

## Dong-Soo Lee, Ph.D., CHIA

Associate Professor of Parks, Recreation and Hospitality Administration  
Arkansas Tech University

### School Address:

Hospitality Administration  
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### EDUCATION

- 2006 – 2011      Ph.D., **Texas Tech University**, USA  
Major in Hospitality Administration at College of Human Sciences  
Minor in Management Information System at Rawls College of Business  
Dissertation Title: *Measuring the Relationship between the CEO's Perceptions and the Financial Performance of IT in the Hospitality Industry*  
Chairperson: Jessica Yuan, Ph.D., Associate Professor
- 2001 – 2003      M.H.R.I.M., **Pennsylvania State University**, USA  
Major in Hotel, Restaurant, & Institutional Management  
School of Hotel, Restaurant & Recreation Management
- 1998 – 2001      M.B.A., **Kyunghee University**, Korea  
Major in Tourism Administration  
Graduate School of Business Administration  
Thesis Title: *A study on developing course designs for tourism-related graduate school in Korea*  
Chairperson: Joung-Man Kim, Professor
- 1994 – 1997      B.S., **University of Santo Tomas**, Philippines  
Major in Tourism  
College of Tourism and Hospitality Management
- 1990 - 1994      A.S., **Kyunghee University**, Korea  
Major in Tourism Management  
College of Hotel and Tourism Management  
Supporting Areas of Emphasis: Tourism Industry and Convention

## PROFESSIONAL EXPERIENCES

### Academic

- Fall 2018 – Present      **Associate Professor**, Arkansas Tech University  
HA/CUL 1923 Introduction to Food and Beverage Management  
HA/CUL 2053 Work Experience  
HA/CUL 2063 Guest Service Management  
HA/RP 2133 Introduction to Travel and Tourism  
HA/RP 3113 Human Resource Management in PRHA\* (Old: HA/RP 4113 Personnel Management in PRHA)  
HA 3163 Hospitality Technology\* (Old: HA 1063)  
HA 3173 Hospitality Managerial Accounting\* (Old: HA/CUL 2003 Cost Controls)  
HA 4073 Hospitality Financial Analysis  
HA/RP 4093 Resort Management  
HA 4203 Hospitality Strategic Management\* (Old: HA 4203 Hospitality Operational Problem Solving)  
(\* Curriculum Change - Class Number or Subject Title, effective from 2016 Summer)
- Fall 2012 – Spring 2018      **Assistant Professor**, Arkansas Tech University
- Fall 2010      **Guest Lecturer**, Texas Tech University  
RHIM 3322 Hospitality Cost Control I (Hospitality Accounting)
- Spring 2009 - Spring 2010      **Instructor**, Texas Tech University  
RHIM 3321 Hospitality Cost Control I (Hospitality Accounting)
- Fall 2006 - Fall 2008      **Teaching Assistant**, Texas Tech University  
RHIM 3321 Hospitality Cost Control I (Hospitality Accounting)  
RHIM 3322 Hospitality Cost Control II (Revenue Management in Hospitality)  
RHIM 3390 Purchasing in the Hospitality Industry  
RHIM 5341 Strategic Management in the Hospitality Industry  
RHIM 6380 Grant & Sponsored Project Funding  
RHIM 6381 Community Engagement  
IS 1100 Freshman Seminar
- Summer 2006      **Research Assistant**, Texas Tech University
- 1998 - 2000      **Research Assistant (Part-Time)**, Kyunghee University

- Assisted with two funded projects
  - A Study on the Influence of Hotel Management Strategies and Information Systems on Hotel Business Performance
  - Hotel Information System's Influence on its Performance

