

**EUN-KYONG (CINDY) CHOI, Ph.D., CHIA, CHE**

Associate Professor  
Department of Nutrition and Hospitality Management  
The University of Mississippi  
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**ACADEMIC APPOINTMENTS**

The University of Mississippi, University, Mississippi Aug 2016 - Present  
Interim Chair, Department of Nutrition and Hospitality Management July 2022 – Present  
Associate Professor, Department of Nutrition and Hospitality Management Aug 2021 – Present  
Assistant Professor, Department of Nutrition and Hospitality Management Aug 2016 – May 2021

The University of Memphis, Memphis, Tennessee Aug 2013 - July 2016  
Assistant Professor, Kemmons Wilson School of Hospitality and Resort Management

Texas Tech University, Lubbock, Texas Aug 2010 - May 2013  
Part-Time Instructor

**EDUCATION**

Texas Tech University, Lubbock, Texas 2013  
Doctor of Philosophy in Hospitality Administration  
*Dissertation Title:* The effectiveness of Facebook as a marketing tool in the hotel industry

Florida International University, Miami, Florida 2008  
Master of Science in Hospitality Management  
*Industry Project Title:* The impact of employee training on employee retention in the foodservice industry: Full-time versus part-time employees

Paichai University, Daejeon, South Korea 2005  
Bachelor of Business Administration in Tourism and Hospitality  
Management Minor in Japanese Studies

**RESEARCH**

**PEER-REVIEWED JOURNAL ARTICLES**

Ahn, J., Choi, E.-K., & Joung, H.-W. (2022). Promoting hotel upselling: The effect of message appeal and delivery setting on consumer attitude and purchase intention. *Journal of Hospitality and Tourism Management*, 52, 295-303.

Fu, W., **Choi, E.-K.**, & Kim, H. S. (2022). Text mining with network analysis of online reviews and consumers' satisfaction: A case study in Busan wine bars. *Information*, 13(3), 127.

Choi, H., Joung, H.-W., **Choi, E.-K.**, & Kim, H.-S. (2022). Understanding vegetarian customers: The effects of restaurant attributes on customer satisfaction and behavioral intentions. *Journal of Foodservice Business Research*, 25(3), 353-376.

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.

Ciftci, O., **Choi, E.-K.**, & Berezina, K. (2021). Let's face it: Are customers ready for facial recognition technology at quick-service restaurants? *International Journal of Hospitality Management*, 95, 102941.

Fernando, A. L., Berezina, K., & **Choi, E.-K.** (2021). Food waste management: Does information technology matter in food waste? *Journal of Hospitality & Tourism Cases*, 9(1), 18-22.

Jo, J., **Choi, E.-K.**, & Taylor, J. (2020). Challenges and benefits of implementing green practices at a restaurant. *Journal of Hospitality & Tourism Cases*, 8(3), 34-39.

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.

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(9), 412.

Soifer, I., **Choi, E. K.**, & Lee, E. (2020). Do hotel attributes and amenities affect online user ratings differently across hotel star ratings? *Journal of Quality Assurance in Hospitality & Tourism*, 22(5), 539-560.

Ahn, J., Kim, K., Choi, H., & **Choi, E.-K.** (2020). Surviving the minimum wage increase: A case study of an independent restaurant. *Journal of Hospitality & Tourism Cases*, 8(1), 59-67.

Ciftci, O., **Choi, E.-K.**, & Berezina, K. (2020). Customer intention to use facial recognition technology at quick-service restaurants. *E-Review of Tourism Research*, 17(5), 753-763.

Ban, H. J., Choi, H., **Choi, E.-K.**, Lee, S., & Kim, H.-S. (2019). Investigating key attributes in experience and satisfaction of hotel customer using online review data. *Sustainability*, 11(23), 6570-6582.

**Choi, E.-K.**, Tanya, R., & Wang, A. (2019). Hospitality program selection criteria: A comparison of international undergraduate, masters, and doctoral students. *Journal of Hospitality & Tourism Education*, 31(3), 149-158.

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.

Kim, D., & **Choi, E.-K.** (2019). The secret to winning the TripAdvisor Certificate of Excellence: A case

study on US hotels. *Culinary Science & Hospitality Research*, 25(9), 86-96.

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.

**Choi, E.-K.**, & Soifer, I. (2018). Is social media a necessary evil? *Journal of Hospitality & Tourism Cases*, 7(2), 9-16.

