

Curriculum Vitae
Jooa Baek

EDUCATION

Temple University <i>Doctoral student of Business Administration: Concentration in Tourism and Sport</i> Focus area: Hospitality Services Management and Brand Strategy	Aug 2013 – Present
Kyung Hee University <i>Doctor of Philosophy in Hospitality and Tourism Management</i>	Aug 2012
Kyung Hee University <i>Master of Science in Hospitality and Tourism Management</i>	Feb 2006
Sungshin Women's University <i>Bachelor of Arts in Geography</i>	Feb 2003

PROFESSIONAL EXPERIENCES

Korea Management Association (KMA) <i>Senior Researcher</i>	Seoul, Korea May 2010 – Jul 2011
Haevichi Hotel & Resort <i>Assistant Manager of Marketing & PR</i> <ul style="list-style-type: none">▪ Analyzed the competitors' businesses and market trends▪ Set up the room price through the room supply and demand▪ Forecasted and predicted the overall hotel revenue▪ Designed strategies to improve room sales (i.e., revenue management)▪ Planned packages and seasonal promotions and events▪ Monthly news released	Jeju Island, Korea Dec 2007 – May 2010
Sofitel Ambassador <i>Training Coordinator, HR & Training</i> <ul style="list-style-type: none">▪ Conducted Service training of hotel employees▪ Planned training programs of new employees' orientation	Seoul, Korea Jul 2007 – Dec 2007
Hyatt Regency <i>Room Division (Front office)</i>	Incheon, Korea; Guam, USA Jul 2006 – Sept 2006

TEACHING EXPERIENCES

Kyung Hee University <i>Instructor</i> <ul style="list-style-type: none">▪ Introduction to Hotel Management – Fall 2010▪ Lodging Management – Fall 2010	Fall 2010
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RESEARCH PROJECTS

Study on Gambling Addiction and Development of Casino Industry of Korea <i>(Funded by) McKinsey & Company Korea</i>	Jul 2012
Evaluation and Application of Korea Restaurant Performance Index <i>(Funded by) Korea Agro-Fisheries Trade Corporation (AT)</i>	Jun 2012

Design of Preventive Strategy for Illegal Gambling Abroad (Funded by) <i>Kangwon Land (Casino Company)</i>	Nov 2011
Development of Tourism Information for EXPO 2012 Yeosu Korea (Funded by) <i>Expo 2012 Yeosu Korea Organizing Committee</i>	Jul 2011
Development of Korea Restaurant Performance Index (KRPI) (Funded by) Korea Agro-Fisheries Trade Corporation (AT)	Feb 2011
Mystery Shopper in BENIKIA (a hotel brand of the Korea Tourism Organization) (Funded by) <i>Korea Tourism Organization (KTO)</i>	Dec 2010
Design of Effective Method to Help the Addicted Control (Funded by) <i>Korea Gaming Control Board</i>	Aug 2008
Design of the Effective Tourism of the Korean Wave through the Culture and Arts Performance (Funded by) <i>Korea Ministry of Culture, Sports and Tourism</i>	Dec 2006

PUBLICATIONS

- Park, K. Y., Seo, W. S., & **Baek, J. A.** (2011). Employee satisfaction of hotel training program in Seoul using IPA. *Korean Journal of Hospitality Administration, 19*(6), 1–14.
- Baek, J. A.**, Yoon, S. M., & Seo, W. S. (2010). Validity of measuring self-image congruity in hotel Industry: An application of the indirect measures and polynomial regression. *Journal of Tourism Science, 34*(9), 299–311.
- Yoon, S. M., Song, H. J., **Baek, J. A.**, & Kim, H. R. (2010). A study for recognition about cultural heritage of visitors in ‘Bukaksan’ Seoul Fortress: Focused on modified New Environmental Paradigm (NEP) Scale. *Korean Journal of Tourism & Leisure, 22*(1), 133–150.
- Seo, W. S., & **Baek, J. A.** (2009). Analysis of the academic research trend of destination image. *Korean Journal of Hospitality Administration, 18*(2), 299–309.
- Seo, W. S., **Baek, J. A.**, & Son, M. R. (2009). A study on the marketing strategies of the casino industry: Focus on Chinese tourists. *Korean Journal of Tourism & Leisure, 21*(1), 107–123.
- Yoon, S. M., **Baek, J. A.**, & Kim, H. R. (2008). A study on effect relationship between push-pull factors and satisfaction of tourist, visiting the cultural heritage: A case of Mt. ‘Bukaksan’ Seoul Fortress. *Korean Journal of Tourism Research, 23*(3), 401–423.
- Seo, W. S., Sim, Y. G., & **Baek, J. A.** (2007). Review on service quality of food service industry: Focus on service quality study of domestic family restaurant. *Korean Journal of Tourism & Leisure, 19*(4), 383–399.
- Baek, J. A.**, & Seo, W. S. (2007). A study on the differentiation of marketing strategies for family restaurants by life style: With a focus on marketing mix 7P's. *Korean Journal of Hospitality Administration, 16*(1), 19–40.
- Baek, J. A.**, & Seo, W. S. (2006). A study on the effects of rewards factors on performance of total quality management among deluxe hotel employees. *Korean Journal of Hospitality Administration, 15*(2), 185–201.
- Seo, W. S., & **Baek, J. A.** (2006). A study on the differences in lifestyle concepts of customer's purchase attitude: Brand preference of family restaurant customers. *Korean Journal of Tourism & Leisure, 18*(1), 161–178.