

Miyoung Jeong, Ph.D.

Professor

School of Hospitality & Tourism Management
College of Hospitality, Retail, & Sport Management
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EDUCATION

1994. Jan. – 1998. Dec. The Pennsylvania State University **Ph.D. in Hospitality Management**
Dissertation title: “Measurement of information quality on lodging Websites:
An experimental study with eight hypothetical lodging websites”
Dissertation advisor: Dr. Carolyn Lambert
1991. Aug. – 1993. May University of Nevada, Las Vegas **M.S. in Hotel Administration**
Thesis title: “Consumers' attitudes of fast food restaurants in hotels
Thesis advisor: Dr. John Stefanelli
1998. Mar. – 1990. Feb. Sejong University, Seoul Korea **M.S. in Hospitality Management**
Thesis title: “Factors affecting female travelers’ hotel selection criteria”
Thesis advisor: Dr. Aeju Lee
1982. Mar. – 1986. Feb. Kyungpook National University **B.A. in English Literature**
Daegu, Korea

PROFESSIONAL APPOINTMENTS

2018. Aug. – present **Professor**
School of Hotel, Restaurant, & Tourism Management
University of South Carolina, Columbia, SC
2018. Jan. – present **International Scholar**
Universidad de La Sabana
Chia, Colombia
2012. Jan. – 2021. Dec. **Co-Executive Editor**
Journal of Hospitality & Tourism Educator
2015. Aug. – 2018. Jul. **Associate Professor, with tenure**
School of Hotel, Restaurant, & Tourism Management
University of South Carolina. Columbia, SC.
2011. Aug. – 2015. Jul. **Associate Professor, with tenure & Ph.D. Program Coordinator**
Director, International Hospitality Academy
Department of Hospitality & Tourism Management
University of Massachusetts. Amherst, MA.
2009. Jan. – 2011. Jul. **Associate Professor, with tenure**
Department of Hospitality & Tourism Management

University of Massachusetts. Amherst, MA.

2007. Aug. – 2008. Dec. **Associate Professor, with tenure**
Department of Apparel, Educational Studies, & Hospitality Management.
Iowa State University. Ames, IA.
1999. Aug. – 2007. Jul. **Assistant Professor**
Department of Apparel, Educational Studies, & Hospitality Management. Iowa
State University. Ames, IA.
1998. Aug. – 1999. May **Assistant Professor**
Department of Family & Consumer Sciences
University of Mississippi. Oxford, MS.
1997. Aug. – 1998. May **Instructor**
School of Hospitality Management
The Pennsylvania State University. University Park, PA.
1993. Jun. – 1993. Dec. **Human Resources Specialist**
Department of Human Resources
MGM Grand Hotel. Las Vegas, NV.
1986. Mar. – 1988. Feb. **Assistant Manager**
Overseas Marketing Division
TriGem, Inc. Seoul, Korea.

HONORS, AWARDS, AND RECOGNITIONS

2024. **Thank a Teacher.** Certificate of Appreciation. Center for Teaching Excellence. University of South Carolina. March 1.
2023. **Two Thumbs Up Award.** Student Disability Resource Center. Office of the Dean of Students. University of South Carolina.
2020. **Patricia G. Moody Research of the Year.** College of Hospitality, Retail, & Sport Management. University of South Carolina
2018. **Best Paper Award.** The 16th APacCHRIE Conference. Shin, H., & **Jeong, M.**, Effects of smart tourism technology on tourists' experience and behavior intentions. Guangzhou, China. May 31 – June 2, 2018.
2015. **Best Paper Award.** The 17th Asia Pacific Management Conference. Lee, M., & **Jeong, M.**, Impact of hotel's minimum length of stay control practices on customers' perceived fairness: The moderating role of their loyalty program membership status. Seoul, South Korea. Sep. 30 – Oct. 2, 2015.
2015. **Best Paper Award.** The 2015 Meeting Professionals International / World Education Congress. Shin, T.J., **Jeong, M.**, Oh, H., & Tierney, E. Developing new business strategies for destination management companies (DMCs): An analysis of business relationships between DMCs and their clients. Meeting Professionals International/World Education Congress. Aug. 1-4. San Francisco, CA. 2015.

2013. **Flex Grant for Teaching/Faculty Development.** The Center for Teaching & Faculty Development. University of Massachusetts, Amherst.
2010. **Best Paper Award.** The 2010 Global Marketing Conference. Oh, H., **Jeong, M.**, & Baloglu, S. Tourists' adoption of self-service technologies at resort hotels. Tokyo, Japan. Sept. 9 – 12, 2010.
2008. **W. Bradford Wiley Memorial Best Research Paper of the Year Award.** The International Council on Hotel, Restaurant, and Institutional Education, Atlanta, GA. *The award given to the researcher(s) each year who published the best original research paper in the hospitality and tourism discipline.* Oh, H., Fiore, A., & **Jeong, M.** Measuring experience economy concepts: Tourism applications, published in *Journal of Travel Research*.
2008. **Best Paper Award.** Harrah's International Hospitality and Convention Summit. Las Vegas, NV. Oh, H., & **Jeong, M.** Evaluating invariance of the performance-satisfaction relationship across lodging industry segments.
2006. **Finalist for the Best Paper Award.** ENTER 2006 by International Federation for Information Technology and Travel and Tourism, Lausanne, Switzerland. Morosan, C., & **Jeong, M.** (2006). Understanding travelers' adoption of hotel reservation Websites.
2005. **Finalist for the W. Bradford Wiley Memorial Research Award.** The International Council on Hotel, Restaurant, and Institutional Education Conference, Las Vegas, NV.
2004. **Best Paper Award.** National Tourism Association's 35th *Travel and Tourism Research Association (TTRA)* Conference, Montreal, Canada. Oh, H., Fiore, A. M., & **Jeong, M.** (2004). Conceptualizing and measuring the four realms of tourism experience.
2004. **Best Article of the Year.** *International Journal of Hospitality Management* in 2003. **Jeong, M.**, Oh, H., & Gregoire, M. (2003). Conceptualizing Web site quality and its consequences in the lodging industry. We were the first recipients of the award that was presented to the author(s) who published superior original research in the journal during the year of 2003.
2003. **Best Paper Award.** The Council on Hotel, Restaurant, and Institutional Education Conference, Indian Wells, CA. **Jeong, M.**, Oh, H., & Horton, B. (2003). Applying expectancy theory to student evaluations of a course and instructor.
2000. **Best Paper Award.** The Council on Hotel, Restaurant, and Institutional Education Conference, New Orleans, LA. **Jeong, M.** (2000). Evaluating value-added lodging Web sites from customers' perspectives.
1997. **Van Nostrand Reinhold Research Award (former W. Bradford Wiley Memorial Best Research Paper of the Year Award).** The Council on Hotel, Restaurant, and Institutional Education Conference, Providence, RI. Oh, H., & **Jeong, M.** (1996). Improving marketers' predictive power of customer satisfaction on expectation-based target market levels. *Hospitality Research Journal*. 19(4), 65-86. *The award given to the researcher(s) each year who published the best original research paper in the hospitality and tourism discipline.*

TEACHING RESPONSIBILITIES

University of South Carolina (2015 – present)

HRTM 364	Conference & Meeting Planning (required, Undergraduate)
HRTM 399	Independent Study
HRSM 491	Event Production, Evaluation, and Analysis (required for Event Management Minor, Undergraduate)
HRTM 564	Advanced Meeting Management (elective, Undergraduate/Graduate)
HRTM 584	Tourism Information Technology Issues (required, Undergraduate/Graduate)
HRTM 590	Hospitality & Tourism Business Analytics (elective, Undergraduate/Graduate)
HRSM 700	Quantitative Methods in HRSM (required, Graduate)
HRTM 798	Directed Study
HRTM 799	Thesis
HRTM 899	Dissertation
SCHC 385	Non-profit Event Planning (Honors College course)

University of Massachusetts-Amherst (2009 – 2015)

HT-MGT 240	Hotel Operations (required, Undergraduate)
HT-MGT 289	Practicum and Internship (elective, Undergraduate)
HT-MGT 334	Event Management (elective, Undergraduate)
HT-MGT 697	Special Topics (elective, Graduate)
HT-MGT 699	Master's Thesis (required, Graduate)
SCH-MGT 888	Hospitality Research Seminar (required, Graduate)
SCH-MGT 891C	Seminar in Hospitality & Tourism Management (required, Graduate)
SCH-MGT 899	Ph.D. Dissertation (required, Graduate)

