

# Hyojun Jung

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## EDUCATION

**Virginia Tech**, Blacksburg, VA, United States Aug. 2023 – Present

**Ph.D., Hospitality and Tourism Management**

- Advisor: Dr. Juan Luis Nicolau

**Sejong University**, Seoul, South Korea 2022

**Master of Tourism Management**

- Thesis Advisor: Dr. Jinsoo Hwang

**Hanyang University**, Seoul, South Korea 2015

**B.S., Physics & B.A., Economics & Finance** (Double major)

**ESC Rennes School of Business**, Rennes, France Sept. 2013 – Dec. 2013

- Study abroad, Exchange program in Business Administration

## WORK EXPERIENCE

**Graduate Research and Teaching Assistant** Aug. 2023 - Present

- Assist with research tasks such as conducting literature reviews and managing references, as well as teaching responsibilities including guest lecturing, developing instructional materials, and grading.

**Certificated Foreigner Tourist Guide**, South Korea Nov. 2021 – Jul. 2023

**Free-lance, Individual Business**

- Guide individual and group tours for foreigners, especially Filipino and Indonesian tourists, to Seoul and suburban tourist destinations, while offering explanations on Korean historical and cultural topics to the tourists.

**Samsung Electronics**, Hwaseong, South Korea Jan. 2015 – Oct. 2021

**CL2 (Assistant Manager and Engineer)**

**Application Engineering Team** Jan. 2020 – Oct. 2021

- Conducted B2B technical marketing on DRAM specifications and performance results for OEM server and PC customers (Dell, HP, Lenovo, etc.).  
- Participated in the development of DDR4 and DDR5 RDIMMs to improve product quality for especially, data center customers (Microsoft, Amazon, Google, etc.).  
- Supported chipset manufacturers' BIOS adjustments and worked with R&D departments to evaluate memory benchmark test programs (Memtest86, 3D Mark, etc.) for product reliability and performance.

**Product Planning Team** Apr. 2015 – Dec. 2019

- Supported DDR4 R/U/SoDIMM product planning, market research on global semiconductor industry and technology, and mid- to long-term road map establishment.  
- Conducted DRAM and CRB system validation with chipset customers (Intel, AMD, etc.) and mediated technical issues during new product development through weekly and bi-weekly conference calls and regular face-to-face meetings.

	<ul style="list-style-type: none"> <li>- Participated in the Samsung-SAP research center Task Force project (3DS DDR4 RDIMM, SAP HANA in-memory database system) as a project planning and cooperative role of each department from SW development to PR.</li> </ul>	
<b>RESEARCH INTERESTS</b>	<p>Consumer behavior, Strategic management, Big data analytics, Econometrics, Information systems and new technologies in tourism and hospitality industry</p> <p><b>Under review</b> 2025 Jung, H. J., &amp; Nicolau, J.L. (2025). An Integrative Reference-Dependent Framework of Tourist Satisfaction: Gains, Losses, and Motivational Moderators of Behavioral Intentions, Journal of Hospitality &amp; Tourism Research</p> <p><b>Publication</b> 2022 Jung, H. J., &amp; Hwang, J. (2022). The information characteristics of YouTube tourism content and their impacts on user satisfaction and intention to visit and share information: The moderating role of word-of-mouth information acceptance, Asia Pacific Journal of Tourism Research</p> <p><b>Presentation</b> 2024 Jung, H. J., &amp; Nicolau, J.L. (2025). How K-pop agency's YouTube brand channel affects Korea's national image and intention to visit, The 29<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism 2024</p>	
<b>TEACHING EXPERIENCE</b>	<p><b>Teacher</b>, Shanghai International Studies University, Shanghai, China Aug. 2012</p> <ul style="list-style-type: none"> <li>- Organized a summer semester program and taught Korean language and culture to Chinese college students through volunteer work.</li> </ul> <p><b>Mentor</b>, Hanyang University Volunteer Corps Jul. 2011 – Jun. 2013</p> <ul style="list-style-type: none"> <li>- Taught math and science subjects from elementary to high school students.</li> <li>- Helped foreign college students studying in Korea to settle down smoothly through volunteer work.</li> </ul>	
<b>EXTRA-CURRICULAR ACTIVITIES</b>	<p><b>Staff</b>, Student Council for the Sejong Graduate School of Tourism 2020</p> <ul style="list-style-type: none"> <li>- Provided and organized graduate school activities such as orientation, homecoming, and farewell parties.</li> </ul> <p><b>Staff</b>, Hanyang Financial Engineering (HYFE) 2012</p> <ul style="list-style-type: none"> <li>- Led a study group at a study club, coached juniors, and explored financial engineering topics.</li> </ul> <p><b>Sergeant</b>, Republic of Korea Army Sept. 2008 – Jul. 2010</p> <ul style="list-style-type: none"> <li>- Discharged from the army (military service).</li> </ul>	
<b>SCHOLARSHIPS</b>	<p>Scholarship for student council service, Sejong University 2020</p> <p>Scholarship for academic honor, Alumnus Khwangho Kim 2012</p> <p>Scholarship for academic honor, Lotte Foundation 2011</p>	
<b>CERTIFICATIONS</b>	<p>Advanced Data Analytics Semi-Professional (ADsP) 2023</p> <p>Microsoft Office Specialist 2016 Master 2022</p> <p>Tourist Guide License in Indonesian, Korea Tourism Organization 2019</p> <p>Tourist Guide License in English, Korea Tourism Organization 2018</p>	
<b>COMPETENCIES</b>	<p><b>Language Skills</b> Korean (Native), English (Fluent), Indonesian (Intermediate)</p> <p><b>Computer Skills</b></p>	

Python, R, SQL, NoSQL, Stata, SPSS, AMOS, MS Office

## **REFERENCES**

**Dr. Juan Luis Nicolau**, Professor (Dissertation advisor)

Howard Feiertag Department of Hospitality & Tourism Management, Virginia Tech  
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**Insu Choi**, Vice President, Department Head

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