

YEJIN JEON

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EDUCATION

- Sep. 2023 – Present **University of Massachusetts Amherst (UMass)**, Massachusetts, USA
Ph.D. student in Management
(Concentration: Hospitality and Tourism Management)
- Mar. 2019 – Feb.2020 **Pukyong National University (PKNU)**, Busan, South Korea
Master of Business Administration
 - GPA: 4.5/4.5, Graduated Summa Cum Laude
 - Thesis: “A Study of the Relationships among Internal Marketing, Quality of Work Life, and Quality of Life: Focusing on H Chain Hotel Employees”
(Advisor: Prof. Eunju Woo)
- Mar. 2009 – Feb. 2014 *Bachelor of Arts in International Area Studies (Concentration: North American Studies)*
Bachelor of Business Administration – Double Major
 - GPA: 4.07/4.5, Graduated Magna Cum Laude
 - Academic Excellence Scholarships for Four Years

RESEARCH INTERESTS

- Employee well-being
- Organizational Behavior
- Human Resources in Hospitality

PUBLICATIONS AND PRESENTATION

Publications

1. Woo, E. & Jeon, Y. (2022), “Examining the Impact of COVID-19 Risk Perception on Tourist Behavior: Applying Health Belief Model.” *Event & Convention Research*, 18(1), 247-267.
2. Woo, E., Jeon, Y. & Kim, Y. (2021), “Examining the Impact of Work-Life-Balance (WLB) on Quality of Life (QOL): Focusing on Employees in Service Industry.” *Asia-Pacific Journal of Business*, 12(2), 131-143.
3. Woo, E. J., Kim, Y. G. & Jeon, Y. J. (2021)., “A Study on the Advanced Strategies of Work-Life-Balance in Tourism and Hospitality Industry: Application of Importance Performance Analysis.” *Event & Convention Research*, 17(2), 175-194.
4. Woo, E., Jeon, Y. & Kim, Y. (2020), “A Qualitative Study on Work-Life-Balance: Focusing on Service Industry Employees.” *Journal of Tourism Management Research*, 24(6), 413-434.
5. Jeon, Y. & Woo, E. (2020), “A Study of Relationships among Internal Marketing, Quality of Work Life, and Quality of Life: Focusing on H Chain Hotel Employees” *Journal of Tourism Management Research*, 24(2), 519-542.

Conference Presentation

1. Woo, E., Jung, Y. & Jeon, Y. (November, 2022). Development of ESG Management Scale for the Tourism Industry. The Institute Internet, Broadcasting and Communication [IIBC] 2022 O2O Integrated Conference, Seongnam, South Korea.
2. Woo, E., Jeon, Y. & Kim, Y. (November, 2021). Analysis of Tourist Crisis Response Behavior using Protection Motivation Theory (PMT) and Health Belief Model (HBM): COVID-19 Crisis. The Institute of Internet, Broadcasting and Communication [IIBC] 2021 O2O Integrated Conference, Seoul, South Korea

RESEARCH EXPERIENCE

- Mar. 2020 – Dec. 2021 **Pukyong National University (PKNU)**, Busan, South Korea
Research Assistant, Tourism Management Department
(Advisor: Prof. Eunju Woo)
 - Collected and analyzed primary and secondary sources on Work-Life Balance.

- Assisted the professor in publishing articles on Work-Life-Balance.
- Mentored two undergraduate research assistants.

PROFESSIONAL EXPERIENCE

- Jun. 2020 – Jul. 2022 **Ananti Hilton Busan**, Busan, South Korea
Training Officer, Human Resources Department
- Organized and conducted all international training and development programs described in the relevant section of HR manual, as well as others needed to meet hotel objectives.
 - Supported the implementation of Hilton philosophy and brand culture in all departments by planning and directing various year-round brand organizational events.
 - Facilitated “Lead 1.1, a virtual leadership training program” in both English and Korean for team members with supervisory potential in the hotels in Japan, Korea, and Micronesia by collaborating with the regional L&D team.
 - Managed the internship programs such as planning, recruiting, and administrative affairs by maintaining contacts with industry-related schools.
- Jul. 2017 – Jun. 2020 *Executive Lounge Team Leader, Front Office*
- Greeted special guests and VIPs on arrival and assisted their stays by responding efficiently to their enquiries and complaints.
 - Monitored and managed the food and beverage service in the lounge during each day.
 - Oversaw the regular on-the-job training for both new hires and existing staff to ensure the brand standard.
 - Assisted the Executive Lounge manager in efficient and professional lounge operation and in maintaining relationships with other departments.
 - Received the most comments of appreciation from the guests in the team.
- Sep. 2015 – Jul. 2017 **Hard Rock Café Busan**, Busan, South Korea
Supervisor & International Trainer
- Supported the daytime operation and manager duties.
 - Promptly handled and followed-up on customer complaints.
 - Developed and updated training materials for new hires and existing staff.
 - Assisted with new branch opening in Ulaanbaatar, Mongolia and provided on-the-job training.
- Oct. 2013 – Feb. 2015 **Grand Hilton Seoul**, Seoul, South Korea
Guest Relations Agent, Front Desk
- Accurately processed check-in, check-out, and room change procedures.
 - Handled incoming and outgoing telephone calls in a prompt and courteous manner.
 - Provided service to different types of long-term staying guests from various countries.
 - Organized and coordinated annual special events for long-term staying guests.

TRAINING PROGRAMS

- Nov. 2020 – Feb. 2021 Hilton Brand Leadership Training, Hilton Japan, Korea, and Micronesia Regional
Jan. 2013 Winter Pukyong Cultural Exchange Program, Pukyong National University
- Nov. 2011 – Feb. 2012 Internship (Kitchen Steward & Waitress), Kings Canyon, Australia
- Jan. 2010 English Language Study, English Learning Centre, University of Victoria, Canada

HONORS AND AWARDS

- Sep. 2023 *Isenberg Doctoral Program Outstanding Applicant Award*, Isenberg School of Management, University of Massachusetts Amherst
- Nov. 2022 *Best Paper Award*, The Institute of Internet, Broadcasting and Communication [IIBC] 2022 O2O Integrated Conference. Title: “Development of ESG Management Scale for the Tourism Industry”
- Oct. 2021 *Contribution Award*, Excellent Operation of IPP Long-term Field Practice, Youngsian University IPP (Industry Professional Practice) Project Team

Feb. 2013 *Excellent Career Development Club Award (Club Brain Pukyong)*, Pukyong National
University Human Resources Development Center
Nov. 2009 *Third Place, Campus TOEIC English Contest*, Pukyong National University International
Area Studies Department

ADDITIONAL INFORMATION

Computer Skills: MS Office (Word, Excel, Outlook, Power Point) – Advanced
SPSS, AMOS – Advanced