

Tiffany Shin Legendre, Ph.D.

Assistant Professor
Conrad N. Hilton College of Hotel and Restaurant Management
University of Houston

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EDUCATION

Ph.D. in Management May 2016

Concentration in Hospitality and Tourism Management

Isenberg School of Management, University of Massachusetts, Amherst –
Amherst, USA

Dissertation Research:

Belief in a Just World – An Investigation of Underdog Brand Effects

Chair: Prof. Rodney Warnick

Committee: Dr. Albert Assaf, Dr. Melissa Baker, & Prof. Ronnie
Janoff-Bulman (Psychology); Defense Date: 3/25/2016

Research Interests:

Branding, Sustainability, Consumer value judgment

- *Social decision making, Consumer justice, Political orientation,
Consumer activism, Commercialization of edible insects, Food
innovation, Sustainable food supply and consumption, Food security,
Non-profit organization marketing, management, and operations*

Teaching Interests:

*Services marketing, Consumer behavior, Food and beverage management,
Food innovation, Marketing, Sustainability*

Master of Science, Hospitality and Tourism Management August 2009

Sejong University – Seoul, Republic of Korea

Master's Thesis:

A study on the segmentations of dark tourism market and its impacts on
selecting destinations

Advisor: Dr. Hong-bumm Kim

Bachelor of Business Administration, Hospitality Management May 2007

Macquarie University – Sydney, Australia

ACADEMIC EXPERIENCE

PUBLICATIONS AND PRESENTATIONS

Refereed Journal Articles Published:

1. **Legendre, T. S.**, Lee, R. H., Ding, A., Hwang, E. M., & Graves, N. (2023). Clean technology and food waste reduction in on-site foodservice management companies.
2. Ali, F., Cain, L., **Legendre, T. S.**, & Wu, L. (2023). Technology acceptance: Understanding the forgotten segment – The cognitively disabled tourists. Target: *Journal of Hospitality and Tourism Research*
3. Shin, M., Lee, H. R., Min, J. E., & **Legendre, T. S.** (2022). Connecting biophilic design with luxury service. *Psychology & Marketing*.
4. **Legendre, T. S.**, Yu, H., & Madera, J., Ding, A. (2022). Boycotting Asian Products During the COVID-19 Pandemic: The Effect of Mortality Salience, Contagion Name, and Media Exposure on Boycotting. Target: *International Journal of Hospitality Management*.
5. Ding, A., Lee, R. H., **Legendre, T. S.**, & Madera, J. (2022). Systematic lit review - anthropomorphism. Target: *Journal of Hospitality and Tourism Management*.
6. Yu, H., **Legendre, T. S.**, Jung, I. (2022). Brand betrayal and moral judgment: consumer responses to M&A of local brands. Target: *International Journal of Contemporary Hospitality Management*.
7. Suess, C., Guzzo, R., **Legendre, T.S.** (2022) Biophilic design for hospitality employees and customers. – Data collection stage. *International Journal of Contemporary Hospitality Management*
8. Kim, Y. & **Legendre, T. S.** (2021). The effects of employer brand on value congruence and brand love. Target: *Journal of Hospitality and Tourism Research*.
9. **Legendre, T. S.** & Baker, M. A. (2021). Credit Card Churning Customers and Protestant Work Ethic: Comparisons of Endowed and Earned Loyalty Target: *The Service Industries Journal*
10. Yu, H., **Legendre, T. S.**, & Ma, J. (2021). We stand by our brand – Customer’s post-food safety crisis responses and moral reasoning. *Journal of Business Research*.
11. Key- Olavarria, N., Ding, A., **Legendre, T. S.**, & Min, J. (2021). Communication of food waste messages: The effects of communication modality, presentation order, and mindfulness on food waste reduction intention. *International Journal of Hospitality Management*
12. **Legendre, T. S.** & Baker, M. A. (2021). The gateway bug to edible insect consumption: Interactions between message framing, celebrity endorsement, and online social support. *International Journal of Contemporary Hospitality Management*.
13. Cai, C., Ding, A., & **Legendre, T. S.** (2021). Exploring Persuasive Sales Techniques to Improve Customer Acceptance of Sustainable but Unfamiliar Menu in Restaurants. *International Journal of Contemporary Hospitality Management*.
14. Ding, A., **Legendre, T. S.**, Han, R., & Chang, H. S. (2021). Freedom restriction and non-member customers’ response to loyalty programs. *International Journal of Hospitality Management*.
15. **Legendre, T. S.** (2020). Value based edible insect market segmentation. *Entomological Research*.

