**Resume**

Research Interests

        Finance and Strategic Management: Corporate Financial Management, Capital Structure, Risk Management, Financial Performance Measures, Franchising, Internationalization, Business Diversification and Portfolio Management.

        Restaurant Service Management and consumer behavior: Service Quality Management, Atmospherics, Ethnic food restaurant, restaurant consumer behavior

        Hospitality and Tourism Marketing: Tourist Behaviors, Customer Loyalty, Satisfaction, Image, Emotions, Relationship Marketing, Senior Markets, Travel Motivations, Travel Expenditure Pattern, Tourists' Behaviors, Tourism Planning and Development.

        Research Methodology and Statistical Applications: Applications of Multivariate Data Analysis Techniques to Hospitality and Tourism Research, and Scale Development

Biography

Dr. SooCheong (Shawn) Jang is currently Professor of Hospitality and Tourism Management (HTM). Dr. Jang has a strong record of research and scholarship with significant contributions to both instruction and service. As a Purdue HTM faculty member, he teaches undergraduate courses on hospitality accounting/finance and graduate courses on strategic management and research. Since joining Purdue, Dr. Jang has received prestigious teaching awards, including the 2008 and 2012 Bruce I. Lazarus Teaching Awards and the 2009 Mary L. Matthews Outstanding Undergraduate Teacher Award. Prior to embarking on his academic career, Dr. Jang spent approximately 12 years in the field, primarily in the investment banking industry.

Dr. Jang’s research is focused on finance and business strategies in the hospitality and tourism industries. More specifically, his research has found ways of enhancing profitability and reducing financial and business risks in hospitality and tourism firms through business strategies such as franchising, business diversification, growth strategies, internationalization, and pricing strategies. His secondary area of research investigates consumer subjects such as consumer values, service quality evaluation and consumer experiences with restaurants. The results obtained from Dr. Jang’s research significantly contribute to finance and business decisions and provide a profitable growth model for hospitality and tourism firms. In recognition of the importance of his research, Dr. Jang has received numerous accolades during the course of his academic career. For example, he was recently recognized as the top-ranked author in HTM academia in terms of publications in the top six HTM journals during the past decade (Journal of Hospitality and Tourism Research (2011), 35(3), 381-416). In addition, as part of an interdisciplinary research program, he has made efforts to apply the theories and tools of finance and business strategies to the marketing field. One example of such successful applications is his award-winning research, “Financial portfolio theory and efficient market segment mixes.” Accordingly, Dr. Jang also received one of the most prestigious research awards in hospitality and tourism, the W. Bradford Wiley Memorial Best Research Paper of the Year Award (2009), awarded at the International CHRIE Annual Conference in San Francisco, California. He has been also invited to speak on interdisciplinary research by many universities as well as international conferences. As part of his research program, Dr. Jang has more than 150 published or in-press articles in refereed top-tier HTM journals and business journals. Among his published articles, 6 were recognized as Emerald Citation of Excellence Papers and 5 were awarded ‘Highly Commended Paper’ or ‘Top 10 Most Referenced Articles Online.’ Dr. Jang has presented his research at national and international conferences and is lead author or co-author of more than 100 papers published in conference proceedings. During the past 15 years, 17 of his papers were selected as among the best papers at conferences. Dr. Jang is also very active in guiding graduate student research and serving on thesis and dissertation committees (as a major or a co-major advisor: 14 doctoral students and 16 master students, graduated).

Dr. Jang used to be an organizer for the TOSOK International Tourism Annual Conference and currently serves as one of Chairs for the APTA (Asia Pacific Tourism Association) Annual Conference. Dr. Jang was Co-Editor-in-Chief of the International Journal of Tourism Sciences and Research Note Editor of Journal of Hospitality Marketing and Management. He also serves on the editorial boards of seven top-tier HTM academic journals such as Journal of Travel Research, Tourism Management, Journal of Travel and Tourism Marketing, Journal of Hospitality and Tourism Research, International Journal of Hospitality Management, International Journal of Contemporary Hospitality Management, and Tourism Analysis. Dr. Jang is a member of I-CHRIE (International Council on Hotel, Restaurant, and Institution Education), APTA (Asia Pacific Tourism Association), and TTRA (Travel and Tourism Research Association). He is listed in Who’s Who in the World, Who’s Who in America and Who’s Who in American Education.

