
HYUN-WOO (DAVID) JOUNG, PhD

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EMPLOYMENT RECORD

- Associate Professor 2019-Present
Department of Nutrition and Hospitality Management, The University of Mississippi
- Assistant Professor 2013-2019
Department of Nutrition and Hospitality Management, The University of Mississippi

EDUCATION

- Ph.D. in Hospitality Administration 2013
Minor: Statistics, Department of Mathematics and Statistics
Texas Tech University, Lubbock, Texas.
- M.S. in Restaurant, Hotel, and Institutional Management 2009
Texas Tech University, Lubbock, Texas.
- B.S. in Food and Nutrition 2004
Seoul National University, South Korea

RESEARCH AREA

Service Quality Management; Human Resource Management/Organizational Behavior;
Hospitality Marketing; Foodservice for the Elderly and Community Engagement

REFEREED ARTICLES

Publications: Journal Articles

1. Choi, H., **Joung, H.-W.**, Choi, E.-K., & Kim, H.-S. (2021). Understanding vegetarian customers: The effects of restaurant attributes on customer satisfaction and behavioral intentions. *Journal of Foodservice Business Research*. 1-24.
2. Hong, C., Choi, H., Choi, E.-K., & **Joung, H.-W.** (2021). Factors affecting customer intention to use online food delivery services before and during the COVID-19 pandemic. *Journal of Hospitality and Tourism Management*, 48, 509-518.
3. Roseman, M., **Joung, H.-W.**, Mitchell, E., & Valliant, M. (2021). College students' attitude toward menu labeling differs by sex, weight management status, and athletic type. *Journal of American College Health*. 1-7.
4. Choi, H., Choi, E.-K., Yoon, B., & **Joung, H.-W.** (2020). Understanding food truck customers: Selection attributes and customer segmentation. *International Journal of Hospitality Management*, 90, 102647.
5. Ahn, J., Choi, E.-K., & **Joung, H.-W.** (2020). Does gender moderate the relationship among festival attendees' motivation, perceived value, visitor satisfaction, and electronic word-of-mouth? *Information*, 11, 412.

6. Poll, K.L., Holben, D.H., Valliant, M., & **Joung, H.-W.** (2020). Food insecurity is associated with disordered eating behaviors in NCAA division 1 male collegiate athletes. *Journal of American College Health*, 68(2), 105-109.
7. Ban, H.-J., **Joung, H.-W.**, & Kim, H.-S. (2019). The text mining approach to understand seat comfort experience of airline passengers through online review. *Culinary Science & Hospitality Research*, 25(9), 38-46.
8. Ahn, J., Choi, E.-K., & **Joung, H.-W.** (2019). Building brand loyalty through a Facebook fan page in the hotel industry: Exploring the moderating role of gender. *Culinary Science & Hospitality Research*, 25(9), 23-37.
9. Jo, J., & **Joung, H.-W.** (2019). Do part-time employees matter in the restaurant industry? *ICHRIE Penn State Research Reports*. Available at: https://www.chrie.org/files/0362018_JoJung.pdf.
10. Choi, H.Y., & **Joung, H.-W.** (2018). Exploring restaurant selection attributes of vegetarian customers. *Culinary Science & Hospitality Research*, 24(7), 83-88.
11. Zegel, R., Lambert, L., & **Joung, H.-W.** (2018). Evaluation of students' satisfaction with three all-you-can-eat university dining facilities. *Journal of Foodservice Business Research*, 21(5), 539-552.
12. Leeke, S., Knight, K., **Joung, H.-W.**, & Knight, S. (2018). Can student-driven changes increase salad bar usage in schools?. *Research Journal of Food and Nutrition*, 2(3), 29-38.
13. Roseman, M., **Joung, H.-W.**, Irvin, E. (2018). Demographic, attitudinal, and behavioral factors associated with front-of-package label use with label users making accurate product nutrition assessments. *Journal of the Academy of Nutrition and Dietetics*, 118(5), 904-912.
14. **Joung, H.-W.**, Choi, E.-K., & Taylor, J. (2018). Investigating differences in job-related attitudes between full-time and part-time employees in the foodservice industry. *International Journal of Contemporary Hospitality Management*, 30(2), 817-835.
15. Lee, S., Zhao, J., & **Joung, H.-W.** (2018). Influence of perceived price and brand on restaurant customers' restaurant selection attribute. *Journal of Foodservice Business Research*, 21(2), 200-217.
16. Lambert, L., **Joung, H.-W.**, Stroud, S., & Molaison, E. (2017). College students' purchasing practices from food and beverage vending machines and nutritional value of items selected. *The Journal of Foodservice Management and Education*. 11(1), 1-6.
17. Lee, K.-W., & **Joung, H.-W.** (2017). An examination of students' perceptions for guest speakers in hospitality and tourism programs. *Journal of Teaching in Travel and Tourism*, 17(4), 300-312.
18. Roseman, M., **Joung, H.-W.**, Choi, E.-K., & Kim, H.-S. (2017). The effects of restaurant nutrition menu labelling on college students' healthy eating behaviours. *Public Health Nutrition*, 20(5), 797-804.
19. Choi, E.-K., & **Joung, H.-W.** (2017). Employee job satisfaction and customer-oriented behavior: A study of frontline employees in the foodservice industry. *Journal of Human Resources in Hospitality and Tourism*, 16(3), 235-251.
20. **Joung, H.-W.**, Choi, E.-K., & Wang, E. (2016). Effects of perceived quality and perceived value of campus foodservice on customer satisfaction: Moderating role of gender. *Journal of Quality Assurance in Hospitality and Tourism*, 17(2), 101-113.