### Academic Services

#### Service to Arkansas Tech University

2019 - Present	Curriculum Committee (University Level)
2018	Tech Family Day (University Level - Sept. 22)
2018 - Present	CEAS Strategic Planning Committee (College Level)
2018 - Present	Faculty Salary & Benefit Committee (University Level)
2018 - Present	College Symposium (College Level)
2018	Fund raising event for Las Vegas KAHTEA Conference and Chicago NRA Show
2018	Recruiting visit, National Park College, Hot Springs, AR (Department Level - Feb. 21)
2017	Tech on Tour (University Level – Nov. 16)
2017	Tech Open House (University Level - Oct. 20-21)
2017	IRB policies, procedures, and the application process (University Level - Sept. 15)
2017	External Funding Sources (University Level - Sep. 11)
2017	Grant Workshop (University Level - Jul. 19)
2017	Fulbright Scholar Workshop (University Level - March 16, 2017)
2017	Search Committee for Assistant Professor of Recreation and Park Administration Program (Department Level - Committee Member)
2017	Two fund raising events for Las Vegas KAHTEA Conference and Chicago NRA Show
2017	Time Out for Tech (Jan. 26)
2016	Grant Presentation Invitation (University Level - Nov. 17)
2016	Grant Workshop (University Level - Nov. 2)
2016	International Faculty/Staff Appreciation Dinner (University Level - Nov. 14)
2016	Training on anti-discrimination/harassment awareness (University Level - Oct. 17)
2016	Degree Works Training Sessions (Oct. 17)
2016	Guest Lecturer Steve Fryer “Your Life Journey: No Limits, No Regrets” (Oct. 13)
2016	Grant Workshop (University Level - Jun. 8)
2016 - Present	Working Group on Diversity and Inclusion (University Level)
2016 - 2017	Faculty Evaluation Committee (College Level)
2016	Two fund raising events for Las Vegas KAHTEA Conference and Chicago NRA Show

2016	Time Out for Tech (Jan. 28)
2015	International Faculty/Staff Appreciation Dinner (University Level - Nov. 18)
2015	Faculty Usher (University Level - Spring 2015)
2014 - 2015	Appeals Committee (College Level - Committee Member)
2014 - Present	HA Advisory Committee Meeting (Department Level)
2014 - Present	Bridge to Excellence (B2E) Mentoring Program (University Level - Mentor)
2014	Search Committee for Assistant Professor of Hospitality Administration Program (Department Level - Committee Member)
2013	Search Committee for Assistant Professor of Recreation and Park Administration Program (Department Level - Committee Member)
2012 - 2016	Accreditation Commission for Programs in Hospitality Administration (ACPHA) (Department Level - Committee Member)
2012 - 2016	Curriculum Committee (Department Level - Committee Member)
2012 - 2015	Interim Special Event Coordinator, Department of Parks, Recreation and Hospitality Administration
2012 - Present	Scholarship Committee (Department Level - Committee Member)

#### Service to Hospitality Academia

2017 - Present	Reviewer, Global Conference on Hospitality, Tourism, Event and Leisure Management (HTELM)
2017 (Nov.)	Panel Discussion, The 3 <sup>rd</sup> Hospitality Teaching & Learning Conference, Denton, TX.
2016 (Dec.)	Reviewer, Book, "Technology Strategies for the Hospitality Industry, 2 <sup>nd</sup> "
2016 (Jan.)	Reviewer, Book, "Accounting Essentials for Hospitality Managers, 3 <sup>e</sup> "
2015 - Present	Reviewer, Conference Proceedings, Asia Pacific Tourism Association (APTA)
2015 - Present	Reviewer, Conference Proceedings, Korea America Hospitality & Tourism Educators Association (KAHTEA)
2015 (Jan.)	Key Note Speaker, Hospitality Program, University of Memphis
2014 - Present	Editorial Review Board Member, Journal of Culinary Research
2014 - Present	Reviewer, Journal of Hospitality and Tourism Technology (JHTT)
2013 - Present	Reviewer, Conference Proceedings, International Council on Hotel, Restaurant, and Institutional Educational (I-CHRIE)

