

Soojin Lee, Ph.D.
Lecturer, Cornell University
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EDUCATION

Ph.D. University of Missouri-Columbia, Aug 2018 – May 2022

* **Dissertation:** Protecting the environment: Exploring the effects of green menu design on restaurant customers' willingness to pay

Major: Hospitality Management

Emphasis: Food safety, Restaurant management, F&B service, Consumer behavior, Service & Lodging

M.S. California State Polytechnic University Pomona, June 2015

* **Thesis:** California resident motives for gambling at Indian reservations vs. Las Vegas

Major: Hospitality Management

Emphasis: Consumer motivations/behaviors, Gambling behavior

B.S. University of Nevada, Las Vegas, Dec 2010

Major: Hotel Management

PROFESSIONAL EXPERIENCE

Lecturer

Cornell University

Introduction to Casino Operations

Aug 2023-present

•HADM 4080/6080

•Facilitated weekly lectures covering various aspects of casino management and daily casino operation, casino marketing, and table game operation

Lecturer

Cornell University

Food & Beverage Operations Management

Restaurant Management

Aug 2022-present

•HADM 1361, HADM 3350

•Facilitated weekly lectures covering food and beverage management, food safety, cost control, and foodservice development

Graduate Instructor

2020-2022

University of Missouri-Columbia

•Provided classroom and online lectures, developed course materials

•Responsible for delivering high quality instructions and interactive learning environment

Graduate Teaching Assistant

2019-2022

University of Missouri-Columbia

•Assisted students with timely feedback, grades, and questions

•Reinforced learning concepts, observed student's performance

Graduate Research Assistant <i>University of Missouri-Columbia</i> •Developed research studies and published on peer-reviewed journals	2018-2022
Hotel Front Desk Assistant Manager <i>Ramada by Wyndham Worldwide Los Angeles</i> •Achieved budgeted financial goals while maintaining consistent service standards	2016-2017
Food and Beverage Supervisor <i>Bon Appetit management company, Compass group</i> •Supervised restaurant employees and fulfillment of job responsibilities	2015-2016
Graduate/program assistant <i>Collins College of Hospitality Management</i> •Researched literature and assisted with the development of research-based analysis	2013-2015
Resort/Spa Operation <i>Caesars Entertainment Harrah's Las Vegas</i> •Assisted in developing spa/resort promotions, and event	2011-2012
Human Resources Intern <i>Caesars Entertainment Paris, Bally's, Planet Hollywood Las Vegas</i> •Facilitated new-hire background checks, employment, and filed HR documents	Sep 2010-Dec 2010
Skills	Opera Front desk Spa soft

RESEARCH INTERESTS

PEER-REVIEWED JOURNAL PUBLICATIONS

Lee, S. J., & Liu, P. (2023) Customers' perceptions of upscale ethnic restaurants in the United States: The moderating effect of self-image. (Work in progress)

Lee, S. J., & Liu, P. (2021). Examining customers' perceptions of high-end ethnic dining in the United States: An Application of Importance-Performance Analysis. *International Journal of Hospitality and Tourism Administration*, DOI: [10.1080/15256480.2021.1981184](https://doi.org/10.1080/15256480.2021.1981184)

Lee, S. J., & Liu, P. (2021). Food allergy or food intolerance? exploring food safety practices among campus foodservice employees. *Journal of Foodservice Business Research*, <https://doi.org/10.1080/15378020.2021.1883795>

Liu, P., & Lee, S. J. (2021). Food safety knowledge and practice among campers in the U.S. *Food Protection Trends*, 41(2), 216-231.

Lee, S. J., & Liu, P. (2020). Food safety in school foodservice operations: A review of health inspections in the State of Missouri in the U.S. *Food Protection Trends*, 40(3), 154-163.

Huh, C., Lee, M. J., & Lee, S. J. (2019). A profile of spa-goers in the U.S. luxury hotels and resorts: a posteriori market segmentation approach. *Journal of Hospitality Marketing & Management*, <http://doi.org/10.1080/19368623.2019.1582396>

Lee, S. J., & Lee, M. J. (2017). California resident motives for gambling at Indian reservations versus Las Vegas. *International Journal of Hospitality and Tourism Administration*, 1-22. doi.org/10.1080/15256480.2017.1305317.

Lee, S. J., & Lee, M. J. (2016). Exploring what motivates gambling among California residents: Indian reservations. *International Journal of Tourism Sciences*, 16(3), 113-134.

