1018-1038.

Lee, S., & **Oh, H.** (2020). Anthropomorphism and its implications for advertising hotel brands. *Journal of Business Research*, 129, 455-464.

So, K., **Oh, H.**, & Min, S. (2018). Motivations and constraints of Airbnb consumers: Findings from a mixed methods approach. *Tourism Management*, 67, 224-236.

Lee, S.J., 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.

Assaf, A., Tsionas, M., & **Oh, H.** (2018). The time has come: Toward Bayesian SEM estimation in tourism research. *Tourism Management*, 64(C), 98-109.

Lee, S., & **Oh, H.** (2017). Sharing travel stories and behavioral outcomes: A case of travel. *Tourism Management*, 62, 147-158.

Jeong, M., & **Oh, H.** (2017). Business-to-business social exchange relationship beyond trust and commitment. *International Journal of Hospitality Management*, 65(65), 115-124.

Shin, J., Jeong, M., & **Oh, H.**, Tierney, E. (2017). Exploring determinants of meeting planners' commitment to the business relationship with destination management companies. *Journal of Convention & Event Tourism*, 18(2), 135-158.

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.

Oh, H., & Kim, K. (2017). Customer satisfaction, service quality, and customer value: Years 2000-2015. *International Journal of Contemporary Hospitality Management*, 29(1), 2-29.

Assaf, A., & **Oh, H.**, Tsionas, M. (2017). Bayesian approach for the measurement of tourism performance: A case of stochastic frontier models. *Journal of Travel Research*, 56(2), 172-186.

Oh, H., Jeong, M., Lee, A., & Warnick, R. (2016). Attitudinal and situational determinants of self-service technology use. *Journal of Hospitality & Tourism Research*, 40(2), 236-265.

Assaf, A., **Oh, H.,** & Tsionas, E.G. (2016). Unobserved heterogeneity in hospitality and tourism research. *Journal of Travel Research*, 55(6), 774-788.

Assaf, A., Josiassen, A., & **Oh, H.** (2016). Internationalization and hotel performance: The missing pieces. *Tourism Economics*, 22(3), 572-592.

Oh, H., Assaf, A., & Baloglu, S. (2016). Motivations and goals of slow tourism. *Journal of Travel Research*, 55(2), 205-219.

Oh, H., & Hsu, C. (2014). Assessing measurement equivalence in cross-cultural research. *International Journal of Hospitality Management*, 36, 156-166.

Lee, S., & **Oh, H.** (2014). Effective communication strategies for hotel guests' green behavior. *Cornell Hospitality Quarterly*, 55(February), 40-51.

Oh, H., Jeong, M., & Baloglu, S. (2013). Tourists' adoption of self-service technologies at resort hotels. *Journal of Business Research*, 66(6), 692-699.

Hsu, C., **Oh, H.,** & Assaf, A. (2012). A customer-based lodging brand equity model. *Journal of Travel Research*, 51(1), 81-93.

Hyun, S., & **Oh, H.** (2011). Re-examination of Herzberg's two-factor theory of motivation in the Korean Army foodservice operations. *Journal of Foodservice Business Research*, 14(2), 100-121.

Oh, H., & Jeong, M. (2010). Evaluating stability of the performance-satisfaction relationship across selected lodging market segments. *International Journal of Contemporary Hospitality Management*, 22(7), 953-974.

Park, M., **Oh, H.,** & Park, J. (2010). Measuring the experience economy of film festival participants. *International Journal of Tourism Sciences*, 10(2), 35-54.

Slevitch, L., & **Oh, H.** (2010). Asymmetric relationship between attribute performance and customer satisfaction: A new perspective. *International Journal of Hospitality Management*, 29(4), 559-569.

Oh, H., Kim, H., & Hong, K. (2009). A dynamic perspective of meeting planners' satisfaction. *Tourism Management*, 30(4), 471-482.