Iowa State University (1999 – 2008)

HRI 260	Global Tourism Management (elective, Undergraduate)
HRI 352	Lodging Operations I (required, Undergraduate)
HRI 437	Hospitality Management Information System (elective, Undergraduate)
HRI 452	Lodging Operations II (elective, Undergraduate)
HRI 477/577	E Commerce for Apparel & Hospitality Companies (elective, Undergraduate/Graduate)
HRI 490	Independent Study (elective, Undergraduate)
HRI 652	Advanced Lodging Operations (required, Graduate)
HRI 699	Hospitality Research (Dissertation/Thesis) (required, Graduate)

University of Mississippi (1998 – 1999)

FCS 215	Introduction to Hospitality Management (required, Undergraduate)
FCS 361	Front Office Administration (required, Undergraduate)
FCS 463	Foodservice Procurement (required, Undergraduate)
FCS 464	Hospitality Services Promotion (required, Undergraduate)
FCS 466	Human Resources Development in the Hospitality Industry (required, Undergraduate)

COMPETITIVE RESEARCH GRANTS AND PROJECTS FUNDED

Oh, H., Jeong, M., Lee, S.A., & Shin, H.H. (Oct. 31, 2023. – Jul. 31, 2024). Improving social mobility for effective workforce development in the lodging industry. The American Hotel & Lodging Association (AHLA) Foundation. \$48,300. Co-PI.

Jeong, M. (2019). Virtual Environmental Grant. Center for Teaching Excellent, University of South Carolina. \$2,200. PI.

Oh, H., **Jeong, M.**, & Shin, H. (2018 - 2019). Role of Recognition/Reward in Employee Engagement and Turnover Likelihood. Incentive Research Foundation. \$49,957. Co-PI.

Jeong, M. (2016). Does technology enhance tourists' experience at smart tourism destinations? College of Hospitality, Retail, & Sport Management Seed Grant, University of South Carolina. \$7,446. PI.

Liu, B., So, K., Oh, H., **Jeong, M.**, Martin, D., DiPietro, R., & Meng, F. (2018). Research Exchange Grant. Sun Yat-sen University, P.R. China. \$31,000. (All Co-PI in random order).

Oh, H., & **Jeong, M.** (2015-16). Disruptions and prevention strategies in meeting planning. Incentive Research Foundation. \$30,350. Co-PI.

Oh, H., **Jeong, M.**, & Tierney, E. (2014). Developing a new business model for destination management companies (DMCs) by redesigning their value propositions. Incentive Research Foundation. \$30,000. PI.

Thompson, L., & **Jeong, M.** (2010 – 2012). School Meals Accountability and Responsibility Training Tools (SMARTTs). United States Department of Agriculture (USDA) Food and Nutrition Service (FNS). \$370,743. Co-PI.

Oh, H., & **Jeong, M.** (2008-2009). High tech vs. high touch in resort operations: Implications for customer service and satisfaction. The Hospitality Research Center, University of Nevada, Las Vegas. \$39,000. Co-PI.

Fiore, A. M., Niehm, L., Fairchild, E., Garasky, S., **Jeong, M.**, Kadolph, S., Karpova, E., Marcketti, S., Oh, H., Russell, D., Swenson, D., Welk, G. (2007-2008). Developing a rural renaissance community index to define, assess, and improve community features that expand human potential and economic development. Iowa State University College of Human Sciences Entrepreneurial Program Initiative. \$75,500. Co-PI.

Fiore, A.M., Niehm, L., & **Jeong, M.** (2006 – 2007). Pop up retail's acceptability as an innovative business strategy and enhancer of the consumer shopping experience. International Council of Shopping Centers. \$14,550. Co-PI.

Jeong, M., Fiore, A.M., Hausafus, C., Niehm, L., & Oh, H. (2005-2006). Strengthening competitive advantages of rural businesses with e-commerce and Experience Economy strategies. The Southern Rural Development Center, Mississippi State University. \$15,000. PI.

Fiore, A., Oh, H., **Jeong, M.**, Niehm, L., & Hausafus, C. (2004-2007). An innovative rural entrepreneurship model for family and consumer sciences curriculum. The United State Department of Agriculture (USDA). \$100,000. Co-PI.

Fiore, A. M., **Jeong, M.**, & Oh, H. (2003). Applying the concept of the experience economy to enhance Iowa tourism. College of Family and Consumer Sciences, Iowa State University. \$5,000. Co-PI.

Jeong, M., Oh, H., & Gregoire, M. (2000-2001). Developing a marketing framework to increase sales from the Internet for lodging properties. American Hotel & Lodging Foundation. \$20,000. PI.

Jeong, M. (2002). Development of a course packet for lodging operations courses. Big XII Faculty Fellowship Grant. \$1,200. PI.

Jeong, M. (2001). Effect of Web site quality on customers' attitudes and behaviors. College of Family & Consumer Sciences Research Incentive Grant. \$2,580. PI.

Jeong, M. (1999 - 2000). The information quality on the lodging website: Can it be the next information source for customers' buying decisions? Faculty Small Grant. College of Family and Consumer Sciences, University of Mississippi, \$2,750. PI.

REFEREED JOURNAL PUBLICATIONS AND SUBMISSIONS

1. **Jeong, M.**, Shin, H.H., Lee., S.A., & Lee, M.W. (Under review). Is technology friend or foe to hospitality employees? Employees' perceived fear for their job security. *Journal of Hospitality & Tourism Research*.
2. Lee, S.A., Shin, H.H., Lee, M., & **Jeong, M.** (1st revision). Feelings matter in the digital age: The role of corporate digital responsibility on employees' responses. *International Journal of Contemporary Hospitality Management*.
3. Shin, H.H., Lee, M., Lee, S.A., & **Jeong, M.** (1st revision). The impacts of corporate digital irresponsibility (CDiR) and corporate digital responsibility (CDR) communications on consumers' brand perceptions. *International Journal of Hospitality Management*.
4. Lee., M.W., Lee, S.A., Shin, H.H., & **Jeong, M.** (2nd revision). Revisiting and exploring trust in the digital era: Conceptualization and scale development of digital trust in hospitality and tourism. *Information Technology & Tourism*.
5. Shin, H.H., So, K.K.F., & **Jeong, M.** (2024). Cross-validating the measurement scale for consumers' experience with hospitality and tourism technology: A multi-sector approach. *International Journal of Contemporary Hospitality Management*.
6. Shin, H.H., Tung, W.S., & **Jeong, M.** (2024, Feb). Consumers' brand experiences with robotic service failures: Modeling appraisal, attribution, and psychological reactance. *Journal of Hospitality and Tourism Research*.
7. Zapata-Cuervo, N., Montes-Guerra, MI, & **Jeong, M.** (2024) Colombia as a future tourism destination from US travelers' perspective. *Innovar*, 34(93), e98406-e98406.
8. Shin, H.H., Kim, J.W., & **Jeong, M.** (2023). Memorable tourism experience at smart tourism destinations: Do travelers' residential tourism clusters matter? *Tourism Management Perspectives*. 46, 101103.
9. Oh, H., **Jeong, M.**, Shin, H.H., & Schweyer, A. (2023). Nonlinear effects of employee engagement and satisfaction on turnover intention. *International Journal of Contemporary Hospitality Management*. 35(7) 2410-2436.
10. Montes-Guerra, M., Zapata-Cuervo, N., & **Jeong, M.** (2023) U.S. travelers' perceived image of Latin America as their future travel destination. *Revista Turismo & Desenvolvimento*, 41, 94-112.
11. **Jeong, M.**, Lee, M., Shin, H.H., & Lee, K. (2023). Assessing brand performance consistency from consumer-generated media: The U.S. hotel industry. *International Journal of Contemporary Hospitality Management*. 35(6), 2056-2083.
12. Zapata-Cuervo, N., Guerra, M., Shin, H. H., **Jeong, M.**, & Cho, M., (2023). Students' psychological perceptions toward online learning engagement and outcomes during the COVID-19 pandemic: A comparative analysis of students in three different countries. *Journal of Hospitality & Tourism Education*. 35(2), 108-122.