#### Industry

1998–2000	Assistant Manager, Marketing and Advertising Dept. Hananrum Tour Club, Seoul, Korea <ul style="list-style-type: none"> <li>Supervised five support staff members and implemented planning, competition analysis, presentation, and negotiation during the contract</li> </ul>
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- process.
  - Developed and promoted a new honeymoon tour program, along with three support staff members, that focused on East Asia, South Asia, and Japanese regions: planning, investigating niche markets, examining customer preferences, securing local partners for pricing, and advertising.
- 1997–1998      Assistant Manager, COVAN International (Professional Convention Organizer), Seoul, Korea
- The 9th World Congress On Medical Informatics (Medinfo'98)  
As one of the team leaders in preparing for the Congress, led a team to organize 3,000 participants and 300 exhibition booths and undertook marketing, pricing, product planning and exhibition manual publishing.
  - Asia-Pacific Broadcasting Union (ABU) 1997  
As a staff member, participated in registration, accommodations, and tour programming and was responsible for 550 participants.
  - Inter Congress SICOT Seoul, Korea-Japan-China (2nd)  
As a staff member, worked in the registration and exhibition process and served 300 participants and 50 exhibition booths.
- Nov. 1996      Event Volunteer, APEC (Asia-Pacific Economic Cooperation), Manila, Philippines
- 1994              Entry Level Employee, Front Desk & Banquet
- HYATT Regency Hotel, Pusan, Korea
  - RENAISSANCE Hotel Seoul, Seoul, Korea

**Other Professional**

- 2001 – 2003      Commentator in the Korean Catholic Community at Pennsylvania State Univ.
- 1991 – 1992      Republic of Korea Army

**REFEREED PUBLICATIONS & PROCEEDINGS**

**Refereed Articles (9)**

Lee, S., Lee, D.-S., & Kim, Y. (2017). The effects of leadership empowerment on job satisfaction in university dining services. *Journal of Hotel & Resort*. 16(4), 289-311.

Lee, D.-S., & Lee, S. (2017). Customers' perception, satisfaction, and loyalty of food truck in the U.S. food service market. *Academy of Global Hospitality and Tourism Journal*. (Accepted).

Joung, H.-W., Choi, E.-K., Lee, D.-S., & Kim, H.-S. (2015). Exploring Internal Marketing Mix and Its Applications in the Foodservice Industry. *Culinary Science and Hospitality Research*. 21(5), 192-203.

- Joung, H.-W., Lee, D.-S., Kim, H.-S., & Huffman, L. (2014). Evaluation of the on-campus dining services using importance-performance analysis. *Journal of Foodservice Business Research*, 17(2), 136-146.
- Kim, H.-S., Lee, K.-W., Lee, D.-S., Joung, H.-W., & Yuan, J. (2012). Assessing the quality of restaurant's website using DINEWEBQUAL. *Journal of Quality Assurance in Hospitality and Tourism*, 13(3), 235-245.
- Kim, H.-S., Lee, D.-S., Choi, E.-K., & Huffman, L. (2010). Research activity at the annual graduate student research conference in hospitality & tourism. *Journal of Teaching in Travel & Tourism*, 10(1), 75-85.
- Lee, K.-W., Kim, H.-b., Kim, H.-S., & Lee, D.-S. (2010). The determinants of factors in FIT guests' perception of hotel location. *Journal of Hospitality and Tourism Management*, 17(1), 167-174.
- Lee, D.-S., Cha, S.B., & Kim, J.M. (2004). Hospitality programs in Korean graduate schools: Why students select certain programs and competencies in the curriculum. *Journal of Human Resources in Hospitality and Tourism*, 3(1), 33-45.
- Cha, S.B., & Lee, D.-S. (2002). A comparison of views on the curricula issues of special tourism programs in graduate school among students, academy, and industry. *Journal of Consumption Culture*, 4(3), 107-121.

#### **Work in Progress (5)**

- Lee, D.-S., & Lee, S. Curriculum development base on ACPHA course guideline.
- Lee, D.-S., & Lee, S. Food waste perceptions among college students in university foodservices.
- Lee, D.-S., & Lee, M.-W. Information technology and corporate strategy in the Hospitality industry: A CEO's perspective.
- Lee, D.-S., & Kim, H.-S. Overview of graduate conference: 1996 to 2014.
- Lee, D.-S., Kim, H.-S., & Choi, E.-K. Improving hospitality & tourism research: Productivity or effectively of graduate conference proceedings using Google Scholar.

