

## **MINSUN KIM**

Assistant Professor of Management & Marketing  
College of Business  
Louisiana State University Shreveport  
minsun.kim@lsus.edu

### **EDUCATION AND CERTIFICATION**

2018	Ph.D. in Business Administration Temple University, Philadelphia, Pennsylvania Concentration: Hospitality Revenue and Strategic Management
2009	M.S. in Hotel and Restaurant Management University of Houston, Houston, Texas
2006	B.S. in Management Information Systems Young-In University, Young-In, South Korea
2004-2005	Exchange student at Mississippi State University Starkville, Mississippi
2020	CAHTA Authorized Instructor Certificate STR, Hendersonville, Tennessee <i>Trained and helped 34 students in earning the CAHTA.</i>
2020	CHIA Authorized Instructor Certificate STR, Hendersonville, Tennessee <i>Trained and helped 123 students in earning the CHIA.</i>
2017	Fox Online Teaching Certificate Temple University, Philadelphia, Pennsylvania
2016	Certification in Hotel Industry Analytics STR, Hendersonville, Tennessee
2010	Hotel Revenue Management Certificate Cornell University, Ithaca, New York

Note:

1. CAHTA: Certification in Advanced Hotel and Tourism Analytics
2. CHIA: Certification in Hotel Industry Analytics

## **ACADEMIC APPOINTMENTS**

August 2018 to present      **Assistant Professor**, Louisiana State University Shreveport  
College of Business, Department of Management & Marketing  
MBA Faculty (Tenure Track)

- **Chair**, Hospitality Curriculum Task Force
- **Chair**, Hospitality Industry Certification Task Force
- Recipient of William C. Woolf Endowed Rising Star Professorship in Business

August 2014 to May 2018      **Instructor & Teaching Assistant**, Temple University  
School of Sport, Tourism and Hospitality Management

## **TEACHING ACTIVITIES**

### Course Taught

Louisiana State University Shreveport

MBA 705 Organizational Strategy and Policies	(MBA)
MBA 778 Hospitality Analytics	(MBA)
MBA 775 Hospitality and Casino Marketing	(MBA)
MADM 301 Principles of Management	(Undergraduate)
MKT 420 Hospitality Analytics	(Undergraduate)

Temple University

STHM 5536 Revenue Management and Hotel Analytics	(Masters)
STHM 3329 Revenue Management in Tourism & Hospitality	(Undergraduate)

### Course List for TA and Guest Lecturer

Temple University

STHM 3312 Strategic Decision Making in Tourism & Hospitality	(Undergraduate)
STHM 3315 Tourism & Hospitality Sales	(Undergraduate)
STHM 2311 Global Issues in Tourism & Hospitality	(Undergraduate)
SHTM 1311 The Business of Tourism & Hospitality	(Undergraduate)

## **RESEARCH INTERESTS**

Strategic management and strategic decision-making  
Pricing and revenue management of hospitality firms  
Application of econometric models and experimental design  
Consumers' responses to pricing and other business strategies

## **AWARDS AND HONORS**

1. William C. Woolf Endowed Rising Star Professorship in Business, Louisiana State University Shreveport, Spring 2020 to Spring 2023
2. Best Poster Award Finalist at the 2022 EuroCHRIE Conference, Apeldoorn, The Netherlands, October 24-27, 2022
3. Faculty Innovation Award, College of Business, Education, and Human Development, Louisiana State University Shreveport, Spring 2019. Funding: \$1,000
4. 2018-2019 Professor of the Year Nominee by Louisiana State University Shreveport Students
5. Graduate Assistantship. School of Tourism and Hospitality Management, Temple University. Fall 2013 to Fall 2017
6. Academic Scholarship. Conrad N. Hilton Jr. College of Hotel and Restaurant Management. University of Houston. Fall 2007 to Spring 2009
7. Academic Scholarship. College of Business and Public Administration. Yong-In University. Fall 2001 to Fall 2005