Soifer, I., & **Choi, E.-K.** (2018). Improving a destination image through a countywide training for frontline employees: The Welcome to Memphis project. *Journal of Hospitality & Tourism Cases*, 6(4), 17-21.

Roseman, M., Joung, H.-W., **Choi, E.-K.**, & Kim, H.-S. (2017). The effects of restaurant nutrition menu labeling on college students' healthy eating behaviors. *Public Health Nutrition*, 20(5), 797-804.

**Choi, E.-K.**, & Joung, H.-W. (2017). Employee job satisfaction and customer-oriented behavior: A study of front-line employees in the foodservice industry. *Journal of Human Resources in Hospitality and Tourism*, 16(3), 235-251.

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.

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.

**Choi, E.-K.**, Fowler, D., Goh, B., & Yuan, J. (2015). Social media marketing: Applying the uses and gratifications theory in the hotel industry. *Journal of Hospitality Marketing & Management*, 25(7), 771-796.

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.

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.

**Choi, E.-K.**, Zhao, J., Joung, H.-W., & Suh, E. (2014). A 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.

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.

**Choi, E.-K.**, Wilson, A., & Fowler, D. (2013). Exploring customer experiential components and the conceptual framework of customer experience, customer satisfaction, and actual behavior. *Journal of Foodservice Business Research*, 16(4), 347-358.

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(4), 177-202.

Joung, H.-W., **Choi, E.-K.**, & Kim, H.-S. (2013). 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.

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.

Kim, H.-S., Lee, D.-S., **Choi, E.-K.**, & Huffman, L. (2010). Research activity at the annual graduate student research conference in hospitality & tourism. *Journal of Teaching in Travel & Tourism*, 10(1), 75-85.

### **BOOK CHAPTER**

**Choi, E.-K.**, Soifer, I. & Joung, H.-W. (2017). Impacts of culture on the hospitality customers' decision-making process. In D. Gursoy (Ed.), *Handbook of hospitality marketing* (pp. 348-357). London: Routledge.

Razae, Z., & **Choi, E.-K.** (2015). The relevance of business sustainability in the hotel industry. In M. A. Gardetti & A. L. Torres (Eds.), *Sustainable hotels: How innovative hotels are transforming the Industry* (pp. 25-40). Sheffield, UK: Greenleaf Publishing.

### **REFEREED PROCEEDINGS AND PRESENTATIONS**

**Choi, E.-K.** (2021). *Robots and artificial intelligence in restaurants* [Paper presentation]. Culinary Society of Korea, Center for Wellness Tourism Big Data, and Foodservice Management Society of Korea Joint Winter Conference, Online Conference.

Hong, C., & **Choi, E.-K.** (2021). *Community hotels: The impacts of consumption values on customer attitude, perceived benefits, and visit intention* [Poster presentation]. Annual Graduate Student Education & Graduate Student Research Conference in Hospitality and Tourism, Online Conference.

Soifer, I., & **Choi, E.-K.** (2021). *The effects of awareness, acceptability, accessibility, and affordability (4a's) on intention to hire a wedding planner* [Poster presentation]. Annual Graduate Student Education & Graduate Student Research Conference in Hospitality and Tourism, Online Conference.

Ahn, J., **Choi, E.-K.**, & Joung, H.-W. (2020). *The effects of rational and emotional appeals of online and offline hotel upselling messages* [Paper presentation]. Southeastern, Central and South American Federation Council on Hotel, Restaurant, and Institutional Education (SECSA CHRIE) Conference 2020, Auburn, AL.

**Choi, E.-K.**, & Thamsanqa, J. (2020). *The effectiveness of loyalty points and refunds as service recovery compensation* [Paper presentation]. Southeastern, Central and South American Federation Council on Hotel, Restaurant, and Institutional Education (SECSA CHRIE) Conference 2020, Auburn, AL.

Kim, D., **Choi, E.-K.**, & Hong, C. (2020). *Customers' impulsive buying behavior of hotel conditional upgrade* [Paper presentation]. Southeastern, Central and South American Federation Council on Hotel, Restaurant, and Institutional Education (SECSA CHRIE) Conference 2020, Auburn, AL.

Ciftci, O., **Choi, E.-K.**, & Berezina, K. (2020). *Customer intention to use facial recognition technology at quick-service restaurants* [Paper presentation]. ENTER2020 International eTourism Conference, Guildford, UK.