21. Kim, H.-S., **Joung, H.-W.**, & Choi, E.-K. (2016). A study of nutrition knowledge, confidence, and body image of university students. *Culinary Science and Hospitality Research*, 22(1), 70-77.
 22. **Joung, H.-W.**, Choi, E.-K., Lee, D.-S., & Kim, H.-S. (2015). Exploring internal marketing mix and its applications in the foodservice industry. *Culinary Science and Hospitality Research*, 21(5), 192-203.
 23. **Joung, H.-W.**, Goh, B., Huffman, L., Yuan, J., & Surles, J. (2015). Investigating relationships between internal marketing practices and employee organizational commitment in the foodservice industry. *International Journal of Contemporary Hospitality Management*, 27(7), 1618-1640.
 24. **Joung, H.-W.**, Choi, E.-K., & Goh, B. (2015). The impact of perceived service and food quality on behavioral intentions in continuing care retirement communities: A mediating effect of satisfaction. *Journal of Quality Assurance in Hospitality and Tourism*, 16(3), 221-234.
 25. Choi, E.-K., Zhao, J., **Joung, H.-W.**, & Suh, E. (2014). Conceptual framework for the relationships among job-training satisfaction, job satisfaction, and turnover intention in foodservice operations. *International Journal of Culinary Research*, 20(5), 11-15.
 26. **Joung, H.-W.**, Ahn, J., & Kim, H.-S. (2014). Eating behavior and physical among college students: A descriptive approach to the gender difference. *International Journal of Culinary Research*, 20(5), 16-21.
 27. **Joung, H.-W.**, Ahn, J., Choi, E.-K., & Kim, H.-S. (2014). Healthy food awareness, behavioral intention, and actual behavior toward healthy foods: Generation Y consumers in university foodservice. *Journal of the Korean Society of Food Culture*, 29(4), 336-341.
 28. Lee, K.-W., **Joung, H.-W.**, Lee, J.-H., Kim, D.-G., & Kim, H.-S. (2014). Relationships between emotional exhaustion and turnover intention for seasonal hotel employees: Focused on the deluxe hotels in Busan area. *Journal of Industrial Innovation*, 30(2), 123-142.
 29. **Joung, H.-W.**, Lee, D.-S., Kim, H.-S., & Huffman, L. (2014). Evaluation of the on-campus dining service using importance-performance analysis. *Journal of Foodservice Business Research*, 17(2), 136-146.
 30. **Joung, H.-W.**, Choi, E.-K., & Kim, H.-S. (2013). Investigating satisfaction factors affecting recipients' satisfaction with meals and service from Meals-On-Wheels. *Journal of Industrial Innovation*, 29(1), 177-202.
 31. Goh, B.K., Garcia, M., **Joung, H.-W.***, & Fowler, D. (2013). Residents' satisfaction with foodservice at a continuing care retirement community: A pilot study. *Journal of Quality Assurance in Hospitality and Tourism*, 14(2), 185-245.
 32. **Joung, H.-W.**, Choi, E.-K., & Kim, H.-S. (2012). A study on the relationships among training motivation factors, employees' training satisfaction, and job satisfaction in foodservice operations. *Korean Journal of Culinary Research*, 18(5), 165-175.
 33. Kim, H.-S., Lee, K.-W., Lee, D.-S., **Joung, H.-W.**, & Yuan, J.J. (2012). Assessing the quality of a restaurant's website using DINEWEBQUAL. *Journal of Quality Assurance in Hospitality and Tourism*. 13(3), 235-245.
 34. **Joung, H.-W.**, Kim, H.-S., Choi, E.-K., Kang, H.-O., & Goh, B. (2011). University foodservice in South Korea: A study of comparison between university operated restaurant and external foodservice contractors. *Journal of Foodservice Business Research*. 14(4), 405-413.
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35. **Joung, H.-W.**, Kim, H.-S., Yuan, J.J., & Huffman, L. (2011). Service quality, satisfaction, and behavioral intention in home delivered meals program. *Nutrition Research and Practice*, 5(2), 163-168.
36. Kim, H.-S., **Joung, H.-W.**, Yuan, Y.-H., Wu, C., & Chen, J.-J. (2009). Examination of reliability and validity of the instrument for measuring service quality of restaurants. *Journal of Foodservice*, 20(6), 280-286.
37. Lee, S.-M, Kim, H.-S., Goh, B., & **Joung, H.-W.** (2009). Menu engineering analysis for healthy (well-being) menus served by foodservice for business and industry. *HOSTEUR*, 18(2), 17-21.

Publications: In Progress

1. Jongile, T., & **Joung, H.-W.** (Under Review). My share is not fair: Gratuity distribution and organizational citizenship behavior display in restaurants. *International Journal of Hospitality Management*.
2. Edwards, E.B., Lambert, L.G., & **Joung, H.-W.** (Submitted). Investigating university students' cultural competency in relation to time spent abroad. *Frontiers: The interdisciplinary Journal of Study Abroad*.
3. Ahn, J., Choi, E.-K., & **Joung, H.-W.** (In Progress). Promoting hotel upselling: A comparison of rational and emotional appeals of online and offline upselling messages. *Journal of Hospitality and Tourism Research*.
4. Jo, J., & **Joung, H.-W.** (In Progress). Impact of sustainability attributes of menu label on perceived green image, attitudes, and willingness to select.
5. Jo, J., Choi, E.-K., & **Joung, H.-W.** (In Progress). Importance-performance analysis of vegetarian customer perceptions of restaurant service attributes.
6. Jongile, T., & **Joung, H.-W.** (In Progress). The "me" team: Investigating the impact of supervisor narcissism on organizational behavior in restaurants.
7. Jongile, T., & **Joung, H.-W.** (In Progress). Not so funny! The impact of leader humor on employee behavior in restaurants.

