

WANGOO LEE

Ph.D. Candidate
Fox School of Business, Temple University
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EDUCATION

PhD, Business Administration Fox School of Business, Temple University, Philadelphia, PA, USA <i>Honor: Temple Presidential Fellow</i> *Dissertation proposal planned on <u>Aug 2023</u>	2020 – May 2024 (expected)*
MA, Tourism Division of Tourism Science, Hanyang University, Seoul, Korea	2019
BS, Business Administration HUBS, Hanyang University, Seoul, Korea	2017

RESEARCH INTEREST

Hospitality tech-mediated services and experiences

- Distinctive experiences in technology-enabled hospitality services
- Gamification applications in hospitality services
- Necessary conditions in consumer–AI interactions

Necessary causality and Necessary condition analysis (NCA)

- Methodological advancements of NCA
- Necessity theorizing in hospitality/tourism research

PROFESSIONAL EXPERIENCE

Academic appointment

NCA development team member [link]	2020 – present
Necessary condition analysis (NCA) development team, Erasmus University, Netherlands	
○ NCA support (2023 – present)	
▪ Researching the philosophical/theoretical basis of necessary causality and NCA.	
○ NCA ambassador (2020 – 2022)	
▪ Wrote a method book chapter on the NCA application in tourism/hospitality research.	
▪ Facilitated NCA seminars, conference events, and MOOC content.	
▪ Provided guidance/support to researchers by addressing questions and issues related to the proper application of NCA in their work.	

Senior Lecturer 2019 – 2020

Asian Institute of Tourism, University of the Philippines, Manila, Philippines

- Brought a diverse perspective to the academic environment as the first foreign faculty member of the department.
- Taught an undergraduate course (solo instruction) and a graduate course (guest lecture)
- Participated in a consultancy project with a regional government in the Philippines.

Research/Teaching Assistant

STHM, Temple University, Philadelphia, PA

2021 – present

Department of Social Science, Hanyang University, Seoul, Korea

2017 – 2018

Industry Experience

Co-founder / Project Manager

2019 – 2020

DINOFALLO (Web development/design company), Seoul, Korea

- Led the development and execution of business strategies.
- Managed a team of designers and developers.
- Oversaw the delivery of high-quality web development and design projects for clients.

Tourism Planning Consultant

2018, 2019, 2020, 2021

- In S. Korea and the Philippines, conducted data-driven case studies/situation analyses to offer clients strategic recommendations and implementation plans for their destinations or products.
- Invited projects:
 - "Night-time Tourism Activation Planning" contract with Project Soo (Feb-May 2021)
 - "Gotochi Shuttle Project from KTO" contract with Plan Issue (Mar-April 2020)
 - "Branding and Materials Development Workshop" contract with the Philippines Department of Tourism (Region 2) (Dec 2019)
 - "Metropolitan Area Tourism Plan" contract with Gangwon Tourism Assoc (Jun-Dec 2018)

On-the-job Trainee

2014

Mövenpick Hotel, Cebu, Philippines

- Gained practical experience in the food and beverage industry by serving customers in the main restaurant while expanding my knowledge of other departments within the hotel.

RESEARCH

Refereed Journal Publications

12. Lee W., Lu L. (Accepted). Good theories predict: Unveiling the untapped potential of "necessity" theorizing. *Journal of Hospitality and Tourism Research*.

11. Lee, W., Lu, L. (2023). Designing gamified interactions with self-service technology at restaurants. *International Journal of Hospitality Management*, 113, 103503.

