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## **EDUCATION**

- Ph.D.** Hospitality and Tourism Management, Purdue University,  
West Lafayette, IN, August 2002
- MTA** (Master of Tourism Administration) in Tourism and Hospitality Management  
The George Washington University, Washington, D.C., August 1999.
- MBA** International Business  
The George Washington University, Washington, D.C., August 1989.
- B.S.** Mechanical Engineering, College of Engineering  
Hanyang University, Seoul, Korea, February 1984.

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## **PROFESSIONAL EXPERIENCE**

### **TEACHING EXPERIENCE**

- Associate Professor**, School of Hospitality and Tourism Management, Purdue  
University, August 2008-Present.
- Assistant Professor**, Department of Hospitality and Tourism Management, Purdue  
University, July 2005-July 2008.
- Assistant Professor**, Department of Hotel, Restaurant, Institution Management and  
Dietetics, **Kansas State University, July 2002-June 2005.**
- Instructor**, Department of Hospitality and Tourism Management, Purdue University, Aug  
1999-Dec 2001

### **INDUSTRY EXPERIENCE**

- Deputy General Manager**, Management Policy Planning Team, LG Merchant Banking  
Corporation (A member of LG Group), March 1996- April 1998.
- Manager**, Corporate Marketing Team, LG Merchant Banking Corporation,  
July 1995- March 1996
- Manager**, Credit Analysis Department, Joeun Leasing Co., Ltd. (A subsidiary of Korea

Housing Bank), July 1991 – June 1995.  
**Assistant Manager**, Computer Monitor Export Department, Hyundai Electronics and Industries Ltd. (A member of Hyundai Group), October 1989 – October 1990.  
**First Lieutenant**, Construction-Project-Plan Analysis Officer, Civil Engineering Planning Division, Directorate of Civil Engineering, Korea Air Force Head Quarters, August 1985 – July 1987.  
**Second Lieutenant**, Construction-Project-Plan Analysis Officer, Civil Engineering Planning Division, Directorate of Civil Engineering, Korea Air Force Head Quarters, March 1984 – July 1985.

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## HONORS & AWARDS

### Teaching Awards

**Teaching Award** (2012). The *Bruce I. Lazarus* Teaching Award, HTM, Purdue University.

**Outstanding Teaching Award** (2009). 2008-2009 Mary L. Matthews Outstanding Undergraduate Teacher Award 2008-2009. College of Consumer and Family Sciences. Purdue University.

**Teaching Award** (2008). The *Bruce I. Lazarus* Teaching Award, HTM, Purdue University.

**Winner, Outstanding Graduate Student Teaching Award** (2002), Purdue University

### Research Awards and Honors

**Best Paper Award** (2011). The 9<sup>th</sup> Asia Pacific CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, Hong Kong, China, June 2-5, 2011. (With K. Park)

**Best Paper Award** (2010). The Harrah Hospitality Research Summit, Las Vegas, Nevada, June 9<sup>th</sup> -11<sup>th</sup>. (With E. Jeong)

**Literati Network Award for Excellence 2010**. Highly Commended Paper Award, “Identifying the underlying structure of perceived service fairness in restaurants?” International Journal of Contemporary Hospitality Management. 21(4), 375-392. (With Y. Namkung, B. Almanza, & J. Ismail).

**Best Research Paper Award of the Year** (2009). W. Bradford Wiley Memorial Best Research Paper of the Year Award, i-CHRIE, San Francisco, CA. July 29, 2009. (With C. Tang, & M. Chen)

**Best Paper Award** (2009). The Asia Pacific Tourism Association (APTA) 15<sup>th</sup> Annual Conference. Incheon, Korea. (With K. Park)

**Excellent Paper Award** (2009). The 8<sup>th</sup> Asia Pacific Forum for Tourism. Seoul, Korea. (With K. Park)

**Literati Network Award for Excellence 2009**. Highly Commended Paper Award, “Are highly satisfied restaurant customer really different? From a quality perception perspective.” International Journal of Contemporary Hospitality Management. 20(2), 142-155. (With Y. Namkung).

**Best Paper Award** (2009). The 14th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, Nevada, January 4-6. (With L. Tang and A. Morrison).

**Faculty Development Award** (2008). Arnold I. Cohen Faculty Development Award, HTM, Purdue University

**Best Paper Award** (2008). The 13th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Orlando, Florida January 3-5. (With C. Tang).

**Literati Network 2007 Award for Excellence** (2007). Highly Commended Paper Award, “The effects of atmospheric elements on customer impression,” International Journal of Contemporary Hospitality Management (2006), Volume 18, Issue 7, p.534-545. (With C. Countryman).

**Best Paper Award** (2007). International Hospitality and Tourism Virtual Conference 2007. April 18-25, 2007. “Group revenue management: A modified EMSR model” (With F. Chen and S. Kline).

**Most Commended Paper Award** (2007). International Hospitality and Tourism Virtual Conference 2007. April 18-25, 2007. “Do Macao and Hong Kong have an identical image as travel destination?: An examination of travel related websites” (With L. Tang and A. Morrison).

**Citation of Excellence** (2006). “Top 10 Most Referenced Articles Online” in Journal of Travel and Tourism Marketing for the Year. “Travel motivations and destination choice: A study of British outbound market” Journal of Travel and Tourism Marketing (2002), Volume 13, Issue 3, p. 111-133. (With L. Cai).

**Best Paper Award (Runner-up)** (2006). International Hospitality and Tourism Virtual Conference 2006. May 22-28, 2006. (With F. Chen).

**Best Paper Nominees** (2006). 11<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Seattle, Washington, January 5-7, 2006. (One with L. Hsu and the other with C. Tang)

**Best Paper Award** (2005). The 2005 International CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, Las Vegas, Nevada, July 27-31, 2005. (With S. Ham, & G. Hong)

**Best Paper Award** (2005) (2<sup>nd</sup> place in the Overall Conference and 1<sup>st</sup> place in Travel and Tourism Area), The 10th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Myrtle Beach, South Carolina, January 5-7. (With K. Ryu).

**Best Paper Award** (2004). The 2004 International CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, Philadelphia, PA July 28-31, 2004. (With C. Countryman).

**Citation of Excellence** (2004). Emerald Management Reviews, MCB University Press, U.K. Awarded to the top 10 percent of research papers selected from among accredited management journals worldwide. Title of papers: 1. Understanding Japanese travel expenditure patterns by income level, 2. A Procedure for Target Market Selection in Tourism.

**Best Research Grant Award** (2003), The 2003 TTRA (Travel & Tourism Research Association) Annual Conference, St. Louis, Missouri, June 15-18. Sponsored by National Tourism Foundation.

**Citation of Excellence** (2003). Emerald Management Reviews, MCB University Press, U.K. Title of papers: 1. "Analysis of return on hotel investment: a comparison of commercial hotel companies and casino hotel companies," 2. "Heavy spenders, medium spenders and light spenders of Japanese outbound pleasure travelers." 3. "Travel motivations and destination choice: a study of British outbound market."

**Best Paper Award** (2002), The 2002 ISTTE (International Society of Travel and Tourism Educators) Annual Conference, Salt Lake City, Utah, Oct. 10-12, 2002.

**Citation of Excellence** (2002). Emerald Management Reviews, MCB University Press, U.K. Title of paper: "Determinants of travel mode choice of senior travelers to the United States"

**Best Paper Award** (2002), The 7th Annual Graduate Education and Graduate

Students Research Conference in Hospitality and Tourism, Houston, Texas,  
January 3-5. (With L. Cai)

**Best Paper Award** (2<sup>nd</sup> Place Winner, 2001), The 2001 Travel and Tourism Student  
Research Paper Competition, sponsored by the Censtates chapter of the Travel &  
Tourism Research Association (TTRA).