PUBLISHED ABSTRACTS

1. Lambert, L., & **Joung, H.-W.** (2017). An assessment of snacks and beverages in vending machines on university campus in the U.S. *Journal of the Academy of Nutrition and Dietetics*, 117(9), A51.
2. Zegel, R., Lambert, L., & **Joung, H.-W.** (2017). Evaluation of students' satisfaction with three all-you-can-eat university dining facilities. *Journal of the Academy of Nutrition and Dietetics*, 117(9), A56.

BOOK CHAPTERS

1. Choi, E.-K., Soifer, I., & **Joung, H.-W.** (2017). Part 5.B: Impact of culture on hospitality customers' decision-making process. In D. Gursoy (Ed.), *Handbook of Hospitality Marketing* (pp. 348-357). London: Routledge.

NON-REFEREED PUBLICATIONS

1. **Joung, H.-W.** (2009). Evaluation of the recipients' satisfaction with meals and service from Meals-On-Wheels (MOW). Master's thesis. Texas Tech University, Texas.
2. **Joung, H.-W.** (2013). Investigating relationships between internal marketing practices and employee organizational commitment in the foodservice industry. Doctoral dissertation. Texas Tech University, Texas.

CONFERENCE PROCEEDINGS

1. Jongile, T., & **Joung, H.-W.** (2020, Feb). Investigating the impact of tip allocation on organizational behavior in restaurants. Stand-up presentation at the SECSA CHRIE Conference, Auburn, AL.
 2. Kim, D., & **Joung, H.-W.** (2020, Feb). Hotel guests' attitude and purchase intention towards hotel brand extension. Poster presentation at the SECSA CHRIE Conference, Auburn, AL.
 3. Ahn, J., Choi, E. K., & **Joung, H.-W.** (2020, Feb). The effects of rational and emotional appeals of online and offline hotel upselling messages. Stand-up presentation at the SECSA CHRIE Conference, Auburn, AL.
 4. Jo, J., Choi, E.-K., & **Joung, H.-W.** (2019, July). Importance-performance analysis of vegetarian customer perceptions of restaurant service attributes. Poster presentation session presented at the International Council on Hotel, Restaurant, and Institutional Education, New Orleans, LA.
 5. Ahn, J., Choi, E.-K., & **Joung, H.-W.** (2019, May). The effect of message appeal and delivery on consumer attitudes toward hotel upselling messages. Stand-up presentation session presented at Asia Pacific and Euro Council on Hotel, Restaurant, and Institutional Education Joint Conference, Hong Kong SAR, China.
 6. Choi, H., **Joung, H.-W.**, & Choi, E.-K. (2019, May). The effects of restaurant attributes on customer satisfaction and behavioral intentions among vegetarian customers. Stand-up presentation session presented at Asia Pacific and Euro Council on Hotel, Restaurant, and Institutional Education Joint Conference, Hong Kong SAR, China.
 7. Choi, H.Y. & **Joung, H.-W.** (2019, January). Understanding food truck customers: Selection attributes and customer segmentation. Poster presentation session presented at the 24th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.
 8. Ahn, J., Choi, E.-K., & **Joung, H.-W.** (2018, July). The role of perceived value on behavioral intentions of local festival attendees. Stand-up presentation session presented at the International Council on Hotel, Restaurant, and Institutional Education, Palm Springs, CA.
 9. **Joung, H.-W.** & Choi, H. (2018, July). Exploring restaurant selection attributes of vegetarian customers. Poster presentation session presented at the International Council on Hotel, Restaurant, and Institutional Education, Palm Springs, CA.
 10. Edwards, E., Lambert, L., & **Joung, H.-W.** (2018). Measuring the impact of traveling abroad on university students' cultural competency. Poster presentation session presented at FNCE, Washington, D.C.
 11. Ahn, J., Choi, E.-K., & **Joung, H.-W.** (2018). Investigating relationships among festival attendees' perceived value, satisfaction, revisit intention and eWOM. Stand-up presentation session presented at the 8th Annual Research Symposium, The University of Mississippi, Oxford, Mississippi.
 12. **Joung, H.-W.**, & Choi, H. (2018). Exploring restaurant selection attributes of vegetarian customers. Stand-up presentation session presented at the 8th Annual Research Symposium, The University of Mississippi, Oxford, Mississippi.
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13. Ahn, J., Choi, E.-K., & **Joung, H.-W.** (2018). Investigating relationships among festival attendees' perceived value, satisfaction, revisit intention, and eWOM. Stand-up presentation session presented at Southeastern, Central and South American Federation Conference, Knoxville, TN.
 14. Mitchell, E., **Joung, H.-W.**, Roseman, M., & Valliant, M. (2018). Attitudes and behaviors towards restaurant menu labeling among university NCAA athletes, recreational athletes, and non-athletes. Stand-up presentation session presented at the 23rd Annual Graduate Student Research Conference in Hospitality and Tourism, Fort Worth, TX.
 15. Poll, K., Valliant, M., & **Joung, H.-W.**, Holben, D.H. (2017). Food insecurity and food behaviors of male collegiate athletes. *Experimental Biology*. Chicago, IL.
 16. Holben, D.H., Poll, K., Valliant, M., **Joung, H.-W.** (2017). Validation of a two-item food security screening tool for male, collegiate athletes. ACSM Annual Meeting, Denver, CO.
 17. **Joung, H.-W.**, & Lambert, L.G. (2017). An assessment of snacks and beverages in vending machines on university campus in the U.S. Stand-up presentation session presented at FSMEC, Las Vegas, Nevada.
 18. Lambert, L.G., & **Joung, H.-W.** (2017). College students' purchasing practices from food and beverage vending machines and nutritional value of items selected. Stand-up presentation session presented at FSMEC, Las Vegas, Nevada.
 19. Choi, E.-K., Fowler, D., Goh, B., Yuan, J., & **Joung, H.-W.** (2015, July). An extension of the technology acceptance model for hotel Facebook fan pages. Poster presentation session presented at the International Council on Hotel, Restaurant, and Institutional Education, Orlando, Florida.
 20. **Joung, H.-W.** (2015, April). Exploring internal marketing practices in the U.S. foodservice. Poster presentation session presented at KAHTEA Conference, Las Vegas, Nevada.
 21. **Joung, H.-W.**, Choi, E.-K., Kim, H.-S., & Lee, S.-M. (2014, July). The effects of internal marketing and employee job satisfaction on customer-oriented behavior of front-line employees in the U.S. foodservice. Stand-up presentation session presented at the International Council on Hotel, Restaurant, and Institutional Education, San Diego, California.
 22. Choi, E.-K., **Joung, H.-W.**, Lee, S.-M., & Kim, H.-S. (2014, July). Predicting customers' participation in green practices when staying in a hotel. Stand-up presentation session presented at the International Council on Hotel, Restaurant, and Institutional Education, San Diego, California.
 23. **Joung, H.-W.**, Goh, B., Huffman, L., & Yuan, J.J. (2013, Jan). Investigating relationships between internal marketing practices and employee organizational commitment in the foodservice industry. Poster presentation session presented at the 18th Annual Graduate Student Research Conference in Hospitality and Tourism, Seattle, WA.
 24. **Joung, H.-W.**, Lee, D.-S., & Goh, B. (2013, Jan). Evaluating of utilizing guest speakers in hospitality and tourism programs. Poster presentation session presented at the 18th Annual Graduate Student Research Conference in Hospitality and Tourism, Seattle, WA.
