

MINSUN KIM

Joe B. Calloway, Jr. Professor of Business
Associate Professor of Management
Department of Management and Entrepreneurship
College of Business, Louisiana State University Shreveport
Email: minsun.kim@lsus.edu

EDUCATION AND CERTIFICATION

2018	Ph.D. in Business Administration Temple University, Philadelphia, Pennsylvania Concentration: Hospitality Revenue and Strategic Management
2009	M.S. in Hotel and Restaurant Management University of Houston, Houston, Texas
2006	B.S. in Management Information Systems Young-In University, Young-In, South Korea
2004-2005	Exchange student at Mississippi State University Starkville, Mississippi
2018	CAHTA Authorized Instructor Certificate STR, Hendersonville, Tennessee <i>Trained and assisted 34 students in earning the CAHTA</i>
2018	CHIA Authorized Instructor Certificate STR, Hendersonville, Tennessee <i>Trained and assisted 147 students in earning the CHIA</i>
2017	Fox Online Teaching Certificate Temple University, Philadelphia, Pennsylvania
2016	Certification in Hotel Industry Analytics STR, Hendersonville, Tennessee
2010	Hotel Revenue Management Certificate Cornell University, Ithaca, New York

Note:

1. CAHTA: Certification in Advanced Hotel and Tourism Analytics
2. CHIA: Certification in Hotel Industry Analytics

ACADEMIC APPOINTMENTS

August 2024 to present	Tenured Associate Professor , Louisiana State University Shreveport College of Business, Department of Management & Entrepreneurship <ul style="list-style-type: none">• Recipient of the Joe B. Calloway, Jr. Professorship in Business
August 2018 to July 2024	Assistant Professor , Louisiana State University Shreveport College of Business, Department of Management & Marketing <ul style="list-style-type: none">• Chair, Hospitality Curriculum Task Force• Chair, Hospitality Industry Certification Task Force• Recipient of the William C. Woolf Endowed Rising Star Professorship in Business
August 2014 to May 2018	Instructor & Teaching Assistant , Temple University School of Sport, Tourism and Hospitality Management

TEACHING ACTIVITIES

Course Taught

Louisiana State University Shreveport	
MBA 705 Organizational Strategy and Policies	(MBA)
MBA 778 Hospitality Analytics	(MBA)
MBA 775 Hospitality and Casino Marketing	(MBA)
MADM 301 Principles of Management	(Undergraduate)
MKT 420 Hospitality Analytics	(Undergraduate)
Temple University	
STHM 5536 Revenue Management and Hotel Analytics	(Masters)
STHM 3329 Revenue Management in Tourism & Hospitality	(Undergraduate)

Course List for TA and Guest Lecturer

Temple University	
STHM 3312 Strategic Decision Making in Tourism & Hospitality	(Undergraduate)
STHM 3315 Tourism & Hospitality Sales	(Undergraduate)
STHM 2311 Global Issues in Tourism & Hospitality	(Undergraduate)
SHTM 1311 The Business of Tourism & Hospitality	(Undergraduate)

RESEARCH INTERESTS

Strategic management and competitive dynamics
Pricing and revenue management
AI applications in business
Organizational and entrepreneurial performance

AWARDS AND HONORS

1. Joe B. Calloway, Jr. Professorship in Business, Louisiana State University Shreveport, Fall 2025 to present
2. William C. Woolf Endowed Rising Star Professorship in Business, Louisiana State University Shreveport, Spring 2020 to Spring 2023
3. Best Poster Award Finalist at the 2022 EuroCHRIE Conference, Apeldoorn, The Netherlands, October 24-27, 2022
4. Faculty Innovation Award, College of Business, Education, and Human Development, Louisiana State University Shreveport, Spring 2019. Funding: \$1,000
5. 2018-2019 Professor of the Year Nominee by Louisiana State University Shreveport Students
6. Graduate Assistantship. School of Tourism and Hospitality Management, Temple University. Fall 2013 to Fall 2017
7. Academic Scholarship. Conrad N. Hilton Jr. College of Hotel and Restaurant Management. University of Houston. Fall 2007 to Spring 2009
8. Academic Scholarship. College of Business and Public Administration. Yong-In University. Fall 2001 to Fall 2005

