

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 (work) / jhahm1109@gmail.com (personal)

EDUCATION

Doctor of Philosophy, Education (Hospitality Education track)	2012
Rosen College of Hospitality Management, University of Central Florida, Orlando, FL	
Master of Science, Hospitality and Tourism Management	2004
Rosen College of Hospitality Management, University of Central Florida, Orlando, FL	
Bachelor of Arts, Social Work	1997
Seoul Women's University, Seoul, South Korea	

ACADEMIC WORK EXPERIENCE

Assistant Professor	2015 – current
University of Central Florida, Orlando, FL Department of Tourism, Events, and Attractions, Rosen College of Hospitality Management	
Visiting Professor	March 2 – 5, 2020
University of Angers, Angers, France	
Assistant Professor	2013 – 2015
The University of Alabama, Tuscaloosa, AL Department of Human Nutrition and Hospitality Management College of Human Environmental Sciences	
Visiting Instructor	2012 – 2013
University of Central Florida, Orlando, FL Department of Tourism, Events, and Attractions, Rosen College of Hospitality Management	
Graduate Teaching Associate and Adjunct Instructor	2005 – 2012
Rosen College of Hospitality Management, University of Central Florida, Orlando, FL	
Lecturer	2009
Disney International Scholars Program Rosen College of Hospitality Management, University of Central Florida, Orlando, FL	

Graduate Research Assistant 2003 – 2004, 2009 – 2010
Rosen College of Hospitality Management, University of Central Florida, Orlando, FL

INDUSTRY WORK EXPERIENCE

Front Office Associate (COMPLETED SUPERVISORY TRAINING FOR PROMOTION) 2005
Marriott Cypress Harbour, Marriott Vacation Club International, Orlando, FL

Cendant Apprentice 2005
Cendant Corporation, Parsippany, NJ
2005 International Business Conferences of Coldwell Banker, ERA, and Century 21
Gaylord Palms Resort and Convention Center, Orlando, Florida

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

HONORS AND AWARDS

External Awards

- Outstanding Paper, 2019 Emerald Literati Awards for Excellence (Journal of Hospitality and Tourism Insights, Emerald Publishing)
- Best Poster, *A longitudinal study of event image and destination image*. 1st International Conference on Tourism Research 2018, Jyväskylä, Finland
- MPI Foundation, Wyndham Worldwide Scholarship, 2017
- Academic Scholarship, Seoul Women's University, 1993

UCF Awards and Honors

- Faculty Member of the Year Award 2019-2020, Rosen College of Hospitality Management
- UCF Teaching Incentive Program (TIP) Award 2019-2020, University of Central Florida
- Certificate of Appreciation during COVID-19 pandemic, 2020, Rosen College
- First Day Award, UCF AIM High Event, 2020, University of Central Florida
- Excellence in Graduate Teaching Award 2019-2020, University of Central Florida
- Quality Online Course designation for HMG 6528 Convention & Conference Sales & Services, State University System (SUS) of Florida, 2018.
- Best Poster in Category (Business Administration and Hospitality Management), Ninth Annual Graduate Research Forum, University of Central Florida, April 3, 2012 (US\$800 and plaque)
- Outstanding Dissertation Award, finalist, 2012

- 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

PROFESSIONAL QUALIFICATIONS AND CERTIFICATES

- PLS-SEM: A Hands on Approach Workshop by Dr. Faizan Ali, Rosen College, December 12, 2017
- 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

RESEARCH AND CREATIVE ACTIVITY

PUBLICATIONS

Refereed Journal Articles

Total citations based on Google Scholar: 282 (as of August 2020)

SSCI = Social Sciences Citation Index, IL = Indicative List by TEA department, and IF = Impact Factor

* denotes graduate student

Godovykh, M. V.*, & **Hahm, J.J.** (2020). Does the sequence of presentations matter for academic conferences? An application of the peak-end rule in event management.

