

Hyoung Ju Song
Assistant Professor
Rosen College of Hospitality Management
University of Central Florida
9907 Universal Blvd.
Orlando, FL 32819

EDUCATION

The Pennsylvania State University University Park, PA
Aug 2018 – Aug 2022

- Doctor of Philosophy in Hospitality Management
- Dissertation title: *The Impact of Upper Echelons' Human and Social Capital on Post-IPO Performance in the Hospitality Industry: A Life Cycle Perspective*
- Advisor & Committee Chair: Dr. Seoki Lee
- Committee Members: Dr. Amit Sharma, Dr. Phillip Jolly, Dr. Donald C. Hambrick

Kyunghee University Seoul, South Korea
Mar 2016 – Aug 2018

- Master of Science (M.S) in Hotel Management
- Thesis title: *The Moderating Role of Internationalization on the Relationship between Board Diversity and Firm Performance in the US Lodging Industry*
- Advisor: Dr. Kyung Ho Kang

Kyunghee University Seoul, South Korea
Mar 2010 – Feb 2016

- Bachelor of Arts (B.A) in Hotel Management

PROFESSIONAL EXPERIENCE

Assistant Professor Aug 2022 - Current
Rosen College of Hospitality Management, University of Central Florida, Orlando, FL

Research Assistant Aug 2018 - May 2021
The Pennsylvania State University, University Park, PA

TEACHING EXPERIENCE

Data Analysis in Hospitality & Tourism Research (HMG 6585) 2022 Fall - Present
Rosen College of Hospitality Management, University of Central Florida, Orlando, FL

Hospitality Industry Financial Accounting (HFT 2401) 2022 Fall - Present
Rosen College of Hospitality Management, University of Central Florida, Orlando, FL

Financial Management in Hospitality (Co-teaching) 2020 Spring – 2021 Fall
The Pennsylvania State University, University Park, PA

Hospitality Managerial Accounting (Tutoring) 2020 Fall – 2021 Fall
The Pennsylvania State University, University Park, PA

HONORS & AWARDS

Internal awards for the work assisting undergraduate students (\$2,000), *The Pennsylvania State University* 2021
Best Poster Award (Honorable Mention), *NENA CHRIE Regional Spring Conference* 2019
Graduate Assistantship Funding, *The Pennsylvania State University* 2018 – Present
Scholarship for an Excellent Academic Research, *Korea Student Aid Foundation* 2017
Academic Scholarship for Outstanding Students, *Kyung Dong Pharm. Co., Ltd* 2015 – 2016
Academic Scholarship, *Kyunghee University* 2013 – 2014

GRANTS

Grant for Humanities and Social Scientific Research (\$20,860), National Research Foundation of Korea 2021 – 2022

- Research Project: Gender diversity in a board and firm performance in the hospitality industry: The moderating role of national culture.

REFEREED JOURNAL PUBLICATIONS (*=Corresponding Author)

- Lee, S.*, **Song, H.J.**, Lin, M.S., & Sharma, A. (2021). Impacts of COVID-19 on the US Restaurant Industry from the Global Perspective. *Journal of Hospitality Financial Management*, 29(1), 2.
- Yeon, J., **Song, H.J.***, Yu, H.C., Vaughan, Y., & Lee, S. (2021). Are socially responsible firms in the US tourism and hospitality industry better off during COVID-19? *Tourism Management*, 85, 104321.
- **Song, H.J.**, Yeon, J.*, Lee, S., & Li, Z. (2021). The effect of an increase in federal minimum wage on the US hotel industry: a difference-in-differences approach. *Current Issues in Tourism*, 1-14.
- **Song, H.J.**, Lee, S., & Kang, K.H.* (2021). The influence of board interlocks on firm performance: In the context of geographic diversification in the restaurant industry. *Tourism Management*, 83, 104238.
- **Song, H.J.***, Yeon, J., & Lee, S. (2020). Impact of the COVID-19 pandemic: Evidence from the US restaurant industry. *International Journal of Hospitality Management*, 92, 102702.
- Lin, M.S., **Song, H.J.***, Sharma, A., & Lee, S. (2020). Formal and informal SME financing in the restaurant industry: The impact of macroenvironment. *Journal of Hospitality and Tourism Management*, 45, 276-284.
- Yeon, J.*, **Song, H.J.**, & Lee, S. (2020). Impact of short-term rental regulation on hotel industry: a difference-in-differences approach. *Annals of Tourism Research*, 83, 102939.
- **Song, H.J.**, Yoon, Y. N., & Kang, K.H.* (2020). The relationship between board diversity and firm performance in the lodging industry: The moderating role of internationalization. *International Journal of Hospitality Management*, 86, 102461.
- **Song, H.J.**, & Kang, K.H.* (2019). Implementing corporate social responsibility strategies in the hospitality and tourism firms: A culture-based approach. *Tourism Economics*, 25(4), 520-538.
- **Song, H.J.**, & Kang, K.H.* (2019). The moderating effect of CEO duality on the relationship between geographic diversification and firm performance in the US lodging industry. *International Journal of Contemporary Hospitality Management*, 31(3), 1488-1504.
- Loh, Y.F., **Song, H.J.**, & Kang, K.H.* (2017). The Effects of Corporate Social Responsibility (CSR) on Brand Image in the Malaysian Hotel Industry, *Journal of the Korea Service Management Society*, 18(2), 293-314.
- Luo, Y., **Song, H.J.**, & Kang, K.H.* (2016). The Effects of Shopping Values on Mainland Chinese Tourists' Shopping Satisfaction in South Korea, *Journal of the Korea Service Management Society*, 17(4), 269-289.
- Lee, J.W., **Song, H.J.**, Kim, M.J., & Kang, K.H.* (2014). Strategic Management Analysis in the US Restaurant Industry: A Comparison between Domino's Pizza and Papa John's, *Journal of Information and Operations Management*, 24(1), 1-15.