With Students

1. Pilot Pitch Business Model Competition—Entrepreneurial Accelerator Program (Campus-wide), September to November 2023
 - Served as a Faculty Mentor for the Undergraduate Student
 - Student Name: Dakota Ferry
 - The student was **Awarded 1st Place**, Cash Prize: \$3,000.
2. STR Student Market Study Competition (International level), August to November 2021
 - Served as a Faculty Advisor for the Graduate Team
 - Student Names: Stephen Bickel, Derek McCrory, Holden Murray
 - The students were **Awarded 1st Place**, Cash Prize: \$1,000.
 - This news is available in the Business News Journal for Northwest Louisiana (Biz), Shreveport Times, STR website, and LSUS campus news
 - <https://bizmagsb.com/2021/12/27/l-su-shreveport-grad-students-win-international-competition/>
 - <https://sports.yahoo.com/briefcase-lsus-lsu-health-earn-045455595.html>
 - <https://str.com/data-insights-blog/share-center-student-market-study-competitions-2021>
 - <https://www.lsus.edu/l-su-shreveport-graduate-students-win-international-market-study-competition>

3. STR Student Market Study Competition (International level), August to November 2020
 - Served as a Faculty Advisor for the Graduate Team
 - Student Names: Brandi Chambliss, Ryan Dickerson, Nicole McVey
 - The students were **Awarded 2nd Place**.
 - This news is available in the Hotel News Now, STR website, and LSUS Foundation magazine
<https://www.hotelnewsnow.com/Articles/305587/STRs-SHARE-Center-crowns-student-competition-winners>
<https://str.com/press-release/str-share-center-crowns-winners-student-market-study-competition>
4. Shell Business Case Study Competition (State level), November 2019
 - Assisted in the Final Stage of the Undergraduate Team's Presentation Preparation
 - The Students **Awarded 2nd Place**.

RESEARCH, SCHOLARSHIP, AND OTHER CREATIVE PRODUCTIVITY

Refereed Articles

1. Lim, S. & **Kim, M.** (2025). AI-powered personalized recommendations and pricing: Moderating effects of ethical AI and consumer empowerment. *International Journal of Hospitality Management*, 130, 104259.
CiteScore=21.2; IF = 10.0
2. **Kim, M.**, Darban, M., & Lim, S. (2025). The impact of Airbnb's competitive pricing on traveler spending at destinations. *International Journal of Hospitality Management*, 124, 103994.
CiteScore=21.2; IF = 10.0
3. **Kim, M.**, & Tang, C. H. (2021). Operating synergy and marketplace performance of dual-branded hotels. *International Journal of Hospitality Management*, 98, 103039
CiteScore=9.4; IF = 9.237
4. Darban, M., **Kim, M.**, & Koksall, A. (2021). When the technology abandonment intentions remitted: The case of herd behavior. *Information Technology and Management*. <https://doi.org/10.1007/s10799-021-00329-5>
CiteScore = 4.3; IF = 1.222
5. Darban, M., **Kim, M.**, & Ismail, W. (2021). Social network strategies and innovative performance: Formation and interplay of latent ties. *Knowledge Management Research and Practice*, DOI: 10.1080/14778238.2021.1910585.
CiteScore = 4.3; IF = 1.583
6. **Kim, M.**, Roehl, W. S., & Lee, S. K. (2020). Different from or similar to neighbors? An investigation of hotels' strategic distances. *Tourism Management*, 76, 103960.
CiteScore = 16.5; IF = 11.056

7. **Kim, M.**, Roehl, W. S., & Lee, S. K. (2019). Effect of hotels' price discounts on performance recovery after a crisis. *International Journal of Hospitality Management*, 83, 74-82.

CiteScore = 8.0; IF = 8.432

8. **Kim, M.**, Lee, S. K., & Roehl, W. S. (2018). Competitive price interactions and strategic responses in the lodging market. *Tourism Management*, 68, 210-219.

CiteScore = 10.9; IF = 6.836

9. **Kim, M.**, Tang, C. H. & Roehl, W. S. (2017). The effect of hotel's dual-branding on willingness-to-pay and booking intention. *Journal of Revenue and Pricing Management*, 17(4), 256-275.

CiteScore = 0.8

10. **Kim, M.**, Lee, S. K., & Roehl, W. S. (2016). The effect of idiosyncratic price movements on short- and long-run performance of hotels. *International Journal of Hospitality Management*, 56, 78-86.

CiteScore = 5.6; IF = 3.415

Note: CiteScore and Impact Factor (IF) for the year preceding the publication.

