

Jiyoon (Jennifer) Han, Ph.D.

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SUMMARY

- Active research agenda on exploring technology, innovation, and human-computer interactions (HCI) using mixed-methods and psychophysiological (neuromarketing) approaches (e.g., eye-tracking, galvanic skin response (GSR), electrocardiogram (ECG))
- Involved in grant activities ranging from \$100,000-500,000 (e.g., USDA)
- Over seven years of teaching experience
- Wide range of industry experience across events, foodservice, and BnB business

EDUCATION

Ph.D. in Business Administration, Washington State University, WA Specialization: Hospitality Business Management Carson College of Business	May 2025
M.S. in Business Administration, Washington State University, WA Carson College of Business GPA: 3.96/4.0	May 2024
Graduate Certificate in Applied Measurement and Quantitative Methods, Washington State University, WA College of Education GPA: 4.0/4.0	Dec 2023
M.S. Sookmyung Women's University, Seoul, Korea Major: Hotel & Restaurant Management GPA: 4.0/4.0	Aug 2013
B.B. (Bachelor of Business), Le Cordon Bleu Paris-Korea (Joint Degree) Major: International Hospitality Business Management GPA: 3.8/4.0	Feb 2011
B.A. Sookmyung Women's University, Seoul, Korea Major: Hotel & Restaurant Management Graduated with Honors, <i>Magna Cum Laude</i>	

TEACHING EXPERIENCE

Washington State University, Pullman (In-person) | Instructor Aug 2023 – Dec 2024

- 2024 Fall, HBM 131 Introduction to Hospitality Business Management
- 2024 Spring, HBM 494 Service Operations Management
 - Advanced course about service operations, strategy, and information technology with a focus on statistical analysis and forecasting
- 2023 Fall, HBM 131 Introduction to Hospitality Business Management

Washington State University, Global Campus (Online) | Instructor Aug 2021 - Dec 2022

- 2022 Fall, HBM 235 Travel, Society, and Business
- 2022 Spring, HBM 280 Hospitality Systems
- 2021 Fall, HBM 235 Travel, Society, and Business

Washington State University | Teaching Assistant Feb 2021 – Present

- 2024 Spring, HBM493 – [Capstone Course] Food and Beverage Strategies
- 2023 Fall, 2023 Spring, HBM494 – Service Operations Management
- 2022 Spring, HBM381 – Hospitality Leadership and Organizational Behavior
- 2021 Spring, HBM 235 – Travel, Society, and Business

Acaciawood International School | Teacher Aug 2017 – Jun 2018

- Social Science Teacher: World History, U.S. History, U.S. Government (U.S. K-12 curriculum)

University of Houston | Teaching Assistant Aug 2015 – Dec 2015

- Assisted courses on hospitality law and organizational behavior

Korean Food Institute, Sookmyung Women's University | Instructor Jan 2007 – Oct 2013

- Taught/assisted instructors how to deliver contents related to Korean food in English

Sookmyung Women's University | Teaching Assistant Sep 2011 – Feb 2012

- Developed Problem-Based Learning (PBL) courses and aided in statistics and data analytics

INVITED TALKS/GUEST LECTURE

Invited speaker, SHBM Eta Sigma Delta Induction Ceremony, Washington State University, 2024

Guest lecturer, HBM597 Special Topics (graduate level), Washington State University, 2024

RESEARCH INTERESTS

- **Foodservice:** farm-to-table, immersive dining, F&B events, service affordances/cues
- **Technology:** Extended Reality (XR) (Augmented/Virtual/Mixed reality), immersive technology, automation, technology disruptions
- **Neuromarketing:** sensory cues, psychophysiology (e.g., eye-tracking, skin conductance level, electrocardiogram (ECG))
- **Sustainability & Well-being:** psychological restoration, health, well-being, short food supply chains, carbon footprint

GRANT ACTIVITIES

USDA Higher Education Challenge Grant | *CO-PD* Revising for Resubmission

- Project Title: Development of Experiential Learning Tool Utilizing Extended Reality (XR) to Promote Sustainable Food Supply Chain Systems
- Grant Source: The U.S. Department of Agriculture (USDA), National Institute of Food and Agriculture (NIFA) \$300,000
- Completed proposal writing based on NIFA guidelines, including project summary, logic model, letters of support, collaborative assignments, and data management plan