Lopez, F., Berezina, K., & **Choi, E.-K.** (2019). *Food waste management: Does IT matter in food waste?* [Paper presentation]. Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference, New Orleans, LA. (**2<sup>nd</sup> Place Award in the ICHRIE Johnson & Wales Case Study Competition**)

Ahn, J., & **Choi, E.-K.** (2019). *What does it take to be an event planner: An analysis of online job advertisements* [Paper presentation]. Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference, New Orleans, LA.

Jo, J., Joung, H.-W., & **Choi, E.-K.** (2019). *Importance-performance analysis of vegetarian customer perceptions of restaurant service attributes* [Poster presentation]. Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference, New Orleans, LA.

Choi, H., Joung, H.-W., & **Choi, E.-K.** (2019). *The effects of restaurant attributes on customer satisfaction and behavioral intentions among vegetarian customers* [Paper presentation]. 2019 Asia-Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE) & European Pacific Council on Hotel, Restaurant, and Institutional Education (EuroCHRIE) Joint Conference, Hong Kong SAR, China.

Ahn, J., **Choi, E.-K.**, & Joung, H.-W. (2019). *The effect of message appeal and delivery on consumer attitudes toward hotel upselling messages* [Paper presentation]. 2019 Asia-Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE) & European Pacific Council on Hotel, Restaurant, and Institutional Education (EuroCHRIE) Joint Conference, Hong Kong SAR, China.

Choi, H., Joung, H.-W., & **Choi, E.-K.** (2019). *Understanding food truck customers: Selection attributes and customer segmentation* [Poster presentation]. Annual Graduate Student Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

Ahn, J., & **Choi, E.-K.** (2019). *Hotel online upselling: A comparison of rational and emotional appeals of online and offline upselling messages* [Poster presentation]. Annual Graduate Student Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

Kim, D., & **Choi, E.-K.** (2019). *A content analysis of corporate social responsibility reports in the hotel industry* [Poster presentation]. Annual Graduate Student Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

Jo, J., **Choi, E.-K.**, & Taylor, J. (2019). *Customer acceptance of online food delivery services using an extended technology acceptance model: The moderating effect of prior experience* [Poster presentation]. Annual Graduate Student Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

Ahn, J., **Choi, E.-K.**, & Joung, H.-W. (2018). *The role of perceived value on behavioral intentions of local festival attendees* [Poster presentation]. Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference, Palm Springs, CA.

**Choi, E.-K.**, Kim, D., & Lee, T. (2018). *The secret to winning the TripAdvisor certificate of excellence:*

*A case study on hotels* [Poster presentation]. Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference, Palm Springs, CA.

**Choi, E.-K., & Lee, T. (2018).** *Determinants of TripAdvisor's certificate of excellence for hotels* [Paper presentation]. Southeastern, Central and South American Federation Council on Hotel, Restaurant, and Institutional Education (SECSA CHRIE) Conference 2018, Knoxville, TN. (**Best Presentation Award: Attendees' choice**)

Kim, D., & **Choi, E.-K.** (2018). *Customer willingness to participate in green practices: Comparing the effects of intrinsic and extrinsic motivations* [Poster presentation]. Southeastern, Central and South American Federation Council on Hotel, Restaurant, and Institutional Education (SECSA CHRIE) Conference 2018, Knoxville, TN.

Ahn, J., **Choi, E.-K.**, & Joung, H.-W. (2018). *Investigating relationships among festival attendees' perceived value, satisfaction, revisit intention, and eWOM* [Poster presentation]. Southeastern, Central and South American Federation Council on Hotel, Restaurant, and Institutional Education (SECSA CHRIE) Conference 2018, Knoxville, TN.

Ruetzler, T., & **Choi, E.-K.** (2018). *Hospitality program selection criteria: An investigation of international students* [Paper presentation]. 2018 West Federation Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference, Denver, CO.

Adams, C., Mitchell, M., Roseman, M., & **Choi, E.-K.** (2018). *Relationship between McDonald's users perceptions of food attributes and usage frequency* [Paper presentation]. Annual Graduate Student Education & Graduate Student Research Conference in Hospitality and Tourism, Dallas, TX.

**Choi, E.-K., & Soifer, I. (2017).** *Is social media a necessary evil?* [Paper presentation]. Annual International CHRIE Conference, Baltimore, MD. (**2<sup>nd</sup> Place Award in the ICHRIE Johnson & Wales Case Study Competition**)

**Choi, E.-K.,** Roseman, M., & Adams, C. (2017). *McDonald's users perception of nutrition and price/value predict visit frequency, health, quality and value* [Poster presentation]. Food & Nutrition Conference & Expo (FNCE), Chicago, IL.

