

Hyejo (Hailey) Shin

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Education

Doctor of Philosophy in Hospitality Management	Exp. May 2021
School of Hotel, Restaurant & Tourism Management, University of South Carolina	
Post Baccalaureate Certificate in Business Analytics	December 2019
Darla Moore School of Business, University of South Carolina	
Master of Science in Hospitality Management	December 2016
Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston	
Bachelor of Science in Hotel and Restaurant Management	August 2014
Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston	
Bachelor of Business Administration in Hotel Management	August 2014
School of Hospitality Management, Kyunghee University	

Research Areas

Technological Innovation Transforming Consumer Behaviors

- Technology Adoption Behaviors
- Human-Technology Interactions
- Hospitality/Tourism Technology and Experience

Service Innovation in Hospitality and Tourism

- Smart Tourism
- Augmented Reality (AR) and Virtual Reality (VR)
- Artificial Intelligence (AI), Robots

Business Analytics

- Big Data Analysis
- Data Mining & Analytics

Honors and Awards

Finalist and Team Leader for Hilton College Hospitality Hackathon (2020). Community-based Restaurant Engagement Week (CREW): Revival of Local Hospitality Community. *Hilton College Hospitality Hackathon*. Houston, TX, Aug 6 – 8, 2020

Nominated for Teacher of the Year (2020). College of Hospitality, Retail, and Sport Management, University of South Carolina.

Nominated for Outstanding Graduate Teaching Award (2020). Graduate School. University of South Carolina.

Nominated for Breakthrough Graduate Scholar Award (2019). Office of Vice President for Research. University of South Carolina.

Best Paper Award (2018). Effects of smart tourism technology on tourists' experience and behavior intention. Innovation and Sustainability section in the 16th Asia-Pacific CHRIE Conference. Guangzhou, China. May 3 – June 2.

Scholastic Excellence (2016). Conrad N. Hilton College at the University of Houston

Dean's Award (2016). Conrad N. Hilton College at the University of Houston

Research Projects and Industry Grants

- Oh, H., Jeong, M., & **Shin, H. H.** (2018 – 2019). Role of Recognition/Reward in Employee Engagement and Turnover Likelihood. *Funded by Incentive Research Foundation, \$49,957.98. Research Associate.*
- Jeong, M. & **Shin, H. H.** (2016 – 2017). Does technology enhance tourists' experience at smart tourism destinations? *Funded by HRSM Seed Grant Program, \$7,446. Research Associate.*
- Shin, H. H.** & Jeong, M. (2020 - 2021). How does tourism technology influence the hospitality experience?. *Submitted to Experiment Crowd Funding. Principal Investigator*
- Shin, H. H.** & Jeong, M. (2018 - 2020). Technology Experience: Measurement Development and Validation. *Submitted to SPARC 2019 and SPARC 2020. Principal Investigator*
- Shin, H. H.** & Jeong, M. (2019 - 2020). Technology Experience: Measurement Development and Validation. *Submitted to Tourism Cares. Principal Investigator*

Scholarships

University of South Carolina

- College of Hospitality, Retail, & Sport Management Fellowship Fall 2020 - Spring 2021
- Forever to Thee Scholarship Spring 2020
- Graduate Assistantship Fall 2017 - Spring 2020

University of Houston

- Conrad N. Hilton College Scholarship Fall 2012 - Fall 2016

Kyunghee University

- Kyunghee University Competitive Scholarship Fall 2010 - Fall 2014

Teaching Experiences

Instructor

University of South Carolina

- HRTM 450 Hospitality & Tourism Marketing Fall 2020
- HRTM 110 Introduction to Hospitality Industry Fall 2020
- HRTM 260 Hotel Management Spring 2020
- HRTM 110 Introduction to Hospitality Industry Fall 2019
- HRTM 110 Introduction to Hospitality Industry Spring 2019
- HRTM 110 Introduction to Hospitality Industry Fall 2018

