

HEEJUNG (Cheyenne) RO

Associate Professor • Rosen College of Hospitality Management • University of Central Florida
9907 Universal BLVD. Orlando, FL 32819 • Tel: (407) 903-8075 • E-mail: Heejung.Ro@ucf.edu

EDUCATION

Ph.D. in Hotel, Restaurant, and Institutional Management, 2007

School of Hospitality Management, The Pennsylvania State University, PA

Master of Applied Statistics, 2007

Department of Statistics, The Pennsylvania State University, PA

Master of Science in Hotel Administration, 2003

William F. Harrah College of Hotel Administration, University of Nevada, Las Vegas, NV

Bachelor of Science in Geography, 1999

Kyung Hee University, Seoul, Korea

ACADEMIC POSITION

University of Central Florida, Rosen College of Hospitality Management (2007-present)

Assistant Professor (2007-2013); Associate Professor (2013-present)

Courses taught: Hospitality & Tourism Marketing (HFT 2500)

Guest Services Management (HFT 3540)

Managing Hospitality & Guest Service Organizations (HMG 6245)

Data Analysis in Hospitality & Tourism Research (HMG 6585)

Research Methods in Hospitality & Tourism (HMG 6586)

Advanced Research Methods in Public Affairs I (PAF 7802)

RESEARCH

Research Interests: Service Encounters

Customer Complaining Behaviors and Service Recovery

Gay/LGBT Customers' Service Evaluations

Research Methods and Hospitality Education

Refereed Journal Articles

- Olson, Eric & Ro, Heejung. (YEAR). Richmond, Virginia is out: A DMO case study of LGBT marketing. *Journal of Hospitality & Tourism Cases* [Accepted 8/19]
- Albus, Heidi & Ro, Heejung. (2017). Corporate social responsibility: The effect of green practices in a service recovery. *Journal of Hospitality & Tourism Research*, 41(1), 000-000 [In Press] (SSCI)
- Lee, Seung Hyun & Ro, Heejung.(2016). The impact of online reviews on attitude changes: The differential effects of review attributes and consumer knowledge, *International Journal of Hospitality Management*, 56, 1-9. (SSCI)
- Khan, Marryam, Ro, Heejung, Gregory, Amy, M. & Hara, Tadayuki. (2016). Gender dynamics from an Arab perspective: Intercultural service encounters, *Cornell Hospitality Quarterly*, 57(1), 51-65. (SSCI)
- Jang, Yeajin, Ro, Heejung & Kim, Tae-hee. (2015). Social-servicescape: The impact of social factors on restaurant image and return intentions. *International Journal of Hospitality & Tourism Administration*, 16(3), 290-309.
- Ro, Heejung & Mattila, Anna S. (2015). Silent voices: non-behavioral reactions to service failures. *Services Marketing Quality*, 36(2), 95-111.
- Ro, Heejung. (2015). Customer dissatisfaction responses to the restaurant service failures: Insights into non-complainers from a relational perspective. *Journal of Hospitality Marketing and Management*, 24, 435-456.
- Olson, Eric D. & Ro, Heejung. (2015). A typology of gay consumers' interaction styles on complaining propensity. *Journal of Homosexuality*, 62, 664-682. (SSCI)
- Kim, Gawon, Ro, Heejung, Hutchinson, Joe & Kwun, David, J. (2014). The effect of jay-customer behaviors on employee job stress and job satisfaction. *International Journal of Hospitality & Tourism Administration*, 16(4), 394-416.
- Ro, Heejung. (2014). Complaint, patience, and neglect: Responses to a dissatisfying service experience. *Service Business*, 8(2), 192-216. (SSCI)
- Olson, Eric D., Murphy, Kevin & Ro, Heejung. (2014). An exploratory study of home brewers' motivational factors. *Journal of Foodservice Business Research*, 17(3), 228-241.
- Ro, Heejung & Olson, Eric D. (2014). The effects of social justice and stigma-consciousness on gay customers' service recovery evaluation. *Journal of Business Research*, 67(6), 1162-1169. (SSCI)
- Ro, Heejung & Kubickova, Marketa. (2013). The use of student subjects in hospitality research: Insights from subjective knowledge. *Journal of Quality Assurance in Hospitality & Tourism*, 14(4), 295-320.
- Ro, Heejung. (2013). Customer complaining behaviors after restaurant service failure: Redress seeking complaint, friendly complaint, loyalty and neglect. *International Journal of Tourism Sciences*, 13(1), 27-46.
- Ro, Heejung, Choi, Youngsoo & Olson, Eric. (2013). Service recovery evaluations: GLBT versus hetero customers. *International Journal of Hospitality Management*, 33, 366-375. (SSCI)
- Ro, Heejung, Lee, Suna & Mattila, Anna S. (2013). An affective image positioning of Las Vegas Hotels. *Journal of Quality Assurance in Hospitality & Tourism*, 14(3), 201-217.