Education

        Ph.D., Hospitality and Tourism Management, Purdue University, West Lafayette, IN, Aug. 1999 - Aug. 2002

        MTA (Master of Tourism Administration), Tourism and Hospitality Management, The George Washington University, Washington, D.C., Aug. 1998 - Aug. 1999

        MBA, International Business, the George Washington University, Washington, D.C., Aug. 1987- Aug.1989

        B.S., Mechanical Engineering, Hanyang University, Seoul, Korea, Mar. 1980- Feb. 1984

Professional Experience

        Professor, School of Hospitality and Tourism Management, Purdue University, July 2014 - Present

        Associate Professor, School of Hospitality and Tourism Management, Purdue University, July 2008 – June 2014

        Assistant Professor, Department of Hospitality and Tourism Management, Purdue University, July 2005 – June 2008

        Assistant Professor, Department of Hotel, Restaurant, Institution Management and Dietetics, Kansas State University, July 2002 – June 2005.

        Instructor, Department of Hospitality and Tourism Management, Purdue University, Fall 1999 – Fall 2001

        Deputy General Manager, Management Policy Planning Team, LG Merchant Banking Corporation (LG Group), Seoul, Korea, March 1996- April 1998.

        Manager, Corporate Financing Team, LG Merchant Banking Corporation, Seoul, Korea July 1995- March 1996

        Manager, Lease financing Department, Jooeun Lease Financing Co., Ltd., Korea, July 1991 – June 1995

        Assistant Manager, Computer Monitor Export Department, Hyundai Electronics and Industries Ltd. (Hyundai Group), Seoul, Korea, October 1989 – January 1991.

        First Lieutenant, Construction-Project-Plan Analysis Officer, Civil Engineering Planning Division, Directorate of Civil Engineering, Korea Air Force Head Quarters, August 1985 – July 1987.

        Second Lieutenant, Construction-Project-Plan Analysis Officer, Civil Engineering Planning Division, Directorate of Civil Engineering, Korea Air Force Head Quarters, August 1984 – July 1985.

Courses Taught

        HTM 14100 Financial Accounting for the Service Industries

        HTM 24100 Managerial Accounting and Financial Management in Hospitality Operation

        HTM 44100 Financial Management for the Hospitality Industry

        HTM 60200 Research Topics and Method Seminar

        HTM 61200 Hospitality and Tourism Management Challenge Analysis

        HTM 68100 Seminar in Hotel Management Research

Honors and Awards

Teaching Awards

        Teaching Award (2012), The Bruce I. Lazarus Teaching Award, HTM, Purdue University

        Outstanding Teacher Award (2009). 2008-2009 Mary L. Matthews Outstanding Undergraduate Teacher Award 2008-2009. College of Consumer and Family Sciences. Purdue University.

        Teaching Award (2008), The Bruce I. Lazarus Teaching Award, HTM, Purdue University.

        Winner, Outstanding Graduate Student Teaching Award (2002), Purdue University.

Research Awards and Honors

        Best Paper Award (2014). The Asia Pacific Tourism Association (APTA) 20th Annual Conference. Hochimin City, Vietnam, July 1-5. (With E. Jeong)

        Highly Commended Paper Award of the Year (2014), International Journal of Contemporary Hospitality Management, “Attributes, consequences, and consumer values: A means-end chain approach across restaurant segments” International Journal of Contemporary Hospitality Management, 23(3), 383-409. (With J. Ha).