University of Houston

- HRMA 2220 Food Service Production and Operations Spring 2017

Teaching Assistant

University of South Carolina

- HRTM 364 Conference & Meeting Planning Spring 2020
- HRTM 584 Tourism Info & Technology Issues Spring 2020
- HRSM 700 Quantitative Methods in HRSM Spring 2020
- HRTM 364 Conference & Meeting Planning Fall 2019
- HRTM 564 Advanced Meeting Management Fall 2019
- HRSM 700 Quantitative Methods in HRSM Fall 2019
- HRTM 364 Conference & Meeting Planning Spring 2019
- HRTM 584 Tourism Info & Technology Issues Spring 2019
- HRTM 364 Conference & Meeting Fall 2018
- HRTM 564 Advanced Meeting Management Fall 2018
- HRTM 584 Tourism Information Technology Issues – Guest Lecture Spring 2018
- HRTM 364 Conference & Meeting Fall 2017
- HRTM 564 Advanced Meeting Management Fall 2017

University of Houston

- Korean Culture & Languages Fall 2016

Industry Experiences
Consulate General of the Republic of Korea in Houston

November 2015 – February 2016

Public Relations Agent

Hilton University of Houston

September 2012 – August 2013

Room Operation Intern

Refereed Journal Articles/Submission

- Shin, H. H., & Jeong, M.** (2020). Guests' Perceptions of Robot Concierge and Their Adoption Intentions. *International Journal of Contemporary Hospitality Management*, 32(8), 2613-2633.
- Liu, X., & **Shin, H.H.** (2020). Expectation And Degrees Of Freedom For Sample Variance. *Teaching Statistics*, 42(2), 54-57
- Jeong, M. & **Shin, H. H.** (2019). The Effects of Smart Tourism Technology On Tourists' Experience and Behavior Intention. *Journal of Travel Research*.
- Lee, S., **Shin, H. H., & Jeong, M.** (2019). Are Students Ready for Their Future Career in the Event and Meeting Industry? Lessons from a Comparative Study between Students and Event and Meeting Professionals. *Journal of Hospitality & Tourism Education*, 32(2), 77-87.
- Shin, H. H.,** Jeong, M., & Cho, M. (First Revision). The Impact of Smart Tourism Technology and Domestic Travelers' Technology Readiness on Their Satisfaction and Behavioral Intention: A Cross-Country Comparison *International Journal of Travel Research*
- Kim, J., **Shin, H. H.,** Jeong, M., & Lee, W. S. (First Revision). Impact of Tourists' Psychological Ownership of Eco-Friendly Trail on Their Behavior Intention: Empirical Investigation of Jeju Olle Trail in South Korea. *Asia Pacific Journal of Tourism Research*.
- Shin, H. H., & Jeong, M.** (Minor Revision). Augmented Reality: A Pull Factor for Tourism Destinations. *Journal of Hospitality & Tourism Technology*.
- Zapata-Cuervo, N., Guerra, M., **Shin, H. H.,** Jeong, M., & Cho, M., (Under Review). Impact of COVID-19 on students' online learning engagement and their learning outcomes. *Journal of Hospitality Education*
- Shin, H. H.,** Jeong, M., Zapata-Cuervo, N., & Guerra, M (Under Review). Redefining Luxury Service with Technological Innovation: The Impact of Technology on Guest Satisfaction and Loyalty in a Luxury Hotel. *Cornell Hospitality Quarterly*
- Zapata-Cuervo, N., Guerra, M., **Shin, H. H., & Jeong, M.** (Under Review). U.S. travelers' perceived image toward Latin America as their future travel destination. *e-Review of Tourism Research*.
- Oh, H., Jeong, M., & **Shin, H. H.** (Under Review). Moderating Roles of Employee Satisfaction in the Engagement-Turnover Relationship. *Annals of Tourism Research*.
- Belarmino, A., Koh, Y., & **Shin, H.H.** (Under Review). Blurred lines: Comparing room rate, star rating, and user-generated content for full-service and select-service hotels. *Services Business Journal*.

Research In Progress

- Jeong, M., Lee, M., & **Shin, H.H.** Assessing brand consistency from customers' reviews on consumer generated media: The U.S. hotel industry. Targeted *Cornell Hospitality Quarterly*.
- Shin, H. H., & Jeong, M.** Technology Experience: Measurement Development and Validation. Targeted *International Journal of Hospitality Management*.
- Kim, H., **Shin, H. H., & So, K. K. F.** Identifying Interactive Value Formation In A Peer-To-Peer Sharing Economy: A Text-Mining Approach. Targeted *Tourism Management*.
- Yu, H., Oh, H., & **Shin, H. H.** Virtual reality, authenticity, and flow state: Empirical evidence from tourism. Targeted *Tourism Management*.
- Zapata-Cuervo, N., Guerra, M., Jeong, M., & **Shin, H. H.** Colombia as a future tourism destination: From the U.S. travelers' perspectives. Targeted *Review of Business Management*

Refereed Conference Proceedings and Presentations

- Kim, H., **Shin, H. H., & So, K. K. F.** (2021, January). Actor interactive value formation in a peer-to-peer accommodation: Insight from text-mining. *The 26th Annual Graduate Education and*

Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, Jan 7 – 9, 2021.

