

Jinha Lee, Ph.D.

DeVoe Division of Business
Indiana Wesleyan University
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Marion, IN 46953

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EDUCATION

- Aug 2016 -
Aug 2020 **University of Tennessee, Knoxville**
PhD
Major: Retail, Hospitality, and Tourism Management
Minor: Statistics
Dissertation: *Seeing is Tasting: Effects of Visual Design on Multisensory Food Experience in the Context of Online Platforms*
- 2010 **Kyonggi University, Seoul, Korea**
PhD in Tourism Sciences
Major: Dining Environment Design (Foodservice Space Design Art)
Dissertation: *The Effect of the Expression Methods and Characteristics of Objets (French, 'Objects' in English) in Dining Interior Design on the Value Creation of the Dining Environment*
- 2006 **Kyonggi University, Seoul, Korea**
MS in Tourism Sciences
Major: Dining Environment Design (Foodservice Space Design Art)
- 2003 **Korea University, Seoul, Korea**
BS, Major: Nursing

TEACHING EXPERIENCE

TEACHING INTERESTS Marketing Data Analytics (Big Data Analytics), Financial Management, Social Media Marketing, Consumer Behavior, Sensory Marketing, Hospitality & Tourism Management & Marketing

Fall 2020 **Indiana Wesleyan University**
Assistant Professor of Business
Business Statistics (BUS320, 3cr)
Financial Management (FIN440, 3cr)
Foundations of Business (BUS100, 3cr)

Fall 2019 **University of Tennessee, Knoxville**
Instructor of Record

Fall 2016 – Spring 2020	Financial Management for the Hospitality Industry (HRT326, 3cr) Graduate Teaching Assistant
Mar 2010 -Apr 2015	Baekseok Culture University , Cheonan, Korea Assistant Professor Representative Teaching Courses: Hospitality & Foodservice Marketing (2cr)* Hotel & Restaurant Service Management (3cr)* Public Health (3cr) Event Design & Planning (3cr)*
Spring 2014 Fall 2013	Kyonggi University , Seoul, Korea Instructor in Doctoral courses for Foodservice Management Food Science & Gastronomy Research Seminar (3cr)* Hospitality Corporation Case Study Seminar (3cr)*
Fall 2012	Kyonggi University , Suwon, Korea Instructor in Undergraduate course Food Coordination Theory (3cr)*
	*Developed the curriculum and class materials

RESEARCH EXPERIENCE

RESEARCH INTERESTS	Consumer Behavior in food consumption/hospitality/event/tourism, Multisensory marketing in food consumption/hospitality/event/tourism Senior Living Management in hospitality/tourism, Online information processing, and Big data analytics in hospitality/tourism
Refereed Journal Articles	Lee, J. , Benjamin, S., & Childs, M. (2020). Unpacking the emotions behind TripAdvisor travel reviews: The case study of Gatlinburg, Tennessee. <i>International Journal of Hospitality & Tourism Administration</i> . forthcoming https://doi.org/10.1080/15256480.2020.1746219 Lee, J. , & Kim, Y. K. (2020). Online reviews of restaurants: Expectation-confirmation theory. <i>Journal of Quality Assurance in Hospitality & Tourism</i> . 21(5), 582-599. https://doi.org/10.1080/1528008X.2020.1712308 Lee, J. , & Whaley, J. E. (2019). Determinants of dining satisfaction. <i>Journal of Hospitality Marketing & Management</i> , 28(3), 351-378. [SSCI journal; 2018 impact factor: 3.011] https://doi.org/10.1080/19368623.2019.1523031

Whaley, J. E., **Lee, J.**, & Kim, Y. K. (2019). Do tipping motivations lead to server loyalty in a restaurant? *International Hospitality Review*.
<https://doi.org/10.1108/IHR-01-2019-0001>

Lee, J., & Kim, O. (2014). A study on dining environment & atmospherics studies from a trans-disciplinary approach. *International Journal of Tourism and Hospitality Research*, 28(2), 159-169.

Lee, J. (2010). The effect of an internal marketing strategy on the causes of conflicts in the foodservice industry. *Culinary Science & Hospitality Research*, 16(3), 161-173.

Lee, J. (2006). A study on the awareness of food stylist job information for culinary arts science high schoolers. *Culinary Science & Hospitality Research*, 12(3), 91-107.

**Manuscripts
Under Review**

Lee, J., & Lim, H. (Submitted). Design matters: Crossmodal correspondences between vision and taste in food advertising. *Journal of Marketing Communications*. (2nd Review September 2020).