Work-in-Progress

1. Tang, C. H., Ju, M., & **Kim, M.** The effects of ownership and operator types on the performance-risk profile of hotel properties in the U.S.
2. **Kim, M.**, Ju, M., Kungu, K., & Mwinamo, J. Entrepreneurs' overoptimism, overconfidence, and new venture performance in Eastern Africa. Hypotheses are developed.
3. Yeh, T.T., Huang, W.C., & **Kim, M.** Analyzing the effects of dynamic award pricing on hospitality loyalty programs. The research idea is developed.

Textbook Chapters

1. **Kim, M.**, & Repetti, T. (2022). *Hospitality Revenue Management & Profit Optimization*. Chapter 9 Performance Analysis. RevME.

In the News

1. **Kim, M.**, & Tang, C. H. (2021, September 30). Do dual-branded hotels perform better than stand-alone hotels? CoStar Analysis (also known as Hotel News Now)
<https://www.costar.com/article/322985538/do-dual-branded-hotels-perform-better-than-stand-alone-hotels>

Certification Projects

Developed and reviewed certification exam questions in collaboration with higher education institutions, faculty colleagues, and industry partners, as follows:

1. *Foundations of Restaurant Management: Customer Service*. Certification for college and university students as well as food service companies, Partnered with American Hotel & Lodging Educational Institute, March to April 2025
2. *Foundations of Restaurant Management: Controlling Foodservice Costs*. Certification for college and university students as well as food service companies, Partnered with American Hotel & Lodging Educational Institute, March to April 2025
3. *Principles of Restaurant Management: Hospitality Human Resources Management and Supervision, Third Edition*. Certification for college and university students as well as food service companies, Partnered with American Hotel & Lodging Educational Institute, January to February 2025
4. *Foundations of Restaurant Management: Hospitality and Restaurant Management, Third Edition*. Certification for college and university students as well as food service companies, Partnered with American Hotel & Lodging Educational Institute, December 2024 to January 2025
5. *Hospitality Today: An Introduction*. Undergraduate course complete certification, Partnered with American Hotel & Lodging Educational Institute, October 2023 to January 2024
6. *Managing Front Office Operation*. Undergraduate course complete certification, Partnered with American Hotel & Lodging Educational Institute, May to June 2023
7. *Hospitality Industry Managerial Accounting*. Undergraduate course complete certification, Partnered with American Hotel & Lodging Educational Institute, October to December 2022
8. *Revenue Management Certification*. Certification for academic and industry professionals, Partnered with RevMe and Smith Travel Research, June 2022
9. *Certified Lodging Security Officer*. Certification for academic and industry professionals, Partnered with American Hotel & Lodging Educational Institute, May to June 2022

Refereed Proceedings

Abstract

1. Lim, S. & **Kim, M.** (2025). AI-driven pricing and personalization: Impact on trust and consumer engagement in online travel agencies. Proceedings of the 2025 Annual Meeting of Southwest Academy of Management, Tulsa, Oklahoma, March 19-23, 2025.
2. **Kim, M.**, Ju, M., & Kungu, K. (2024). Entrepreneurs' overoptimism, overconfidence, and new venture performance in Eastern Africa. Proceedings of the 2024 Annual Meeting of Southwest Academy of Management, Galveston, Texas, April 10-13, 2024.
3. **Kim, M.**, Darban, M., & Ok, C. H. (2022). Direct and indirect rebound effects of cost savings from a peer-to-peer accommodation stay. Proceedings of the 2022 EuroCHRIE Conference, Apeldoorn, The Netherlands, October 24-27, 2022.
4. Tang, C. H., **Kim, M.**, & Ju, M. (2022). Hotel room rate pricing strategy and property owner types. Proceedings of the 2022 EuroCHRIE Conference, Apeldoorn, The Netherlands, October 24-27, 2022.
5. **Kim, M.**, & Tang, C. H. (2019). Synergy and strategic partner selection of dual-branded Hotels. Proceedings of the 2019 Annual ICHRIE Summer Conference, New Orleans, Louisiana, July 24-26, 2019.
6. **Kim, M.**, Tang, C. H., & Roehl, W. S. (2017). The effect of hotel dual-branding on willingness-to-pay and booking Intention. Proceedings of the 22nd Annual Graduate Student Research Conference in Hospitality and Tourism. Houston, Texas, January 5-7, 2017.
7. **Kim, M.**, & Roehl, W. S. (2016). Price, competition, and initial strategic decision on capacity and quality in the lodging market. Proceedings of the 21st Annual Graduate Student Research Conference in Hospitality and Tourism. Philadelphia, Pennsylvania, January 7-9, 2016.

