

YEJIN JEON

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EDUCATION

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| Sep. 2023 – Present | University of Massachusetts Amherst (UMass) , Massachusetts, USA
<i>Ph.D. Candidate in Management</i>
(Concentration: Hospitality and Tourism Management) |
| Mar. 2019 – Feb. 2020 | Pukyong National University (PKNU) , Busan, South Korea
<i>Master of Business Administration</i> <ul style="list-style-type: none">• GPA: 4.5/4.5• Thesis: “A Study of the Relationships among Internal Marketing, Quality of Work Life, and Quality of Life: Focusing on H Chain Hotel Employees”
(Advisor: Dr. Eunju Woo) |
| Mar. 2009 – Feb. 2014 | <i>Bachelor of Arts in International Area Studies</i>
<i>Bachelor of Business Administration – Double Major</i> <ul style="list-style-type: none">• GPA: 4.07/4.5• Academic Excellence Scholarships for Four Years |

RESEARCH INTERESTS

- Employee well-being
- Organizational Behavior
- Human Resources Management
- Customer-Employee Interactions

TEACHING INTERESTS

- Human Resources Management
- Lodging Operation Management
- Customer Experience Management

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., Kim, Y., & **Jeon, Y.** (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 PRESENTATIONS

1. Baker, M. A., Cain, L. N., & **Jeon, Y.** Wellbeing Washing: A Conceptual Model Moving From Optics to Impact. *European, Middle Eastern, and African Council on Hotel, Restaurant, and Institutional Education Conference*. Dubai, United Arab Emirates, November 9-12, 2026.
2. **Jeon, Y.**, Kim, S., & Baker, M. A. Opportunistic Customers in the Digital Age: Consequences of Customer Threats to Post Negative Reviews. *International Council on Hotel, Restaurant, and Institutional Education Conference*. Las Vegas, Nevada, July 15 - 17, 2026.
3. **Jeon, Y.**, & Uysal, M. Exploring work-life dynamics in hospitality and tourism. *Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*. Auburn, Alabama, January 8 - 10, 2026.
4. **Jeon, Y.**, & Baker, M. A. Navigating the Impact of Contactless Service Technologies: A Nuanced Perspective on Frontline Employees in Hospitality. *The Korea America Hospitality & Tourism Educators Association*. New York City, New York, April 11 - 12, 2025.
5. **Jeon, Y.**, & Baker, M. A. The Double-Edged Sword of Changing Customer Interactions in Hospitality: The Impact of Contactless Service and Customer Incivility on Frontline Employees. *Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*. Houston, Texas, January 2 - 4, 2025.
6. **Jeon, Y.**, & Baker, M. A. How contactless service and customer incivility affect hospitality employee's mental health and turnover intention: The moderating role of resilience. *International Council on Hotel, Restaurant, and Institutional Education Conference*. Montreal, Canada, July 24 - 26, 2024.
7. Woo, E., Jung, Y., & **Jeon, Y.** Development of ESG Management Scale for the Tourism Industry. The Institute Internet, Broadcasting and Communication [IIBC] 2022 O2O Integrated Conference, Seongnam, South Korea, November 2022.
8. Woo, E., **Jeon, Y.**, & Kim, Y. 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, November 2021.

REVIEWING ACTIVITIES

Ad hoc Reviewer

- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference
- Journal of Hospitality & Tourism Cases

TEACHING & TRAINING EXPERIENCE

University Teaching

- **Instructor of Record** | University of Massachusetts Amherst
Human Resource Management in the Hospitality Industry (HT-MGT 260)
Undergraduate course covering strategic human resource management in hospitality organizations, including recruitment and selection, training and development, performance management, employee engagement, and workforce development.

<u>Semester</u>	<u>Student Evaluation</u>
Fall 2025	3.9/5.0 scale
Spring 2026	4.8/5.0 scale
- **Teaching Assistant** | University of Massachusetts Amherst
Assisted with undergraduate instruction by facilitating classroom discussions, grading assignments and

examinations, and providing academic support during office hours.