Asatryan, V., & **Oh, H.,** (2008). Psychological ownership theory: An exploratory application in the restaurant industry. *Journal of Hospitality & Tourism Research*, 32(3), 363-386.

Oh, H., Fiore, A. M., & Jeong, M. (2007). Measuring the experience economy: Tourism applications. *Journal of Travel Research*, 46(2), 119-132.

Fiore, A. M., Niehm, L., **Oh, H.,** Jeong, M., & Hausafus, C. (2007). Experience economy strategies: Adding value to small rural businesses. *Journal of Extension*, 45(2). Available at <http://www.joe.org/joe/2007April/iw4.shtml>

- Kwon, J., & **Oh, H.** (2006). Past experience and self-image in fine dining decisions. *Journal of Foodservice Business Research*, 9(4), 3-24.
- Kim, B., & **Oh, H.**, Gregoire, M. (2006). Effects of firms' relationship-oriented behaviors on financial performance: A case of the restaurant industry. *Journal of Hospitality & Tourism Research*, 30(1), 50-75.
- Kwon, J. W., & **Oh, H.** (2006). Consumer evaluations of brand portfolios. *International Journal of Hospitality Management*, 26(1), 81-97.
- Jeong, M., **Oh, H.**, & Gregoire, M. (2005). Role of Website quality in the decision process of making hotel room reservations. *Information Technology in Hospitality*, 4(1), 3-13.
- Oh, H.**, Kim, B., & Shin, J. (2004). Hospitality and tourism marketing: Recent developments in research and future directions. *International Journal of Hospitality Management*, 23, 425-447.
- Oh, H.**, & Jeong, M. (2004). An extended process of value judgment. *International Journal of Hospitality Management*, 23(4), 343-362.
- Oh, H.**, & Jeong, M. (2004). Moderating effects of travel purpose and past experience on the relationship between product performance and lodging purchase. *Journal of Hospitality & Leisure Marketing*, 11(2/3), 139-158.
- Jeong, M., Horton, B.W., & **Oh, H.** (2004). Student evaluations of courses and instructors: An exploratory insight into the process and its implications. *Journal of Hospitality & Tourism Education*, 16(2), 34-42.
- Kim, B. Y., & **Oh, H.** (2004). How do hotel firms obtain a competitive advantage? *International Journal of Contemporary Hospitality Management*, 16(1), 65-71.
- Kwon, J., & **Oh, H.** (2004). Effects of brand, price, and risk on customers' value perceptions and behavioral intentions in the restaurant industry. *Journal of Hospitality & Leisure Marketing*, 11(1), 31-49.
- Kim, B. Y., & **Oh, H.** (2003). An integrated approach to strategic management for the lodging industry. *International Journal of Hospitality and Tourism Administration*, 4(2), 1-16.
- Jeong, M., **Oh, H.**, & Gregoire, M. (2003). Conceptualizing Website quality and its consequences in the lodging industry. *International Journal of Hospitality Management*, 22(2), 161-175.
- Oh, H.** (2003). Price fairness and its asymmetric effects on overall price, quality, and value judgments. *Tourism Management*, 24(4), 387-399.
- Oh, H.** (2003). Reexamining recovery paradox effects and impact ranges of service failure and recovery. *Journal of Hospitality & Tourism Research*, 27(4), 402-418.
- Oh, H.** (2002). Transaction evaluations and relationship intentions. *Journal of Hospitality & Tourism Research*. 26(3), 278-305.

Kim, B. Y., & **Oh, H.** (2002). An extended application of Importance-Performance Analysis. *Journal of Hospitality & Leisure Marketing*, 9(3/4), 107-125.

Oh, H., Parks, S. C., & DeMicco, F. J. (2002). Age- and gender-based market segmentation: A structural understanding. *International Journal of Hospitality and Tourism Administration*, 3(1), 1-20.

Oh, H. (2001). Revisiting importance-performance analysis. *Tourism Management*, 22, 617-627.