Journal of Convention & Event Tourism, 21(3), 201-224. doi:

10.1080/15470148.2020.1760159

Fu, X., Kang, J., **Hahm, J.J.**, & Wiitala, J.* (2020). Investigating the consequences of theme park experience: Through the lenses of self-congruity and flow. *International Journal of Contemporary Hospitality Management*, 32(3), 1181-1199. doi: 10.1108/IJCHM-06-2019-0522 [SSCI/IL/IF 5.667; 1 citation]

Kang, J., Kwun, D.J., & **Hahm, J.J.** (2020). Turning your customers into brand evangelists: Evidence from cruise travelers. *Journal of Quality Assurance in Hospitality & Tourism*. doi: 10.1080/1528008X.2020.1721039

- Severt, K., & **Hahm, J.J.** (2020). Impact of political event and political affiliation on destination image and a longitudinal approach of image change. *Journal of Destination Marketing and Management*, 15. doi: 10.1016/j.jdmm.2019.100406 [SSCI/IL/IF 4.279; 1 citation]
- Hahm, J.J.**, & Tasci, A.D.A (2019). Country image and destination image of Brazil in relation to information sources. *Journal of Hospitality & Tourism Insights*, 3(2), 95-114. doi: 10.1108/JHTI-04-2019-0057
- Hahm, J.**, Tasci, A.D.A., & Breiter Terry, D. (2019). The Olympic Games' impact on South Korea's image. *Journal of Destination Marketing & Management*, 14. doi: 10.1016/j.jdmm.2019.100373 [SSCI/IL/IF 4.279; received 6 citations]
✓ *This article has been integrated into the Olympic World Library (OWL).*
- Tasci, A.D.A., **Hahm, J.**, & Breiter Terry, D. (2019). A longitudinal study of Olympic Games' impact on the image of a host country. *Journal of Travel & Tourism Marketing*, 36(4), 443-457. doi: 10.1080/10548408.2019.1568952 [SSCI/IL/IF 4.097; 9 citations]
✓ *This article has been integrated into the Olympic World Library (OWL).*
- Hahm, J.** (2018). Important secondary information sources to form destination image. *Events and Tourism Review*, 1(1), 13-27. doi: 10.18060/22726
- Tasci, A.D.A., **Hahm, J.**, & Breiter, D. (2018). Sports tourists and non-sports tourists: Are they different in terms of socio-demographics, psychographics, or behavior? *Event Management*, 22(3), 303-315. doi: 10.3727/152599518X15239930463127[IL; 1 citation]
- Hahm, J.**, & Severt, K. (2018). Importance of destination marketing on image and familiarity. *Journal of Hospitality & Tourism Insights*, 1(1), 37-53. doi: 10.1108/JHTI-10-2017-0002 [16 citations]
✓ *Winner of the 2019 Emerald Literati Awards Outstanding Paper.*
✓ *The most cited article for the journal. The most read for its issue. The second most read article in 2018 for the journal.*
- Hahm, J.**, Tasci, A.D.A., & Breiter, D. (2018). Investigating the interplay among the Olympic Games image, destination image, and country image for four past hosts. *Journal of Travel & Tourism Marketing*, 35(6), 755-771. doi: 10.1080/10548408.2017.1421116 [SSCI/IL/IF 4.097; received 21 citations]
✓ *This article has been integrated into the Olympic World Library (OWL).*
- Hahm, J.**, Ro, H., & Olson, E.D. (2018). 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*, 35(2), 244-256. doi: 10.1080/10548408.2017.1357519 [SSCI/IL/IF 4.097; 7 citations]

Tasci, A.D.A., **Hahm, J.**, & Breiter-Terry, D. (2018). Consumer-based brand equity of a destination for sport tourists versus non-sport tourists. *Journal of Vacation Marketing*, 24(1), 62-78. doi: 10.1177/1356766716679485 [SSCI/IL/IF 1.940; 13 citations]

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. doi: 10.1016/j.tourman.2015.06.016 [SSCI/IL/IF 7.432; 36 citations]

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. doi: 10.1080/19368623.2014.987894 [SSCI/IL/IF 4.489; 9 citations]

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. doi: 10.1080/10548408.2011.546209 [SSCI/IL/IF 4.097; 100 citations]