Full Paper

1. **Kim, M.**, Ju, M., Kungu, K., & Mwinamo, J. (Accepted). Entrepreneurial traits and venture Success in East Africa: A conceptual framework of psychological dispositions and contextual moderators. Proceedings of the 8th Biennial Conference of the Africa Academy of Management, Casablanca, Morocco, January 4-7, 2026.
2. Darban, M., & **Kim, M.** (2021). Augmented reality or price cut: what matters and to whom? A case of peer-to-peer accommodation. Proceedings of the 50th Northeast Decision Sciences Institute Annual Conference 2021. Virtual. March 26-27, 2021.

3. **Kim, M., & Roehl, W. S. (2017).** Should hotel products be different or similar? The effect of product differentiation on performance and riskiness of hotels. Proceedings of the 22nd Annual Graduate Student Research Conference in Hospitality and Tourism. Houston, Texas, January 5-7, 2017.
4. **Kim, M., & Roehl, W. S. (2015).** Productivity of U.S. commercial casinos: a multi-method approach. Proceedings of the 2015 Annual ICHRIE Summer Conference. Orlando, Florida, July 29-31, 2015.
5. **Kim, M., Lee, S. K., & Roehl, W. S. (2015).** Competition and price leadership in lodging Markets. Proceedings of the 21st Asia Pacific Tourism Association Conference. Kuala Lumpur, Malaysia, May 14-17, 2015.
6. **Kim, M., & Lee, S. K. (2014).** Long-run effects of revenue management. Proceedings of the 2014 World Hospitality & Tourism Forum. Seoul, Republic of Korea, June 26-28, 2014.
7. **Kim, M., & Lee, S. K. (2014).** Revenue management, short-term, and long-term performance in the lodging industry. Proceedings of the 12th Asia-Pacific CHRIE Conference. Kuala Lumpur, Malaysia, May 21-24, 2014.
8. **Kim, M., & Back, K. J. (2009).** Evaluation of a good night's sleep program in an upper-mid scaled hotel for business travelers. Proceedings of the 14th Annual Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, Nevada, January 4-6, 2009.

Reviewed/Refereed Presentations

1. **Kim, M., Ju, M., Kungu, K., & Mwinamo, J. (Accepted).** Entrepreneurial traits and venture success in East Africa: A conceptual framework of psychological dispositions and contextual moderators. Paper presented at the 8th Biennial Conference of the Africa Academy of Management, Casablanca, Morocco, January 4-7, 2026.
2. **Lim, S. & Kim, M. (2025).** AI-driven pricing and personalization: Impact on trust and consumer engagement in online travel agencies. Paper presented at the 2025 Annual Meeting of Southwest Academy of Management, Tulsa, Oklahoma, March 19-23, 2025.
3. **Kim, M., Ju, M., & Kungu, K. (2024).** Entrepreneurs' overoptimism, overconfidence, and new venture performance in Eastern Africa. Paper presented at the 2024 Annual Meeting of Southwest Academy of Management, Galveston, Texas, April 10-13, 2024.
4. **Kim, M., Darban, M., & Ok, C. H. (2022).** Direct and indirect rebound effects of cost savings from a peer-to-peer accommodation stay. Paper presented at the 2022 EuroCHRIE Conference, Apeldoorn, The Netherlands, October 24-27, 2022.

