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CURRICULUM VITAE

WANGOO LEE

Ph.D. student

Fox School of Business

Temple University

1810 13th Street, Philadelphia, PA, 19122

tun47670@temple.edu (work)

suj98349@gmail.com (personal)

Research interests: Consumer behavior and service marketing in hospitality and tourism contexts; special interest in empirical research methodology, in particular, necessary condition analysis (NCA)

EDUCATION

PhD, Business Administration

Aug 2020-Present

Fox School of Business, Temple University, Philadelphia, PA, USA

Honor: 2020 Temple Presidential Fellow

MA, Tourism

Mar 2017-Feb 2019

Division of Tourism Science, Hanyang University, Seoul, Korea

Thesis: Eudaimonia and Hedonia as Tourist Happiness Experience

Committee: Dr. H. Lee (Chair), Dr. S. Hyun, Dr. C. Jeong

GPA: 3.7/4.0

BS, Business Administration (Primary major)

Mar 2010-Feb 2017

BA, Tourism (Secondary major)

Hanyang University, Seoul, Korea

GPA: 3.55/4.0 (Cum Laude)

PROFESSIONAL EXPERIENCE

● **Research Experience**

NCA ambassador (for PhD) [link](#)

Sep 2020-Present

NCA development team, Erasmus University, Rotterdam, Netherlands

● **Teaching Experience**

Senior Lecturer (Part-time faculty)

July 2019-July 2020

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

Course: Special Topics in Tourism – Happiness in Leisure and Tourism Studies

Teaching Assistant 2017-2018
Hanyang University, Seoul, Korea
Department of Social Science

● **Industry Experience**

Start-up CEO / Project manager April-Aug 2020
DINOFALLO (Web development/design company), Seoul, Korea
Company link: <http://www.dinofallo.com/>

Invited Consultant

Project Soo (Tourism planning consulting company), Seoul, Korea Feb-May 2020
Plan Issue (Tourism planning consulting company), Seoul, Korea Mar-April 2020
Gangwondo Tourism Association, Chuncheon, Korea Jun-Dec 2018

Intern

Mövenpick Hotel Mactan Island Cebu, Cebu, Philippines April-Jun 2014
Food and Beverage Department

PUBLICATIONS

● **Refereed Journal Publications**

7. **Wangoo Lee**, Lip Shin, Chul Jeong (Online first). Leisure constraints negotiation among university students living in single-person households in South Korea. *World Leisure Journal*. [SCOPUS]
6. **Wangoo Lee**, Chul Jeong (2020). Beyond the correlation between tourist eudaimonic and hedonic experiences: necessary condition analysis. 23(17), 2182-2194. *Current Issues in Tourism*. DOI: 10.1080/13683500.2019.1611747 [SSCI]
5. **Wangoo Lee**, Lip Shin, Chul Jeong (2020). International airport as destination and its service as tourist experience: Effect of airport service quality on destination image and tourist behavior. *Journal of Tourism Studies*, 21(4), 16-30. (in Korean). DOI: 10.31667/jhts.2019.12.81.16
4. **Wangoo Lee**, Hye-Jeong Lee, Chul Jeong (2019). Effect of abusive supervision on turnover intention in hospitality industry: Moderated mediation of organizational trust by gender. *Journal of Hospitality and Tourism Studies*. (in Korean).
3. **Wangoo Lee**, Chul Jeong (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 and Management*, 10, 25-35. DOI:10.1016/j.jdmm.2018.05.005 [SSCI]

2. Na Young Mun, **Wangoo Lee**, Chul Jeong (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. DOI:10.1080/15980634.2018.1517934

1. **Wangoo Lee**, Na Young Mun, Chul Jeong (2018). North Korea and Nostalgia Tourism: Beyond the Novelty-familiarity Continuum as Antithetical Poles. *Journal of Tourism Studies*, 30(4), 81-107. (in Korean). DOI:10.1080/15980634.2018.1517934 [2018 Best Article]

● **Industry Paper/Report**

3. Ran-soo Jeong, Suji Park, **Wangoo Lee**, Jin-ok Shin (2020). *Night-time Tourism Market Research and Activation Plan*. Seoul, Korea: Korea Tourism Organization. (In Korean).

2. J.S Kim, S.Y Lee, H.Y Ma, Y.J. Choi, J.S. Lee, J.W. Lee, **Wangoo Lee** (2020). *KOREA Gotochi Shuttle Consulting Project*. Seoul, Korea: Korea Tourism Organization. (In Korean).

1. Chul Jeong, **Wangoo Lee**, Na Young Mun, Hye-Jeong Lee (2018). *Metropolitan Area Tourism Cooperative Business Activation Plans and Direction 2018*. Chuncheon, Korea: Gangwondo Tourism Association. (In Korean).