13. Shin, H.H., **Jeong, M.**, Zapata-Cuervo, N., Montes Guerra, M., Cho, M., & Kim, Y. (2023). Effects of customers' perceived risks of sharing economy on self-protective behavior toward COVID-19. *International Journal of Contemporary Hospitality Management*. 35(4), 1304-1331.
14. Zapata-Cuervo, N., Montes-Guerra, M., & **Jeong, M.** (2023). How do restaurants respond to the COVID-19 pandemic?: Lessons from Colombian restaurateurs and their survival strategies. *Journal of Foodservice & Business Research*. 26(2), 186-207.
15. Shin, H.H., **Jeong, M.**, So, K.K.F., & DiPietro, R. (2022). Consumers' experience with hospitality and tourism technologies: Measurement development and validation. *International Journal of Hospitality Management*. 106, 103297.
16. Shin, H.H., & **Jeong, M.** (2022). Redefining Luxury Service with Technology Implementation: The Impact of Technology on Guest Satisfaction and Loyalty in a Luxury Hotel. *International Journal of Contemporary Hospitality Management*.
17. Shin, H.H., & **Jeong, M.** (2022). Does a virtual trip evoke travelers' nostalgia and derive intentions to visit the destination, a similar destination, and share?: Nostalgia-motivated tourism. *Journal of Travel & Tourism Marketing*. 39(1), 1-17.
18. **Jeong, M.**, Kim, K., Ma, X., & DiPietro, R. (2022). Key Factors Driving Customers' Restaurant Dining Behavior During the COVID-19 Pandemic. *International Journal of Contemporary Hospitality Management*. 34(2), 836-858.
19. Kim, J., Shin, H.H., **Jeong, M.**, & Lee, H. (2021). Impact of tourists' psychological ownership of an eco-friendly trail on their behavior intention: An empirical investigation of Jeju Olle Trail in South Korea. *Asia Pacific Journal of Tourism Research*. 26(10), 1097-1110.
20. Shin, H., & **Jeong, M.** (2021). Travelers' motivations to adopt augmented reality (AR) applications in a tourism destination. *Journal of Hospitality & Tourism Technology*. 12(2), 124-140.
21. Kim, J., & **Jeong, M.** (2021). What has happened and what will drive changes in hospitality and tourism education? *Journal of Hospitality and Tourism Research*. 45(5), 942-944.
22. Shin, H.H., **Jeong, M.**, & Cho, M. (2021). The Impact of Smart Tourism Technology and Travelers' Technology Readiness on Their Satisfaction and Behavioral Intention: A Cross-Country Comparison. *International Journal of Tourism Research*. 23(5), 726-742.
23. Lee, M., Lee, S., & **Jeong, M.** (2021). The role of virtual reality on information sharing and seeking behaviors. *Journal of Hospitality and Tourism Management*. 46, 215-223.
24. Wang, C.R., & **Jeong, M.** (2021). An analysis of Airbnb online reviews: User experience in 16 U.S. cities. *Journal of Hospitality & Tourism Technology*. 12(1), 97-111.
25. Lee, M., **Jeong, M.**, & Shea, L. (2020). Length of stay control: Is it a fair inventory management strategy in hotel market? *Tourism Economics*. 27(2), 307-327.
26. Choi, C.B., & **Jeong, M.** (2020). The impact of service firm's environmentally friendly reputation in the context of revenue management. *International Journal of Environmental Research and Public Health*. 17(17), 1-12. DOI:10.3390/ijerph17176264
27. **Jeong, M.**, & Kubickova, M. (2020). Do the brand and packaging matter? The case of hotel bathroom amenities. *Journal of Hospitality and Tourism Insights*. 4(5), 565-581.
28. Jeon, M., **Jeong, M.**, & Lee, S.A. (2021). The role of customers' motivations in the relationships between e-stimuli and behavioral intention on a bed and breakfast website. *Journal of Hospitality & Tourism Technology*. 12(1), 124-140.

29. 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. DOI: 10.1108/IJCHM-09-2019-0798.
30. Lee, M., Lee, S., **Jeong, M.**, & Oh, H. (2020). Quality of virtual reality and its impacts on behavioral intention. *International Journal of Hospitality Management*. 90, 1- 8. DOI: 10.1016/j.ijhm.2020.102595.
31. Li, H., Meng, F., **Jeong, M.**, & Zhang, X. (2020). To follow others or be yourself? Social influence on online restaurant reviews. *International Journal of Contemporary Hospitality Management*. 32(3), 1067-1087. DOI: 10.1108/IJCHM-03-2019-0263.
32. Jeon, M., Lee, S., & **Jeong, M.** (2020). Perceived corporate social responsibility and customers' behaviors in the ride-sharing service industry. *International Journal of Hospitality Management*, 84, 1-10. DOI: 10.1016/j.ijhm.2019.102341.
33. **Jeong, M.**, & Shin, H. (2020). Tourists' experiences with smart tourism technology at smart destinations and their behavior intentions. *Journal of Travel Research*. 59(8), 1464-1477. DOI: 10.1177/0047287519883034.
34. Lee, S., Shin, H., & **Jeong, M.** (2020). 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. DOI: 10.1080/10963758.2019.1654886.
35. Min, S., So, K., & **Jeong, M.** (2019). Consumer adoption of the Uber mobile application: Insights from diffusion of innovation theory and technology acceptance model. *Journal of Travel & Tourism Marketing*. 36(7), 770-783. DOI: 10.1080/10548408.2018.1507866.
36. Wang, C.R., & **Jeong, M.** (2018). What makes you choose Airbnb again?: An examination of users' perceptions toward the website and their stay. *International Journal of Hospitality Management*. 74, 162-170.
37. Lee, S., & **Jeong, M.** (2018). Enhancing customers' positive responses: Applying sensory marketing to the hotel website. *Journal of Global Scholars of Marketing Science*. 28(1). 68-85.
38. Jeon, M., Lee, S., & **Jeong, M.** (2018). e-Social influence and customers' behavioral intentions on a bed and breakfast website. *Journal of Hospitality Marketing & Management*. 27(3), 366-385. DOI: 10.1080/19368623.2017.1367346.
39. Kim, J., & **Jeong, M.** (2018). Research on hospitality and tourism education: Now and future. *Tourism Management Perspectives*. 119-122.
40. Lee, S., & **Jeong, M.** (2017). Role of brand story on narrative engagement, brand attitude, and behavioral intention. *Journal of Hospitality & Tourism Technology*. 8(3), 465-480.
41. **Jeong, M.**, & Oh, H. (2017). Business-to-business social exchange relationship beyond trust and commitment. *International Journal of Hospitality Management*. 65, 115-124.
42. **Jeong, M.**, & Lee, S. (2017). Do customers care about types of hotel service recovery efforts? An example of consumer-generated review sites. *Journal of Hospitality & Tourism Technology*. 8(1), 5-18. DOI: 10.1108/JHTT-09-2016-0049.
43. Jeon, M., & **Jeong, M.** (2017). Customers' perceived website service quality and its effects on e-loyalty. *International Journal of Contemporary Hospitality Management*. 29(1), 438-457.
44. Lee, M., **Jeong, M.**, & Lee, J. (2017). Roles of negative emotions in customers' perceived helpfulness of hotel reviews on a user-generated review website: A text mining approach. *International Journal of Contemporary Hospitality Management*. 29(2), 762-783.