16. **Legendre, T. S.** & Bowen, J. T. (2020). Customers' reactions to post-merger & acquisition (M&A): Identity dissonance and self-categorization perspectives. *International Journal of Contemporary Hospitality Management*.
17. Baker, M. A. & **Legendre, T. S.** (2020). Unintended negative consequences of loyalty programs: Endowed vs. Earned loyalty. *Journal of Services Marketing*.
18. **Legendre, T. S.**, Baker, M. A., Warnick, R. B., & Assaf, A. G. (2020). The worldview-based hospitality brand support. *International Journal of Contemporary Hospitality Management*.
19. Chang, H, Chang, H., & **Legendre, T. S.**, (2020). Exploring particulate matter pollution in hotel guestrooms. *International Journal of Contemporary Hospitality Management*.
20. **Legendre, T. S.** & Baker, M. A. (2020). Legitimizing edible insects for human consumption: The impacts of trust, risk-benefit, and purchase activism. *Journal of Hospitality and Tourism Research*.
21. **Legendre, T. S.**, Jarvis, N., Kang, Y. A., Jamal, G., & Jackson, J. (2020). Rescuing Imperfect Produce: The Effects of Stigma Disclosure Strategies, Controllability, and Aesthetics. *International Journal of Hospitality Management*.
22. **Legendre, T. S.**, Cartier, E., & Warnick, R. (2020). Event brand experience on memory formation process: The Great New England Air Show. *Marketing Intelligence and Planning*.
23. **Legendre, T. S.** & Lee, S. A. (2019). Investigating customers' system justifying responses: Application of system justification theory. *The Service Industries Journal*.
24. Kang, Y. A., **Legendre, T. S.**, & Cartier, E. A. (2019). The role of personality congruence among brands, recruiters, and applicants: Internal brand management during the anticipatory socialization process. *Journal of Hospitality and Tourism Research*.
25. **Legendre, T. S.**, et al. (2019). The impact of consumer familiarity on edible insect food product purchase and expected liking: The role of media trust and purchase activism. *Entomological Research*.
26. **Legendre, T. S.**, Warnick, R., & Baker, M. (2017). The support of local underdogs: System justification theory perspectives. *Cornell Hospitality Quarterly*, 1938965517748773.
27. Han, R., **Shin, J. T.**, Kim, J., Choi, Y. S., & Kim, Y. W. (2017). An overview of the South Korean edible insect food industry: challenges and future pricing/promotion strategies. *Entomological Research*, 47(3), 141-151.
28. **Shin, J. T.**, Jeong, M., Oh, H., & Tierney, E. (2017). Exploring determinants of meeting planners' commitment to the business relationships with destination management companies. In *Journal of Convention & Event Tourism* (Vol. 18, No. 2, pp. 135-158). Routledge.
29. Ryu, J. P., **Shin, J. T.**, Kim, J., & Kim, Y. W. (2017). Consumer preference for edible insect-containing cookies determined by conjoint analysis: An exploratory study of Korean consumers. *Entomological Research*, 47(2), 74-83.
30. Baker, M., **Shin, J. T.**, & Kim, Y. W. (2016). An Exploration and Investigation of Edible Insect Consumption: The Impacts of Image and Description on Risk Perceptions and Purchase Intent. *Psychology & Marketing*, 33(2), 94-112.
31. Chiang, L., Manthiou, A., Tang, L., **Shin, J.**, & Morrison, A. (2014). A Comparative

- Study of Generational Preferences for Trip-Planning Resources: A Case Study of International Tourists to Shanghai. *Journal of Quality Assurance in Hospitality & Tourism*, 15(1), 78-99.
32. **Shin, J. T.**, Lee, S. A., & Oh, H. (2012). Changes in the Host-Guest Relationship and Implications for the Commercial Hospitality World. *Hospitalidad-ESDAI*, 21, 7-22.
 33. Chiang, L., Manthiou, A., Tang, L., **Shin, J.**, & Morrison, A. (2012). An Investigation of the Information Sources Used by International Tourists of Different Age Groups in Fiji. *International Journal of Tourism Sciences*, 12(3), 20-46.
 34. Tang, L, Manthiou, A., Morrison, A., **Shin, J.**, & Chiang, L. (2012). A Holistic Approach to Activity Preference Patterns: International Tourists and Their Visits to Shanghai, China. *International Journal of Tourism Sciences*, 12(1), 107-136.

Books & Book Chapters:

1. Lee, R. H. & **Legendre, T. S.** (book chapter). Learning from Hilton Worldwide – Successful corporate social responsibility strategies. *Teaching Cases in Tourism, Hospitality and Events*. CABI Publishing.
2. Ding, A. & **Legendre, T. S.** (book chapter). Managing luxury brand creation, communication, and sustainability: Evidence from the Four Seasons Hotels and Resorts case. *Luxury Management in Tourism and Hospitality*. Emerald Publishing.
3. Kang, Y. A. & **Legendre, T. S.** (book chapter). Managing tourist experience through social media: Evidence from South Korea. *The Routledge Handbook of Tourism Experience Management and Marketing*. Routledge.
4. **Legendre, T. S.**, & Baker, M. (book chapter). Roles of local food in sustainable tourism development – Evidence from Houston TX USA. *The Routledge Handbook of Gastronomic Tourism*. Routledge.
5. **Legendre, T. S.**, Baker, M., & Kim, Y. W. (book chapter). Past, Present, and Future Uses of Insects in Korean Gastronomy and the Importance of Stakeholder Involvement: Evidence from the Korean Edible Insect Laboratory Case. *Edible Insect in Sustainable Food Systems*. Springer International Publishing.
6. Baker, M., **Legendre, T. S.**, & Kim, Y. W. (book chapter). Consumer Acceptance, Barriers, and Preferences in the U.S. *Edible Insect in Sustainable Food Systems*. Springer International Publishing.
7. Growing Older: Tourism and Leisure Behavior of Older Adults (Korean edition)
Author: Patterson, Ian Robert
Translated and edited by Youngwook Kim, Jin Kim, **Jungyoung Shin**
Publisher: Han-Ol

Under Review Process:

1. Ding, A., **Legendre, T. S.**, & He, Z. (under review). Combating food waste in China: The balancing act between government policy implementation and managing successful business to business banquets. *International Journal of Hospitality Management*.
2. **Legendre, T. S.**, Lee, S. A., Baker, M., & Kang, Y. A. (2nd round RNR). Heroes Rise in Tough Times: The Role of Ethical Idealism, Empathy, and Firm Responses to the COVID-19 Pandemic. Target: *Cornell Hospitality Quarterly*.