 25. **Joung, H.-W.**, & Lee, D.-S. (2013, Jan). College students' healthy eating behavior: The effects of nutrition information and the moderating role of gender. Stand-up presentation session presented at the 18th Annual Graduate Student Research Conference in Hospitality and Tourism, Seattle, WA.
 26. **Joung, H.-W.**, Choi, E.-K., & Wang, E. (2012, August). Effects of perceived quality and perceived value of campus foodservice on customer satisfaction: Moderating role of gender.
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- Stand-up presentation session presented at the International Council on Hotel, Restaurant, and Institutional Education, Providence, RI.
27. **Joung, H.-W.**, & Goh, B. K. (2012, August). Conceptual framework of service quality, customer satisfaction, and behavioral intention in restaurant settings: The moderating role of surprise. Poster presentation session presented at the International Council on Hotel, Restaurant, and Institutional Education, Providence, RI.
 28. Choi, E.-K., **Joung, H.-W.**, & Goh, B. (2012, Jan). Conceptual framework for the relationships among job-training satisfaction, job satisfaction, and turnover intention in foodservice operations. Stand-up presentation session presented at the 17th Annual Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL.
 29. **Joung, H.-W.**, Ahn, J., Choi, E.-K., & Kim, H.-S. (2012, Jan). Healthy food awareness, behavioral intention, and actual behavior toward healthy foods: Generation Y consumers in university foodservice. Stand-up presentation session presented at the 17th Annual Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL.
 30. **Joung, H.-W.**, Choi, E.-K., Lee, K.-W., & Goh, B. K. (2011, July). Perceived quality, satisfaction, and behavioral intentions: The moderating role of health status in Continuing Care Retirement Communities. Poster presentation session presented at the International Council on Hotel, Restaurant, and Institutional Education, Denver, CO.
 31. Choi, E.-K., **Joung, H.-W.**, & Fowler, D. (2011, July). University students' attributes and preferences of restaurant selection. Poster presentation session presented at the International Council on Hotel, Restaurant, and Institutional Education, Denver, CO.
 32. Lee, K.-W., **Joung, H.-W.**, & Goh, B. K. (2011, July). The effectiveness of guest speakers in the hospitality and tourism program. Poster presentation session presented at the International Council on Hotel, Restaurant, and Institutional Education, Denver, CO.
 33. **Joung, H.-W.**, Choi, E.-K., & Goh, B. K. (2011, Mar). Perceived service and food quality, satisfaction, and behavioral intentions in senior retirement communities. Poster session presented at the 10th Annual Graduate Student Research Poster Competition. Texas Tech University, Lubbock, TX.
 34. Lee, K.-W., **Joung, H.-W.**, & Goh, B. K. (2011, Mar). The effectiveness of guest speakers in the hospitality and tourism program. Poster session presented at the 10th Annual Graduate Student Research Poster Competition. Texas Tech University, Lubbock, TX.
 35. Choi, E.-K., **Joung, H.-W.**, & Fowler, D. (2011, Mar). An analysis of freshmen students' motivation to eat at on-campus dining facilities. Poster session presented at the 10th Annual Graduate Student Research Poster Competition. Texas Tech University, Lubbock, TX.
 36. **Joung, H.-W.**, Choi, E.-K., & Goh, B. (2011, Jan.). Perceived service and food quality, satisfaction, and behavioral intentions in senior retirement communities. Stand-up presentation session presented at the 16th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.
 37. **Joung, H.-W.**, Lee, D.-S., Kim, H.-S., & Huffman, L. (2011, Jan.). Evaluation of the on-campus dining service using importance-performance analysis. Stand-up presentation session presented at the 16th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.
 38. **Joung, H.-W.**, Choi, E.-K., & Goh, B. K. (2010, July). Training motivational factors as predictors of employees' training satisfaction in foodservice operation. Stand-up presentation session presented at the International Council on Hotel, Restaurant, and Institutional Education, San Juan, Puerto Rico USA.
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39. Kim, H.-S., **Joung, H.-W.**, Yuan, J. J., & Huffman, L. (2010, July). Recipients' perception of service quality, satisfaction, and their behavioral intention in home-delivered meal program. Stand-up presentation session presented at the International Council on Hotel, Restaurant, and Institutional Education, San Juan, Puerto Rico USA.
40. Kim, H.-S., Lee, K.-W., Lee, D.-S., **Joung, H.-W.**, & Yuan, J. J. (2010, July). Examination of the reliability and validity of an instrument for measure restaurant website quality (DINEWEBQUAL). Stand-up presentation session presented at the International Council on Hotel, Restaurant, and Institutional Education, San Juan, Puerto Rico USA.
41. Choi, E.-K., **Joung, H.-W.**, & Yuan, J. J. (2010, July). Exploring personality in hospitality and tourism undergraduates using the big five personality traits. Poster presentation session presented at the International Council on Hotel, Restaurant, and Institutional Education, San Juan, Puerto Rico USA.
42. **Joung, H.-W.**, Choi, E.-K., & Goh, B. K. (2010, Mar). Training motivational factors as predictors of employees' training satisfaction in foodservice operation. Poster session presented at the 9th Annual Graduate Student Research Poster Competition. Texas Tech University, Lubbock, TX.
43. Kim, H.-S., Lee, K.-W., Lee, D.-S., **Joung, H.-W.**, & Yuan, J. J. (2010, Mar). DINEWEBQUAL: A tool measuring family restaurant website quality. Poster session presented at the 9th Annual Graduate Student Research Poster Competition. Texas Tech University, Lubbock, TX.
44. Choi, E.-K., **Joung, H.-W.**, & Yuan, J. J. (2010, Mar). Exploring personality in Hospitality and Tourism undergraduates using the big five personality traits. Poster session presented at the 9th Annual Graduate Student Research Poster Competition. Texas Tech University, Lubbock, TX.
45. **Joung, H.-W.**, Kim, H.-S., Choi, E.-K., Kang, H.-O., & Goh, B. (2010, Jan.). University foodservice in South Korea: A study of comparison between university operated restaurant and external foodservice contractors. Stand-up presentation session presented at the 15th Annual Graduate Student Research Conference in Hospitality and Tourism, Washington D.C.
46. Choi, E.-K., **Joung, H.-W.**, Lee, S.-M., Kang, H.-O., & Yuan, J.J. (2010, Jan.). Exploring personality traits of undergraduate students in Hospitality and Tourism management. Poster session presented at the 15th Annual Graduate Student Research Conference in Hospitality and Tourism, Washington D.C.
47. Lee, S.-M., Kang, H.-O., **Joung, H.-W.**, Kim, H.-S., & Goh, B. (2010, Jan.). Menu engineering analysis for healthy (well-being) menus served by foodservice for business and industry. Stand-up presentation session presented at the 15th Annual Graduate Student Research Conference in Hospitality and Tourism, Washington D.C.
48. **Joung, H.-W.**, Kim, H.-S., & Huffman, L. (2009, Mar.). Evaluation of the recipients' satisfaction with meals and service from Meals-On-Wheels (MOW). Poster session presented at the 8th Annual Graduate Student Research Poster Competition. Texas Tech University, Lubbock, TX.
49. **Joung, H.-W.**, Kim, H.-S., Jeon, M.-S., & Huffman, L. (2009, Jan.). Evaluation of nutritional quality and the recipients' satisfaction with meals from meals-on-wheels (MOW). Poster session presented at the 14th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV.