## **With Students**

1. Pilot Pitch Business Model Competition—Entrepreneurial Accelerator Program (Campus-wide), September to November 2023
  - Served as a Faculty Mentor for the Undergraduate Student
  - Student Name: Dakota Ferry
  - The student was **Awarded 1<sup>st</sup> Place**, Cash Prize: \$3,000.
2. STR Student Market Study Competition (International level), August to November 2021
  - Served as a Faculty Advisor for the Graduate Team
  - Student Names: Stephen Bickel, Derek McCrory, Holden Murray
  - The students were **Awarded 1<sup>st</sup> Place**, Cash Prize: \$1,000.
  - This news is available in the Business News Journal for Northwest Louisiana (Biz), Shreveport Times, STR website, and LSUS campus news
    - <https://bizmagsb.com/2021/12/27/lsu-shreveport-grad-students-win-international-competition/>
    - <https://sports.yahoo.com/briefcase-lsus-lsu-health-earn-045455595.html>
    - <https://str.com/data-insights-blog/share-center-student-market-study-competitions-2021>
    - <https://www.lsus.edu/lsu-shreveport-graduate-students-win-international-market-study-competition>
3. STR Student Market Study Competition (International level), August to November 2020
  - Served as a Faculty Advisor for the Graduate Team
  - Student Names: Brandi Chambless, Ryan Dickerson, Nicole McVey
  - The students were **Awarded 2<sup>nd</sup> Place**.

- This news is available in the Hotel News Now, STR website, and LSUS Foundation magazine

<https://www.hotelnewsnow.com/Articles/305587/STRs-SHARE-Center-crowns-student-competition-winners>

<https://str.com/press-release/str-share-center-crowns-winners-student-market-study-competition>

4. Shell Business Case Study Competition (State level), November 2019
  - Assisted in the Final Stage of the Undergraduate Team’s Presentation Preparation
  - The Students **Awarded 2nd Place.**

## **RESEARCH, SCHOLARSHIP, AND OTHER CREATIVE PRODUCTIVITY**

### **Refereed Articles**

1. **Kim, M.,** Darban, M., & Lim, S. (under review) Direct and Indirect Rebound Effects of Cost Savings from a Peer-to-peer Accommodation Stay. *International Journal of Hospitality Management*.  
**CiteScore=18.3; IF = 11.7**
2. **Kim, M.,** & Tang, C. H. (2021). Operating synergy and marketplace performance of dual-branded hotels. *International Journal of Hospitality Management*, 98, 103039  
**CiteScore=9.4; IF = 9.237**
3. Darban, M., **Kim, M.,** & Koksai, A. (2021). When the technology abandonment intentions remitted: The case of herd behavior. *Information Technology and Management*. <https://doi.org/10.1007/s10799-021-00329-5>  
**CiteScore = 4.3; IF = 1.222**
4. Darban, M., **Kim, M.,** & Ismail, W. (2021). Social network strategies and innovative performance: Formation and interplay of latent ties. *Knowledge Management Research and Practice*, DOI: 10.1080/14778238.2021.1910585.  
**CiteScore = 4.3; IF = 1.583**
5. **Kim, M.,** Roehl, W. S., & Lee, S. K. (2020). Different from or similar to neighbors? An investigation of hotels’ strategic distances. *Tourism Management*, 76, 103960.  
**CiteScore = 16.5; IF = 11.056**
6. **Kim, M.,** Roehl, W. S., & Lee, S. K. (2019). Effect of hotels’ price discounts on performance recovery after a crisis. *International Journal of Hospitality Management*, 83, 74-82.  
**CiteScore = 8.0; IF = 8.432**
7. **Kim, M.,** Lee, S. K., & Roehl, W. S. (2018). Competitive price interactions and strategic responses in the lodging market. *Tourism Management*, 68, 210-219.  
**CiteScore = 10.9; IF = 6.836**

8. **Kim, M.**, Tang, C. H. & Roehl, W. S. (2017). The effect of hotel's dual-branding on willingness-to-pay and booking intention. *Journal of Revenue and Pricing Management*, 17(4), 256-275.

