



**Soyeun (Olivia) Lee**  
Assistant Professor

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

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**EDUCATION**

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**Doctor of Philosophy, Hospitality and Tourism Management** 2021  
Sejong University, South Korea

**Master of Science, Finance** 2019  
Korea University, South Korea

**Bachelor of Commerce, Finance** 2007  
University of Saskatchewan, SK, Canada

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**WORK EXPERIENCE**

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**Assistant Professor** (Sep 2022 Present)  
Macau University of Science and Technology  
Faculty of Hospitality and Tourism Management

**Post Doctor/Researcher** (Mar 2022 Aug 2022)  
Hanyang University, Seoul, South Korea

**Researcher** (Oct 2013 Oct 2015)  
Korea Health Industry Development Institute (KHIDI), Osong, South Korea

**Portfolio Manager** (Mar 2011 Jan 2013)

**Commercial Banking Officer** (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 BWT approach. *Frontiers in Hospitality*, 13, 987384. Doi: [10.3389/fhosp.2022.987384](https://doi.org/10.3389/fhosp.2022.987384)
- Lee, S. O., & Han, H. (2022). Food delivery application quality and customer brand loyalty formation: Identifying its antecedents 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. (2022). The Effect of COVID-19 on the Travel Industry. *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 Travelers' Perceptions of COVID-19 and its Impact on Mental Health: A Cross-Cultural Study. *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** ( 3 3 2  
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.

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