

JUHEE KANG

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ACADEMIC APPOINTMENT

University of Central Florida, Rosen College of Hospitality Management, Orlando, FL

- Department: Hospitality Services
- Rank: Assistant Professor (2012 - present)

EDUCATION

Doctor of Philosophy (PhD), Iowa State University, December. 2011

- Major: Hospitality Management
- Minor: Statistics
- Dissertation Topic: Social media marketing in the hospitality industry: The role of consumer benefits in creating participation and building brand trust and brand commitment (Recognized as top downloaded dissertation in FY 2013; 5,141 downloads)

Master of Science, University of Nevada Las Vegas, May, 2007

- Major: Hotel Administration
- Thesis Topic: The impacts of cognitive affective values on tradeshow exhibitor's overall satisfaction and future behaviors

Bachelor of Business Administration Degree, Dong-Eui University, Aug., 2003

- Major: Hotel Administration

RESEARCH INTERESTS

- Consumer Behavior
- Social Media Marketing
- Brand Experience

TEACHING INTERESTS

- Hospitality and Tourism Marketing
- Brand Management

RESEARCH

REFEREED JOURNAL ARTICLES – PUBLISHED AND IN PRESS

Ronzoni, G., Torres, E., & **Kang, J.** (Accepted, 2018). Dual Branding: A Case Study of Wyndham. *Journal of Hospitality and Tourism Insights*.

Kang, J. (Accepted, 2018). Finding desirable post-consumption behaviors: An investigation of luxury value and romantic brand love relationships. *International Journal of Contemporary Hospitality Management*, 30(8). (SSCI)

Manthiou, A., **Kang, J.**, Hyun, S. H., & Fu, X. (2018). The impact of brand authenticity on building brand love: An investigation of impression in memory and lifestyle-congruence. *International Journal of Hospitality Management*, 75, 38-47 (SSCI)

Kang, J. (2018). Effective marketing outcomes of hotel Facebook pages: The role of active participation and satisfaction. *Journal of Hospitality and Tourism Insight*, 1(2), 106-120.

Fu, X., **Kang, J.**, & Tasci, A. (2017). Self-congruity and flow as antecedents of attitude and loyalty towards a theme park brand. *Journal of Travel & Tourism Marketing*, 34(9), 1261-1273. (SSCI)

Jun, J., **Kang, J.**, & Hyun, S.H. (2017). Effects of third-party certification on patrons' service quality evaluation in the luxury-restaurant industry. *British Food Journal*, 119(4), 771-789.

Manthiou, A., **Kang, J.**, & Hyun, S.H. (2017). An integration of cognitive appraisal theory and script theory in the luxury cruise sector: The bridging role of recollection and storytelling. *Journal of Travel & Tourism Marketing*, 34(8), 1071-1088. (SSCI)

Kang, J., Manthiou, K., Sumarjan, N., & Tang, L. (2017). An investigation of brand experience on brand attachment, knowledge, and trust in lodging industry. *Journal of Hospitality Marketing and Management*, 26(1), 1-22. (SSCI)

Jun, J., Wohlsdorf-Arendt, S., & **Kang, J.** (2016). Understanding customers' healthful food selection at restaurants: Roles of attitude, gender, and past experience. *Journal of Foodservice Business Research*, 19(2), 197-212.

Kang, J., Manthiou, A., Kim, I., & Hyun, S.H. (2016). Recollection of the sea cruise: The role of cruise photos and other passengers on the ship. *Journal of Travel & Tourism Marketing*, 33(9), 1286-1308. (SSCI)

Manthiou, A., **Kang, J.**, Chiang, L., & Tang, L. (2016). Investigating the effects of memorable experiences: An extended model of script theory. *Journal of Travel & Tourism Marketing*, 33(3), 362-379. (SSCI)

Kang, J., Tang, R., & Fiore, A. (2015). Restaurant brand pages on Facebook: Do active member participation and monetary sales promotions matter? *International Journal of Contemporary Hospitality Management*, 27(7), 1662-1684. (SSCI)

Kang, J., Jun, J., & Wohlsdorf-Arendt, S. (2015). Understanding customers' healthy food choices at casual dining restaurants: Using the Value-Attitude-Behavior model. *International Journal of Hospitality Management*, 48, 12-21. (SSCI)

Manthiou, A., **Kang, J.,** Surmajan, N., & Tang, L. (2016). The incorporation of consumer experience into the branding process: An investigation of name-brand hotels. *International Journal of Tourism Research*, 18(2), 105-115. (SSCI)