5. Tang, C. H., **Kim, M.**, & Ju, M. (2022). Hotel room rate pricing strategy and property owner types. Paper presented at the 2022 EuroCHRIE Conference, Apeldoorn, The Netherlands, October 24-27, 2022.
6. Darban, M., & **Kim, M.** (2021). Augmented reality rather than price cut? A case of peer-to-peer accommodation. Paper presented at the 50th Northeast Decision Sciences Institute Annual Conference 2021. Virtual. March 26-27, 2021.
7. **Kim, M.**, & Tang, C. H. (2019). Synergy and strategic partner selection of dual-branded hotels. Paper presented at the 2019 Annual ICHRIE Summer Conference, New Orleans, Louisiana, July 24-26, 2019.
8. **Kim, M.**, Lee, S. K., & Roehl, W. S. (2018). The effect of idiosyncratic price movements on short- and long-run performance of hotels. Paper presented at the 4th Annual Hospitality Revenue Management and Analytics Conference, Denver, Colorado, December 16-18, 2018.
9. **Kim, M.**, & Roehl, W. S. (2017). Should hotel products be different or similar? The effect of product differentiation on performance and riskiness of hotels. Paper presented at the 22nd Annual Graduate Student Research Conference in Hospitality and Tourism. Houston, Texas, January 5-7, 2017.
10. **Kim, M.**, Tang, C. H., & Roehl, W. S. (2017). The effect of hotel dual-branding on willingness-to- pay and booking Intention. Paper presented at the 22nd Annual Graduate Student Research Conference in Hospitality and Tourism. Houston, Texas, January 5-7, 2017.
11. **Kim, M.**, & Roehl, W. S. (2016). Price, competition, and initial strategic decision on capacity and quality in the lodging market. Paper presented at the 21st Annual Graduate Student Research Conference in Hospitality and Tourism. Philadelphia, Pennsylvania, January 7-9, 2016.
12. **Kim, M.**, & Roehl, W. S. (2015). Productivity of U.S. commercial casinos: A multi-method approach. Paper presented at the 5th Annual Doctoral Programs Research Competition, Fox School of Business, Temple University, October 28, 2015. Nominated by the Sport, Tourism, and Hospitality Management concentration.
13. **Kim, M.**, & Roehl, W. S. (2015). Productivity of U.S. commercial casinos: A multi-method approach. Paper presented at the 2015 Annual ICHRIE Summer Conference. Orlando, Florida, July 29-31, 2015.
14. **Kim, M.**, Lee, S. K., & Roehl, W. S. (2015). Competition and price leadership in lodging markets. Paper presented at the 21st Asia Pacific Tourism Association Conference. Kuala Lumpur, Malaysia, May 14-17, 2015.

15. **Kim, M., & Roehl, W. S. (2014).** Pricing determinants in the lodging industry: a systematic review. Paper presented at the 4th Annual Doctoral Programs Research Competition, Fox School of Business, Temple University, October 8, 2014. Nominated by the Sport, Tourism, and Hospitality Management concentration.
16. **Kim, M., & Lee, S. K. (2014).** Long-run effects of revenue management. Paper presented at the 2014 World Hospitality & Tourism Forum. Seoul, Republic of Korea, June 26-28, 2014.
17. **Kim, M., & Lee, S. K. (2014).** Revenue management, short-term, and long-term performance in the lodging industry. Paper presented at the 12th Asia-Pacific CHRIE Conference. Kuala Lumpur, Malaysia, May 21-24, 2014.
18. **Kim, M., & Back, K. J. (2009).** “Evaluation of a good night’s sleep program in an upper-mid scaled hotel for business travelers.” Paper presented at the 14th Annual Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, Nevada, January 4-6, 2009.

Invited Presentations

1. Teaching Hospitality Performance Analysis in the Classrooms. Presentation to Revenue Management Faculty and Educators, Virtual, Revenue Management Certificate Train-the-Trainer Workshops, April 1, 2022, September 22, 2023, February 23, 2024, & April 4, 2025
2. Research on Dual-branded Hotels and the Future. Presentation for Ph.D. Students and Faculty at the Graduate Seminar at the Pamplin College of Business, Virginia Tech University, Blacksburg, Virginia, February 18, 2022.
3. Research Presentation: Past, Present, and Future. Presentation to hospitality faculty members and master's students, University of Delaware, Newark, Delaware, April 7, 2017.
4. How Revenue Management Educators Help Students to Become Hotel Revenue Management Professionals. Presentation to hospitality revenue management executives and educators. The 2nd Annual Hospitality Revenue Management and Analytics Conference, Orlando, Florida, December 15-17, 2016.

Non-Refereed Presentations

1. Dual-Branded Hotels: Marketing Insights and Strategic Performance – Presentation to the College of Business Faculty at LSUS, Research Seminars, Shreveport, Louisiana, February 28, 2025.

2. Research Focus and Future Research Agenda – Presentation to Faculty at LSUS, Faculty Research Showcase, Shreveport, Louisiana, April 8, 2019.