#### **Refereed Presentations & Conference Proceedings (22)**

- Walker, S., Coffman, K., Boley, M. K., Lee, D.-S., & Lee, S. (2019). Hospitality Administration Curriculum Development: A Comparison of 20 Accredited Programs. THEREPS Conference, Las Vegas, Nevada. **(the Best Undergraduate Practical Research Paper)**
- Gate, L., Curry, B., Zou, J., Lee, S., & Lee, D.-S. (2019). Factor's Influencing Customer's Satisfaction in Food Delivery APPS. THEREPS Conference, Las Vegas, Nevada.
- Lee, D.-S., Lee, M., Kim, K., & Lee, S. (2018). CEO Perceptions of Information Technology Strategy in the Hospitality Industry. Stand-up session submitted at the Korea America Hospitality & Tourism Educators Association Conference, Las Vegas, Nevada.
- Hansen, A., Oliver, M., Salazar, T., Lee, S., & Lee, D.-S. (2018). Restaurant Customers' Perceptions of Mobile Coupons. Stand-up session submitted at the Korea America Hospitality & Tourism Educators Association Conference, Las Vegas, Nevada. **(the 2<sup>nd</sup> Best Undergraduate Paper)**

- Dennis, J., Appukuttan, S., Austin, H., Woodard, T., Lee, S., & **Lee, D.-S.** (2018). Consumer education on beef quality grades. Stand-up session submitted at the Korea America Hospitality & Tourism Educators Association Conference, Las Vegas, Nevada. (**the 3<sup>rd</sup> Best Undergraduate Paper**)
- Light, A. L., Spivey, M. R., Lee, S., & **Lee, D.-S.** (2017). Food waste perceptions among college students in university foodservices. Stand-up session submitted at the Korea America Hospitality & Tourism Educators Association Conference, Las Vegas, Nevada. (**the 2<sup>nd</sup> Best Undergraduate Paper**).
- Wilson, A., Rowe, J., Cockmon, K., Beltran, S., **Lee, D.-S.**, & Lee, S. (2016). Evaluation of customers' behavior in wineries. Stand-up session submitted at the Korea America Hospitality & Tourism Educators Association Conference, Las Vegas, Nevada.
- Lewandowski, J.J., Freeze, L.M., Baeza, D. A., Miller, J.A., **Lee, D.-S.**, & Lee, S. (2015). Customers' perception, satisfaction, and loyalty of food truck. Stand-up session submitted at the Korea America Hospitality & Tourism Educators Association Conference, Las Vegas, Nevada. (**the 1<sup>st</sup> Best Undergraduate Paper**).
- Lee, D.-S.** (2014). Measuring the CEO's perceptions of information technology in the hospitality industry. Poster session presented at International Council on Hotel, Restaurant, and Institutional Education, San Diego, California.
- Joung, H.-W., & **Lee, D.-S.** (2013). College Students' Healthy Eating Behavior: The Effects of Nutrition Information and the Moderating Role of Gender. *Proceedings of the Eighteenth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, Seattle, Washington.
- Joung, H.-W., **Lee, D.-S.**, & Goh, B.K. (2013). Evaluation of Utilizing Guest Speakers in Hospitality and Tourism Programs. *Proceedings of the Eighteenth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, Seattle, Washington.
- Jin, N. **Lee, D.-S.**, & Goh, B.K. (2013). Predictors of perceived restaurant innovativeness and innovative outcomes in chain restaurants: Moderating roles of age and gender. *Proceedings of the Eighteenth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, Seattle, Washington.
- Joung, H.-W., **Lee, D.-S.**, Kim, H.-S., Ahn, J., & Huffman, L. (2011). Evaluation of the on-campus dining service using importance-performance analysis. *Proceedings of the Sixteenth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, Houston, Texas.
- Lee, D.-S.**, Choi, E.-K., & Huffman, L. (2010). Measuring productivity of the proceedings of a graduate conference. Stand-up session presented at International Council on Hotel, Restaurant, and Institutional Education, San Juan, Puerto Rico.
- Demirer, I., **Lee, D.-S.**, & Goh, B.K. (2010). The effects of financial factors and risk on firm performance: Evidence from U.S. lodging companies. Poster session presented at International Council on Hotel, Restaurant, and Institutional Education, San Juan, Puerto Rico.
- Kim, H.-S., Lee, K.-W., **Lee, D.-S.**, Joung, H.-W., & Yuan, J. (2010). Examination of the reliability and validity of an instrument for measuring restaurant website quality (DINEWEBQUAL). Stand-up session presented at International Council on Hotel, Restaurant, and Institutional Education, San Juan, Puerto Rico.