**CiteScore = 0.8**

9. **Kim, M.**, Lee, S. K., & Roehl, W. S. (2016). The effect of idiosyncratic price movements on short- and long-run performance of hotels. *International Journal of Hospitality Management*, 56, 78-86.

**CiteScore = 5.6; IF = 3.415**

Note: CiteScore and Impact factor (IF) for the year preceding the publication.

### **Textbook Chapters**

1. **Kim, M.**, & Repetti, T. (2022). *Hospitality Revenue Management & Profit Optimization*. Chapter 9 Performance Analysis. RevME.

### **Practitioner Papers**

1. **Kim, M.**, & Tang, C. H. (2021, September 30). Do dual-branded hotels perform better than stand-alone hotels? CoStar Analysis (also known as Hotel News Now)  
<https://www.costar.com/article/322985538/do-dual-branded-hotels-perform-better-than-stand-alone-hotels>

### **Working Papers**

1. Tang, C. H., Ju, M., & **Kim, M.** Operating Risk, Management Contracts, and Owners' Risk Exposure. The data analysis is completed.
2. **Kim, M.**, Ju, M., & Kungu, K. Entrepreneurs' overoptimism, overconfidence, and new venture performance in Eastern Africa. Hypotheses are developed.

### **Certification Projects**

Developed and reviewed certification exam questions, partnered with varied industry partners and higher education groups as follows:

1. *Hospitality Today: An Introduction*. Undergraduate course complete certification, Partnered with American Hotel & Lodging Educational Institute, October to December 2023

2. *Managing Front Office Operation*. Undergraduate course complete certification, Partnered with American Hotel & Lodging Educational Institute, May to June 2023
3. *Hospitality Industry Managerial Accounting*. Undergraduate course complete certification, Partnered with American Hotel & Lodging Educational Institute, October to December 2022
4. *Revenue Management Certification*. Certification for academics and industry professionals, Partnered with RevMe and STR, June 2022
5. *Certified Lodging Security Officer*. Certification for academics and industry professionals, Partnered with American Hotel & Lodging Educational Institute, May to June 2022

### **Refereed Proceedings**

1. **Kim, M., Darban, M., & Ok, C. H.** (2022). Direct and indirect rebound effects of cost savings from a peer-to-peer accommodation stay. Proceedings of the 2022 EuroCHRIE Conference, Apeldoorn, The Netherlands, October 24-27, 2022.
2. Tang, C. H., **Kim, M., & Ju, M.** (2022). Hotel room rate pricing strategy and property owner types. Proceedings of the 2022 EuroCHRIE Conference, Apeldoorn, The Netherlands, October 24-27, 2022.
3. Darban, M., & **Kim, M.** (2021). Augmented reality or price cut: what matters and to whom? A case of peer-to-peer accommodation. Proceedings of the 50th Northeast Decision Sciences Institute Annual Conference 2021. Virtual. March 26-27, 2021.
4. **Kim, M., & Tang, C. H.** (2019). Synergy and strategic partner selection of dual-branded Hotels. Proceedings of the 2019 Annual ICHRIE Summer Conference, New Orleans, Louisiana, July 24-26, 2019.
5. **Kim, M., & Roehl, W. S.** (2017). Should hotel products be different or similar? The effect of product differentiation on performance and riskiness of hotels. Proceedings of the 22<sup>nd</sup> Annual Graduate Student Research Conference in Hospitality and Tourism. Houston, Texas, January 5-7, 2017.
6. **Kim, M., Tang, C. H., & Roehl, W. S.** (2017). The effect of hotel dual-branding on willingness-to- pay and booking Intention. Proceedings of the 22<sup>nd</sup> Annual Graduate Student Research Conference in Hospitality and Tourism. Houston, Texas, January 5-7, 2017.
7. **Kim, M., & Roehl, W. S.** (2016). Price, competition, and initial strategic decision on capacity and quality in the lodging market. Proceedings of the 21<sup>st</sup> Annual Graduate

Student Research Conference in Hospitality and Tourism. Philadelphia, Pennsylvania, January 7-9, 2016.

