

EUN MIN HWANG

Phone: (251) 350-0201

Email: eunminhwang@gmail.com

2175 Schillinger Road S, Mobile, AL 36695

ACADEMIC APPOINTMENT

Assistant Professor

Hospitality and Tourism Management, University of South Alabama August 2021 – Present

Instructor

William F. Harrah College of Hospitality, UNLV

January 2016 – May 2021

EDUCATION

University of Nevada, Las Vegas (UNLV)

December 2020

Ph.D., Hospitality Administration

GPA 3.98/4.0

Exploring the airline passengers' preferences of inflight foods

The employment of grocery purchase behavior and general eating habit to better understand the airline passengers' preferences of inflight foods.

University of Houston, Texas

December 2010

M.S. Hotel Management

GPA 3.94/4.0

Examining the relationship between tourists' perceived risk and their intention to travel in international leisure destination

University of Nevada, Las Vegas

December 2006

B.S. Hotel Administration

GPA 3.69/4.0

COURSES TAUGHT IN UNIVERSITY OF SOUTH ALABAMA

1. HTM 220 Meetings, Incentives, Conventions, Events Fall 2021; Fall 2022
In class and Online learning using Canvas
2. HTM 445 HTM Financial Reporting Fall 2021; Fall 2022
In class and Online learning using Canvas
3. HTM 210 Food & Beverage Service Management Spring 2022; Spring 2023
In class and Online learning using Canvas
4. HTM 212 Food Sanitation and Safety Summer 2022; Fall 2022
In class and Online learning using Canvas
5. HTM 435 Quality Service Management (W) Spring 2022; Spring 2023
In class and Online learning using Canvas
6. HTM 396 HTM Career Planning Spring 2022; Spring 2023
In class and Online learning using Canvas
7. HTM 330 Cruise Operations Management Summer 2022
Online learning using Canvas

COURSES TAUGHT IN UNLV

1. HMD 330 Hospitality Purchasing and Cost Control Fall 2020 – Spring 2021
Remote learning using Canvas and Panopto

- | | |
|---|---------------------------|
| 2. FAB 160 Hospitality Purchasing
<i>In class and Online learning using Canvas</i> | Fall 2019 – Spring 2020 |
| 3. FAB 333 Culture and Cuisine
<i>In class learning</i> | Fall 2018 – Fall 2019 |
| 4. FAB 461 Food and Beverage Cost Control
<i>In class learning</i> | Spring 2016 - Spring 2017 |
| 5. FAB 160 Hospitality Purchasing
<i>Online learning using Blackboard</i> | Summer 2018 |

COURSES CO-TAUGHT IN UNLV

- | | |
|--|--------------------------|
| 1. TCA 467 Festival and Event Management Capstone | Spring 2016; Spring 2015 |
| 2. FAB 461 Food and Beverage Cost Control | Fall 2015 |
| 3. FAB 467 Restaurant Management and Operations Capstone | Fall 2006 |

OTHER TEACHING EXPERIENCE

- | | |
|---|------------------------------------|
| 1. SGVU School of Hotel Management & USA HTM
<i>Faculty Guest Lecturer</i>
Virtual presentation on Modern Kitchen Techniques used in Diff. Cuisines | November 2021
<i>Mobile, AL</i> |
| 2. SGVU School of Hotel Management & USA HTM
<i>Faculty Guest Co-Lecturer</i>
Virtual presentation on Wine Pairings and Service | November 2021
<i>Mobile, AL</i> |
| 3. HOA 796 Advanced Research Methods
<i>Guest lecturer</i> | Spring 2018 |
| 4. FAB 461 Food and Beverage Cost Control
<i>Guest lecturer</i> | Spring 2018 |
| 5. Mou Mou English Academic Institute
<i>Manager</i> | 2007; 2008 |
| 6. BCM Language Institute
<i>Instructor</i> | 2007 |