        Highly Commended Paper Award (2013). World Conference on Hospitality, Tourism, and Event Research 2013, Bangkok, Thailand, May 25-28. (With E. Jeong)

        Best Paper Award (2011). The 9th Asia Pacific CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, Hong Kong, China, June 2-5, 2011 (With K. Park)

        Best Paper Award (2010). The Harrah Hospitality Research Summit, Las Vegas, Nevada, June 9th-11th. (With E. Jeong)

        Literati Network Award for Excellence (2010). Highly Commended Paper Award, "Identifying the underlying structure of perceived service fairness in restaurants?" International Journal of Contemporary Hospitality Management. 21(4), 375-392. (With Y. Namkung, B. Almanza & J. Ismail).

        Best Research Paper Award of the Year (2009). W. Bradford Wiley Memorial Best Research Paper of the Year Award, I-CHRIE, San Francisco, CA. July 29, 2009. (With C. Tang & M. Chen).

        Best Paper Award (2009). The Asia Pacific Tourism Association (APTA) 15th Annual Conference. Incheon, Korea. (With K. Park)

        Excellent Paper Award (2009). The 8th Asia Pacific Forum for Tourism. Seoul, Korea. (With K. Park)

        Literati Network Award for Excellence (2009). Highly Commended Paper Award, "Are highly satisfied restaurant customers really different?" From a quality perception perspective."International Journal of Contemporary Hospitality Management. 20(2), 142-155. (With Y. Namkung).

        Best Paper Award (2009). The 14th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, Neveda, January 4-6. (With L. Tang and A. Morrison).

        Faculty Development Award (2008). Arnold I. Cohen Faculty Development Award, HTM, Purdue University

        Best Paper Award (2008), The 13th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Orlando, Florida, January 3-5. (With C. Tang)

        Literati Network 2007 Award for Excellence (2007). Highly Commended Paper Award, "The effects of atmospheric elements on customer impression," International Journal of Contemporary Hospitality Management (2006), Volume 18, Issue 7, p. 534-545. (With C. Countryman).

        Best Paper Award (2007) International Hospitality and Tourism Virtual Conference 2007. April 18-25, 2007. "Group revenue management: A modified EMSR model" (With F. Chen and S. Kline).

        Most Commended Paper Award (2007). International Hospitality and Tourism Virtual Conference 2007. April 18-25, 2007. "Do Macao and Hong Kong have an identical image as travel destination?: An examination of travel related websites" (With L. Tang and A. Morrison).

        Citation of Excellence (2006). “Top 10 Most Referenced Articles Online,” in Journal of Travel and Tourism Marketing for the Year. "Travel motivations and destination choice: a study of British outbound market" Journal of Travel & Tourism Marketing, Volume 13(3), p. 111-133. (With L. Cai)

        Best Paper Award (Runner-up) (2006). International Hospitality and Tourism Virtual Conference 2006. May 22-28, 2006. (With F. Chen).

        Best Paper Nominees (2006). 11th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Seattle, Washington, January 5-7, 2006. (One with L. Hsu and the other with C. Tang)

        Best Paper Award (2005), The 2005 International CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, Las Vegas, Nevada, July 27-31, 2005. (With S. Ham, & G. Hong)

        Best Paper Award (2005) (2nd place in the Overall Conference and 1st place in Travel and Tourism Area), The 10th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Myrtle Beach, South Carolina, January 5-7. (With K. Ryu)

        Best Paper Award (2004), The 2004 International CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, Philadelphia, PA July 28-31, 2004. (With C. Countryman).

        Citation of Excellence (2004). Emerald Management Reviews, MCB University Press, U.K. Awarded to the top 10 percent of research papers selected from among accredited management journals worldwide. Title of papers: 1. “Understanding Japanese travel expenditure patterns by income level”, 2. “A Procedure for Target Market Selection in Tourism.”