8. **Kim, M.,** & Roehl, W. S. (2015). Productivity of U.S. commercial casinos: a multi-method approach. Proceedings of the 2015 Annual ICHRIE Summer Conference. Orlando, Florida, July 29-31, 2015.
9. **Kim, M.,** Lee, S. K., & Roehl, W. S. (2015). Competition and price leadership in lodging Markets. Proceedings of the 21<sup>st</sup> Asia Pacific Tourism Association Conference. Kuala Lumpur, Malaysia, May 14-17, 2015.
10. **Kim, M.,** & Lee, S. K. (2014). Long-run effects of revenue management. Proceedings of the 2014 World Hospitality & Tourism Forum. Seoul, Republic of Korea, June 26-28, 2014.
11. **Kim, M.,** & Lee, S. K. (2014). Revenue management, short-term, and long-term performance in the lodging industry. Proceedings of the 12<sup>th</sup> Asia-Pacific CHRIE Conference. Kuala Lumpur, Malaysia, May 21-24, 2014.
12. **Kim, M.,** & Back, K. J. (2009). Evaluation of a good night's sleep program in an upper-mid scaled hotel for business travelers. Proceedings of the 14<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, Nevada, January 4-6, 2009.

### **Reviewed/Refereed Presentations**

1. **Kim, M.,** Darban, M., & Ok, C. H. (2022). Direct and indirect rebound effects of cost savings from a peer-to-peer accommodation stay. Paper presented at the 2022 EuroCHRIE Conference, Apeldoorn, The Netherlands, October 24-27, 2022.
2. Tang, C. H., **Kim, M.,** & Ju, M. (2022). Hotel room rate pricing strategy and property owner types. Paper presented at the 2022 EuroCHRIE Conference, Apeldoorn, The Netherlands, October 24-27, 2022.
3. Darban, M., & **Kim, M.** (2021). Augmented reality rather than price cut? A case of peer-to-peer accommodation. Paper presented at the 50th Northeast Decision Sciences Institute Annual Conference 2021. Virtual. March 26-27, 2021.
4. **Kim, M.,** & Tang, C. H. (2019). Synergy and strategic partner selection of dual-branded hotels. Paper presented at the 2019 Annual ICHRIE Summer Conference, New Orleans, Louisiana, July 24-26, 2019.
5. **Kim, M.,** Lee, S. K., & Roehl, W. S. (2018). The effect of idiosyncratic price movements on short- and long-run performance of hotels. Paper presented at the 4<sup>th</sup> Annual Hospitality Revenue Management and Analytics Conference. Denver, Colorado, December 16-18, 2018.