45. Shin, J. T., **Jeong, M.**, Oh, H., & Tierney, E. (2017). Exploring determinants of meeting planners' commitment to the business relationship with destination management companies. *Journal of Convention & Event Tourism*. 18(2), 135-158.
46. Jeon, M., & **Jeong, M.** (2016). Influence of website quality on customers' perceived service quality of a lodging website. *Journal of Quality Assurance in Tourism & Hospitality*. 17(4), 453-470.
47. Lee, S., **Jeong, M.**, & Jeon, M. (2016). Effects of experiential stimuli on customers' responses. *Journal of Hospitality & Tourism Technology*. 7(4). 390-404.
48. **Jeong, M.**, Lee, M., & Nagesvaran, B. (2016). Employees' use of mobile devices and their perceived outcomes in the workplace: A case of luxury hotel. *International Journal of Hospitality Management*. 57, 40-51. DOI: 10.1016/j.ijhm.2016.05.003.
49. Oh, H., **Jeong, M.**, Lee, S., & Warnick, R. (2016). Attitudinal and situational determinants of self-service technology use. *Journal of Hospitality & Tourism Research*. Vol. 40 Issue 2, p236-265. 30p. DOI: 10.1177/1096348013491598.
50. Lee, S., Manthiou, K., **Jeong, M.**, Tang, L., & Chiang, L. (2015). Does Consumers' Feeling Affect Their Quality of Life? Roles of Consumption Emotion and Its Consequences. *International Journal of Tourism Research*. Jul/Aug2015, Vol. 17 Issue 4, p409-416. 8p. DOI: 10.1002/jtr.1988.
51. Choi, C., **Jeong, M.**, & Mattila, A.S. (Dec. 2014). Revenue Management in the Context of Movie Theaters: Is It Fair? *Journal of Revenue and Pricing Management*. 14(2), 72-83.
52. Lee, S., & **Jeong, M.** (2014). Enhancing Online Brand Experiences: An Application of Congruity Theory. *International Journal of Hospitality Management*. 40, 49-58.
53. Oh, H., **Jeong, M.**, & Baloglu, S. (2013). Tourists' adoption of self-service technologies at resort hotels. *Journal of Business Research*, 66(6), 692-699.
54. Lee, S., & **Jeong, M.** (2012). Effects of e-servicescape on consumers' flow experiences. *Journal of Hospitality & Tourism Technology*. 3(1), 47-59.
55. Oh, H., & **Jeong, M.** (2010). Evaluating stability of the performance-satisfaction relationship across selected lodging market segments. *International Journal of Contemporary Hospitality Management*, 22(7), 953 – 974.
56. Kim, H., Fiore, A., Niehm, L., & **Jeong, M.** (2010). Psychographic characteristics affecting behavioral intentions towards pop-up retail. *International Journal of Retail and Distribution Management*. 38(2), 133-143.
57. Chen, C., & **Jeong, M.** (2009). Students' perspectives of environmental education needs in the hospitality curricula. *Journal of Hospitality and Tourism Education*, 21(2), 41-47.
58. **Jeong, M.**, Fiore, A.M., & Niehm, L. (2008). An educational module for enhancing business strategies for websites of small rural firms: An experience economy approach. Tools of the Trade. *Journal of Extension*. Available at <http://www.joe.org/joe/2008june/index.shtml>
59. **Jeong, M.**, & Jeon, M. (2008). Customer reviews of hotel experiences through Consumer Generated Media (CGM). *Journal of Hospitality & Leisure Marketing (Currently known as Journal of Hospitality Marketing & Management)*, 17(1/2), 121-138.
60. Morosan, C., & **Jeong, M.** (2008). Role of the Internet in the process of travel information search. *Information Technology in Hospitality (currently known as Journal of Hospitality & Tourism Technology)*. 5(1), 13-23.
61. Morosan, C., & **Jeong, M.** (2008). Users' perceptions of two types of hotel reservation Web sites. *International Journal of Hospitality Management*. 27(2), 284-292.

62. Niehm, L. Fiore, A., **Jeong, M.**, & Kim, H. (2007). Pop-up retail's acceptability as an Innovative business strategy and enhancer of the consumer shopping experience. *Journal of Shopping Center Research*, 13(2), 1-30.
63. Fiore, A. M., Niehm, L., Oh, H., **Jeong, M.**, & Hausafus, C. (2007). Experience economy strategies: Adding value to small business operations. *Journal of Extension*. Available at <http://www.joe.org/joe/2007april/iw4.shtml>.
64. Oh, H., Fiore, A. M., & **Jeong, M.** (2007). Measuring experience economy concepts: Tourism applications. *Journal of Travel Research*, 46(2), 119-132.
65. **Jeong, M.**, Oh, H., & Gregoire, M. (2005). Role of Website quality in the decision process of making hotel room reservations. *Information Technology in Hospitality (currently known as Journal of Hospitality & Tourism Technology)*, 4(1), 3-13.
66. **Jeong, M.**, & Choi, J. (2004). Effects of picture presentations on customers' behavioral intentions on the Web. *Journal of Travel & Tourism Marketing*, 17(2/3), 193-204.
67. **Jeong, M.** (2004). An exploratory study of perceived importance of Web site characteristics: The case of the Bed & Breakfast industry. *Journal of Hospitality & Leisure Marketing (Currently known as Journal of Hospitality Marketing & Management)*, 11(4), 29-44.
68. Oh, H., & **Jeong, M.** (2004). An extended process of value judgment. *International Journal of Hospitality Management*, 23(4), 343-362.
69. Oh, H., & **Jeong, M.** (2004). Moderating effects of travel purpose and past experience on the relationship between product performance and lodging repurchase. *Journal of Hospitality & Leisure Marketing (Currently known as Journal of Hospitality Marketing & Management)*, 11(2/3), 139-158.
70. **Jeong, M.**, Horton, B., & Oh, H. (2004). Student evaluations of courses and instructors: An exploratory insight into the process and its implications. *Journal of Hospitality & Tourism Education*, 16(2), 34-42.
71. **Jeong, M.**, Oh, H., & Gregoire, M. (2003). Conceptualizing Web site quality and its consequences in the lodging industry. *International Journal of Hospitality Management*, 22(2), 161-175.
72. **Jeong, M.** (2002). Evaluating value-added lodging Web sites from customers' perspectives. *International Journal of Hospitality & Tourism Administration*, 3(1), 49-60.
73. **Jeong, M.**, & Lambert, C. (2001). Adaptation of an information quality framework to measure customers' behavioral intentions to use lodging Web. *International Journal of Hospitality Management*, 20(2), 129-146.
74. **Jeong, M.**, & Lambert, C. (1999). Measuring information quality on lodging Web sites. *Information Technology in Hospitality (currently known as Journal of Hospitality & Tourism Technology)*, 1(1), 63-76.
75. Farrar, A. L., Lambert, C. U., Lee, R. D., & **Jeong, M.** (1999). The development and implementation of a Web-based instructional module for teaching hospitality students to manage and serve persons with disabilities. *Journal of Hospitality & Tourism Education*, 11(4), 21-24, 39.
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- Jeong, M.** (2010). *Hotel Operations*. Kendall/Hung Publishing Company. ISBN No. 978-0-7575-7914-1.

BOOK CHAPTERS

- Jeong, M.**, & Shin, H. (2019). Chapter. Travel and Tourism: Finding a place in the Internet of Things (IoT). *Handbook of Consumer Behavior, Tourism and the Internet*.

- Jeong, M.** & Lee, S. (2017). Chapter 14. Destination online marketing. In Godwin Ogbeida (Eds.), *Destination Marketing Management*. Apple Academic Press, USA: Taylor & Francis Group.

- Jeong, M.** (2015). Chapter 9. Site planning and management. In George Fenich (Eds.), *Planning and Management of Meetings, Expositions, Events, and Conventions*. New Jersey, USA: Pearson Publishing Company.

- Jeong, M.** (2006). Information resources: Periodicals and the Web. In Robert Brymer & Katherine Hashimoto (Eds.), *Hospitality & Tourism*. Dubuque, USA: Kendall/Hunt Publishing Company.

- Jeong, M.**, & Choi, J. (2004). Effects of picture presentations on customers' behavioral intentions on the Web. *Handbook of Consumer Behavior, Tourism, and the Internet*. Edited by Juline E. Mills & Rob Law, SOFT ISBN: 0-7890-2599-X. The Haworth Hospitality Press. 193-204.

- Jeong, M.**, & Parks, S. (1999). A conceptual framework for measuring effectiveness of the Web: Using "cyberspace to position hospitality firms in the marketspace." In *The Practice of Graduate Research in Hospitality and Tourism*. The Haworth Press, Inc.: Binghamton, NY. 43-64.

REFEREED CONFERENCE PRESENTATIONS

- Jeong, M.**, Shin, H.H., Lee, S.A., & Lee, M. (2023, July). Trust toward hospitality digital technologies: Conceptualization and scale development of digital trust. *Global Marketing Conference*, Seoul, Korea, July 20 - July 23, 2023.

- Shin, H. H. & **Jeong, M.** (2022, November). Redefining Luxury Service with Technology Implementation: The Impact of Technology on Guest Satisfaction and Loyalty in a Luxury Hotel, IMPACT2022, Kowloon, Hong Kong SAR, Nov 18, 2022.

- Lee, M., Kim, J.W., Shin, H.H., & **Jeong, M.** (2022). Does Location Matter for U.S. Hotels? Geographic Patterns in Customer Service Experience and Satisfaction Using Exploratory Spatial Analysis with Hospitality Big Data. *The 2022 ICHRIE Conference*. August 3-6. Washington, D.C.

- Jeong, M.**, Jeon, M., Lee, S., Shin, H. (2022). DMO and community resilience during and post pandemic. *Travel and Tourism Research Association (TTRA) Annual International Conference*, June 13 - 16, 2022, Victoria, BC, Canada.

- 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.