        Best Research Grant Award (2003), The 2003 TTRA (Travel & Tourism Research Association) Annual Conference, St. Louis, Missouri, June 15-18. Sponsored by National Tourism Foundation.

        Citation of Excellence (2003). Emerald Management Reviews, MCB University Press, U.K. Title of papers: 1. “Analysis of return on hotel investment: a comparison of commercial hotel companies and casino hotel companies,” 2. “Heavy spenders, medium spenders and light spenders of Japanese outbound pleasure travelers.” 3. “Travel motivations and destination choice: a study of British outbound market.”

        Best Paper Award (2002), The 2002 ISTTE (International Society of Travel and Tourism Educators) Annual Conference, Salt Lake City, Utah, Oct. 10-12, 2002.

        Citation of Excellence (2002). Emerald Management Reviews, MCB University Press, U.K. Title of paper: “Determinants of travel mode choice of senior travelers to the United States”

        Best Paper Award (2002), The 7h Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, Texas, January 3-5. (With L. Cai)

        Best Paper Award (2nd Place Winner, 2001). The 2001 Travel and Tourism Student Research Paper Competition, sponsored by the Censtates chapter of the Travel & Tourism Research Association (TTRA).

Recent Publications

Finance and Strategic Managment

        Lee, S., & Jang, S. (in press). Early mover or late mover advantage for hotels? Journal of Hospitality and Tourism Research

        Lee, S., & Jang, S. (in press). Conditional agglomeration externalities in lodging markets. Journal of Hospitality and Tourism Research

        Park, K., & Jang, S. (2014). Hospitality finance and managerial accounting research: Suggesting an interdisciplinary research agenda. International Journal of Contemporary Hospitality Management, 26(5), 751-777

        Lee, S., & Jang, S. (2014). Spillover from complimentary item-based promotions: Evidence from Atlantic City. Journal of Hospitality and Tourism Research, 38(1), 78-94.

        Sohn, J., Tang, C., & Jang, S. (2014). Asymmetric impacts of the asset-light and fee-oriented strategy: The business cycle matters. International Journal of Hospitality Management, 40, 100-108.

        Jang, S., Tang, C., Park, K., & Hsu, L. (2013). The marketing-finance interface: A new direction for tourism and hospitality management, Tourism Economics, 19(5), 1197-1206.

        Lee, S. & Jang, S. (2013). A portfolio approach in lodging firms’ investment behavior: Examining investment-disinvestment interdependency, Cornell Hospitality Quarterly, 54(3), 318-326.

        Park, K., & Jang, S. (2013). Effects of within-industry diversification and related diversification strategies on firm performance. International Journal of Hospitality Management, 34, 51-60.

        Lee, S., & Jang, S. (2013). Asymmetry of price competition in the lodging market. Journal of Travel Research, 52(1), 56-67.

        Park, K., & Jang, S. (2013). Capital structure, free cash flow, diversification and firm performance: A holistic analysis. International Journal of Hospitality Management, 33, 51-63.

        Sohn, J., Tang, C., & Jang, S. (2013). Does the asset-light and fee-oriented strategy create value? International Journal of Hospitality Management, 32, 270-277.

        Kim, J. & Jang, S. (2012). Comparative analyses of hotel REIT: Examining risk-return and performance characteristics. International Journal of Contemporary Hospitality Management, 24(4), 594-613.

        Lee, S., & Jang, S. (2012) Re-examining the overcapacity of the U.S. lodging industry. International Journal of Hospitality Management, 31(4), 1050-1058.

        Tang, C., & Jang, S. (2012). Hedging weather risk in nature-based tourism businesses: A proposal for ski resorts. Journal of Hospitality and Tourism Research, 36(2), 143-163.

        Lee, S., & Jang, S. (2012). The real estate risk of hospitality firms: Examining stock-return sensitivity to property values. International Journal of Hospitality Management, 31(3), 695-702.