Kang, J., Tang, L., & Lee, J. Y. (2015). Self-Congruity and Functional Congruity in Brand Loyalty. *Journal of Hospitality & Tourism Research*, 39(1), 105-131. (SSCI)

Jun, J., **Kang, J.,** & Wohlsdorf-Arendt, S. (2014). The effects of health value on healthful food selection at restaurants: Considering the role of attitudes toward taste and healthfulness of healthy foods. *International Journal of Hospitality Management*, 42, 85-91. (SSCI)

Manthiou, K., **Kang, J.,** & Schrier, T. (2014). A visitor-based brand equity perspective: The case of a public festival. *Tourism Review*, 69(4), 264-283.

Hyun, S.H. & **Kang, J.** (2014). A better investment in luxury restaurants: Environmental or non-environmental cues. *International Journal of Hospitality Management*, 39, 57-70. (SSCI)

Kang, J., Tang, R., & Fiore, A. (2014). Enhancing consumer-brand relationships on restaurant Facebook Fan Pages: Maximizing consumer benefits and increasing active participation. *International Journal of Hospitality Management*, 36, 145-155. (SSCI)

Kang, J. & Hyun, S.H. (2012). Effective communication styles for the customer-oriented service employee: Inducing dedicational behaviors in luxury restaurant patrons. *International Journal of Hospitality Management*, 31, 772-785. (SSCI)

Kang, J., Tang, L., Lee, J., & Bosselman, R. (2012). Understanding customer behavior in name-brand Korean coffee shops: The role of self-congruity and functional congruity. *International Journal of Hospitality Management*, 31, 809-818. (SSCI)

Kim, E., **Kang, J.,** & Mattila, A. (2012). The impact of prevention versus promotion hope on CSR Activities. *International Journal of Hospitality Management*, 31, 43-51. (SSCI)

Kang, J. & Schrier, T. (2011). The decision making process of tradeshow exhibitors: The effects of social value, company size, and prior experience on satisfaction and behavioral intentions. *Journal of Convention & Event Tourism*, 12(2), 65-85.

Kang, J., Lee, H., & Hyun, S. H. (2011). Examining the role of image congruence in inducing customers' emotional responses and loyalty in the coffeehouse industry: The moderating role of face consciousness. *Journal of Korean Data Analysis Society*, 13(4), 1721-1734. (in English)

Kang, J., Hyun, S. H., & Ryu, J.-H. (2011). Causal relationships between product cues and the consequences of consumption emotion in the coffeehouse industry. *Journal of Korean Tourism and Leisure Research*, 23(7), 587-606. (in English)

Kang, J., & Jeon, S. (2011). Investigating structural relationships between casino visitors' winning perception and behavioral outcomes. *Journal of Korean Data Analysis Society*, 13(4), 1735-1750. (in English)

Rajagopal, L., Zheng, T., **Kang, J.**, & Lee, J. (2009). Influence of acculturation on dining-out behavior of Koreans living in the United States – an exploratory study. *Journal of Food Service*, 20, 321-329.

ARTICLES UNDER REVIEW

Kang, J., Kwun, D. J., & Hahm, J. The influence of cruisers' brand experience on brand evangelism: A mediation model of brand attachment and brand distinctiveness. *Tourism Management (SSCI)*.

Kang, J. (Submitted Feb. 2018). The effect of experiential value on cruise travelers' value co-creation: The role of passenger well-being and brand prestige. *Journal of Hospitality Marketing and Management (SSCI)*.

Esfahani, S. S. & **Kang, J.** (Submitted Jan. 2018). Why do you use Yelp? Analysis of factors influencing customers' website adoption and dining behavior. *International Journal of Hospitality Management (SSCI)*.

BOOK CHAPTER

Woods, R. H. et al. (2006). Orientation and Socialization Chapter. *Managing Hospitality Human Resources*, 4th ed. Lansing, Mich.: Educational Institution of the American Hotel & Lodging Association.

RESEARCH IN PROGRESS

Fu, X. & **Kang, J.** Investigating the consequences of theme park experience: An inferential-associative perspective. [Finalizing the 1st draft].

Manthiou, A., Ayadi, K., **Kang, J.**, & Park, J. Online deviant behaviors in the restaurant context. [Preparing the 1st draft].