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. doi: 10.1080/15378021003784871

Hahm, J., Upchurch, R.S., & Wang, Y. (2008). Millennial students, movies, and tourism. *Tourism Analysis*, 13(2), 189-204. doi: 10.3727/108354208785664229 [IL; 26 citations]

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. doi: 10.1057/palgrave.rlp.5100066 [19 citations]

RESEARCH IN PROGRESS

Hahm, J. A systematic review of event image research (final stage)

Kwun, D.J., Kang, J., & **Hahm, J.J.** Consumers' evaluation on alternative golf experience and traditional golf intentions (data analysis complete)

Kang, J., **Hahm, J.J.**, & Kwun, D.J. The relationships among the perceptions of alternative golf, active involvement, and behavioral intentions (data analysis complete)

Wiitala, J., **Hahm, J.**, & Breiter Terry, D. Overwhelming or exciting: An action study of conference attendee experience (final stage)

Hahm, J. The relationship between destination image and behavioral intentions based on familiarity and distance (data analysis stage)

Lee, J., **Hahm, J.**, & Kim, H. Effective Curriculum for Convention, Meeting and Event Management Track: Comparison of the Perspectives from Industry Professionals and Students. (literature review and questionnaire development)

BOOK CHAPTERS

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.

MAGAZINE ARTICLES, WHITE PAPER, AND INDUSTRY REPORT

Hahm, J.J. & Ro, H. (2019). LGBT events: Sense of belonging for LGBT travelers. *Rosen Research Review*, Fall 2019, 10-13 [Magazine Article].
<http://cdn.researchfeatures.com/RosenResearchReview/RRR02/index.html>

Hahm, J. & Severt, K.S. (2019). Sweet home Alabama: A great place to visit? *Rosen Research Review*, Spring 2019, 42-45 [Magazine Article].
<http://cdn.researchfeatures.com/RosenResearchReview/RosenResearchReview001/index.html>

Olson, E., **Hahm, J.**, & Ro, H. (2013). Gay Days® Attendees' Profile, Prepared for the Gay Days Inc., June, 2013 [Report].

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>

AWARDED GRANTS

External

Principal Investigator, 2020, Value of business events to firm performance in an economic downturn. A research proposal submitted to MPI Foundation. US\$25,014

- A matching grant from Gabri Foundation was awarded to support this research. Dick Pope Sr. Institute for Tourism Studies Research Foundation. US\$30,000.

Internal

Principal Investigator, 2019-2020, Examining the relationships among Olympic Games' image, destination image, and country image of six host destinations. A research proposal submitted to the Rosen College Dean's Research Scholars Program, University of Central Florida, US\$2,500.00 (funded).

Principal Investigator, 2017-2018, Past, present, and future: The club management industry and its changing patrons. A research proposal submitted to the Rosen College Dean's Research Scholars Program, University of Central Florida, US\$2,500.00 (funded).

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).

SUBMITTED GRANTS

Principal Investigator, 2020, The longitudinal impact of the Olympic Games on host countries and intangible legacies of the mega event. A research proposal submitted to The Olympic Studies Centre. US\$20,000.

Co-Principal Investigator, 2018, Millennial's motivation and constraints for golfing. A research proposal submitted to Club Managers Association of America (CMAA). US\$2,500.

Principal Investigator, 2018, Building relationships among diverse communities of professionals in the digital age. A research proposal submitted to American Society of Association Executives (ASAE). US\$53,336.

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.

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.