Adams, C., Roseman, M., & **Choi, E.-K.** (2017). *McDonald's users perception of nutrition and health, quality and value* [Paper presentation]. Annual Graduate Student Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

Wang, A., **Choi, E.-K.**, & Silkes, C. (2016). *Selection criteria of hospitality programs: A comparison of undergraduate and graduate international students* [Poster presentation]. Annual Graduate Student Education & Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, PA.

Thompson, D., & **Choi, E.-K.** (2016). *Exploring factors influencing restaurant selections among vegetarian customers* [Poster presentation]. Annual Graduate Student Education & Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, PA.

Shen, S., & **Choi, E.-K.** (2016). *Travel motivations of Chinese college students: A comparison of male and female* [Poster presentation]. Annual Graduate Student Education & Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, PA.

Wang, A., **Choi, E.-K.**, & Silkes, C. (2015). *The globalization of hospitality program: Recruiting*

*international students* [Poster presentation]. 3<sup>rd</sup> World Research Summit for Tourism and Hospitality and 1<sup>st</sup> USA-China Tourism Research Summit, Orlando, FL.

Thompson, D., & **Choi, E.-K.** (2015). *A comparison of restaurant selection preferences between vegetarian and non-vegetarian consumers* [Paper presentation]. Korea America Hospitality & Tourism Educators Conference, Las Vegas, NV.

**Choi, E.-K.**, Fowler, D., Goh, B., Yuan, J., & Joung, H.-W. (2015). *An extension of the technology acceptance model for hotel Facebook fan pages* [Poster presentation]. Annual International CHRIE Conference, Orlando, FL.

**Choi, E.-K.**, Joung, H.-W., Lee, S.-M., & Kim, H.-S. (2014). *Predicting customers' participation in green practices when staying in a hotel* [Poster presentation]. Annual International CHRIE Conference, San Diego, CA.

Joung, H.-W., **Choi, E.-K.**, Kim, H.-S., & Lee, S.-M. (2014). *The effects of internal marketing and employee job satisfaction on the customer-oriented behavior of front-line employees in the U.S. foodservice* [Poster presentation]. Annual International CHRIE Conference, San Diego, CA.

**Choi, E.-K.**, & Fowler, D. (2012). *Exploring customer experiential components and the conceptual framework of customer experience, customer satisfaction, and actual behavior* [Poster presentation]. Annual International CHRIE Conference, Providence, RI.

**Choi, E.-K.**, Joung, H.-W., & Wang, E. (2012). *Effects of perceived quality and perceived value of campus foodservice on customer satisfaction: Moderating role of gender* [Poster presentation]. Annual International CHRIE Conference, Providence, RI.

**Choi, E.-K.**, Joung, H.-W., & Goh, B. (2012). *A conceptual framework for the relationships among job-training satisfaction, job satisfaction, and turnover intention in foodservice operations* [Poster presentation]. Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL.

Joung, H.-W., Ahn, J., **Choi, E.-K.**, & Kim, H.-S. (2012). *Healthy food awareness, behavioral intention, and actual behavior toward healthy foods: Generation Y consumers in university foodservice* [Poster presentation]. Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL.

**Choi, E.-K.**, Joung, H.-W., & Fowler, D. (2011). *University students' attributes and preferences of restaurant selection* [Poster presentation]. Annual International CHRIE Conference, Denver, CO.

**Choi, E.-K.**, Wilson, A., Fowler, D., Yuan, J., & Goh, B. (2011). *An analysis of freshmen students motivation to eat at on-campus dining facilities* [Poster presentation]. Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

**Choi, E.-K.**, Padgett, B., Fowler, D., & Goh, B. (2011). *Applying the theory of planned behavior to Chinese millennials' purchase behavior in foreign fast food restaurants* [Poster presentation]. Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

Joung, H.-W., **Choi, E.-K.**, & Goh, B. (2011). *Perceived service and food quality, satisfaction, and behavioral intentions in senior retirement communities* [Poster presentation]. Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

Joung, H.-W., **Choi, E.-K.**, & Goh, B. (2010). *Training motivational factors as predictors of employees' training satisfaction in a foodservice operation* [Poster presentation]. Annual International CHRIE Conference, San Juan, PR.