10. Lee, W., Park, S., & Jeong, C. (2022). Repositioning risk perception as a necessary condition of travel decision: The case of North Korea tourism. *Journal of Hospitality and Tourism Management*, 52, 252-263.
 9. Lee, W., & Lee, J. K. (online first in 2021). Can Recreation Specialization Negatively Impact Pro-Environmental Behavior in Hiking Activity? A Self-Interest Motivational View. *Leisure Sciences*.
 8. Lee, W., & Jeong, C. (2021). Distinctive roles of tourist eudaimonic and hedonic experiences on satisfaction and place attachment: Combined use of SEM and necessary condition analysis. *Journal of Hospitality and Tourism Management*, 47, 58-71.
 7. Lee, W., Shin, L., & Jeong, C. (2020). Leisure constraints and negotiation strategies of South Korean university students living in single-person households: a grounded theory exploration. *World Leisure Journal*, 62(4), 357-377.
 6. Lee, W., & Jeong, C. (2020). Beyond the correlation between tourist eudaimonic and hedonic experiences: necessary condition analysis. *Current Issues in Tourism*, 23(17), 2182-2194.
 5. Lee, W., & Jeong, C. (2018). Effects of pro-environmental destination image and leisure sports mania on motivation and pro-environmental behavior of visitors to Korea's national parks. *Journal of Destination Marketing & Management*, 10, 25-35.
 4. Mun, N. Y., Lee, W., & Jeong, C. (2018). Traveling from South to North: The relationships between historical nostalgia, novelty seeking, and attitudes to visit North Korea. *International Journal of Tourism Sciences*, 18(3), 170-191.
- Non-English publications:*
3. Lee, W., Shin, L., Jeong, C. (2020). Effect of airport service quality on destination image and tourist behavior: International airport as destination and its service as tourist experience. *Journal of Tourism Studies*, 32(1), 75-100. (In Korean)
 2. Lee, W., Lee, H., Jeong, C. (2019). Effect of abusive supervision on turnover intention in hospitality industry: Moderated mediation of organizational trust by gender. *Journal of Hospitality and Tourism Studies*, 12(4), 16-30. (In Korean)
 1. Lee, W., Mun, N., Jeong, C. (2018). North Korea and nostalgia tourism: Beyond the novelty-familiarity continuum as antithetical poles. *Journal of Tourism Studies*, 30(4), 81-107. (In Korean) **[Awarded as 2018 Best yearly article]**

Research Method Book Chapter

1. Lee, W., Dul, J., & Toth, Z. (2023). Application of NCA in hospitality and tourism. In Fevzi Okumus, S. Mostafa Rasoolimanesh, & Shiva Jahani (Eds.), *Cutting Edge Research Methods in Hospitality and Tourism* (p. 157-172). Melbourne, Australia: Emerald. **[Invited by book editors]**

Ongoing Research

For papers under review:

6. **Wangoo Lee**, Lu Lu. Lined up? Examining a “waiting line” effect in technology-enabled menu orderings. *Journal of Hospitality and Tourism Research*. [Stage: 2nd round revision submitted]
5. **Wangoo Lee**, Lu Lu, Xiang (Robert) Li. Unlocking the power of gamification: Alleviating reward-sensitivity in promotional interactions. *International Journal of Hospitality Management*. [Stage: Manuscript submitted]

For research in progress:

4. **Wangoo Lee**. Can't read the mind! Unraveling perceived “AI consciousness” effect in hospitality robotic services. Targeting: *Dissertation*. [Stage: Proposal Planned on Aug 2023]
 - This dissertation examines AI-enabled robots perceived to (not) have their own consciousness and the delivery of core interactional experiences in the hospitality industry. It argues that if hospitality consumers do not believe that AI entities possess consciousness, certain aspects of the service, such as conveying genuine emotions, values, or intentions, may not be effectively communicated. By examining how the perception of AI consciousness influences customer experiences, this study aims to shed light on the implications for hospitality robotic services.
3. **Wangoo Lee**, Lu Lu, Xiang (Robert) Li. Building loyalty through “gamified” interactions: Would rewards backfire? Targeting: *Cornell Hospitality Quarterly*. [Stage: Data Analysis Completed; Manuscript Drafting]
2. Pei Zhang, Lu Lu, Tingting Zhang, **Wangoo Lee**. Customer co-creation of service recovery in robotic service encounter. Targeting: *Top hospitality journal*. [Stage: Data Collected; Data-investigating]
1. **Wangoo Lee**, Dongwook Chun, Lu Lu. Suffering from review fatigue? AI-powered review summaries prompt preference-congruent behavior. Targeting: *Top hospitality or IS journal*. [Stage: Data collection]

