

CURRICULUM VITAE

SEOKI LEE

Ph.D., Assistant Professor
School of Tourism and Hospitality Management
Temple University

February 13, 2009

OVERVIEW

- Focused education and research in the field of hospitality, with an emphasis in financial and managerial accounting, financial management, and strategic management.
- 20 peer-reviewed journal articles published or accepted.
- 17 peer-reviewed conference proceedings.
- Advanced education (master degree) in the field of accounting with accomplishment of passing examination of American Institute of Certified Public Accountants (AICPA).
- Dedicated teaching experience in accounting (financial & managerial) and financial management for hospitality and tourism program.
- Dedicated teaching experience in research methodology for hospitality and tourism program.
- High level skills in research methods and statistics, especially econometrics.
- Comprehensive understanding of cross-cultural aspects.

EDUCATION

Ph.D. in Hospitality, Specialized in Hotel Financial Accounting

Pennsylvania State University. Spring 2003 – Summer 2006

School of Hospitality Management

Dissertation title: *The Comparison of the Predictive Ability of Different Cost-of-Equity Capital Models for the Lodging Industry*

Master of Science in Accounting

Michigan State University. Fall 2001 – Fall 2002

Accounting Department.

Master of Science in Foodservice Management

Michigan State University. Spring 2000 – Summer 2001

School of Hospitality Business.

Bachelor of Science in Hospitality Business

Michigan State University. Spring 1997 – Fall 1999

School of Hospitality Business.

PROFESSIONAL CERTIFICATE

Passed Examination of American Institute of Certified Public Accountants (AICPA)

American Institute of Certified Public Accountants. November 2003.

Subjects: *Financial Accounting and Reporting, Business Law and Professional Responsibilities, Auditing & Accounting and Reporting*

TEACHING EXPERIENCE

- Financial Management in Tourism and Hospitality
Temple University, Fall 2006 – Present
School of Tourism and Hospitality Management

- Research Methodology
Temple University, Fall 2006 – Present
School of Tourism and Hospitality Management

- Hospitality Financial Accounting
Pennsylvania State University. Fall 2005 – Spring 2006
School of Hospitality Management

- Hospitality Managerial Accounting
Pennsylvania State University. Fall 2004 – Spring 2005
School of Hospitality Management

LECTURE

- Workshop on Applied Research Methods
Invited by Ewha Woman's University in Korea
Date: July 8th, 2008
Lecture Subject: Regression Analysis
Audience: Graduate Students

TEACHING SEMINAR PARTICIPATIONS

- *Title: Responding to Written Work*
Provided by the Teaching and Learning Center at Temple University (September 18, 2008)

RESEARCH SPECIALIZATION / INTERESTS

- Corporate social responsibility issues in tourism and hospitality industries.
- Internationalization issues in hospitality industries.
- Franchising and management contract in hospitality industries.
- Valuation issues including cost of equity capital and valuation models in hospitality industries.
- Capital structure and risk measurement issues in hospitality industries.
- Educational issues in hospitality programs and industries.

PUBLICATIONS

- Lee, S.**, & Kim, W. (Forthcoming). EVA Application for the Hospitality Industry. *International Journal of Hospitality Management*.
- Lee, S.**, & Park, S.Y. (Forthcoming). Financial Impacts of Socially Responsible Activities on Airline Companies. *Journal of Hospitality and Tourism Research*.
- Park, S.Y., & **Lee, S.** (Forthcoming). Does the Market Financially Reward Restaurant Companies for Socially Responsible Activities? *Cornell Hospitality Quarterly*.
- Heo, Y.J., & **Lee, S.** (Forthcoming). Application of Revenue Management Practices to the Theme Park Industry. *International Journal of Hospitality Management*.
- Choi, H.S.C, & **Lee, S.** (Forthcoming). Understanding U.S. Traveler Behavior to Asian Countries: A Secondary Analysis Approach. *Asia Pacific Journal of Tourism Research*
- Hyun, Y.H.M., **Lee, S.**, & Hu, C. (Forthcoming). Mobile-Mediated Virtual Experience in Tourism: Concept, typology and applications. *Journal of Vacation Marketing*.
- Koh, Y., **Lee, S.**, & Boo, S.Y. (2009). Does Franchising Help Restaurant Firm Value? *International Journal of Hospitality Management*, 28 (2), 289-296.
- Nabawanuka, C.M., & **Lee, S.** (2009). Impacts of Timeshare Operation on Lodging Firm's Value, Risk and Performance. *International Journal of Hospitality Management*, 28 (2), 221-227.
- Lee, S.**, & Park, S.Y. (2009). Do Socially Responsible Activities Help Hotels and Casinos Achieve Their Financial Goals? *International Journal of Hospitality Management*, 28 (1), 105-112.
- Lee, S.** (2008). Internationalization of U.S. Multinational Hotel Companies: Expansion to Asia VS. Europe. *International Journal of Hospitality Management*, 27 (4), 657-664.
- Lee, S.** (2008). Examination of Various Financial Risk Measures for Lodging Firms. *Journal of Hospitality & Tourism Research*, 32 (2), 255-271.
- Upneja, A., Dalbor, M., **Lee, S.**, & Xiang, M. (2008). Impact of Earnings Manipulation on Valuation of Publicly Traded Restaurant Firms in the United States. *Journal of Foodservice Business Research*, 11 (2),124-137.
- Lee, S.**, & Upneja, A. (2008). Is Capital Asset Pricing Model (CAPM) the best way to estimate cost-of-equity for the lodging industry? *International Journal of Contemporary Hospitality Management*, 20 (2), 172-185.