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## ACADEMIC PUBLICATIONS

### REFEREED JOURNAL

#### 1. Accepted/in press

Lee, S., & Jang, S. (in press). Spillover of compliment-based promotions: Evidence from  
Atlantic City. Journal of Hospitality and Tourism Research.

Jang, S., Tang, C., Park, K., & Hsu, J. (in press). Marketing-Finance Interface: A  
direction for hospitality and tourism management. Tourism Economics

Lee, S., & Jang, S. (in press). Is hiding fair? Exploring consumer resistance to unfairness  
in opaque pricing. International Journal of Hospitality Management

Lee, S., & Jang, S. Conditional agglomeration externalities in lodging markets. Journal  
of Hospitality and Tourism Research

Park, J. & Jang, S. Psychographics: Static or dynamic? International Journal of Tourism  
Research

Lee, S., & Jang, S. (in press). Portfolio approach in lodging firms' investment behavior:  
Examining investment-disinvestment interdependency. Cornell Hospitality  
Quarterly

#### 2. Published/In print

Park, K., & Jang, S. (2013). Effects of within-industry diversification and related  
diversification strategies on firm performance. International Journal of Hospitality  
Management, 34, 51-60.

Ha, J., & Jang, S. (2013). Determinants of diner's variety seeking intentions. Journal  
of Services Marketing, 27(2), 155-165.

- Lee, S., & Jang, S. (2013). Asymmetry of price competition in the lodging market. Journal of Travel Research, 52(1), 56-67.
- Seo, S., Jang, S., Miao, L., Almanza, B, and Benke, C. (2013). The impact of food safety events on the value of food-related firms: An event study approach. International Journal of Hospitality Management, 33, 153-165.
- Park, K., & Jang, S. (2013). Capital structure, free cash flow, diversification and firm performance: A holistic analysis. International Journal of Hospitality Management, 33, 51-63.
- Ha, J., & Jang, S. (2013). Attributes, consequences, and consumer values across restaurant segments: A means-end chain approach. International Journal of Contemporary Hospitality Management, 23(3), 383-409.
- Park, J., & Jang, S. (2013). Confused by too many choices? Choice overload in tourism. Tourism Management, 35(1), 1-12.
- Sohn, J., Tang, C., & Jang, S. (2013). Does the asset-light and fee-oriented strategy create value? International Journal of Hospitality Management, 32, 270-277.
- Ha, J., & Jang, S. (2013). Variety seeking in restaurant choice and its drivers. International Journal of Hospitality Management, 32(1), 155-168.
- Kim, J. & Jang, S. (2012). Comparative analyses of hotel REIT: Examining risk-return and performance characteristics. International Journal of Contemporary Hospitality Management, 24(4), 594-613.
- Kwon, S., & Jang, S. (2012). Effects of compensation for service recovery: From the equity theory perspective. International Journal of Hospitality Management, 31(4), 1235-1243
- Jang, S., Ha, J., & Park, K. (2012). Effects of ethnic authenticity: Investigating Korean restaurant customers in the U.S. International Journal of Hospitality Management, 31(3), 990-1003.
- Lee, S., & Jang, S. (2012) Re-examining the overcapacity of the U.S. lodging industry. International Journal of Hospitality Management, 31(4), 1050-1058.
- Kim, H., Park, J., Lee, S., & Jang, S. (2012). Do expectations of future wealth increase outbound tourism?: Evidence from Korea. Tourism Management, 33(5), 1141-1147.
- Phillips, W., & Jang, S. (2012). Exploring seniors' casino visiting intention. Journal of Hospitality and Tourism Research, 36(3), 312-334.

- Lee, S., & Jang, S. (2012). The real estate risk of hospitality firms: Examining stock-return sensitivity to property values. International Journal of Hospitality Management, 31(3), 695-702.
- Ha, J., & Jang, S. (2012). The effects of dining atmospherics on behavioral intentions through quality perception. Journal of Services Marketing, 26(3), 204-215.
- Kim, J., & Jang, S. (2012). Do hotel REIT companies face investment constraints?: A comparison with C-corporation hotel companies. International Journal of Hospitality Management, 31(2), 573-578.
- Lee, S., & Jang, S. (2012). Premium or discount in room rates?: The dual effects of a central downtown location. Cornell Hospitality Quarterly, 53(2), 165-173.
- Tang, C., & Jang, S. (2012). Hedging weather risk in nature-based tourism businesses: A proposal for ski resorts. Journal of Hospitality and Tourism Research, 36(2), 143-163.
- Tang, L., & Jang, S. (2012). Investigating the routes of communication on destination websites. Journal of Travel Research, 51(1), 94-108.
- Choi, S., Lehto, X., Morrison, A., & Jang, S. (2012). Structure of travel planning processes and information use patterns. Journal of Travel Research, 51(1), 26-40.
- Tang, L., Jang, S., & Morrison, A. (2012). Dual-route communication of destination websites. Tourism Management, 33(1), 38-49.
- Park, K. & Jang, S. (2012). Duration of advertising effect: Considering franchising in the restaurant industry. International Journal of Hospitality Management, 31(1), 257-265.
- Park, K. & Jang, S. (2012). Effect of diversification on firm performance: Application of the Entropy measure. International Journal of Hospitality Management, 31(1), 218-228.
- Jang, S., Choi, K., & Lee, K. (2011). External shocks and efficiency changes in the U.S. airline industry. Service Industries Journal, 31(14), 2411-2435.
- Lee, S., & Jang, S. (2011). Foreign exchange exposure of US tourism-related firms. Tourism Management, 32(4), 934-948.
- Jang, S., & Park, K. (2011). Inter-relationship between firm growth and profitability. International Journal of Hospitality Management, 30(4), 1027-1035.
- Chen, M., Jang, S., Peng, Y. (2011). Discovering optimal tourism market mixes.

- Journal of Travel Research, 50(6), 602-614.
- Namkung, Y., Jang, S., & Choi, S. K. (2011). Customer complaints in restaurants: Do they differ by service stages and loyalty levels? International Journal of Hospitality Management, 30(3), 495-502.
- Jang, S., Liu, Y., & Namkung, Y. (2011). Effects of authentic atmospherics in ethnic restaurants: Investigating Chinese restaurants. International Journal of Contemporary Hospitality Management, 23(5), 662-680.
- Jeong, E., & Jang, S. (2011). Restaurant experiences triggering positive electronic word of mouth (eWOM) motivations. International Journal of Hospitality Management, 30(2), 356-366.
- Jang, S. (2011). Growth-focused or profit-focused firms: Transitions toward profitable growth. Tourism Management, 32(3), 667-674.
- Kwon, S., & Jang, S. (2011). Price bundling presentation and consumer's bundle choice: The role of quality certainty. International Journal of Hospitality Management, 30(2), 337-344.
- Jang, S., Park, K., & Lee, J. (2011). Estimating cashflow-at-risk: A comparables approach for restaurant firms. Cornell Hospitality Quarterly, 52(3), 232-240.
- Lee, S., & Jang, S. (2011). Room rates of airport hotels: Examining the dual effects of proximity. Journal of Travel Research, 50(2), 186-197.
- Tang, C., & Jang, S. (2011). Weather risk management: Geographic diversification and financial hedging for ski resorts. International Journal of Hospitality Management, 30(2), 301-311.
- Jang, S., & Park, K. (2011). Hospitality finance research during recent two decades: Subjects, methodologies, and citations. International Journal of Contemporary Hospitality Management, 23(4), 479-497.
- Park, K., & Jang, S. (2011). Mergers and acquisitions and firm growth: Investigating restaurant firms. International Journal of Hospitality Management, 30(1), 141-149.
- Hsu, L, Jang, S., & Canter, D. (2010). Factors affecting franchise decisions in the restaurant industry. Journal of Hospitality and Tourism Research, 34(4), 440-454.
- Lee, S., & Jang, S. (2010). Internationalization and exposure to foreign currency risk: An examination of lodging firms. International Journal of Hospitality Management, 29(4), 701-710.
- Phillips, W., & Jang, S. (2010). Destination image differences between visitors and