USDA FSMIP Grant | *Researcher* Aug 2023 – Present

- Project Title: Integration and Development of Virtual Reality (VR) Marketing Materials for Enhancing Consumers' Sensory Experience of Washington-based Wine Products
- Grant Source: The U.S. Department of Agriculture (USDA), Agricultural Marketing Service (AMS) Federal State Marketing Improvement Program (FSMIP); PI: Soobin Seo; \$500,000
- Conducted initial research on winery stimuli, incorporating sensory analysis and psychophysiological approaches

NRT-LEAD | *Trainee* Aug 2023 – May 2025

- Project Title: NRT-FW-HTF: Convergent Next-Generation Robotics Training: Leadership, Entrepreneurship, and Adaptive Design amid a Changing World of Work
- Grant Source: National Science Foundation (NSF) Research Traineeship Program (NRT); PI: Soobin Seo
- Participated in regular meetings and sessions, offering business perspective advice to interdisciplinary research teams of science and engineering students

GPSA Dissertation Grant Dec 2023

- Awarded for doctoral dissertation
- Grant Source: Graduate Professional Student Association, Washington State University

National Research Foundation (Korea) Grant | *Researcher* Mar 2012 – Jun 2013

- Project Title: Developing Green Restaurant Certification Factors
- Grant Source: National Research Foundation, Korea
- Conducted two-round Delphi; collected expert panel data; data analysis; writing

2014 Asian Game Menu Development Project | *Researcher* Aug 2012 – Apr 2013

- Project Title: 2014 Asian Game Menu Development & Cost Analysis for Athletes/Media Villages
- Grant Source: 2014 Incheon Asian Games Organizing Committee
- Assisted with data collection, menu planning, cost analysis, on-site visits, and meetings

Hanwoo (Korean Beef) Menu Development Fund | *Researcher* Aug 2012 – Apr 2013

- Project Title: Developing menus utilizing non-preferred parts of Korean beef
- Grant Source: Hanwoo Fund Management Committee
- Assisted with the menu development process and meeting preparations

REFEREED PUBLICATIONS

10. Han, J. J., Seo, S., & Howlett, E. Can Augmented Reality (AR) enhance how restaurants present Farm-to-Table information? The role of cognitive absorption, learning gains, and brand image congruence. (2025). *International Journal of Hospitality Management*. (ABDC: A*, IF: 11.7)
9. Han, J. J., Suddaby, R., & Kim, H. J. Ecological Integrity and Legitimacy in Natural Heritage Sites: Institutional Solutions to “Doomsday Tourism”. (Accepted). *Handbook of ESG in Tourism and Hospitality*, Edward Elgar Publishing.
8. Han, J. J., Kim, H. J., & Yuan, L. Hospitality Internal Branding Initiatives and Workplace Brand Dedication: A Systematic Review and Meta-Analysis. (Accepted after minor revision). *International Hospitality Review*.
7. Han, J. J., Seo, S., & Kim, H. J. (2024). Autonomous delivery robots on the rise: How can I cut carbon footprint for restaurant food deliveries?. *International Journal of Hospitality Management*, 121, 103804. (ABDC: A*, IF: 11.7)
6. Chen, C. C., Han, J. J., & Wang, Y. C. (2022). A hotel stay for a respite from work? Examining recovery experience, rumination and well-being among hotel and bed-and-breakfast guests. *International Journal of Contemporary Hospitality Management*, 34(4), 1270-1289. (ABDC: A, IF: 9.1)

5. Whalen, E. G., & Han, J. Y. (2017). The Innovative Competitive Advantage: A Case Study of Two Pioneering Companies. *Journal of Hospitality & Tourism Cases*, 6(1), 68-76.
4. Han, J. Y., & Yoon, J. Y. (2014). Developing Management Criteria for Korean Green Restaurants: A Modified Delphi Method. *Journal of Foodservice Management (Korea Citation Index-KCI)*, 17(3), 237-260.
3. Ko, H. J., An, S. J., Han, J. Y., & Yoon, J. Y. (2013). Effect of Cognitive Dissonance in Franchise Foodservice Advertisement on Customer Satisfaction and Post-purchase Behavior. *Journal of the Korean Society of Food Culture (Korea Citation Index-KCI)*, 28(6), 631-639.
2. Han, J. Y., & Yoon, J. Y. (2013). A Study on Consumers' Green Practices and Exploration of Significant Factors in Green Restaurants. *Journal of Tourism and Leisure Research (Korea Citation Index-KCI)*, 25(2), 323-342.
1. Han, J. Y., & Yoon, J. Y. (2011). A Study on Women's Food Consumption Tendency, Cognition of Organic Products and Purchasing Characteristics. *Sookmyung Women's University Journal of Living Science*. 28, 69-84.

