

# CURRICULUM VITAE

## JEEYEON “JEANNIE” HAHM, Ph.D., CHIA

Assistant Professor  
Department of Tourism, Events, and Attractions  
Rosen College of Hospitality Management  
University of Central Florida  
9907 Universal Blvd.  
Orlando, FL 32819  
Office: (407) 903-8158  
[Jeeyeon.Hahm@ucf.edu](mailto:Jeeyeon.Hahm@ucf.edu) (work)  
[jhahm1109@gmail.com](mailto:jhahm1109@gmail.com) (personal)

### EDUCATION

- Doctor of Philosophy, Hospitality Education** 2012  
Rosen College of Hospitality Management, University of Central Florida, Orlando, FL  
*Dissertation:* The influence of an annual meeting on the sense of community of association members, their satisfaction, and future intentions  
*Committee:* Dr. D. Breiter (Chair), Dr. Y. Wang, Dr. J. Fjelstul, Dr. D. Boote, and Dr. K. Severt,
- Master of Science, Hospitality and Tourism Management** 2004  
Rosen College of Hospitality Management, University of Central Florida, Orlando, FL  
*Thesis:* Assessing the impact of movies upon an individual’s image formation concerning a given destination  
*Committee:* Dr. R. Upchurch (Chair), Dr. Y. Wang, Dr. A. Milman, and Dr. N. Underberg
- Bachelor of Arts, Social Work** 1997  
Seoul Women’s University, Seoul, South Korea

### HONORS AND AWARDS

Best Poster in Category, Ninth Annual Graduate Research Forum, University of Central Florida, April 3, 2012 (US\$ 800 and plaque)  
Graduate Travel Fellowship, University of Central Florida, 2009, 2011, and 2012  
Provost’s Graduate Fellowship, University of Central Florida, 2005-2006 (US\$10,000)  
Harris and Trisha Rosen Graduate Scholarship, University of Central Florida, 2003 (US\$ 2,500)  
The Order of Pegasus (Nominated), University of Central Florida, 2003  
Academic Scholarship, Seoul Women’s University, 1993

### PROFESSIONAL QUALIFICATIONS AND CERTIFICATES

Certificate of Completion, Strategic Grant Development Writing Workshop by Institute for Strategic Funding Development (ISFD), earned 15 CEUs, June 26-27, 2017

Working with the Theory of Planned Behavior Workshop by Dr. Icek Ajzen, Rosen College, March 3, 2017  
Case Study Workshop by Dr. Andreas Schotter, Rosen College, December 20-21, 2016  
Hospitality Diversity Certification, University of Central Florida, 2016  
Certified Hotel Industry Analytics (CHIA), Educational Institute Certification Commission, 2014  
Online Course Development Certification, IDL 6543, University of Central Florida, 2013  
Certified Social Worker, South Korea, 1997  
Certified Lifelong Learning Specialist, South Korea, 1997

## PROFESSIONAL EXPERIENCE

<b>Assistant Professor</b> University of Central Florida, Orlando, FL Department of Tourism, Events, and Attractions, Rosen College of Hospitality Management	2015-Current
<b>Assistant Professor</b> The University of Alabama, Tuscaloosa, AL Department of Human Nutrition and Hospitality Management College of Human Environmental Sciences	2013 – 2015
<b>Visiting Instructor</b> University of Central Florida, Orlando, FL Department of Tourism, Events, and Attractions, Rosen College of Hospitality Management	2012 – 2013
<b>Graduate Teaching Associate and Adjunct Instructor</b> University of Central Florida, Orlando, FL Rosen College of Hospitality Management	2005 – 2012
<b>Lecturer</b> Disney International Scholars Program Rosen College of Hospitality Management, Orlando, FL	2009
<b>Graduate Teaching Associate and Adjunct Instructor</b> University of Central Florida, Rosen College of Hospitality Management, Orlando, FL	2005 - 2012
<b>Graduate Research Assistant</b> University of Central Florida, Rosen College of Hospitality Management, Orlando, FL	2003 - 2004 and 2009 - 2010
<b>Front Office Associate</b> (COMPLETED SUPERVISORY TRAINING) Marriott Cypress Harbour, Marriott Vacation Club International, Orlando, FL	2005
<b>Cendant Apprentice</b> Cendant Corporation, Parsippany, NJ 2005 International Business Conferences of Coldwell Banker, ERA, and Century 21 Gaylord Palms Resort and Convention Center, Orlando, Florida	2005