6. **Kim, M., & Roehl, W. S. (2017).** Should hotel products be different or similar? The effect of product differentiation on performance and riskiness of hotels. Paper presented at the 22<sup>nd</sup> Annual Graduate Student Research Conference in Hospitality and Tourism. Houston, Texas, January 5-7, 2017.
7. **Kim, M., Tang, C. H., & Roehl, W. S. (2017).** The effect of hotel dual-branding on willingness-to- pay and booking Intention. Paper presented at the 22<sup>nd</sup> Annual Graduate Student Research Conference in Hospitality and Tourism. Houston, Texas, January 5-7, 2017.
8. **Kim, M., & Roehl, W. S. (2016).** Price, competition, and initial strategic decision on capacity and quality in the lodging market. Paper presented at the 21<sup>st</sup> Annual Graduate Student Research Conference in Hospitality and Tourism. Philadelphia, Pennsylvania, January 7-9, 2016.
9. **Kim, M., & Roehl, W. S. (2015).** Productivity of U.S. commercial casinos: A multi-method approach. Paper presented at the 5<sup>th</sup> Annual Doctoral Programs Research Competition, Fox School of Business, Temple University, October 28, 2015. Nominated by the Sport, Tourism, and Hospitality Management concentration.
10. **Kim, M., & Roehl, W. S. (2015).** Productivity of U.S. commercial casinos: A multi-method approach. Paper presented at the 2015 Annual ICHRIE Summer Conference. Orlando, Florida, July 29-31, 2015.
11. **Kim, M., Lee, S. K., & Roehl, W. S. (2015).** Competition and price leadership in lodging markets. Paper presented at the 21<sup>st</sup> Asia Pacific Tourism Association Conference. Kuala Lumpur, Malaysia, May 14-17, 2015.
12. **Kim, M., & Roehl, W. S. (2014).** Pricing determinants in the lodging industry: a systematic review. Paper presented at the 4<sup>th</sup> Annual Doctoral Programs Research Competition, Fox School of Business, Temple University, October 8, 2014. Nominated by the Sport, Tourism, and Hospitality Management concentration.
13. **Kim, M., & Lee, S. K. (2014).** Long-run effects of revenue management. Paper presented at the 2014 World Hospitality & Tourism Forum. Seoul, Republic of Korea, June 26-28, 2014.
14. **Kim, M., & Lee, S. K. (2014).** Revenue management, short-term, and long-term performance in the lodging industry. Paper presented at the 12<sup>th</sup> Asia-Pacific CHRIE Conference. Kuala Lumpur, Malaysia, May 21-24, 2014.
15. **Kim, M., & Back, K. J. (2009).** "Evaluation of good night's sleep program in an upper-mid scaled hotel for business travelers." Paper presented at the 14<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, Nevada, January 4-6, 2009.

### **Invited Presentations**

1. Teaching Hospitality Performance Analysis in the Classrooms. Presentation to Revenue Management Faculty and Educators, Virtual, Revenue Management Certificate Train-the-Trainer Workshops, April 1, 2022 & September 22, 2023.
2. Research on Dual-branded Hotels and the Future. Presentation to Ph.D. Students and Faculty at the Graduate Seminar at the Pamplin College of Business, Virginia Tech University, Blacksburg, Virginia, February 18, 2022.
3. Research Presentation: Past, Present, and Future. Presentation to hospitality faculty members and master students, University of Delaware, Newark, Delaware, April 7, 2017.
4. How Revenue Management Educators Help Students to Become Hotel Revenue Management Professionals. Presentation to hospitality revenue management executives and educators. The 2<sup>nd</sup> Annual Hospitality Revenue Management and Analytics Conference, Orlando, Florida, December 15-17, 2016.

### **Non-Refereed Presentations**

1. **Kim, M., Ju, M., & Kungu, K.** (Accepted). Entrepreneurs' overoptimism, overconfidence, and new venture performance in Eastern Africa. Paper presented at the 2024 Southwest Academy of Management Conference, Galveston, Texas, April 10-13, 2024.
2. Research focus and future research agenda. Presentation to Faculty at Louisiana State University Shreveport. Faculty Research Showcase. Shreveport, Louisiana, April 8, 2019.

### **Research Grants and Other Funding**

1. Faculty Research and Development Grant, Louisiana State University Shreveport, Spring 2022. Funding: \$4,350
2. Faculty Research and Development Grant, Louisiana State University Shreveport, Fall 2021. Funding: \$1,500 (with Dr. Mehdi Darban)
3. Faculty Research and Development Grant, Louisiana State University Shreveport, Spring 2020. Funding: \$5,000 (with Dr. Mehdi Darban)
4. Faculty Research and Development Grant, Louisiana State University Shreveport, Fall 2019. Funding: \$1,500
5. Faculty Research Fund, College of Business, Louisiana State University Shreveport, Fall 2018. Funding: \$1,850