Hahm, J., **Kang, J.** (Co-PI), & Kwun, D. J. Investigating the outcomes of perceived value and experience of golf: The comparisons of golfers vs. alternative golfers [Designing the research model].

RESEARCH GRANTS

A total of \$12,464 was funded.

[Internal] 2017-18 the Rosen College Dean's Research Scholars Program:
Hahm, J., **Kang, J.** (Co-PI), & Kwun, D. J., Past, present, and future: The club management industry and its changing patrons, \$2,500.00 (Funded).

[Internal] 2015-16 RCHM Research Grant:
Kang, J. (PI), The role of brand love in consumer-brand relationship, \$2500 (Funded).

[Internal] The UCF 2014 In-House Research Grants:
Kang, J. (PI) & Kwun, D. (Co-PI), Brand management and the cruise industry, \$7462 (Funded, *** No awardees at Rosen College since 2011).

[External] 2017 CMAA (Club Managers Association of America) Research Grant:
Kwun, D. J., **Kang, J.** (Co-PI), & Hahm, J. Millennial's Motivation and Constrains for Golfing, (Unfunded).

[External] Incentive Research Foundation (IRF):
Hahm, J., **Kang, J.** (Co-PI), & Fu, Xiaoxiao (Co-PI), Investigating cash and non-cash incentives in motivating millennial employees (Unfunded).

[Internal] 2013-14 RCHM Research Grant:
Kang, J. (PI), Investigating consumers' activity-based segmentation and brand experience in the cruise industry (Unfunded).

REFEREED CONFERENCE PROCEEDINGS/ "STAND UP" PRESENTATIONS

Kang, J., Kwun, D. J., & Hahm, J. (2017). The influence of cruisers' brand experience on brand evangelism: A mediation model of brand attachment and brand distinctiveness. *4th World Research Summit for Hospitality and Tourism*, Orlando, Florida, USA.

Fu, X. & **Kang, J.** (2017). Investigating the consequences of theme park experience: An inferential-associative perspective. *3rd Global Tourism & Hospitality Conference*, Hong Kong.

Ronzoni, G., Torres, E., & **Kang, J.** (2017). How many hotels do you see? A case study of dual branding. *4th World Research Summit for Hospitality and Tourism*, Orlando, Florida, USA.

Holm, M. R., Breiter, D., Dickson, D., Joseph, D. L., **Kang, J.**, & Hahm, J. (2016). Meeting planner loyalty to Convention Services Managers: An investigation of Convention Services Manager emotional and functional competence in the business-to-business exchange. *Proceedings of Global Events Congress VII*, Indianapolis, Indiana, USA.

Manthiou A., **Kang, J.**, & Hyun, S. H. (2015). *An integration of cognitive appraisal theory and script theory in the luxury tourism sector: The bridging role of recollection. Global Fashion Management Conference (GFMC)*, Florence, Italy.

Manthiou A., **Kang, J.**, Chiang, L., & Tang, L. (2013). The effects of memorable experiences: An extended model of script theory. *The 2nd World Research Summit for Hospitality and Tourism*, Orlando, Florida, USA.

Kang, J., Tang, R., & Fiore, A. (2012). The role of consumer benefits in increasing participation and its impact on hotel brands' Facebook page. *The 2012 TOSOK International Tourism Conference*. Busan, South Korea.

Manthiou, A., **Kang, J.**, Surmajan, N., & Tang, L. (2012). The mediating effect of affective commitment between the relationship of experience and loyalty for brand named hotels. *The 17th Annual Graduate Student Research Conference in Hospitality and Tourism*, Auburn, AL, USA.

Kang, J., Tang, L., & Bosselman, R. (2011). Changes of coffee consumption behaviors in Korea: The effects of image congruity toward brand name coffee shops on customer attitude and repurchase intention. *16th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.

Lee, J., **Kang, J.**, & Tang, L. (2011). The role of store-image and functional image congruity in determining brand loyalty: Cognitive, affective, and conative brand loyalty in the context of brand coffeehouses. *16th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.

Kang, J., & Schrier, T. (2010). An Examination of Tradeshow Exhibitors' Decision Making Processes. *15th Annual Graduate Student Research Conference in Hospitality and Tourism*, Washington, D.C., USA.

Kang, J., Schrier, T., & Zhen, T. (2010). Perceptions of the iPhone as an educational tool in the hospitality courses. *The Hospitality Information Technology Association Annual Conference*, Orlando, FL, USA.