- Lee, K.-W., Kim, H.B., Kim, H.-S., & Lee, D.-S. (2010). The location of hotels and its effects on guests: Focus on FIT guests in 5-star hotels of Seoul, Korea. Poster session presented at International Council on Hotel, Restaurant, and Institutional Education, San Juan, Puerto Rico.
- Lee, D.-S., Choi, E.-K., & Huffman, L. (2010). Improving hospitality & tourism research: Better funded and more motivated. *Proceedings of the Fifteenth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, Washington, DC.
- Lee, D.-S., & Yuan, J. (2010). Measuring between the perception of CEO and the investment of IT using text mining technique. *Proceedings of the Fifteenth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, Washington, DC.
- Lee, K.-W., Lee, D.-S., & Yuan, J. (2010). Doctoral students' intention & satisfaction in hospitality and tourism management, *Proceedings of the Fifteenth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, Washington, DC.
- Lee, D.-S., & Yuan, J. (2009). Exploring the diverse and dynamic nature of tourism research: An exploratory study using text mining technique. *Proceedings of the Fourteenth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, Las Vegas, Nevada.
- Lee, D.-S., Demirer, I. & Yuan, J. (2008). Measuring the performance of IT investment in the hospitality industry: A content analysis of CEO letter to shareholders. Poster session presented at International Council on Hotel, Restaurant, and Institutional Education, Atlanta, Georgia.
- Cha, S.B., Lee, D.-S., & Kim, J.M. (2003). A comparison of views on the curricula issues of hospitality graduate programs among academy, industry and students in Korea. *Proceedings of the Fourteenth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, Las Vegas, Nevada.
- Cha, S.B., & Lee, D.-S. (2001). A comparison of views on the curricula issues of special tourism programs in graduate school among students, academy, and industry. *Proceedings of Fourth Annual Research Conference in Consumption Culture*. Seoul, Korea.

### **Other Conference Proceedings (7)**

- Wilson, A., Rowe, J., Lee, D.-S., & Lee, S. (2016). Evaluation of customers' behavior in wineries. Stand-up session presented at Seventeenth Annual Student Research Symposium. Arkansas Tech University.
- Lewandowski, J.J., Freeze, L.M., Baeza, D. A., Miller, J.A., Lee, D.-S., & Lee, S. (2015). Customers' perception, satisfaction, and loyalty of food truck. Stand-up session presented at Sixteenth Annual Student Research Symposium. Arkansas Tech University.
- Lee, D.-S., Joung, H.-W. Kim, H.-S., Lee, K.-W., & Yuan, J., (2010). DINEWEBQUAL: A tool measuring family restaurant website quality. Poster session presented at Ninth Annual Graduate Student Research Poster Competition. Texas Tech University.
- Lee, K.-W., Kim, H.B., Kim, H.-S., & Lee, D.-S. (2010). Determinants of 5-star hotel guest's satisfaction regarding hotel location among FIT (Frequent Individual traveler / foreign independent traveler) in South Korea. Poster session presented at Ninth Annual Graduate Student Research Poster Competition. Texas Tech University.



- Kim, H.-S., Lee, D.-S., Choi, E.-K., & Huffman, L. (2009). Improving hospitality & tourism research: Better-funded and more motivated. Poster session presented at Eighth Annual Graduate Student Research Poster Competition. Texas Tech University.
- Kim, H.-S., Choi, M.-H., & Lee, D.-S. (2007). Development of a multiple-item scale for measuring students' satisfaction with university foodservice in South Korea. Poster session presented at Sixth Annual Graduate Student Research Poster Competition. Texas Tech University.
- Choi, M.-H., Kim, H.-S., & Lee, D.-S. (2007). Study on consumers' loyalty in alcohol beverage choice under different levels of involvement with wine segment. Poster session presented at Sixth Annual Graduate Student Research Poster Competition, Texas Tech University.

### **Professional Work (1)**

- Kim, Y.-S., Lee, S., Seo, S.-D., & Lee, D.-S. (2014). Korean Seafood for 50: "Taste of Fabulous New Korean Recipes." Korea Agro-Fisheries & Food Trade Corporation, Cerritos, California.