**Intern** 2003  
DoubleTree Guest Suites in the Walt Disney World Resort, Orlando, FL

**Assistant to Project Manager and Senior Executive** from Hill International, Inc., Marlton, NJ  
Tong Yang Hotels & Resorts, Seoul, South Korea 1997 - 1998  
\$250,000,000 Shangri-La Hotel/Tong Yang Office Building Project

**Lifelong Learning Specialist Practice** 1995 - 1996  
Korea Youth Association, Seoul, South Korea, 1995-1996

## **COURSES TAUGHT AT UCF**

### **Graduate**

HMG 6528 Convention Sales and Services (mixed and fully online mode)

### **Undergraduate**

HFT 4754 Exhibit and Trade Show Operations (fully online)  
HFT 3798 Fairs and Festivals (face to face mode)  
HFT 3700 Tourism Management (face to face and mixed mode)  
HFT 3523 Event Sales (mixed mode)  
HFT 2750 Event Industry (face to face and mixed mode)  
HFT 1000 Introduction to Hospitality and Tourism (face to face)  
Guest Services Management for Disney International Scholars Program (face to face)

## **COURSES TAUGHT AT OTHER UNIVERSITIES**

### **Undergraduate**

RHM 321 Tourism & Hospitality Industry (face to face)  
RHM 370 Event Marketing (face to face)

## **PUBLICATIONS**

### **Refereed Journal Publications**

10. **Hahm, J.**, Tasci, A.D.A., & Breiter, D. (under review). Investigating the interplay among the Olympic Games image, destination image, and country image for four past hosts. *Journal of Travel & Tourism Marketing* [**SSCI Journal**].

9. Tasci, A.D.A., **Hahm, J.**, & Breiter, D. (accepted). Sports tourists and non-sports tourists: Are they different in terms of socio-demographics, psychographics, or behavior? *Event Management*.
8. **Hahm, J.**, Ro, H., & Olson, E. D. (in press). Sense of belonging to a lesbian, gay, bisexual, and transgender event: The examination of affective bond and collective self-esteem. *Journal of Travel & Tourism Marketing* [**SSCI Journal**]. doi: 10.1080/10548408.2017.1357519
7. Tasci, A.D.A., **Hahm, J.**, & Breiter, D. (in press). Consumer-based brand equity of a destination for sport tourists versus non-sport tourists. *Journal of Vacation Marketing*, 1-17 [**SSCI Journal**]. doi: 10.1177/1356766716679485
6. **Hahm, J.**, Breiter, D., Severt, K., Wang, Y., & Fjelstul, J. (2016). The relationship between sense of community and satisfaction on future intentions to attend an association's annual meeting. *Tourism Management*, 52, 151-160 [**SSCI Journal**].
5. Gregory, A., Severt, D. E., & **Hahm, J.** (2016). An attribute approach and the subsequent satisfaction, value, and loyalty of service delivery in private residence clubs. *Journal of Hospitality Marketing & Management*, 25, 91-112.
4. **Hahm, J.** & Wang, Y. (2011). Film-tourism as a tool for destination marketing: Is it worth the efforts? *Journal of Travel & Tourism Marketing*, 28(2), 165-179 [**SSCI Journal**].
3. Upchurch, R. S., DiPietro, R. B., Curtis, C., & **Hahm, J.** (2010). Research note: Organizational commitment in the restaurant industry. *Journal of Foodservice Business Research*, 13(2), 127-143.
2. **Hahm, J.**, Upchurch, R. S., & Wang, Y. (2008). Millennial students, movies, and tourism. *Tourism Analysis*, 13(2), 189-204.
1. **Hahm, J.**, Lasten, E., & Upchurch, R. (2007). State of the timeshare industry in Aruba: A call for research. *Journal of Retail & Leisure Property*, 6(3), 221-229.