- non-visitors: A case of New York City. International Journal of Tourism Research, 12(5), 642-645.
- Namkung, Y., & Jang, S. (2010). Service failures in restaurants: Which stage of service failure is the most critical? Cornell Hospitality Quarterly, 51(3), 323-343.
- Stepchenkova, S. Tang, L, Jang, S., Kirilenko, A., & Morrison, A. (2010). Benchmarking CVB website performance: Spatial and structural patterns. Tourism Management, 31(5), 611-620.
- Ha, J., & Jang, S. (2010). Effects of service quality and food quality: The moderating role of atmospherics in an ethnic restaurant segment. International Journal of Hospitality Management, 29(3), 520-529.
- Park, K., & Jang, S. (2010). Insider ownership and firm performance: An examination of restaurant firms. International Journal of Hospitality Management, 29(3), 448-458.
- Kim, J., & Jang, S. (2010). Dividend behavior of lodging firms: Heckman's two-step approach. International Journal of Hospitality Management, 29(3), 413-420.
- Park, K., & Jang, S. (2010). Firm growth patterns: Examining the associations with firm size and internationalization. International Journal of Hospitality Management, 29(3), 368-377.
- Tang, C., & Jang, S. (2010). Does international diversification discount exist in the hotel industry? Journal of Hospitality and Tourism Research, 34(2), 225-246.
- Ryu, K., Han, H., Jang, S. (2010). Relationships among hedonic and utilitarian values, satisfaction and behavioral intentions in the fast-casual restaurant industry. International Journal of Contemporary Hospitality Management, 22(3), 416-432.
- Ha, J., & Jang, S. (2010). Perceived values, satisfaction, and behavioral intentions: The role of familiarity in Korean restaurants. International Journal of Hospitality Management, 29(1), 2-13.
- Liu, Y., & Jang, S. (2009). The effects of dining atmospherics: An extended Mehrabian-Russell model. International Journal of Hospitality Management, 28(4), 494-503.
- Jang, S., & Ha, A. (2009). Asian foods in the U.S.: Developments, customer profiles, and experiences. Journal of Foodservice Business Research, 12(4), 403-412.
- Namkung, Y., Jang, S., Almanza, B., & Ismail, J. (2009). Identifying the underlying structure of perceived service fairness in restaurants. International Journal of Contemporary Hospitality Management, 21(4), 375-392.

- Koh, J. H., & Jang, S. (2009). Determinants of using operating lease in the hotel industry. International Journal of Hospitality Management, 28(4), 638-640.
- Jang, S., & Tang, C. (2009). Simultaneous impacts of internationalization and financial leverage on profitability. Journal of Hospitality and Tourism Research, 33(3), 347-368.
- Tang, C., & Jang, S. (2009). The tourism-economy causality of the United States: A sub-industry level examination. Tourism Management, 30(4), 553-558.
- Jang, S., & Namkung, Y. (2009). Perceived quality, emotions, and behavioral intentions: Application of an extended Mehrabian-Russell model to restaurants. Journal of Business Research, 62(4), 451-460.
- Liu, Y., & Jang, S. (2009). Perceptions of Chinese restaurants in the U.S.: What affects customer satisfaction and behavioral intentions? International Journal of Hospitality Management, 28(3), 338-348.
- Namkung, Y., & Jang, S. (2009). The effect of interactional fairness on satisfaction and behavioral intentions: Mature versus non-mature customers. International Journal of Hospitality Management, 28(3), 397-405.
- Ha, J., & Jang, S. (2009). Perceived justice in service recovery and behavioral intentions: The role of relationship quality. International Journal of Hospitality Management, 28(3), 319-327.
- Jang, S., & Ham, S. (2009). The double-hurdle analysis of travel expenditure: Baby boomer seniors versus older seniors. Tourism Management, 30, 372-380.
- Jang, S., Bai, B., Hu, C., & Wu, E. (2009). Affect, travel motivation and travel intention: A senior market. Journal of Hospitality and Tourism Research, 33(1), 51-73
- Hsu, L., & Jang, S. (2009). Effects of restaurant franchising: Does an optimal franchise proportion exist? International Journal of Hospitality Management, 28(2), 204-211.
- Jang, S., Ha, A., & Silkes, C. (2009). Perceived attributes of Asian foods: From the perspective of the American customer. International Journal of Hospitality Management, 28(1), 63-70.
- Jang, S., & Kim, J. (2009). Revisiting the financing behavior of restaurant firms: The firm-size perspective. International Journal of Hospitality Management, 28(1), 177-179.

- Tang, L., & Jang, S. (2008). Tourism information trust as a bridge between information value and satisfaction: An exploratory study. Tourism Analysis, 13(5/6), 565-578.
- Tang, C., & Jang, S. (2008). REIT requirements and hotel REITs' profitability: A comparative analysis. International Journal of Hospitality Management, 27, 614-622
- Jang, S., Tang, C., & Chen, M. (2008). Financing behaviors of hotel companies. International Journal of Hospitality Management, 27, 478-487.
- Phillips, W., & Jang, S. (2008). Destination image and tourist attitude. Tourism Analysis, 13(4), 401-411.
- Ryu, K., & Jang, S. (2008). Influence of restaurant physical environments on emotion and behavioral intention. The Service Industries Journal, 28(8), 1151-1165.
- Hsu, L., & Jang, S. (2008). Advertising expenditure, intangible assets, and risk: A study of restaurant companies. International Journal of Hospitality Management, 27, 259-267.
- Ryu, K., & Jang, S. (2008). DINESCAPE: A scale for customers' perception of dining environments. Journal of Foodservice Business Research, 11(1), 2-22.
- Cho, M., & Jang, S. (2008). Investigating the structure of vacation information value. Journal of Travel Research, 47(1), 72-83.
- Jang, S., & Chen, M. (2008). Financial portfolio approach to optimal tourist market mixes. Tourism Management, 29, 761-770.
- Chiang, C., & Jang, S. (2008). The antecedents and consequences of psychological empowerment: The case of Taiwan's hotel companies. Journal of Hospitality and Tourism Research, 32(1), 40-61.
- Yuan, J., & Jang, S. (2008). The effects of quality and satisfaction on awareness and behavioral intentions: Exploring the role of a wine festival. Journal of Travel Research, 46, 279-288.
- Jang, S., & Feng, R. (2008). Understanding tourist revisit behavior: From a temporal perspective. Tourism Analysis, 13(3), 317-321.
- Namkung, Y., & Jang, S. (2008). Are highly satisfied restaurant customer really different? From a quality perception perspective. International Journal of Contemporary Hospitality Management, 20(2), 142-155.
- Chiang, C., & Jang, S. (2008). An Expectancy Theory Model for Hotel Employee Motivation. International Journal of Hospitality Management, 27(2), 313-322.