SCHOLARLY PUBLICATIONS

Peer-Reviewed Journals

1. Lee, S., **Hwang, E.**, Kim, Y., Demir, F., ... & Lim, K. (2022). Mobile Health App for Adolescents: Motion Sensor Data and Deep Learning Technique to Examine the Relationship between Obesity and Walking Patterns. *Applied Sciences*, 12(2), 12. <https://doi.org/10.3390/app12020850>
2. **Hwang, E.**, Baloglu, S., & Tanford, S. (2019). Building loyalty through reward programs: The influence of perceptions of fairness and brand attachment. *International Journal of Hospitality Management*, 76, 19-28.
3. Tanford, S., **Hwang, E.**, & Baloglu, S. (2018). Evaluation of reward programs based on member preferences and perceptions of fairness. *Journal of Hospitality Marketing & Management*, 27(1), 106-126.
4. Lee, S., **Hwang, E.**, Jo, J. Y., & Kim, Y. (2016). Big data analysis with Hadoop on personalized incentive model with statistical hotel customer data. *International Journal of Software Innovation*, 4(3), 1-21.

Peer-Reviewed Conference Proceedings

1. **Hwang, E.** (2022). Exploring food container attributes to build a positive green image for restaurant customers that order takeout or delivery: a conjoint analysis approach. 2022 International CHRIE Conference, Washington, District of Columbia. Poster Presented.
2. **Hwang, E.,** Kim, Y., Baloglu, S., & Raab, C. (2019). The behavioral continuum of home-based behaviors to inflight food choices. The 24th Graduate Education & Graduate student research conference in Hospitality & Tourism, Houston, TX. Poster Accepted.
3. **Hwang, E.,** Baloglu, S., & Choi, C.B. (2019). Exploring the Differences in Generation: The Use of Social Media Before, During, and After the Travel. The 24th Graduate Education & Graduate student research conference in Hospitality & Tourism, Houston, TX. Standup presentation Accepted.
4. **Hwang, E.,** Baloglu, S., & Tanford, S. (2018). Is Your Loyalty Program Fair? How Perceptions of Fairness Influence Member Loyalty. 2018 International CHRIE Conference, Palm Springs, CA. Standup Presented.
5. **Hwang, E.,** Kim, Y., & Yoon, S. (2017). In-flight Foodservice: Passengers' Ranked Importance of the Attributes and their Willingness to Pay (WTP) Korea America Hospitality and Tourism Educators Association Conference. Standup Presented.
6. **Hwang, E.,** & Kim, Y. (2017). Exploratory study of In-flight Foodservice Attributes and their Influence on Generation Y Passengers' Willingness to Pay. 22nd Graduate Education & Graduate student research conference in Hospitality & Tourism, Houston, TX. Poster Presented.
7. **Hwang, E.,** Baloglu, S., & Tanford, S. (2017). A Taxonomy of Casino Loyalty Program Customers. West Federation CHRIE Conference, San Diego, CA. Standup Presented.
8. **Hwang, E.,** & Bergman, C. (2016). Exploring Motivational Attributes of University Students in Sustainable Practices on Campus Dining. 2016 International CHRIE Conference, Dallas, TX. Poster Presented.
9. **Hwang, E.,** Kim, Y., & Ryu, K. (2016). Exploring perceptions of Generation Y and their willingness to use a smartphone as an alternative to casino loyalty cards. Korea America Hospitality and Tourism Educators Association Conference. Standup Presented.
10. Sun, J., & **Hwang, E.** (2016). The Motivational Attributes Influencing Association Conference Attendee's Revisit Intention. West Federation CHRIE Regional Conference, Denver, CO. Standup Presented.
11. **Hwang, E.,** & Kim, Y. (2016). Content analysis of Big Data in Hospitality and Tourism academic research: 2000 – 2015. 21st Graduate Education & Graduate student research conference in Hospitality & Tourism, Philadelphia, PA. Poster Presented.
12. Jung, S., Malek, K., & **Hwang, E.** (2016). Is Big Data Meaningful to the MICE Industry? Discovering the Influence of Big Data on Meeting Professionals' Decision Making. 21st Graduate Education & Graduate student research conference in Hospitality & Tourism, Philadelphia, PA. Poster Presented.
13. Back, K.J., Park, J.K., Hwang, Y., Anh, J., & **Hwang, E.** (2014). Medical Tourism and User-generated Content: Approach from the Lodging Industry in the TripAdvisor Case: The 31st Pan-Pacific Business Conference, Sakai, Japan.

Non-Refereed Presentations

1. Undergraduate Research Symposium 2022

University of South Alabama

October 2022

Lawrence, E., and **Hwang, E.** Exploring the Demand for a Mobile Tourism Application that Focuses on Urban Tourism. Poster Presented.

