

**RACHEL HYUNKYUNG LEE**

Ph.D. Candidate

**Conrad N. Hilton College of Global Hospitality Leadership**University of Houston, *Houston*, TX, United States

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Houston, TX 77204-3028

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**EDUCATION**

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<b>Ph.D. Candidate in Hospitality Administration</b>	Expected: May 2024
Conrad N. Hilton College, University of Houston, <i>Houston, TX</i>	
<b>Master of Science, Hospitality Management</b>	May 2018
Conrad N. Hilton College, University of Houston, <i>Houston, TX</i>	
<b>Master of Science, Marketing, Business Administration</b>	Aug 2016
Korea University, <i>Seoul, Korea</i>	
<b>Bachelor of Arts, Business Administration</b>	Aug 2013
Chung-ang University, <i>Seoul, Korea</i>	

**HONORS & AWARDS**

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- Dr. Tiffany Legendre's UH Small Grant (\$6,000), Conrad N. Hilton College, University of Houston (2022)
- Ph.D. Student Graduate Research Fellowship, Conrad N. Hilton College, University of Houston (2021-2024)
- Presidential Fellowship, Conrad N. Hilton College, University of Houston (2021-2024)
- HFTP Graduate Scholarship, Hospitality Financial and Technology Professionals (2016-2018)
- Hilton College Scholarship, Conrad N. Hilton College, University of Houston (2016-2018)
- Par Excellence Scholarship, Conrad N. Hilton College, University of Houston (2016-2018)

**TEACHING EXPERIENCE**

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**Teaching Interests**

- Hospitality marketing
- Food and beverage management
- Hospitality management
- Consumer behavior
- Sustainability
- Social media marketing

**Instructor**

2022 – Present

*University of Houston***GHL 3361: Hospitality Marketing**, Face-to-Face mode, Undergraduate**Guest Lecturer***University of Houston***HRMA 1320: Foodservice Management, Topic:** Foodservice industry trends, F&B control system  
Hybrid Mode, Undergraduate, 2022 Spring**HRMA 7341: Food and Beverage System Management, Topic:** Consumer Psychology  
Hybrid Mode, Graduate, 2021 Fall

## ACADEMIC RESEARCH EXPERIENCE

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### Research Interests

- Sustainability
- Artificial Intelligence (AI) usage
- Consumer behavior and psychology
- Foodservice management
- Food innovation

### Research Experience

#### Journal articles publication:

- Shin, M., **Lee, R.H.**, Min, J.E., & Legendre, T.S. (1<sup>st</sup> round review). Connecting Biophilic Design with Luxury Service. *Psychology and Marketing*.
- Jarvis, N., **Lee, R.H.**, Legendre, T.S., Jackson, J., & Jamal, G., (under review). Feasibility of Adopting Imperfect Produce in On-site Foodservice: Expert Opinions and Consumer Sensory Discrimination. *International Journal of Contemporary Hospitality Management*.
- Ding, A., **Lee, R.H.**, Legendre, T.S., & Madera, J. (2022). Anthropomorphism in Hospitality and Tourism: A Systematic Review and Agenda for Future Research. *Journal of Hospitality and Tourism Management*.
- Lee, M. & **Lee, R.H.** (2020). Factors Influencing the Effectiveness of Typical Search Advertising and Shopping Search Advertising: Focusing on American Consumers. *Journal of OOH Advertising Research*, 17(3), 65-95

#### Books & Book Chapters:

- **Lee, R.H.** & Legendre, T.S. (accepted book chapter). Corporate Efforts to Do Good for the Society: A Case Study of Corporate Social Responsibility Endeavors by Hilton Worldwide Holdings, Inc. *Teaching Cases in Tourism, Hospitality and, Events*. CABI, UK.