3. Jarvis, N., **Legendre, T. S.**, Lee, R. H., Jackson, J., & Jamal, G. (under review). Ugly produce sensory testing. – Manuscript writing stage. Target: *British Food Journal*
4. **Legendre, T. S.**, Ding, A., & Back, K. (under review). ESG bibliometric analysis. Target: *Journal of Hospitality and Tourism Management*.
5. Kim, N., Yoon, Y., & **Legendre, T. S.** (under review). The state of ESG disclosure: Focused exploration on stakeholders and sustainability materiality. Target: [special issue] *Tourism Analysis*.

Referred Conference Presentations & Proceedings:

1. Mihiretu, H. A., **Legendre, T. S.**, & Chen, E. (2023, October). A systematic review on nature connectedness. – EuroCHRIE2023.
2. Ding, A. & **Legendre, T. S.** (July, 2022). The normative shift, social exchange, and guanxi development: sustainability and Chinese B2B banquets – ICHRIE 2022
3. Kang, Y. A., Baker, M. A., & **Legendre, T. S.** (July, 2022). Service encounter research: An integrative bibliometric analysis – ICHRIE 2022
4. Lee, R., Shin, M., & **Legendre, T. S.** When are customers willing to pay a premium price for hotel's biophilic design: Exploring the determinants of successful biophilic design implementation – ICHRIE 2022
5. Ding, A., Lee, R. H., **Legendre, T. S.**, & Madera, M. (2022, January). Anthropomorphism literature review. The 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston TX, USA.
6. Lee, R. H., Jarvis, N., & **Legendre, T. S.** (2022, January). Implementing ugly produce to the onsite foodservice management. The 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston TX, USA.
7. **Legendre, T. S.**, Kim, Y., & Song, H. G. (2020). The Impact of Virtual Reality Technology on Sensory and Brand Evaluation of Meal Replacement Products. 7th International AR & VR Conference 2021. Lisbon, Portugal.
8. Kang, Y. A., **Legendre, T. S.**, Lee, S. A., & Baker, M. A. (2021, February) Sharing the pain: The role of ethical idealism and firm responses to the COVID-19 pandemic. West Federation CHRIE Conference 2021, Virtual Conference.
9. Lee, R. H. & **Legendre, T. S.** (2021, February). The Effects of Artificial Intelligence Message Customization and Moral Reminder on Pro-environmental Behavior. West Federation CHRIE Conference 2021, Virtual Conference.
10. Cai, C., Ding, A., & **Legendre, T. S.** (2021, January). Exploring Persuasive Sales Techniques to Improve Customer Acceptance of Unfamiliar Menu. The 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, TX, USA.
11. Olavarria-Key, N., Ding, A., & **Legendre, T. S.** (2021, January). Communication of Food Waste Messages: The Effects of Communication Modality, Presentation Order, and Mindfulness of Food Waste Reduction Intention. The 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, TX, USA.
12. **[Nominated for the Best Poster Award]** Yu, H., **Legendre, T. S.**, Jung, I. (2020, January). Brand betrayal and moral judgment. The 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Las Vegas, NV, USA.

13. Cai, C., Ding, A., & **Legendre, T. S.** Offal Sales and Persuasive Sales Techniques. The 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Las Vegas, NV, USA.
14. Kang, Y. A. & **Legendre, T. S.** (2019, May). The effects of purchase motivation and consumption setting on restaurant brand choice: Consumption values theory perspectives. Apac CHRIE and Euro CHRIE Annual Conference, Hong Kong, China.
15. Woo L. & **Legendre, T. S.** (2019, May). International expansion of US foodservice brands: A comparison of Asia Pacific and Europe Markets. Apac CHRIE and Euro CHRIE Annual Conference, Hong Kong, China.
16. Kang, Y. A. & **Legendre, T. S.** (2019, January). Personality congruence among brands, recruiters, and applicants: Internal brand management during the anticipatory socialization process. The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, TX, USA.
17. [**Best Conference Paper Award**] Kwon, J., **Legendre, T. S.**, & Boger, C. (2019, January). The Effect of Nature Immersion on the Pro-Environmental Intention: The Mediating Role of Self-Control. The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.
18. Kang, Y. A. & Legendre, T. S. (2018, January). The Role of Mature Employees in the Quality and Brand Evaluation. The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Dallas, TX.
19. Kauffman, B. & **Legendre, T. S.** (2018, January). Not so “A-Peeling” – A case study defining the importance of reshaping societal and industry standards of visually acceptable produce. The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Dallas, TX.
20. Kwon, J., **Legendre, T. S.**, & Boger, C. (2018, January). The effect of multisensory cues on eco-friendly behavior – an application of self-regulatory theory. The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Dallas, TX.
21. **Shin, T. J.**, Warnick, R., & Baker, M. (2017, July). The Support of Local Underdogs: System Justification Theory Perspective. The 2017 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, Baltimore, MD, USA.
22. Kang, Y. A. & **Shin, T. J.** (2017, January). Internal Brand Management During the Anticipatory Socialization Process. The 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, TX, USA.
23. **Shin, T. J.**, Warnick, R., & Baker, M. (2017, July). The Support of Local Underdogs: System Justification Theory Perspective. The 2017 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, Baltimore, MD, USA.
24. Kang, Y. A. & **Shin, T. J.** (2017, January). Internal Brand Management During the Anticipatory Socialization Process. The 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, TX.
25. Cartier, E. A., Warnick, R. B., **Shin, T. J.**, & Rezvani, E. (2016, August). *Propositions for Examining the Seasonality Construct in Tourism Settings*. 2016 Travel and Tourism Research Association (TTRA) Annual International Conference, Vail, CO, USA.