2. ASAPERD Conference 2022 **March 2022**

University of South Alabama

Stribling, P., Holden, S., Parkes, C., and **Hwang, E.** Can Wearable Technology Improve the Physical Fitness Testing Scores of College Students Enrolled in a Nintendo Switch Activity Course? A Pilot Study. Stand-up and Poster Presentation

3. Graduate & Professional Student Research Forum **2017**

University of Nevada, Las Vegas

Poster Presented.

4. Rebel Grad Slam 3-minute Thesis Competition **November 2015**

University of Nevada, Las Vegas

Hwang, E. Examining the relationship between tourists' perceived risk and their intention to travel in international leisure destination. Stand-up Presentation.

SUBMITTED AND ACCEPTED RESEARCH PROJECTS

1. Accepted* as a 3rd author **Feb 26th, 2023**

Behavioral Sciences (Q2/2.286)

Mukbang content providers devour it, Do I buy it? How attitude and para-social interaction influence purchase intentions: a mixed-method study.

2. Accepted* as a 4th author. **Feb 5th, 2023**

Journal of Hospitality Tourism Research (Q1/5.421)

*Strategies to minimize food waste using technology.**

3. Submitted* and Under Review* as a 1st author

Journal of Air Transport Management (Q1/5.428)

Nov 7th, 2023

Exploring the passengers' inflight foods preferences, Conjoint Analysis.

4. Published* as a 3rd author

NC Journal (<https://www.ncaahperd-sm.org/>)

Wearable Technology Improve Physical Fitness Scores of Students

GRANTS & AWARDS

1. **College of Education Professional Studies Internal Research Grant** **December 2022**

- Total Awards Worth: \$2,000

2. **Sawtooth Software Academic Grant** **November 2019**

- Total Awards Worth: \$10,000

3. **UNLV Research Travel Award** **2016**

Graduate & Professional Student Association

- Total Awarded: \$600

4. **UNLV Graduate Access Childcare** **2016; 2018**

- Cash Award of \$3,000
- Total Awarded: \$6,000

5. **Caesars' Summer Research Grant** **2016; 2017**

University of Nevada, Las Vegas

- Cash Award of \$3,000 & Research Fund \$2,000
- Total Awarded: \$10,000

6. **ARAMARK/AI Emami** **2010**
University of Houston, Texas

- Cash Award of \$2,000

7. **National Association of Catering Executives Scholarship** **2009**
University of Houston, Texas (UH)

- Cash Award of \$2,000

RESEARCH IN PROGRESS

1. **Hwang, E., Song, H. G., and Kim, Y.** Passengers' willingness to reservice inflight meals online and their willingness to pay for meal upgrades: a case study of U.S. students

Research in Transportation Business and Management (Q1/4.286)

Sustainability (Q1/3.889)

Cluster Analysis; EFA; Multiple Linear Regression Analysis

Finalizing Manuscript for Submission

2. **Hwang, E.** and Kim, Y. The spillover of general eating habits and grocery purchase behaviors to airline food choices.

CFA, SEM using AMOS; Descriptive Analysis

International Journal of Tourism Research (Q1)

Modifying Data Analysis

3. **Hwang, E.** The influence of eco-friendly container use in building a positive green image for takeout or delivery orders.

CFA, SEM using AMOS; Descriptive Analysis

Sustainability (Special Issue due Summer 2022)

Finalized Survey; IRB Submitted

4. **Hwang, E. & Baloglu, S.** Generational differences of social media use for travel: before, during, and after.

MANOVA using SPSS Software

Not yet decided

Updating Literature Review; Re-Conducting Data Analysis

5. **Research Collaboration with two professors. (No authorship decided)** Farmers' labor in open kitchen: gratitude and social norm.

2 X 2 Experimental Design

Not yet decided

Finalizing Survey; IRB Approved; Will Conduct Pre-test

6. **Research Collaboration with three professors. (No authorship decided)** Perceived value of functional beverages in fast-casual restaurants.