**Choi, E.-K.**, Joung, H.-W., & Yuan, J. (2010). *Exploring personality in hospitality and tourism undergraduates using the big five personality traits* [Poster presentation]. Annual International CHRIE Conference, San Juan, PR.

Lee, D.-S., **Choi, E.-K.**, & Huffman, L. (2010). *Measuring productivity of the proceedings of a graduate conference* [Paper presentation]. Annual International CHRIE Conference, San Juan, PR.

**Choi, E.-K.**, Zhao, J., & Suh, E. (2010). *The impact of employee training on turnover intention in the restaurant industry: Full-time versus part-time employees* [Poster presentation]. Annual International CHRIE Conference, San Juan, PR.

Joung, H.-W., **Choi, E.-K.**, Kang, H.-O., & Goh, B. (2010). *University foodservice in South Korea: A study of comparison between university operated restaurant and external foodservice contractors* [Poster presentation]. Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, DC.

**Choi, E.-K.**, Joung, H.-W., Lee, S.-M., Kang, H.-O., & Yuan, J. (2010). *Exploring personality traits of undergraduate students in hospitality and tourism management* [Poster presentation]. Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, DC.

Lee, D.-S., **Choi, E.-K.**, & Huffman, L. (2010). *Improving hospitality and tourism research and funding and publication* [Poster presentation]. Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, DC.

**Choi, E.-K.**, & Zhao, J. (2008). *The impact of employee training program on employee retention in casual dining restaurants* [Poster presentation]. Annual Graduate Education & Graduate Students Research Conference in Hospitality and Tourism, Orlando, FL.

### **FUNDED GRANTS**

*Title:* A Study on the Revitalization of Food Tourism from the Big Data of Emotional Information

*Co-Principal Investigators:* Jongho Lee, Hak-Seon Kim, **Eun-Kyong (Cindy) Choi**, Hyojin Kim, Sanghyeop Lee, & Woody Kim

*Amount Funded:* Confidential

*Period:* Aug 2019 - Aug 2021

*Funding Agent:* Kyung Sung University / National Research Foundation of Korea, South Korea

*Title:* ORSP Travel Grant Award

*Principal Investigator:* **Eun-Kyong (Cindy) Choi**

*Amount Funded:* \$700

*Period:* Aug 2019

*Funding Agent:* Office of Research and Sponsored Programs, The University of Mississippi, University, Mississippi

*Title:* ORSP Travel Grant Award

*Principal Investigator:* **Eun-Kyong (Cindy) Choi**



*Amount Funded:* \$800

*Period:* May 2019

*Funding Agent:* Office of Research and Sponsored Programs, The University of Mississippi, University, Mississippi

*Title:* ORSP Travel Grant Award

*Principal Investigator:* **Eun-Kyong (Cindy) Choi**

*Amount Funded:* \$532

*Period:* Mar 2018

*Funding Agent:* Office of Research and Sponsored Programs, The University of Mississippi, University, Mississippi

*Title:* ORSP Travel Grant Award

*Principal Investigator:* **Eun-Kyong (Cindy) Choi**

*Amount Funded:* \$500

*Period:* Jan 2017

*Funding Agent:* Office of Research and Sponsored Programs, The University of Mississippi, University, Mississippi

*Title:* Traditional Hotel Ratings vs. Online Hotel Ratings

*Principal Investigator:* **Eun-Kyong (Cindy) Choi**

*Amount Funded:* \$10,000

*Period:* June 2015 - Aug 2015

*Funding Agent:* Kemmons Wilson School of Hospitality and Resort Management, The University of Memphis, Memphis, Tennessee

*Title:* Social media marketing: Applying the Uses and Gratifications Theory in the Hotel Industry

*Principal Investigator:* **Eun-Kyong (Cindy) Choi**

*Amount Funded:* \$10,000

*Period:* June 2014 - Aug 2014

*Funding Agent:* Kemmons Wilson School of Hospitality and Resort Management, The University of Memphis, Memphis, Tennessee

*Title:* Texas Tech and the Cotton Industry: Implementing a Four-Year Curriculum

*Co-Principal Investigators:* Deborah Fowler, Tun-Min Jai, Valerie Hlavaty, & **Eun-Kyong (Cindy) Choi**

*Amount Funded:* \$30,000

*Period:* Jan 2012 - Aug 2012

*Funding Agent:* Cotton Incorporated, Cary, North Carolina

*Title:* Evaluation of Residents' Satisfaction with Dining Services. Carillon Senior Community