26. **Shin, T. J.**, Warnick, R. B., & Rezvani, E. (2016, August). *Attendees' Perceptions of Social Impacts and Socially Sensitive Issues for An Air Show Special Event*. 2016 Travel and Tourism Research Association (TTRA) Annual International Conference, Vail, CO, USA.
27. Warnick, R., **Shin, T. J.**, & Cartier, E. (2016, April). *Great New England Air Show economic impact (EI) analysis: EI benchmarking and market profiling*. The 28th Annual Northeastern Recreation Research Symposium, Annapolis, MD, USA.
28. **Shin, T. J.**, Baker, M., & Kim, Y. W. (2016, May). *The Influence of the Consumer Knowledge and Trust on Risk-Benefit Perceptions of Edible Insects*. Eating Insects Detroit 2016, Wayne State University, Detroit, MI, USA.
29. **Shin, T. J.**, Kim, S., & Warnick, R. (2016, January). *When Creativity is Too Much to Digest: Dish Innovation and Molecular Gastronomy Experience*. The 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Philadelphia, PA.
30. [**2015 MPI/WEC Best Paper Award**] **Shin, T. J.**, Oh, H., Jeong, M., & Tierney, E. (2015, August). *Developing New Business Strategies for Destination Management Companies (DMCs): An Analysis of Business Relationships between DMCs and Their Clients*. The 2015 Annual World Education Congress (WEC) – Meeting Professionals International (MPI) Summer Conference, San Francisco, CA, USA.
31. **Shin, T. J.**, Oh, H., Jeong, M., & Tierney, E. (2015, July). *Social Exchange in the Meeting Planners' B2B Relationship with Destination Management Companies*. The 2015 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, Orlando, FL, USA.
32. **Shin, T. J.**, Baker, M., & Kim, Y. W. (2015, July). *Consumer Information Processing on Abhorred Food Products*. The 2015 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, Orlando, FL, USA.
33. Warnick, R., **Shin, T. J.**, & Cartier, E. (2015, June). *The Experience Economy: Regional Fair Market Segmentation and Application*. 2015 Travel and Tourism Research Association (TTRA) Annual International Conference, Portland, OR, USA.
34. Warnick, R., Cartier, E., & **Shin, T. J.** (2015, June). *Experiencing the Event Brand: Examining the Branded Images for a New England Regional Fair*. 2015 Travel and Tourism Research Association (TTRA) Annual International Conference, Portland, OR, USA.
35. **Shin, T. J.**, Cartier, E., & Warnick, R. (2015, April). *The Experience Economy: Regional Fair Attendee Market Segmentation and Application*. 2015 National Outdoor Recreation Conference in partnership with the Northeastern Recreation Research (NERR) Symposium, Annapolis, MD, USA.
36. Cartier, E., **Shin, T. J.**, & Warnick, R. (2015, April). *Gender Differences in Tourism Event Experiences: The Relationship between Memory and Participation Intention*. 2015 National Outdoor Recreation Conference in partnership with the Northeastern Recreation Research (NERR) Symposium, Annapolis, MD, USA.
37. Warnick, R., Cartier, E., & **Shin, T. J.** (2015, April). *Experiencing the Event Brand: Examining the Branded Images for New England Regional Fair*. 2015 National Outdoor Recreation Conference in partnership with the Northeastern Recreation Research (NERR) Symposium, Annapolis, MD, USA.

38. **Shin, T. J.**, Oh, H., & Assaf, A. (2014, July). *Travel Experience While Slowing Down: The Role of Travel Pace and Goal Achievement*. The 2014 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, San Diego, CA, USA.
39. **Shin, T. J.** & Shea, L. (2014, July). *The Incongruence between Aesthetics of e-Servicescapes and Online Reviews: Consumer Skepticism and Evaluation*. The 2014 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, San Diego, CA, USA.
40. **Shin, T. J.** (2014, July). *US Baby boomers and Types of Pro-environmental Behavior at Home and in Travel Destinations*. The 2014 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, San Diego, CA, USA.
41. **Shin, T. J.** (2014, January). *Priming Effect of Destination Marketing Materials on Pre-travel Destination and On-site Activity Choice*. 19th Annual Graduate Education and Graduate Student Research Conference, Houston, TX, USA.
42. **Shin, T. J.** (2013, July). *Valuing Mature Employees in Hospitality Industry*. The 2013 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, St. Louis, MO, USA.
43. Chiang, L., Manthiou, A., Tang, L., **Shin, J.**, & Morrison, A. (2012, January). *An Investigation of Information Sources Used by International Tourists of Different Age Groups in Fiji*. The 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL, USA.
44. Manthiou, A., Tang, L., Morrison, A., & **Shin, J.** (2011, January). *Segmenting International Travelers in Shanghai by Activity Preference*. The 16th Graduate Students Research Conference, Houston, TX, USA.
45. **Shin, J.** & Kim, H. (2009, July). *Segmenting Visitors of Dark Tourism Destinations by Motivation*. The 15th Asia Pacific Tourism Association (APTA) Annual Conference, Incheon, Korea.
46. **Shin, J.** & Kim, H. (2009, July). *A Study on the Attributes and Motivation of Dark Tourism Affecting Visitor's Destination Selection*. The 8th Asia Pacific Forum for Graduate Student Research in Tourism, Seoul, Korea.
47. **Shin, J.** & Kim, H. (2008, November). *Understanding Potential of Dark Tourism in Asia-Pacific Destinations*. The 9th International Joint World Cultural Tourism Conference, Seoul, Korea.
48. **Shin, J.** & Kim, H. (2008, July). *An In-depth Examination into the On-line Marketing Strategy of National Tourism Organization*. The 14th Asia Pacific Tourism Association (APTA) Annual Conference, Bangkok, Thailand.

