

Seungsuk Lee, Ph.D.

Full Professor, Hospitality Administration
Department of Agriculture and Tourism

EDUCATION

- 2008 Ph.D., **Iowa State University**, USA
Major Field: Food and Beverage Management/Human Resource Management
Dissertation Title: "Relationships among Leadership Empowerment, Job Satisfaction, and Employee Loyalty in University Dining Student Workers."
- 2004 M.S., **Oklahoma State University**, USA
Major Field: Hospitality Management
Thesis Title: "College Student's perception and Preference of brand name foodservice in University Dining Operations"
- 2000 B.S., **Oklahoma State University**, USA
Major Field: Hotel and Restaurant Administration

CERTIFICATION

- 2020 ServSafe Certified on Food Safety, National Restaurant Association (Recertified)
- 2014 Foodservice Management Professional (FMP), National Restaurant Association
- 2014 Certificate Hospitality Industry Analytics (CHIA), Supporting Hotel-Related Academic Research and Education
- 2014 ServSafe Certified on Food Safety, National Restaurant Association

BOOK

Lee, S., & Kim, Y. (2016). **20 Recipes of Korean Seafood for Fifty Cookbook**. Publishing by Korea Agro-Fisheries and Food Trading Corporation.

PUBLICATION

Jun, K., Yoon, B., **Lee, S.**, & Lee, D. (2022). Factors influencing customer decisions to use online food delivery service during the COVID-19 Pandemic. *Foods*.11 (64). 1-15. <https://www.mdpi.com/2304-8158/11/1/64>

Lee, S., Lee, D.-S., & Kim, Y.S. (2017). The effects of leadership empowerment on job satisfaction in university dining services. *Journal of Hotel & Resort*. 15 (4), 289-311.

Lee, D.-S., & **Lee, S.** (2017). Customers' perceptions, satisfaction, and loyalty of food trucks in the U.S. food service market. *Academy of Global Hospitality and Tourism Journal*. (Accepted).

Lee, S., Kim, H.C., Leong, J.K., & Gregoire, M.B. (2006). University students' perceptions of brand name foodservice. *The Journal of Foodservice Management and Education*. 2(1), 24-33.

CONFERENCE PAPERS

- Lee, D.S., & **Lee, S.** (2024). The Economic and social impacts of casino-hotel on a local community. Poster session submitted and presented at TEHREPS.
- Lee, D.S., & **Lee, S.** (2023). Really? Is the Big Mac Index a useful indicator for international tourists? Poster session submitted and presented at TEHREPS.
- Lee, D.S., Yoon, B. Y., Jun, K., & **Lee, S.** (2020) Perceptual mapping for casual dining restaurant. Stand-up session submitted at THEREPS
- Hartzell, G., Heflin, B., Klos, A., Stone, K., Vadervate, R., Lee, D.S., & **Lee, S.** (2020) Economic and social impacts of casino-hotel on a local community. Stand-up session submitted at THEREPS.
- Lee, S.** (2019) Factors influencing customers' satisfaction in food delivery service apps. Stand-up session submitted at the Korea America Hospitality & Tourism Educators Association Conference, Las Vegas, Nevada.
- Hanson, A., Oliver, M., Salazar, T., **Lee, S.**, & Lee, D.S. (2018) Restaurant Customers' Perceptions of Mobile Coupons. Stand-up session submitted at the Korea America Hospitality & Tourism Educators Association Conference, Las Vegas, Nevada. (the 2nd Best Undergraduate Paper).
- Dennis, J., Appukuttan, S., Austin, H., Woodard, T., **Lee, S.**, & Lee, D.S.(2018). Consumer education on Beef Quality Grades. Stand-up session submitted at the Korea America Hospitality & Tourism Educators Association Conference, Las Vegas, Nevada. (the 3rd Best Undergraduate Paper).
- Lee, D.-S., Lee, M., Kim, K., & **Lee, S.** (2018). CEO Perceptions of Information Technology Strategy in the Hospitality Industry. Stand-up session submitted at the Korea America Hospitality & Tourism Educators Association Conference, Las Vegas, Nevada.
- Lewandowski, J.J., Freeze, L.M., Baeza, D. A., Miller, J.A., Lee, D.-S., & **Lee, S.** (2015). Customers' perception, satisfaction, and loyalty of food trucks. Stand-up session submitted at the Korea America Hospitality & Tourism Educators Association, Las Vegas, Nevada. (the Best Undergraduate Paper).
- Lee, S.** (2014). An empirical analysis of leadership empowerment in university foodservice student workers. International Council on Hotel, Restaurant, and Institutional Education, San Diego, CA.
- Kim, Y., & **Lee, S.** (2012). Managing talent management of senior managers' perspectives in the restaurant sector. Paper was presented at the 2nd KAHTEA conference at UNLV, Las Vegas.
- Kim, Y., & **Lee, S.** (2011). Explore the phenomenon of Buddhism Temple stay in South Korea of tourists. Paper was presented at the 1st KAHTEA conference at UNLV, Las Vegas.
- Singh, D., **Lee, S.**, & Kim, Y. (2011). See it through my eyes: Restaurant attribute evaluation on patron emotions. Paper was presented at the 16th annual graduate student research conference in hospitality and tourism (stand-up) Houston, Hilton Hotel.
- Lee, S.**, & Gregoire, M. (2007). College students' perceptions of food quality in college and university dining settings. Paper was presented at the 12th annual graduate student research conference in hospitality and tourism (stand-up) Houston, Hilton Hotel.
- Lee, S.**, Kim, H., & Leong, J. (2004). The college student's perception of university brand name foodservice. Paper was presented at the 9th annual graduate student research conference in hospitality and tourism (stand-up).