REFEREED CONFERENCE PROCEEDINGS ACCEPTED AND PRESENTED

International

Kwun, D.J., **Hahm, J.**, & Kang, J. (2019). *Consumers' evaluations on alternative golf experience*. 5th World Research Summit for Tourism and Hospitality. Orlando, Florida. [stand-up]

Hahm, J. & Tasci, A.D.A. (2019). *Co-branding between a mega-event and a country: Who is the winner?* 5th World Research Summit for Tourism and Hospitality. Orlando, Florida. [stand-up]

Hahm, J. & Godovykh, M.V. (2019). *The effects of prior experience and program design on conference attendees' satisfaction and loyalty*. IAEE Expo! Expo! Annual Expo & Exhibition 2019, Las Vegas, Nevada. [poster] (work with graduate student)

Breiter Terry, D., **Hahm, J.**, & Tasci, A.D.A. (2019). *Mega sport events and destinations: Implications for marketing*. Third WASM Conference, Santiago, Chile. [poster]

Hahm, J. & Godovykh, M.V. (2019). *The effects of prior experience and program design on conference attendees' satisfaction and loyalty*. IMEX America 2019 Faculty Engagement Program, Las Vegas, Nevada. [stand-up & poster] (work with graduate student)

Kang, J. & **Hahm, J.** (2019). *Profiling 'Instagrammable' sites at festivals: How festivals and destinations can leverage Instagram*. SMART Conference, Orlando, Florida. [poster]

Hahm, J., Tasci, A.D.A., & Breiter Terry, D. (2019). *Did the Olympic Games influence the image of South Korea?* Fourth International Conference on Tourism and Leisure Studies, Florida International University, Miami, Florida. [stand-up]

Wiitala, J. & **Hahm, J.** (2019). *Information seeking and the effects of selective exposure to determine attitudinal perceptions of the 2022 FIFA World Cup Qatar*. The 9th Annual International Crisis and Risk Communication Conference, Orlando, Florida. [poster] (work with graduate student)

Hahm, J., Tasci, A.D.A., & Breiter Terry, D. (2018). *The impact of a mega event on image change: A longitudinal study*. IAEE Expo! Expo! Annual Meeting & Exhibition 2018, New Orleans, Louisiana. [poster]

Breiter Terry, D. & **Hahm, J.** (2018). *Association member engagement and retention through building sense of community at meetings*. EuroCHRIE 2018, Dublin, Ireland. [poster]

Hahm, J., Tasci, A.D.A., & Breiter Terry, D. (2018). *The impact of a mega event on image change: A longitudinal study*. IMEX America 2018 Faculty Engagement Program, Las Vegas, Nevada. [poster]

- Breiter Terry, D., **Hahm, J.**, & Kline, S. (2018). *Sense of community: A case study of an academic conference*. Global Events Congress 2018, Warsaw, Poland. [stand-up]
- Lee, J., **Hahm, J.**, & Kim, H. (2018). *Effective Curriculum for Convention, Meeting and Event Management Track: Comparison of the Perspectives from Industry Professionals and Students*. 2018 KAHTEA Conference, Las Vegas, Nevada. [stand-up]
- Breiter Terry, D., **Hahm, J.**, & Tasci, A.D.A. (2018). *A longitudinal study of event image and destination image*. 1st International Conference on Tourism Research 2018, Jyväskylä, Finland. [poster] [**Best Poster Award Winner**]
- Wiitala, J., **Hahm, J.**, & Breiter, D. (2017). *Overwhelming or exciting: An action study of conference attendee experience*. 4th International Conference on Events (ICE) 2017, Orlando, Florida. [stand-up] (work with graduate student)
- 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 Tourism and Hospitality. Orlando, Florida. [stand-up]
- Hahm, J.**, Kang, J., & Fu, X. (2017). *How to motivate millennial employees: An investigation of cash vs non-cash incentives*. IAEE Expo! Expo! Annual Meeting & Exhibition 2017, San Antonio, Texas. [poster]
- 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*. 4th International Conference on Events (ICE) 2017. Orlando, Florida. [stand-up]
- 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. [poster]
- Wiitala, J., Sellnow, T., & **Hahm, J.** (2017). *Crisis communications outcomes: Re-branding New Orleans as a tourism destination following Hurricane Katrina*. 7th Annual International Crisis and Risk Communication Conference. Orlando, Florida. [poster] (work with graduate student)
- 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. [poster]
- Park, J., Kang, J., & **Hahm, J.** (2016). *How many times of "Is everything OK" is OK?* EuroCHRIE Budapest 2016, Budapest, Hungary. [poster]
- 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. [poster]