Brainstorming stage

Possible purpose of proposal

PROFESSIONAL SERVICE

Faculty Council Member	Fall 2022 – Present
Eta Sigma Delta Honor Society	December 2021 - Present
<i>Faculty Advisor</i>	
Hospitality Ambassador	December 2021 - Present
<i>Faculty Co-Advisor</i>	
Student Awards and Scholarship Committee	Fall 2021 - Present
<i>Committee Member</i>	
Department Faculty Library Representatives	Fall 2021 - Present
<i>Committee Member</i>	
Technology Committee	Fall 2021 - Present
<i>Committee Member</i>	
Summer Undergraduate Research Fellowships	Summer 2022
<i>Faculty Advisor</i>	
<ul style="list-style-type: none">Lawrence, E. & Hwang, E. Exploring the Demand for a Mobile Tourism Application that Focuses on Urban Tourism’s Overall Experience	
Journal of Hospitality Marketing & Management	2019 - 2022
<i>Reviewer</i>	
<ul style="list-style-type: none">Four articles (loyalty; big data; airline reward program; technology)	
Faculty Candidate Search Committee	2017
<i>Ph.D. Student Member</i>	
<ul style="list-style-type: none">Participated in the recruitment, screening, and candidate recommendations	
Graduate & Professional Student Association	August 2016 – May 2017
<i>College Representative</i>	
<ul style="list-style-type: none">Participated in council meetings to support the student body	
Student Organization Funding Board	August 2016 – May 2017
<i>Member</i>	
<ul style="list-style-type: none">Actively listened to the funds request of multiple student organizationsDetermined the allocation of funds for student organization	

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

TTRA Marketing Outlook Forum	February 2023
<i>J W Marriott, Houston</i>	
<ul style="list-style-type: none">Participant; Education Faculty	
2nd CEPS Research Colloquium	November 2022
University of South Alabama	
IMEX America	October 2022
<i>Mandalay Bay Convention Center, Las Vegas</i>	
<ul style="list-style-type: none">Participant; Faculty engagement	
Re-Certified Hospitality Educator (CHE)	September 2022 - Present
CAHTA: Certification in Advanced Hospitality and Tourism Analytics	June 2022
<i>American Hotel & Lodging Educational Institute</i>	

IACC America Connect 2022 <i>Park MGM, Las Vegas</i>	May 2022
▪ Participant	
CHIA: Certification in Hotel Industry Analytics <i>American Hotel & Lodging Educational Institute</i>	March 2022
Registered ServSafe Examination Proctor <i>National Restaurant Association</i>	December 2021
Certified ServSafe Instructor <i>National Restaurant Association</i>	December 2021
ServSafe Food Protection Manager Certification <i>National Restaurant Association</i>	November 2021
ServSafe Food Handler Certification <i>National Restaurant Association</i>	May 2021
Online Education Classes <i>University of Nevada, Las Vegas</i>	July 2020
▪ Live stream of PowerPoint slides and interactive lessons	
Designing a Curriculum for Online and Hybrid Classes <i>Webinar Harvard Business Publishing</i>	July 2020
▪ Participant	
Research Workshop on Mediation and Moderation Analysis <i>University of Nevada, Las Vegas</i>	April 2018
▪ PowerPoint slides with step-by-step implication	
IMEX America <i>Sands Expo and Convention Center, Las Vegas</i>	October 2018
▪ Participant	
Vegas Food Expo <i>Westgate Las Vegas Resort & Casino</i>	April 2018
▪ Food and beverage products and packages	
Vegas Food Expo <i>Gold Coast Casino</i>	March 2017
▪ Food and beverage retailers and distributors	
Certified Hospitality Educator (CHE)	2016 – 2020
Second Annual Summit on Nevada Education <i>University of Nevada, Las Vegas (UNLV)</i>	December 2016
▪ Innovative education methods and tools	
Research Workshop on Mixed Methods <i>University of Nevada, Las Vegas (UNLV)</i>	November 2016
▪ PowerPoint slides with lecture notes	
Global Gaming Expo (G2E)	October 2016

Sands Expo and Convention Center, Las Vegas

- Showcase of table games, slots, and eSports

IMEX America

October 2016

Sands Expo and Convention Center, Las Vegas

- Group sessions for event professionals

National Restaurant Association (NRA) Show

May 2016

McCormick Place, Chicago

- Current and future trends in hospitality business

Research Workshop on SEM and PLS

May 2016

University of Nevada, Las Vegas

- Dr. Hair with step-by-step implication

IBM Interconnect

February 2016

Hakkasan night club, Las Vegas

- Cognitive business operations and IT management

JAVA class of Computer Science

June 2015

University of Nevada, Las Vegas

- Basic Coding procedure and its application

IMEX America

October 2015

Sands Expo and Convention Center, Las Vegas

- American faculty engagement program

UNLV Cultural Leadership Retreat

May 2005

University of Nevada, Las Vegas (UNLV)