PUBLICATIONS (Continued)

- Lee, S.** (2007). Comparison of Industry Mean VS. Median Leverage Ratio Estimates in the Lodging Industry. *Journal of Hospitality Financial Management*. 15 (1), 35-45.
- Lee, S.**, & Upneja, A. (2007). Does Wall Street Truly Understand the Lodging Valuation? *Journal of Hospitality & Tourism Research*, 31 (2), 168-181.
- Dalbor, M., **Lee, S.**, & Upneja, A. (2007). An Investigation of Long-Term Debt and Firm Value in the Lodging Industry. *Advances in Hospitality and Leisure*, 3, 195-204.
- Lee, S.**, & Upneja, A. (2006). Critical Review of the Implied Cost of Equity: A New Way to Estimate the Expected Return. *FIU Hospitality Review*, 24 (2), 1-14.
- Connolly, D., & **Lee, S.** (2006). Developing Information Technology Proficiencies and Fluency in Hospitality Students. *Journal of Hospitality & Tourism Education*, 18 (3), 15-29.
- Upneja, A., **Lee, S.** & Dalbor, M. (2006). An Analysis of the Equity Valuation Literature as Applied to the Lodging Industry. *Journal of Hospitality and Tourism*, 4 (1), 19-27.
- Lee, S.**, & Kamp, H. (2005). Learning Styles of Hospitality Students: Do Career Interests Make Differences in Learning Styles? *Journal of Hospitality & Tourism Education*, 17 (3), 27-33.

CONFERENCE PROCEEDINGS

- Heo, Y.J., & **Lee, S.** "Customers' Perceptions of Revenue Management Practices: Comparisons of Six Hospitality Industries." Proceedings of the 13th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Las Vegas, NV. January 2009.
- Koh, Y., **Lee, S.**, & Boo, S.Y. "Impact of Brand Recognition and Brand Reputation on Firm Performance of Multinational Restaurant Companies." Proceedings of the 13th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Las Vegas, NV. January 2009.
- Kang, K.H., **Lee, S.**, & Chang, H. "Separate Impacts of Positive and Negative Corporate Social Responsibility Activities on Company Performance in the Hospitality Industry." Proceedings of the 13th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Las Vegas, NV. January 2009.
- Lee, S.**, Heo, Y.J., & Koh, Y. "Internationalization of the U.S. Restaurant Industry: Internalization Theory Perspective." Proceedings of the 14th Asia-Pacific Tourism Association (APTA)

Conference, Bangkok, Thailand, July 2008.

CONFERENCE PROCEEDINGS (Continued)

Choi, H.W.C., & **Lee, S.** "Understanding US Travelers Behavior to Asian Countries by Destination Selection Factors: A Secondary Analysis Approach." Proceedings of 2008 Busan International Tourism Conference, the 64th TOSOK (Tourism Sciences Society of Korea) Academic Symposium and Research Presentation, Busan, Korea, July 2008.

Heo, Y.J., & **Lee, S.** "Customers' Perceptions of Revenue Management Practices for Various Industries." Proceedings of the 39th Annual Travel & Tourism Research Association (TTRA) Conference, Philadelphia, PA. June 2008.

Heo, Y.J., & **Lee, S.** "Developing Framework of Revenue Management for the Theme Park Industry." Proceedings of the 13th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Orlando, FL. January 2008.

Chen, J., & **Lee, S.** "Does the Market Care About RevPAR?" Proceedings of the 13th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Orlando, FL. January 2008.

Koh, Y., **Lee, S.**, & Boo, S.Y. "Does Franchising Help Restaurant Firm-Value?" Proceedings of the 13th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Orlando, FL. January 2008.