        Kim, J., & Jang, S. (2012). Do hotel REIT companies face investment constraints?: A comparison with C-corporation hotel companies. International Journal of Hospitality Management, 31(2), 573-578.

        Lee, S., & Jang, S. (2012). Premium or discount in room rates?: The dual effects of a central downtown location. Cornell Hospitality Quarterly, 53(2), 165-173.

        Park, K. & Jang, S. (2012). Duration of advertising effect: Considering franchising in the restaurant industry. International Journal of Hospitality Management, 31(1), 257-265.

        Park, K. & Jang, S. (2012). Effect of diversification on firm performance: Application of the Entropy measure. International Journal of Hospitality Management, 31(1), 218-228.

        Jang, S., Choi, K., & Lee. K. (2011). External shocks and efficiency changes in the U.S. airline industry. Service Industries Journal, 31(14), 2411-2435.

        Lee, S., & Jang, S. (2011). Foreign exchange exposure of US tourism-related firms. Tourism Management, 32(4), 934-948.

        Jang, S., & Park, K. (2011). Inter-relationship between firm growth and profitability. International Journal of Hospitality Management, 30(4), 1027-1035.

        Jang, S. (2011). Growth-focused or profit-focused firms: Transitions toward profitable growth. Tourism Management, 32(3), 667-674.

        Jang, S., Park, K., & Lee, J. (2011). Estimating cashflow-at-risk: A comparables approach for restaurant firms. Cornell Hospitality Quarterly, 52(3), 232-240.

        Lee, S., & Jang, S. (2011). Room rates of airport hotels: Examining the dual effects of proximity. Journal of Travel Research, 50(2), 186-197.

        Tang, C., & Jang, S. (2011). Weather risk management: Geographic diversification and financial hedging for ski resorts. International Journal of Hospitality Management, 30(2), 301-311.

        Jang, S., & Park, K. (2011). Hospitality finance research during recent two decades: Subjects, methodologies, and citations. International Journal of Contemporary Hospitality Management, 23(4), 479-497.

        Park, K., & Jang, S. (2011). Mergers and acquisitions and firm growth: Investigating restaurant firms. International Journal of Hospitality Management, 30(1), 141-149.

        Hsu, L, Jang, S., & Canter, D. (2010). Factors affecting franchise decisions in the restaurant industry. Journal of Hospitality and Tourism Research, 34(4), 440-454.

        Lee, S., & Jang, S. (2010). Internationalization and exposure to foreign currency risk: An examination of lodging firms. International Journal of Hospitality Management, 29(4), 701-710.

        Park, K., & Jang, S. (2010). Insider ownership and firm performance: An examination of restaurant firms. International Journal of Hospitality Management, 29(3), 448-458.

        Kim, J., & Jang, S. (2010). Dividend behavior of lodging firms: Heckman’s two-step approach. International Journal of Hospitality Management, 29(3), 413-420.

        Park, K., & Jang, S. (2010). Firm growth patterns: Examining the associations with firm size and internationalization. International Journal of Hospitality Management, 29(3), 368-377.

        Tang, C., & Jang, S. (2010). Does international diversification discount exist in the hotel industry? Journal of Hospitality and Tourism Research, 34(2), 225-246.

        Koh, J. H., & Jang, S. (2009). Determinants of using operating lease in the hotel industry. International Journal of Hospitality Management, 28(4), 638-640.

        Jang, S., & Tang, C. (2009). Simultaneous impacts of internationalization and financial leverage on profitability. Journal of Hospitality and Tourism Research, 33(3), 347-368.

        Tang, C., & Jang, S. (2009). The tourism-economy causality of the United States: A sub-industry level examination. Tourism Management, 30(4), 553-558.

        Hsu, L., & Jang, S. (2009). Effects of Restaurant Franchising: Does an optimal franchise proportion exist? International Journal of Hospitality Management, 28(2), 204-211.

        Jang, S., & Kim, J. (2009). Revisiting the financing behavior of restaurant firms: The firm-size perspective. International Journal of Hospitality Management, 28(1), 177-179.