- Choi, Youngsoo & Ro, Heejung. (2012). An empirical study of hospitality management student attitudes toward group projects: instructional factors and team problems. *Journal of College Teaching & Learning*, 9(4), 303-312.
- Ro, Heejung. (2012). Moderator and mediator effects in hospitality research. *International Journal of Hospitality Management*, 31(3), 952-961. (SSCI)
- Kim, Sun-Hwa, Ro, Heejung & Choi, Youngsoo. (2012). What does “green” mean? - A conceptual framework of organizational green orientation. *Advances in Food, Hospitality & Tourism*, 2(1), 85-98.
- Ro, Heejung & Wong, June. (2012). Customer opportunistic complaints management: A critical incident approach. *International Journal of Hospitality Management*, 31(2), 419-427. (SSCI)
- Ro, Heejung & Chen, Po-Ju. (2011). Empowerment in hospitality organizations: Customer orientation and organizational support. *International Journal of Hospitality Management*, 30(2), 422-428. (SSCI)
- Ro, Heejung & Choi, Youngsoo. (2011). Student team project: Gender difference in team project experience and attitude toward team-based work. *Journal of Teaching in Travel and Tourism*, 11(2), 149-163.
- Mattila, Anna S., Cho, Wonae & Ro, Heejung. (2011). The role of self-service technology in restoring justice. *Journal of Business Research*, 64(4), 348-355. (SSCI)
- Mattila, Anna S., Cho, Wonae & Ro, Heejung. (2009). The joint effects of service failure mode, recovery effort and gender on customers' post-recovery satisfaction. *The Journal of Travel & Tourism Marketing*, 26, 120-128. (SSCI)
- Mattila, Anna S. & Ro, Heejung. (2008). Discrete negative emotions and customer dissatisfaction responses in a casual dining setting. *Journal of Hospitality & Tourism Research*, 32(1), 89-107. (SSCI)

Note: *Social Sciences Citation Index (SSCI)*

Book Chapters

- Mattila, Anna S. & Ro, Heejung. (2008). Customer satisfaction, service failure, and service recovery. In *Handbook of Hospitality Marketing Management*, Edited by Oh, Haemoon & Pizam, Abraham. Elsevier Publication. Page 297-323.
- Ro, Heejung & Mattila, Anna S. (2008). Affective issue: A cognitive appraisal model of emotions and complaining behavior. In *Tourist Satisfaction and Complaining Behaviors: Measurement and Management Issues in the Tourism and Hospitality Industry*, Edited by Yuksel, Atila. Nova Science Publishers, Inc. Page 271-282.

Grants and Funds

- Croes, Robertico, Kwun, David, Ro, Heejung (Co-PI) & Tatari, Omer. Pürilin Sheets and Pillowcases Project: Customer perceptions of energy saving linen products. (May 2016) Metropolitan Water District of Southern California (Total proposed amount: \$90,000) [Unfunded]

As of December 2016

- Ro, Heejung (PI): Customer retaliation: the effects of customer, relationship norms, and attribution controllability. 2014 Rosen College Research Grants (\$2,500) [Funded]
- Ro, Heejung (PI): The effect of gay friendliness on consumers' attitudes toward the company: A comparison of homosexual and heterosexual customers. 2013 Rosen College Research Grants (\$2,500) [Unfunded]
- Ro, Heejung (PI): Gay and lesbian customers' discriminatory service experiences: emotions and coping. 2012 Rosen College Research Grants (\$2,500) [Funded]
- Ro, Heejung (PI) & Olson, Eric: Subtle discrimination toward gay and lesbian customers in the lodging industry. 2012 Wayne F. Placek Grants, American Psychological Foundation (\$15,000) [Unfunded]
- Choi, Youngsoo & Ro, Heejung (Co-PI): A study of GLBTQ tourist market: An analysis of psychographic factors and destination image. 2011 UCF In-House Grants (\$7,500) [Unfunded]
- Ro, Heejung (PI): Gay and lesbian customers' service failure experience – Gender bias and stigma consciousness. 2011 Joan Heller-Dian Bernard Fellowship in Lesbian and Gay Studies, City University of New York (\$6,250) [Unfunded]
- Ro, Heejung (PI): Gay customers' service evaluations: The effect of distributive, procedural, and interactive justice on service recovery evaluation. 2011 Rosen College Research Grants (\$2,500) [Funded]

