

Jiyoon (Jennifer) Han, Ph.D.

Assistant Professor

Hospitality and Tourism Management
Isenberg School of Management
University of Massachusetts Amherst
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SUMMARY

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

EDUCATION

Doctor of Philosophy in Business Administration May 2025
Carson College of Business, Washington State University, WA

Master of Science in Business Administration (MSBA) May 2024
Carson College of Business, Washington State University, WA

Graduate Certificate in Applied Measurement and Quantitative Methods Dec 2023
College of Education, Washington State University, WA

Master of Science in Hotel & Restaurant Management Aug 2013
Sookmyung Women's University, Seoul, Korea

Bachelor of Business in International Hospitality Business Management Feb 2011
Le Cordon Bleu Paris-Korea (Joint Degree)

Bachelor of Arts in Hotel & Restaurant Management
Graduated with Honors (Magna Cum Laude), Sookmyung Women's University, Seoul, Korea

TEACHING EXPERIENCE

University of Massachusetts Amherst, Amherst Sep 2025 - Present

- 2026 Spring, MG-HTM 386-02 Customer Experience Management
- 2026 Spring, MG-HTM 250-02 Foodservice Management
- 2025 Fall, MG-HTM 260-01 Human Resources Management in the Hospitality Industry

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
- 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] 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

University of Houston | Teaching Assistant Aug 2015 – Dec 2015

RESEARCH INTERESTS

- **Human-technology interaction in service operations:** Embodied Cognition, Extended Reality (XR) (Augmented/Virtual/Mixed reality), robotics, automation, AI, technology disruptions
- **Neuromarketing/psychophysiology** (e.g., eye-tracking, GSR, ECG, EXG), experiments, mixed-methods, sensory cues
- **Sustainability & well-being:** carbon footprint reduction, psychological restoration, and stress reduction
- **Foodservice:** dining innovations, service affordances/cues, farm-to-table (short food supply chains)

GRANT ACTIVITIES

Institute of Diversity Sciences Seed Grants | *PI*

May 2026 – Jun 2027

- Project Title: Toward Inclusive Tourism: Robotic Guide Dog for Autonomous Navigation and Cultural Engagement of Blind and Low-Vision Visitors (Collaboration with Mannings College of Information and Computer Sciences)
- Grant Source: UMass Amherst

Strategic Partnerships to Advance Research and Creative activity fund | *CO-PI* Pending

- Project Title: SPARC 4: New England Robotics Validation and Experimentation (NERVE) Center (PI: Holly Yanco, CICS)
- Grant Source: UMass Amherst

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 – Jun 2025

- 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

11. 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. (2026). *International Journal of Hospitality Management*. (ABDC: A*, IF: 11.7)
10. Han, J., Han, J. J. & Lee, Y. J. (2025). Avoidance to acceptance: augmented reality infographics for low-acceptance sustainable foods. *The Service Industries Journal*, 1–24.
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., Kim, H. J., & Yuan, L. (2025). A systematic review and meta-analysis of hospitality internal branding and cultural roles in brand dedication. *International Hospitality Review*, 1-23.
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

4. Han, J. J., Kim, H. J., & Seo, S. Vertical Farming as a Techno-Biophilic Cue: Exploring the Effect on Consumer Restoration, Stress Reduction, and Cue Diagnosticity in Dining Environments. *Journal of Service Research*.
3. Han, J. J., Seo, S., Mu, D., Deng, D. How Tranquility and Scent Congruency Drive Emotional and Restorative Responses in VR Hospitality Environments: Neuromarketing and Quantitative Evidence, *International Journal of Hospitality Management*
2. Seo, S., Deng, D., Hosseini, M., Han, J. J. Vineyards in the Goggles: Enhancing Destination Branding through Embodied VR Wine Experiences, *Journal of Hospitality & Tourism Research*.
1. An, H., Han, J. J., Yoon, J. Stage-Skipping and Routineness: Unpacking the Dynamics of the Gamified Mobile Grocery Journey, (1st Revision), *British Food Journal*.

MANUSCRIPTS IN PROGRESS

4. Han, J. J., Seo, S., Deng, D., Hosseini, M. Interactivity and Emotion in Designing Memorable Virtual Reality (VR) Experiences for Service Operations. (Manuscript Drafting). *Targeting Journal of Service Research*.

3. Han, J. J., Seo, S., Kim, & H. J. Trust on the Table: Perceived Artificiality of Vertical Farming and Its Impact on Brand Trust and Transparency. (Stage: Manuscript Drafting). *Targeting International Journal of 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: Manuscript Drafting). *Targeting Journal of Foodservice Business Research*.
1. Embodied Cognition in Hospitality Research: A Systematic Review. (Stage: Data Collection). *Targeting International Journal of Contemporary Hospitality Management*.