Lee, S. "Investigation of Optimal Leverage Ratio for the Lodging Industry." Proceedings of the 2007 annual conference of International Council on Hotel, Restaurant and Institutional Education (CHRIE), Dallas, TX. July 2007.

Upneja, A., Dalbor, M., **Lee, S.**, & Xiang, M. "Impact of Earnings Manipulation on Valuation of Publicly Traded Restaurant Firms in the United States." Proceedings of the 2007 annual conference of International Council on Hotel, Restaurant and Institutional Education (CHRIE), Dallas, TX. July 2007.

Lee, S. "Internationalization of U.S. Multinational Hotel Companies: Expansion to Asian VS. Europe." Proceedings of the 5th Asia-Pacific Council on Hotel, Restaurant and Institutional Education (CHRIE) & 13th Asia-Pacific Tourism Association (APTA) Joint Conference 2007, Beijing, China. May 2007.

Lee, S., & Rao, U. "Examination of Student Loyalty in Tourism and Hospitality Programs: Integrative Student Loyalty (ISL) Model." Proceedings of the 5th Asia-Pacific Council on Hotel, Restaurant and Institutional Education (CHRIE) & 13th Asia-Pacific Tourism Association (APTA) Joint Conference 2007, Beijing, China. May 2007.

CONFERENCE PROCEEDINGS (Continued)

- Hyun, Y.H.M., Hu, C., **Lee, S.**, & Fesenmaier, D. "Applications of Mobile Technologies to M-Tourism Development." Proceedings of the 5th Asia-Pacific Council on Hotel, Restaurant and Institutional Education (CHRIE) & 13th Asia-Pacific Tourism Association (APTA) Joint Conference 2007, Beijing, China. May 2007.
- Lee, S.** & Upneja, A. The Implied Cost-of-Equity for the Lodging Industry. Proceedings of the 11th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Seattle, WA. January 2006.
- Lee, S.**, & Upneja, A. "Does Wall Street Truly Understand the Lodging Valuation?" Proceedings of the 2005 annual conference of International Council on Hotel, Restaurant and Institutional Education (CHRIE), Las Vegas, NV. July 2005.
- Lee, S.** "Financial Ratios and Firm Performance Measurements as Predictors of the Future Lodging Firm Performance." Proceedings of the 10th Annual Hospitality and Tourism Graduate Student Education and Research Conference in Hospitality and Tourism, Myrtle Beach, SC. January 2005.

SELECTED PRESENTATIONS

- Koh, Y. & **Lee, S.** "Impact of Brand Recognition and Brand Reputation on Firm Performance: U.S. Based Multinational Restaurant Companies' Perspective." Paper presented at the Global Temple Conference, Philadelphia, PA. November 2008.
- Lee, S.** "Internationalization of U.S. Multinational Hotel Companies: Expansion to Asian VS. Europe." Paper presented at the Global Temple Conference, Philadelphia, PA. November 2007.
- Lee, S.** "Investigation of Optimal Leverage Ratio for the Lodging Industry." Paper presented at the 19th Annual Conference on Association of the Hospitality Financial Management Education, New York, NY. November 2006.
- Lee, S.**, & Upneja, A. "Undervaluation Issue for the Lodging Industry" Paper presented at 17th Annual Conference on Association of the Hospitality Financial Management Education, New York, NY. November 2004.
- Lee, S.**, & Upneja, A. "An Analysis of the Major Equity Valuation Models as Applied to the Lodging Industry." Paper presented at 16th Annual Conference on Association of the Hospitality Financial Management Education, New York, NY. November 2003.

PROJECTS

Title: Internationalization Issues in the Hospitality Industry

Co-Principal Investigator: Seoki Lee

Fund Amount: \$20,000

Period: October, 2006 – September, 2010

Funding Agent: The Center for International Business Education and Research (CIBER) at Temple University

Title: Korean Tourists' Behavior and Demand for Casino to Las Vegas and Atlantic City

Principal Investigator: Hee Chan Lee

Co-Principal Investigator: Seoki Lee

Fund Amount: \$20,000

Period: August, 2008 – July, 2009

Funding Agent: Kangwon Land Resort & Casino (South Korea)

Title: Meeting Management Industry Issues

Principal Investigator: Seoki Lee

Fund Amount: \$15,785

Period: September, 2007 – May, 2008

Funding Agent: StarCite, Inc.

