Hyewon Youn

HAITC, Hainan, China

E-mail: hyewonyoun@yahoo.com

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| EDUCATION | |
| **Ph.D.**  **M.S.**  **B.S.** | **Hospitality Administration (08/2008)**  University of Nevada-Las Vegas, Nevada  Dissertation Title: *Failure Prediction for Hospitality Firms in U.S. and Korea*  *Using Logit and Neural Networks Models*  **Hotel Administration** **(08/2005)**  University of Nevada-Las Vegas, Nevada  **International Hospitality Management (12/2002)**  Ecole Hoteliere de Lausanne, Lausanne, Switzerland |

**ACADEMIC TEACHING EXPERIENCE**

**Career Track Associate Professor, 08/2022 - Present**

**School of Tourism Management, Sun Yat-sen University, Zhuhai, China**

Courses Taught:

* Tourism and Hospitality Marketing
* Tourism Development

**Associate Professor, 10/2016 - 07/2022**

**School of Tourism Management, Sun Yat-sen University, Zhuhai, China**

Courses Taught:

* Financial Statement Analysis in Hospitality Industry
* Uniform System of Accounting in Hospitality Industry
* Intermediate Accounting for Hospitality and Tourism Industry
* F&B Cost Control and Management
* Investment and Financing Analysis in Hospitality Industry (online)
* Hospitality Industry Marketing

**Associate Professor, 03/2013 – 10/2016**

**Culture and Tourism Management, Sookmyung Women’s University, Seoul, Korea**

Courses Taught (all in English):

* Quantitative Methods for Business
* Financial Strategies in Hospitality Industry
* Advanced Financial Management
* Research Seminar in Hospitality Management
* Hospitality Industry Financial Accounting
* Hospitality Industry Cost Accounting
* Hospitality Industry Managerial Accounting
* Hospitality Industry Finance
* Field Studies and Industry Experiences

**Assistant Professor, 03/2011 – 02/2013**

**Culture and Tourism Management, Sookmyung Women’s University, Seoul, Korea**

Courses Taught (all in English):

* Research Seminar
* Financial Strategies in Hospitality Industry
* Advanced Financial Management
* Hospitality Industry Financial Accounting
* Hospitality Industry Cost Accounting
* Hospitality Industry Managerial Accounting
* Hospitality Industry Finance
* Field Studies and Industry Experiences

**Assistant Professor, 08/2008 – 02/2011**

**School of Merchandising and Hospitality Management, University of North Texas, Texas, U.S.A.**

Courses Taught:

* Research Methodology
* Financial Strategies in Hospitality and Merchandising Industry
* Hospitality Industry Financial Accounting (online)
* Hospitality Industry Financial Accounting
* Hospitality Industry Managerial Accounting
* Hospitality Industry Finance

**TEACHING & RESEARCH AWARDS**

2018, 2021 Excellent Instructor Award, Sun Yat-sen University

2011, 2012 A-level (Top) Awards for Teaching,

Sookmyung Women’s University

2013, 2014, 2015 A-level (Top) Awards for Teaching and Research

Sookmyung Women’s University

**RESEARCH INTEREST**

**Corporate Social Responsibility, Firm performance, Employee Relations, Consumer behavior**

**JOURNAL PUBLICATIONS**

**Youn, H.W.**, & Kim, J.H. (2022). Corporate social responsibility and hotel employees’ organizational citizenship behavior: The role of organizational pride and meaningfulness of work. *Sustainability, 14*(4), 2428.

Kim, J.H., Du, W., & **Youn, H.W.** (2022). Revisiting the service recovery paradox in the hospitality industry. *Asia Pacific Journal of Marketing and Logistics*, 34(3), 437-453.

Kim, J.H., Du, W., & **Youn, H.W.** (2021). Revisiting the service recovery paradox in the hospitality industry. *Asia Pacific Journal of Marketing and Logistics*.

**Youn, H.W**, Xu, J., & Kim, J.H. (2021). Consumers’ perceptions, attitudes and behavioral intention regarding the symbolic consumption of auspiciously named foods. *International Journal of Hospitality Management*, 98.

Kim, J.H., Song, H., & **Youn, H.W.** (2020). The chain of effects from authenticity cues to purchase intention: The role of emotions and restaurant image. *International Journal of Hospitality Management*, 85, 1-10.