REFEREED CONFERENCE PRESENTATIONS

- **Song, H.J.**, & Lee, S. (2021, January). Determinants of post-IPO performance in the hospitality industry: Changes in ownership, corporate governance, and corporate strategies, *Proceedings in the 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Fort Worth, TX.
- **Song, H.J.**, Park, S., Song, S., & Lee, S. (2020, January). Does national culture matter in the relationship between gender diversity and firm performance in the hospitality industry?, *Proceedings in the 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Las Vegas, NV.
- Lin, M.S., **Song, H.J.**, Sharma, A., & Lee, S. (2020, January). The Impact of Macro Environments on SME Owners' Financing Decisions in the Restaurant Industry, *Proceedings in the 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Las Vegas, NV.
- Yeon, J., **Song, H.J.**, & Lee, S. (2019, May). Examining the impact of Airbnb regulation on hotel performance: A difference-in-differences approach, *2019 APacCHRIE & EuroCHRIE Joint Conference cum 4th Global Tourism and Hospitality Conference*. Hong Kong, China.
- **Song, H.J.**, Yeon, J., & Lee, S. (2019, March). The impact of an increase in minimum wage in the U.S. hotel industry, *NENA CHRIE Regional Spring Conference*. University Park, PA.
- Yeon, J., **Song, H.J.**, & Lee, S. (2019, March). Examining the impact of Airbnb regulation on hotel performance: A difference-in-differences approach, *NENA CHRIE Regional Spring Conference*. University Park, PA.
- **Song, H.J.**, Lee, S., & Kang, K.H. (2019, January). The Effect of Board Interlocks on Firm Performance in the US Restaurant Industry: The Moderating Role of Geographic Diversification, *Proceedings in the 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Fort Worth, TX.

AD HOC REVIEWER

International Journal of Hospitality Management	2019 – Present
Tourism Management	2019 – Present
International Journal of Contemporary Hospitality Management	2019 – Present
Economic Modeling	2020 – Present
Tourism Management Perspectives	2021 – Present

WORK EXPERIENCE

Co-founder & Managing Director, OTTAVA INTERNATIONAL	Bucheon, South Korea
▪ Launched procurement online commercial service platforms as a co-founder	Aug 2015 – July 2017
▪ Conducted fund raising, budgeting, and working capital management	
Winter Intern, Marketing Division, LOTTE HOTELS & RESORTS	Seoul, South Korea

- Conducted market research and developed new promotion packages to increase occupancy rate Dec 2014 – Jan 2015
- Summer Intern, Customer Service Division, DONGBU INSURANCE** Seoul, South Korea
- Provided strategies and specific action plans for actualizing corporate service identity. June 2014 – Aug 2014
- Summer Intern, Marketing Division, STRIPES** Seoul, South Korea
- Participated in branding a new clothing business through on-line and off-line promotions April 2013 – June 2013
- Gathered and analyzed customer information for the company to diversify its product offerings

EXTRACURRICULAR ACTIVITIES

- President, Hospitality Management Graduate Student Organization** Aug 2020 – July 2021
The Pennsylvania State University, University Park, PA
- Vice President, Hospitality Management Graduate Student Organization** Aug 2018 – July 2019
The Pennsylvania State University, University Park, PA
- Founder, S.S.M.A (Service Strategic Management Academy)** Dec 2013 – May 2015
Kyunghee University, Seoul, South Korea
- Vice President, KICKIN HYBRID (Event Planning Association)** Mar 2011 – May 2013
Kyunghee University, Seoul, South Korea

SKILLS & INTERESTS

Certificates

- American Hotel and Lodging Association Educational Institute's (AHLEI) Online Training
- Grad Online Teaching Certificate, *The Pennsylvania State University, University Park, PA*
- Schreyer Course in College Teaching, *The Pennsylvania State University, University Park, PA*

Computer skills

- Proficient in Microsoft Office and extensive knowledge in STATA, EViews, and SPSS

Languages

- Korean (native), English (fluent)

Enthusiastic sports player

- Short track skater with a new tournament record and representative soccer player in *Kyunghee University*