### **Available Teaching Area**

- (1) Managerial and Financial Accounting, (2) Revenue Management, (3) Food & Beverage Cost Control, (4) Finance, (5) Management Information Systems, (6) Human Resource Management, (7) Strategic Management, (8) Introduction to Management in the Hospitality and Tourism Industry, (9) Convention Management and (10) Resort Management.

### **Research Interests**

Accounting/Finance: (1) Information Technology Investment, and (2) Stock Performance of Hospitality Firms

Information Technology: (1) Applying Data/Text Mining Methodology to Hospitality and Tourism Industry, (2) Website Evaluation, (3) Online Security, and (4) B2B & B2C Relationships

Education: (1) Course/Curriculum Development, and (2) Journal/Proceeding Evaluation

### **GRANT APPLICATION EXPERIENCE**

Lee, D.-S. (Co-Principal), "Consumer education on beef quality grades," Interdisciplinary Research Grant. Arkansas Tech University. \$9,484.00 (Internal - Not funded in December 2018)

Lee, D.-S. Korea America Hospitality & Tourism Educators Association Conference: Presentation & Field Trip," Student Development Fund, Arkansas Tech University, \$4,000.00. (Internal - Funded in November 2018).

Lee, D.-S. (Principal), "Korea America Hospitality & Tourism Educators Association Conference: Presentation & Field Trip," Professional Development Grant, Arkansas Tech University, \$1,602.05. (Internal - Funded October in 2018).

Lee, D.-S. (Principal), "Korea America Hospitality & Tourism Educators Association Conference: Presentation & Field Trip," Faculty Development Grant (College of Engineering & Applied

- Sciences), Arkansas Tech University, \$750.00 (Internal - Funded in April 2018).
- Lee, D.-S. (Principal), “Korea America Hospitality & Tourism Educators Association Conference: Presentation & Field Trip,” Professional Development Grant, Arkansas Tech University, \$1,491.68. (Internal - Not funded in April 2018).
- Lee, D.-S. (Principal), “Korea America Hospitality & Tourism Educators Association Conference: Presentation & Field Trip,” Professional Development Grant, Arkansas Tech University, \$1,635.31. (Internal - Not funded in February 2018).
- Lee, D.-S. (Co-Principal), “Consumer education on beef quality grades,” Interdisciplinary Research Grant. Arkansas Tech University. \$8,000.00 (Internal - Not funded in December 2017)
- Lee, D.-S. (Co-Principal), “The economic impacts of Arkansas State Parks,” 2017 Proposal Assistance Summer Support (PASS). Arkansas Tech University. \$3,000.00. (Internal - Funded in November 2017).
- Lee, D.-S. Korea America Hospitality & Tourism Educators Association Conference: Presentation & Field Trip,” Student Development Fund, Arkansas Tech University, \$3,732.00. (Internal - Funded in October 2017).
- Lee, D.-S. (Co-Principal), “Green practices in university foodservices,” Undergraduate Research Grant, Arkansas Tech University, \$2,000.00. (Internal - Not funded in September 2017).
- Lee, D.-S. (Co-Principal), “Consumer Education on Beef Quality Grades,” Arkansas Beef Council, \$12,430.00 (State Level - Not funded in June 2017).
- Lee, D.-S. (Principal), “Korea America Hospitality & Tourism Educators Association Conference: Presentation & Field Trip,” Professional Development Grant, Arkansas Tech University, \$1,337.00. (Internal - Funded in April 2017).
- Lee, D.-S. (Sub-Awardees), “For sustainable tourism in Albania (APS-182-16-000001,” USAID Foreign Assistance for Programs Overseas, United States Agency for International Development, \$658,000.00 (Federal Level - Not funded in April 2017).
- Lee, D.-S. (Principal), “Intro. To IMPALN Pro Workshop,” Faculty Development Grant (College of Engineering & Applied Sciences), Arkansas Tech University, \$750.00 (Internal - Funded in October 2016).
- Lee, D.-S. (Principal), “Intro. To IMPALN Pro Workshop,” Professional Development Grant, Arkansas Tech University, \$1,434.00 (Internal - Funded in October 2016).
- Lee, D.-S. (Principal), “The study of economic impacts of Lake Dardanelle State Park,” Faculty Research Grant, Arkansas Tech University, \$2,000.00. (Internal - Not funded in October 2016).
- Lee, D.-S. (Principal), “Investigating the impact of website quality on customers’ satisfaction in the Airbnb website,” Undergraduate Research Grant, Arkansas Tech University, \$2,000.00. (Internal - Not funded in October 2016).
- Lee, D.-S. (Principal), “The economic impacts of Arkansas State Parks,” Summer Proposal Development Support. Arkansas Tech University. \$3,000.00. (Internal - Not funded in April 2016).
- Lee, D.-S. Korea America Hospitality & Tourism Educators Association Conference: Presentation & Field Trip,” Student Development Fund, Arkansas Tech University, \$2,000.00. (Internal -