Oh, H., & Hsu, C. (2001). Volitional and nonvolitional aspects of gambling behavior. *Annals of Tourism Research*, 28(3), 618-637.

Oh, H. (2000). Diners' perception of quality, value, and satisfaction: A practical viewpoint. *Cornell Hotel and Restaurant Administration Quarterly*, 41(3), 58-66.

Oh, H. (2000). The effects of brand class, brand awareness, and price on customer value and behavioral intentions. Special issue of *Journal of Hospitality & Tourism Research* on advances in consumer behavior and research in hospitality and tourism, 24 (2), 136-162.

Oh, H. (1999). Service quality, customer satisfaction, and customer value: A holistic perspective. *International Journal of Hospitality Management*, 18(1), 67-82.

Oh, H. (1999). Prediction of gambling intention through perceived behavioral control: Exploratory results. *Korean Journal of Tourism Studies*, 10 (4331), 39-58.

Oh, H., & Parks, S. C. (1998). Evaluating the role of attribute importance as a multiplicative weighting variable in the study of hospitality consumer decision making. *Journal of Hospitality & Tourism Research*, 21(3), 61-80.

Jeong, M., & **Oh, H.** (1998). Quality function deployment: An extended framework for service quality and customer satisfaction in the lodging industry. *International Journal of Hospitality Management*, 17, 375-390.

Oh, H., & Mount, D. J. (1998). Prediction of brand loyalty with service unit performances in lodging operations. *Journal of International Hospitality, Leisure, & Tourism Management*, 1(3), 37-54.

Oh, H., & Parks, S. C. (1997). Customer satisfaction and service quality: A critical review of the literature and research implications for the hospitality industry. *Hospitality Research Journal*, 20 (3), 35-64.

DeMicco, F. J., Williams, J. A., **Oh, H.**, Maurice, W. D., McElwain, P., & Boss, D. (1997). In search of school food service leaders: A look towards the next millennium. *School Food Service Research Review*, 21(1), 2-4.

Oh, H., & Jeong, M. (1996). Improving marketers' predictive power of customer satisfaction on expectation-based target market levels. *Hospitality Research Journal*, 19 (4), 65-85.

BOOKS AUTHORED AND EDITED

Oh, H., & Pizam, A. (Ed.) (2008). *Handbook of Hospitality Marketing*. Elsevier. Also translated into Chinese, Namkyung University Press/Taylor and Francis. ISBN 978-310-03733-9

Kim, B., **Oh, H.**, & Jang, H. (2009). *Principles of Travel Agency Management*, The Korea National Open University Press.

BOOK CHAPTERS

Oh, H., Kim, B., & Shin, J. (2006). Introduction: Tourism and hospitality marketing research –update and suggestions. In *Advances in Tourism Research*. M. Kozak & L. Andreu (eds.), pp. 1-27. England: Elsevier.

Oh, H. (1999). Social impacts of casino gaming: The case of Las Vegas. In *Legalized casino gaming in the United States: Economic and social impact*. (ed.) C. Hsu, pp. 177- 199, Haworth Press.

WHITE PAPERS AND CONSULTING REPORTS:

Oh, H., Jeong, M., Lee, S., & Shin, H. (2024). A special report for the Lodging Industry: Workforce development through career & social mobility.

Details on more than 40 white reports and consulting reports are available upon request.

COMPETITIVE RESEARCH GRANTS & PROJECTS FUNDED

Oh, H., Jeong, M., Lee, S.A., & Shin, H. (2023-2024). Developing a lodging industry social mobility checklist (LISMC) and a lodging industry social mobility index (LISMI). Funded by American Hotel and Lodging Association. \$48,299. PI.

Oh, H., Jeong, M., & Shin, H. (2018). Role of Recognition/Reward in Employee Engagement and Turnover Likelihood. Incentive Research Foundation. \$49,957. PI.