- 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. [stand-up] (work with graduate student)
- Wiitala, J. & **Hahm, J.** (2016). *Crisis expansion: How perceived image affects opportunities for tourism in Egypt*. 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Philadelphia, Pennsylvania. [poster] (work with graduate student)
- 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. [stand-up]
- Severt, K., Fjelstul, J., & **Hahm, J.** (2015). *Evaluating RV campground attributes using importance-performance analysis*. Southeast CHRIE Spring 2015 Conference, Tuscaloosa, Alabama. [stand-up]
- 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. [poster]
- Hahm, J.**, Ro, H., & Olson, E. (2013). *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. [stand-up]
- 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. [stand-up]
- 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. [poster]
- Hahm, J.**, Severt, K., & Breiter, D. (2011). *Motivations and experiences of first-time and repeat conference attendees*. 2011 Annual ISTTE Conference, Miami, Florida. [poster]
- 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. [stand-up]
- 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. [poster]

Hahm, J. & Breiter, D. (2010). *Examining the Tourism Area Life Cycle model: The case of a convention destination.* 15th Annual Graduate Student Research Conference in Hospitality and Tourism, Chantilly, Virginia. [poster]

Hahm, J. & Wang, Y. (2010). *Exploring the impact of a film on destination image and travel intentions.* 15th Annual Graduate Student Research Conference in Hospitality and Tourism, Chantilly, Virginia. [stand-up]

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. [stand-up]

Hahm, J. & Breiter, D. (2009). *International participation at association meetings and Conventions.* International Conference on Festivals & Events Research (ICFER), Orlando, Florida. [poster]

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.* 10th Annual Graduate Student Research Conference in Hospitality and Tourism, Myrtle Beach, South Carolina. [stand-up]

Regional

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. [stand-up]

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. [stand-up]

State

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. [poster] [**Best Poster in Category Winner**]

Invited Presentations (Non-refereed Presentations)

“Teach-In” at Lake Nona Middle School, Orange County Public Schools, Orlando, FL, November 21, 2019.

My theory development journey, HMG 7295: Theories in Hospitality and Tourism, Rosen College of Hospitality Management, November 13, 2019.

Presenter, Past, Present, and Future: The Golf Industry and its Changing Patrons. UCF RCHM Research Colloquium, March 1, 2019.

“Teach-In” at Lake Nona Middle School, Orange County Public Schools, Orlando, FL, November 14, 2018.

My theory development journey, HMG 7295: Theories in Hospitality and Tourism, Rosen College of Hospitality Management, November 7, 2018.

SLS 1501: Strategies for Student Success, Rosen College of Hospitality Management, August 27, 2018.

Investigating the relationships between mega event image, destination image, and country image. UCF RCHM Research Colloquium, February 24, 2017.

Panel Expert, Mentoring for Life session, ACTE Education Forum, Florida Hotel and Conference Center, Orlando, FL, September 27, 2016

TEACHING ACTIVITY

COURSES TAUGHT

University of Central Florida

Graduate

- HMG 6528 Convention Sales and Services (mixed and fully online), 2017 – current

Undergraduate

- HFT 4903H Honors Directed Reading I (Independent Study), 2018
- HFT 4754 Exhibit and Trade Show Operations (fully online), 2013, 2017 – current
- HFT 3798 Fairs and Festivals (face to face), 2015
- HFT 3700 Tourism Management (face to face and mixed mode), 2010 – 2013
- HFT 3523 Event Sales (mixed mode), 2012 – 2013, 2016 – 2020
- HFT 2750 The Event Industry (face to face, mixed mode, and online), 2011 – 2013, 2015 – current
- HFT 1000 Introduction to Hospitality and Tourism (face to face), 2005 – 2006

Other

- General Public Events Management, University of Angers, Angers, France, Visiting Professor, (online), March 2020 (Graduate level, synchronous online due to COVID-19)
- Event & Convention Management, Kyung Hee University Summer Seminar Program (face to face), July 2018 (Undergraduate, face to face)

- Guest Services Management, Disney International Scholars Program (Graduate level, face to face), 2009