HONORS AND AWARDS

1. **Provost Teaching Award** – from the University of Houston Provost 2023
2. **Distinguished Faculty Award** – from Hilton College Alumni Association 2022
3. **Top download article certificate** – from Wiley (Entomological research journal) 2022

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| 4. Emerald Literati Awards – Outstanding Reviewer Award from the Marketing Intelligence and Planning Journal | 2020 |
| 5. Eta Sigma Delta Chapter Distinction Award
International Council on Hotel Restaurant and Institutional Education | 2020 |
| 6. 50 in 5 Provost Award (High Impact Publications and Creative Activities National Recognition) 2018-2019 , University of Houston | 2020 |
| 7. Stephen Rushmore/HVS Faculty Research Excellence Award
Conrad N. Hilton College of Hotel & Restaurant Management University of Houston | 2020 |
| 8. Best Conference Paper Award
The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston TX, USA. | 2019 |
| 9. Nominated for a 2015-2016 Distinguished Teaching Award
The Institute for Teaching Excellence & Faculty Development University of Massachusetts, Amherst MA, USA. | 2015 – 2016 |
| 10. Best Paper Award Winner
2015 Meeting Professionals International / World Education Congress | 2015 – 2016 |
| 11. North East North American Federation (NENA) Promise Award 2015 – Jim Bardi Graduate Scholarship Winner
2015 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) | 2015 – 2016 |
| 12. Graduate Student Travel Grant
Isenberg School of Management University of Massachusetts, Amherst MA, USA. | 2013 – 2015 |
| 13. Graduate Student Travel Grant
Department of Hospitality and Tourism Management University of Massachusetts, Amherst MA, USA. | 2013 – 2015 |
| 14. Full Tuition Scholarship
University of Massachusetts, Amherst MA, USA. | 2012 – 2016 |

SERVICE

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|---|-------------------------|
| 1. Committee Member – Community Relations Alliance | September 2022 |
| 2. Master’s Student advising – independent study
Tu Ngo (Independent study advisor) | September 2022 |
| 3. External Dissertation Committee
Yeonjung (Alice) Kang, Ph.D. | September 2022 |
| 4. Curriculum committee | 2022 – Current |
| 5. Faculty Search Committee | 2021, 2022 |
| 6. Faculty Senate , University of Houston
Community and Government Relations | August 2021–
Current |
| 7. Committee Member
Faculty award committee – Research | April 2021 |
| 8. Moderator , Eric’s Club Presentation | April 2021 |
| 9. Moderator , Annual Eta Sigma Delta ICHRIE Conference | April 2021 |

10. Mentor , 5 th grade exhibition – Topic: World hunger River Oaks Elementary School – Houston, TX, USA	April - May 2021
11. Moderator , <i>West Federation CHRIE Conference</i>	February 2021
12. Student Advising Committee Hyunkyung Rachel Lee, Ph.D. (Chair)	August 2021 – Current
13. Student Advising Committee Anni Ding, Ph.D. (Chair)	August 2020 – Current
14. Student Advising Committee Chris Cai, MS. (Chair), Nicole Olavarria-Key (Independent study advisor)	January 2019 – May 2020
15. Eta Sigma Delta Faculty Advisor	August 2019 – August 2021 2019
16. Chipmonk Bakery Houston Expertise sharing related to business development and product packaging	
17. Student Advising Committee Yeonjung (Alice) Kang, MS. (Chair); Brenton Kauffman, MS. (Chair); Hyeonkyung Rachel Lee, MS. (Committee)	September 2016 – August 2020
18. Industry Consulting Air force smarter fueling food service emerging trends and innovations research plan, CBRE Group	May - June 2018
19. Organizer Teaching cooking show with Chartwells, University of Houston Dining Services	February 2018
20. Committee Member Curriculum review committee (F&B track and innovation & strategy)	November, 2017
21. Committee Member Graduate certificate committee, Hilton College	October 2017
22. Committee Member Innovation lab committee, Hilton College	September 2017
23. Drafting “Call for Grant Proposals” for the Society for Hospitality and Foodservice Management Foundation Assistance for the Dean at the Hilton College	October 2016
24. Curriculum Review Meetings Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston	October 2016
25. Ph.D. Program Promotion Video Interviewee Department of Hospitality and Tourism Management, University of Massachusetts, Amherst	April 2016
26. Ph.D. Program Interviewee for the AACSB Accreditation Review A Representative for the Isenberg School of Management, Hospitality and Tourism Management Department	February 2016
27. Undergraduate Thesis Advisor Hospitality & Tourism Management and Asian Language & Literatures (Chinese) Dual Major Student: Linda La <i>Topic: Chinese Outbound Tourist Behavior</i>	March - May 2015