REFEREED CONFERENCE PROCEEDINGS/ “POSTER” PRESENTATIONS

Hahm, J., **Kang, J.**, & Fu, X. (2017). How to motivate millennial employees: An investigation of cash vs non-cash incentives. *IMEX America 2017 Faculty Engagement Program*, Las Vegas, Nevada & IAEE Expo! Expo! Annual Meeting & Exhibition 2017, San Antonio, Texas.

Park, J., **Kang, J.**, & Hahm, J. (2016). How many times of “is everything OK” is OK?. *EuroCHRIE Budapest 2016*, Budapest, Hungary.

Esfahani, S. S. & **Kang, J.** (2016). The changing trend of searching for restaurants. *International CHRIE Conference*, Dallas, Texas.

Kang, J. & Kwun, D. (2016). An investigation of cruisers’ referral intentions. *Korea Hospitality & Tourism Academe (KHTA)*, Seoul, Korea.

Kang, J. & Hyun, S. H. (2016). Impact of third party certification on restaurant consumer behavior. *Korea Hospitality & Tourism Academe (KHTA)*, Seoul, Korea.

Kang, J. & Kwun, D. (2015). Investigating cruisers’ activity-based segmentation. World Conference on Business and Management (*WCBM*), Seoul, Korea.

Cobos, L. & **Kang, J.** (2015). Hotel online daily deals: The impact of promotional details on intent to purchase. *International CHRIE Conference*, Orlando, FL, USA.

Cobos, L. & **Kang, J.** (2015.) The role of shopping orientation on online daily deals purchase, *20th Annual Graduate Student Research Conference in Hospitality and Tourism*, Tampa, FL, USA.

Kang, J. (2013). The role of functional and hedonic benefits in the success of restaurant brands’ Facebook pages: Community promotion and behavioral changes. *International CHRIE Conference*, St. Louis, Missouri, USA.

Jun, J., **Kang, J.**, & Wohlsdorf-Arendt, S. (2012). The effects of health values on healthful menu item selection and the mediating role of attitudes. *International CHRIE Conference*, Providence, Rhode Island, USA.

Schrier, T., & **Kang, J.** (2011). Faculty opinions of mobile devices for classroom usage. *International CHRIE Conference*, Denver, CO, USA.

Kang, J., & Schrier, T. (2011). An examination of the factors affecting tradeshow exhibitors’ decisions. *16th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.

Kim, E., **Kang, J.**, & Mattila, A. (2010). Consumers Hope to Prevent & Promote Through Their Charitable Purchases. *15th Annual Graduate Student Research Conference in Hospitality and Tourism*, Washington, D.C., USA.

Kim, E., **Kang, J.**, & Mattila, A. (2010). I Love Being a Member of That Restaurant Community on The Internet. *The 15th Annual Graduate Student Research Conference in Hospitality and Tourism*, Washington, D.C., USA.

Kang, J., Lee, J., Rajagopal, L., & Zheng, T. (2009). Study of the Relationship between Acculturation and Dining-Out Behavior of Koreans in the United States. *International CHRIE Conference*, San Francisco, CA, USA.

Kang, J., Lee, J., & Rajagopal, L. (2009). Role of Acculturation on Dining-out Behavior Among Koreans in the United States. *14th Annual Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, Nevada, USA.

INVITED PRESENTATIONS

Kang, J. (2017). Developing romantic relationships with luxury hotels: Antecedents and consequences of brand passion and brand intimacy. Presented at UCF RCHM research colloquium.

Kang, J., Manthiou, A., Sumarjan, N., & Tang, L. (2014). Does hotel brand matter to international travelers? An investigation of lodging experience on brand attachment, knowledge, and trust. Presented at UCF RCHM research colloquium.

AWARDS AND RECOGNITION

- **Excellence in Research Award**, Rosen College of Hospitality Management, University of Central Florida 2017.
- **Quality Online Course** designation within the State University System (SUS) of Florida (Scheduled to appear online in late 2018).
- Nomination for the Zaffarano prize, Iowa State University 2012
- ISU Graduate Research Excellence Award, Iowa State University 2011

TEACHING

COURSES TAUGHT**GRADUATE COURSES**

- HMG 6533 (Rosen) Hospitality & Tourism Industry Brand Management
Taught every Spring semester since 2014
** Developed two different modes: *F2F* & *W* modes
** Re-developed this course that was dormant for 4 years