Research Grants and Other Funding

1. Faculty Research & Development Grant, College of Business, LSU Shreveport, Spring 2025. Funding: \$2,000
2. Faculty Research & Development Grant, LSU Shreveport, Spring 2024. Funding: \$1,500
3. Faculty Research & Development Grant, College of Business, LSU Shreveport, Spring 2024. Funding: \$3,600
4. Faculty Research & Development Grant, LSU Shreveport, Fall 2023. Funding: \$1,500
5. Faculty Research & Development Grant, LSU Shreveport, Spring 2022. Funding: \$4,350
6. Faculty Research & Development Grant, LSU Shreveport, Fall 2021. Funding: \$1,500 (with Dr. Mehdi Darban)
7. Faculty Research and Development Grant, LSU Shreveport, Spring 2020. Funding: \$5,000 (with Dr. Mehdi Darban)
8. Faculty Research and Development Grant, LSU Shreveport, Fall 2019. Funding: \$1,500
9. Faculty Research Fund, College of Business, LSUS, Fall 2018. Funding: \$1,850
10. Summer Research Grant, Graduate School, Temple University, June-August 2017. Funding: \$6,500
11. Fox Online Teaching Certificate. Online & Digital Learning, Fox School of Business, Temple University. January 2017. Funding: \$250
12. The 13th Young Scholars Interdisciplinary Forum. Fox School of Business, Temple University. Fall 2016. Funding: \$1,000
13. The 10th Young Scholars Interdisciplinary Forum. Fox School of Business, Temple University. Spring 2015. Funding: \$750
14. Conference Travel Grant. School of Tourism and Hospitality Management, Temple University. 2013, 2014, 2015, and 2016. Total Funding: \$5,000

PROFESSIONAL SERVICE

Service to the University, the College, and the Department

University level

- Member, Graduate Council, Fall 2024 to Present
- Senator, Faculty Senate, Fall 2020 to Present
- Member, Ad-Hoc Artificial Intelligence Committee, Spring 2023
- Member, Distance Learning Council, Spring 2021
- Representative Replacement, Graduate Council, November 2019

College level

- Member, Assurance of Learning Committee for AACSB, Fall 2021 to Present
- Table Presenter— Junior Achievement 8th Grade College Preview Event, March 27, 2024
- Mentor, Pilot Pitch Business Model Competition—Entrepreneurial Accelerator Program, Fall 2023
- Table Presenter—College of Business, Community Event: The Pride in the Park, September 2022
- Table Presenter—College of Business, Career Fair: Caddo Career & Technology Center Fair, April 2022
- Advisor, STR Student Market Study Competition (International level), Fall 2021
- Guest Speaker, Introduction to Business (MADM 105) Course, Spring 2021
- Member, Strategic Student Development Committee, Fall 2018 to Spring 2021
- Advisor, STR Student Market Study Competition (International level), Fall 2020
- Representing LSUS College of Business, North Louisiana Economic Partnership Annual Meeting, January 2020
- Table Presenter—College of Business, Career Fair: Caddo Career & Technology Center Fair, February 2020
- Chair, Hospitality Curriculum Task Force, Spring 2019 to Spring 2020
- Chair, Hospitality Industry Certification Task Force, Fall 2018 to Fall 2019

- Judge, Pilot Pitch Business Model Competition—Entrepreneurial Accelerator Program, November 2019
- Assisting in the final stage of the LSUS team’s presentation, The Shell Business Case Study Competition (State level), November 2019
- Speaker—SIGMA Representative, Graduate Honor Society Induction Ceremony, Spring 2019
- Representing LSUS College of Business, Student Awards Dinner & Reception—The Adventon 2019 Regional Conference, April 2019
- Presenter—MBA and BS with Hospitality Concentration, LSUS Foundation Showcase, March 2019

Department level

- Academic Advisor, Management and Entrepreneurship, Fall 2018 to Present
- Member, Tenure and Promotion Committee: Dr. Jia Yu, Fall 2024
- Developed the SACSCOC Assessment Report Improvement Plan for MADM 301 Principle of Management, Fall 2024
- The First Person for the MADM 301 Course Faculty Group for SACSCOC Accreditation, Fall 2023
- Content Creator, Marketing Assets—Management & Administration Undergraduate Program, Fall 2022
- Mentor, Newly Hired Faculty: Dr. Harshali Sadhya, Fall 2020 to Spring 2021
- Table Presenter—Management & Marketing, Student Recruit: Pilot Review Day, March 2019
- Table Presenter—Management & Marketing, Student Recruit: Pilot Review Day, November 2018
- Table Presenter—Management & Marketing, Student Recruit: Bossier Parish Community College, October 2018
- Member, Faculty Search Committee, School of Tourism & Hospitality Management, Temple University, Fall 2015 to Spring 2016

Service to the Professional/Academic Discipline

- Member, National Restaurant Association Solutions Exam Development Committee, May 2022 to Present
- Discussor, CHIA Online Roundtable Discussion, STR, August 2019
- The interviewee, Industry Project by STR titled “How the hospitality sector and broader tourism industry have responded to the impact of South Korea’s diplomatic fallout with China”, October 2018
- Volunteer, Academy of International Business US Northeast Conference, Philadelphia, Pennsylvania, October 2017
- Moderator and Volunteer, The Annual Graduate Student Research Conference in H&T, Philadelphia, Pennsylvania, January 2016
- Volunteer, Hospitality Industry Technology Exposition and Conference, Anaheim, California, June 2009
- Volunteer, American Lodging Investment Summit, Los Angeles, California, January 2008