#### Conference presentations & proceedings:

- **Lee, R.H.**, Shin, M., Min, J.E., Legendre, T.S. (2022). Connecting Biophilic Design with Luxury Service. *The 75<sup>th</sup> Annual International CHRIE Conference*. Washington, D.C.
- **Lee, R.H.**, Jarvis, N., Legendre, T.S., (2022). Feasibility of Adopting Imperfect Produce in On-site Foodservice. *The 27<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Houston, TX.
- Ding, A., **Lee, R.H.**, Legendre, T.S., & Madera, J. (2022). Anthropomorphism in Hospitality and Tourism: A Systematic Review and Agenda for Future Research. *The 27<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Houston, TX.
- **Lee, R.H.** & Legendre, T.S. (2021). The Effects of Artificial Intelligence Message Customization and Moral Reminder on Pro-environmental Behavior. *West Federation CHRIE Conference*. Virtual.
- **Lee, R.H.** & Bowen, J.T. (2018). Designing Effective Social Media E-WOM Referral Programs. *The 23<sup>rd</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Fort Worth, TX.

## PROFESSIONAL EXPERIENCE

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### Marketing Director, Tran Law Group, Houston, TX

July 2019 – July 2021

- Establish a strategic marketing plan and promote services and content over social media that is consistent with an organization's brand and social media strategy.
- Managing a budget to be spent on promoting social media posts, pay-per-click (PPC) advertising, SEO development, and data analytics and deliver reports on monthly analytics.

### Customer service representatives, Devan Lodging Group, Houston, TX

June 2018 – July 2019

- Cooperated with online travel agency by generating revenue and managed guest reservations by utilizing property management system 'OnQ'.
- Contributes to marketing strategy by leveraging social media to identify and acquire customers.

### Manager, BBQ Garden Korean Restaurant, Houston, TX

Aug 2017 – June 2018

- Managed guest reservations and took responsibility for customer service

- Handled conflicts with a positive attitude encouraging all guests to create a pleasant dining experience

**Sales and Marketing intern**, Mayfield Hotel, *Gimpo, South Korea* May 2017 – July 2017

- Assisted manager to contact clients and attend conventions by arranging meetings.
- Made sales calls with prospective clients to create business events.
- Kept track of the procedure of establishing events such as budgeting, managing inventory, and simulations.

**Customer service representatives**, Volkswagen Dealership, *Bundang, South Korea* Feb 2016 – July 2016

- Served as guest contact via phone and provided information regarding inventory or hours of operation.
- Managed after purchase quality maintenance and record of sales.

**General Manager**, Chungdo English Language School, *Gyeonggi, South Korea* Feb 2013 – Feb 2014

- Helped students improve their listening and reading skills after classes.
- Prepared daily lesson plans utilizing materials, supplemental instructional materials, audio and visual aids.
- Interacted with parents and students periodically to maintain continuous and satisfactory progress.

**Online Marketing Associate**, Business Consulting Firm, *Gyeonggi, South Korea* Jun 2011 – Sep 2011

- Engaged in content marketing, search engine optimization, and email marketing.
- Collaborated with marketing consultants to develop and executed integrated campaign strategies across all channels

## TECHNICAL SKILLS

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Statistics software: SPSS, AMOS

Content analysis software: Leximancer

Bibliographic analysis software: VosViewer

Graphic design: Adobe Photoshop, 3D immersion software ‘Twinmotion’

## SERVICE

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2022 – Present

**Treasurer of the Hilton Doctoral Student Association**

Conrad N. Hilton College of Global Hospitality Leadership  
University of Houston

May 2017 – May 2018

**President, Korea Graduate Students Association**

Conrad N. Hilton College of Global Hospitality Leadership  
University of Houston

## VOLUNTEER AND LEADERSHIP ACTIVITIES

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Mar 2014 – Feb 2015

**Tutor** for foreign undergraduate students, *Korea University, Seoul, South Korea*

Taught international students at Korea University

Subject: Business Statistics and Principles of Marketing

July 2010 – Aug 2010

**Chung-Ang University World Culture Experience Team**, *South Korea*

Mar 2008 – Dec 2009

**Vice-president**, Chung-ang University English Debate Society, *South Korea*

Sep 2008 – Nov 2008

**Promotion Director**, University Presidential Cup Debate Championship, *South Korea*

May 2007 – Aug 2007

**Assistant Manager**, *Paju English Village, South Korea*

May 2007

Volunteer work in All Asian Debate Championship, *South Korea*