- HMG 6596 (Rosen) Strategic Marketing in Hospitality and Tourism
Taught every Fall semester since 2015
** Developed this course as a *W* mode for the first time

UNDERGRADUATE COURSES

- HFT 2500
(Rosen & Main Campus) Hospitality and Tourism Marketing
Taught since Fall 2012
** Developed three different modes: *F2F*, *M*, & *W* modes
** Taught 2 sessions (Fall 2012) at the Main Campus

- HFT 1000 (Rosen) Introduction to the Hospitality and Tourism Industry
Taught in Summer 2013

Note: F2F (Face-to-Face mode), M (Mixed mode), and W (Fully Web/online mode)

STUDENT ADVISING AND MENTORING**DISSERTATION COMMITTEE MEMBER**

Student's name: Michelle Holm, Ph.D.

Dissertation title: Meeting planner loyalty to convention service managers: An investigation of convention service manager emotional and functional competence in the business-to-business exchange (Completed in 2016).

Student's name: Ryuichi Karakawa, M.S.

Thesis title (Tentative): Attributes, Perceived Value, and Purchase Intention of Japanese Ryokan (In progress).

CONFERENCE PRESENTATIONS WITH STUDENTS

Ronzoni, G., Torres, E., & **Kang, J.** (2017). How many hotels do you see? A case study of dual branding. *4th World Research Summit for Hospitality and Tourism*, Orlando, Florida, USA.

Holm, M. R., Breiter, D., Dickson, D., Joseph, D. L., **Kang, J.**, & Hahm, J. (2016). Meeting planner loyalty to Convention Services Managers: An investigation of Convention Services Manager emotional and functional competence in the business-to-business exchange. *Proceedings of Global Events Congress VII*, Indianapolis, Indiana, USA.

Esfahani, S. S. & **Kang, J.** (2016). The changing trend of searching for restaurants. *International CHRIE Conference*, Dallas, Texas.

Cobos, L. & **Kang, J.** (2015). Hotel online daily deals: The impact of promotional details on intent to purchase. *International CHRIE Conference*, Orlando, FL, USA.

Cobos, L. & **Kang, J.** (2015.) The role of shopping orientation on online daily deals purchase, *20th Annual Graduate Student Research Conference in Hospitality and Tourism*, Tampa, FL, USA.

FACULTY ADVISOR FOR STUDENT ORGANIZATION

- HSMIAI (Hospitality Sales and Marketing Association International) Central Florida Collegiate Chapter (Spring 2017-Present)

OTHER MENTORING ACTIVITIES

- Mentoring a Ph.D. student's teaching (Fall 2015)
- Served as a reviewer for the UCF undergraduate research journal (Spring 2016)
- Volunteered as a judge at the 11th Annual Graduate Research Forum (Spring 2014)

<h2>SERVICE AND LEADERSHIP</h2>
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PROFESSIONAL SERVICES

- Editorial Board Member Journal of Destination Marketing and Management (SSCI)
- Session Chair for Marketing and Brand Management, 4th World Research Summit
- Ad-hoc Reviewer for 10 Refereed Journals (58 reviews)
 - International Journal of Contemporary Hospitality Management (SSCI)
 - Cornell Hospitality Quarterly (SSCI)
 - Journal of Hospitality and Tourism Research (SSCI)
 - International Journal of Hospitality Management (SSCI)
 - Journal of Travel and Tourism Marketing (SSCI)

- Journal of Destination Marketing and Management (SSCI)
 - Journal of Hospitality Marketing and Management (SSCI)
 - Journal of Hospitality and Tourism Insights
 - Tourism Review
 - Journal of Hospitality and Tourism Technology
- Reviewer for International and National Conference Proceedings (37 reviews)
 - International CHRIE Conference (2015, 2016, 2017)
 - Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Consumer behavior track reviewer (2013, 2014, 2016, 2017, 2018)
 - APTA International Conference (2016, 2017)
 - World Research Summit for Tourism and Hospitality (2013, 2017)
 - International Hospitality Information Technology Association Annual Conference (iHITA) (2012, 2013, 2014, 2017)

UNIVERSITY COMMITTEES

- University Faculty Travel Awards Committee, Fall 2017 - Spring 2018
- Faculty Excellence & UCF Global Task Force, Fall 2017
- Bookstore Advisory Committee, Fall 2013-Spring 2015

