

# ***Soojin Ha, Ph.D.***

Assistant Teaching Professor, Cornell University

[sl2634@cornell.edu](mailto:sl2634@cornell.edu)

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## ***EDUCATION***

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### **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

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## ***PROFESSIONAL EXPERIENCE***

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### **Assistant Teaching Professor**

*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

### **Assistant Teaching Professor**

*Cornell University*

*Food & Beverage Operations Management*

*Restaurant Management*

Aug 2022-present

•HADM 1361, HADM 3350, HADM 2351

•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

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

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**RESEARCH INTERESTS**

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**PEER-REVIEWED JOURNAL PUBLICATIONS**

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**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.

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### **CONFERENCES & PRESENTATIONS**

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- **Indian Gaming Conference & Tradeshow**, San Diego, CA April 2025  
Problem Gambling in the Age of Mobile Betting: New Challenges, New Solutions (*Panel Discussion*)
- **27<sup>th</sup> 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*)
- **25<sup>th</sup> 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
- **24<sup>th</sup> Annual Hospitality Graduate Conference**, Houston, TX Jan 2019  
Food intolerance or food allergy? exploring food safety practices among campus foodservice employees (*poster*)
- **21<sup>st</sup> Annual Hospitality Graduate Conference**, Philadelphia, PA Jan 2016  
Exploring California Residents' Gambling Motivations: Indian Reservations vs. Las Vegas casinos (*stand-up*)
- **20<sup>th</sup> 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*)
- **19<sup>th</sup> Annual Hospitality Graduate Conference**, Houston, TX Jan 2014



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

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***MEDIA /INTERVIEWS***

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- Gothamist. “Proposed NYC casinos pose 'serious risk' to 'economic engine' 2 hours away, analysis finds.” September 2025
- AP Press. “Inside the high-stakes battle to win a New York City casino license.” July 2025
- SBC Americas. “IGA panel discusses problem gambling in a digital-first world <https://sbcamericas.com/2025/04/22/iga-panel-discussions-problem-gambling/> April 2025
- ”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.

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***PROFESSIONAL AFFILIATIONS***

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| •Nolan Academic Integrity Hearing Board Committee member | 2025-present |
| •International Association for Food Protection Member    | 2019-present |

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***STUDENT ADVISEES***

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- Undergraduates at Nolan School of Hotel Administration