50. Kim, H.-S., **Joung, H.-W.**, Demirer, I., & Binkley, M. (2009, Jan.). Evaluation of a take-out food safety perception instrument. Stand-up presentation session presented at the 14th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV.
51. Kim, H.-S., Jeon, M.-S., **Joung, H.-W.**, & Yuan, J. J. (2009, Jan.). Influence of nutrition knowledge and food beliefs on food choice in university students. Poster session presented at the 14th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV.
52. **Joung, H.-W.**, Kim, H.-S., & Huffman, L. (2008, Oct.). Evaluation of nutritional quality and the recipients' satisfaction with meals from meals-on-wheels (MOW). Poster session presented at the 26th Annual Human Science week, Texas Tech University, Lubbock, TX.
53. Kim, H.-S., **Joung, H.-W.**, Yuan, Y.-H., Wu, C., & Chen, J.-J. (2008, July). Examination of instrument for measuring the service quality of restaurant in Taiwan and USA. Stand-up presentation session presented at the International Council on Hotel, Restaurant, and Institutional Education, Atlanta, Georgia.
54. Kim, H.-S., **Joung, H.-W.**, & Huffman, L. (2008, Mar.). Evaluation nutritional quality of meals in Meals-On-Wheels (MOW). Poster session presented at the 7th Annual Graduate Student Research Poster Competition. Texas Tech University, Lubbock, TX.
55. Kim, H.-S., **Joung, H.-W.**, Yuan, Y.-H., Chen, J.-J., & Wu, C. (2008, Mar.). Examination of instrument for measuring service quality of restaurant. Poster session presented at the 7th Annual Graduate Student Research Poster Competition. Texas Tech University, Lubbock, TX.
56. Kim, H.-S., **Joung, H.-W.**, Yuan, Y.-H., Chen, J.-J., & Wu, C. (2008, Jan.). Measuring service quality in foodservice operation. Poster session presented at the 13th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. Rosen College of Hospitality Management at the University of Central, Orlando, FL.