6. Summer Research Grant, Graduate School, Temple University, June-August 2017.  
Funding: \$6,500
7. Fox Online Teaching Certificate. Online & Digital Learning, Fox School of Business, Temple University. January 2017. Funding: \$250
8. The 13th Young Scholars Interdisciplinary Forum. Fox School of Business, Temple University. Fall 2016. Funding: \$1,000
9. The 10th Young Scholars Interdisciplinary Forum. Fox School of Business, Temple University. Spring 2015. Funding: \$750
10. Conference Travel Grant. School of Tourism and Hospitality Management, Temple University. 2013, 2014, 2015, and 2016. Total Funding: \$5,000

## **PROFESSIONAL SERVICE**

### **Service to the University, the College, and the Department**

#### **University level**

- Senator, LSUS Faculty Senate, Fall 2020 to Present
- Member, Ad-Hoc Artificial Intelligence Committee, Spring 2023
- Judge, The 8th Annual Regional Student Scholars Forum, February 2023
- Member, Distance Learning Council, Spring 2021
- Representative Replacement, Graduate Council, November 2019

#### **College level**

- Member, Assurance of Learning Committee for AACSB, Fall 2021 to Present
- Mentor, Pilot Pitch Business Model Competition—Entrepreneurial Accelerator Program, Fall 2023
- Table Presenter—College of Business, Community Event: The Pride in the Park, September 2022
- Table Presenter—College of Business, Career Fair: Caddo Career & Technology Center Fair, April 2022
- Advisor, STR Student Market Study Competition (International level), Fall 2021

- Guest Speaker, Introduction to Business (MADM 105) Course, Spring 2021
- Member, Strategic Student Development Committee, Fall 2018 to Spring 2021
- Advisor, STR Student Market Study Competition (International level), Fall 2020
- Representing LSUS College of Business, North Louisiana Economic Partnership Annual Meeting, January 2020
- Table Presenter—College of Business, Career Fair: Caddo Career & Technology Center Fair, February 2020
- Chair, Hospitality Curriculum Task Force, Spring 2019 to Spring 2020
- Chair, Hospitality Industry Certification Task Force, Fall 2018 to Fall 2019
- Judge, Pilot Pitch Business Model Competition—Entrepreneurial Accelerator Program, November 2019
- Assisting in the final stage of the LSUS team’s presentation, The Shell Business Case Study Competition (State level), November 2019
- Speaker—SIGMA Representative, Graduate Honor Society Induction Ceremony, Spring 2019
- Representing LSUS College of Business, Student Awards Dinner & Reception—The Adventon 2019 Regional Conference, April 2019
- Presenter—MBA and BS with Hospitality Concentration, LSUS Foundation Showcase, March 2019

### **Department level**

- Academic Advisor, Management & Marketing, Fall 2018 to Present
- The First Person for the MADM 301 Course Faculty Group for SACSCOC Accreditation, Fall 2023
- Content Creator, Marketing Assets—Management & Administration Undergraduate Program, Fall 2022
- Mentor, Newly Hired Faculty: Dr. Harshali Sadhya, Fall 2020 to Spring 2021
- Table Presenter—Management & Marketing, Student Recruit: Pilot Review Day, March 2019

- Table Presenter—Management & Marketing, Student Recruit: Pilot Review Day, November 2018
- Table Presenter—Management & Marketing, Student Recruit: Bossier Parish Community College, October 2018
- Member, Faculty Search Committee, School of Tourism & Hospitality Management, Temple University, Fall 2015 to Spring 2016

### **Service to the Professional/Academic Discipline**

- Member, National Restaurant Association Solutions Exam Development Committee, May 2022 to Present
- Discussor, CHIA Online Roundtable Discussion, STR, August 2019
- The interviewee, Industry Project by STR titled “How the hospitality sector and broader tourism industry have responded to the impact of South Korea’s diplomatic fallout with China”, October 2018
- Volunteer, Academy of International Business US Northeast Conference, Philadelphia, Pennsylvania, October 2017
- Moderator and Volunteer, The Annual Graduate Student Research Conference in H&T, Philadelphia, Pennsylvania, January 2016
- Volunteer, Hospitality Industry Technology Exposition and Conference, Anaheim, California, June 2009
- Volunteer, American Lodging Investment Summit, Los Angeles, California, January 2008