**Conference
Presentations
& Proceedings**

Lee, J., & Lim, H. (2019). Less is more? The effects of repetition of visual design elements in food advertising. *The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Houston, TX.
https://gradconfht.com/wp-content/uploads/2019/02/Proceeding_26FINAL.docx

Lee, J., Jordan, K. L., & Lim, H. (2019). Dining atmospherics: Effects of music and light on social interaction. *The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Houston, TX.

Nominated for Best Paper Award

https://gradconfht.com/wp-content/uploads/2019/02/Proceeding_26FINAL.docx

Lee, J., & Childs, M. (2018). Mapping emotions in a destination: The case of Gatlinburg, Tennessee. *Southeastern, Central and South America Federation Conference*, Knoxville, TN. **Best Paper Award**

https://www.chrie.org/files/SECSA_Innovations_V3N1_March%202018.pdf

**Book
Publications**

Kim, O., Han, S., & **Lee, J.** (2015). *The Professional Korean Cuisine*. Jisikin Publishing Co., Korea.

Kim, O., & **Lee, J.** (2015). *Cooking Theory*. Jisikin Publishing Co., Korea.

Jun, J., Lee, C., Moon, H., & **Lee, J.** (2014). *Han (Korean) Food Styling*. Kyomunsa

Publishing Co., Korea.

GRANTS

- 2014 **Primary Investigator** and Director for a Korea National Project, National Foodservice Industry Professionals Training and Development \$60,000 (KRW 67M) **funded** by the Ministry of Agriculture, Food and Rural Affairs, Korea **Nominated for the Excellent Project Award**
- 2014 **Primary Investigator** for a Korea National Project, Korean Culinary Education for Overseas F&B Business, **London/Paris** \$123,000 (KRW 135M) unfunded by the Ministry of Agriculture, Food and Rural Affairs, Korea
- 2014 **Co-Investigator** for a Korea National Project, Korean Culinary Education for Overseas F&B Business, **New York** \$65,000 (KRW 71M) unfunded by the Ministry of Agriculture, Food and Rural Affairs, Korea
- 2013 **Co-Investigator** and Instructor for a Korea National Project, Korean Culinary Education for Overseas F&B Business, **Singapore/Indonesia** \$96,000 (KRW 106M) **funded** by the Ministry of Agriculture, Food and Rural Affairs, Korea
- 2013 **Co-Investigator** and Instructor for a Korea National Project, National Foodservice Industry Professionals Training and Development \$95,000 (KRW 105M) **funded** by the Ministry of Agriculture, Food and Rural Affairs, Korea

INDUSTRY EXPERIENCE

Sep 2005 **Korea F&B Business Research Center**, Seongnam, Korea
-Apr 2013 **Researcher & Project Coordinator**

HONORS, AWARDS, & RECOGNITION

- 2019 Nominated for Best Paper Award, The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, TX.
- 2018 Best Paper Award, Southeastern, Central and South America Federation 2018 Conference, TN.
- 2014 Nominated for the Excellent Project Award, The Ministry of Agriculture, Food and Rural Affairs, Korea

2010 | Great Mentor Award, Korea Food Coordinator Association, Korea

CERTIFICATION

2014 | Certificate of Foodservice Business Manager, Korea Foodservice Industry Association, Korea
2014 | Certificate of Barista, Korea Barista Support Center, Korea
2013 | Leader Certification of Food Coordinator, The Table & Food Coordinate Association of Korea, Korea
2004 | Certificate of Table Stylist, C.F.C.I (Cho Food Coordinator Institute), Korea
2003 | Certification of Italian Cooking Course, I.C.I.F (Italian Culinary Institute for Foreigners), Italy
2003 | Certification of Table Art Course, La Cuisine de Marie-Blanche, France
2003 | Certification of Flower Design Course, La Cuisine de Marie-Blanche, France
2003 | Certification of Connaître le Vin Course, Musée du Vin, France
2002 | Certificate of Food Stylist, C.F.C.I (Cho Food Coordinator Institute), Korea
2003 | Registered Nurse, Ministry of Health and Welfare, Korea
2003 | Teacher's License, Korea National Qualification, Korea

PROFESSIONAL SERVICE

Member
2020- | American Marketing Association
Society for Consumer Psychology
International Council on Hospitality, Restaurant, and Institutional Education

ACADEMIC SERVICE

2019- | Ad Hoc Reviewer of Journal of Quality Assurance in Hospitality & Tourism
2014-2015 | Ad Hoc Reviewer of International Journal of Tourism and Hospitality Research
2014-2015 | Editorial Board Member of Korea Tourism Research Association
2012 | Graduate Student Committee Member, Kyonggi University