

EDUCATION

University of Massachusetts Amherst

Ph.D. in Resource Economics

Amherst, MA
Expected May 2020

Dissertation: Essays on Franchising in the Service Industry

Purdue University

M.S. in Hospitality Management

West Lafayette, IN
2008 - 2010

Kyung Hee University

B.S in Management and Hotel Management

Seoul, Korea
1998 - 2005

RESEARCH AND TEACHING INTERESTS

Primary Interest

Industrial Organization, Revenue Management, Business Analytics

Secondary Interest

Applied Microeconomics, Organizational Economics

PUBLICATION

- Determinants of using operating lease in the hotel industry, *International Journal of Hospitality Management*, 28, December, 2009 (with SooCheong Jang).

WORKING PAPERS

- Multi-Unit Ownership and Market Power: A study of Texas Lodging Industry
- Multimarket Contact in the Hotel Industry

WORK IN PROGRESS

- The Effect of Multimarket Contacts on Non-Price Characteristics: Using Consumer-Generated Product Ratings

PRESENTATIONS

- Multi-Unit Ownership and Market Power: A study of Texas Lodging Industry
 - HTM Graduate Student Conference 2019
- Multimarket Contact in the Hotel Industry
 - IO Reading at UMass RESEC 2019

SKILLS

- Programming: R, Matlab, STATA, Python, QGIS, \LaTeX
- Language: Korean, English

AWARD

- Graduate Travel Grant 2019
- Vijay Bhagavan Teaching Assistant of Distinction Award 2017
- Rotary Ambassadorial Scholarship 2007

TEACHING EXPERIENCE

University of Massachusetts

Instructor in Operation & Information Management (Isenberg)

Amherst, MA
Fall 2019 - Current

- **Business Data Analysis (OIM 240):** Fall 2019, Spring 2020

Instructor in Resource Economics

Fall 2014 - Current

- **Intro Statistics for Business and Economics (RESEC 212):** Fall 2014, Spring 2015, Summer 2018
- **Intro Resource Economics (RESEC 102):** Fall 2015, Spring 2019
- **Consumer in Our Society (RESEC 161):** Fall 2018
- **Hunger in a Global Economy (RESEC 121):** Summer 2019

Teaching Assistant in Resource Economics

Spring 2012 - Spring 2017

- **Courses:** Intro Statistics for Business and Economics (RESEC 212), Intermediate Statistics for Business and Economics (RESEC 213), Industrial Organization in Resource Economics (RESEC 452), Public Policy in Private Markets (RESEC 532)

WORK EXPERIENCE

Korean Culture and Tourism Research Institution

Research Analyst

Seoul, Korea
2009 - 2010

Grand Korean Leisure (Seven Luck Casino)

Strategic Planning

Seoul, Korea
2005 - 2006

Park Hyatt Seoul

Food & Beverage

Seoul, Korea
2005