Service to the Community or Public

- Judge, The 9th Annual Regional Student Scholars Forum, LSUS, April 2024
- Judge, Region I Social Studies Fair, Shreveport- Bossier, Louisiana, January 26, 2024
- Judge, The 8th Annual Regional Student Scholars Forum, LSUS, February 2023

Reviewer

- Reviewer, *Annual Meeting of Southwest Academy of Management*, 2026
- Reviewer, *Southeastern Chapter of the Institute for Operations Research and the Management Sciences (SEINFORMS) Conference*, 2025
- Reviewer, *Conference of the Africa Academy of Management*, 2025
- Ad hoc Reviewer, *Tourism and Hospitality Research*, 2025-
- Ad hoc Reviewer, *Tourism Management Perspectives*, 2025-
- Ad hoc Reviewer, *Cogent Business and Management*, 2023-
- Ad hoc Reviewer, *Journal of Business Research*, 2021-

- Ad hoc Reviewer, *Annals of Tourism Research*, 2021-
- Ad hoc Reviewer, *Tourism Management*, 2020-
- Ad hoc Reviewer, *Journal of Hospitality and Tourism Research*, 2018-
- Ad hoc Reviewer, *International Journal of Hospitality Management*, 2017-
- Reviewer, *Southeast Decision Sciences Institute (SEDSI)*, 2021, 2022
- Reviewer, *Annual Graduate Student Research Conference in Hospitality & Tourism*, 2019, 2021
- Reviewer, *Annual ICHRIE Conference*, 2015

Dissertation Committees

- Member, Ph.D. Advisory (Dissertation) Committee, Pengsongze Xue (Major: Management), University of Guelph, Canada, Fall 2023 to present.
- Member, Ph.D. Qualifying Exam Committee, Pengsongze Xue (Major: Management), University of Guelph, Canada, Fall 2022 to Spring 2023.

PROFESSIONAL AND ACADEMIC MEMBERSHIPS

- Southwest Academy of Management, 2024, 2025
- RevME: Hospitality and Tourism Revenue Management Educators, 2016 to present.
- International Council of Hotel, Restaurant and Institutional Education, 2015
- Toastmasters International, Metrocrest Toastmasters, Dallas, Texas, 2013
- Hospitality Financial and Technology Professionals, 2009

PARTICIPATION IN CONFERENCES/ SEMINARS/ WORKSHOPS

- The 2025 Annual Meeting of Southwest Academy of Management, Tulsa, Oklahoma, March 19-23, 2025
- High Impact Teaching and Learning Workshop, Virtual, February 7, 2025
- Spotlight on Generative AI: An Introduction to AI for Course Development and Facilitation, LSU Online and Continuing Education, Virtual, February 5, 2025

- AI in Teaching and Learning, Faculty Professional Development Workshop, Virtual, November 15, 2024
- The 2024 Annual Meeting of Southwest Academy of Management, Galveston, Texas, April 10-13, 2024
- Review Updates to the CHIA Training Materials Webinar, Virtual, January 31, 2024
- CoStar SHARE Center eLearning Platform Overview Webinar, Virtual, January 12, 2024
- Creating a More Inclusive Classroom, LSUS College of Business Faculty Development Forums, Virtual, October 4, 2023
- Introduction to the CoStar Suite: Real Estate and Hotel Education, Virtual, May 23, 2023
- Campus Discussion on ChatGPT and Generative AI, Virtual, May 3, 2023
- The 2022 EuroCHRIE Conference, Apeldoorn, The Netherlands, October 24-27, 2022
- Revenue Management Certificate Train-the-Trainer Workshops, Virtual, April 1-2, 2022
- TEACH LSU Webinar Series: Understanding the Impact of Your Teaching, Virtual, February 24, 2022
- Assurance of Learning Seminar II: Data, Decision Making, and Continuous Improvement, AACSB, Virtual, November 8-10, 2021
- Assurance of Learning Seminar I: Foundation and Fundamentals, AACSB, Virtual, September 1-3, 2021
- Revenue Management Research Roundtable, Virtual, August 11, 2021
- Northeast Decision Sciences Institute Annual Conference, Virtual, March 26-27, 2021
- Annual Hospitality Revenue Management and Analytics Conference, Virtual, December 8-9, 2020
- Value-Based Pricing and Revenue Management in a COVID-19 World Webinar, Virtual, July 22, 2020
- CAHTA Update Meeting from STR, Virtual, April 7, 2020
- Tech to Market Event. Shreveport, Louisiana, October 24, 2019
- Annual ICHRIE Summer Conference, New Orleans, Louisiana, July 24-26, 2019
- CAHTA Train-the-Trainer Workshops, Denver, Colorado, December 2018
- Annual Hospitality Revenue Management and Analytics Conference, Denver, Colorado, December 16-18, 2018