GRANTS:

External Grants:

- Reopening the Hospitality Industry: US Consumers' Perceived Importance of COVID-19 Safety Measures and Behavioral Intentions
PIs: Roseman, M. (PI), Berezina, K., Choi, E.-K., & **Joung, H.-W.** (Co-PI)
Funding Agency: UM Disaster Resilience Constellation, The University of Mississippi
Period: August 2020 - May 2021
Amount: \$9,980 (Not funded)
 - Understanding food truck customers: Selection attributes and customer segmentation
PIs: **Joung, H.-W.** (PI), Choi, E.-K., & Choi, H. (Co-PI)
Funding Agency: Foodservice Systems Management Education Council
Period: September 2018
Amount: \$2,000.00 (Not funded)
 - Festival Attendees' Motivations and Satisfaction: The Case of Double Decker Art Festival
PIs: **Joung, H.-W.** (PI) & Choi, E.-K. (Co-PI)
Funding Agency: Visit Oxford, Oxford, Mississippi
Period: January 2018
Amount: \$2,853.00 (Not funded)
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- An environmental assessment of university vending: Students' purchasing practices and perspectives towards vending food and beverage offerings
PIs: Lambert, L. (PI), & **Joung, H.-W.** (Co-PI).
Funding Agency: Foodservice Systems Management Education Council
Period: September 2015 – April 2016
Amount Funded: \$2,000.00
- Partnership in Hospitality Education with The Association for Convenience & Fuel Retailing (NACS) (*The NHM Department as an Academic Partner of NACS Café to include management of NACS Certification Program, Research, and Curriculum Development*)
PIs: **Joung, H.-W.** (Co-PI)
Funding Agency: National Association of Convenience Stores (NACS)
Period: July 2014 – June 2017
Amount: \$485,756.00 (Not funded)
- Evaluation of Residents' Satisfaction with Dining Services
PIs: Goh, B.K. (PI), **Joung, H.-W.**, & Choi, E.-K. (Co-PI)
Funding Agency: Carillon Senior Community, Lubbock, Texas
Period: May 2010 – September 2010
Amount Funded: \$3,500.00

Internal Grants:

- SAS Research Stipend (SAS RS1000), \$840
- School of Applied Sciences New Faculty Summer Research Stipends FY 2018, \$6,000.00
- School of Applied Sciences New Faculty Summer Research Stipends FY 2017, \$6,000.00
- Festival Attendees' Motivations and Satisfaction: The Case of Double Decker Art Festival. (2017). **Joung, H.-W.** \$1,086.66. SAS Research Stipends.
- School of Applied Sciences New Faculty Summer Research Stipends FY 2016, \$6,000.00
- School of Applied Sciences New Faculty Summer Research Stipends FY 2015, \$6,000.00

Travel Grants Funded:

- ORSP Faculty Travel Grant FY 2019, \$800.00
- ORSP Faculty Travel Grant FY 2018, \$560.00
- ORSP Faculty Travel Grant FY 2015, \$500.00

Attending Grants Seminar:

- Grant seminar: "Developing your roadmap of new funding sources"
Presented by Gary L. Frye, Ed.D, GPC – Lubbock-Cooper ISD – May 8, 2012

TEACHING INTERESTS/AREA

Hospitality Accounting; Human Resources Management; Hospitality Marketing; Hospitality Strategic Management; Hotel Operation; Research Methodology/Statistics

TEACHING EXPERIENCES

- Courses taught at The University of Mississippi
 - NHM 111: ServSafe (2016 – Present)
 - NHM 310: Hospitality Industry Accounting (2014 – Present) – *Online (developed) and offline*
 - NHM 361: Lodging (2013 – 2016)
 - NHM 464: Marketing in the Hospitality Industry (2013 – Present)
 - NHM 493: Individual Study (2018, Spring)
 - NHM 624: Advanced Marketing Hospitality Industry (2018 – 2019) – *Developed*
 - NHM 526/626: Statistics I in NHM (2019 – Present) – *Online (developed) and offline*
 - NHM 726: Applied Regression Analysis in NHM (2017 – Present) – *Developed*
 - NHM 741: Strategic Management in Hospitality and Service Industry (2019 – Present) – *Developed*

- Courses taught at Texas Tech University
 - RHIM 3322: Hospitality Cost Control II (Managerial Accounting) (Fall 2012)
 - RHIM 3321: Hospitality Cost Control I (Financial Accounting) (Fall 2011)
 - RHIM 3321: Hospitality Cost Control I (Financial Accounting) (Summer I 2011)
 - RHIM 3322: Hospitality Cost Control II (Managerial Accounting) (Fall 2010)
 - RHIM 3322: Hospitality Cost Control II (Managerial Accounting) (Summer I 2010)

- Guest Lectures at Texas Tech University
 - Budgeting (Feb 16 & 18, 2010)
 - Ratio Analysis (Apr 8, 2010)
 - Managerial Accounting (ManageFirst Program) by NRAEF (Apr 22, 27, & 29, 2010)
 - ManageFirst Program from the National Restaurant Association Educational Foundation (NRAEF) (1/2010 – 8/2011)

- Attended the 6th Annual Conference on Advancing Teaching and Learning (Feb 26, 2010)

- 08/2009 – 08/2013 Teaching Assistant/Graduate Part-time Instructor
 Department of Nutrition, Hospitality, and Retailing, Texas Tech University

ACTIVITIES

- Member, Eta Sigma Delta, Hospitality Honor Society, 2008 - 2013
- Volunteer for Lubbock Meals-On-Wheels, Free meal delivery program, 2007 - 2013
- Member of Seoul National University R.O.T.C, 2006 - Present