- Oh, H., **Jeong, M.**, & Shin, H. (2020, March). Synergistic effect of employee engagement and satisfaction. *The 2020 International Conference on Hospitality, Tourism, and Sports Management*. Kyoto, Japan. March. 30 – April 1, 2020.

- Shin, H. & **Jeong, M.** (2020, Jan.). Guest perceptions of service robots and their adoption intentions. *The 25th Annual Graduate education & Graduate Student Research Conference in Hospitality & Tourism*. Las Vegas, NV, U.S.A. Jan. 3 – Jan. 5, 2020.
- Oh, H., **Jeong, M.**, & Shin, H. (2019, Oct.). Employee engagement and turnover likelihood: Moderating effects of satisfaction. *The 2019 Tourism and Retail Management Conference (TRMC)*. Tianin, China. October 27-28.
- Lee, M., Lee, S.A., & **Jeong, M.** (2019, June). Quality of virtual reality and its impacts on behavioral intention. *The 2019 Travel and Tourism Research Association Conference*. Melbourne, Australia. June 25-27.
- Jeon, M., Lee, S.A., & **Jeong, M.** (2019, May). Investigating corporate social responsibility and customers' behaviors with ride-sharing services. *The 2019 APacCHRIE & EuroCHRIE Joint Conference*. Hong Kong. May 22-25.
- Shin, H., **Jeong, M.**, & Oh, H. (2019, May). Reward or recognition? Their impacts on employee engagement and retention. *The 2019 APacCHRIE & EuroCHRIE Joint Conference*. Hong Kong. May 22-25.
- Shin, H., & **Jeong, M.** (2019, May). Technology experience: Measurement development and validation. *The 2019 APacCHRIE & EuroCHRIE Joint Conference*. Hong Kong. May 22-25.
- Shin, H., & **Jeong, M.** (2019, January). Augmented reality: A pull factor for tourism destinations. *The 24th Annual Graduate education & Graduate Student Research Conference in Hospitality & Tourism*. Houston, TX. Jan. 3-5.
- Shin, 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 & Graduate Student Research Conference in Hospitality & Tourism*. Houston, TX. Jan. 3-5.
- Wang, C.R., & **Jeong, M.** (2019, January). Identifying themes of Airbnb users' experiences and differences by regions and prices: A comparative analysis of 22 U.S. cities. *The 24th Annual Graduate education & Graduate Student Research Conference in Hospitality & Tourism*. Houston, TX. Jan. 3-5.
- Jeon, M., Lee, S., & **Jeong, M.** (2018, July). E-service, flow, customers' behavioral intentions and a role of social responsibility: In an online service setting of bed & breakfasts. *The 2018 APTA Conference*. Cebu, Philippines, July 3 – July 6.
- Shin, 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 31 – June 2. **Best Paper Award**
- Shin, H., & **Jeong, M.** (2018, January). Do technology enhance tourist experience at smart tourism destination? *The 23rd Annual Graduate education & Graduate Student Research Conference in Hospitality & Tourism*. Dallas, TX. Jan. 4-6.
- Min, S., So, K., & **Jeong, M.** (2017, July). Factors affecting consumer adoption of Uber mobile application: Insights from innovation diffusion theory and technology acceptance model. *The 2017 ICHRIE Conference*. Baltimore, MD. July 26 – 28.
- Jeong, M.**, & Oh, M. (2017, July). Conceptualizing a business-to-business relationship of meeting planners in a disruptive business environment. *The 2017 ICHRIE Conference*. Baltimore, MD. July 26 – 28.
- Jeong, M.**, Meng, F., Gerdes, J. (2017, July). Evaluations of brand consistency through consumer generated media (CGM): The example of U.S. franchise hotels. *The 2017 ICHRIE Conference*. Baltimore, MD. July 26 – 28.

Wang, C., & **Jeong, M.** (2017, January). Key factors affecting consumers' attitudinal intention toward the Airbnb website. *The 22nd Annual Graduate education & Graduate Student Research Conference in Hospitality & Tourism*. Houston, TX. Jan. 7 – 9.

Jeong, M., & Oh, H. (2016, October). Event disruptions and mitigation strategies. *IMEX America Faculty Engagement Program*. Las Vegas, NV. Oct. 19, 2016.

Jeong, M., Meng, F., & Gerdes, J. (2016, July). Assessing brand consistency from customers' reviews on consumer generated media: the U.S. hotel industry. *The 80th TOSOK Conference*. Pyeongchang, Korea, July 13 – 15, 2016.

Lee, M., Shea, L., & **Jeong, M.** (2016, July). Others reactions to service recovery efforts in social media: A third-party justice perspective. *The 2016 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*. Dallas, TX, USA.

Jeon, M., Lee, S.J. & **Jeong, M.** (2016). Effects of social influence on customers' motivations and their behavioral intentions: In a bed and breakfast virtual environment. *The 22nd APTA Annual Conference*. Beijing, China, June 1-4, 2016.

Lee, M., Shea, L., & **Jeong, M.** (2016, January). Hotel service recovery efforts in social media: Tie strength, observer perceived fairness, behavioral intentions, and hotel image. *The 21st Annual Graduate education & Graduate Student Research Conference in Hospitality & Tourism*. Philadelphia, PA, USA. Jan. 8 – Jan. 10, 2016.

Lee, M., & **Jeong, M.** (2015, October). Impact of hotel's minimum length of stay control practices on customers' perceived fairness: The moderating role of their loyalty program membership status. *The 17th Asia Pacific Management Conference*, Seoul, South Korea. **Best Paper Award**.

Lee, M., **Jeong, M.**, & Nagesvaran, B. (2015, October). Employees' use of mobile devices and their perceived outcomes in the workplace: A case of luxury hotel. *The 17th Asia Pacific Management Conference*, Seoul, South Korea. **Nominated for the Best Paper Award**.

Shin, T.J., **Jeong, M.**, Oh, H., & Tierney, E. (2015, August). Developing new business strategies for destination management companies (DMCs): An analysis of business relationships between DMCs and their clients. Meeting Professionals International/World Education Congress. San Francisco, CA. **Best Paper Award**.

Shin, T.J., Oh, H., **Jeong, M.**, & Tierney, E. (2015, July). Social exchange in the meeting planners' b2b relationship with destination management companies. *The 2015 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference*, Orlando, FL, USA.

Lee, M., & **Jeong, M.** (2015, July). Antecedents and consequences of hotel employees' perceived job performance of using mobile devices. *The 2015 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Orlando, FL, USA.

Lee, M., & **Jeong, M.** (2015, July). Impact of minimum length of stay control on perceived fairness in the online booking environment: no rooms or higher price?. *The 2015 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Orlando, FL, USA.

Lee, M., & **Jeong, M.** (2015, January). No Rooms or Higher Price? Impact of Minimum Length of Stay Control on Perceived Fairness, *The 20th Annual Graduate Student Research Conference in Hospitality and Tourism*, Tampa, FL, USA.

Lee, M., & **Jeong, M.** (2014, August). How Do Negative Emotions Affect Perceived Helpfulness of Online Hotel Reviews? *The 2014 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, San Diego, CA, USA.