<u>Course</u>	<u>Semester(s)</u>
Customer Experience Management (HT-MGT 386)	Every semester (Fall 2023 - Spring 2025)
Global Hospitality Leadership (HT-MGT 492L)	Fall 2023, Fall 2024
Club Management (HT-MGT 336)	Fall 2023, Fall 2024

Industry Training

- **Lead@Hilton 1.1 Facilitator – Hilton Brand Leadership Development Program (Online)**
Selected as a regional facilitator for Hilton's Lead@1.1 virtual leadership development program. Facilitated two bilingual (English and Korean) leadership development cohorts for mid-level managers across Hilton properties in Japan, Korea, and Micronesia, in collaboration with the regional Learning & Development team (May - August 2021; January - April 2022).
- **Hard Rock International Trainer for a New Opening (Ulaanbaatar, Mongolia)**
Selected as a corporate trainer for the new Hard Rock Cafe opening (October - December 2016). Delivered hands-on training in brand standards, service excellence, and operational procedures to newly hired local employees prior to the restaurant launch, and collaborated with the opening team to ensure the consistent implementation of Hard Rock Cafe brand standards.

INVITED PRESENTATIONS

On Campus

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| 1. Customer Experience Management HT MGT 386: Service Failure | 04/15/2025 |
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INDUSTRY EXPERIENCE

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| Jun. 2020 – Jul. 2022 | Ananti Hilton Busan , Busan, South Korea
<i>Training Officer and Recruiter, Human Resources Department</i> <ul style="list-style-type: none">• Planned and delivered hotel-wide training and development programs in accordance with Hilton brand standards and organizational objectives.• Supported the implementation of Hilton philosophy and brand culture through year-round employee engagement and brand events.• Managed internship and recruitment programs by coordinating with hospitality schools and overseeing candidate selection and program administration. |
| Jul. 2017 – Jun. 2020 | <i>Executive Lounge Team Leader, Front Office (Opening Member)</i> <ul style="list-style-type: none">• Supervised Executive Lounge operations, ensuring exceptional service delivery for VIP and executive-level guests.• Led on-the-job training and coaching for new and existing team members to maintain Hilton brand standards.• Assisted the Executive Lounge manager in efficient and professional lounge operation and in maintaining relationships with other departments.• Recognized for receiving the highest number of guest appreciation comments within the team. |
| Sep. 2015 – Jul. 2017 | Hard Rock Café Busan , Busan, South Korea
<i>Host and F&B Supervisor (Opening Member)</i> <ul style="list-style-type: none">• Supervised daily front-of-house operations and assisted managers with operational leadership.• Developed and updated training materials for new and existing employees.• Managed guest concerns and service recovery to maintain customer satisfaction. |

- Oct. 2013 – Feb. 2015 **Grand Hilton Seoul**, Seoul, South Korea
Guest Relations Agent, Front Desk
- Delivered guest relations services for international and long-term stay guests, including check-in, check-out, and concierge support.
 - Coordinated annual appreciation events for long-term guests to enhance guest engagement and loyalty.
 - Recognized for providing high-quality service in a multicultural hospitality environment.
- Nov. 2011 – Feb. 2012 **Kings Canyon Resort**, Kings Canyon, Australia
Kitchen Hand and Waitress (Internship)
- Assisted with food preparation, kitchen operations, and table service in a fast-paced hospitality environment.
 - Delivered customer service while collaborating with kitchen and front-of-house staff to ensure efficient restaurant operations.
 - Developed practical experience in hospitality service standards, teamwork, and cross-cultural communication.

PROFESSIONAL DEVELOPMENT

- Aug. 2025 – Sep. 2025 **Dynamic Teaching Strategies for Engagement Series**
Center for Teaching and Learning, University of Massachusetts Amherst
- Completed workshops on active learning, managing difficult discussions, and student engagement.
- Nov. 2020 – Feb. 2021 **Hilton Brand Leadership Development Training, Lead@Hilton 1.1**
Hilton Japan, Korea, and Micronesia Regional Office
- Completed the official brand leadership certification program.

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, Youngsan 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

GRANTS AND FELLOWSHIPS

- 2025 *Graduate Student Government (GSG) Research & Travel Grant*, University of Massachusetts Amherst (\$150)
- 2024 *Graduate Student Government (GSG) Research & Travel Grant*, University of Massachusetts Amherst (\$240)

ADDITIONAL INFORMATION

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