### **Book Chapter**

**Hahm, J.** Destination marketing organizations' stakeholders. In *Destination Marketing Management* (submitted).

**Hahm, J.** (2014). From a secretary to becoming an Assistant Professor. In Daeil Foreign Language High School Alumni Association (Eds.). *Path: Advice from 38 alumni mentors about their turning points in life in the process of finding their current profession* (pp. 59-73). Seoul, Korea: Thinking Lab. – Best Seller in Teen & Young Adults category for several weeks.

## **White Paper**

Breiter, D. & **Hahm, J.** (2006). International participation at association meetings and conventions, PCMA Industry Issues Committee Report, Professional Convention Management Association [White Paper]. Available:  
<http://www.pcma.org/Resources/Research/PCMA-Studies-and-White-Papers.htm>

## **GRANTS**

### **External**

Principal Investigator, 2017, Investigating cash and non-cash incentives in motivating millennial employees. A research proposal submitted to the Incentive Research Foundation (IRF). US\$47,591 (not funded).

Principal Investigator, 2011, The sense of community of association members and its influence at an annual meeting. A research proposal submitted to Professional Convention Management Association (PCMA). US\$22,644.00 (not funded).

### **Internal**

Principal Investigator, 2015-2016, Investigating the relationships between mega event image, destination image and country-of-origin image. A research proposal submitted to the Rosen College Research Grants. University of Central Florida. US\$2,500.00 (funded).

Principal Investigator, 2014-2015, The familiarity and image of Alabama as a tourism destination and its impact on intention to visit. A research proposal submitted to Mary A. Crenshaw Grant, College of Human Environmental Sciences, The University of Alabama. US\$2,000.00 (funded).

## **PRESENTATIONS**

### **Refereed Conference Presentations**

25. Tasci, A. D. A., **Hahm, J.**, & Breiter, D. (2017). *Do mega events cause change in country or destination image? The case of 2016 Olympic Games in Brazil*. 4<sup>th</sup> International Conference on Events (ICE) 2017. Orlando, Florida.

24. **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.

23. Wiitala, J., Sellnow, T., & **Hahm, J.** (2017). *Crisis communications outcomes: Re-branding New Orleans as a tourism destination following Hurricane Katrina*. 7<sup>th</sup> Annual International Crisis and Risk Communication Conference. Orlando, Florida.
22. **Hahm, J.**, Tasci, A. D. A., & Breiter, D. (2016). *Interrelationships between mega event image, destination image, and country-of-origin image*. IAEE Expo! Expo! Annual Meeting & Exhibition 2016, Anaheim, California.
21. Park, J., Kang, J., & **Hahm, J.** (2016). *How many times of "Is everything OK" is OK?* EuroCHRIE Budapest 2016, Budapest, Hungary.
20. **Hahm, J.**, Tasci, A. D. A., & Breiter, D. (2016). *Investigating the relationships between mega event image, destination image, and country-of-origin image*. IMEX America 2016 Faculty Engagement Program, Las Vegas, Nevada.
19. 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*. Global Events Congress VII, Indianapolis, Indiana.
18. Wiitala, J. & **Hahm, J.** (2016). *Crisis expansion: How perceived image affects opportunities for tourism in Egypt*. 21<sup>st</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Philadelphia, Pennsylvania.
17. **Hahm, J.** & Severt, K. (2015). *The image of Alabama as a tourism destination and the importance of destination marketing*. 2015 Annual ICHRIE Summer Conference, Orlando, Florida.
16. Severt, K., Fjelstul, J., & **Hahm, J.** (2015). *Evaluating RV campground attributes using importance-performance analysis*. Southeast CHRIE Spring 2015 Conference, Tuscaloosa, Alabama.
15. **Hahm, J.** & Severt, K. (2014). *The familiarity and image of a tourism destination and its impact on intention to visit: The case of Alabama*. International CHRIE 2014 Conference, San Diego, California.
14. Severt, K. & **Hahm, J.** (2014). *The use of technology in off-site business meetings and incentive travel: Challenges facing hotels from the hotels' perspective*. Spring 2014 Southeast CHRIE, Atlanta, Georgia.
13. **Hahm, J.**, Ro, H., & Olson, E. (2013). *Sense of community, collective self-esteem, and behavioral intentions of the LGBT market*. 2<sup>nd</sup> World Research Summit for Tourism and Hospitality: Crossing the Bridge, Orlando, Florida.