- Lee, M., & **Jeong, M.** (2014, January). Are negative online reviews Really Helpful? The Moderating Role of Emotions," *The 19th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, USA.
- Jeong, M.**, Oh, H., Lee, S., & Warnick, R. (2013, February). Attitudinal and situational determinants of self-service technology use. *The 2013 Winter Marketing Educators Conference*, Las Vegas, NV, USA.
- Lee, S., & **Jeong, M.** (2013, February). Effects of website mental simulation and consumer characteristics on behavior intentions: An example of the service industry. *The 2013 Winter Marketing Educators? Conference*, Las Vegas, NV, USA.
- Lee, S. & **Jeong, M.** (2012, August). Consumer reactions to aesthetic incongruity: Investigating aesthetic incongruity in the service consumption context. *The 2012 Summer Marketing Educators' Conference*. Chicago, IL, USA.
- Lee, S., **Jeong, M.**, Oh, H., & Warnick, R. (2012, August). Are you willing to use the self-service technology (SST) at hotels? Effects of customer traits on their choice of the service delivery option. *The 2012 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference & Marketplace*, Providence, RI, USA.
- Lee, S., & **Jeong, M.** (2011, July). Impacts of "green movement" cues of a lodging website on customers' emotion and behaviors. *The 2011 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference*, Denver, USA.
- Jeong, M.**, Oh, H., Baloglu, S., & Lee, S. (2011, July). Validating a self-service technology adoption model (STAM) across operational conditions and consumer characteristics. *The 2011 TOSOK International Tourism Conference*, Seoul, Korea.
- Choi, C., & **Jeong, M.** (2010). Perceived fairness of revenue management in the movie industry. *INFORM*. Ithaca, NY. June 17-19.
- Lee, S., & **Jeong, M.** (2010). Servicescape on ecolodging: From ecotourists' perspectives. *The 15th Annual Graduate Student Research Conference in Hospitality and Tourism*. Chantilly, VA. January 7-9, 2010.
- Jeon, M., & **Jeong, M.** (2010). An examination of websites experiential dimension affecting customers' return intention to a lodging website. *The 15th Annual Graduate Student Research Conference in Hospitality and Tourism*. Chantilly, VA. January 7-9, 2010.
- Lee, S., & **Jeong, M.** (2010). Effects of ambient scents on customers' behaviors. *The 15th Annual Graduate Student Research Conference in Hospitality and Tourism*. Chantilly, VA. January 7-9, 2010.
- Jeon, M., & **Jeong, M.** (2010). Examining associations between customers' institutional loyalty and e-loyalty. *The 15th Annual Graduate Student Research Conference in Hospitality and Tourism*. Chantilly, VA. January 7-9, 2010.
- Zhou, L., Kageyama, Y., **Jeong, M.**, & Shea, L. (2010). An evaluation of customers' e-servicescape of restaurant websites. *The 15th Annual Graduate Student Research Conference in Hospitality and Tourism*. Chantilly, VA. January 7-9, 2010.
- Lee, S., & **Jeong, M.** (2009). Effects of hedonic and utilitarian experiences on travelers' behavioral intentions to DMO websites. *The 2009 8th Asia Pacific Forum for Graduate Students Research in Tourism*. Seoul, Korea. July 7-9.
- Lee, S., & **Jeong, M.** (2009). Impacts of e-servicescape on customers' online behavior on hotel websites. *The 2009 International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference & Exposition*. San Francisco, CA. July 29 – August 1.

- Lee, S., & **Jeong, M.** (2009). Tourists' emotional experiences with an event and their consequences. The 2009 International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference & Exposition. San Francisco, CA. July 29 – August 1.
- Jeon, M., & **Jeong, M.** (2009). A conceptual framework to measure e-servicescape on a b&b website. The 2009 International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference & Exposition. San Francisco, CA. July 29 – August 1.
- Jeon, M., Lee, S., Lee, J., & **Jeong, M.** (2009) Customers' perceptions of website quality of online third party intermediaries (TPI). The 2009 International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference & Exposition. San Francisco, CA. July 29 – August 1.
- Oh, H., & **Jeong, M.** (2009). A self-service technology adoption model in the resort hotel environment. The 2009 International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference & Exposition. San Francisco, CA. July 29 – August 1.
- Jeon, M., & **Jeong, M.** (2009). Developing a conceptual framework for e-customer loyalty on a lodging Website. The 14th Annual Graduate Student Research in Hospitality and Tourism. Las Vegas, NV. January 4-7.
- Jeon, M., & **Jeong, M.** (2008). Effects of information quality on user behavior in comprehensive travel-service websites. The 2008 International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference & Exposition. Atlanta, GA. July 30 – August 2.
- Oh, H., & **Jeong, M.** (2008). Evaluating invariance of the performance-satisfaction relationship across lodging industry segments. Harrah's International Hospitality and Convention Summit. Las Vegas, NV. June 2 – 3. **Best Paper Award.**
- Jeon, M., & **Jeong, M.** (2008). A hotel performance evaluation: An analysis of an electronic customer review site. The 13th Annual Graduate Education & Graduate Students Research Conference in Hospitality & Tourism, Orlando, FL.
- Chen, C., & **Jeong, M.** (2008). Students' perspectives of environmental education need in the hospitality curriculum. The 13th Annual Graduate Education & Graduate Students Research Conference in Hospitality & Tourism, Orlando, FL.
- Tao, L., & **Jeong, M.** (2008). Customers' readiness toward facial recognition technology in the hospitality industry. The 13th Annual Graduate Education & Graduate Students Research Conference in Hospitality & Tourism, Orlando, FL.
- Niehm, L., Fiore, A., **Jeong, M.**, & Kim, H. (2007). Consumer awareness and perceptions of Pop-up retail: Response to a new experiential marketing format. The 2007 International Textile & Apparel Association.
- Jeong, M.**, Oh, H., Fiore, A., Niehm, L., & Hausafus, C. (2007). Students' perceptions of service learning activities in the rural community. The 2007 International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference & Exposition. Dallas, TX. July 25 – 29.
- Morosan, C., & **Jeong, M.** (2007). Duplication of tourism information: State tourism office website vs. vacation guides. The 2007 International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference & Exposition. Dallas, TX. July 25 – 29.

- Antonenko, Y., & **Jeong, M.** (2007). Customers' perceptions of hotels' overbooking management practices. The 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism. Houston, TX. Jan. 4 – 6,
- Morosan, C., & **Jeong, M.** (2006). Preliminary analysis of travelers' perceptions of hotel reservations on the Internet. The 2006 International Society of Travel and Tourism Educators (ISTTE) Annual Conference. Las Vegas, NV.
- Jeong, M.**, & Oh, H. (2006). Electronic word-of-mouth referral for prospective hotel customers. The 2006 International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference & Exposition. Crystal City, VA.
- Jeong, M.**, Morosan, C., & Park, M. (2006). Understanding visitors' perception of a state tourism Website by their socio-demographic profiles. Hospitality Information Technology Association (HITA) Research Conference. Minneapolis, MN.
- Morosan, C., & **Jeong, M.** (2006). Understanding travelers' adoption of hotel reservation Web sites. The 13th International Conference on Information Technology and Tourism. Lausanne, Switzerland.
- Tao, L., & **Jeong, M.** (2006). Listening to guests' real voice from their experience with hotels. The 11th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. Seattle, WA.
- Jeong, M.**, Hwang, J., & Kim, B. (2005). Benchmarking bed and breakfasts based on guest experiences: A case of the Iowa bed and breakfast industry. The Conference on Hospitality and Tourism Management. Montego Bay, Jamaica.
- Fiore, A. M., Niehm, L., Oh, H., **Jeong, M.**, Hausafus, C., & Austin, T. (2005). Experience economy strategies: Adding value to rural retail and hospitality businesses and communities. The 12th Recent Advances in Retailing & Services Science Conference. Orlando, FL.
- Asatryan, V., & **Jeong, M.** (2005). Guest experience-based benchmarking for the Bed and Breakfast industry: An analytic hierarchy process (AHP) approach. The 10th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Myrtle Beach, SC.
- Morosan, C., & **Jeong, M.** (2005). Travelers' online information search behavior. The 10th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Myrtle Beach, SC.
- Jeong, M.**, Oh, H., & Fiore, A. M. (2004). Investing in the experience economy of the bed and breakfast industry: Operators' strategies and needs. The 2004 International CHRIE Conference & Exposition. Philadelphia, PA.
- Oh, H., Fiore, A. M., & **Jeong, M.** (2004). Conceptualizing and measuring the four realms of tourism experience. The 2004 Travel and Tourism Research Association (TTRA) Conference. Montreal, Canada.
- Morosan, C., & **Jeong, M.** (2004). Gender differences in online travel information search behavior. The 9th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Houston, TX.

Oh, H., **Jeong, M.**, & Gregoire, M. (2003). Role of Website quality in online booking decision. The 2003 International CHRIE Conference & Exposition. Palm Spring, CA.

Jeong, M., Oh, H., & Horton, B. (2003). Applying expectancy theory to student evaluations of a course and instructor. The 2003 International CHRIE Conference & Exposition. Palm Spring, CA. **Best Paper Award.**

Jeong, M., & Fiore, A. M. (2002). Bringing Concepts of Electronic Commerce into the Classroom. The 2002 ITAA Conference. New York, NY.

Jeong, M., Oh, H., & Gregoire, M. (2002). Conceptualizing Web site quality and its consequences in the lodging industry. The 2002 International CHRIE Conference & Exposition. Orlando, FL.

Choi, J., & **Jeong, M.** (2002). Effects of picture presentation on lodging Web sites. The 2002 International CHRIE Conference & Exposition. Orlando, FL.

Jeong, M. (2001). Effects of perceived Web quality and attitudes on customers' intention to use a lodging Web site. The 2001 International CHRIE Conference & Exposition. Toronto, Canada.