Community Research Projects / Reports

- Olson, Eric, Hahm, Jeeyeon, & Ro, Heejung. Gay Days® Attendees' Profile, Prepared for the Gay Days Inc., June, 2013 (Report)
- Olson, Eric, Ro, Heejung, & Choi, Youngsoo. Gay Days® Demographic Profile, Prepared for the Gay Days Inc., December, 2011 (Report)
- Olson, Eric & Ro, Heejung. Come Out With Pride Demographic Profile, Prepared for COWP, December, 2011 (Report)

Statistical Consulting Projects / Reports

- Ro, Heejung, & Boomer, K. B. *Evaluation of the 2006 Pennsylvania Governor's Institute for Life Science Educator*: Institution Report, prepared for the Pennsylvania Department of Education, October, 2006.
- Ro, Heejung, & Boomer, K. B. *Science-In-Motion Program Evaluation*, Institution Report, prepared for the Juniata College, 2006.
- Ro, Heejung, Saad, Fadhil M., Vongseng, Pailin, & Boomer, K. B. *Evaluation of the 2005 Pennsylvania Governor's Institute for Personal Finance and Entrepreneurship*: Institution Report, prepared for the Pennsylvania Department of Education, April, 2006.

Refereed Conference Proceeding Articles/Abstracts

- Olson, Eric & Ro, Heejung. Richmond, Virginia is out: A DMO case study of LGBT marketing. International Council on Hotel, Restaurant, and Institutional Education (*I-CHRIE*) Conference, Dallas/Grapevine, Texas, July 20-22, 2016 (Presentation)
- Orlowsky, Marrisca & Ro, Heejung. Extraversion and team effectiveness in the restaurant industry. *The 20th Annual Hospitality and Tourism Graduate Student Education and Research Conference*, Seattle, Washington, January 8-10, 2015. (Poster)
- Hahm, Jeeyeon, Ro, Heejung, & Olson, Eric. Sense of community, collective self-esteem, and behavioral intentions of the LGBT market. *2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge*. Orlando, Florida, December 15-17, 2013 (Presentation)
- Ro, Heejung & Olson, Eric. Gay and lesbian customers' discriminatory service experiences: Emotions and coping. *2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge*. Orlando, Florida, December 15-17, 2013 (Presentation)
- Choi, Youngsoo, Ro, Heejung, & Olson, Eric. A study of gay tourist market: An analysis of psychographic factors, generation, and destination image, *Korea America Hospitality & Tourism Educators Conference*, Las Vegas, Nevada, April 12-13, 2013. (Presentation)
- Olson, Eric, Lee, Seung Hyun, & Ro, Heejung. E-service quality of consumer generated websites. *The 18th Annual Hospitality and Tourism Graduate Student Education and Research Conference*, Seattle, Washington, January 3-5, 2013. (Presentation)
- Ro, Heejung & Olson, Eric. The effects of social justice and stigma-consciousness on gay customers' service recovery evaluations. *I-CHRIE Conference*, Providence, Rhode Island, August 1-4, 2012. (Presentation)
- Lee, Seung Hyun & Ro, Heejung. Are you still on hold? Impact of inbound call center waiting on service satisfaction. *International Society of Travel and Tourism Educators (ISTTE)*, Miami, Florida, October 20-22, 2011. (Poster)
- Lee, Jumyung, Ro, Heejung, & Choi, Youngsoo. Convention destination image and the determining attributes by multi-dimensional scaling (MDS) and factor analysis. *The 2011 TOSOK International Tourism Conference*, Seoul, Korea, July 4-6, 2011. (Presentation)
- Ro, Heejung & Wong, June. Customer opportunistic complaints management: From employees' perspective. *The 20th Annual Frontiers in Services Conference*, Columbus, Ohio, June 30-July 3, 2011. (Abstract; Presentation)
- Ro, Heejung & Zhong, YunYing. Can technology turn a new server into an "old" friend? Technology-assisted interactions from the service relationship perspective. *iHITA 18th Annual Research Conference*, Austin, Texas, June 19, 2011. (Presentation)
- Ro, Heejung & Choi, Youngsoo. Student team project perception: Instructional considerations. *South East CHRIE Meeting*, Atlanta, Georgia, February 25, 2011. (Presentation)
- Zhong, YunYing, Hara, Tadayuki, Ro, Heejung, & Dickson, Duncan. Quantifying the impact of the 2007 economic crisis on a local tourism industry and economy. *The 16th Annual Hospitality and Tourism Graduate Student Education and Research Conference*, Houston, Texas, January 6-8, 2011. (Presentation)
- Kubickova, Marketa & Ro, Heejung. Are students "real people"? The use of student subjects in hospitality research. *The 16th Annual Hospitality and Tourism Graduate Student Education and Research Conference*, Houston, Texas, January 6-8, 2011. (Poster) - received 1 citation
- Kim, Sun-Hwa, Ro, Heejung, & Choi, Youngsoo. Organizational green orientation. *The 14th Annual Hospitality and Tourism Graduate Student Education and Research Conference*, Las Vegas, Nevada, January 4-6, 2009. (Poster)
- Noland, Katie & Ro, Heejung. The impact of matching and conflicting verbal and nonverbal communication on guest perception of service encounter. *I-CHRIE Conference*, Atlanta, Georgia, July 30-August 2, 2008. (Poster)
- Sun, Yu-Hua, Christine, Jones, David L, Ro, Heejung, & Chen, Yu-Tien. Service failure and recovery of chain restaurants in Taiwan: A critical incident technique approach. *The 5th APac-CHRIE Conference*, Beijing, China, May 24-27, 2007. (Presentation)