12. Severt, K., Fjelstul, J., Breiter, D., & **Hahm, J.** (2013). *The differences in organizational commitment, materialism, and life values between Gen Y and future meeting professionals*. Southeast CHRIE Fall 2013 Meeting, Brevard, North Carolina.
11. **Hahm, J.**, Breiter, D., Wang, Y., & Severt, K. (2013). *Sense of community as a predictor of satisfaction and future intentions to attend an annual conference*. International CHRIE 2013 Conference, St. Louis, Missouri.
10. **Hahm, J.** & Breiter, D. (2012). *The influence of an annual meeting on association members' sense of community and future intentions*. International CHRIE 2012 Conference, Providence, Rhode Island.
9. **Hahm, J.** (2012). *Building a sense of community through annual meeting and the influence on future intentions*. 2012 Graduate Research Forum, University of Central Florida, Orlando, Florida
8. **Hahm, J.**, Severt, K., & Breiter, D. (2011). *Motivations and experiences of first-time and repeat conference attendees*. 2011 Annual ISTTE Conference, Miami, Florida.
7. **Hahm, J.**, Li, X., & Milman, A. (2011). *The image of Orlando as a tourist destination: A reflection through postcards*. 16th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas.
6. **Hahm, J.**, Wang, Y., & Lee, S. (2010). *The impact of a film on destination image and travel intentions: A multivariate repeated measure analysis*. International CHRIE 2010 Conference, San Juan, Puerto Rico.
5. **Hahm, J.** & Breiter, D. (2010). *Examining the Tourism Area Life Cycle model: The case of a convention destination*. 15<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism, Chantilly, Virginia.
4. **Hahm, J.** & Wang, Y. (2010). *Exploring the impact of a film on destination image and travel intentions*. 15<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism, Chantilly, Virginia.
3. Gregory, A., **Hahm, J.**, & Severt, D. E. (2009). *Service delivery in private residence clubs: A study based on product attributes as varied by location with one brand*. International CHRIE 2009 Conference, San Francisco, California.
2. **Hahm, J.** & Breiter, D. (2009). *International participation at association meetings and Conventions*. International Conference on Festivals & Events Research (ICFER), Orlando, Florida.
1. **Hahm, J.**, Upchurch, R., Wang, Y., Milman, A., & Underberg, N. (2005). *Assessing the impact of movies upon an individual's image formation concerning a given destination*.

10<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and  
Tourism, Myrtle Beach, South Carolina.

### **Other Presentations**

**Hahm, J.** & Tasci, A. D. A. (2017). Investigating the relationships between mega event image, destination image, and country image. UCF RCHM Research Colloquium, February 24, 2017.

### **SERVICE**

#### **Service within the Institution**

Faculty Senate Information Technology Committee, University of Central Florida 2017 – 2019  
Search Committee, Academic Program Coordinator for Event Management and Entertainment  
Management, TEA Department, Rosen College of Hospitality Management May – June, 2017  
Volunteer, Rosen College Open House, Academic Program Showcase, Event Management  
Feb 17, 2017  
Search Committee, Faculty Search for Event Management, TEA Department, Rosen College of  
Hospitality Management 2016 – 2017  
Volunteer, Meet and talk with prospective National Merit Student October 18, 2016  
Faculty Advisor, MPI Knights (Student Organization of MPI), Rosen College of Hospitality  
Management 2016 – current  
Committee Member, Dissertation of Michelle Holm, PhD candidate, Rosen College of  
Hospitality Management 2015 – 2016  
Graduate Faculty, Rosen College of Hospitality Management 2015 – current  
Member, Graduate Policy & Curriculum Committee, Rosen College of Hospitality Management  
2015 – current  
Member, Awards Committee, Rosen College of Hospitality Management 2015 – current  
Member, Event Management Advisory Board, Rosen College of Hospitality Management  
2012, 2013, 2015 – current  
Member, Faculty Assembly, Rosen College of Hospitality Management  
2012, 2013, 2015 – current  
Faculty Search Committee, Department of Human Nutrition & Hospitality Management, UA  
2013 – 2015  
Associate Member, Graduate Faculty, College of Human Environmental Sciences, UA  
2013 – 2015  
Member, Research Committee, College of Human Environmental Sciences, UA 2013 – 2015  
Volunteer Speaker, Rosen College Parent Student Visitation Day Classroom Experience 2012