- Lehto, X., Jang, S., Achana, F., & O'Leary, J. (2008). Exploring tourism experience sought: A cohort comparison of baby boomers and the silent generation. Journal of Vacation Marketing. 14(3), 237-252.
- Hsu, L., & Jang, S. (2007). The post-merger performance of hotel companies. Journal of Hospitality and Tourism Research. 31(4), 471-485.
- Namkung, Y., & Jang, S. (2007). Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioral intentions. Journal of Hospitality and Tourism Research. 31(3), 387-410.
- Jang, S., Ham, S., & Hong, G. (2007). Food-Away-From-Home (FAFH) expenditure of senior households in the U.S.: A double-hurdle approach. Journal of Hospitality and Tourism Research. 31(2), 147-167.
- Lee, M., & Jang, S. (2007). Market diversification strategy and financial performance and stability: A study of hotel companies. International Journal of Hospitality Management. 26(2), 362-375.
- Jang, S., & Feng, R. (2007). Temporal destination revisit intention: The effects of novelty seeking and satisfaction. Tourism Management. 28(2), 580-590.
- Phillips, W., & Jang, S. (2007). Destination image and visit intention: Examining the moderating role of motivation. Tourism Analysis. 12(4), 319-326.
- Lee, J., & Jang, S. (2007). The systematic-risk determinants of the US airline industry. Tourism Management. 28(2), 434-442.
- Ryu, K., & Jang, S. (2007). The effect of environmental perceptions on behavioral intentions through emotions: The case of upscale restaurant. Journal of Hospitality and Tourism Research. 31(1), 56-72.
- Jang, S., Hu, C., Morrison, A. M., & O'Leary, J. T. (2007). Demonstrating an exploratory-confirmatory factor approach to travel activity patterns: A study of French pleasure travelers to North America. Tourism Analysis. 12, 149-164.
- Tang, C., & Jang, S. (2007). Revisit to the determinants of capital structure: A comparison between lodging firms and software firms. International Journal of Hospitality Management. 26(1), 175-187.
- Chen, M., Jang, S., & Kim, W. G. (2007). The impact of SARS outbreak on Taiwanese hotel stock returns: An event study approach. International Journal of Hospitality Management. 26(1), 200-212.
- Bai, B., Hu, C., & Jang, S. (2006). E-Relationship marketing and hotel websites.

- Journal of Travel and Tourism Marketing. 21(2/3), 33-48.
- Ryu, K., & Jang, S. (2006). Intention to experience local cuisine in a travel destination: The modified theory of reasoned action. Journal of Hospitality and Tourism Research. 30(4), 507-516.
- Countryman, C., & Jang, S. (2006). Effects of atmospheric elements on customer impression: The case of hotel lobbies. International Journal of Contemporary Hospitality Management. 18(7), 534-545.
- Chiang, C., & Jang, S. (2006). The effects of perceived price and brand image on value and purchase intention: Leisure travelers' attitudes toward online hotel booking. Journal of Hospitality and Leisure Marketing. 15(3), 49-69.
- Cho, S., Woods, R., Jang, S., Erdem, M. (2006). Measuring the impact of human resource management practices on hospitality firms' performances. International Journal of Hospitality Management. 25(2), 262-277.
- Jang, S., & Ryu, K. (2006). Cross-balance sheet interdependencies of restaurant firms: A canonical correlation analysis. International Journal of Hospitality Management. 25(1), 159-166.
- Kim, H., Chen, M., & Jang, S. (2006). Tourism expansion and economic development: empirical evidence in Taiwan. Tourism Management. 27(5), 925-933.
- Jang, S., & Wu, C. (2006). Seniors' travel motivation and the influential factors: An examination of Taiwanese seniors, Tourism Management. 27, 306-316.
- Ryu, K., & Jang, S. (2006). Tourists' behavioral intention toward local cuisine. Korean Journal of Tourism and Leisure Research, 18(4), 339-356.
- Yoon, E., & Jang, S. (2005). The effect of financial leverage on profitability and risk of restaurant firms. Journal of Hospitality Financial Management. 13(1). 35-47.
- Jang, S., Cai, L., Morrison, A. M., & O'Leary, J. T. (2005). The effects of travel activities and seasons on expenditure. International Journal of Tourism Research, 7(6), 335-346
- Hu, C., Han, Y., Jang, S., & Bai, B. (2005). e-Relational characteristics on hospitality and tourism program websites. Journal of Hospitality and Tourism Research, 29(4), 508-522.
- McCain, S., Jang, S., & Hu, C. (2005). Service quality benchmarks toward customer loyalty: Practical guidelines for casino hotels. International Journal of Hospitality Management, 24(3), 465-472.

- Han, Y., Hu, C., Bai, B., & Jang, S. (2005). Marketing hospitality and tourism programs on the Internet: An analysis of e-relationship marketing features. Journal of Hospitality and Tourism Education, 17(1), 11-21.
- Jang, S. (2004). Mitigating tourism seasonality: A quantitative approach. Annals of Tourism Research, 31(4), 819-836.
- Ham, S., Brown, D., & Jang, S. (2004). Proponents or opponents of casino gaming: A qualitative choice model approach. Journal of Hospitality & Tourism Research, 28(4), 391-407.
- Ryu, K., & Jang, S. (2004). Performance measurement through cash flow ratios and traditional ratios: A comparison of commercial and casino hotel companies. Journal of Hospitality Financial Management, 12(1), 15-25.
- Jang, S., (2004). The past, present, and future research of online information search, Journal of Travel & Tourism Marketing, 17(2/3), 41-47.
- Hu, C., Jang, S., & Bai, B. (2004). Considering specializations: An alternative for ranking hospitality and tourism graduate programs. Journal of Hospitality and Tourism Education, 16(3), 18-24.
- Jang, S., Morrison, A. M., & O'Leary, J. T. (2004). The tourism efficient frontier: An approach to selecting the most efficient travel segments, Journal of Travel & Tourism Marketing, 16(4), 33-46.
- Jang, S., Bai, B., Hong, G., & O'Leary, J. T. (2004). Understanding Japanese travel expenditure patterns by income level. Tourism Management, 25(3), 331-341.
- Jang, S., Morrison, A. M., & O'Leary, J. T. (2004). A Procedure for target market selection in tourism. Journal of Travel & Tourism Marketing, 16(1), 17-31.
- Ryu, K., Jang, S., Sanchez, A. (2003). Forecasting methods and seasonal adjustment for a university foodservice operation. Journal of Foodservice Business Research, 6(2), 17-34.
- Jang, S., Yu, L., & Pearson, T. E. (2003). Chinese travelers to the United States: a comparison of business travel and visiting friends and relatives, Tourism Geographies, 5(1), 87-108.
- Jang, S., & Yu, L. (2002). Analysis of return on hotel investment: a comparison of commercial hotel companies and casino hotel companies. Journal of Hospitality & Tourism Research, 26(1), 38-53.
- Jang, S., Morrison, A. M., & O'Leary, J. T. (2002). Benefit segmentation of Japanese

- pleasure travelers to the USA and Canada: selecting target markets based on the profitability and risk of individual market segments. Tourism Management, 23(4), 367-378.
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### **CONFERENCE PROCEEDINGS**

- Sohn, J., Tang, H., & Jang, S. The joint effect of the asset-light and fee-oriented strategy and the business cycle. The 18<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Seattle, Washington, January 3-5, 2013.
- Park, J., & Jang, S. Does when you make a travel reservation matter? The 18<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Seattle, Washington, January 3-5, 2013.
- Kim, D., & Jang, S. Consumers may get what they pay for. The 18<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Seattle, Washington, January 3-5, 2013.
- Ha, J., & Jang, S. Why do diners seek variety in their restaurant choices? Proceedings of The 2012 International CHRIE (Council of Hotel, Restaurant, and Institutional Education) Conference, Providence, RI, Aug. 1-4, 2012.
- Lee, S., & Jang, S. Energy price risk of U.S. lodging firms. Proceedings of The 2012 International CHRIE (Council of Hotel, Restaurant, and Institutional Education) Conference, Providence, RI, Aug. 1-4, 2012.