● **Manuscripts under review**

2. **Wangoo Lee**, Chul Jeong (submitted Sep. 2020) Perceived risk as a necessary-but-not-sufficient cause of North Korea tourism: Necessary Condition Analysis and SEM. *Journal of Hospitality and Tourism Research*

2. **Wangoo Lee**, Jung Kyu Lee (submitted Sep. 2020) Is there a negative linkage between recreation specialization and pro-environmental behavior in hiking activity? An integrative framework. *Leisure Sciences*

1. **Wangoo Lee**, Chul Jeong (submitted Sep. 2020). Distinctive roles of tourist eudaimonic and hedonic experiences on satisfaction and place attachment: Combining SEM and Necessary Condition Analysis. *Journal of Hospitality and Tourism Management*.

● **Work in progress (under contract)**

1. **Wangoo Lee**, Jan Dul, Zsofia Toth (book chapter invited May. 2020). Application of NCA in hospitality and tourism. In Fevzi Okumus, S. Mostafa Rasoolimanesh, & Shiva Jahani, *Contemporary Research Methodology for Hospitality and Tourism*. Melbourne, Australia: Emerald.

GRANTS, AWARDS, & SCHOLARSHIPS

- **Grants**

Co-Investigator, 2018, Suggesting consumer-based tourism development index for regional comparison. A research proposal submitted to Hanyang University (funded, USD15,000)

PI: Dr. C. Jeong

Co-Investigator, 2018-2019, International tourism, education, and civil society in North Korea. A research proposal submitted to Hanyang University (funded, USD15,000)

PI: Dr. Joseph Yi

- **Awards**

Best Article Yearly Award, Journal of Tourism Studies, Feb 2019

Graduation Achievement Award, President of Hanyang University, Feb 2019

Best Thesis Award, President of Hanyang University, Feb 2019

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

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

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

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

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

- **Scholarships**

Presidential Fellowship, Temple University, Aug 2020-present (USD 32,000)

Study abroad scholarship, Hanyang University, Aug 2020-present (USD 7,000)

Graduate student aid scholarship, Korea Student Aid Foundation, Sep-Dec 2018 (USD7,000)

Brain Korea Plus scholarship, Smart Tourism Creative Human Resource Development Group (USD5,000), Mar 2017-Feb 2018

SERVICE

- **Media Coverage/interview**

NCA newsletter, Rotterdam School of Management (Sep 2019). "Meet the author – Wangoo Lee."

[Featured for using NCA for the first time in tourism research] [\[link\]](#)

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

- **Service to the Profession**

Reviewer, Tourism Recreation Research [ESCI; SCOPUS; ABCD Rating: A] (2020)

Speaker, "Korean Tourism during Eased Social Distancing," UP KRC Mobile Lecturer Series, UP Korea Research Center, University of the Philippines, Manila, Philippines (2020)

Workshop facilitator and lecturer, Branding and Materials Development Workshop, Philippine Department of Tourism, Tuguegarao City, Philippines (2019)

Chair of the oral presentation session, Philippine Research Conference of Tourism and Hospitality

2019, Manila, Philippines (2019)

Chair of the oral presentation session, Philippine Research Conference of Tourism and Hospitality

2018, Baguio, Philippines (2018)

● **Service to the Community**

Han Mille, International student mentoring program, Seoul, Korea

2015

True Manila, Manila, Philippines

2013, 2014

Army Service, Incheon, Korea

2011-2012

REFERRED CONFERENCE PRESENTATION

11. Hye-Jeong Lee, **Wangoo Lee**, Chul Jeong (2019). *The meaning of leisure and work for airline employees*. 85nd TOSOK international conference, Seoul, Korea.
10. **Wangoo Lee**, Hyejeong Lee, Chul Jeong (2019). *Abusive supervision in airline industry: Case study of Gapzil phenomenon in South Korea*. 85nd TOSOK international conference, Seoul, Korea.
9. **Wangoo Lee**, Na Young Mun, Chul Jeong (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. Nayoung Mun, **Wangoo Lee**, Chul Jeong (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. Ji Young Shin, Ijo Hyun, **Wangoo Lee**, Chul Jeong (2018). *Different views in touristfication 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. Suji Park, **Wangoo Lee**, Chul Jeong (2018). *How does aging society affect tourism market? Application of age stratification theory*. 83rd TOSOK International Tourism Conference, Incheon, Korea.
5. **Wangoo Lee**, Jeonghwan Park, Chul Jeong (2018). *Suggestion of consumer-based tourism development index for regional comparison utilizing text mining techniques*. 83rd TOSOK International Tourism Conference, Incheon, Korea.
4. Jung Kyu Lee, Edieser De La Santa, **Wangoo Lee** (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. **Wangoo Lee**, Rielle Christian D. Alcantara (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. **Wangoo Lee**, Hakeem Abdulelah, Chul Jeong (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. **Wangoo Lee**, Ji Young Shin, Suji Park, Chul Jeong (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 (GLOSITH), Beppu, Japan.
[Awarded as Conference Best Paper]

SKILLS

● **Research Skills**

Quantitative Research Methods / Analysis tools

- SPSS: Basic statistical analyses, advanced regression analyses, PROCESS modeling
- AMOS: CFA, Path analysis, SEM
- R: Necessary Condition Analysis (Jan Dul, 2018), advanced regression analyses

Qualitative methods

- Grounded Theory Method
- Case Study Method

● **Language Skills**

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