

HANNA LEE

Department of Hospitality Management | Peter T. Paul College of Business and Economics | UNH

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RESEARCH INTERESTS

- Business analytics in hospitality and tourism industry
- Strategic Management in the lodging industry
- Social network analysis in service marketing concentrations
- Community-based hospitality development
- Artificial Intelligence: implications for business strategy

ACADEMIC APPOINTMENTS

2023 - Present	University of New Hampshire Assistant Professor of Hospitality Management, <i>Peter T. Paul College of Business and Economics</i>
2021 – 2022	The Hong Kong Polytechnic University Research Assistant Professor, <i>School of Hotel and Tourism Management</i>
2016	Kyung Hee University Lecturer, <i>Department of Hospitality and Tourism Management</i>

EDUCATION

2015 - 2020	Kyung Hee University PhD in Hospitality and Tourism Management Dissertation: “Exploring the effect of psychological distances in a dyadic relationship between posters and readers on online review evaluations”
2009 - 2011	University of Nevada, Las Vegas Master of Hospitality Administration Thesis: “Overview and evaluation of student overseas internships for the hotel management trainee program”
2002-2006	Glon Institute of Higher Education, Switzerland BA in Hospitality Business Administration

REFERRED JOURNAL PUBLICATIONS

Peer Reviewed Articles

Lee, H., Jang, S.S. and Kim, J.W. (2024). Spatial Coopetition and Peer-to-Peer Accommodation Price. *Annals of Tourism Research*, 109. <https://doi.org/10.1016/j.annals.2024.103826>

Lee, H., Kim, J.W., Yang, S.B. and Koo, C. (2023). Triadic Spatial Distance and Social Media Assets for Food Tourists. *Current Issues in Tourism*, 1-7. <https://doi.org/10.1080/13683500.2023.2271122>

- Third Place, Best Research Paper Award, The World Conference on Smart Tourism, 2022

Lee, H., Yang, S.B., and Koo, C. (2022). Spatial and Social Distance between U.S. Domestic Travelers Restaurant Review Assessment. *Tourism Management*, 63:1-15.

<https://doi.org/10.1016/j.tourman.2022.104609>

- Second Place, Best Paper of the Year, International Federation for IT and Travel & Tourism (IFITT) Journal, 2023

Lee, H., Yang, S. B., and Koo, C. (2021). Dyadic communication in online review platforms: An exploratory approach. *Current Issues in Tourism*. <https://doi.org/10.1080/13683500.2021.1876642>

Lee, H., Yang, S.B., and Koo, C. (2019). Exploring antecedents and consequences of hosts' attachment in the sharing economy: An empirical study of Airbnb. *Tourism Management*, 70: 284-294.

<https://doi.org/10.1016/j.tourman.2018.08.017>

Yang, S. B., Lee, K. M., **Lee, H.**, and Koo, C. (2018). In Airbnb Trust: Understanding consumers' trust-attachment building mechanisms in the sharing economy. *International Journal of Hospitality Management*.

<https://doi.org/10.1016/j.ijhm.2018.10.016>

Yang, S. B, **Lee, H.**, Lee, K. M., and Koo, C. (2018). The application of Aristotle's rhetorical theory to the sharing economy: An empirical study of Airbnb. *Journal of Travel Tourism Marketing*.

<https://doi.org/10.1080/10548408.2018.1455622>

Lee, H., Lee, J., Chung, N., and Koo, C. (2018). Tourist happiness: are there smart technology effects?. *Asia Pacific Journal of Tourism Research*, 23(5): 486-501. <https://doi.org/10.1080/10941665.2018.1468344>

Hlee, S., **Lee, H.**, and Koo, C. (2018). Hospitality and tourism online review research: A systematic analysis and heuristic-systematic model. *Sustainability*, 10(4), 1141. <https://doi.org/10.3390/su10041141>

Lee, H., Kim, Y., Koo, C., and Chung, N. (2018). The collaborative economy market drivers: Accommodation sharing policy implications for local authorities. *The Korea Academic Society of Tourism and Leisure*. <https://doi.org/1.31336/JTLR.2018.10.30.10.95>

Under Journal Review

Lee, H. and Hlee, S.Y. Media and The Bounded Rationality Travel Choice. Under review at *Journal of Travel Research*

Lee, H. and Chen, E. Hotel Promotional Video and The Social Reality. Under review at *Tourism Management*

Working Papers

Lee, H., Xue B., Wang, Y., and Kim, J. W. Gun Violence and Short-term Accommodation Rentals: Evidence from Parkland School. (*Target Journal: Annals of Tourism Research*)

Lee, H. Ambivalence of Community-friendly Regulations in Short-term Rentals. (*Target Journal: Annals of Tourism Research*)

Lee, H. Discretionary Compensations in the casino industry (*Target Journal: Tourism Management*)