*Co-Principal Investigators:* Ben Goh, Hyunwoo Joung, & **Eun-Kyong (Cindy) Choi**

*Amount Funded:* \$3,500

*Period:* May 2010 - Sep 2010

*Funding Agent:* Carillon Senior Community, Lubbock, Texas

### **UNFUNDED GRANTS**

*Title:* Reopening the hospitality industry: US consumers' perceived importance of COVID-19 safety measures and behavioral intentions

*Principal Investigator:* Mary Roseman, Katerina Berezina, **Eun-Kyong (Cindy) Choi**, & Hyunwoo Joung

*Amount Requested:* \$9,980

*Period:* Aug 2020 - May 2021

*Funding Agent:* Disaster Resilience Constellation, The University of Mississippi, University, Mississippi

*Title:* Redesigning NHM 662 Advanced Hotel Operations (WOW! Grant)

*Principal Investigator:* **Eun-Kyong (Cindy) Choi**

*Amount Requested:* \$1,000

*Period:* Jan 2020 - May 2020

*Funding Agent:* Academic Outreach, The University of Mississippi, University, Mississippi

*Title:* Big data analysis as a game changer in illuminating game day experience

*Co-Principal Investigators:* Minjung Kim, **Eun-Kyong (Cindy) Choi**, Taeyeon Oh, & Minsoo Kang

*Amount Requested:* \$9,475

*Period:* January 2019 - September 2019

*Funding Agent:* Big Data Constellation Seed Grants, The University of Mississippi, University, Mississippi

*Title:* Predicting customer acceptance of online food delivery services: An extended technology acceptance model

*Co-Principal Investigators:* **Eun-Kyong (Cindy) Choi**, Jangwoo Jo, & Jim Taylor

*Amount Requested:* \$1,840

*Period:* November 2018 - August 2019

*Funding Agent:* Foodservice Systems Management Education Council

*Title:* Understanding food truck customers: Selection attributes and customer segmentation

*Co-Principal Investigators:* Hyunwoo Joung, **Eun-Kyong (Cindy) Choi**, & Hayeon Choi

*Amount Requested:* \$2,000

*Period:* November 2018 - October 2019

*Funding Agent:* Foodservice Systems Management Education Council

*Title:* First impressions work

*Co-Principal Investigators:* **Eun-Kyong (Cindy) Choi**, Inna Soifer, Rhema Fuller, Joann Selvidge, & Mary Schmitz

*Amount Requested:* \$15,000

*Period:* Aug 2016 - Feb 2018

*Funding Agent:* Strengthening Communities Initiative, The University of Memphis, Memphis, Tennessee

*Title:* Festival Attendees' Motivations and Satisfaction: The Case of Double Decker Art Festival

*Co-Principal Investigators:* Hyun-woo Joung, & **Eun-Kyong (Cindy) Choi**

*Amount Requested:* \$2,853

*Period:* August 2017 - July 2018

*Funding Agent:* Visit Oxford, Oxford, Mississippi

## PROFESSIONAL EMPLOYMENT

### ACADEMIC

The University of Mississippi, University, Mississippi  
Associate Professor  
Assistant Professor

Aug 2016 – Aug 2021

***Courses Taught***

NHM 361 Lodging 1  
NHM 362 Lodging 2  
NHM 446 Human Resource Development in Services  
NHM 525/625 Research: Principles of Research (Face-to-face)  
NHM 525/625 Research: Principles of Research (Online)  
NHM 662 Advanced Hotel Operations  
NHM 740 Consumer Behavior in the Hospitality Industry

The University of Memphis, Memphis, Tennessee  
Assistant Professor

Aug 2013 - July 2016

***Courses Taught***

HPRM 2330 Managing Hotel & Resort  
Operations HPRM 4320 Hospitality Services  
Marketing HPRM 4620 Hospitality Operational  
Analysis

Texas Tech University, Lubbock, Texas  
Part-Time Instructor

May 2009 - Aug 2013

***Courses Taught (Instructor of Record)***

RTL 2340 Retail Consumer Behavior

***Team Teaching***

RTL 3345 Event Management in the Retailing Industry (Summer 2013) RTL 4430

Retail Research (Spring 2013)

RTL 2340 Retail Consumer Behavior (Fall 2010)

Guest Lectures: How to prepare to become a global leader, Kyungsoo University, Pusan, South Korea  
(July 8, 2014)