        Jang, S., Tang, C., & Chen, M. (2008). Financing behaviors of hotel companies. International Journal of Hospitality Management, 27, 478-487.

        Tang, C., & Jang, S. (2008). REIT requirements and hotel REITs' profitability: Acomparative analysis. International Journal of Hospitality Management, 27, 614-622

        Jang, S., & Chen, M. (2008). Financial portfolio approach to optimal tourist market mixes. Tourism Management. 29, 761-770.

        Hsu, L., & Jang, S. (2008). Advertising expenditure, intangible assets, and risk: A studyof restaurant companies. International Journal of Hospitality Management. 27, 259-267.

        Hsu, L., & Jang, S. (2007). The post-merger performance of hotel companies. Journal of Hospitality and Tourism Research. 31(4), 471-485.

        Lee, M., & Jang, S. (2007). Market diversification strategy and financial performance and stability: A study of hotel companies. International Journal of Hospitality Management. 26(2), 362-375.

        Lee, J., & Jang, S. (2007). The systematic-risk determinants of the US airline industry. Tourism Management. 28(2), 434-442.

        Tang, C., & Jang, S. (2007). Revisit to the determinants of capital structure: A comparison between lodging firms and software firms. International Journal of Hospitality Management. 26(1), 175-187.

        Chen, M., Jang, S., & Kim, W. G. (2007). The impact of SARS outbreak on Taiwanese hotel stock returns: An event study approach. International Journal of Hospitality Management. 26(1), 200-212.

        Cho, S., Woods, R., Jang, S., Erdem, M. (2006). Measuring the impact of human resource management practices on hospitality firms' performances. International Journal of Hospitality Management. 25(2), 262-277.

        Jang, S., & Ryu, K. (2006). Cross-balance sheet interdependencies of restaurant firms: A canonical correlation analysis. International Journal of Hospitality Management. 25(1), 159-166.

        Kim, H., Chen, M., & Jang, S. (2006). Tourism expansion and economic development: empirical evidence in Taiwan. Tourism Management. 27(5), 925-933.

        Jang, S. (2004). Mitigating tourism seasonality: A quantitative approach. Annals of Tourism Research, 31(4), 819-836.

        Jang, S., & Yu, L. (2002). Analysis of return on hotel investment: a comparison of commercial hotel companies and casino hotel companies. Journal of Hospitality & Tourism Research, 26(1), 38-53.

Restaurant Service Management and Consumer Behavior

        Kim, D., & Jang, S. (in press). Symbolic consumption in upscale cafes: Examining Korean Gen Y consumers’ materialism, conformity, conspicuous tendencies, and functional qualities, Journal of Hospitality and Tourism Research.

        Namkung, Y., & Jang, S. (in press). Are consumers willing to pay more for green practices at restaurants? Journal of Hospitality and Tourism Research.

        Jang, S. & Ha, J. (accepted). The influence of cultural experiences on emotional responses to the authenticity of ethnic restaurants. Journal of Foodservice Business Research

        Kim, J. H., & Jang. S. (2014). A scenario-based experiment and a field study: A comparative examination for service failure and recovery. International Journal of Hospitality Management, 41, 125-132.

        Jeong, E., Jang, S., Day, J., & Ha, S. (2014). The impact of eco-friendly practices on green image and customer attitudes: An investigation in a café setting. International Journal of Hospitality Management, 41, 10-20.

        Kim, J.H., & Jang, S. (2014). The fading affect bias: Examining changes in affect and behavioral intentions in restaurant service failures and recoveries. International Journal of Hospitality Management, 40, 109-119.

        Seo, S., Jang, S., Almanza, B., Miao, L., & Behnke, C. (2014). The negative spillover effect of food crises on restaurant firms: Did Jack in the Box really recover from an E-coli scare? International Journal of Hospitality Management, 39, 107-121.