PRESENTATIONS

Referred Conferences

International Council on Hotel, Restaurant, and Institutional Education, Montreal, Quebec, Canada., July 2024
Presentation: Spatial coopetition and Airbnb room listing prices

The 2024 THEREPS (Tourism, Hospitality, and Event Conference), Chicago, IL, April 2024
Presentation: Peer-to-peer accommodation, community resilience, and community gentrification

The 25th Graduate Student Research Conference in Hospitality and Tourism, Miami, FL, January 2024
Presentation:

Travel and Tourism Research Association (Asia Pacific Chapter), Seoul, South Korea, December 2023
Presentation: Triadic distance and social media assets

Global Marketing Conference, Seoul, South Korea, July 2023
Presentation: Spatial coopetition and Airbnb prices

International Council on Hotel, Restaurant, and Institutional Education, Washington, D.C., August 2022
Presentation: The Review Triad and Social Media Assets among U.S. Food Tourists

The 24th Graduate Student Research Conference in Hospitality and Tourism, Fort Worth, TX, January 2018
Presentation: Exploring Information Cues in Online Hotel Reviews: From an Eye-tracking Analysis

The 27th Annual ENTER International eTourism Conference, Rome, Italy, January 2017
Presentation: Exploring the roles of hosts' attachment and psychological ownership in an Airbnb Host Community

Pacific Asia Conference on Information Systems, Chiayi, Taiwan, June 2016
Presentation: Trust Breakthrough in the Sharing Economy: An empirical Study of Airbnb

Knowledge Management System Conference, Seoul, South Korea, May 2015
Presentation: Mobile Users' Intention to Use: From an Instant Gratification Theory

ACADEMIC AWARDS

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| 2023 | Best Research Paper Award 3 rd Place, 2023 World Conference on Smart Tourism |
| 2023 | Journal Paper of the Year Award 2 nd Place, 2023 International Federation for IT Travel |
| 2020 | Best Doctoral Dissertation Award in Social Sciences, Kyung Hee University |

UNIVERSITY COURSES TAUGHT

Peter T. Paul College of Business and Economics, University of New Hampshire

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| HMG 401 | Introduction to Hospitality and Tourism Industry |
| HMG 798 | Theme Parks and Attractions Management |
| HMG 570 | International Cuisine and Culture |
| HMG 667 | Advanced Food & Beverage Operations Management |

School of Hotel and Tourism Management, The Hong Kong Polytechnic University
HTTM 4335 Theme Parks & Attractions

School of Hospitality and Tourism Management, Kyung Hee University
HTM 350 Management of Front Office Operations
HTM 245 Principle of Hospitality Management

GRANTS & FUNDING

- 2022 The Hong Kong Polytechnic University (UGC)/Start-up Research Fund
- Principle investigator
 - Grant amount: USD 32,000 (HKD 250,000)
 - Title: Exploring tourist's sense of place in a metaverse destination tourism
- 2019 LG Company HQ, Seoul, South Korea
- Principal investigator
 - Grant amount: USD 30,000
 - Title: Airbnb hosts' attachment and citizenship organizational behaviors in the case of the sharing economy business model

PROFESSIONAL SERVICE

Peer Journal Reviewer

Tourism Management, Eselvier, 2019-present
International Journal of Hospitality Management, Eselvier, 2019-present
Journal of Hospitality and Tourism Technology, Emerald Insights, 2022 - Present
Journal of Smart Tourism, Eselvier, 2020-present

Peer Conference Reviewer

International Council on Hotel, Restaurant & Institutional Education, 2020 - Present
Graduate Student Research Conference in Hospitality and Tourism, 2020 - Present
Enter International e-Tourism Conference, 2020 – Present

Service to Academic Conference

Review Committee, International Chrie Conference Review Committee (Tourism & Leisure & recreation),
2024- Present
Director of Venue, THEREPS Conference, 2024- Present
Moderator, International Council on Hotel, Restaurant & Institutional Education, January 2023

Service to College and Department

Faculty Advisor, Eta Sigma Delta (Hospitality Honor Society), 2023 – Present
Committee, Undergraduate Curriculum Committee, 2023 – Present
Event Advisor, The annual Gourmet Dinner Auction, 2023 – Present

INDUSTRY EXPERIENCE

- 2012 - 2015 Manager in Sales & Marketing, Innovative Cosmetic Concepts, Manhattan, New York
- 2011 – 2012 Market Analyst, Innovative Cosmetic Concept, Manhattan, New York

2007 – 2009	Rooms Manager, Hyatt Regency Irvine, Irvine, California
2005	Guest Relations Manager, The Great Wall Sheraton Beijing, Beijing China
2004	Intern in F&B, Menzies Welcombe Golf & Spa Hotel, Stratford-Upon-Avon, UK