PROFESSIONAL SERVICES

- Conference Organizing Committee
 - Hospitality Teaching and Learning Conference, 2016 – Present
- Editorial Advisory Board
 - Journal of Hospitality and Tourism Technology, 2016 – 2017
 - Culinary Science & Hospitality Research, 2017 – Present
- Reviewer for the journals
 - Information, 2020 – Present
 - Human Resource Management Journal, 2019 – Present
 - Annals of Leisure Research, 2018 – Present
 - International Journal of Hospitality Management, 2015 – Present
 - Culinary Science & Hospitality Research, 2016 – Present
 - International Journal of Culinary Research, 2014 – Present
 - Journal of Quality Assurance in Hospitality and Tourism, 2014 – Present
 - International Journal for Equity in Health, 2014 – Present
 - Journal of Hospitality and Tourism Research, 2014 - Present
 - Anatolia: An International Journal of Tourism and Hospitality Research, 2014 – Present
 - International Journal of Contemporary Hospitality Management, 2013 – Present
 - Nutrition Research Practice, 2013 – Present
 - Korean Journal of Tourism Sciences, 2013 – Present
- Reviewer for the conference papers
 - Culinary Society of Korea, 2021 (*Reviewer and moderator*)
 - West Federation CHRIE Conference, 2019
 - Annual ICHRIE Summer Conference, 2019
 - APacCHRIE & EuroCHRIE Joint Conference, 2019
 - Annual ICHRIE Summer Conference, 2018
 - The 8th Korea America Hospitality & Tourism Educators Association Conference, 2018
 - The 23rd Annual Graduate Student Research Conference in Hospitality and Tourism, 2018
 - Annual ICHRIE Summer Conference, 2017
 - The 7th Korea America Hospitality & Tourism Educators Association Conference, 2017
 - Annual ICHRIE Summer Conference, 2016
 - The 6th Korea America Hospitality & Tourism Educators Association Conference, 2016
 - The 21st Annual Graduate Student Research Conference in Hospitality and Tourism, 2016
 - Asia Pacific Tourism Association Annual Conference, 2015 – Present
 - The 5th Korea America Hospitality & Tourism Educators Association Conference, 2015

- The 16th Annual Graduate Student Research Conference in Hospitality and Tourism, 2010

UNIVERSITY SERVICES

- Research Liaison, Institute of Child Nutrition, Spring 2020 – Present
- Faculty Senate, Fall 2019 – Present
- Search Committee for Academic Outreach (Two positions: Instructional Technology Designer and Instructional Design and Training Specialist II), Summer 2019
- NHM Chair Search Committee, Fall 2019
- Faculty Affiliate SAS Research and Analytics Lab, Fall 2018 – Present
- NHM Website Master, Fall 2018 – Present
- NHM Chair Search Committee, Fall 2018 – Spring 2019
- HESRM Faculty Search Committee, Fall 2018 – Spring 2019
- NHM Freshmen Faculty Mentor, Fall 2016 – Spring 2017
- Chair, NHM Scholarships and Awards Committee, Fall 2016 – Present
- Advisor, Ole Miss Ambassadors for Southern Hospitality (OMASH), 2014 – 2021
- Advisor, Korean Student Association (KSA), 2016 – 2018
- Member, NHM Graduate Committee, Fall 2013 – Present
- Member, NHM Scholarships Committee, Spring 2016

THESIS/DISSERTATION SUPERVISIONS

- Chair, Doctoral Dissertation Committee, Nutrition and Hospitality Management, University of Mississippi
 - **Abdullah Almasoud** – Spring 2022-Present
 - **Maher Alhaidar** – Spring 2022-Present
 - **Emily Styles** – Spring 2021-Present
 - **Thamsie Jongile** – Fall 2019-Present
 - **Jennie Ahn** – Fall 2019-Present
- Member, Doctoral Dissertation Committee, Nutrition and Hospitality Management, University of Mississippi
 - **Becca Morgan** – Spring 2022-Present
 - **Anna Burns** – Fall 2021-Present
 - **Sarah Strickland** – Fall 2021-Present
 - **Jeffrey Pittman II** – Spring 2021-Present
 - **Derionne Brooks (HESRM)** – Fall 2020-Present
 - **Julie Chambers (HESRM)** – Spring 2021-Present
 - **Michaela Slatniske** – Fall 2020-Present

- **Joshua Hogg** – Spring 2020-Present
 - **Hayeon (Hailey) Choi** – Fall 2019-Present
 - **Jangwoo (JJ) Jo** – Spring 2018-Present
 - **Inna Soifer** – Fall 2019-Spring 2021
 - **Katie Halfacre** – Spring 2018-Spring 2020
 - **Matt Frakes** – Fall 201-Spring 2020

 - Member, Master's Thesis Committee, Food and Nutrition Services, University of Mississippi
 - **Andre Simmond (HESRM)** – Spring 2021-Present
 - **Angela Stephens** – Fall 2020-Present
 - **Morgan Delventhal** – Fall 2018-Spring 2019
 - **Shannon Boguth** – Fall 2017-Spring 2019
 - **Kimberly Chen** – Spring 2017-Summer 2018: School nutrition policy
 - **Ellen Mitchel** – Fall 2016-Spring 2018: Effect of menu labeling on student-athletes as compared to non-student athletes
 - **Kacie Poll** – Spring 2016-Spring 2018: Collegiate athletes and their socio-demographic/socio-economic backgrounds
 - **Emily Irvin** – Fall 2015-Spring 2016: Exploring effects of nutrition labeling
 - **Peter Weiss** – Spring 2013- Spring 2016: Relationship between Parents Awareness of Functional Foods and Feeding Functional Foods to their Children
 - **Jordyn Thornton** – Spring 2013-Spring 2016: Relationship between Barriers to Functional Foods and Parents Feeding Functional Foods to Their Children
 - **Olivia Deleon** – Spring 2013-Fall 2015: Associations between Demographics of Parents and Functional Foods They Feed Their Children
 - **Lauren Guy** – Spring 2013-Spring 2015: Relationship between Parents Nutritional Attitudes and Knowledge and Feeding Practices of Functional Foods to Their Children
 - **Abby Evans** – Spring 2014-Spring 2015: Nutrition Knowledge, Choices, Attitudes, BMI, and Height and Weight perception among Mississippi Firefighters
 - **Shannon Leeke** – Spring 2014-Fall 2014: Can Student-driven Changes Increase Salad Bar Usage in Schools?