### **Service to the Community or Public**

- Judge, Region I Social Studies Fair, Shreveport- Bossier, Louisiana, January 26

### **Reviewer**

- Ad hoc Reviewer, *Cogent Business and Management*, 2023 to present.
- Ad hoc Reviewer, *Journal of Business Research*, 2021 to present.
- Ad hoc Reviewer, *Annals of Tourism Research*, 2021 to present.

- Ad hoc Reviewer, *Tourism Management*, 2020 to present.
- Ad hoc Reviewer, *Journal of Hospitality and Tourism Research*, 2018 to present.
- Ad hoc Reviewer, *International Journal of Hospitality Management*, 2017 to present.
- Reviewer, *Southeast Decision Sciences Institute*, 2021, 2022
- Reviewer, *Annual Graduate Student Research Conference in Hospitality & Tourism*, 2019, 2021
- Reviewer, *Annual ICHRIE Conference*, 2015

### **Dissertation Committees**

- Member, Ph.D. Advisory (Dissertation) Committee, Pengsongze Xue (Major: Management), University of Guelph, Canada, Fall 2022 to present.

### **PROFESSIONAL AND ACADEMIC MEMBERSHIPS**

- RevME: Hospitality and Tourism Revenue Management Educators, 2016 to present.
- International Council of Hotel, Restaurant and Institutional Education, 2015
- Toastmasters International, Metrocrest Toastmasters, Dallas, Texas, 2013
- Hospitality Financial and Technology Professionals, 2009

### **PARTICIPATION IN CONFERENCES/ SEMINARS/ WORKSHOPS**

- CoStar SHARE Center eLearning Platform Overview Webinar, Virtual, January 12, 2024
- Review Updates to the CHIA Training Materials Webinar, Virtual, January 31, 2024
- Creating a More Inclusive Classroom, LSUS College of Business Faculty Development Forums, Virtual, October 4, 2023
- Introduction to the CoStar Suite: Real Estate and Hotel Education, Virtual, May 23, 2023
- Campus Discussion on ChatGPT and Generative AI, Virtual, May 3, 2023
- The 2022 EuroCHRIE Conference, Apeldoorn, The Netherlands, October 24-27, 2022
- Revenue Management Certificate Train-the-Trainer Workshops, Virtual, April 1-2, 2022
- TEACH LSU Webinar Series: Understanding the Impact of Your Teaching, Virtual, February 24, 2022

- Assurance of Learning Seminar II: Data, Decision Making, and Continuous Improvement, AACSB, Virtual, November 8-10, 2021
- Assurance of Learning Seminar I: Foundation and Fundamentals, AACSB, Virtual, September 1-3, 2021
- Revenue Management Research Roundtable, Virtual, August 11, 2021
- Northeast Decision Sciences Institute Annual Conference, Virtual, March 26-27, 2021
- Annual Hospitality Revenue Management and Analytics Conference, Virtual, December 8-9, 2020
- Value-Based Pricing and Revenue Management in a COVID-19 World Webinar, Virtual, July 22, 2020
- CAHTA Update Meeting from STR, Virtual, April 7, 2020
- Tech to Market Event. Shreveport, Louisiana, October 24, 2019
- Annual ICHRIE Summer Conference, New Orleans, Louisiana, July 24-26, 2019
- CAHTA Train-the-Trainer Workshops, Denver, Colorado, December 2018
- Annual Hospitality Revenue Management and Analytics Conference, Denver, Colorado, December 16-18, 2018
- Hotel Simulations from Red Global Group, Philadelphia, Pennsylvania, January 2017
- Annual Graduate Student Research Conference in Hospitality and Tourism. Houston, Texas, January 5-7, 2017
- Fox Ph.D. Teaching Seminar, Philadelphia, Pennsylvania, Summer, 2016
- Innovating: Teaching with Technology, Philadelphia, Pennsylvania, Spring, 2016
- The Surprising Truth about What Motivates Us, Philadelphia, Pennsylvania, Spring, 2016
- Course Tune-Up: Syllabus Clinic, Philadelphia, Pennsylvania, Spring, 2016
- CAHTA Train-the-Trainer Session from STR, Philadelphia, Pennsylvania, January 2016
- Annual Graduate Student Research Conference in Hospitality and Tourism. Philadelphia, Pennsylvania, January 7-9, 2016
- Can We Talk? Teaching Race and Diversity, Philadelphia, Pennsylvania, Fall 2015
- TA Orientation and Workshops, Philadelphia, Pennsylvania, Summer, 2015
- Annual ICHRIE Summer Conference. Orlando, Florida, July 29-31, 2015