        Jang, S., & Ha, J. (2014). Do loyal customers perceive quality of restaurant differently?: An examination of Korean restaurant customers. Journal of Foodservice Business Research, 17(3), 257-266.

        Park, J, & Jang, S. (2014). Revisit and satiation patterns: Are your restaurant customers satiated? International Journal of Hospitality Management, 38, 20-29.

        Park, J, & Jang, S. (2014). Why do customers switch? More satiated or less satisfied. International Journal of Hospitality Management, 37, 159-170.

        Kim, D., & Jang, S. (2013). Price placebo effect in hedonic consumption. International Journal of Hospitality Management, 35, 306-315.

        Seo, S., & Jang, S. (2013). Roles of brand equity and branding strategy: A study of restaurants with food crises. International Journal of Hospitality Management, 34, 192-201.

        Ha, J., & Jang, S. (2013). Determinants of diner’s variety seeking intentions. Journal of Services Marketing, 27(2), 155-165.

        Seo, S., Jang, S., Miao, L., Almanza, B, and Benke, C. (2013). The impact of food safety events on the value of food-related firms: An event study approach. International Journal of Hospitality Management, 33, 153-165.

        Ha, J., & Jang, S. (2013). Attributes, consequences, and consumer values across restaurant segments: A means-end chain approach. International Journal of Contemporary Hospitality Management, 23(3), 383-409.

        Namkung, Y., & Jang, S. (2013). Effects of restaurant green practices on brand equity formation: Do green practices really matter? International Journal of Hospitality Management, 33, 85-95.

        Ha, J., & Jang, S. (2013). Variety seeking in restaurant choice and its drivers. International Journal of Hospitality Management, 32(1), 155-168.

        Kwon, S., & Jang, S. (2012). Effects of compensation for service recovery: From the equity theory perspective. International Journal of Hospitality Management, 31(4), 1235-1243

        Ha, J., & Jang, S. (2012). The effects of dining atmospherics on behavioral intentions through quality perception. Journal of Services Marketing, 26(3), 204-215.

        Jang, S., Ha, J., & Park, K. (2012). Effects of ethnic authenticity: Investigating Korean restaurant customers in the U.S. International Journal of Hospitality Management, 31(3), 990-1003.

        Ha, J., & Jang, S. (2012). Consumer value in restaurants: Does it vary across different segments? Journal of Foodservice Business Research, 15(2), 123-142.

        Namkung, Y., Jang, S., & Choi, S. K. (2011). Customer complaints in restaurants: Do they differ by service stages and loyalty levels? International Journal of Hospitality Management, 30(3), 495-502.

        Jang, S., Liu, Y., & Namkung, Y. (2011). Effects of authentic atmospherics in ethnic restaurants: Investigating Chinese restaurants. International Journal of Contemporary Hospitality Management, 23(5), 662-680.

        Jeong, E., & Jang, S. (2011). Restaurant experiences triggering positive electronic word of mouth (eWOM) motivations. International Journal of Hospitality Management, 30(2), 356-366.

        Kwon, S., & Jang, S. (2011). Price bundling presentation and consumer’s bundle choice: The role of quality certainty. International Journal of Hospitality Management, 30(2), 337-344.

        Namkung, Y., & Jang, S. (2010). Service failures in restaurants: Which stage of service failure is the most critical? Cornell Hospitality Quarterly, 51(3), 323-343.

        Ha, J., & Jang, S. (2010). Effects of service quality and food quality: The moderating role of atmospherics in an ethnic restaurant segment. International Journal of Hospitality Management, 29(3), 520-529.

        Ryu, K., Han, H., Jang, S. (2010). Relationships among hedonic and utilitarian values, satisfaction and behavioral intentions in the fast-casual restaurant industry. International Journal of Contemporary Hospitality Management, 22(3), 416-432.