MANUSCRIPTS UNDER REVIEW

3. Han, J. J., Seo, S., Mu, D., Deng, D. Ambience Matters for Virtual Reality (VR) Tours: Exploring Tranquility, Psychological Restoration, and Sensory Cues Through Cross-Validation of Quantitative and Neuromarketing Approaches. *Tourism Management*
2. Han, J. H., Han, J. J., Lee, Y. J. (Stage: 1st round review). Augmented Reality Infographics for Sustainable Menu Selection. *Service Industries Journal*.
1. Chen, C. C., & Han, J. J. Can dining affordances facilitate customers' detachment from workplace stress? An integration of the Stressor-Detachment model and the Affordance theory. *International Journal of Hospitality & Tourism Administration*.

MANUSCRIPTS IN PROGRESS

5. Han, J. J., Kim, H. J., & Seo, S. Can farm-to-table restaurants soothe the mind? exploring the impact of vertical farming cues on psychological restoration through quantitative and neuromarketing approaches. (Stage: Dissertation; Manuscript Drafting). *Targeting Journal of Services Marketing*.
4. Han, J. J., Seo, S., Kim, & H. J. Trust on the table: the impact of vertical farming on food and brand trust in dining operations – the moderating role of healthy brand image. (Stage: Dissertation; Manuscript Drafting). *Targeting International Journal of Hospitality Management*.

3. Jung, S., Han, J. J., & Yoon, J. Development of Formative Indicators for Memorable Gastronomic Tourism Experiences (MGTE) Based on Strategic Experience Modules (Stage: Data Collection - 3rd study). *Targeting International Journal of Contemporary Hospitality Management*.
2. Han, J. J., Seo, S., & Howlett, E. Immersive Storytelling through Mixed Reality: The role of product-story fit and healthy theme congruency. (Stage: Data Collection - 3rd study). *Targeting Journal of Interactive Marketing*.
1. Han, J. J., Seo, S., & Howlett, E. (Stage: Data Collection - 2nd study). Extended Reality for Public Health: Exploring Brand Transparency, Engagement, and Behavioral Intentions in Socially Responsible Products. *Targeting Journal of Public Policy & Marketing*.

REFEREED CONFERENCE PAPERS, PROCEEDINGS AND PRESENTATION

20. Han, J. J. The Future of Farm-To-Table Restaurants: The Impact of Vertical Farming Cues on Consumer Responses. 2025 Washington State University Academic Showcase, Pullman, WA. **Three-Minute Thesis Runner Up Award**
19. Han, J. H., Han, J. J., Lee, Y. J. (Nov. 2024). *Impacts of Augmented Reality Infographics on Sustainable Menu Selection*. 2024 National Communication Association, New Orleans, LA.
18. Han, J. J., Seo, S. B., & Howlett, E. (July, 2024). *When a Wine Bottle Tells You a Story: Immersive Storytelling through Augmented Reality (AR) and Product-Story Fit*. Stand-up presentation, 2024 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Global Conference, Montreal, Quebec, Canada.
17. Han, J. J., Seo, S. B., Mu, D., & Deng, D. (May, 2024). *Does Virtual Reality (VR) Mood Matter? Investigating the Impact of Tranquil VR Environments in Wineries*. Stand-up presentation, 2024 Asia-Pacific CHRIE, Seoul, Korea.
16. Han, J. H., Han, J. J., & Seo, S. B. (May, 2024). *Unveiling the Impact of Socially Sharable Augmented Reality Menus*. Poster presentation, 2024 Asia-Pacific CHRIE, Seoul, Korea.
15. Han, J. J., Seo, S. B. (May, 2024). EXPLORING TRANQUIL VIRTUAL REALITY (VR) ENVIRONMENTS IN WINERIES: THE INFLUENCE OF VR MOOD. Washington State University Research Everett Showcase. Everett, WA, USA.
14. Han, J. J., Seo, S. B., & Howlett, E. (2024, March). *Utilizing Extended Reality for Farm-to-Table Information Disclosure and Brand Image Congruence*. Washington State University Academic Showcase, Pullman, WA.
13. Han, J. J., Seo, S. B., & Howlett, E. (2024, January). *When Farm-to-Table Meets Augmented Reality: Unraveling the Effects of Food Sourcing Information Disclosure Mediums and Healthy Brand Image Congruence*. Stand-up presentation, 2024 Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Miami, FL, USA.