MEDIA EXPOSURE & MAGAZINE/ONLINE APPEARANCES

1. **UH Media** (May, 2023). Food for thought: UH study highlights the role of clean technology in reducing food waste. <https://uh.edu/news-events/stories/2023/may-2023/05242023-food-waste-study.php>
2. **UH Media and Penn State Media** (November, 2022). UH study shows boycotts of anti-Asian restaurants influenced word choice and media exposure during COVID-19 pandemic. <https://localtoday.news/tx/uh-study-shows-boycotts-of-anti-asian-restaurants-influenced-word-choice-and-media-exposure-during-covid-19-pandemic-103592.html>
3. **Today.com** (August, 2021). Chobani is moving away from plastic with new paper yoghurt cup. <https://www.today.com/food/chobani-announces-eco-friendly-paper-yogurt-cups-today-t229000>
4. Celebrity Judge for Liftoff Houston Startup Business Plan Competition. (broadcasted on Nov 6 2021)
5. **Busan Morning Wave**, South Korean Radio Station (April 13, 2021). Special interview about edible insect:
<https://www.youtube.com/watch?v=ydTqTqTWL33JY>
6. **Today.com** (April 12, 2021). 4 ways to make your takeout food order less wasteful. <https://www.today.com/tmrw/4-ways-make-your-takeout-food-order-less-wasteful-t212828>
7. **KHOU channel 11 TV broadcasting** (May 23, 2018). University of Houston professor says bugs are next food craze.
8. **Edible Houston** (May 22, 2018). Exploring the deliciousness of insects (by Francine Spiering).
9. **Houstonia** (February 20, 2018). Watching Hugo Ortega work might convince you to try ants – Chef Ortega demonstrated his work with insects at UH. <https://www.houstoniamag.com/eat-and-drink/2018/02/hugo-ortega-university-of-houston-edible-insects>
10. **GuidryNews.com** (February 16, 2018). Edible insects focus of UH inaugural celebrity chef event: Award-winning chef Hugo Ortega highlights cooking demonstration.
11. **Houston Public Media** (March 14, 2018). UH moment: Edible Insects
12. **University of Houston Magazine** (Spring, 2017). To eat or not to eat – This is the question a UH researcher answers about edible insects.
13. **Incentive Research Foundation** (March 28, 2016). Research featured in article, “Developing a better business model for destination management companies”
14. **Pacific Standard** (January 19, 2016). Research featured in article, “Would you like flies with that?”
15. **Seoul Broadcasting System (SBS)** (September 17, 2015)

Program: SBS Sunday Special, <*The World Now, At War of Materials*>, Sponsored by **Amore Pacific™**
 Topic: Edible insect research

GRANT EXPERIENCE

- | | |
|---|-------------|
| 1. Small Grant Program (\$5,000), University of Houston, TX, USA | 2021 - 2022 |
| 2. Course Funding Grant (\$2,500), Society of Hospitality and Foodservice Management, USA | 2020 - 2021 |
| 3. Small Grant Program (\$5,000), University of Houston, TX, USA | 2020 - 2021 |
| 4. Rescuing Ugly Produce: Customers' Willingness-to-Pay, Industry Operational Logistics, and Quantifying the Rescue Costs and Replacement Value (\$15,000)
Society of Hospitality and Foodservice Management, USA | 2017 - 2018 |
| 5. Commercialization of Edible Insect Food Products (\$5,990)
University of Houston, TX, USA | 2016 - 2017 |
| 6. Developing a New Business Model for Destination Management Companies by Redesigning Their Value Propositions, Incentive Research Foundation – St. Louis, MO, USA | 2014 - 2015 |
| 7. Developing a Slow Tourism Tracker Scale (STTS) for Tourism Innovations, University of Nevada Las Vegas – NV, USA | 2013 - 2014 |
| 8. Shaoxing Website Development (Korean Version), Belle Tourism International Consulting, Ltd. – Shanghai, P.R. China | 2008 |
| 9. World National Tourism Organizations' Marketing Plan Evaluations, Korea National Tourism Organization – Seoul, Republic of Korea | 2008 |
| 10. Brain Korea 21, Ministry of Education & Human Resources Development – Seoul, Republic of Korea | 2007 - 2009 |
| 11. Themed City Seoul Development, Seoul City Government – Seoul, Republic of Korea | 2007 - 2009 |

INVITED PRESENTATIONS (NON-REFEREED)

- | | |
|--|---------------------------|
| 1. Theorization and conceptualization with moral psychology and political psychology. University of Massachusetts Amherst, doctoral seminar | October, 2022 |
| 2. Student center sustainability lunch and learn lecture series. University of Houston | September, 2022 |
| 3. HC101 Freshmen class – Edible insects special talk. University of Houston | September, 2022 |
| 4. Executive program lectures: Cherokee Nation Entertainment, Sysco, Club managers Association of America | September, 2016 – current |
| 5. Assisted Ms. Sharmagne Taylor, CMP (President & Taylor, On-site Partners, Inc.) on Professional Convention Management Association presentation (Topic: Farm to table) | November, 2017 |
| 6. Guest presenter – Virginia Tech University doctoral colloquium | February, 2017 |
| 7. Baylor CHI St. Luke's Hospital Transplant and VAD Grand Rounds Presentation – (<i>Title: The Intersection of Healthcare and Hospitality:</i> | March 21, 2016 |

