

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
Social network analysis in marketing concentrations
Community-focused hospitality business studies
Artificial Intelligence: implications for business strategy

ACADEMIC APPOINTMENTS

2023 - Present **University of New Hampshire**
Assistant Professor of Hospitality Management, *Peter T. Paul College of Business and Economics*

2021 – 2022 **The Hong Kong Polytechnic University**
Research Assistant Professor, *School of Hotel and Tourism Management*

2016 **Kyung Hee University**
Lecturer, *Department of Hospitality and Tourism Management*

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”

2018 - 2010 **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 **Glion Institute of Higher Education**
BA in Hospitality Business Administration

REFERRED JOURNAL PUBLICATIONS

Peer Reviewed Articles

Lee, H., Kim, J., and Jang, S.S. (2024). Spatial Coopetition and Peer-to-Peer Accommodation Price. *Annals of Tourism Research* (Forthcoming)

Lee, H., Kim, J., 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, 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>

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>

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. Boundedly Decisions on Post-Pandemic Travel. Under review at *Annals of Tourism Research*

Lee, H., Yang, S.B., and Koo, C. Are Airbnb hosts social entrepreneurs? Insights from the group engagement model. Under Review at *International Journal of Contemporary Hospitality Management*

Working Papers

Lee, H. and Kim, J.W. Organizational Resilience in hospitality and Tourism Industry

Lee, H. and Chen, E. Social Construction of Reality in Hotel Firms' Social Media Campaign

Lee, H. and Koo, Chulmo. Interpreting Metaverse in Destination Tourism: An Experimental Study

PRESENTATIONS

Referred Conferences

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

Global Marketing Conference, Seoul, South Korea, July 2023

Spatial competition and Airbnb Prices

International Council on Hotel, Restaurant, and Institutional Education, Washington, D.C., August 2022

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

Exploring Information Cues in Online Hotel Reviews: From an Eye-tracking Analysis

The 27th Annual ENTER International eTourism Conference, Rome, Italy, January 2017

Exploring the roles of Hosts' Attachment and Psychological Ownership in an Airbnb Host Community

Pacific Asia Conference on Information Systems, Chiayi, Taiwan, June 2016

Trust Breakthrough in the Sharing Economy: An empirical Study of Airbnb

Knowledge Management System Conference, Seoul, South Korea, May 2015

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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| 2023 | Advanced Food & Beverage Operations Management (HMGT 667.01) |
| 2024 | Theme Parks and Attractions Management (HMGT 798) |
| 2024 | International Food and Culture (HMGT 570) |

School of Hotel and Tourism Management, The Hong Kong Polytechnic University

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| 2022 | Theme Parks & Attractions (HTTM 4335) |
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School of Hospitality and Tourism Management, Kyung Hee University

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| 2016 | Management of Front Office Operations (HTM 350) |
| 2016 | Principle of Hospitality Management (HTM 245) |

GRANTS & FUNDING

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

Moderator, International Council on Hotel, Restaurant & Institutional Education, January 2023

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