GRANTS

Title: Developing the U.S. Hospitality Corporate Social Responsibility (CSR) Index

Principal Investigator: Qu Xiao

Co-Principal Investigator: Seoki Lee

Fund Amount: HKD 399,944 (approx. USD 51,000)

Period: October, 2008 to March, 2010

Funding Agent: School of Hotel and Tourism Management, the Hong Kong Polytechnic University

JOURNAL EDITORIAL BOARD

- Journal of Hospitality and Tourism Education (JHTE)

JOURNAL REVIEWER

- International Journal of Hospitality Management (IJHM)
- Journal of Hospitality and Tourism Research (JHTR)
- International Journal of Contemporary Hospitality Management (IJCHM)
- Journal of Hospitality Financial Management (JHFM)
- Journal of Hospitality and Tourism Education (JHTE)

CONFERENCE REVIEWER

12th, 13th, & 14th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism: The finance and economics, lodging, and management tracks.

2008 International Society of Travel and Tourism Educators (ISTTE) Annual Conference, Dublin, Ireland. October 2008.

2008 Euro-CHRIE Annual Conference, Dubai, United Arab Emirates. October 2008: The tourism track.

2008 Asia Pacific Tourism Association (APTA) Annual Conference, Bangkok, Thailand. July 2008: The finance and tourism tracks.

2008 the International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) Annual Conference & Exposition, Atlanta, GA. July 2008: The accounting and finance, and tourism tracks.

2007 International Society of Travel and Tourism Educators (ISTTE) Annual Conference, Charleston, SC. October 2007.

2007 the International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) Annual Conference & Exposition, Dallas, TX. July 2007: The accounting and finance track.

STUDENT ADVISING

Ph.D. Advising Chair

Yoonjung Heo. Fall 2007 – Present

Area: Revenue Management

Yoon Koh. Fall 2008 – Present

Area: International Financial Issues

Kyung Ho Kang. Fall 2008 – Present

Area: Corporate Social Responsibility & Diversification

Master Thesis Committee Chair

Catherine Mbidde Nabawanuka. Completed in February, 2008.

Thesis Title: Timeshare and Its Impact on the Lodging Industry. (The manuscript of the thesis has been accepted to International Journal of Hospitality Management (SSCI))

STUDENT ADVISING (Continued)

Master Thesis Committee Member

James O'Donnell. Completed in January, 2009.

Thesis Title: An Investigation of Casino Floor Size and Volume of Complimentaries and Their Impacts on Casino Performance: A Study of the Atlantic City Casino Market From 1980 to 2007.

Master Project Committee Chair

Jianan Chen. Completed in June, 2008.

Project Title: Does the Market Really Care about RevPAR?

Master Project Committee Member

Lillian Glenn. Completed in December, 2008.

Project Title: Lily's Valley Tea & Coffee: Business Plan.

Lenka Adamcova. Completed in August, 2008.

Project Title: An Exploratory Study of Employee Turnover in the Independent Hospitality Management Company.

Tiffany Taylor. Completed in May, 2008.

Project Title: Collective Action & Tourism Planning Associations: Can tourism planning associations support collective action?

MEMBER OF PROFESSIONAL ORGANIZATIONS

- The International Council of Hotel, Restaurant and Institutional Education (**I-CHRIE**), 2003 – Present
- Asia Pacific Council of Hotel, Restaurant and Institutional Education (**APac-CHRIE**), 2006 – Present
- Asia Pacific Tourism Association (**APTA**), 2006 – Present
- The Association of Hospitality Financial Management Educators (**AHFME**), 2003 – Present
- Hospitality Financial & Technology Professionals (**HFTP**), 2006 – Present

SERVICE FOR PROFESSIONAL ORGANIZATION

Treasurer at *the Association of Hospitality Financial Management Educators (AHFME)*
November, 2006 – Present.

INSTITUTIONAL COMMITTEE ASSIGNMENT

Temple University

- University Representative Faculty Senate, Fall 2007 – Present

INSTITUTIONAL COMMITTEE ASSIGNMENT (Continued)

School of Tourism and Hospitality Management, Temple University

- Faculty Responsibility and Student Grievance Committee, Fall 2007 – Present
- Undergraduate Program Committee, Fall 2007 – Present
- Computer and Information Technology Committee, Spring 2008

AWARDS & SCHOLARSHIPS

Best paper award at the 2005 International Council on Hotel, Restaurant and Institutional Education (CHRIE) conference. July, 2005.

The Annual Grace M. Henderson Award. Spring 2005.
College of Health and Human Development, Pennsylvania State University.

The H. William & Elizabeth A. Klare Memorial Fellowship.
Fall 1997, Fall 1998, Fall 1999 & Spring 2000.
Awarded by School of Hospitality Business, Michigan State University.

International Studies Scholarship. Fall 1999.
International Studies and Programs, Michigan State University.