Funded in April 2016).

- Lee, D.-S. (Co-Principal), "College students' food waste behaviors in College and University Dining Services," Faculty Research Grant, Arkansas Tech University, \$1,285.00. (Internal - Funded in October 2015).
- Lee, D.-S. (Co-Principal), "Evaluation of customers' behavior in winery," Undergraduate Research Grant, Arkansas Tech University, \$2,000.00. (Internal - Funded in October 2015).
- Lee, D.-S. "Korea America Hospitality & Tourism Educators Association Conference: Presentation & Field Trip," Student Development Fund, Arkansas Tech University, \$2,000.00. (Internal - Funded in April 2015).
- Lee, D.-S. (Co-Principal), "College students' perception of food waste in university foodservices," Faculty Research Grant, Arkansas Tech University, \$1,650.00. (Internal - Funded in March 2015).
- Lee, D.-S. (Co-Principal), "Quality and safety standards in the food-truck industry," Undergraduate Research Grant, Arkansas Tech University, \$2,625.00. (Internal - Funded in October 2014).
- Lee, D.-S. (Co-Principal), "Korea fusion menu development," Korea Agro-Fisheries & Food Trading Corporation, \$3,000.00 (External - Funded in September 2014).
- Lee, D.-S. (Principal), "Certification in Hotel Industry Analytics (CHIA)," Faculty Development Grant (College of Engineering & Applied Sciences), Arkansas Tech University, \$750.00 (Internal - Funded in September 2014).
- Lee, D.-S. (Principal), Professional Development Grant, Arkansas Tech University, \$2,528.00. (Internal - Funded in May 2014).
- Lee, D.-S. (Principal), Professional Development Grant, Arkansas Tech University, \$1,806.00. (Internal - Funded in April 2013).
- Lee, D.-S. (Co-Principal), "Developing a Basic Spanish Language Training Program," Sponsored by the South Plains Community Resources and Education (SPCORE), \$4,000.00. (External, Not Funded - Applied in April 2007).
- Lee, D.-S. (Co-Principal), "Computer Video Games in Hospitality Program," Sponsored by Teaching, Learning and Technology Center (TLTC), Texas Tech University, \$5,000.00. (Internal, Not Funded - Applied in March 2007).

## **LICENSES/CERTIFICATIONS**

- Certification in Collaborative Institutional Training Initiative (CITI), CITI Program
- Certification in IMPact Analysis for PLANning (IMPLAN), IMPLAN.
- Certification in Hotel Industry Analytics (CHIA), STR and American Hotel & Lodging Educational Institute (AHLEI).
- Certificate of Managerial Accounting (Certificate No: 5353341), National Restaurant Association Educational Foundation (NRAEF).
- Certification of English proficiency and readiness for the classroom, Texas Tech University.
- Certificate Program for Convention Professional, University of Nevada, Las Vegas.
- Certificate Program for Hotel Management, University of Nevada, Las Vegas.

- Licensed Tourism Employee (Employee of Tourist Lodging/ Guide of Domestic Tourism), Tourism Association, Korea.