- Asia Pacific Tourism Association Conference. Kuala Lumpur, Malaysia, May 14-17, 2015
- Asia-Pacific CHRIE Conference. Kuala Lumpur, Malaysia, May 21-24, 2014
- Annual Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, Nevada, January 4-6, 2009

## **PROFESSIONAL WORK EXPERIENCE**

### **In the United States of America**

June 2010  
to April 2012

**Revenue Management Analyst.**

Hilton Anatole, Dallas, Texas.

*1600 guest rooms, 349,000 sq ft of meeting space.*

Analyzed the outcome of pricing strategies and revenue gains/losses.

Prepared 14-day forecast for department heads and executive members.

Monitored and analyzed the competition to identify pricing positions, selling strategies, and market trends.

Generated and distributed various RM reports like displacement analysis, budgeting, forecasting, booking pace, sales, and catering.

Maintained room inventory, rate, and demand information in the Hilton RM systems.

Identified and corrected room revenue transaction errors.

May 2009  
to June 2010

**Service Training Specialist, Food and Beverage Department.**

Hotel Granduca, Houston, Texas.

*Independent boutique hotel, 122 guest rooms.*

Developed and implemented an on-the-job training program for approximately 40 employees.

Evaluated and monitored performance metrics on service for employees.

Forecasted, staffed, and scheduled employees.

Effectively communicated and mentored employees on problem areas and set goals with the F&B director.

September 2008  
to December 2008

**Assistant Event Manager** (Part-Time).  
EVENTions, Houston, Texas.

Implemented various management tactics by producing production schedules, timelines, group plans, floor plans, and cue sheets for events.

Organized contractors and supervised staff for events.

Maintained drip marketing program based on the marketing calendar.

January 2008  
to May 2008

**Hospitality Asset Management Consulting Intern.**  
Orion Hotels Inc., Austin, Texas.

Researched selected hotel and restaurant brokerage and acquisition Possibilities.

Market researched, prepared market comparable analysis, and researched hotel property records with the tax appraisal district.

February 2007  
to May 2009

**Restaurant Supervisor / F&B Administrative Assistant.**  
Hilton, University of Houston, Houston, Texas.  
*86 guest rooms, 25,000 sq ft of meeting space.*

Performed managerial duties, including training employees on service, evaluation, supervision, bartending, daily reporting, and inventory. Tracked service quality feedback.

Assisted F&B director by developing daily productivity mix report, CGS inventory, beverage pricing integrity matrix, and catering menu price matrix from competitive sets.

### **In the Republic of Korea**

April 2006  
to December 2006

**Public Relations Intern**  
Korcom Porter Novelli Inc., Seoul

November 2005  
to April 2006

**Teacher**  
Global Foreign Language Institute, Suwon

2002  
to 2003

**Staff, Commodity, and F&B Departments**  
Samsung Everland Resort, Young-In

Summer 2002

**Camp Guide**  
Hanwha Resort, YangPyeong