Conference Presentations

19. **Lee, W.**, & Lu, L. (2023). *Suffering from review fatigue? AI-powered review summaries prompt preference-congruent behavior*. 2023 Annual International CHRIE Summer Conference, Phoenix, AZ (Poster presentation)
18. Zhang, P., Lu, L., Zhang, T., Park, S., **Lee, W.** (2023). *Customer co-creation of service recovery in robotic service encounter*. 2023 Annual International CHRIE Summer Conference, Phoenix, AZ
17. **Lee, W.**, & Lu, L. (2023). *Examining the “waiting line” effect during menu ordering with self-service technologies*. 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Orange County, CA [Awarded as a Conference Best Paper]
16. Park, S., **Lee, W.**, & Jeong, C. (2023). *Exploring the “time deepening” phenomenon from temporary residents as a constraint negotiation strategy*. 28th Annual Graduate Education and Graduate

Student Research Conference in Hospitality and Tourism, Orange County, CA

15. **Lee, W.**, Lu, L., & Li, X. (2022). *Building brand loyalty through “gamifying” a hotel loyalty program*. 92nd TOSOK international conference, Busan, Korea.
14. **Lee, W.**, & Lu, L. (2022). *“Gamified” self-service technology at restaurants: The Influences of game result, reward type, and reward size*. 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX
13. **Lee, W.**, & Lu, L. (2021). *Rethinking the threat of infectious diseases outbreak on park visitation: A necessary condition analysis*. 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX [**Finalist for Best Paper Award**]
12. **Lee, W.**, & Lu, L. (2021). *Creating “gamified” self-service experiences by design*. 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX (poster presentation)
11. Lee, H-J., **Lee, W.**, & Jeong, C. (2019). *The meaning of leisure and work for airline employees*. 85nd TOSOK international conference, Seoul, Korea.
10. **Lee, W.**, Lee, H., & Jeong, C. (2019). *Abusive supervision in airline industry: Case study of Gapzil phenomenon in South Korea*. 85th TOSOK international conference, Seoul, Korea.
9. **Lee, W.**, Mun, N. Y., & Jeong, C. (2018). *“Can North Korea be familiar and novel at the same time to South Koreans?”: Nostalgia tourism as counterevidence of novelty-familiar continuum paradigm*. Philippine Research Conference of Tourism and Hospitality 2018, Baguio, Philippines.
8. Mun, N. Y., **Lee, W.**, & Jeong, C. (2018). *Traveling from South to North: Relationship among historical nostalgia, novelty seeking, and attitudes to visit North Korea*. 2018 Pan Asia International Tourism Conference, Seoul, Korea. [**Awarded as Conference Best Paper (1st rank)**]
7. Shin, J. Y., Hyun, I., **Lee, W.**, & Jeong, C. (2018). *Different views in touristification between residents and tourists: Based on Perceived tourism impact and tourist attitude*. 2018 Autumn seasonal conference from Korean Hospitality and Tourism Academe, Seoul, Korea
6. Park, S., **Lee, W.**, & Jeong, C. (2018). *How does aging society affect tourism market? Application of age stratification theory*. 83rd TOSOK International Tourism Conference, Incheon, Korea.
5. **Lee, W.**, Park, J., & Jeong, C. (2018). *Suggestion of consumer-based tourism development index for regional comparison utilizing text mining techniques*. 83rd TOSOK International Tourism Conference, Incheon, Korea.
4. Lee, J. K., De La Santa, E., & **Lee, W.** (2017). *The effect of service quality of Philippines airports on destination image and recommendation intention: Views of Korean travel agency employees*. Philippine Research Conference of Tourism and Hospitality 2017, Manila, Philippines.