## PROFESSIONAL ACTIVITIES

- Member, Korean-American Scientists and Engineers Association (KSEA): 2017 – Present.
- Member, The Korea America Hospitality and Tourism Educators Association (KAHTEA): 2014 – Present.
- Member, International Council on Hotel, Restaurant, and Institutional Educational (I-CHRIE): January 2008 – Present.
- Member, PHI UPSILON OMICRON, National Honor Society in Family and Consumer Sciences, at Texas Tech University: 2006 – Present.
- Member, Phi Beta Delta, Honor Society of International Scholars, at Texas Tech University: 2007 – Present.
- Member, Golden Key International Honor Society, at Texas Tech University: 2009 - Present
- Member, Graduate Restaurant Hotel Institutional Management (GHRIM) at Texas Tech University: 2006 - 2011.
- Advisor, Korean Student Association at Texas Tech University: September 2009 – August 2010.
- President, Korean Student Association at Texas Tech University: September 2008 – August 2009.
- Member, Korean Student Association at Texas Tech University: January 2006 – 2011.
- Treasurer, Tourism Administration at Kyunghee University: 1998 – 2000.
- President, Korean Student Association at University of Santo Tomas: 1996.
- President, Japanese Learning Club “SORA” at Kyunghee University: 1993.
- Secretary, Student Committee of Tourism Science at Kyunghee University: 1993.

## HONORS/AWARDS

- Excellence in Undergraduate Research Mentoring Award, the 9<sup>th</sup> Tourism, Hospitality, & Event Conference for Researchers, Educators, Practitioners, & Students (THEREPS): April 2019
- Best Undergraduate Practical Research Award, the 9<sup>th</sup> Tourism, Hospitality, & Event Conference for Researchers, Educators, Practitioners, & Students (THEREPS): April 2019
- 2<sup>nd</sup> Place Award, the 8<sup>th</sup> Korea America Hospitality & Tourism Educators Association (KAHTEA) conference: April 2018
- 3<sup>rd</sup> Place Award, the 8<sup>th</sup> Korea America Hospitality & Tourism Educators Association (KAHTEA) conference: April 2018
- 2<sup>nd</sup> Place Award, the 7<sup>th</sup> Korea America Hospitality & Tourism Educators Association (KAHTEA) conference: April 2017
- 1<sup>st</sup> Place Award, the 5<sup>th</sup> Korea America Hospitality & Tourism Educators Association (KAHTEA) conference: April 2015.
- 3<sup>rd</sup> Place Award, Eighth Annual Graduate Student Research Poster Competition at Texas Tech University: March 2010.

- 3<sup>rd</sup> Place Award, Eighth Annual Graduate Student Research Poster Competition at Texas Tech University: March 2009.
- 3<sup>rd</sup> Place Award, Sixth Annual Graduate Student Research Poster Competition at Texas Tech University: March 2007.
- College of Human Sciences Scholarship at Texas Tech University: Spring 2006 – 2010.
- Study Abroad Competitive Scholarship at Texas Tech University: Fall 2007 – Spring 2009.
- 2<sup>nd</sup> Place Award, A contest for programming, “2002 World Cup Cultural Event” from the Korean Organizing Committee for the 2002 FIFA World Cup Korea/Japan: September 1999.
- Dean’s list, Kyunghee University: Spring & Fall 1999.
- Academic Excellence Awards, Korea Tourism Association: Spring & Fall 1999.
- Dean’s list, Kyunghee University: Spring 1993 & Fall 1990.

## **COMMUNITY INVOLVEMENT**

- Event Coordinator, Volunteer, Thank You to all first responders in Pope & Yell counties, Russellville, AR: 2016 - Present.
- Event Coordinator, Volunteer, Monte Carlo Night, St. John Catholic Church at Russellville, AR: 2016 - Present.
- Volunteer, Dardanelle Chamber of Commerce Annual Event Dinner at Dardanelle, AR: 2016 & 2017.
- Event Coordinator, Volunteer, Harvest Festival, St. John Catholic Church at Russellville, AR: September, 2014.
- Event Coordinator, Volunteer, The State-wide conference, Arkansas Knights of Columbus: April, 2014.
- Volunteer, The International Talent & Fashion Show by International Cultural Center at Texas Tech University: March 2009.
- Organizer, Korean Movie Night at Texas Tech University: February 2009.
- Volunteer, Texas Tech Celebrates Korean New Year with Lecture and Recital at Texas Tech University: January 2009.
- Volunteer, RHIM 25<sup>th</sup> Reunion steering Committee at Texas Tech University: October 2008.
- Volunteer, Playground Building for Parkway Center at Lubbock, TX: July 2006.
- Volunteer, Parkway and Guadalupe Center at Lubbock, TX: 2006 – 2010.