- Ro, Heejung & Mattila, Anna S. The structure and nature of customer dissatisfaction responses. *The 12th Annual Hospitality and Tourism Graduate Student Education and Research Conference*, Houston, Texas, January 4-6, 2007. (Presentation)
- Ro, Heejung, Lee, Suna, & Mattila, Anna S. An affective positioning of Las Vegas hotels. *The 12th Annual Hospitality and Tourism Graduate Student Education and Research Conference*, Houston, Texas, January 4-6, 2007. (Presentation)
- Ro, Heejung & Mattila, Anna S. Customer dissatisfaction responses: The role of emotions in service encounter. *I-CHRIE Conference*, Washington DC, July 26-29, 2006. (Poster)
- Ro, Heejung & Mattila, Anna S. A typology of consumer dissatisfaction responses: Exit, voice, loyalty, and 'more'. *The 28th INFORMS Marketing Science Conference*, Pittsburgh, Pennsylvania, June 8-10, 2006. (Abstract; Presentation)
- Mattila, Anna S., & Ro, Heejung. Discrete negative emotions and customer dissatisfaction responses: Attributional approach. *The 14th Annual Frontiers in Services Conference*, Tempe, Arizona, October 6-9, 2005. (Abstract; Presentation)
- Ro, Heejung & Mattila, Anna S. Why some people do not complain? - A cognitive emotion-effort model of complaining behavior. *The 10th Annual Hospitality and Tourism Graduate Student Education and Research Conference*, Myrtle Beach, South Carolina, January 5-7, 2005. (Poster)

Non-Refereed Research Presentations

- Ro, Heejung, Choi, Youngsoo, & Olson, Eric. Service Evaluations: GLBTQ vs. Hetero customers, *Q Lab - An Interdisciplinary LGBTQA Academic Forum* at Cedar Key room, Student Union, 12:00-2:00pm, September 7, 2011 (Presentation)
- Kim, Sun-Hwa, Okumus, Fevzi, Ro, Heejung, & Choi, Youngsoo. An Investigation into Hotel Employees' Perception of Green Practice. *The 2nd Annual Green Lodging and Hospitality Conference*, Orlando, Florida, Dec. 9-11, 2009 (Poster)

STUDENT ADVISING

Dissertation Committees

- Member, Jill Plumer, Ph.D. student, Dissertation: Do hotel loyalty programs need to be restructured to appeal to all segments of travelers? [*In progress*]
- Member, Jennifer Reddit, Ph.D. student, Dissertation: The influence of sharing economy lodging satisfaction on the intention to repurchase: Examining Generation Y's usage of Airbnb and Generation X's and Baby Boomers usage of timeshare [*In progress*]
- Chair**, Yoshimasa "Nancy" Kageyama, Ph.D., Dissertation: The effect of employee behaviors on consumers' emotions and behavioral intentions in positive service encounters [Completed May, 2016]
- Chair**, Eric D. Olson, Ph.D., Dissertation: Customer evaluation of managers' responses to online complaints [Completed Aug. 2014]
- Member, Jumyung "Stephen" Lee, Ph.D., Dissertation: The effectiveness of relationship marketing in behavioral intention of meeting planners to a convention destination [Completed Dec. 2011]
- Member, Pamela Allison, Ph.D., Dissertation: Mystery shopper accuracy: The effects of training, experience on memory [Completed May 2009]