**Youn, H.W**, Yin, R, Kim, J.H., & Li, J.J. (2020). Examining traditional restaurant diners’ intention: An application of the VBN theory. *International Journal of Hospitality Management*, 85, 102360.

**Youn, H.W.**, & Kim, J.H. (2018). Is unfamiliarity double-edged sword in ethnic restaurants? *International Journal of Hospitality Management*, 68, 23-31.

**Youn, H.W.**, Lee, K., & Lee, S. (2018). Effects of corporate social responsibility on employees in the casino industry. *Tourism Management*, 68, 328-335.

Kim, J.H., & **Youn, H.W.** (2017). How to design and deliver stories about tourism destinations. *Journal of Travel Research*, 56(6), 808-820.

**Youn, H.W.**, Kim, J.H., & Song, H. (2017). The leading causes and consequences of citizenship pressure in the hotel industry. *International Journal of Contemporary Hospitality Management,* 29(6), 1541-1559.

Kim, J.H., **Youn, H.W.**, & Rao, Y. (2017). Customer responses to food-related attributes in ethnic restaurants. *International Journal of Hospitality Management*, 61, 129-139.

**Youn, H.W.**, & Kim, J.H. (2017). Effects of ingredients, names and stories about food origins on perceived authenticity and purchase intentions. *International Journal of Hospitality Management,* 63, 11-21.

**Youn, H.W.**, Lim, J., & Jeong, S. (2016). Authentic experience and consumer responses in ethnic restaurants: The expectation-confirmation perspective. *Journal of the Korean Data Analysis Society,* 18(1), 71-89.

**Youn, H.W.**, Sun, K., & Choi, S. (2016). A link between corporate social responsibility and risk. *Journal of Foodservice Management Society of Korea*, 19(1), 135-154.

**Youn, H.W.**, Song, S., Lee, S., & Kim, J.H. (2016). Does the restaurant type matter for investment in corporate social responsibility investment? *International Journal of Hospitality Management*, 58, 24-33.

Kim, Y.A., Lee, B., & **Youn, H.W.** (2015). A study on single people's satisfaction of convenience foods and repurchase intention according to food-related lifestyle. *Journal of* *Tourism & Leisure Research*, 27(1), 433-452.

**Youn, H.W. (**2015). Corporate social responsibility as a risk management strategy in the U.S. restaurant industry. *Journal of the Korean Data Analysis Society,* 17(5), 2331-2343.

**Youn, H.W.**, Hua, N., & Lee, S. (2015). Does size matter? Corporate social responsibility and firm performance in the restaurant industry. *International Journal of Hospitality Management,* 51, 127-134.

Kim, J-H., & **Youn, H.W.** (2015). Examining the influence of familiarity and its paradoxical effect on service failure memory. *Journal of the Korean Data Analysis Society,* 17(6), 2901-2913.

Lim, J., Yoon, Y., Lee, S., & **Youn, H.W.** (2015). The impact of corporate social responsibility in food incidents. *Journal of Food Hygiene and Safety*, 30(4), 1-8.

Kim, Y.H., & **Youn, H.W.** (2014). The effect of the LOHAS tendency on the attitude and purchase intention for environmental-friendly food materials: From the perspective of new seniors. *The Korean Journal of Food and Nutrition,* 27(3), 393-399.

**Youn, H.W.**, Lee, S., & Lee, K.W. (2014). The effect of CSR on organizational commitment and organizational citizenship behavior of casino employees*. Journal of* *Tourism and Leisure Research,* 26(7), 373-392.

Jung, D.H., & **Youn, H.W.** (2014). Causal relationship of servicescape and service communication of buffet restaurant. *Journal of Convention Sciences,* 37(1), 67-88.

Kim, J.S., Singh, A., & **Youn, H.W.** (2014). The effects of the 2007-2009 recession on gaming volume: A case of Las Vegas Strip and Downtown casino properties. *Journal of Tourism Management Research*, 62, 607-629.

Kim, Y., & **Youn, H.W.** (2013). A study on service quality determinants affecting satisfaction and intention of revisit in local exhibitions: Focused on International Horticulture Goyang Korea 2012. *Journal of the Korean Data Analysis Society,* 15(3), 1605-1619.

Koenigsfeld, J.P., Perdue, J., **Youn, H.W.**, & Woods, R.H. (2012). Revised competencies for private club managers. *International Journal of Contemporary Hospitality Management*, 24(7), 1066-1087.