Diversity, empowerment, and breaking prejudice

MEMBERSHIP IN PROFESSIONAL SOCIETIES

Council on Hotel, Restaurant, and Institutional Education (CHRIE) 2016 – 2021; 2022 – Present
Professional Convention Management Association (PCMA) 2009 – 2010; 2021 - Present

PROFESSIONAL WORK EXPERIENCES

Global Food & Beverage Association (GFBA)

August 2018 – Oct 2019

Manager of Member Services

Las Vegas, NV

- Directed membership communications and retention of members
- Developed membership database and processed member records
- Maintained relationships with the staff, committees, the members, and public

Rainbow Robotics

September 2018 – May 2019

Sales and Marketing Manager

Las Vegas, NV

- Researched market demands and set feasible operations goals
- Developed a white paper of new sales plan
- Communicated with potential business partners and customers

Bellagio Resort & Casino

May 2010 – December 2010

Slot Auditor

Las Vegas, NV

- Balanced accurate and detailed auditing of daily paperwork
- Developed statistical slot performance reports in detail
- Investigated and researched any problems or variances

American Hotel & Lodging Association (AH&LA)

June 2009 – August 2009

Summer Research Assistant

Houston, TX

- Anticipated lodging property issues and resolved them in a timely manner
- Conducted desktop research using journal articles and newspaper sources to gather necessary data
- Communicated with lodging property professionals

Mou Mou English Academic Institute

April 2007 – September 2008

Manager

Kyungkido, South Korea

- Provided advice and guidance to the institute director for successful lesson plans
- Counseled parents for any conflicts or issues that aroused when educating students
- Monitored the proper communication tools including publicity materials and presentations to promote the achievements

Dragon Hill Lodge

January 2007 – February 2007

Front Desk Intern

Seoul, South Korea

- Registered and processed hotel guests to their assigned rooms
- Communicated and accommodated requests of hotel guests
- Completed hotel reservations over the phone and through email

Sodexo, UNLV Dining Commons

August 2006 – December 2006

Front and Back of the House Intern

Las Vegas, NV

- Prepared ingredients by washing and chopping vegetables
- Provided clean and orderly serving kitchen by replenishing supplies and sanitizing surfaces
- Maintained the food serving and storage areas by taking and recording their temperatures

UNLV Campus Housing

August 2005 – May 2006

Multicultural Assistant

Las Vegas, NV

- Supported Global House/Council and supervised residents to support diversity among residents
- Developed collaborative and multicultural events supporting students on campus

UNLV Campus Housing

August 2004 – May 2005

Resident Assistant

Las Vegas, NV

- Facilitated social and personal adjustments of students in the residence hall and campus
- Created welcoming and entertaining residence hall for the members of a floor
- Advised residents to respect fellow residents and mediated conflicts among them

Iowa State University Memorial Union

August 2002 – December 2003

Banquet/Catering Server

Ames, IA

- Responsible for setting tables and buffet areas and breaking down the service
- Facilitated and arranged numerous weddings and social events

OTHER EXPERIENCES

UNLV GenCyber Summer Camp

July 2018

Event Coordinator

Las Vegas, NV

- Prepared, served, and delivered foods to camp students
- Responded to the preferences and complaints of students

KATHEA Conference

April 2015

Coordinator

Las Vegas, NV

- Coordinated student volunteers
- Organized registration booth and meeting rooms

Korean Seafood Tasting Event

November 2014

Manager

Las Vegas, NV

- Networked with chefs and food vendors
- Coordinated student volunteers

Weekly Korean recipes of Vegas Hanmi News

November 2013 – May 2014

Writer

Las Vegas, NV

- Developed and prepared original Korean foods recipes

UNLVino

April 2005; May 2006

Event Assistant

Las Vegas, NV

- Served and displayed different styles of wines from multiple vendors

UNLV Rebel Pride Council

May 2005

Member

Las Vegas, NV

- Planned welcoming and social events for the new and returning students

ADDITIONAL INFORMATION

United States Permanent Resident