3. Lee, W., & Alcantara, R. C. D. (2017). *Effects of the gap in basic psychological needs on happiness, place attachment, nostalgia, and revisit intention of tourists from the Philippines and South Korea*. Philippine Research Conference of Tourism and Hospitality 2017, Manila, Philippines.
2. Lee, W., Abdulelah, H., & Jeong, C. (2017). *The process of leisure constraint negotiation from university students living in single-person households in South Korea: based on grounded theory method*. 82nd TOSOK international conference, Ulsan, Korea.
1. Lee, W., Shin, J. Y., Park, S., & Jeong, C. (2017). *Pro-environmental destination image and leisure sports mania: their effects on motivation and pro-environmental behavior in Korea national parks*. The 1st Global Congress of Special Interest Tourism & Hospitality, Beppu, Japan.
[Awarded as Conference Best Paper]

TEACHING EXPERIENCES

Course Instruction

In STHM, Temple University:

THM 3396 (Marketing in Tourism & Hospitality), Fall 2022

- Solo instructor; Face-to-face
- Writing-intensive course
- Student evaluations: **4.42/5** (mean of all items related to instructor's performances)

THM 4322 (Designing Tourism Experiences), Spring 2021

- Guest lecturer; Synchronous online
- The course instructor complimented, "Wangoo is a highly approachable and engaging lecturer [who delivered] virtual guest lecture in a logical, interesting, and relevant manner, [using] interactive activities, intriguing questions, and highly relevant practical applications... I was particularly impressed with how Wangoo was mindful and capable of lining up lecture content/activities along the various levels of learning objectives according to Bloom's taxonomy."

In Rotterdam School of Management, Erasmus University:

BERM-SS024 (Necessary Condition Analysis: Theory and Practice), Summer 2021

- Co-assistant instructor; Synchronous online
- Conducted individual feedback meetings with students, providing detailed assessments of their NCA-based extended abstracts and offering constructive guidance for improvement.
- Co-instructors: Jan Dul (main) & Stefan Breet (assistant)

In AIT, University of the Philippines:

Tour 197 (Special Topics in Tourism), Fall 2019

- Solo instructor; Face-to-face
- Student evaluations: **4.17/5** (mean of all items related to instructor's performances)
- 5 students (out of 18 in total) rated the course "among the best university-wide."

Tour 299 (Research Methods in Tourism Development and Management), Fall 2019

- Guest lecturer; Face-to-face
- Graduate-level course

Invited Talks (Lecture, Workshop, Seminar)

PDW Lecturer (81st Annual Meeting of the Academy of Management), 2021 [[link](#)]

- Title: NCA: Logic, Theory, Methodology, and New Applications
- Co-lecturers: Jan Dul, Sven Hauff, Stefan Breet

Keynote Speaker (Philippine-Korean Youth Forum), 2021 [[link](#)]

- Title: Why South Koreans Travel to the Philippines: Eudaimonic Tourist Perspective

Invited Speaker (Youth for Tourism and Hospitality International Conference), 2021 [[link](#)]

- Presentation title: Responsible Tourism: The Tourist We ❤️

Invited Lecturer (Mobile Lecturer Series at UP Korea Research Center), 2020 [[link](#)]

- Presentation title: Korean Tourism during Eased Social Distancing
- Featured in a news article on Rappler

Teaching Assistant Experiences

In STHM, Temple University:

THM 3396 (Marketing in Tourism & Hospitality), Spring 2022

THM 1113 (Foundation of Leisure), Fall 2021

In the Department of Social Science, Hanyang University:

PSD 3054 (Political Science Methodology), Fall 2018

PSD 3054 (Comparative Political Economy), Spring 2018

PSD 3056 (Civil Society & Social Movements), Fall 2017

PSD 3011 (Political Sociology), Spring 2017

Teaching Certificates/Training

Teaching Academy Certificate, Fox School of Business, Temple University (2022)

Workshop: "Designing the Learning Experience in the Digital Age," Fox Online & Digital Learning Department, Temple University (2022)