**Youn, H.W.** & Gu, Z. (2012). A quadratic model for optimizing slot win revenue: A case of Las Vegas Strip. *Korean Journal of Hotel Administration*, 21(2), 223-236.

**Youn, H.W.** (2012). Determinants of financial structure in Korean restaurant industry. *Journal of the Korean Data Analysis Society,* 14(4), 1813-1826.

Hwang, J.J. & **Youn, H.W.** (2012). The impacts of health claims and nutrient ad disclosures of fast food menu items on consumer selection attributes. *Journal of Foodservice Management Society of Korea,* 15(4), 153-178.

**Youn, H.W.** (2012). Analyzing the impact of hold rates on slot revenue: A case of downtown casinos in Las Vegas. *Journal of the Korean Data Analysis Society,* 14(2), 645-655.

**Youn, H.W.**, & Gu, Z. (2011). The impact of the recent recession on U.S. lodging firms: An examination based on ratio analysis. *Journal of Hospitality Financial Management,* 18(2), 15-30.

Johanson, M.M., **Youn, H.W.**, & Woods, R.H. (2011). A study of stress levels among hotel general managers: A comparison between from 1998 and 2008. *Journal of Human Resources in Hospitality & Tourism*, 10(1), 32-44.

Woods, R.H., **Youn, H.W.**, & Johanson, M.M. (2011). Authorship trends and views within the hospitality and tourism academy. *Journal of Hospitality and Tourism Education*, 23(1), 44-50.

Koenigsfeld, J.P., Perdue, J., **Youn, H.W.**, & Woods, R.H. (2011). The changing face of competencies for club managers. *International Journal of Hospitality Management,* 23(7), 902-922.

**Youn, H.W.**, & Gu, Z. (2010). Predicting Korean lodging firm failures: An artificial neural network model along with a logistic regression model. *International Journal of Hospitality Management*, 29(1), 120-127.

**Youn, H.W.**, Woods, R.H., Zhou, X., & Hardigree, C. (2010). Restaurant industry and illegal immigrants: An Oklahoma case study. *Journal of Human Resources in Hospitality & Tourism*, 9(3), 256-269.

**Youn, H.W.**, & Gu, Z. (2010). Predict U.S. restaurant firm failures: The artificial neural network model versus logistic regression model. *Tourism and Hospitality Research,* 10(3), 171-187*.*

**Youn, H.W.**, & Gu, Z. (2009). U.S. restaurant firm performance check: An examination of the impact of the recent recession, *Journal of Hospitality Financial Management,* 17(2), 4.

Zheng, T., **Youn, H.W.**, & Kincaid, C.S. (2009). An analysis of customers’ E-complaints for luxury resort properties. *Journal of Hospitality Marketing and Management*, 18(7), 718-729.

**Youn, H.W.**, & Gu, Z. (2009). Performance gap between Korean and U.S. hospitality firms: A preliminary examination based on 2006 data. *Journal of Hospitality Financial Management*, 16(2), 1-15.

**Youn, H.W.**, Johanson, M.M., & Woods, R.H. (2009). Worried about the future: Early recession affects on hotel managers. *Journal of Advances in Food, Hospitality and Tourism,* 1(1), 3.

**Youn, H.W.**, Kim, J., & Byun, J. (2008). The effects of demographic factors on gambling motivation: A conceptual study of American and Korean gamblers. *Korean Journal of Hospitality Administration*, 17(5), 1-13.

**Youn, H.W.**, & Gu, Z. (2007). A logit model for predicting Korean lodging firm business failure. *World Journal of Tourism and Small Business Management*, 1(1), 74-82.

**Youn, H.W.**, & Gu, Z. (2007). Factors affecting return on assets in the Korean lodging industry: A preliminary empirical investigation. *Journal of Hospitality Financial Management*, 15(2), 13-23.

**REFEREED CONFERENCE PROCEEDINGS**

Yin, R., **Youn, H.W.**, & Kim, J.-H. (2019). Causes and Consequences of Perceived Authenticity on Consumer Behavior in Traditional Restaurants. *International conference on Hospitality, Tourism, and Sports Management (HTSM 2019) in Osaka, Japan*.