Lee, S., Kim, H., & Leong, J. (2003). The analysis of gender differences in perceptions of proper ethical conduct and source of ethical learning by hotel employees. Paper was presented at the 8th annual graduate student research conference in hospitality and tourism (round table).

PAPER/JOURNAL REVIEWS

2011- 2022 Review papers for the KAHTEA conference (THEREPS) at UNLV, Las Vegas

2014- 2022 Editorial review board of the International Journal of Culinary Research

PROFESSIONAL EXPERIENCES

Academic

2022- present	Full Professor, Arkansas Tech University
2015 – 2022	Associate Professor, Arkansas Tech University
2009 – 2015	Assistant Professor, Arkansas Tech University
2011	Guest Lecturer for Summer Culinary Program, Arkansas Tech University
2007 –2009	A tenure-track position of Assistant Professor, Cheyney University, PA

University Level Services

2023-2025	Faculty Welfare committee
2023-2024	Student Affairs Committee
2019-2021	Faculty Welfare Committee
2019	Admissions, Academic Standards, and Student Honors Committee
2018	Admissions, Academic Standards, and Student Honors Committee
2016 to Present	B2E Mentor Program
2016 to Present	International Faculty Member Meeting at Lake Point
2016 to Present	University-Wide Faculty Meeting
2016 to present	Commencements for spring, summer, and winter
2016	Tenure and Promotion Workshop

College Level Services

2023	Search Committee for Accounting Position
2023	Search Committee for Ag & Tourism Department Head Position
2020	Search Committee for Agriculture
2019	Search Committee for the Dean of Arts and Humanities
2017	Search Committee for EAS Dean
2016	The College of Applied Sciences Annual Meeting Lunch
2012-2018	The College of Applied Sciences Nominations Committee
2009-Present	Tailgating of Family Day

2009-Present Tailgating of Football Game

Department Level Services

2021-2023 Super Bowl Party
 2021 Peer Review Committee for Agriculture
 2020-Present The Eta Sigma Delta Honor Society Chair
 2020-2021 PRHA Peer Review Committee Chair
 2015 to 2018 Peer Review Committee Chair
 2016 to Present Meeting for Student Development Fund
 2016 to Present National Restaurant Association (NRA) show in Chicago
 2016 to Present Welcome Back to School for PRHA Majors
 2016- 2017 Dr. Herrick Scholarship Fundraiser-Homecoming
 2016 HA Scholarship Meeting
 2016-2019 Fundraiser Events for Undergraduate Research Conference and
 National Restaurant Association Show Trips
 2016-2019 Arkansas Hospitality Association Convention and Trade Show in
 Little Rock
 2016-Present Thanksgiving Lunch for PRHA Majors
 2016 Alumni Guest Chef Event
 2016 Governor's mansion Guest Chef Event
 2016-Present Graduation Receptions