- Hotel Simulations from Red Global Group, Philadelphia, Pennsylvania, January 2017
- Annual Graduate Student Research Conference in Hospitality and Tourism. Houston, Texas, January 5-7, 2017
- Fox Ph.D. Teaching Seminar, Philadelphia, Pennsylvania, Summer, 2016
- Innovating: Teaching with Technology, Philadelphia, Pennsylvania, Spring, 2016
- The Surprising Truth about What Motivates Us, Philadelphia, Pennsylvania, Spring, 2016
- Course Tune-Up: Syllabus Clinic, Philadelphia, Pennsylvania, Spring, 2016
- CAHTA Train-the-Trainer Session from STR, Philadelphia, Pennsylvania, January 2016
- Annual Graduate Student Research Conference in Hospitality and Tourism. Philadelphia, Pennsylvania, January 7-9, 2016
- Can We Talk? Teaching Race and Diversity, Philadelphia, Pennsylvania, Fall 2015
- TA Orientation and Workshops, Philadelphia, Pennsylvania, Summer, 2015
- Annual ICHRIE Summer Conference. Orlando, Florida, July 29-31, 2015
- Asia Pacific Tourism Association Conference. Kuala Lumpur, Malaysia, May 14-17, 2015
- Asia-Pacific CHRIE Conference. Kuala Lumpur, Malaysia, May 21-24, 2014
- Annual Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, Nevada, January 4-6, 2009

PROFESSIONAL WORK EXPERIENCE

In the United States of America

June 2010
to April 2012

Revenue Management Analyst.

Hilton Anatole, Dallas, Texas.

1600 guest rooms, 349,000 sq ft of meeting space.

Analyzed the outcome of pricing strategies and revenue gains/losses.

Prepared 14-day forecast for department heads and executive members.

Monitored and analyzed the competition to identify pricing positions, selling strategies, and market trends.

Generated and distributed various RM reports like displacement

analysis, budgeting, forecasting, booking pace, sales, and catering.

Maintained room inventory, rate, and demand information in the Hilton RM systems.

Identified and corrected room revenue transaction errors.

May 2009
to June 2010

Service Training Specialist, Food and Beverage Department.

Hotel Granduca, Houston, Texas.

Independent boutique hotel, 122 guest rooms.

Developed and implemented an on-the-job training program for approximately 40 employees.

Evaluated and monitored performance metrics on service for employees.

Forecasted, staffed, and scheduled employees.

Effectively communicated and mentored employees on problem areas and set goals with the F&B director.

September 2008
to December 2008

Assistant Event Manager (Part-Time).

EVENTions, Houston, Texas.

Implemented various management tactics by producing production schedules, timelines, group plans, floor plans, and cue sheets for events.

Organized contractors and supervised staff for events.

Maintained drip marketing program based on the marketing calendar.

January 2008
to May 2008

Hospitality Asset Management Consulting Intern.

Orion Hotels Inc., Austin, Texas.

Researched selected hotel and restaurant brokerage and acquisition Possibilities.

Market researched, prepared market comparable analysis, and researched hotel property records with the tax appraisal district.

February 2007
to May 2009

Restaurant Supervisor / F&B Administrative Assistant.

Hilton, University of Houston, Houston, Texas.

86 guest rooms, 25,000 sq ft of meeting space.

Performed managerial duties, including training employees on service, evaluation, supervision, bartending, daily reporting, and inventory. Tracked service quality feedback.

Assisted F&B director by developing daily productivity mix report, CGS inventory, beverage pricing integrity matrix, and catering menu price matrix from competitive sets.

In the Republic of Korea

April 2006
to December 2006

Public Relations Intern
Korcom Porter Novelli Inc., Seoul

November 2005
to April 2006

Teacher
Global Foreign Language Institute, Suwon

2002
to 2003

Staff, Commodity, and F&B Departments
Samsung Everland Resort, Young-In

Summer 2002

Camp Guide
Hanwha Resort, YangPyeong