12. Han, J. J., Seo, S. B., & Howlett, E. (2024, January). *Unraveling the Effects of Food Sourcing Information Disclosure using Extended Reality on Local Farm-to-table and Chain Restaurants*. Stand-up presentation, 2024 Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Miami, FL, USA.
11. Han, J. J. & Kim, H. J. (2024, January). *Virtual Reality's Role in Local Supplier Selection for Farm-to-Table Restaurants*. Poster presentation, 2024 Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Miami, FL, USA.
10. Han, J.J., Murray, J., & Harrington, R. J. (2023, December). *Supply chain resilience of small restaurant businesses at times of risk: A focus on ownerships and business types*. Stand-up Presentation, 7th World Research Summit for Hospitality and Tourism. Orlando, FL, USA.
9. Han, J. J., Seo, S. B., & Kim, H. J. *What Triggers Consumers to Use Autonomous Delivery Robots for their Food Delivery? A Focus on Effort Expectancy, Social Interactivity, and Perceived Innovativeness*. (2023, July). Stand-up Presentation, 2023 Asia Pacific Tourism Association (APTA) Annual Conference, Chiang Mai, Thailand.
8. Han, J. J., Seo, S. B., & Kim, H. J. (2023, March). *Exploring Consumers' Environmental Motivations to Use Autonomous Delivery Robots for Online Food Delivery*. Washington State University Research Exposition & Showcase. Pullman, WA, USA. **2nd place, Graduate Professional Student Association (GPSA) Research Exposition Award**
7. Yuan, L., J. J., Han, & H. J. Kim. (2023, March). *A Meta-Analysis of Internal Branding in Hospitality*. Washington State University Academic Showcase, Pullman, WA, USA.
6. Han, J. J., Seo, S. B., & Kim, H. J. (2023, January). *Exploring the Use of Autonomous Delivery Robots from an Environmental Perspective*. Poster presentation, 2023 Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Anaheim, CA, USA.
5. Han, J. Y., & Guchait, P. (2016, June). *Exploring the Relationship of Individual Error Management, Service Recovery Performance, and Customer Satisfaction: Mediating Role of Self-efficacy*. Paper presented at the 2016 Asia Pacific Tourism Association (APTA) Annual Conference, Beijing, China.
4. Han, J. Y., & Yoon, J. Y. (2014, July). *Detecting Environmental Failures of Korean Restaurants: Integration of FMEA and Service Blueprinting*. Poster presented at the 2014 International Council on Hotel, Restaurant, and Institutional Education (ICRHIE), San Diego, CA, USA.
3. Ko, H. J., An, S. J., Han, J. Y., & Yoon, J. Y. (2013, May). *Effect of Cognitive Dissonance in Franchise Foodservice Advertisement on Customer Satisfaction and Post-purchase Behavior*. Poster presented at the Korean Society of Food Culture, Seoul, Korea.
2. Han, J. Y., & Yoon, J. Y. (2012, June). *A Study on Consumers' Green Practices and Exploration of Significant Factors in Green Restaurants*. Paper presented at the 18th Asia Pacific Tourism Association Conference, Taipei, Taiwan.

1. Kim, D. H., Park, C. R., Jung, J. H., Han, S. M., Han, J. Y., & Yoon, J. Y. (2012, May). *A Study on College Students' Behavior and Satisfaction in relation to Home Meal Replacement*. Poster presented at the Korean Society of Food Culture, Seoul, Korea.

MEDIA COVERAGE

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- WSU Insider, Aug 13. 2024, Title: Delivery robots' green credentials make them more attractive to consumers by Sara Zaske https://news.wsu.edu/press-release/2024/08/13/delivery-robots-green-credentials-make-them-more-attractive-to-consumers/?utm_source=WSUNews-enewsletter&utm_campaign=wsunewsnewsletter&utm_medium=email
 - Metro World News, article forthcoming, by Daniel Casillas. <http://www.readmetro.com>
 - Science Daily, <https://www.sciencedaily.com/releases/2024/08/240813132013.htm>
 - Ground News, <https://ground.news/article/delivery-robots-green-credentials-make-them-more-attractive-to-consumers-finds-study>
 - A full list of coverage can be viewed online: <https://tinyurl.com/3rx5u3ae>

AWARDS/SCHOLARSHIPS

Three-Minute Thesis Runner-up, Carson College of Business, Washington State University, 2025

SHBM Summer Research Scholarship, Washington State University, 2022-2024

Carson College of Business Travel Scholarship, Washington State University, 2023/2024

