Last update: Oct 2026

SEULGI LEE

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RESEARCH INTERESTS

- Consumer/Tourist Experience, Behavioral Economics
- Sustainable Tourism
- Destination Marketing

EDUCATION

Temple University, Philadelphia, United States **Aug. 2026 - Present**
Ph.D. in Business Administration with a concentration in Tourism
· Advisor: Dr. Laurie Wu & Dr. Chihyung (Michael) Ok

Hanyang University, Seoul, South Korea **Sep. 2023 – Aug. 2025**
M.S. in Tourism
- Thesis: Ulterior motives and skepticism inferences regarding hotel green practices: The moderating effects of consumer participation and psychological empowerment (Excellence Award for Master's Thesis)
- Advisor: Dr. Hakseung Shin

University of Augsburg, Augsburg, Germany **Fall 2011**
Exchange Student, Germanistik

Ewha Womans University, Seoul, South Korea **Mar. 2008 – Feb. 2014**
B.S. in German Language and Literature & Business Administration

SCHOLARSHIPS

Presidential Fellowship Award **Sep. 2026 – Aug. 2027**
Temple University

Research Assistant Scholarship (USD 3,000) **1st Semester 2024**
Hanyang University

Honors Scholarship (USD 500) **2nd Semester 2012**
Ewha Womans University

Honors Scholarship (50% of Tuition) **1st Semester 2009**
Ewha Womans University

HONORS AND AWARDS

Conference Best Paper

1st Best Paper Award, *Asia Pacific Tourism Association (APTA)* **Jul. 2025**

3rd Best Paper Award, *The 95th TOSOK Seoul International Tourism Conference* **Feb. 2024**

Other Awards
Excellence Award for Master's Thesis, Hanyang University **Aug. 2025**

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RESEARCH EXPERIENCES

Publication

Shin, H., Dosumbaeva, A., **Lee, S.,** Kang J. (2026). Paying for carbon: CO_2-based pricing mechanisms and pro-environmental behavior in tourism. *Annals of Tourism Research, 119, 104209.* https://doi.org/10.1016/j.annals.2026.104209

Shin, H., Jo, Y., **Lee, S.**, Park, J., Cho, J., & Kim, H. (2025). ESG for Sustainability in Hospitality and Tourism: A Theoretical and Practical Review With a Future Research Agenda. *Journal of Travel Research*, 1-34. https://doi.org/10.1177/00472875251363629

Joo, H., **Lee, S.**, Lee, J., & Chung, C. (2024). Research on revitalizing island tourism through analysis of tourist perception - Focusing on Baengnyeong Island, Daecheong Island, and Yeonpyeong Island, and Yeonpyeongdo. *Research Institute of Korean Traditional Dance.*

Papers in Progress

Lee, S., Shin, H. Are hotels truly green? Exploring skeptical inferences and the moderating effects of consumer participation and psychological empowerment. Under revision at *International Journal of Hospitality Management*.

Conference Presentations

Shin, H. S., Dosumbaeva, A., **Lee, S.G.** (2026 July)
Toward a Carbon-Priced Tourism Economy: CO_2-Based Dynamic Pricing as a Transformative Green Capitalism Mechanism. Presented at the 2026 Asia Pacific Tourism Association Conference (APTA). Fukuoka, Japan.
[Nominated for the Best Paper Award]

Lee, S. G., Shin, H. S. (2025 July)
Green or Greedy? How Consumer Inference of Ulterior Motives Shapes Responses to Hotel Sustainability Initiatives. Presented at the 2025 Asia Pacific Tourism Association Conference (APTA). Busan, South Korea.
[1st Best Paper Award]

Lee, S. G., Shin, H. S. (2025 July)
Exploitation or co-production? Hospitality consumer's motive inference process of hotel eco-friendly practices. Presented at the 2025 Asia Pacific Tourism Association Conference (APTA). Busan, South Korea.

Shin, H. S., Jo, Y. J., **Lee, S. G.**, Park, J. R., Cho, J. H., Kim, H. B. (2025 June)
Reframing ESG in Hospitality and Tourism: a critical review of concepts, practices, and theoretical pathways. Presented at the 97th Tourism Sciences Society of Korea (TOSOK) International Conference. Seoul, South Korea.

Ro, H.W., Lee, J.H., **Lee, S.G.** (2024 July)
Does the Atmosphere of Night Tourism Influence Perceived Authenticity? Focusing on Nighttime Tourism at Historic Palaces. Presented at the 97th Tourism Sciences Society of Korea (TOSOK) International Conference.
Jeonnam·Yeosu, South Korea.

Ju, H.J., **Lee, S. G.**, Lee, J. H., Roh, J. C. (2024 February)
Language Network Analysis for Tourism Development in the Five West Sea Islands: Focusing on Baengnyeongdo, Daecheongdo, and Yeonpyeongdo. Presented at the 95th Tourism Sciences Society of Korea (TOSOK) International Conference. Seoul, South Korea.
[3rd Best Paper Award]

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Research Projects

2025 Evaluation of Special Tourist Zones **Feb. – Jun. 2026**
Commissioned by *the Ministry of Culture, Sports and Tourism*
Tourism Industry Research Division, Korea Culture & Tourism Institute (KCTI), Seoul, South Korea

The Development of ESG Tourism Strategies to Promote Local Tourism and Cope with Local Extinction **Mar. – Aug. 2025**
Funded by *National Research Foundation of South Korea*
ESG Tourism Innovation Center, Hanyang University, Seoul, South Korea

Research Assistantships

***Full-time Student Researcher*, ESG Tourism Innovation Center** **Jul. 2024 – Aug. 2025**
Hanyang University, Seoul, South Korea

***Full-time Student Researcher*, Tourism Information Management Research Center** **Oct. 2023 – Jun. 2024**
Hanyang University, Seoul, South Korea

INDUSTRY EXPERIENCES

Research Associate (Contract) **Feb. – Jun. 2026**
Korea Culture and Tourism Institute (KCTI), Seoul, South Korea

***Administrative Officer* in Corporate Strategy Office and Global Marketing Group** **May. 2021 – May. 2023**
Jeju Tourism Organization (JTO), Jeju, South Korea

***Assistant Manager* in Mideast & Southeast Asia team** **Feb. 2016 – Apr. 2021**
Kim's M&T Co., Ltd, Seoul, South Korea

***Internship*, Marketing & Research** **Apr. – Jul. 2011**
10 Magazine, Seoul, South Korea

SKILLS & CERTIFICATES

Research Skills

Quantitative Research Methods/ Analysis Tools

· SPSS: Basic statistical analysis, Advanced regression analysis

· AMOS: Confirmatory factor analysis (CFA), Path analysis, Structural equation modeling (SEM), Multigroup SEM

Qualitative Research Methods

· Systematic literature review, Thematic analysis

Language Skills

Korean (Native); English, Japanese (Advanced)