- Lee, S., & Jang, S. Asymmetry of price competition among hotels. The 17<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Auburn, Alabama, January 5-7, 2012.
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- Deng, M., & Jang, S. Hotel upselling: Customer perception by loyalty status and uncertainty. The 17<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Auburn, Alabama, January 5-7, 2012.
- Sohn, J., Tang, H., & Jang, S. Investigation of asset-light and fee-oriented strategy in the hotel industry. The 17<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Auburn, Alabama, January 5-7, 2012.
- Lee, S., & Jang, S. Hospitality firms' stock-return exposure to real estate risk: When does property price matter? Proceedings of The 2011 International CHRIE (Council of Hotel, Restaurant, and Institutional Education) Conference, Denver, Colorado, July 27-July 30, 2011.
- Park, K., & Jang, S. Capital structure, free cash flow, diversification and firm performance: A synthetic analysis, The 9<sup>th</sup> Asia Pacific CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, Hong Kong, China, June 2-5, 2011.
- Ha, J., & Jang, S. Diner's optimal stimulation level and behavioral intention. The 16<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Houston, Texas, January 6-8, 2011.
- Park, J., Kim, H., Lee, S., & Jang, S. Wealth effect and demand for outbound tourism. The 16<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Houston, Texas, January 6-8, 2011.
- Lee, S., & Jang, S. Overcapacity of the US lodging industry: The effect of uncertainty and incentive to overbuild. The 16<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Houston, Texas, January 6-8, 2011.
- Park, J., & Jang, S. Psychographics: Static or dynamic? The 16<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Houston, Texas, January 6-8, 2011.
- Koh, J., & Jang, S. Cash holdings of hotel firms: The financial constraints perspective. The 16<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Houston, Texas, January 6-8, 2011.



Kwon S., & Jang, S. The effectiveness of compensation for service recovery: Roles of perceived equity and relationship level. The 16<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Houston, Texas, January 6-8, 2011.

Ha, J., & Jang, S., Understanding customer value in restaurants. Proceedings of The 2010 International CHRIE (Council of Hotel, Restaurant, and Institutional Education) Conference, San Juan, Puerto Rico, July 28-July 31, 2010.

Lee, S., & Jang, S., Investment-disinvestment interdependency of lodging firms: Reversible and appreciable fixed assets. Proceeding of The 16<sup>th</sup> APTA (Asia Pacific Tourism Association). Macao, China, July 13-16, 2010.

Phillips, W., & Jang, S., Understanding the dynamics of senior gaming motivation. Proceeding of The 16<sup>th</sup> APTA (Asia Pacific Tourism Association). Macao, China, July 13-16, 2010.

Jeong, E., & Jang, S. Effects of restaurant green practices: Which practices are important and effective? . The 15<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Washington, D.C., January 7-9, 2010.

Kim, H., & Jang, S. Hotel property characteristics and occupancy rate: Examining super deluxe 1<sup>st</sup> class hotels in Seoul, Korea. The 15<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Washington, D.C., January 7-9, 2010.

Lee, S., & Jang, S. Foreign exchange exposure of tourism-related firms in the U.S.. The 15<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Washington, D.C., January 7-9, 2010.

Ha, J., & Jang, S. The effect of atmospherics on behavioral intentions through quality perception. The 15<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Washington, D.C., January 7-9, 2010.

Kim, J., & Jang, S. Effects of ownership structure and taxes on dividend decisions. The 15<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Washington, D.C., January 7-9, 2010.

Park, K., & Jang, S. Ambiguity of M&A effect: Does M&A really bring firm growth? The 15<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Washington, D.C., January 7-9, 2010.

Phillips, W. & Jang, S., Senior casino gaming motivation. Proceedings of The 2009 International CHRIE (Council of Hotel, Restaurant, and Institutional Education) Conference, San Francisco, CA, July 28-Aug. 1, 2009.

Park, K. & Jang, S., The effect of insider ownership on firm performance: An examination of restaurant firms. Proceeding of The 15<sup>th</sup> APTA (Asia Pacific Tourism Association). Incheon, Korea, July 9-12, 2009.

Phillips, W. & Jang, S., Senior casino gaming intention: Testing extended theory of planned behavior. Proceeding of The 15<sup>th</sup> APTA (Asia Pacific Tourism Association). Incheon, Korea, July 9-12, 2009.

Park, K. & Jang, S., Firm size-growth puzzles. Proceeding of The 8<sup>th</sup> Asia Pacific Forum for Tourism. Seoul, Korea, July 5-7, 2009.

Kim, J., & Jang, S. What determines the payment and amount of dividends in the U.S. lodging industry? An Examination Using the Heckman's Two-step Approach. The 14<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Las Vegas, Nevada, January 3-5, 2009.

Tang, L., & Jang, S. Destination websites as advertising: An application of elaboration likelihood model. The 14<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Las Vegas, Nevada, January 3-5, 2009.

Ha, J., & Jang, S. American customer's perceived value about dining experiences in Korean restaurants. The 14<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Las Vegas, Nevada, January 3-5, 2009.

Koh, J., & Jang, S. Financial distress and alternative financing: Operating lease in hotel firms. The 14<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Las Vegas, Nevada, January 3-5, 2009.

Lee, S., & Jang, S. Room rates of airport hotels: Do guests bid for access to airport or central business district?. The 14<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Las Vegas, Nevada, January 3-5, 2009.

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Tang, C., & Jang, S. Mitigating snowfall risk for ski resorts: A proposal for weather derivatives. 13<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Orlando, Florida, January 3-5, 2008.

Tang, C., & Jang, S. Dissecting the chicken-egg dilemma: Tourism-economy causality at the sub-industry level. 13<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Orlando, Florida, January 3-5, 2008.

Park, K., & Jang, S. Different determinants of financial change and issue choice between debt and equity. 13<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Orlando, Florida, January 3-5, 2008.

Phillips, W., & Jang, S. Destination image and tourist attitude. 13<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Orlando, Florida, January 3-5, 2008.

Jang, S., & Chen, M. Financial portfolio approach to optimal tourist market mixes: An application to Taiwan. Proceedings of The 2007 International CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, Dallas, Texas, July 25-28, 2007.

Jang, S., & Tang, C. Internationalization, capital structure, and firm performance. Proceedings of The 2007 International CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, Dallas, Texas, July 25-28, 2007.

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Namkung, Y., Jang, S., & Almanza, B. Consumer perceptions of service fairness in restaurants. 12<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Houston, Texas, January 4-6, 2007.

Chen, F., & Jang, S. Conceptualizing an integrated hotel revenue management model: A long-term profitability perspective. 12<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Houston, Texas, January 4-6, 2007.

Li, M., Jang, S., & Cai, L. Travel motivation: Its antecedents and consequences. 12<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Houston, Texas, January 4-6, 2007.

Namkung, Y., & Jang, S. The quality perception of highly satisfied diners. 12<sup>th</sup> Annual

Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Houston, Texas, January 4-6, 2007.

Park, K., & Jang, S. Ownership structure and firm performance: Empirical evidence in restaurant industry. 12<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Houston, Texas, January 4-6, 2007.

Namkung, Y., & Jang, S. Atmospherics, emotions, and behavioral intentions in restaurants: A gender perspective. 12<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Houston, Texas, January 4-6, 2007.

Tang, C., & Jang, S. Global diversification premium or discount?: Exploring the heterogeneous effects. 12<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Houston, Texas, January 4-6, 2007.

Zhou, J., & Jang, S. Gender, personality, and benefits sought: Examining Chinese leisure travelers. 12<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Houston, Texas, January 4-6, 2007.

Hsu, L., & Jang, S. The effect of advertising expenditure on market value and stability. 12<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Houston, Texas, January 4-6, 2007.

Ha, A., Jang, S., & Pearson, T. Americans' perceived image of Asian foods: Analyzing the importance-performance of image attributes. 12<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Houston, Texas, January 4-6, 2007.

Forristal, L., & Jang, S. An investigation into the applicability of the cicada as a new branding image for the state of Indiana. 12<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Houston, Texas, January 4-6, 2007.