REFEREED CONFERENCE PAPERS, PROCEEDINGS AND PRESENTATION

23. An, H., Han, J. J., Yoon, J. *From Attention to Reaction: A Multiple Mediation Test of Consumer Journey Stages in Mobile Grocery Shopping Apps*. 2026 100th Seoul International Conference of the Tourism Sciences Society of Korea (TOSOK), Seoul, Korea.
22. Han, J. J., Kim, D., Kim, S., Hwang, H. *Robotic Guide Dogs for Inclusive Tourism: Creating Travel Journeys for Blind and Low Vision Travelers*. 2026 Asia-Pacific CHRIE, Osaka, Japan.
21. S. Kim, Han, J. J., Baker, M. *Forced to Be Green, but Are You Consistent? Customer Responses to Booking-Stage Disclosure and Touchpoint Consistency under Mandatory Hotel Amenity Restrictions*. 2026 Asia-Pacific CHRIE, Osaka, Japan.
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 (ICRHE), 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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- <https://kickstartmag.com/2026/02/24/augmented-reality-menus-may-help-restaurants-attract-more-customers-improve-brand-perceptions/>
 - <https://www.umass.edu/diversitysciences/designing-robotic-guide-dog-inclusive-tourism>
 - <https://www.isenberg.umass.edu/dean/faculty-research-focus-ai>
 - 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-ewsletter&utm_campaign=wsunewsnewsletter&utm_medium=email
 - 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>

STUDENT ADVISING

Yejin Jeon, Ph.D. Student, Committee Member, UMass Amherst

Seungho Kim, Ph.D. Student, Summer Paper Committee Member, UMass Amherst

AWARDS/SCHOLARSHIPS

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

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

GPSA Research Exposition Award, Washington State University, 2023

Korean American Scholarship Foundation Scholarship, KASF Western Chapter, 2022

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

INDUSTRY EXPERIENCE

Vacation Rental Manager/Host, Airbnb

Aug 2016 – Dec 2019

- Designated as Korea's City Accommodation for Foreigners, assisted with governmental planning and coordination of events and activities for international guests.

Operations Manager, Namyang RNC

Jul 2014 – Jun 2015

- Managed franchised operations (e.g., Shinsege Department Store, Incheon), including revenue and cost control, staffing, and overall operations management.

Assistant Operations Manager, Namyang RNC

Jul 2013 – Jun 2014

International Sales/Event Manager, Live PR/KINTEX

Jul 2012 – Jun 2013

Assistant Manager, Society of Chief Information Officers, Seoul

Dec 2010 – Feb 2011

Intern

Feb 2009 – Feb 2011

CJ Foodville, Franklin Covey Korea Leadership Center, Seoul City Club, etc.

ACADEMIC SERVICES

Reviewer, 2024 – Present

- Ad hoc reviewer for leading hospitality and tourism journals, including International Journal of Contemporary Hospitality Management, Journal of Sustainable Tourism, Journal of Hospitality Research, Journal of Hospitality and Tourism Technology, International Hospitality Review, Journal of Internet Commerce, and Journal of Hospitality & Tourism Cases, etc.

-Conference reviewer for ICHRIE Annual Conference and Graduate Student Research Conference (Graduate Conference), etc.

Session Chair, 2026 100th TOSOK International Conference (AI and Smart Services session)

Faculty Representative, Come Home to Your College, Aug 2025

Lecturer, Hospitality & Tourism Management Pre-College Leadership Academy, July 2025, 2026

COMMUNITY SERVICES

Vice President, WSU/UI Students for Christ, WSU & University of Idaho, 2024-2025
Officer, Korean Graduate Student Association, WSU, 2024-2025
Senator-at-large (College of Business), Graduate and Professional Student Association, Washington State University (WSU), 2023-2024
Member, Harvard Business Review Advisory Council, 2024 – Present
Judge, Showcase for Undergraduate Research and Creative Activities 2024, WSU, 2024
Committee Member, University and Student Affairs, WSU, 2023-2024

CERTIFICATIONS/MEMBERSHIPS

ICHRIE, Member
Diplome D'études en Langue Francaise A2, Commission nationale du DELF et du DALF
ServSafe Food Protection Manager Certification, National Restaurant Association

SOFTWARE SKILLS

Research/Technology: iMotions, Shimmer3 GSR+, Unity, SteamVR, SecondLife, Varjo Aero, AI tools, etc.
Statistics: JASP, Mplus, Python, SmartPLS, Statistical Package for Social Sciences, Atlas.ti
Teaching: Canvas, McGraw-Hill Connect, Persuall, Panopto, VoiceThread, Canva, etc.