**Youn, H.W.** & Yin, R. (2019). Predicting local consumers’ dining intentions at traditional restaurants: Extending the VBN theory,第一作者. *The 2nd Global Congress of Special Interest Tourism & Hospitality (GLOSITH) Conference in Taiwan.*

Song, S.J., Park, S.B., **Youn H.W.**, & Lee, S.K. (2015). Impact of Geographic Diversification on U.S. Restaurant Firms’ Risk: Domestic and International Geographic Diversification. *The 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Tampa, FL.*

Kim, J-H., & **Youn, H.W.** (2015). The leading causes and consequences of citizenship pressure. *The 21st Asian Pacific Tourism Association Annual Conference, Kuala Lumpur, Malaysia.*

Kim, J-H., & **Youn, H.W.** (2015). How to design and deliver stories about tourism destinations: Case of Jancun village, Taiwan. *2015 Korean Scholars of Marketing Science International Conference, Seoul, Korea.*

Kim, J-H., Liang, J., & **Youn, H.W.** (2015). Examining the comparative influences of memorable tourism experiences, destination image and satisfaction on future behavior. *2015 Korean Scholars of Marketing Science International Conference, Seoul, Korea.*

Kim, Y.A., Lee, B., & **Youn, H.W.** (2014). A Study on Single People's Satisfaction of Convenience Foods and Repurchase Intention According to Food-related Lifestyle. *The 48th Conference of Korean Hospitality and Tourism Academe, Seoul, Korea.*

Lee, S.K., Xiao, Q., **Youn, H.W.**, & Sun, K.A. (2014). Corporate Social Responsibility as a Risk Management Strategy in the Restaurant Industry. *Proceedings of the 2014 Annual Conference of International Council on Hotel, Restaurant and Institutional Education (CHRIE), San Diego, CA.*

Lee, S.K. & **Youn, H.W.** (2014).CSR for the restaurant industry: An empirical examination. *The 20th Asia Pacific Tourism Association Annual Conference, Ho Chi Minh City, Vietnam.*

Lee, S.K., **Youn, H.W.**, & Xiao, Q. (2014). Socially Responsible Activities as Determinants of Systematic Risk for Publicly Traded U.S. Restaurants. *The 47th World Hospitality and Tourism Forum, Seoul, Korea.*

Kim, J.S., Singh, A., & **Youn, H.W.** (2014). The effects of the 2007-2009 recession on gaming volume: A case of Las Vegas Strip and Downtown casino properties. *The 47th World Hospitality and Tourism Forum, Seoul, Korea.*

**Youn, H.W.** (2014). Tourist Behavior / IT. *The 47th World Hospitality and Tourism Forum, Seoul, Korea.*

Koenigsfeld, J.P., Perdue, J., **Youn, H.W.**, & Woods, R.H. (2010). New competencies for U.S. club managers. *The 8th Asia-Pacific CHRIE Annual Conference, Phuket, Thailand.*

**Youn, H.W.** (2010). The effect of turnover on firm profitability: Stress management in the lodging industry. *The 8th Asia-Pacific CHRIE Annual Conference, Phuket, Thailand.*

**Youn, H.W.**, & Gu, Z. (2010). The impact of the recent recession on U.S. restaurant industry. *The 8th Asia-Pacific CHRIE Annual Conference, Phuket, Thailand.*

Woods, R.H., **Youn, H.W.**, & Johanson, M.M. (2010). Single vs. Co-authored and Multi-authored research articles: Evaluating the views and opinions of ICHRIE scholars. *International CHRIE Annual Conference, San Juan, Puerto Rico.*

Woods, R.H., **Youn, H.W.**, & Johanson, M.M. (2009). Making management manageable: An empirical investigation into the stress and emotional health of U.S. hotel managers. *International CHRIE Annual Conference, San Francisco, CA.*

**Youn, H.W.**, Woods, R.H.,& Johanson, M.M. (2009). Early recession affects on hotel managers. *The 15th Asian Pacific Tourism Association Annual Conference, Incheon, Korea.*

**Youn, H.W.**, & Gu, Z. (2009). Failure prediction of Korean lodging firms: An examination of the predictive accuracy of artificial neural networks. *The 15th Asian Pacific Tourism Association Annual Conference, Incheon, Korea.*

**Youn, H.W.**, & Gu, Z. (2009). Bankruptcy prediction of U.S. restaurant firms. *The 29th Annual International Symposium on Forecasting, Hong Kong, China.*