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- Innovative Ideas in Providing Patient and Family Centered Care*) – Houston, TX
8. New England Club Managers Association – Food Research and Customer Service Trends for Club Managers (*Title: Trends and Innovations in US Foodservice*) – Amherst, MA, USA February 2016
 9. Tourism Property Development Project Bidding Presentation (*Title: Trends and Potential of South Korean Golf Market*) – Qingdao, Shandong, P.R. China 2009

PROFESSIONAL DEVELOPMENT

External Research Collaboration Activities:

1. **Advisory Board Member**
Feed the Soul Foundation (Black Restaurant Week LLC) Since 2022
2. **Advisor, Overseas Business Division** Since 2015
Korean Edible Insect Laboratory (KEIL) Corporation and Papillon's Kitchen™

Reviewer Activities:

Editorial Board

1. Journal of Hospitality and Tourism Research (SSCI) Since 2019
2. Journal of Services Marketing (SSCI) Since 2020
3. Journal of Consumer Marketing (SCOPUS) Since 2022

Ad-Hoc Reviewer

4. Journal of Business Research (SSCI)
5. Journal of Services Marketing (SSCI)
6. Journal of Consumer Marketing (SCOPUS)
7. Journal of Consumer Behaviour (SSCI)
8. Marketing Intelligence and Planning (SSCI)
9. Family & Consumer Sciences Research Journal
10. Journal of Service Theory and Practice (SSCI)
11. International Journal of Retail & Distribution Management (SSCI)
12. Journal of Hospitality and Tourism Research (SSCI)
13. International Journal of Contemporary Hospitality Management (SSCI)
14. International Journal of Hospitality Management (SSCI)
15. Cornell Hospitality Quarterly (SSCI)
16. Journal of Travel and Tourism Marketing (SSCI)
17. Journal of Hospitality and Tourism Management (SSCI)
18. Tourism Economics (SSCI)
19. Insects Journal (SCI/SSCI)
20. Journal of Insects as Food and Feed
21. Sustainability Journal (SCI/SSCI)
22. Journal of Convention & Event Tourism

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23. Journal of Tourism and Cultural Change
 24. Ad-hoc reviewer for TTRA, ICHRIE and Hospitality Graduate Conference 2023

Affiliations (Membership):

1. American Marketing Association (AMA)
2. International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)
3. National Restaurant Association (NRA)
4. The North American Coalition for Insect Agriculture (NACIA)

TEACHING EXPERIENCE

Instructor & Guest speaker **Conrad N. Hilton College of Hotel & Restaurant Management
University of Houston** Fall 2016 - present

Instructor:

[PhD level courses]

- Qualitative Design in Hospitality Administration (GHL8304)
- Guided Research in Hospitality Industry (GHL 8320)

[Master's level courses]

- Methods of Research in Hospitality Industry (GHL 6382)
- Food and Beverage Management (GHL 7341)
- Global Hospitality Business Management Master's Capstone Project with Ronald McDonald House Charity (Greater Houston and Galveston Chapter, Bangkok Chapter, Hong Kong Chapter)

[Cross-listed courses]

- Hospitality Supply Chain Management (GHL 3197/GHL6197)
- Innovative Food Management & Sustainability (GHL 4397/GHL6397)

[Undergraduate level courses]

- Restaurant Management (GHL 4322)
- Foodservice Management (GHL 1320)

Guest Speaker:

- Doctoral teaching seminar
- Master's level colloquium

- Korean Food, Culture, and Tourism (HRMA4397/6397)
Topic: Korean 2016 food trends
- Safety and Sanitation in the Hospitality Industry (HRMA 1345)
Topic: Food production cycle and innovation
- Grant Writing in Hospitality Industry (HRMA 8305)
Topic: Foundation grants
- Ph.D. Colloquium (HRMA 8188)
Topic: Job search and interviews

Instructor	Isenberg School of Management University of Massachusetts, Amherst	Spring 2016
	<ul style="list-style-type: none"> • Hospitality Personnel Management (HTM 260-02) with an online section 	
Instructor & Teaching Assistant	University of Massachusetts, Amherst Instructor: <ul style="list-style-type: none"> • Hospitality Personnel Management (HTM 260-02) with an online section Teaching Assistant: <ul style="list-style-type: none"> • Leadership in Hospitality (HTM 492L) • Hospitality Merchandising, Advertising, and Promotion (HTM 383) • Club Management (HTM336) 	Fall 2015
Instructor	University of Massachusetts, Amherst <ul style="list-style-type: none"> • Hospitality Personnel Management (HTM 260-02) with an online section 	Spring 2015
Guest Speaker	University of Massachusetts, Amherst <ul style="list-style-type: none"> • Hospitality Merchandising, Advertising, and Promotion (HTM 383) <i>Topic: Source, Message, and Channel (2 sessions)</i> 	Spring 2015
Instructor	University of Massachusetts, Amherst <ul style="list-style-type: none"> • Hotel Operations (HTM 240-02) with an online section 	Fall 2014
Guest Speaker	University of Massachusetts, Amherst <ul style="list-style-type: none"> • Hotel Operations (HTM 240) <i>Topic: Security Management & Housekeeping Management (2 sessions)</i> 	Fall 2013
Teaching Assistant	University of Massachusetts, Amherst <ul style="list-style-type: none"> • Leadership in Hospitality (HTM 492L) 	Fall 2013 - Spring 2014

