



Soyeun (Olivia) Lee
Assistant Professor

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

EDUCATION

Doctor of Philosophy, Hospitality and Tourism Management	2021
Sejong University, South Korea	
Master of Science, Finance	2019
Korea University, South Korea	
Bachelor of Commerce, Finance	2007
University of Saskatchewan, SK, Canada	

WORK EXPERIENCE

Assistant Professor	(Sep 2022 – Present)
Macau University of Science and Technology	
Faculty of Hospitality and Tourism Management	
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 – Jan 2013)
Commercial Banking Officer	(Jul 2007 – Feb 2011)
Bank of Montreal (BMO), Vancouver, Canada	

EDITORIAL EXPERIENCE

Editorial board member, Journal of the Korea Society of Digital Industry and Information Management

Ad-hoc reviewer, International Journal of Hospitality Management, SSCI

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*, 13, 987384. Doi: [10.3389/fpsyg.2022.987384](https://doi.org/10.3389/fpsyg.2022.987384)
- 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.