 - Member, Master's Advisory Committee, Food and Nutrition Services, University of Mississippi
 - **Blake Bidy** – Spring 2020-Present
 - **Devon Kaiser** – Spring 2020-Present
 - **Lauren Carstens** – Spring 2020-Present

 - Reviewer, Online HM Master's Portfolio, University of Mississippi
 - **Emily Styles** – Spring 2021
 - **Jeffrey Pittman II** – Spring 2021
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- Reader, Honors Student's Thesis Committee, University of Mississippi
 - **Elizabeth Quirk** – Fall 2018-Present: School wellness program
 - **Baylee Edwards** – Fall 2017-Spring 2018: Measuring the impact of traveling abroad on university students' cultural competency
 - **Ruth Zegel** – Spring 2015-Spring 2016: Investigating college students' eating behavior using importance-performance analysis

COMMUNITY SERVICES

- Consultant, Oxford Convention and Visitors Bureau, Double Decker Festival Attendees' Motivations and Satisfaction, 2017
- Judge, MS Region VII Science Fair: Mar. 18, 2015
- Volunteer, Texas 4 – H Food Challenge: Feb. 25, 2010
- Community Service
 - Meals-On-Wheels, Lubbock, Texas, 2007 – 2010
 - Stubbs Early Childhood Center, Lubbock, Texas, 2009 – 2010
 - Guadalupe-Parkway Neighborhood Centers, Lubbock, Texas, 2009 – 2013
- Participated in the World Showcase by TTU's International Cultural Center: Mar. 29, 2008
- Participated in the Annual Festival of Event by the TTU Council on Family Relations: Oct. 26, 2007

HONORS AND AWARDS

- The Paragon Award (nominated) for Excellence in Distance Teaching, 2020
- 3rd Place Award, 8th Annual Graduate Student Research Poster Competition, TTU, 2009
- 2nd Place Award, 7th Annual Graduate Student Research Poster Competition, TTU, 2008

SCHOLARSHIPS

- Study Abroad Competitive Scholarship, TTU - Office of International Affairs, Spring 2012
- The AT&T Chancellor's Fellowship, Texas Tech University, 2009 - 2012
- Study Abroad Competitive Scholarship, TTU - Office of International Affairs, Summer 2009
- Department of Nutrition, Hospitality, and Retailing Scholarship, Texas Tech University 2009
- Study Abroad Competitive Scholarship, TTU - Office of International Affairs, Spring 2009
- Department of Nutrition, Hospitality, and Retailing Scholarship, Texas Tech University 2008
- Study Abroad Competitive Scholarship, TTU - Office of International Affairs, Fall 2008
- Department of Nutrition, Hospitality, and Retailing Scholarship, Texas Tech University 2007
- Seoul National University R.O.T.C Scholarship, 2002-2003, South Korea
- College Scholarship, Dept. of Food & Nutrition at Seoul National University, 2002, South Korea

PROFESSIONAL AFFILIATIONS

- Member, Foodservice Systems Management Education Council (2017 – 2019)
- Member, Culinary Society of Korea (2016 – Present)
- Member, Korea America Hospitality & Tourism Educators Association (2015 – Present)
- Member, International Council on Hotel, Restaurant, and Institutional Education (2010 – Present)

SKILLS

- Statistical Analysis – SPSS, AMOS, and MPLUS
- Online Design and E-Learning Certificate (University of Mississippi)

CERTIFICATES

- Certification in Hotel Industry Analytics (CHIA), *American Hotel and Lodging Educational Institute Certification Commission*
- Instructor and Proctor, ServSafe from National Restaurant Association Educational Foundation (NRAEF), 2016 – 2021
- Instructor, ManageFirst Program from National Restaurant Association Educational Foundation (NRAEF), 2010 – 2011

PROFESSIONAL DEVELOPMENT

- Get Smart Workshop (Smart PLS): Workshop regarding partial least squares structural equation modeling (PLS-SEM)
 - Presented by Dr. Joseph Hair – February 7, 2020
 - Faculty Development Workshop *Hosted by the Center for Excellence in Teaching and Learning: Writing more effective grant proposals*
 - Presented by Jason Hale – September 19, 2016
 - Faculty Development Workshop *Hosted by the Center for Excellence in Teaching and Learning: Resources for Addressing Student Concerns*
 - Presented by Mindy Sutton, Bud Edwards, Aniesha Mitchell, Tim Potts, and Donna Gurley – September 16, 2015
 - Faculty Development Workshop *Hosted by the Center for Excellence in Teaching and Learning: The Future of Education: Social versus Academic*
 - Presented by Dr. Clifford Madsen from Florida State University – March 4, 2015
 - Attended the International Hotel, Motel + Restaurant Show: November 9-11, 2014
 - Faculty Development Workshop *Hosted by the Center for Excellence in Teaching and Learning: University of Mississippi Travel Grant Opportunities*
 - Presented by Mr. Jason Hale, Director of Research Resources, ORSP – April 16, 2014
 - Attended the Certification in Hotel Industry Analytics (CHIA) – Train the Trainer Session *Hosted by STR*
 - Presented by Steve Hood and Duane Vinson – March 7-8, 2014
 - Received the CHIA certification – June 2014
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- Faculty Development Workshop *Hosted by the Center for Excellence in Teaching and Learning: Bringing DIY Study Skills Workshops to the Classroom*
 - Presented by Dr. Nancy Wiggers and Dr. Rebekah Reysen – September 10, 2013