Tang, L. & Jang, S. Tourism information trust: The links to information value and satisfaction. 12<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Houston, Texas, January 4-6, 2007.

Cho, M., & Jang, S. Tourists' perceived information value structure. Proceedings of The 2006 International CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, Arlington, Virginia, July 25-29, 2006.

Namkung, Y., & Jang, S. The impact of food quality on satisfaction and behavioral intentions in restaurants. Proceedings of The 2006 International CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, Arlington, Virginia, July 25-29, 2006.

Jang, S., Tang, C., & Chen, M. Cross-balance sheet interdependencies: A longitudinal study of hotel companies. Proceeding of tThe 12<sup>th</sup> APTA (Asia Pacific Tourism Association) and 4<sup>th</sup> Asia Pacific CHRIE Joint Conference. Jualien, Taiwan, June 26-29, 2006.

Namkung, Y., & Jang, S. Perceived quality, emotions, behavioral intention in restaurants: An extended Mahrabian-Russell Model. Proceeding of the 12<sup>th</sup> APTA (Asia Pacific Tourism Association) and 4<sup>th</sup> Asia Pacific CHRIE Joint Conference. Jualien, Taiwan, June 26-29, 2006.

Chen, F., & Jang, S. Conceptualizing an integrated hotel revenue management model. International Hospitality and Tourism Virtual Conference 2006. May 22-28, 2006.

Hsu, L. & Jang, S. Post-merger financial performance of the lodging industry. 11<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Seattle, Washington, January 5-7, 2006.

Phillips, W., & Jang, S. The moderating role of destination image in the tourist motivation-visit intention context. 11<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Seattle, Washington, January 5-7, 2006.

Tang, H., & Jang, S. Does REIT status make a difference to hotel operators and investors? 11<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Seattle, Washington, January 5-7, 2006.

Chiang, S., & Jang, S. A structural analysis of psychological empowerment. 11<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Seattle, Washington, January 5-7, 2006.

Namkung, Y., & Jang, S. Perceived quality evaluation and restaurant satisfaction: The role of emotions. 11<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Seattle, Washington, January 5-7, 2006.

Phillips, W., & Jang, S. A functionality of visit experience under the image-intention framework. 11<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Seattle, Washington, January 5-7, 2006.

Jang, S., Ham, S., & Hong, G. Food-away-from-home (FAFH) expenditure of senior households in the U.S.: A Heckman's two-step approach. Proceedings of The 2005 International CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, Las Vegas, Nevada, July 27-31, 2005.

Tang, C., & Jang, S. Revisit to the determinants of capital structure: A comparison between lodging firms and software firms. Proceedings of The 2005 International CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, Las Vegas, Nevada, July 27-31, 2005.

Ryu, K., & Jang, S. Local cuisine in tourism: A modified theory of reasoned action model. Proceedings of The 2005 International CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, Las Vegas, Nevada, July 27-31, 2005.

Lehto, X., & Jang, S. Exploring tourism experience sought: A cohort comparison of baby boomers and the silent generation. Proceedings of the 2005 Asia Pacific Tourism Association (APTA) Annual Conference, Goyang, Korea, July 7 – July 10, 2005.

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Yuan, J., & Jang, S. The effects of festival quality and satisfaction on awareness and behavioral intentions: Exploring the role of a wine festival. Travel and Tourism Research Association (TTRA) 36<sup>th</sup> Annual Conference, New Orleans, Louisiana, June 12-15, 2005.

Hsu, L., & Jang, S. The determinants of the hospitality industry's unsystematic risk: A comparison between hotel and restaurant firms. 10<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Myrtle Beach, South Carolina, January 5-7, 2005.

Tang, H., & Jang, S. Growth opportunities and the long-term debt decision: The case of lodging firms in the U.S. 10<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Myrtle Beach, South Carolina, January 5-7, 2005.

Yoon, E., & Jang, S. The effect of financial leverage on profit and risk of restaurant firms: market based measures and accounting based measures. 10<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Myrtle Beach, South Carolina, January 5-7, 2005.

Estepa, A., & Jang, S. Philippine inbound tourism amid political instability: A relative sensitive index. 10<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Myrtle Beach, South Carolina, January 5-7, 2005.

Ryu, K., & Jang, S. Tourists' Behavioral Intention towards Local Cuisine: An application of the Theory of Reasoned Action. 10<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Myrtle Beach, South Carolina, January 5-7, 2005.

Chiang, S., & Jang, S. The antecedents and consequences of psychological empowerment:

The cases of the hotel industry. 10<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Myrtle Beach, South Carolina, January 5-7, 2005.

Jang, S., Ham, S., & Hong, G. (2004). Understanding seniors' travel motivations: An examination of influential factors. Proceedings of The 2004 International CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, Philadelphia, PA, July 28-31, 2004.

Hu, C., Han, T., Bai, B., & Jang, S. (2004). Marketing hospitality and tourism educational programs: An e-relational perspective. Proceedings of The 2004 International CHRIE Conference, Philadelphia, PA July 28-31, 2004.

Countryman, C., & Jang, S. (2004). Effects of Atmospheric elements on customer impression: A structural equation analysis of hotel lobbies. Proceedings of The 2004 International CHRIE Conference, Philadelphia, PA July 28-31, 2004.

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Chen, M., Kim, H., & Jang, S. (2004). Tourism expansion and economic growth. Proceedings of First Asia-Pacific CHRIE Conference and the Sixth Biennial Conference on Tourism in Asia, Phuket, Thailand, May 27-29.

Chiang, C., & Jang, S. (2004). The effects of price and brand on consumer value and purchase intention: An analysis of leisure travelers' attitude toward online hotel booking. Proceedings of Ninth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, Texas, January 6-8, pp.140-143.

Feng, R., Jang, S., & Morrison, A. (2004). Temporal destination loyalty: A structural initialation. Proceedings of Ninth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, Texas, January 6-8, pp.207-221.

Han, Y., Hu, C., Bai, B., & Jang, S. (2004). E-Relationship marketing and institutional websites development. Proceedings of Ninth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, Texas, January 6-8, pp.253-266.

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- Ryu, K., & Jang, S. (2004). Performance measurement through cash flow ratios and traditional ratios: A comparison between commercial and casino hotel companies. Proceedings of Ninth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, Texas, January 6-8, pp.668-671.
- Yoon, E., & Jang, S. (2004). The effects of foodborne illness experience, food safety concern, and food safety knowledge on restaurant choice during international travel. Proceedings of Ninth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, Texas, January 6-8, pp.848-854.
- Jang, S., Hu, C., & Bai, C. (2003). E-Relationship marketing and hotel financial performance: a canonical correlation analysis. Proceedings of the 2003 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, Providence, Rhode Island, Oct. 16-18.
- Jang, S., & Cai, L. (2003). A modified consumer demand model for destination. Proceedings of the 2003 International CHRIE Conference, Palm Springs, California, August 6-9.
- Bai, B., Jang, S., Hu, C. (2003). e-Relationship marketing: an application to hotel website development. Proceedings of the 2003 International CHRIE Conference, Palm Springs, California, August 6-9.
- Jang, S. & Hu, C. (2003). An exploratory-confirmatory factor approach to travel activity patterns: a study of French outbound market. Proceedings of the 2003 Travel & Tourism Research Association (TTRA) Annual Conference, St. Louis, Missouri, June 15-18.
- Jang, S. (2003). Minimizing travel market seasonality: an application of financial portfolio theory. Proceedings of First Asia-Pacific CHRIE Conference, Seoul, Korea, May 21-23.
- Hu, C., Bai, B., & Jang, S. (2003). Hospitality and tourism graduate programs : stop ranking, start classifying. Proceedings of Eighth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, Nevada, January 5-7.
- Ryu, K., Jang, S., Sanchez, A. (2003). Forecasting methods and seasonal adjustment for an institutional foodservice facility. Proceedings of Eighth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, Nevada, January 5-7.
- Jang, S., Morrison, A. M., O'Leary, J. T., & Hong, G. (2002). Financial portfolio theory and efficient travel segment mixes. Proceedings of the 2002 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, Salt Lake City, Utah, Oct. 10-12.
- Jang, S., & Cai, L. (2002). Travel motivations and destination choice: a study of British



overseas pleasure travelers, Proceedings of Seventh Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, Texas, January 3-5.