Liu, B., So, K., **Oh, H.**, Jeong, M., Martin, D., DiPietro, R., & Meng, F. (2018). Research Exchange Grant. Sun Yat-Sen University, P.R. China. \$31,000. (all Co-PI in random order).

Oh, H., & Jeong, M. (2015-16). Disruptions and prevention strategies in meeting planning. Incentive Research Foundation. \$30,350. PI.

Oh, H., Jeong, M., & Tierney, E. (2014). Developing a new business model for destination management companies (DMCs) by redesigning their value propositions. Incentive Research Foundation. \$30,000. PI.

Assaf, A., & **Oh, H.** (2012-2013). Developing a slow tourism tracker scale (STTS) for tourism innovations. The Caesars Hospitality Research Center, University of Nevada, Las Vegas. \$50,000. Co-PI.

Hsu, C., Assaf, A., & **Oh, H.** (2010-1012). A hotel brand equity model: Longitudinal validation and index development. The Hong Kong Polytechnic University. HK\$400,000. Co-I.

Oh, H., & Jeong, M. (2008-2009). High tech vs. high touch in resort operations: Implications for customer service and satisfaction. The Hospitality Research Center, University of Nevada, Las Vegas. \$39,000. PI.

Fiore, A. M., Niehm, L., Fairchild, E., Garasky, S., Jeong, M., Kadolph, S., Karpova, E., Marcketti, S., **Oh, H.**, Russell, D., Swenson, D., Welk, G. (2007-2008). Developing a rural renaissance community

index to define, assess, and improve community features that expand human potential and economic development. Iowa State University College of Human Sciences Entrepreneurial Program Initiative. \$18,600. Co-PI.

Hsu, C.H.C., & **Oh, H.** (2007-2009). Determining Chinese hotel brand equity in the globalizing market environment. The Hong Kong Polytechnic University. HK\$400,000. Co-I.

Jeong, M., Fiore, A.M., Hausafus, C., Niehm, L., & **Oh, H.** (2005-2006; authorship in alphabetical order). *Strengthening competitive advantages of rural businesses with e-commerce and Experience Economy strategies*. The Southern Rural Development Center, Mississippi State University. \$15,000. Co-PI.

Fiore, A., **Oh, H.**, Jeong, M., Niehm, L., & Hausafus, C. (2004-2007). *An innovative rural entrepreneurship model for family and consumer sciences curriculum*. The United State Department of Agriculture (USDA). \$100,000. Co-PI.

Kim, B. S., Cho, B. H., & **Oh, H.** (2004). *Developing the Korean Standard (KS) of domestic and international business conducts for the travel agency industry*. The Korean Ministry of Industrial Resources. \$40,000. Co-I.

Fiore, A. M., Jeong, M., & **Oh, H.** (2003). *Applying the concept of the experience economy to enhance Iowa tourism*. College of Family and Consumer Sciences, Iowa State University. \$5,000. Co-PI.

Jeong, M., **Oh, H.**, & Gregoire, M. (2000-2001). *Developing a marketing framework to increase sales from the Internet for lodging properties*. American Hotel & Lodging Foundation. \$20,000. Co-PI.

Oh, H., & Huss, J. (1999-2000). *Brand and risk perceptions as determinants of customer value*. Research Incentive Grant, College of Family and Consumer Sciences, Iowa State University. \$2,378. PI.

Jeong, M., & **Oh, H.** (1998-1999). The information quality on the lodging website: Can it be the next information source for customers' buying decisions? College of Family and Consumer Sciences, University of Mississippi, \$2,750. Co-PI.

Oh, H. (1998). Customer value-based satisfaction: Can it be the next source for *competitive advantage in the hospitality industry*? Special Research Initiation Grant (SPRIG), Iowa State University. \$8,766.

Oh, H., & Hsu, C. (1997-1998). *Iowans' gambling behaviors: A pilot investigation*. College of Family and Consumer Sciences, Iowa State University. \$4,000. PI.