The University of Alabama

- RHM 321 Tourism & Hospitality Industry (face to face) 2013 – 2015
- RHM 370 Event Marketing (face to face) 2013 – 2015

THESIS AND DISSERTATION COMMITTEES

Undergraduate Honors in the Major Thesis

- Chair, Thesis of Chandardaye Herman, Event Management Degree student, Rosen College of Hospitality Management, UCF, 2018 (incomplete: student changed major)

Dissertation Committees

- Member, Dissertation of Jessica Wiitala, PhD candidate, Rosen College of Hospitality Management, UCF, Completion in Summer/August 2020
- Member, Dissertation of Michelle Holm, PhD candidate, Rosen College of Hospitality Management, UCF, Completion in Summer/August 2016

STUDENT ADVISING AND MENTORING

Student Organization Advisor

Faculty Advisor, MPI Knights (Student Organization of Meeting Professionals International (MPI)), Rosen College of Hospitality Management, 2016 – current

Undergraduate Student Academic Advising

Advised undergraduate students before, during, and after the official advising weeks (A total of 60 advisees officially assigned). Also, advised high school students and parents interested in the program, The University of Alabama, 2013 – 2015

SERVICE ACTIVITY

SERVICE WITHIN THE INSTITUTION

University

- Faculty Senate Information Technology Committee, University of Central Florida, 2017 – 2019 (Attended all bi-weekly meetings held at UCF main campus for 2-years and provided meeting minutes multiple occasions)
- Volunteer, Judge for the 15th Annual Graduate Research Forum, April 3, 2018

College

- Chair, Awards Committee, 2018 – 2020
- Chair, PhD Recruitment Committee, 2020
- Member, Research Incentive Award (RIA) Selection Committee, 2018 – 2019
- Member, PhD Recruitment Committee, 2019

- Member, Awards Committee, 2015 – current
- Member, Graduate Policy & Curriculum Committee, 2015 – current
- Member, Undergraduate Research Committee, 2018 – 2019
- Graduate Faculty, 2015 – current
- Volunteer, Rosen College Open House, Academic Program Showcase, Event Management, Feb 17, 2017 and November 3, 2017
- Volunteer, Conducted international student interviews for Disney Program, 2017
- Volunteer, Meet and talk with prospective National Merit Student, October 18, 2016
- Member, Faculty Assembly, 2012, 2013, 2015 – current
- 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

Department

- Chair, Instructor/Lecturer Promotion Committee, TEA Department, 2019 – 2020
- Chair, Search Committee, Event Management Faculty, TEA Department, 2018 – 2019
- Event Management Online Master's Degree Planning Committee, 2019 – current
- Strategic Plan Task Force, Strategy 3 (Graduate Research) Committee, TEA Department, 2018
- Event Management Curriculum Revision, TEA Department, 2017 – 2018
- Search Committee, Event Management Faculty, TEA Department, 2016 – 2017, 2017 – 2018
- Search Committee, Academic Program Coordinator for Event Management and Entertainment Management, TEA Department, Rosen College of Hospitality Management, May – June, 2017
- Course Leader, HFT 2750 The Event Industry, TEA Department, 2015 – current
- Event Management Advisory Board, Rosen College of Hospitality Management, 2012, 2013, 2015 – current
- Faculty Search Committee, Department of Human Nutrition & Hospitality Management, UA, 2013 – 2015

SERVICE TO THE INDUSTRY

- Guest Editor, Special Issue in Contemporary Issues in Event Management, International Journal of Contemporary Hospitality Management and Journal of Hospitality and Tourism Insights, current
- Editorial Board, Journal of Hospitality and Tourism Insights, 2019 – current
- Editorial Board, The Events and Tourism Review, 2018 – current
- Member, Conference Review Subcommittee, ICHRIE, 2018 – current
- Session Chair, World Research Summit for Tourism and Hospitality, 2017 and 2019
- Co-Chair of Organizing Committee, 4th International Conference on Events, 2017
- Chair of Social Programs, Organizing Committee, 4th International Conference on Events, 2017
- Member, Organizing Committee, World Research Summit for Tourism and Hospitality, 2017