#### **Service to the Profession**

Member, Paper Review Committee, Global Conference on Hospitality, Tourism, Event and  
Leisure Management 2018  
Co-Chair of Organizing Committee, 4<sup>th</sup> International Conference on Events 2017  
Chair of Social Programs, Organizing Committee, 4<sup>th</sup> International Conference on Events 2017



Member, Scientific Committee, World Research Summit for Tourism and Hospitality 2013, 2015, 2017  
Member, Scientific Committee, 4<sup>th</sup> International Conference on Events 2017  
Event Staff (Researcher), 2017 SAPPHIRE NOW & ASUG Annual Conference, Orange County Convention Center, Orlando, FL May 16 – 18, 2017  
Volunteer Event Researcher, 2016 SAPPHIRE NOW & ASUG Annual Conference, Orange County Convention Center, Orlando, FL May 17 – 19, 2016  
Panel Member, Mentoring for Life session, ACTE Education Forum, Florida Hotel and Conference Center, Orlando, FL September 27, 2016  
Member, Event Management Advisory Board, Rosen College of Hospitality Management 2012, 2013, 2015 – current  
Researcher, The American Occupational Therapy Association (AOTA), Inc. 2010  
Researcher, Professional Convention Management Association (PCMA) 2006

### **Manuscript Reviewer**

#### **International Academic Journals:**

Tourism Management	2011 – current
International Journal of Tourism Research	2012 – current
Journal of Destination Marketing & Management	2012 – current
Tourism Review	2013 – current
Hospitality Review	2013 – current
International Journal of Hospitality Management	2014 – current
Journal of Hospitality & Tourism Technology	2014 – current
International Journal of Contemporary Hospitality Management	2015 – current
Journal of Hospitality Marketing & Management	2015 – current
Journal of Tourism Insights	2016 – current
Journal of Travel & Tourism Marketing	2016 – current

#### **International and Regional Conferences:**

Global Conference on Hospitality, Tourism, Event and Leisure Management	2018
4 <sup>th</sup> International Conference on Events	2017
World Research Summit for Tourism and Hospitality	2013 – current
Graduate Education & Graduate Student Research Conference in Hospitality and Tourism	2013 – current
APTA International Conference	2015 – current
ICHRIE Summer Conference	2017
Southeast CHRIE Spring Meeting	2015
Southeast CHRIE Fall Meeting	2014
The Korea America Hospitality & Tourism Educators Association (KAHTEA) Conference	2011

**Service to the Community**

Nowun Social Welfare Center, Seoul, South Korea	1995
Shin-Ock Neuropsychiatry, Seoul, South Korea	1994
Famine 24 Camp, Seoul, South Korea	1993
Southern Welfare Center for the Disabled, Seoul, South Korea	1993
The 13th National Sports Games for the Disabled, Seoul, South Korea	1993

**PROFESSIONAL/ORGANIZATIONAL AFFILIATIONS**

Faculty Advisor, MPI Knights, Rosen College of Hospitality Management  
Member, Meeting Professionals International (MPI)  
Member, International Council on Hotel, Restaurant, and Institutional Education (CHRIE)  
Member, Professional Convention Management Association (PCMA)  
Member, International Association of Exhibitions and Events (IAEE)  
Member, Pegasus Society, University of Central Florida  
Member, UCF Alumni Association, University of Central Florida  
Member, Seoul Women's University Alumni Association  
Member, Daeil Foreign Language High School Alumni Association