COLLEGE/DEPARTMENT COMMITTEES

- Graduate Faculty: Spring 2013-Present
- Graduate Policy & Curriculum Committee: Fall 2015- Present
- Faculty Award Committee: Fall 2015- Present
 - Served as a Chair: Fall 2016-Present
- Scholarship Committee: Fall, 2012 –Spring, 2014
- Ad-Hoc Committees
 - UCF Teaching Incentive Program (TIP): Spring, 2018
 - Served as a Chair
 - Search Committee for Program Coordinator: Summer, 2017
 - Served as a Chair
 - Faculty Search Committee: Fall 2013- Spring 2014
 - Graduate Teaching Excellence Award: Spring 2013
 - Institutional Assessment Results and Plan: Spring 2013
- Conference Committees (within College)
 - 4th World Research Summit, 2017 (Scientific/ Organizing committees)
 - 2nd Women’s Hospitality Leadership Forum, 2017 (Organizing committee)
 - 2nd World Research Summit, 2013 (Organizing committee)

VOLUNTEER SERVICES TO THE UNIVERSITY/ COLLEGE

- Provided a guest lecture for outside of UCF audiences at Rosen College Open House (Academic Class Experience for Hospitality Management), Fall 2017
- Provided assistance for Disney Program, Fall 2016, Fall 2017
- Provided a paper review for the UCF Undergraduate Research Journal, Spring 2016
- Judged presentations at the UCF Annual Graduate Research Forum, Spring 2014

SERVICES TO THE INDUSTRY AND COMMUNITY

- Interview with RCI Ventures Magazine for consulting “the role of social media marketing”, Sept. 2017
- Supporting SAPPHIRE NOW tradeshow, May 2017
- Guest Speaker of Hospitality Management at Lake Nona High School, Nov. 2016
- Meetings with industry leaders
 - Wyndham Hotel/Garden Hotel for co-branding issue, Nov. 2016 & March 2017
 - Class brand project meeting with Lego Land, Jan. 2017
 - Attendee interviews/survey for SAPPHIRE Show, May 2017
- HSMIAI Chinese Auction, 2016- Present

PROFESSIONAL DEVELOPMENT - TEACHING

- Quality Online Course Review, Dec. 2017
- Teaching Colloquiums by Wendy Howard, Jan. & Feb. 2016
- Webcourse Boot Camp, Nov. 2015
- Winter Faculty Development Conference, Dec. 2013
- Online Course Development Certification, IDL 6543, University of Central Florida, 2012
- Certificate of Completion, Certified Hospitality Educator (CHE), 2011

PROFESSIONAL DEVELOPMENT - RESEARCH

- PLS-SEM Seminar by Dr.Faizan Ali, Dec. 2017
- Certificate of Completion, Strategic Grant Development Writing Workshop by Institute for Strategic Funding Development (ISFD), June 2017
- Writing for Proposal Reviewers, Jan. 2013 Working with Theory of Planned Behavior workshop by Dr. Icek Ajzen, March 2017
- Open Forum “The rising of China-beyond catch-up”, Feb. 2017
- Case Study Teaching/Writing Workshop by Dr. Andreas Schotter, Rosen College, Dec. 2016
- Research Presentation “Technology, Innovation, and Hospitality by Terry Jones, Nov. 2016
- Research presentation “Welcome to the Future: A Walkable City Tourism Approach” by Dr. Salvador Anton Clavé, Aug. 2016
- SEM Boot Camp by Dr. James Gaskin, July 2015

- STARS workshop, Jan. 2017
- “Dick Pope & Office of Research and Commercialization - Research Collaboration”
 - With Travel Click, by April Ring, May 2013
 - With Smith Travel Research (STR), by Steve Hood, Jan. 2013

PROFESSIONAL DEVELOPMENT - SERVICE

- FERPA (Family Education Rights and Privacy Act) Training, Jan. 2017
- Hospitality Diversity Workshop, Rosen College, Feb. 2016
- Campus “Shots Fired” training, Rosen College, Feb. 2016
- “Focus on Aspiring Administrators”, Morgridge International Reading Center at UCF, Jan. 2013

PROFESSIONAL AND ACADEMIC AFFILIATIONS

- Hospitality Sales and Marketing Association International (HSMIAI), 2016-Present
- International Council on Hotel, Restaurant and Institutional Education (*ICHRIE*), 2010-Present
- Hospitality Information Technology Association (HITA), 2010-Present
- The Korea America Hospitality & Tourism Educators Association (KAHTEA), 2011-Present
- Golden Key International Honor Society, 2009-Present