



Lee Soyeun  
Assistant Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none"> <li>● Financial Analysis</li> <li>● Risk Management</li> <li>● Tourist Behavior &amp; Decision-Making</li> </ul>	<ul style="list-style-type: none"> <li>● Tourism Economics</li> <li>● Studies in Smart Tourism</li> </ul>

Updated: Sep. 2022

## Qualifications

### [Academic Qualifications]

Ph.D.	(Agu 2021)	Sejong University, South Korea. Department of Hospitality and Tourism Management
M.Sc.	(Feb. 2019)	Korea University, South Korea. South Korea. Finance Department
B.Comm.	(Apr, 2007)	University of Saskatchewan, Canada Department of Business School, Finance.

### [Professional Experience]

Post Doctor/Researcher	(Mar 2022 – Aug 2022)
Hanyang University, Seoul, South Korea	
Researcher	(Oct 2013 – Oct 2015)
Korea Health Industry Development Institute (KHIDI), Osong, South Korea	
Portfolio Manager	(Mar 2011 – Jul 2013)
Bank of Montreal (BMO), Vancouver, Canada	
Commercial Banking Officer	(Jul 2007 – Feb 2011)

### [Editorial Experience]

<i>Ad-hoc reviewer</i> , International Journal of Hospitality Management, SSCI	(Mar 2021– Present)
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## Research & Publications

### [Journal Articles]

- Lee, S. O., Kim, J., & Han, H.\* (2022). Most and least important attributes for domestic travel: A BWS approach. *Frontiers in Psychology*, 5871.
- Lee, S. O., & Han, H.\* (2022). Food delivery application quality in customer brand loyalty formation: Identifying its antecedent and outcomes. *International Journal of Hospitality Management*, 107, 103292. Doi: [10.1016/j.ijhm.2022.103292](https://doi.org/10.1016/j.ijhm.2022.103292)

- Lee, S., & Han, H.\*** (2022). Advertisements of Food Delivery Mobile Applications and Customer Choices: mobile apps as Emerging Trend of the Contemporary Foodservice Industry. *Journal of Quality Assurance in Hospitality & Tourism*, 1-24. Doi: [10.1080/1528008X.2022.2109240](https://doi.org/10.1080/1528008X.2022.2109240)
- Lee, S., & Han, H.\*** (2022). "A new tourism paradigm and changes in domestic tourism for married Koreans in their 30s and 40s". *Current Issue in Tourism*. DOI: [10.1080/13683500.2022.2054402](https://doi.org/10.1080/13683500.2022.2054402)
- Han, H., **Lee, S.**, Ariza-Montes, A., Al-Ansi, A., Tariq, B., Vega-Muñoz, A.\*, & Park, S. H. (2021). Muslim travelers' inconvenient tourism experience and self-rated mental health at a non-islamic country: Exploring gender and age differences. *International Journal of Environmental Research and Public Health*, 18(2), 758.
- Lee, S.**, Han, H., Radic, A., & Tariq, B.\* (2020). Corporate social responsibility (CSR) as a customer satisfaction and retention strategy in the chain restaurant sector. *Journal of Hospitality and Tourism Management*, 45, 348-358.
- Han, H., **Lee, S.**, Kim, J. J., & Ryu, H. B.\* (2020). Coronavirus Disease (COVID-19), Traveler Behaviors, and International Tourism Businesses: Impact of the Corporate Social Responsibility (CSR), Knowledge, Psychological Distress, Attitude, and Ascribed Responsibility. *Sustainability*, 12(20), 8639.
- Han, H., Ariza-Montes, A., Giorgi, G., & **Lee, S.\*** (2020). Utilizing green design as workplace innovation to relieve service employee stress in the luxury hotel sector. *International Journal of Environmental Research and Public Health*, 17(12), 4527.
- Han, H., Ariza-Montes, A., Tirado-Valencia, P., & **Lee, S.\*** (2020). Volunteering Attitude, Mental Well-Being, and Loyalty for the Non-Profit Religious Organization of Volunteer Tourism. *Sustainability*, 12(11), 4618.
- Han, H., **Lee, S.**, Meng, B., Chua, B. L., & Ryu, H. B.\* (2020). The Relative Importance of Volunteer Tourism (Sustainable/Pro-Social Form of Tourism) Motivation Factors for Young Tourists: A Descriptive Analysis by Continents, Gender, and Frequency. *Sustainability*, 12(10), 4002.
- Han, H., **Lee, S.**, & Hyun, S. S.\* (2020). Tourism and altruistic intention: Volunteer tourism development and self-interested value. *Sustainability*, 12(5), 2152.
- Han, H., Moon, H., Ariza-Montes, A., & **Lee, S.\*** (2020). Sensory/health-related and convenience/process quality of airline meals and traveler loyalty. *Sustainability*, 12(3), 857.
- Han, H., **Lee, S.**, & Hyun, S. S.\* (2019). Role of internal and external museum environment in increasing visitors' cognitive/affective/healthy experiences and loyalty. *International journal of environmental research and public health*, 16(22), 4537.
- Han, H., **Lee, S.**, Al-Ansi, A., Kim, H. C., Ryu, H. B., Kim, J. J., & Kim, W.\*(2019). Convention tourism and sustainability: Exploring influencing factors on delegate green behavior that reduce environmental impacts. *Sustainability*, 11(14), 3903.
- Han, H., Eom, T., Chung, H., **Lee, S.**, Ryu, H. B., & Kim, W.\* (2019). Passenger repurchase behaviours in the green cruise line context: Exploring the role of quality, image, and physical environment. *Sustainability*, 11(7), 1985.