        Ha, J., & Jang, S. (2010). Perceived values, satisfaction, and behavioral intentions: The role of familiarity in Korean restaurants. International Journal of Hospitality Management, 29(1), 2-13.

        Liu, Y., & Jang, S. (2009). The effects of dining atmospherics: An extended Mehrabian-Russell model. International Journal of Hospitality Management, 28(4), 494-503.

        Jang, S., & Ha, A. (2009). Asian foods in the U.S.: Developments, customer profiles, and experiences. Journal of Foodservice Business Research, 12(4), 403-412.

        Namkung, Y., Jang, S., Almanza, B., & Ismail, J. (2009). Identifying the underlying structure of perceived service fairness in restaurants. International Journal of Contemporary Hospitality Management, 21(4), 375-392.

        Jang, S., & Namkung, Y. (2009). Perceived quality, emotions, and behavioral intentions: Application of an extended Mehrabian-Russell model to restaurants. Journal of Business Research, 62(4), 451-460.

        Liu, Y., & Jang, S. (2009). Perceptions of Chinese restaurants in the U.S.: What affects customer satisfaction and behavioral intentions? International Journal of Hospitality Management, 28(3), 338-348.

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        Ha, J., & Jang, S. (2009). Perceived justice in service recovery and behavioral intentions: The role of relationship quality. International Journal of Hospitality Management, 28(3), 319-327.

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        Jang, S., & Woods, R. H. (2000). The annual meetings of national associations and the inference for convention marketing. Journal of Convention & Exhibition Management, 2(2/3), 131-141.

Research Grants

        Principal Investigator, PRF Research Grant (2008). “The effects of franchising on the intangible values of hospitality firms.” Purdue University.

        Principal Investigator, PRF Research Grant (2006). “Diversification and capital structure: A study of hotel companies,” Purdue University.

        Co-Principal Investigator, Lindback Foundation Grant (2005). “The effects of the destination image on tourists’ satisfaction and loyalty”, Christian R. & Mary F. Lindback Foundation, Philadelphia, Pennsylvania. (With S. McCain)

        Principal Investigator, FDA Grant (2004). “The effect of psychological well-being on travel motivation and travel intention,” Kansas State University

        Co-Principal Investigator, Chester County Visitor Profile Study (2004). Chester County CVB, Pennsylvania. (With S. McCain)

        Principal Investigator, Travel Research Grant (2003). “Minimizing travel market seasonality: An application of financial portfolio theory,” National Tourism Foundation.

        Principal Investigator, USRG Research Grant (2003). “Discovering the most efficient travel segment mixes,” Kansas State University.

        Principal Investigator, CHE Grant (2003). “Investigating e-Relationship marketing features of hotel websites,” Kansas State University.

Professional Activities

*(Editorship)*

        Editor, International Journal of Tourism Sciences (IJTS) (2010-2013).

        Research Note Editor, Journal of Hospitality Marketing and Management (Formerly, Journal of Hospitality and Leisure Marketing) (2010-2012)

*(Editorial Board)*

        Editorial Board Member, Tourism Management

        Editorial Board Member, Journal of Travel Research

        Editorial Board Member, Journal of Travel and Tourism Marketing

        Editorial Board Member, Tourism Analysis

        Editorial Board Member, Journal of Hospitality and Tourism Research

        Editorial Board Member, International Journal of Hospitality Management

        Editorial Board Member, International Journal of Contemporary Hospitality Management

*(Conference Organizer)*

        Chair, the International Session, the TOSOK International Tourism Conference (2010-2013)

        Chair, Academic Affairs Committee, APTA (Asia Pacific Tourism Association) Annual Conference (Sept. 2014- Present)

(Directorship)

        Director, the Korea Foodservice Industry Research Institute (K-FIRI) (2012-Present)

Professional Affiliations

        International Council on Hotel, Restaurant, & Institutional Education (CHRIE)

        Asia Pacific Tourism Association (APTA)

        Travel and Tourism Research Association (TTRA)