Jang, S., Morrison, A. M. & O'Leary, J. T. (2002). The economic value and risk of travel activity segments: a procedure for target market selection, Proceedings of Seventh Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, Texas, January 3-5.

Ham, S., Brown, D., & Jang, S. (2002). Proponents and opponents of casino gaming, Proceedings of Seventh Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, Texas, January 3-5.

Jang, S., Morrison, A. M, & O'Leary, J. T. (2001). Profitability and financial risk assessment of travel market segments: An approach to target market selection, Proceedings of the 2001 Annual International Society of Travel and Tourism Educators (ISTTE) Conference,

Jang, S., Bai, B., Hong, G., & O'Leary, J. T. (2001). Expenditure patterns of Japanese pleasure travelers to the United States, The 2001 International CHRIE Convention, Toronto, Canada, July 25-28.

Bai, B, Jang, S., Cai, L. A., & O'Leary, J. T. (2001). Travel mode choice of senior travelers to the United States, Proceedings of Sixth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Atlanta, Georgia, January 4-6, 19-21.

Cho, S., Woods, R. H., Cai, L. A., & Jang, S. (2001). The impact of high performance work systems on organizational performance in the lodging and foodservice industries, Proceedings of Sixth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Atlanta, Georgia, January 4-6, 19-21.

Jang, S., & Yu, L. (2000). Analysis of return on hotel investment: a comparison of commercial hotel companies and casino hotel companies, Proceedings of the 2000 International CHRIE Convention, New Orleans, Louisiana, July 19-22, 50-59.

Jang, S. & Woods, R. (2000). Profile of the annual meetings of national associations and the criteria to choose the convention venue, Proceedings of Fifth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, Texas, January 6-8, 408-410.

## Graduate Student Advising

### Current Students

#### a. Ph.D. Committee Chair or Co-Chair

<u>Name</u>	<u>Expected Graduation</u>	<u>Research Title</u>
Park, J.	Aug 2014	Context effects in tourism products
Sohn, J.	Dec 2014	Asset Management Strategies in HM

#### b. Ph.D. Committee Member

McKeon, E.	Dec. 2013	Not yet decided
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#### c. M.S. Committee Chair or Co-Chair

Deng, M.	Aug 2013	The effect of uncertainty and information on consumer's choice towards hotel upgrade
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#### d. M.S. Committee Member

Ding, Y.	Aug 2013	A comparison of deterministic and statistical detruncation methods in forecasting hotel demand
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### Past Students

#### a. Ph.D. Committee Chair or Co-Chair

<u>Name</u>	<u>Graduation</u>	<u>Current status</u>
Seul Ki Lee	Aug 2012	Assistant Professor, Temple University
Maria Ha	Aug 2011	Assistant Professor, North Dakota State Univ.
Jinhoo Kim	Dec. 2010	Assistant Professor, Sejong University, Korea
Kwangmin Park	Aug 2010	Assistant Professor, Sejong University, Korea
Ji-eun Lee	Aug 2010	Assistant Professor, Univ. of Central Florida
Rebecca Tang	Aug 2009	Assistant Professor, Iowa State University

Hugo Tang	Dec 2008	Assistant Professor, Purdue University
Namkung Young (Kansas State)	Aug 2007	Assistant Professor, Kyunghee University, Korea
Woomi Phillips	Dec 2008	Assistant Professor, North Dakota State Univ.
Jane Hsu	Dec 2007	Full-time Instructor, Kansas State Univ.
Stephanie Chiang	May 2006	Associate Professor Chinese Culture Univ Taiwan
Kisang Ryu	May 2005	Associate Professor, Sejong Univ., Korea

#### b. M.S. Committee Chair or Co-Chair

<u>Name</u>	<u>Graduation</u>	<u>Current status</u>
Esther Kim	Aug 2012	Working at MillenniumHotel, Chicago
Donghee Kim	Aug 2012	Pursuing Ph.D. at Purdue
Honsoon Kim	Aug 2010	Working at Samsung Everland
Jun-hyoung Park	Aug 2010	Working at a Consulting firm
Soyeon Kwon	Aug 2010	Pursuing Ph.D. at Purdue
Eunha Jeong	Aug 2010	Working at Samsung Everland
Seul Ki Lee	Aug 2009	Assistant Professor at Temple University
Jung Hwan Koh	Aug 2009	Pursuing Ph.D. at U of Mass
Yinghwa Liu	Aug 2008	Working at Panda Express
Jooyeon Ha	Aug 2008	Assistant Professor, North Dakota State Univ.
Kwangmin Park	Aug 2007	Assistant Professor, Sejong Univ., Korea
Jingjing Zhou	May 2007	Working at Chevron as a researcher
Lio Chen	May 2007	Working at Nor 1, San Francisco
Aajin Ha	Dec 2006	Teaching at Busan National Univ., Korea

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### RESEARCH GRANTS

**Principal Investigator**, Effects of authenticity of Korean restaurants on customers in the U.S. (2009). The Youlchon Foundation

**Principal Investigator**, PRF Research Grant (2008). “The effects of franchising on profitability and intangible value,” Purdue University.

**Co-Principal Investigator**, Chester County and the Local Residents as Hosts to VFR (2007). Chester County CVB, Pennsylvania. (With S. McCain)

**Principal Investigator**, PRF Research Grant (2006). “Diversification and capital structure: A study of hotel companies,” Purdue University.

**Co-Principal Investigator, Lindback Foundation Grant** (2005). “The effects of the destination image on tourists’ satisfaction and loyalty: A study of the Greater Philadelphia Area”, Christian R. & Mary F. Lindback Foundation, Philadelphia, Pennsylvania. (With S. McCain)

**Principal Investigator**, FDA Grant (2004). “The Effect of Psychological Well-being on Travel Motivation and Travel Intention: A Structural Analysis of Taiwanese Senior Market,” Kansas State University

**Co-Principal Investigator**, Chester County Visitor Profile Study (2004). Chester County CVB, Pennsylvania. (With S. McCain)

**Principal Investigator**, Travel Research Grant (2003)., National Tourism Foundation.

**Principal Investigator**, USRG Research Grant (2003). “Discovering the most efficient travel segment mixes through financial portfolio theory,” Kansas State University

**Principal Investigator**, College of Human Ecology Grant (2003). “Investigating e-Relationship Marketing Features of Hotel Websites,” Kansas State University

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### **Invited Lecture/Invited Speech/Keynote Speech:**

**Invited Moderator for a Panel Session** (2013). “Discussion with junior faculty”. The 18<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Seattle, Washington, January 5.

**Invited Panel Member** (2013). “So you want to be a published author?”. The 18<sup>th</sup> Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism, Seattle, Washington, January 3.

**Invited Panel Member** (2012). 3<sup>rd</sup> Colloquium for Overseas and Domestic Korean Scholars in Hospitality and Tourism and 1<sup>st</sup> HTM Young Scholar Conference, Sejong University, Korea, July 2012.

**Invited Lecturer** (2012). Hospitality and tourism research: methods and practices. IULM University, Milan, Italy, May 2012.