Workshop: "Oral communications," Fox Business Communication Center, Temple University (2022)

Class Shadowing: THM 4322 (Designing Tourism Experiences) (2021)

INDUSTRY INVOLVEMENT

Industry Liaison & Speaker, “Fox Without Borders” global immersion program (Oct 2023, planned)

- Leveraged my extensive network to connect Prof. Thomas Fung, the program leader, with key industry players and firms in South Korea.
 - Facilitated an in-person meeting between Jinyoung Choi, CLO (former CEO) of SM Universe, and Prof. Fung to explore potential visits for students to the K-pop school subsidiary of SM Entertainment.
 - Invited Chanran Kim, AI engineer at SK Telecom, as a speaker for a virtual meetup to enhance students' understanding of AI technologies in South Korean industries.
- Planned participation as a speaker in the virtual meetup to discuss the Korean tourism & hospitality scene and moderate the discussions with other invited speakers, ensuring a lively and engaging exchange of ideas.

Engagement/Feedback Specialist, ISTE Live 23 Industry Conference/Expo (Jun 2023)

- Represented an EdTech consortium of SM Universe, WeDo Communications, and more.
- Actively engaged with booth visitors, showcasing an AI-powered education curriculum and program, and facilitating business meetings.
- Conducted interviews with educators to gather feedback on Edtech products and services.

Guest Speaker Engagement

- Coordinated guest speaker invitations to industry professionals in relevant fields for inclusion in university courses/programs.
- Developed a network of contacts within the industry and maintained relationships with professionals who shared their expertise and potential job opportunities with students.
- Speakers invited:
 - Bill Gehrman, Founder/CEO of En Route (marketing agency for tourism, cultural, and civic projects), Fall 2022
 - Brittany Valente, Senior Marketing Manager of Jitjatjo (workforce management platform), Fall 2022
 - Glenn Marvin Mallari, Mountaineering expert member of UP Mountaineers, Fall 2019
 - Jonathan Cheng, Seoul Bureau Chief of Wall Street Journal, Fall 2017

HONORS & GRANTS

Conference Best Paper Awards

Best Paper Award, 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, 2023 [**among 280 paper submissions**]

Best Paper Award-nominated, 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, 2021 [**among 253 paper submissions**]

Best Paper Award (1st rank), 2018 Pan Asia International Tourism Conference, 2018

Best Paper Award, 1st Global Congress of Special Interest Tourism & Hospitality Conference, 2017

Other Awards

Best Reviewer Award, ICHRIE Research Reports, 2023

2nd place award, 12th annual PhD Student Research Competition, Temple University, 2022

Best Article Yearly Award, Journal of Tourism Studies, 2019

Graduation Achievement Award, President of Hanyang University, 2019

Best Thesis Award, President of Hanyang University, 2019

2017-2 Best Researcher Award, Smart Tourism Creative HR Development Group, 2018

2017-1 Best Researcher Award, Smart Tourism Creative HR Development Group, 2017

Undergraduate Research Award (3rd rank), School of Business, Hanyang University, 2016

Grants

For academic research:

26th Young Scholars Interdisciplinary Forum seed funding, 2023, Co-PI, US\$2,500

- A research proposal submitted to Fox School of Business, Temple University
- Title: Suffering from review fatigue? AI-powered review summaries prompt preference-congruent behavior

24th Young Scholars Interdisciplinary Forum seed funding, 2022, Co-PI, US\$1,750

- A research proposal submitted to Fox School of Business, Temple University
- Title: Examining “waiting line” effect during menu ordering with self-service technology

21st Young Scholars Interdisciplinary Forum seed funding, 2020, Co-PI, US\$2,200

- A research proposal submitted to Fox School of Business, Temple University
- Title: Beyond convenience: crafting a “gamified” self-service interaction at restaurants

International research support fund, 2018-2019, Co-I, KRW15,000,000 (US\$15,000 approx.)

