



**Soyeun (Olivia) Lee**  
Assistant Professor

| <u>Areas of Research Expertise</u>   | <u>Areas of Teaching Expertise</u>   |
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| Financial Analysis<br>Risk Management<br>Tourist Behavior & Decision-Making<br>Metaverse Tourism | Finance<br>Hotel Revenue Management<br>Tourism Economics<br>Studies in Smart Tourism |

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## EDUCATION

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| <b>Doctor of Philosophy, Hospitality and Tourism Management</b> | 2021 |
| Sejong University, South Korea                                  |      |
| <b>Master of Science, Finance</b>                               | 2019 |
| Korea University, South Korea                                   |      |
| <b>Bachelor of Commerce, Finance</b>                            | 2007 |
| University of Saskatchewan, SK, Canada                          |      |

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## WORK EXPERIENCE

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| <b>Assistant Professor</b>  | (Sep 2022   Present)  |
| Macau University of Science and Technology                              |                       |
| Faculty of Hospitality and Tourism Management                           |                       |
| <b>Post Doctor/Researcher</b>   | (Mar 2022   Aug 2022) |
| Hanyang University, Seoul, South Korea                                  |                       |
| <b>Researcher</b>   | (Oct 2013   Oct 2015) |
| Korea Health Industry Development Institute (KHIDI), Osong, South Korea |                       |
| <b>Portfolio Manager</b>  | (Mar 2011   Jan 2013) |
| <b>Commercial Banking Officer</b>                                       | (Jul 2007   Feb 2011) |
| Bank of Montreal (BMO), Vancouver, Canada                               |                       |

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## EDITORIAL EXPERIENCE

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*Editorial board member*, Journal of the Korea Society of Digital Industry and Information Management

*Ad-hoc reviewer*, International Journal of Hospitality Management, SSCI

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## RESEARCH & PUBLICATIONS

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### *[Journal Articles]*

**Lee, S. O.**, Kim, J., & Han, H.\* (2022). Most and least important attributes for domestic travel: A BWS approach.

*Frontiers in Psychology*, 13, 987384. Doi: [10.3389/fpsyg.2022.987384](https://doi.org/10.3389/fpsyg.2022.987384)

**Lee, S. O.**, & Han, H.\* (2022). Food delivery application quality in customer brand loyalty formation: Identifying its antecedent and outcomes. *International Journal of Hospitality Management*, 107, 103292. Doi: [10.1016/j.ijhm.2022.103292](https://doi.org/10.1016/j.ijhm.2022.103292)

**Lee, S.**, & Han, H.\* (2022). Advertisements of Food Delivery Mobile Applications and Customer Choices: mobile apps as Emerging Trend of the Contemporary Foodservice Industry. *Journal of Quality Assurance in Hospitality & Tourism*, 1-24. Doi: [10.1080/1528008X.2022.2109240](https://doi.org/10.1080/1528008X.2022.2109240)

**Lee, S**

*Current Issue in Tourism*. DOI: [10.1080/13683500.2022.2054402](https://doi.org/10.1080/13683500.2022.2054402)

Han, H., **Lee, S.**, Ariza-Montes, A., Al-Ansi, A., Tariq, B., Vega-Muñoz, A.\*, & Park, S. H. (2021). Muslim -rated mental health at a non-islamic country: Exploring gender and age differences. *International Journal of Environmental Research and Public Health*, 18(2), 758.

**Lee, S.**, Han, H., Radic, A., & Tariq, B.\* (2020). Corporate social responsibility (CSR) as a customer satisfaction and retention strategy in the chain restaurant sector. *Journal of Hospitality and Tourism Management*, 45, 348-358.

Han, H., **Lee, S.**, Kim, J. J., & Ryu, H. B.\* (2020). Coronavirus Disease (COVID-19), Traveler Behaviors, and International Tourism Businesses: Impact of the Corporate Social Responsibility (CSR), Knowledge, Psychological Distress, Attitude, and Ascribed Responsibility. *Sustainability*, 12(20), 8639.

Han, H., Ariza-Montes, A., Giorgi, G., & **Lee, S.\*** (2020). Utilizing green design as workplace innovation to relieve service employee stress in the luxury hotel sector. *International Journal of Environmental Research and Public Health*, 17(12), 4527.

Han, H., Ariza-Montes, A., Tirado-Valencia, P., & **Lee, S.\*** (2020). Volunteering Attitude, Mental Well-Being, and Loyalty for the Non-Profit Religious Organization of Volunteer Tourism. *Sustainability*, 12(11), 4618.

Han, H., **Lee, S.**, Meng, B., Chua, B. L., & Ryu, H. B.\* (2020). The Relative Importance of Volunteer Tourism (Sustainable/Pro-Social Form of Tourism) Motivation Factors for Young Tourists: A Descriptive Analysis by Continents, Gender, and Frequency. *Sustainability*, 12(10), 4002.

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- Han, H., **Lee, S.**, & Hyun, S. S.\* (2020). Tourism and altruistic intention: Volunteer tourism development and self-interested value. *Sustainability*, 12(5), 2152.
- Han, H., Moon, H., Ariza-Montes, A., & **Lee, S.\*** (2020). Sensory/health-related and convenience/process quality of airline meals and traveler loyalty. *Sustainability*, 12(3), 857.
- Han, H., **Lee, S** 6 6 5  
cognitive/affective/healthy experiences and loyalty. *International journal of environmental research and public health*, 16(22), 4537.
- Han, H., **Lee, S.**, Al-Ansi, A., Kim, H. C., Ryu, H. B., Kim, J. J., & Kim, W.\*(2019). Convention tourism and sustainability: Exploring influencing factors on delegate green behavior that reduce environmental impacts. *Sustainability*, 11(14), 3903.

**Lee, S**

*Sustainability* 11