Jeong, M. (2001). Effect of quality of Web sites on customers' attitudes and behaviors. CU² Joint Conference in Hospitality and Tourism. Hong Kong, China.

Wachter, K., Tidwell, D., & **Jeong, M.** (2000). Assessing perceived quality of Web site information and purchasing behavior. The International Conference of the Academy of Business Administration. Cancun, Mexico.

Jeong, M. (2000). Evaluating value-added lodging Web sites from customers' perspective. The 2000 International CHRIE Conference & Exposition. New Orleans, LA.

Wachter, K., & **Jeong, M.** (1999). Web retailers: A longitudinal study with strategic implications. Academy of Business Administration Global Trends Conference. St. Thomas, Virgin Islands.

Jeong, M. (1999). Understanding business travelers' information needs on lodging Web sites. The 1999 ISTTE Conference. Vancouver, Canada.

Jeong, M., & Lambert, C. (1999). Developing an information quality framework for lodging Web sites. The 1999 International CHRIE Conference & Exposition. Albuquerque, NM.

Farrar, A., Lambert, C., Lee, R., & **Jeong, M.** (1999). The design, development, implementation and evaluation of a Web-based collaborative simulation. The 1999 International CHRIE Conference & Exposition. Albuquerque, NM.

Jeong, M., & Wachter, K. (1999). A conceptual framework for assessing consumer behavior in Internet-based purchase decision. The 6th International Conference on Recent Advances in Retailing and Services Science. Las Croabas, Puerto Rico.

Jeong, M., & Lambert, C. (1998). Measuring information quality on lodging Web sites. The 1998 International CHRIE Conference & Exposition. Miami, FL.

Jeong, M. (1998). A conceptual framework for measuring effectiveness of advertising on the Web: Using “cyberspace to position hospitality firms in the marketspace.” The 3rd Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism. Houston, TX.

Jeong, M. (1997). Improving the process of the employee selection and retention by using the task characteristics framework. The 2nd Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism. Las Vegas, NV.

Jeong, M., & Oh, H. (1997). Service innovations through quality function deployment. The 1997 International CHRIE Conference & Exposition. Providence, RI.

Oh, H., & **Jeong, M.** (1995). Expectation-based market level prediction of customer satisfaction. The 1995 International CHRIE Conference & Exposition. Nashville, TN.

TECHNICAL REPORTS AND OTHER PUBLICATIONS

Oh, H., & **Jeong, M.** (2016). *Group Travel Disruption: Risks and How They Are Mitigated*. To Incentive Research Foundation.

Oh, H., **Jeong, M.**, & Tierney, E. (2015). *Developing A New Business Model for DMCs by Redesigning Their Value Propositions*. To Incentive Research Foundation.

Jeong, M., Thompson, L., & Naudin, B. (2012). *SMARTs Mass School Meals Accountability & Responsibility Training*. Massachusetts Department of Education. U.S. Department of Agriculture.

Jeong, M. (2010). The future of hospitality technology and students’ preparedness for changes. *Hosteur*, 19(1), 5-8.

Jeong, M., & Oh, H. (2009). *High Tech vs. High Touch in Resort Operations: Implications for Customer Service and Satisfaction*. Caesars Hospitality Research Center. University of Nevada, Las Vegas.

Jeong, M., Fiore, A., Oh, H., Niehm, L., & Hausafus, C. (2006). *Strengthening Competitive Advantage of Rural Business with E-Commerce and Experience Economy Strategies*. To Southern Rural Development Center.

Jeong, M. (Spring 2005). Ask an expert: Iowa tourism. *Visions*. 6.

Fiore, A. M., Oh, H., & **Jeong, M.** (2003). *Investment Priorities of Iowa Bed and Breakfast Owners*. To the Iowa Bed and Breakfast Association.

Jeong, M., Oh, H., & Gregoire, M. (2001). *Development of a Marketing Framework to Increase Sales on the Internet for Lodging Properties*. To American Hotel & Lodging Educational Foundation.

Jeong, M., & Wachter, K. (1999). Factors of consumers’ (re)exposure to Internet information. Mississippi Association for Family & Consumer Sciences 1999 Annual Meeting. Raymond, MS.

Jeong, M. & Roh, Y. (1997). Technobabble: Terms for non-techies. *Hosteur*. 7(1), 8-9.

INVITED LECTURES, PRESENTATIONS AND SEMINARS

Oh, H., **Jeong, M.**, Lee, S.A., & Shin, H.H. (2024, Aug. 26). Workforce development through career and social mobility. American Hotel & Lodging Association.

Jeong, M. (2021, Feb. 26). Research panelist. The 6th Annual ICHRIE-SECSA conference.

Jeong, M. (2020, Nov. 10). Moderator. Hospitality & Tourism Forum: The Future of the Events Industry and the Impact of COVID-19.

Jeong, M. (2019, Dec. 4 – 6). To research or to perish: Is it an option? *Iberoacademy of Management Conference*, Chia, Colombia.

Jeong, M. (2017, Jun. 5 – Jun. 17). International Summer School at Universidad de La Sabana, Bogota, Colombia. Social media and data analytics in the hospitality/tourism industry.

Jeong, M., Lee, S., Cartier, E., Back, R., Koh, J., & Shea, L. (2012, Aug.4). Reviewing and developing the event management program from the perspectives of three stakeholders: students, educators, and industry practitioners. The 2012 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference & Marketplace, Providence, RI, USA.

Jeong, M., Fiore, A.M., Oh, H., Niehm, L., Hausafus, C. (2008, Dec. 16). *Strengthening Competitive Advantage of Rural Business with E-Commerce and Experience Economy Strategies*. The National e-Commerce Extension Initiative Webinar Series. Available at <http://srdc.msstate.edu/ecommerce/webinar.html>

Jeong, M., Fiore, A. M., & Niehm, L. S. (2007, Jun. 4 - 6). E-commerce business strategies for small businesses and communities. *National E-Commerce Extension Initiative*. Nebraska City, NE.

Fiore, A.M., Oh, H., **Jeong, M.**, Niehm, L., & Oh, H. (2006, Mar. 17). Economic development through new value-added business strategies. Iowa State University ICN Live Broadcast to Main Street Iowa program directors. Ames, IA.

Fiore, A. M., Niehm, L., Oh, H., **Jeong, M.**, Hausafus, C., & Austin, T (2006, Jan. 21). An innovative rural entrepreneurship model for family and consumer sciences (FCS) curriculum. United States Department of Agriculture CSREES/SERD Project Directors Conference. New Orleans, LA.

Fiore, A.M., Oh, H., **Jeong, M.**, Niehm, L., Hausafus, C., & Austin, T. (2005, Nov. 18). Advantages of the experience economy for Main Street Iowa businesses. Presentation to Iowa Department of Economic Development Main Street Iowa (MSI) community project directors. Waterloo, IA.

Jeong, M., & Henroid, D. (2003, Apr. 11). Internet marketing of bed and breakfasts. Iowa Bed and Breakfast Guild Association Conference. Iowa City, IA.

Feinstein, A., & **Jeong, M.** (1996, Apr. 5). The Internet in the hospitality industry. The 1996 Society of Travel and Tourism Educators Conference. Ottawa, Canada.

SUPERVISION OF STUDENT RESEARCH

DOCTORAL STUDENTS (Major Professor)

- Shin, Hyejo Hailey (2017 – 2021). Dissertation Topic: Technology Experience: Measurement assessment and validation. Current position: Assistant professor at Hong Kong Poly Technic University, Hong Kong, China.
- Wang, Renee (2018 – 2020). Dissertation Topic: The Impact of Hotel Service Robot Appearance and Service Attributes on Customer Experience. Current position: Software developer at Cognixia-Wells Fargo, Raleigh, NC. U.S.A.
- Lee, Minwoo (2013 – 2017). Dissertation Topic: Others' reactions to service recovery efforts in social media: A third-party justice perspective. Current position: Associate professor at the University of Houston, TX. U.S.A.
- Lee, Seonjeong Ally (2010 – 2014). Dissertation Topic: Enhancing online consumers' anticipatory behavior: Application of transportation theory. Current position: Associate professor at Purdue University, IN. U.S.A.