- Member, Scientific Committee, World Research Summit for Tourism and Hospitality, 2013, 2015, 2017, and 2019
- Member, Scientific Committee, 4th International Conference on Events, 2017
- Event Staff (Researcher), SAPPHIRE NOW & ASUG Annual Conference, Orange County Convention Center, Orlando, FL, 2016, 2017, 2018, and 2019
- 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

Ad-hoc Reviewer for Journal Manuscripts and Conference Abstracts

International Academic Journals

- Tourism Management since 2011
- International Journal of Tourism Research since 2012
- Journal of Destination Marketing & Management since 2012
- Tourism Review 2013
- Hospitality Review 2013
- International Journal of Hospitality Management since 2014
- Journal of Hospitality & Tourism Technology since 2014
- International Journal of Contemporary Hospitality Management since 2015
- Journal of Hospitality Marketing & Management since 2015
- Journal of Tourism Insights since 2016
- Journal of Travel & Tourism Marketing since 2016
- Journal of Hospitality & Tourism Insights since 2018
- International Journal of Event & Festival Management since 2018
- Events and Tourism Review since 2018
- Journal of Hospitality & Tourism Management since 2019
- Leisure Studies since 2019
- Journal of Convention & Event Tourism since 2020

International and Regional Conferences

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

Industry And Society Membership

- Member, Meeting Professionals International (MPI)
- Member, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)
- Member, Professional Convention Management Association (PCMA)
- Member, International Association of Exhibitions and Events (IAEE)
- Member, Travel and Tourism Research Association (TTRA)
- 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

COMMUNITY SERVICE

- Participated in “Teach-In” at Lake Nona Middle School, Orange County Public Schools, Orlando, FL, November 21, 2019.
- Participated in “Teach-In” at Lake Nona Middle School, Orange County Public Schools, Orlando, FL, November 14, 2018.
- United Against Poverty, Orlando, Florida, November 15, 2018
- Clean the World, Orlando, Florida, 2017
- Korea Youth Association, Seoul, South Korea, 1995 – 1996
- Nowun Social Welfare Center, Seoul, South Korea, 1995 (one semester)
- Shin-Ock Neuropsychiatry, Seoul, South Korea, 1994 (one semester)
- Famine 24 Camp, Seoul, South Korea, 1993
- Southern Welfare Center for the Disabled, Seoul, South Korea, 1993 (one semester)
- The 13th National Sports Games for the Disabled, Seoul, South Korea, 1993

MEDIA ACTIVITY

Live TV interview

Jeeyeon Hahm discusses how a hit movie can boost tourism in featured locations, Live interview with CGTN (August, 31, 2018):

<https://www.youtube.com/watch?v=EtrzYAS6bi8>

<https://america.cgtn.com/2018/08/31/crazy-rich-tourism-blockbuster-movie-turns-spotlight-on-singapore>

News article interview

Interview with Wallethub regarding best credit cards for restaurants (April 2019):

https://wallethub.com/best-credit-card-for-restaurants#experts=Jeeyeon_%E2%80%9CJeannie%E2%80%9D_Hahm

Interview with Orlando Sentinel regarding the increase in car burglaries and impact on destination image (March 15, 2017):

<http://digealedition.orlandosentinel.com/html5/desktop/production/default.aspx?pubid=7f2e94da-42a6-42b3-91be-f4782530a2d0&edid=828381c2-5eb0-4243-90df-c2a1c9fa6068&pnum=2>

<https://today.ucf.edu/hahms-research-wins-2012-graduate-forum/> (April 12, 2012)

Mentions in news articles

Interview of my colleague with Alabama Media Group and The University of Alabama regarding our journal publication (I was the first author):

https://www.al.com/news/mobile/index.ssf/2017/12/boycott_threats_to_positive_pr.html
(December 17, 2017)

<http://www.nhm.ches.ua.edu/news-and-events/faculty-members-study-sheds-light-on-alabama-hospitality-industry> (January, 12, 2018)