Thesis Committees

Chair, Yoko Negoro, Master's Thesis: Organizational Citizenship Behavior of Japanese service employees. [Completed Aug. 2016]

External Member (Co-Supervisor), Sisa Ngcwangu, Tshwane University of Technology, Pretoria, South Africa, Master's Thesis: Relationship quality and loyalty formation in casual dining restaurants [In progress]

Chair, Marryam Khan, Master's Thesis: Gender dynamics from Arab world: An intercultural service encounter. [Completed Dec. 2013] ***2014 Winner of the Outstanding Thesis Award*** and ***1st Place in Business / Hospitality Category in 2013 UCF Graduate Research Forum***

Member, Jessica Wickey, Master's Thesis: Guest satisfaction analysis of casual restaurants: A comparison of tourist and non-tourist. [Completed Dec. 2013]

Chair, Gawon Kim, Master's Thesis: How do jay-customers affect employee job stress and job dissatisfaction? [Completed Dec. 2012]

Chair, Heidi Albus, Master's Thesis: The effect of corporate social responsibility on service encounter evaluations [Completed Aug. 2012] ***2013 Winner of the Outstanding Thesis Award***

Member, Yunying "Susan" Zhong, Master's Thesis: The impacts of the 2007 economic crisis on tourism's contributions to economy in Orange County, FL. [Completed May 2011]

Co-Chair, Sun-Hwa "Sunny" Kim, Master's Thesis: Employee perception of green practice in the hospitality industry [Completed Dec. 2009] ***2010 Winner of the Outstanding Thesis Award***

Honor's Thesis Committees

Chair, Sunghyeon "Sean" Kim, Undergraduate Honor's Thesis: Dick's Last Resort restaurants: a unconventional them "bad service" becomes unique experience for guests. [Completed May 2013]

Member, Rachel E. Pérez, Undergraduate Honor's Thesis: The relationship of personality type and the service recovery process in hospitality organizations. [Completed Dec. 2007]

Other (Non-Committee) Undergraduate Students Research Programs

Faculty Mentor, Brittany Bogeajis, 2014 Spring LEAD Scholars Assistantship Program (Selected). Project title: An exploratory study of gay and lesbian customers' discriminatory service experiences in the hospitality industry. ***2014 Showcase of Undergraduate Research Excellence- Honorable Mention in the Social Science Category***

Faculty Mentor, Zachary Butters, 2011 Summer UCF Office of Undergraduate Research Grant (Awarded). Project title: How much is too much: Investigation of overcompensation in service recovery [Completed Dec. 2011].

HONORS AND AWARDS

I-CHRIE Johnson & Wales Case Study Competition, 1st Place, "Richmond, Virginia is Out: a DMO Case Study of LGBT Marketing" by Olson, Eric & Ro, Heejung, International Council on Hotel, Restaurant, and Institutional Education (*I-CHRIE*) Conference, Dallas/Grapevine, Texas, July 20-22, 2016.

As of December 2016

UCF Research Incentive Award (RIA), Rosen College of Hospitality Management, University of Central Florida, 2015.

UCF Teaching Incentive Program (TIP) Award, Rosen College of Hospitality Management, University of Central Florida, 2014.

UCF The Excellence in Graduate Teaching Award, Rosen College of Hospitality Management, University of Central Florida, 2013.

The Best Research Paper Award, A study of gay tourist market: An analysis of psychographic factors, generation, and destination image by Choi, Youngsoo, Ro, Heejung, & Olson, Eric., *Korea America Hospitality & Tourism Educators Conference*, Las Vegas, Nevada, April 12-13, 2013.

STATISTICAL CONSULTING EXPERIENCE

Pennsylvania State University, Statistical Consulting Center, January 2006 – August 2006

- Graduate Student Consultant: Statistical consulting projects and reports

WORK EXPERIENCE

Office for the 3rd Asia-Europe Meeting (ASEM III, 2000), July- December 2000

- Manager of Cultural Events, Bureau of Special Events

Kyung Hee University, July 1999 – June 2000

- International Activity Coordinator, Center for International Exchanges

PROFESSIONAL AFFILIATIONS

Hospitality Sales and Marketing Association International (HSMIAI)

Council on Hotel, Restaurant, and Institutional Education (CHRIE)

UCF Korean Graduate Students Association (KGSA)