**Invited Seminar** (2012). A new direction for Interdisciplinary studies. 6th World Graduate Conference and 2nd Interdisciplinary Tourism Research Conference, Fethiye, Turkey, April 24-29, 2012.

**Invited Lecturer** (2011). Hospitality and tourism marketing: Its applications. IULM University, Milan, Italy, May 2011.

**Invited Speaker** (2010). Efficient operations of restaurant firms. The CEO Summit, Kyunghee University, Korea, July 2010.

**Invited Speaker** (2010). Globalization of Korean foods. The 2010 TOSOK International Tourism Conference, Korea, July 2010.

**Invited Panel Member** (2010). Strategy Discussion Session: Global standards of research and education. Sejong University, Korea, June 2010.

**Invited Lecturer** (2010). Interdisciplinary research. Department of Consumer Science, The Ohio State Univ., May 2010.

**Invited Lecturer** (2009). Research: Why, what, and how? Chinese Culture University. Taipei, Taiwan, June 2009.

**Invited Lecturer** (2009). Design your own career. Pintung University of Science and Technology. Pintung, Taiwan. June 2009.

**Invited Speaker** (2009). Korean food globalization: Issues and goals, Foodservice Society of Korea, Seoul, Korea. June 2009.

**Invited Speaker** (2009). Contemporary research issues in hospitality and tourism research, Dong-A University, Busan, Korea. July 2009.

**Invited Lecturer** (2009). Perceptions on Korean foods and globalization issues. Kyunghee University, Seoul, Korea, July 2009.

**Invited Speaker** (2009). Korean foods and business strategy, The Nongshim Group, Seoul, Korea. July 2009.

**Invited Lecturer** (2008). CHRIE Academy: Structural Equation Modeling and its application. The 2008 International CHRIE (Council of Hotel, Restaurant, and Institutional Education) Conference, Atlanta, Georgia, July 30, 2008.

**Invited Lecturer** (2008). Contemporary research methods in hospitality and tourism. Ewha Women's University, Seoul, Korea. July 2008.

**Invited Speaker** (2008). HTM program and its development. Jeonju University, Jeonju, Korea. July 2008.

**Invited Lecturer** (2008). Korean Food Internationalization, Kyunghee University, Seoul, Korea. June 2008.

**Invited Speaker** (2008). Interdisciplinary research in tourism and hospitality, Invited by the Department of Hospitality and Tourism Management, Virginia Tech. (For Annual Lecture Series for Graduate Education). March 2008.

**Keynote Speaker** (2007). Research Trends in hospitality academia. The Annual Conference of the Foodservice Management Society of Korea, Seoul, Korea.

**Invited Lecturer** (2007). Contemporary research methods in hospitality and tourism. Ewha Women's University, Seoul, Korea.

**Invited Lecturer** (2007). Interdisciplinary research in hospitality and tourism. Sejong University, Seoul, Korea.

**Invited Speaker** (2007). Interdisciplinary research in tourism and hospitality, Invited by the Department of Recreation, Park, & Tourism Sciences, Texas A&M University. (As Annual Lecture Series).

**Invited Lecturer**, 'Restaurant Revenue Management,' Summer Program for Jingling Hotel Delegates. (July 2007, July 2006).

**Invited Lecturer** (2006). The effect of environmental perceptions on behavioral intentions through emotions, Seoul National University, Seoul, Korea. June 2006.

**Invited Lecturer** (2006). Scientific research in hospitality management. Fu Jen Catholic University, Taipei, Taiwan. June 2006.

**Invited Lecturer** (2004). Application of finance theories to marketing areas. Kyunghee University, Seoul, Korea., June 2004.

**Invited Lecturer** (2003) Contemporary research issues in hospitality and tourism. Dongguk University, Kyongju, Korea, May 2003.

**Invited Lecturer** (2003) Contemporary research issues in hospitality and tourism. Ehwa Women's University, Korea, June 2003.

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## **PROFESSIONAL ACTIVITIES**

### **1. Academic Services**

**Co-Editor-in-Chief**, International Journal of Tourism Sciences. (July 2010-Present).

**Invited Guest Co-Editor**, Special issue on sustainable practices in hospitality and tourism, Cornell Hospitality Quarterly. (July 2012 - Present)

**Research Note Editor**, Journal of Hospitality Marketing and Management (January 2008-June 2010).

**Editorial Board Member**, Tourism Management (August 2011-Present)

**Editorial Board Member**, Journal of Global Academy of Marketing Science (February 2011-Present).

**Editorial Board Member**, Tourism Analysis (September 2009-Present).

**Editorial Board Member**, International Journal of Hospitality Management (January 2009-Present).

**Editorial Board Member**, Journal of Hospitality and Tourism Research (August 2008-Present).

**Editorial Board Member**, International Journal of Contemporary Hospitality Management (February 2008-Present).

**Editorial Board Member**, Journal of Travel Research. (August 2007-Present).

**Editorial Board Member**, Journal of Travel and Tourism Marketing. (August 2006-Present).

**Section Chair**, Finance and Economics Paper Review, Annual Graduate Education and Graduate student Research Conference in Hospitality and Tourism. (Aug. 2009-Jan. 2012)

**Reviewer and Session Moderator**, The Annual APTA (Asia Pacific Tourism Association) Conference, (2007-Present).

**Reviewer and Session Moderator**, The Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, (2002-Present).

**Reviewer and Session Moderator**, The Annual International CHRIE (Council of Hotel, Restaurant, and Institutional Educators Conference, (2001-Present).

**Reviewer and Session Moderator**, The Annual Asia-Pacific CHRIE Conference. (2003-2006).

**Reviewer and Session Moderator**, The ISTTE Annual Conference, (2003, 2004).

## **2. Professional Services**

**Chair (Organizer), International Session**, The 2012 TOSOK International Tourism Conference, July 4-6, 2011, Ulsan, Korea.

**Chair (Organizer), International Session**, The 2011 TOSOK International Tourism Conference, July 4-6, 2011, Seoul, Korea.

**Director**, Korea Foodservice Industry Research Institute (K-FIRI), Korea Foodservice Industry Association (Korean Version of National Restaurant Association, NRA). (Feb. 2012- Present).

**Project advisor**, Korean food globalization and major global market analysis, Korean government project: conducted by a consortium of consulting firms in Korea. (February-June 2012).

**Project advisor**, Information search and marketing strategies for Korean food globalization, Korean government project: conducted by Accenture (April-December 2009).

## **3. Department/College/University Services**

**Chair**, Ad-Hoc Committee, the HTM journal rating. (Feb 2013 – Present).

**Member**, Ad-Hoc Committee, the HTM Merit Evaluation Criteria for Teaching (Oct-Dec 2012).



**Member**, Graduate Policy Committee, HTM Department (Fall 2010-Spring 2012)

**Advisor**, a Student Organization, CMAA (Club Management Association of America), Purdue University (Fall 2007– Spring 2009).

**Member**, the Center for the Study of Lodging Operations (2005 – Present)

**Member**, the Purdue Tourism and Hospitality Research Center (PTHRC) (2005 – Present)

**Member**, Honors committee, CFS (Aug 2006 – May 2010)

**Member**, Grievance Committee, CFS (Aug 2006 – Dec 2006)

**Secretary**, Gamma Sigma Delta Purdue Chapter, Purdue University (Fall 2008-Spring 2010).

#### **4.Other Services**

**Advisor**, The Korean Students' Association, Kansas State University (8/2003 – 5/2005)

**Member**, The Graduate Council, Kansas State University (8/2004 – 5/2005).

**Member**, The Faculty Affairs Committee, College of Human Ecology, Kansas State University (8/2003 – 5/2005).

**Member**, The Graduate Faculty Committee, Department of Hotel, Restaurant, Institution Management, and Dietetics, Kansas State University. (8/2002 – 5/2005).