**Youn, H.W.** (2008). Business failure prediction for hospitality firms using artificial neural networks. *13thAnnual Graduate Education and Graduate Students Research in Hospitality and Tourism, Orlando, FL.*

**Youn, H.W.**, & Woods, R.H. (2008). Reasons why consumers purchase timeshare. *13thAnnual Graduate Education and Graduate Students Research in Hospitality and Tourism, Orlando, FL.*

**Youn, H.W.**, & Woods, R.H. (2008). Vacation ownership: Reload and referral. *13thAnnual Graduate Education and Graduate Students Research in Hospitality and Tourism, Orlando, FL.*

**Youn, H.W.**, Zheng, T., & Kincaid, C.S. (2007). Analyzing customers’ E-complaints for luxury resort properties.*12th Annual Graduate Education and Graduate Students Research in Hospitality and Tourism, Houston, TX.*

**Youn, H.W.**, Schmidgall, R., & Woods, R.H. (2007). Usefulness of hospitality publications. *International CHRIE Annual Conference, Dallas, TX*.

Woods, R.H., & **Youn, H.W.** (2007). CHRAQ: The best hospitality publication for all. *Las Vegas International Hospitality and Convention Summit, Las Vegas, NV.*

Woods, R.H., & **Youn, H.W.** (2007). The changing demographic profile of hospitality educators: Are we becoming more diverse? *Las Vegas International Hospitality and Convention Summit, Las Vegas, NV.*

**Youn, H.W.** (2006). Predicting loss two years in a row for Korean lodging firms using logit analysis. *Las Vegas International Hospitality and Convention Summit, Las Vegas, NV.*

**Youn, H.W.,** & Gu, Z. (2006). Business failure prediction in hospitality industry. *Graduate and Professional Student Research Forum, Las Vegas, NV.*

**Youn, H.W.**, & Gu, Z. (2006). Business failure prediction for Korean lodging firms using multiple discriminant analysis and logit analysis. *11th Annual Graduate Education and Graduate Students Research in Hospitality and Tourism, Seattle, WA.*

**Youn, H.W.**, & Boo, S.Y. (2005). The effects of casino restaurants on behavior of local elderly gamblers: Las Vegas downtown casino operations. *International CHRIE Annual Conference, Las Vegas, NV*.

**Youn, H.W.** (2005).Determine whether the financial executives and the general managers of five-star Korean hotels assign the same relative importance to the ratios as those in the United States. *10th Annual Graduate Education and Graduate Students Research in Hospitality and Tourism, Myrtle Beach, SC.*

**Youn, H.W.** (2005). Determine whether gambling behavior varies depending on an Individual’s socio economic status and demographic profile: A comparative study based on American and Korean gamblers. *10th Annual Graduate Education and Graduate Students Research in Hospitality and Tourism, Myrtle Beach, SC.*

**GRANTS AND CONTRACTS**

2017-2021 Hundred Talents Program: OverseasYoung Talents Project of China Ministry of Education of the People’s Republic of China

Sun Yat-sen University

2015 Internal Research Grants

Sookmyung Women’s University, $10,000 (awarded)

2014 Internal Research Grants

Sookmyung Women’s University, $18,000 (awarded)

2013 Internal Research Grants

Sookmyung Women’s University, $5,000 (awarded)

2012 Internal Research Grants

Sookmyung Women’s University, $10,000 (awarded)

2011 Internal Research Grants

Sookmyung Women’s University, $25,000 (awarded)

2010 Summer Junior Faculty Research Fellowship

University of North Texas, $5,000 (awarded)

2009 Summer Junior Faculty Research Fellowship

University of North Texas, $5,000 (awarded)

2009 Research Initiation Grant

University of North Texas, $7,500 (awarded)

2008 Research Infrastructure Support

University of North Texas, $25,000 (awarded)

2008 Summer Junior Faculty Research Fellowship

University of North Texas, $5,000 (awarded)

**INDUSTRY CONTRACT**

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| 2008 | **Hilton Grand Vacations (HGV)** |
| 2007 ~ 2008 | **Marriott Vacation Club International (MVCI)**  · |
| 2003 ~ 2005 | **Independent Contractor, numerous trade shows and conventions** |
| 2003 | **Ca Muse, Vicenza, Italy** |
| 2002 | **McDonald’s Headquarters, Lausanne, Switzerland** |
| 2000 | **The Jumeirah Beach Hotel, Dubai, U.A.E.** |