GPSA Research Exposition Award, Washington State University, 2023

Finalist, Chosen Cougar, BECU Sponsored, Washington State University, 2023

Korean American Scholarship Foundation Scholarship, KASF Western Chapter, 2022

Alumni Award for Outstanding Professional Students, Sookmyung Women's University, 2022

Excellent Alumna Scholarship, Sookmyung Women's University, 2011-2013

Graduate Award for Academic Excellence, Sookmyung Women's University, 2011

Leadership Excellence Award, Sookmyung Women's University, 2011

Global Honors Study Abroad Scholarship, Griffith University, Australia, 2010

Honor Student Scholarship, Sookmyung Women's University, 2007-2011

INDUSTRY EXPERIENCE

Airbnb Vacation Rental Manager/Host	Aug 2016 – Dec 2019
<ul style="list-style-type: none"> Managed three vacation rental properties (Ilsan, Paju, Korea) Designated as Korea's City Accommodation for Foreigners, assisted with governmental planning and coordination of events and activities for international guests. 	
Namyang RNC Operations Manager	Jul 2014 – Jun 2015
<ul style="list-style-type: none"> Managed franchised operations (e.g., Shinsege Department Store, Incheon), including revenue and cost control, staffing, and overall operations management. 	
Namyang RNC Assistant Operations Manager	Jul 2013 – Jun 2014
<ul style="list-style-type: none"> Supported the management of franchised operations and communications 	
LivePR International Sales/Event Manager	Jul 2012 – Jun 2013
<ul style="list-style-type: none"> Supported event planning for Korea International Exhibition Center (KINTEX) In charge of foreign buyers (UK) 	
Society of Chief Information Officers, Seoul Assistant Manager	Dec 2010 – Feb 2011
Namyang RNC, Seoul/Goyang Intern	Dec 2010 – Feb 2011
Erin Design, Seoul Intern	Nov 2010 – Jan 2011
Franklin Covey Korea Leadership Center, Anyang/Seoul Intern	Jul 2010 – Oct 2010
Seoul City Club, Seoul Intern	Jun 2009 – Aug 2009
CJ Foodville, Seoul Intern	Dec 2008 – Feb 2009

SERVICES

Vice President, WSU/UI Students for Christ, WSU & University of Idaho, 2024-2025

Treasurer, Korean Graduate Student Association, WSU, 2024-2025

Member, Harvard Business Review Advisory Council, 2024 – Present

Ad-hoc Reviewer for multiple hospitality journals, 2024 - Present

Senator-at-large (College of Business), Graduate and Professional Student Association, Washington State University (WSU), 2023-2024

Judge, Showcase for Undergraduate Research and Creative Activities 2024, WSU, 2024

Committee Member, University and Student Affairs, WSU, 2023-2024

Moderator, 2021 Business Plan Competition (BPC21), WSU, 2021

Representative, Korean Food & Cultural Exchange Institute for Youth, 2014-2015

President, Le Cordon Bleu Hospitality Management Student Council, 2009-2010

CERTIFICATIONS/MEMBERSHIPS

Google Data Analytics Professional Certificate, Coursera, 2024-present

Distance Delivery Master, Learning Innovations, Washington State University, 2021

English Cooking Instructor, Korea Institute on Promotion of Private Certification, 2019

GrapeSEED Foundation Certificate, GrapeSEED Korea, 2019

Korean cuisine trainer certificate for foreign higher education, Jeonju University, Korea, 2016

Culinary Tourism Certificate, Korean Culinary Tourism Association, Korea, 2013

Member, The Korea Academic Society of Tourism and Leisure, Korea, 2013-2014

Member, Foodservice Management Society of Korea, 2013-2015

2011 HACCP Academy Certification, Korea Health Industry Development Institute, 2011

Diplome D'etudies en Langue Francaise A2, Commission nationale du DELF et du DALF, 2010

English for Academic Purposes (EAP), 2A (Highest Level), Griffith University, 2010

ServSafe Food Protection Manager Certification, National Restaurant Association

SOFTWARE SKILLS

Neuromarketing tools: iMotions, Shimmer3 GSR+

XR tools: Unity, SteamVR, SecondLife, Roomful, Varjo Aero

Statistical tools: JASP, Mplus, Python, SmartPLS, Statistical Package for Social Sciences (SPSS), Atlas.ti (Qualitative analysis tool)

Teaching tools: Canvas, McGraw-Hill Connect, Persuall, Panopto, VoiceThread, etc.

Others: Canva, Adobe Photoshop, etc.

Last updated Jul 2025