Russellville Community Services

2020-Present St. John Catholic Church Youth Group Meal prep
 2020-Present Russ Buss Member to serve meals to the homeless
 2020 River Valley Beaux Arts Awards Event
 2019 River Valley Child Advocacy Center Present: Night of Hope: Building the
 Path
 2015-2019 Monte Carlo Casino Night- St. John Catholic Church
 2015-2016 Dardanelle Chamber of Commerce Annual Banquet
 2014-2016 The Knights of Columbus
 2014 Russellville Sharks Swim Team
 2012-2014 Saint John Harvest Fest Bazaar and Dinner
 2012-2014 Russellville Christmas Parade
 2012-2014 Saint John Catholic School Bingo Night Fund Raising and Hamburger
 Day Helper

Service outside the University

2014 Guest speaker to ESL program
 2014-2016 Fusion-style menu developer in Korea Agricultural Trade and Information
 Center
 2011 Guest chef for "Concept of Korean Cuisine."

Served as a guest chef to introduce Korean cuisine and food culture in the
US
University of Nevada, Las Vegas, Las Vegas, NV

TEACHING AT ATU

HA 2003 Cost Controls
HA 2133 Introduction to Travel and Tourism
HA 2813 Basic Human Nutrition in HA
RP 2033 Leadership in Leisure Services
CUL 2903 Garde Manger
HA 2913 Introduction to Food and Beverage
HA 2883 Special Topic HA 2063 Independent Study
CUL 2993 Soups, Stocks, and Sauces
HA/RP 3133 Tourism Planning
HA 4023 Hospitality Facilities Management and Design
HA 4033 Legal Aspects of Hospitality
HA 4992 Introduction to Baking and Pastries
HA 4114 Internship
HA 2914 Principles of Food Preparation
HA 3113 Human Resource Management
HA 4013 Hospitality Marketing and Sales
HA 4986 Purchasing and Advanced Food Production
MGMT 3003 Principles of Management

TEACHING AT CHEYNEY UNIVERSITY

HRM 221 Purchasing
HRM 223 Tourism
HRM 321 Hospitality Marketing
HRM 333 Hospitality Law
HRM 361 Catering
HRM 461 Cost Control
HRM 472 Human Resource Management
HRM 488 Financial Management

GRANT APPLICATION EXPERIENCES

Lee, S. (Co-Principal), “Child and adult nutrition knowledge and consumption of specialty crops,” the USDA project. (applied in March 2023-not funded)

Lee, S. (Co-Principal), “The economic impacts of Arkansas State Parks,” Summer Proposal Development Support. Arkansas Tech University, \$3,000.00 (Applied in April 2017-Funded)

Lee, S. (Co-Principal), “Customers’ perceptions of wine retailing stores,” Undergraduate Research Grant, Arkansas Tech University, \$2,000.00 (Applied in September 2015 - Funded)

Lee, S. (Principal), “NRA Show 2015,” Professional Development Grant, Arkansas Tech University, \$1,925.00. (Applied in April 2015 - Funded)

Lee, S. (Principal), “College students’ perceptions of food waste in university dining services,” Faculty Research Grant, Arkansas Tech University, \$780.00 (Applied in February 2015 - Funded)

Lee, S. (Principal), “Korean Fusion Menu Development,” Korea Agro-Fisheries & Food Trading Corporation, \$3,000.00 (Applied in September 2014 - Funded)

Lee, S. (Co-Principal), “Quality and Safety Standards in the Food Truck Industry,” Undergraduate Research Grant, Arkansas Tech University, \$2,625.00 (Applied in September 2014 - Funded)

Lee, S. (Principal), Professional Development Grant, Arkansas Tech University, \$2,528. (Applied in May 2014 - Funded)

Lee, S. (Principal), Professional Development Grant, Arkansas Tech University, \$1,806.00 (Applied in April 2013 - Funded)

Lee, S. (Principal), “Korean Fusion Menu Development,” Korea Agro-Fisheries & Food Trading Corporation, \$2,500.00 (Applied in September 2011 - Funded)