CONFERENCES & PRESENTATIONS

- **27th Annual Hospitality Graduate Conference**, Virtual meeting *January 2022*
Purchasing for the environment: Exploring the impacts of green menu design on restaurant customers' willingness to pay (*poster*)
- **Annual Pacific Tourism Association 2021**, Virtual meeting *June 2021*
The Role of Self-Image on Customers' Perceptions of Upscale Ethnic Restaurants (*stand-up*)
- **25th Annual Hospitality Graduate Conference**, Las Vegas, NV *Jan 2020*
Food safety in school foodservice operations: A review of health inspections in the State of Missouri in the U.S. (*stand-up*)
Customers' perceptions of upscale ethnic restaurants in the United States: The moderating effect of self-image (*poster*)
Exploring customers' perceptions of fine dining restaurants in China using a big data analysis (*poster*)
- **2019 International Association for Food Protection**, Louisville, KY *July 2019*
Food intolerance or food allergy? exploring food safety practices among campus foodservice employees (*stand-up*) Student Research Competition-Best presentation awarded
- **24th Annual Hospitality Graduate Conference**, Houston, TX *Jan 2019*
Food intolerance or food allergy? exploring food safety practices among campus foodservice employees (*poster*)
- **21st Annual Hospitality Graduate Conference**, Philadelphia, PA *Jan 2016*
Exploring California Residents' Gambling Motivations: Indian Reservations vs. Las Vegas casinos (*stand-up*)
- **20th Annual Hospitality Graduate Conference**, Tampa, FL *Jan 2015*
A Profile of an Emerging Spa market in Luxury hotels and resorts: A Posteriori Market Segment Approach (*stand-up*)
Understanding Spa Consuming Behavior: An Extension of Theory of Planned Behavior (*poster*)
- **Pan-Pacific Business Research Institute**, California State University, San Bernardino, CA *Feb 2014*
Exploring Hospitality Management Students' Perceptions of Education Service Quality in US Higher Education (*stand-up*)
- **19th Annual Hospitality Graduate Conference**, Houston, TX *Jan 2014*

California resident motives for gambling at Indian reservations versus Las Vegas (*stand-up*)

GRANTS

- **FSMEC Research Grants Proposal, October 2019** (*Submitted, not granted*)
Understanding restaurant patrons: customers' perceptions of upscale restaurants in the U.S.
- **Master's Thesis \$1,000 Grant, Cal Poly Pomona 2015**

TEACHING INTERESTS

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|----------------------------------|--------------------------------|
| ● Restaurant management | ● Food safety |
| ● Food business and marketing | ● Food and beverage innovation |
| ● Lodging and service management | ● Consumer behavior |
| ● Casino management | ● Consumer segmentation |
| ● Advanced casino operation | ● Global casino operation |

COURSES TAUGHT

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|---|----------------------------------|
| ● Undergraduate courses: | |
| Introduction to Casino Operation | Cornell University |
| Restaurant Management | Cornell University |
| Principles of Food and Beverage Operations Management-Lab | Cornell University |
| Introduction to Casino Operation | Cornell University |
| Food service cost controls | University of Missouri, Columbia |
| Fundamentals of food and beverage management | University of Missouri, Columbia |

CERTIFICATES

- **Online teaching certification, November 2021**
- **ServSafe certified instructor and proctor, March 2020**

AWARDS/HONORS

- **International Association for Food Protection, July 2019, Louisville, Kentucky**
Student Presentation Award Competition, 3rd place
- **Eta Sigma Delta (ESD), Cal Poly Pomona, 2015**
- **Cum Laude, UNLV 2010**
- **UNLV Dean's Honor List, 2009**
- **UNLV Dean's Honor List, 2010**

ACTIVITIES

- Invited Speaker, "Casino Industry & Organization." Cornell Nightlife Hospitality Club
- Research Reviewer, *Journal of Foodservice Business Research*
- Research Reviewer, *International Journal of Tourism Policy*
- Research Reviewer, *29th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*
- Research Reviewer, *28th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*
- UNLV Cocktail & Silent Auction manager, *Las Vegas, NV 2010*

- Cultural Diversity Foundation Banquet Manager, *Las Vegas, NV 2009*

MEDIA /INTERVIEWS

- ["The Art of Produce."](#) Interview by Susan Crowell. Produce Business, July 2024.
- ["The lunch rush is dead as Americans live for the weekend."](#) Interview by J.J. McCorvey. CNN News, May 2024.
- Restaurant and Hospitality industry economic problems. Interview by Vincent Vela. Manhattan Chamber of Commerce, May 2023.

PROFESSIONAL AFFILIATIONS

- International Association for Food Protection Member 2019-present

STUDENT ADVISEES

- Undergraduates at Nolan School of Hotel Administration