REFEREED PRESENTATIONS AND PUBLICATIONS IN PROCEEDINGS

Details on more than 100 presentations at professional conferences are available upon request.

RECENT INVITED PRESENTATIONS, KEYNOTES, PANELS, & SEMINARS

Listing only since 2020. All details are available upon request.

Oh, H. (2023, Jan. 12). Writing for top-journal publications. The Graduate School of Tourism Sciences, Hanyang University, Seoul Korea.

Oh, H. (2022, Dec. 9-12). Future of tourism, leisure, and sport. A *keynote* at The Fifth International Conference on Tourism Development in Vietnam. Ha Noi, Vietnam.

Oh, H. (2022, Feb. 7). Publishing in H&T journals. A special seminar to graduate students and faculty. Hanyang University, Seoul, Korea.

Douglas, A. C., Lee, S. H., Tao, C. W., & **Oh, H.** (2021). Navigating social media firestorms in hospitality: An application of situational crisis communication theory to investigate brand hate and negative consumer behaviors. A colleague mentoring project invited to present at The I-CHRIE Conference.

Oh, H. (2021 July 7-9). Drifting wanderlust and what's next? A *keynote* at the 84th TOSOK International Tourism Conference, Seoul, Korea.

Oh, H. (2021 July 2). Rethinking some research methods. A seminar to graduate students and faculty. Kyunghee University, Seoul, Korea.

Oh, H. (2021, June 20 – July 5). A survey method in marketing research. A series of special topic seminars. Soonchunhyang University, Cheonan, Korea.

Oh, H. (2020 November 20). Sportourism: A case of South Carolina & Research Needs. A keynote address at the 2020 Korean Society of Sport and Leisure Studies Conference. Seoul, Korea.

Oh, H. (2020, September – October). Marketing research methods – Survey. A series of 10 seminars offered at Soonchunhyang University, Cheonan, South Korea.

PROFESSIONAL SERVICE ENGAGEMENT

ADVISORY BOARDS

- Advisory Committee/International Committee, International Conference on Hospitality, Tourism, and Sports Management (HTSM) (2016 – 2020)
- Berkshire Community College, Pittsfield, MA (2009 – 2014)
- DECA, a national high school student organization (2014 - 2016)

AREA EDITOR

- *Journal of Global Scholars of Marketing Science*, Hospitality and Tourism Management Area (2017 – Present)

GUEST EDITOR

- *Journal of Travel & Tourism Marketing* (2005), 18(3). Special issue on “Consumer Behavior in Tourism and Hospitality: Advances through Multidisciplinary Approaches.”

AD HOC ASSOCIATE EDITOR

- *Information Technology & Management* (2013 -)

EDITORIAL REVIEW BOARDS

- *Cornell Hospitality Quarterly* (formerly, *Cornell Hotel and Restaurant Administration Quarterly*, 2001 - Present)
- *Journal of Global Academy of Marketing Science* (2010 – Present)
- *Journal of Foodservice Business Research* (2001 - 2015)
- *Journal of Hotel Management (by the Korean Hotel Management Association)* (2007 – 2021)
- *International Journal of Hospitality Management* (2003 - 2015)
- *Korean Journal of Tourism Studies* (2003 - 2023)
- *Journal of Travel Research* (2011-2016)
- *International Journal of Tourism Sciences* (2010 – 2024)
- *Journal of Korean Academic Society of Hospitality Administration* (2011 – 2013)
- *Journal of Hospitality & Tourism Research* (2008 – 2020)
- *International Journal of Contemporary Hospitality Management* (2007 - 2013)
- *Journal of Hospitality Marketing & Management* (2007 - 2015)
- *Advances in Hospitality & Leisure Research* (2003 - 2015)
- *Journal of Travel & Tourism Marketing* (2003 - 2014)

AD HOC REVIEWER

Reviewing papers for more than 20 journals and conferences. Details are available upon request.