- A research proposal submitted to Hanyang University
- Title: Suggesting a consumer-based tourism development index for regional comparison

International research support fund, 2018, Co-I, KRW15,000,000 (US\$15,000 approx.)

- A research proposal submitted to Hanyang University
- Title: International tourism, education, and civil society in North Korea

For industry consulting:

Korea Tourism Organization project fund, 2020, Co-I, KRW20,000,000 (US\$20,000 approx.)

- An industry report requested by Korea Tourism Organization (contract with Project Soo)
- Title: Night-time Tourism Activation Planning
- PI: Ran-soo Jeong from Project Soo; Co-Is: Suji Park & Jin-ok Shin from Hanyang University

Korea Tourism Organization project fund, 2020, Co-I, KRW21,900,000 (US\$21,900 approx.)

- An industry report requested by Korea Tourism Organization (contract with Plan Issue)
- Title: KOREA Gotochi Shuttle Action Planning

Metropolitan Area Tourism Institute project fund, 2018, RA, KRW20,000,000 (US\$20,000 approx.)

- An industry report requested by Gangwondo Tourism Association
- Title: Metropolitan Area Tourism Plan

Scholarships

Presidential Fellowship, Temple University, Aug 2020 – July 2021, Aug 2023 – present

Research/Teaching Assistantship, Temple University, Aug 2021 – July 2023

Study Abroad Scholarship, Hanyang University, Aug 2020

Graduate Student Aid Scholarship, Korea Student Aid Foundation, Sep-Dec 2018

Brain Korea Plus Scholarship, Smart Tourism Creative HR Development Group, Mar 2017 – Feb 2018

MEDIA HITS

WalletHub (May 2022). “Best Summer Travel Destinations.” [\[link\]](#)

Whynews (Nov 2021). “If the skyway opens! ‘Private Airport in Gyeonggi Province’” (in Korean) [\[link\]](#)

Unravel (Feb 2021). “Reimagining tourism in Asia” [\[link\]](#)

SINDOnews (Jun 2020). “Tourism Begins to Rise [Pariwisata Mulai Bangkit].” (in Indonesian) [\[link\]](#)

Rappler (May 2020). “South Korea taps domestic tourism to revive industry.” [\[link\]](#)

NCA newsletter, Erasmus University (Sept 2019). “Meet the author – Wangoo Lee.” [\[link\]](#)

SERVICES

Moderator

Webinar on “Introduction of necessary condition analysis,” Erasmus University, Netherlands (2021)

Prelude event seminar on “The combined use of PLS-SEM and NCA,” 2022 International Conference on PLS-SEM (2021)

Philippine Research Conference of Tourism and Hospitality 2019, Manila, Philippines (2019)

Philippine Research Conference of Tourism and Hospitality 2018, Baguio, Philippines (2018)

Reviewer

Journal manuscripts

International Journal of Hospitality Management (2023)

International Journal of Consumer Studies (2023)

Journal of Hospitality and Tourism Management (2023; 2022a; 2022b)

Journal of Hospitality and Tourism Technology (2023)

Journal of Hospitality and Tourism Insights (2023)

ICHRIE Research Reports (2023) **[Awarded as a Best Reviewer]**

Current Issues in Tourism (2023; 2022)

World Leisure Journal (2023)

Journal of Tourism Studies (2023)

Journal of Leisure Research (2022)

Tourism Recreation Research (2020)

Conference papers

Asia Pacific Tourism Association Annual Conference (2023)

Global Marketing Conference (2023)

Service to the Community

True Manila (volunteer tourism organization), Manila, Philippines

2013, 2014

SKILLS

Research Skills

Quantitative Research Methods

- (Quasi)Experimental designs
- Econometrics/Psychometrics
- Necessary Condition Analysis
- Tools: SPSS, AMOS, Mplus, Python, R, STATA

Qualitative Research Methods

- Grounded Theory Method

Language Skills

English (fluent: academic writing/speaking), Korean (native), Tagalog (conversational)