

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

Food & Beverage Operations Management

Aug 2022-present

•HADM 1361, HADM 3350

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

Graduate Instructor

Aug 2020-May 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

Aug 2019-May 2022

University of Missouri-Columbia

•Assisted students with timely feedback, grades, and questions

•Reinforced learning concepts, observed student's performance

Graduate Research Assistant

Aug 2018-Jan 2022

University of Missouri-Columbia

•Developed research studies and published on peer-reviewed journal

Front Desk Assistant Manager

April 2016-Oct 2017

Ramada by Wyndham Worldwide Los Angeles

•Achieved budgeted financial goals while maintaining consistent service standards

Food and Beverage Supervisor Oct 2015-June 2016
Bon Appetit management company, Compass group
•Supervised restaurant employees and fulfillment of job responsibilities

Graduate/program assistant Oct 2013-April 2015
Collins College of Hospitality Management
•Researched literature and assisted with the development of research-based analysis

Spa/Resort Front Desk Jan 2011-Dec 2011
Caesars Entertainment Harrah's Las Vegas
•Assisted in developing spa promotions, events, and provided guidance to guests on the procedures at the resort

Human Resources Intern Sep 2010-Dec 2010
Caesars Entertainment Paris, Bally's, Planet Hollywood Las Vegas
•Facilitated and assisted new-hire background checks and employment

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. *International Journal of Hospitality Management* (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 |
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COURSES TAUGHT

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| • Undergraduate courses: | |
| 1. Food service cost controls | University of Missouri, Columbia |
| 2. Fundamentals of food and beverage management | University of Missouri, Columbia |
| 3. Restaurant management | Cornell University |
| 4. Principles of f&b operations | Cornell University |
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CERTIFICATES

- Online teaching certification**, *November 2021*
 - ServSafe certified instructor and proctor**, *March 2020*
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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*
 - UNLV Western Undergraduate Scholarship**, *2008-2010*
 - UNLV Dean's Honor List**, *2010*
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ACTIVITIES

- Reviewer, *28th Annual Hospitality Graduate Conference, Anaheim, CA 2023*
- Research Reviewer, *International Journal of Tourism Policy, 2022*
- UNLV Cocktail & Silent Auction manager, *Las Vegas, NV 2010*
- Cultural Diversity Foundation Banquet Manager, *Las Vegas, NV 2009*