***Teaching Assistant***

Florida International University, Miami, Florida

Aug 2008 - Dec 2008

HFT 5485 Financial Accounting and Analysis in the Hospitality Industry

**INDUSTRY**

Texas Tech University, Lubbock, Texas

Mar 2010 - Aug 2013

*Director, Fashion and Chef Camp*

Mandarin Oriental Hotel Miami, Miami, Florida

Sep 2008 - Mar 2009

*Guest Service Agent*

The Ritz-Carlton Hotel Seoul, Seoul, South Korea

July - Aug 2007

*Guest Relations Officer(Internship)*

COEX Intercontinental Hotel Seoul, Seoul, Korea <i>Server, Sky Lounge Restaurant and Bar</i>	Apr 2004 - Mar 2005
Laforet Zao Resort & Spa, Sendai, Japan <i>Guest Service Agent (Internship)</i>	Dec 2003 - Mar 2004
Yuseong Hotel, Daejeon, South Korea <i>Banquet Team (Part-time worker)</i>	Jan - Nov 2003
VIPS Family Restaurant, Daejeon, South Korea <i>Waitress and cashier, Customer Service Center Team</i>	June 2002 - Feb 2003

## **SERVICE**

### **PROFESSIONAL ACTIVITIES**

#### ***Journal Reviewer (Ad Hoc Reviewer)***

Tourism and Hospitality Research	2021 - Present
Sustainability	2020 - Present
Journal of Hospitality & Tourism Cases	2019 - Present
Journal of Hospitality & Tourism Education	2019 - Present
Journal of Hospitality Marketing & Management	2016 - Present
International Journal of Contemporary Hospitality Management	2015 - Present
Journal of International Students	2016 - 2020
International Journal for Equity in Health	2014 - 2016

#### ***Conference Reviewer & Session Moderator***

Reviewer, Asia Pacific CHRIE Conference	2019 - Present
Reviewer, West Chrie Federation Conference	2018 - Present
Reviewer, Annual Graduate Student Research Conference in Hospitality and Tourism	2015 - Present
Reviewer, Annual International CHRIE Conference	2014 - Present
Reviewer, Southeast, Central & South American Federation Conference	2015 & 2020
Reviewer, Annual Korea America Hospitality & Tourism Educators Association Conference	2015 - 2017
Reviewer, Annual National Conference on Undergraduate Research	2015 - 2016
Session Moderator, Annual International CHRIE Conference	2014

### **ACADEMIC SERVICES**

The University of Mississippi, University, Mississippi

#### ***Department Level***

Advisor, OMASH (Student organization)	2021 - Present
Committee, Master's Comprehensive Exam	2018 - Present
Committee, NHM Graduate Program	2016 - Present
Committee, HM Program	2016 - Present
Ad hoc committee, Curriculum Evaluation	2020
Ad hoc committee, MS-FNC Program Revision	2019
Ad hoc committee, Ph.D Comprehensive Exam	2019
Committee, Faculty Search for Assistant Professor of Nutrition & Hospitality Management	2018
Ad hoc committee, NHM Guidelines for Tenure & Promotion	2017

**College Level**

Research Liaison, Institute of Child Nutrition	2020 - 2021
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**University Level**

Faculty Representative, Keep Teaching Planning Team	2020 - 2021
Judge, Mississippi Region VII Science Fair	2020
Evaluator, 8 <sup>th</sup> Annual Research Symposium	2018

The University of Memphis, Memphis, Tennessee

**Department Level**

Faculty Advisor, International Student Club	2013- 2016
Committee, KWS Awards & Scholarship	2013 - 2016
Committee, Faculty Search for Assistant Professor of Sport & Leisure Management	2014

**College Level**

Committee, Guidelines for Tenure & Promotion	2015
Faculty Marshalls, Graduation	2014
Committee, College of Business and Economics Continuous Improvement	2013

**STUDENT ADVISING*****Director of Dissertations and Theses***

Chair, Doctoral dissertation for Bethany Akers	2022 - Present
Chair, Doctoral dissertation for Chanmi Hong	2020 - Present
Co-chair, Doctoral dissertation for Daegeun Kim	2018 - 2022
Chair, Honors student thesis for Corinne Williams	2020 - 2021
Co-chair, Doctoral dissertation for Inna Soifer	2019 - 2021
Chair, Honors student thesis for Anqi Wang	2015 - 2016
Chair, Master's thesis for Deborah Thompson	2015 - 2016