- Jeon, Mindy Myunghee (2005 – 2009). Dissertation Topic: Impact of perceived website service quality on customer e-loyalty on a lodging website. Current position: Associate professor at Salem State University, MA. U.S.A.
- Boettger, Julie (2006 – 2009). Dissertation Topic: Effects of organizational attributes on adoption of technology for supply chain management in large school nutrition programs. Current position: Foodservice Director, School City of Hammond, Hammond, IN. U.S.A.
- Morosan, Crisitan (2001 – 2005). Dissertation Topic: Guests' reservation behavior in two online distribution channels. Current position: Professor at University of Houston, TX. U.S.A.

MASTER STUDENTS (Major Professor)

- Wu, Mei-Hsin (2011 - 2013). Thesis Title: Relationships among source credibility of electronic word of mouth (eWOM), perceived risk, and consumers' behavior.
- Rahman, Imran (2008 – 2010). Thesis Title: Students' perceptions of effectiveness of hospitality curricula and their preparedness.
- Choi, Choong Beom (2008 -2010). Thesis Title: Revenue management and perceptions of fairness.
- Zhou, Lin (2007 – 2009). Thesis Title: An evaluation of customers' e-servicescape of restaurant websites: An empirical approach.
- Yamauchi, Gabriela (2006 – 2008). Thesis Title: Effects of multimedia instructional material on students' learning and their perceptions of the instruction.
- Xu, Heng (2000 – 2002). Thesis Title: Impact of perceptual constructs on lodging Web user attitude, satisfaction, and behavioral intentions.
- Choi, Jiyoung (2000 – 2002). Thesis Title: Effect of picture presentations on the Web on customers' purchase decisions.
- Chen, Jinran (1999 – 2001). Thesis Title: Determinants of online hotel reservation system use.

DOCTORAL STUDENTS (Committee member)

- Shams, Ghazal (2024 – present). Dissertation Topic: Customer vulnerability in uncomfortable service encounters with apprehension effect of service robots.
- Jiang, Hui (2023 - present). Dissertation Topic: Digital technology and wellbeing.
- Li, Hengyun (2018). Dissertation Topic: The Impact of Social Influence on Customers' Post-purchase Willingness to Post Online Reviews and Online Rating Behavior. Current position: Assistant Professor at the Hong Kong Poly Technic University, Hong Kong, China.
- Gomez, Ricardo (2013). Dissertation Topic: A program evaluation of a policy intervention to increase racial diversity in the sciences and engineering.
- Yang, Meng (2012). Dissertation Topic: Social media and consumer behavior.
- Shin, Jee Hye (2008). Dissertation Topic: The concept of Subjective Well-Being and its process in restaurant experiences.
- Lee, Seung Suk (2008). Dissertation Topic: Relationships among leadership empowerment, job satisfaction, and employee loyalty in university dining student workers.
- Chen, Chao-Jung (2008). Dissertation Topic: College and university dining services administrators' intention to adopt sustainable practices: An application of the theory of planned behavior.
- Slevitch, Lisa (2007). Dissertation Topic: Relationship between attribute performance and customer satisfaction: A new perspective.
- Richardson, Marie (2007). Dissertation Topic: Serving methods and dining environment currently used in successful high school child nutrition programs in Georgia.
- Lee, Seung-Eun (2002). Dissertation Topic: Shopping for cultural products on the Internet.

PROFESSIONAL SERVICES

EDITOR

Journal of Hospitality & Tourism Education (2012 – 2021)

EDITORIAL REVIEW BOARDS

International Journal of Contemporary Hospitality Management (2013 – 2023)

Journal of Hospitality & Tourism Research (2015 – 2023)

Journal of Hospitality & Tourism Technology (2010 – 2023)

Journal of Foodservice Business Research (2016 – 2023)

Journal of Hospitality & Tourism Education (2008 – 2023)

Journal of Tourism, Heritage & Services Marketing (2014 – 2023)

AD HOC REVIEWER

International Journal of Hospitality Management

Annals of Tourism Research

Tourism Management

Cornell Hospitality Quarterly

Journal of Business Research

Current Issues in Tourism

Journal of Hospitality and Tourism Management

Journal of Hospitality and Tourism Insights

Journal of Travel & Tourism Marketing

Journal of Hospitality & Marketing Management

Asia-Pacific Education Researcher

Events and Tourism Review

Journal of Quality Assurance in Hospitality and Tourism

Information Technology in Hospitality

American Hotel & Lodging Educational Foundation's Research and Project Funding Program

Refereed Papers for The Council on Hotel, Restaurant, and Institutional Education

Refereed papers and posters of Graduate Education and Graduate Students Research Conference

DISCIPLINARY PROFESSIONAL & COMMUNITY SERVICES

- ENTER 24 PhD workshop reviewer (Nov. 2023)
- ICHRIE Research Committee (2019 – 2022)
- IRF's Academic network representative (2017 – present)
- Co-Chair for Services Management and Marketing Track, I-CHRIE (2013 – 2017)
- Promotion & Tenure reviews as an external reviewer

PROFESSIONAL COMMUNITY MEMBERSHIP

- Member of Council on Hotel, Restaurant, and Institutional Education (CHRIE) (1996 – present)
- Member of American Hotel & Lodging Association (2011 – present)
- Member of Meeting Professional International (2009 – present)
- Member of International Federation for IT and Travel & Tourism (2005 – 2010)
- Member of Hospitality Information Technology Association (2000 – 2018)

SERVICES AT UNIVERSITY LEVEL

- Reviewer of Research Grant - ASPIRE I at UofSC (2021 – present)
- University Provost's Advisory Committee for Women's Issues (PACWI) at UofSC (2017 – 2021)
- Preparing Future Faculty at Iowa State University (2001 – 2008)
- The Electronic Learning Taskforce – Iowa State University (1999)

SERVICES AT COLLEGE LEVEL

- HRSM Faculty Research & Grants Committee (2024 – present)

- RETL P&T Review Committee – Member (Jan. 2024)
- HRSM Faculty & Staff Awards Nomination Committee – Member (2022 – 2024)
- HRSM T&P Committee – Chair, UofSC (2019 – 2021)
- HRSM Event Minor Committee – Chair, UofSC (2017 – 2018)
- HRSM Research Committee, UofSC (2017 – present)
- HRSM T&P Committee, UofSC (2015 – 2019)
- HRSM Scholarship Committee, UofSC (2016 – 2020)
- HRSM Diversity Committee, UofSC (2016 – 2021)
- Task Force on Research Impact, UMass (2013 – 2015)
- FCEDS Planning Committee, Iowa State University (2007)
- HRIM Advisory Board Committee, Iowa State University (2005 – 2008)
- Honor and Award Committee, Iowa State University (2005 – 2008)
- Computer Resource Committee, Iowa State University (1999 – 2002)

SERVICES AT DEPARTMENT LEVEL

- HTMT's Post Promotion & Tenure Committee
- School of Hospitality & Tourism Management Director Search Committee – Member (2023 – 2024)
- HTMT Ph.D. Application Evaluation Committee, (2023 – present)
- Advisor, Eta Sigma Delta Honor Society, UofSC (2017 – present)
- HRTM Graduate Faculty Committee (2015 – present)
- Organizer, International Hospitality & Tourism Academy, UofSC (2016 – 2019)
- Faculty Search Committee, UofSC (2019, 2021)
- Chair, Faculty Search Committee, McCutchen Director, UofSC (2017)
- Interim Faculty Advisor, HRTM Planners Club (2016)
- Director Search Committee, School of HTRM, UofSC (2015)
- Faculty Search Committee, UMass (2012)
- Director, International Hospitality Summer Academy, UMass (2011 – 2015)
- Lecturer Search Committee, UMass (2011)
- Advisor, Eta Sigma Delta Honor Society, UMass (2010 – 2015)
- Advisor, UMass Student Chapter of American Hotel & Lodging Association, UMass (2010 – 2014)
- Faculty Search Committee, UMass (2010 – 2011)
- Faculty Coordinator, Internship, UMass (2009 – 2015)
- Promotion & Tenure Committee, Iowa State University (2007 – 2008)
- Faculty Search Committee, Iowa State University (2002, 2006, 2007)
- Library Liaison, Iowa State University (2005 – 2007)
- Honor and Award Committee, Iowa State University (2005 – 2008)
- Curriculum Committee, Iowa State University (2003 – 2008)
- Advisor, HRIM Student Club, Iowa State University (2001 – 2002)
- Scholarship Committee, Iowa State University (1999 – 2001)
- Graduate Faculty Committee/ Graduate Application Screening Committee, Iowa State University (1999 – 2008)
- Computer Resource Committee, Iowa State University (1999 – 2002)
- Post-Tenure Review Committee, Iowa State University (1999 – 2008)