- Hotel Operations (HTM 240)
- Food Service Management (HTM 350)
- Hospitality Personnel Management (HTM 260)

Guest Speaker	University of Massachusetts, Amherst <ul style="list-style-type: none"> • Tourism Policy and Planning (HTM 433) <i>Topic: Special Interest Tourism - Dark Tourism & Sex Tourism (2 sessions)</i>	Spring 2013
Teaching Assistant	University of Massachusetts, Amherst <ul style="list-style-type: none"> • Leadership in Hospitality (HTM 492L) • Hotel Operations (HTM 240) • Advanced Club Management (HTM 492W) 	Fall 2012 - Spring 2013
Adjunct Lecturer	Food Service Management and Culinary Department, Gyeongju University, Republic of Korea <ul style="list-style-type: none"> • Practice in Food and Beverage Operations (03697) • Consumer Behavior for Food Service Business (03701) 	Spring 2012
Adjunct Lecturer	Food Service Management and Culinary Department, Gyeongju University, Republic of Korea <ul style="list-style-type: none"> • Organizational Behavior for Food Service Business (02483) 	Fall 2011

INDUSTRY EXPERIENCE

EMPLOYMENT

Associate Professor with Tenure	Conrad N. Hilton College of Global Hospitality Leadership University of Houston – Houston, TX, USA	2022 - Present
Assistant Professor	Conrad N. Hilton College of Global Hospitality Leadership University of Houston – Houston, TX, USA	2016 - 2022
Research/ Teaching Assistant/ Instructor	Department of Hospitality and Tourism Management, Isenberg School of Management, University of Massachusetts – Amherst, MA, USA	2012 - 2016
Adjunct Lecturer	Food Service Management and Culinary Department, Gyeongju University – Gyeongju, Republic of Korea	2011 - 2012
International Consultant	Belle Tourism International Consulting, Ltd. – Shanghai, P.R. China	2009 - 2011

Researcher	Tourism Industry Research Institute, College of Hospitality and Tourism Management, Sejong University – Seoul, Republic of Korea	2007 - 2009
Food and Beverage Department	Kable's Restaurant Four Seasons Hotels & Resorts – Sydney, Australia	2004 - 2007
Banquet Attendant	NOSH Hospitality Personnel	2004 - 2005
Manager	Dunkin Donuts	2002 - 2003
Supervisor	Jokki Jokki Brassiere	2002 - 2003

INDUSTRY CONSULTING PROJECT EXPERIENCE

1. CBRE Group: Air force smarter fueling food service emerging trends and innovations research plan – TX, USA 2018
2. The Great New England Air Show Economic Impact Study – MA, USA 2015
3. The Big E Economic Impact Study – West Springfield, MA, USA 2013 - 2014
4. Concept, Program and Sales Brochure Development for Tangwanghe Resort – Shanghai, P.R. China 2010
5. Fiji Tourism Market Research – Nadi, Fiji 2010
6. Built To Innovate Website Development – Shanghai, P.R. China 2010
7. TasteJiangsu.com Provincial Tourism Website for Jiangsu, ClassicSuzhou.com English and Japanese Website & VintageShaoxing.com English and Korean Website Maintenance Project – Shanghai, P.R. China 2010
8. Zhouzhuang EXPO Promotion Material Development – Shanghai, P.R. China 2010
9. Xuzhou Itinerary Development – Shanghai, P.R. China 2009 - 2010
10. Shanghai International Visitor Survey – Shanghai, P.R. China 2009 - 2010
11. Website Evaluation for DMOs – P.R. Shanghai, China 2009

OTHER EXPERIENCE

- | | |
|--------------------------------|--|
| VIP Translator | <ul style="list-style-type: none"> • Svenska Cellulosa Aktiebolaget (SCA) Company – Seoul, Republic of Korea |
| Website Evaluation Participant | <ul style="list-style-type: none"> • Fiji International Airport – Nadi, Fiji • Suzhou Tourism Festival organized by Suzhou Tourism Bureau – Suzhou, P.R. China |
| Participant | <ul style="list-style-type: none"> • Pacific Asia Travel Association (PATA) Travel Mart – Hangzhou, P.R. China |
| SPSS Program Trainer | <ul style="list-style-type: none"> • Belle Tourism International Consulting, Ltd. – Shanghai, P.R. China |

- Translator
 - For Prof. Andrew Feinstein, Prof. Lipping A. Cai – Seoul, Republic of Korea
- Translator
 - For International College of Management Sydney & Macquarie University during a study abroad exhibition – Seoul, Republic of Korea
- Translator
 - For Belle Tourism International Consulting Shanghai, Ltd.’s Korean Market Research – Seoul, Republic of Korea
- Translator
 - For the Global BioTech Forum 2009 organized by KOTRA (Korea Trade-Investment Promotion Agency) – Seoul, Republic of Korea
- Casual Works
 - NOSH Hospitality Catering Company – Sydney, Australia