Shin, H. H., Jeong, M., & Oh, H. (2020, November). Internal Marketing Efforts And Their Impacts On Employee Engagement. *2020 Global Marketing Conference at Seoul*, Seoul, South Korea, Nov 5 -8, 2020.

Shin, H. H., & Jeong, M. (2020, January). Guest Perceptions of Service Robots and Their Adoption Intentions. *The 25nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, NV, Jan 3 – 5, 2020.

Oh, H., Jeong, M., & **Shin, H. H.** (2019, October). Employee Engagement and Turnover Likelihood: Moderating Effects of Satisfaction. *International Conference on Tourism and Retail Service Management 2019*. Oct 26 – 28, 2019.

Shin, H. H., & Jeong, M. (2019, May). Technology Experience: Measurement Development and Validation. *2019 APacCHRIE & EuroCHRIE Joint Conference*. Hong Kong SAR, China. May 22-25, 2019.

Shin, H. H., & Jeong, M., Oh, H (2019, May). Reward or Recognition? Their Impacts on Employee Engagement and Retention. *2019 APacCHRIE & EuroCHRIE Joint Conference*. Hong Kong SAR, China. May 22-25, 2019.

Shin, H. H., & Jeong, M. (2019, January). Augmented Reality: A Pull Factor for Tourism Destinations. *The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, Jan 3-5. 2019.

Shin, H. H., & Jeong, M. (2019, January). The Effects of Service Robots On Guests' Attitudes and Their Adoption Behavior in The Hotel Industry. *The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, Jan 3 - 5, 2019.

Shin, H. H., & Jeong, M. (2018, May). Effects of smart tourism technology on tourists' experience and behavior intention. *The 16th Asia-Pacific CHRIE Conference*. Guangzhou, China. May 3 – June 2. ***Received Best Paper Award in Innovation and Sustainability Section.***

Shin, H. H., & Jeong, M. (2018, January) “Does Technology Enhance Tourist Experience at Smart Tourism Destinations?” *The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Fort Worth, TX. Jan 3 – 5, 2018.

Shin, H. H., & Morosan, C. (2017, January) “Hotel Guests' Persuasion in Mobile Environments: Revisiting the Role of Task-Technology Fit.” *The 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, Jan 5 – 7, 2017.

Management Reports

Oh, H., Jeong, M., & **Shin, H. H.** (2019). Role of Recognition/Reward in Employee Engagement and Turnover Likelihood. *Incentive Research Foundation*

Book and Book Chapters

Jeong, M., & **Shin, H.H.** (In-Press). Chapter. Travel and Tourism: Finding a place in the Internet of Things (IoT). *Handbook of Consumer Behavior, Tourism and the Internet*.

Non-Refereed Presentations

Shin, H. H., Li, J., Kim, H. H., Ma, X.F., & Jeong, M. (2020). Community-based Restaurant Engagement Week (CREW): Revival of Local Hospitality Community. *Hilton College Hospitality Hackathon*. Houston, TX, Aug 6 – 8, 2020.

Academic Services

Adhoc Reviewer

International Journal of Contemporary Hospitality Management (IJCHM)

Journal of Hospitality & Tourism Education (JHTE)

Tourism Analysis (TA)

Skills, Certifications, and Association

Certificates

- Teaching-related Certifications
 - Preparing Future Faculty Credential/Certificate
 - Teaching Toward Inclusive Excellence Certificate
- Industry-related Certifications
 - Certification in Hotel Industry Analytics (CHIA)
 - ServSafe Certified
 - Cvent Certified
- Others
 - Certification of Computer Word Processor

Skills

- MOS, Microsoft Office Specialist
- Statistics Program (R, SAS, SPSS, Mplus, Amos, SmartPLS, etc)

Languages

- Bilingual: Korean & English

Association

- Hospitality Financial and Technology Professionals (HFTP)