***Committee of Dissertations and Theses***

Member, Doctoral dissertation for Olena Ciftci	2021 - Present
Member, Doctoral dissertation for Sarah Sapp	2020 - Present
Member, Doctoral dissertation for Thamsanqa Jongile	2020 - Present
Member, Doctoral dissertation for Hayeon Choi	2019 - Present
Member, Doctoral dissertation for Jeongyeon Ahn	2019 - Present
Member, Doctoral dissertation for Jangwoo Jo	2018 - Present
Member, Master's thesis for Claire Adams	2017- 2018

***Porfolio Reviewers (Online Master's Requirement)***

Reviewer, Porfolio for Marshall Henderson	2022
Reviewer, Porfolio for Michael Van Hooser	2022
Reviewer, Porfolio for Bethany Akers	2022
Reviewer, Porfolio for Emily Styles	2021
Lead Reviewer, Porfolio for Morgan Bruner	2021

**CONSULTING PROJECTS**

Consultant, Visit Oxford, Double Decker Festival Attendees' Motivations and Satisfaction	2017
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Marketing Support Consultant, Memphis Convention and Visitors Bureau, Welcome to Memphis Project	2015 - 2016
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Market Research Consulting Team, Textile Exchange, Global Sustainable Textile Project 2012

### **LEADERSHIP ACTIVITIES**

Founder and Director, Southern Hospitality Academy, The University of Memphis 2014 - 2016  
 Advisor, International Hospitality Student Club, The University of Memphis 2013 - 2016  
 Graduate Supervisor, Tech Retail Association, Texas Tech University 2011 - 2013  
 Chairman and Lecturer, Japanese Language Study Club, Paichai University 2002 - 2003  
 Manager, Volunteer Group, Seosan Sightseeing Festival 2001, 2002 & 2003, South Korea 2001 - 2003  
 Chairman, Public Relation Student Council, Paichai University 2001 - 2003

### **HONORS & AWARDS**

Second Place, ICHRIE Johnson & Wales Hospitality & Tourism Case Study Competition 2019  
 Nominee, Paragon Award for Excellence in Distance Teaching 2019  
 Editor's Choice Best Reviewer Award, Journal of International Students 2019  
 Best Presentation Award: Attendees' Choice, SECSA Conference 2018  
 Second Place, ICHRIE Johnson & Wales Hospitality & Tourism Case Study Competition 2017  
 Best Presentation in Business, Shihui Shen & Eun-Kyong (Cindy) Choi, 2016 Research Forum,  
 University of Memphis 2016  
 Best Presentation in Education, Anqi Wang, Eun-Kyong (Cindy) Choi, & Carol Silkes, 2016  
 Research Forum, University of Memphis 2016  
 Nominated as Finalists for the Distinguished Teaching Award, University of Memphis 2016  
 Summer Dissertation Research Award, Texas Tech University 2013  
 AT&T Chancellor's Graduate Fellowship, Texas Tech University 2009 - 2013  
 Study Abroad Competitive Scholarship, Texas Tech University 2009 - 2013  
 Uncle Julio and Ben K. Goh Scholarship Endowment, Texas Tech University 2010 - 2011  
 Helen DeVitt Jones in Human Sciences Scholarship, Texas Tech University 2009 - 2010  
 John W. Kluge Foundation Scholarship, Florida International University 2008  
 Award of the "Best Volunteer" by the Mayor of SeoSan, SeoSan, South Korea 2003  
 First Place Award, Idea Competition, The Kolon Pharmaceuticals, Inc., South Korea 2003  
 First Place, Tourism Promotion Plan Contest, Paichai University, South Korea 2002  
 Paichai Scholarship, Paichai University, South Korea 2002

### **PROFESSIONAL AFFILIATION & SKILLS**

#### **PROFESSIONAL AFFILIATION**

Member, International Council on Hotel, Restaurant, and Institutional Education 2010 - Present  
 Member, Culinary Society of Korea 2016 - Present  
 Member, The Korea America Hospitality & Tourism Educators Association 2015 - 2016  
 Member, Council on Undergraduate Research 2014 - 2016

#### **SKILLS & CERTIFICATION**

Completed the eLearning Training Course (eTC) by the Office of Academic Outreach 2018  
 Earned the Certified Hospitality Educator (CHE) 2014 - Present  
 Earned the Certification in Hotel Industry Analytics (CHIA) 2015 - Present