

## Park, Yun-Na

*Conrad N. Hilton College of Global Hospitality Leadership · University of Houston*

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### EDUCATIONAL BACKGROUND

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<p><b>Ph.D. Candidate in Hospitality Administration</b>          Conrad N. Hilton College of Global Hospitality Leadership          University of Houston   Houston, TX          Anticipated Graduation: May 2025</p>	<p>Aug 2022 – Present</p>
<p><b>Ph. D. Candidate in Business Administration, Marketing</b>          College of Business Administration          Hanyang University   Seoul, Korea</p>	<p>Mar 2020 – Present</p>
<p><b>M.S. in Business Administration, Marketing</b>          College of Business Administration          Hanyang University   Seoul, Korea</p>	<p>Mar 2018 – Feb 2020</p>
<p><b>B. S. in Business Administration in Hospitality and Tourism Management</b>          College of Business Administration          Accredited Hanyang Online University   Seoul, Korea</p>	<p>Mar 2012 – Aug 2015</p>
<p><b>A.S. in International Tourism</b>          College of Hospitality &amp; Tourism          Hanyang Women’s University   Seoul, Korea</p>	<p>Mar 2009 – Feb 2012</p>

### RESEARCH

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#### Research Interests

- Sustainable Marketing Strategy: Developing and implementing marketing strategies that emphasize sustainability to drive business growth and social responsibility.
- Sustainable Customer Experience: Investigating methods to enhance customer experiences through sustainable practices and innovations.
- Sustainable Practices in the Hospitality Industry: Analyzing how sustainable marketing strategies impact customer perception and response within the hospitality industry.

#### Peer Reviewed Publication

**Park, Y. N., & Shin, M.** (2024). Effect of customers’ subjective knowledge on accepting ESG activities in the hospitality industry. *Journal of Travel & Tourism Marketing*, 41(1), 51-67.

**Park, Y. N., & Gong, T.** (2023). Curvilinear relationship between customer engagement and responses to service failures. *The Service Industries Journal*, 1-27.

Park, J., Hong, E., & **Park, Y. N.** (2023). Toward a new business model of retail industry: The role of brand experience and brand authenticity. *Journal of Retailing and Consumer Services*, 74, 103426.

Ryu, S., **Park, Y. N.**, & Park, J. (2022). Looks clear and sounds familiar: How consumers form inferential beliefs about luxury hotel service quality. *Cornell Hospitality Quarterly*, 1–18.

**Park, Y. N.**, & Han, S. L. (2021). The effect of ESG activities on corporate image, perceived price fairness, and consumer responses. *Korean Management Review*, 50(3), 643–664.

Ryu, S., & **Park, Y. N.** (2020). How consumers cope with location-based advertising (LBA) and personal information disclosure: The mediating role of persuasion knowledge, perceived benefits and harms, and attitudes toward LBA. *Computers in Human Behavior*, 112, 1–9.

**Park, Y. N.**, Hyun, H., & Jhang, J. (2019). Do emotional laborers help the needy more or less? The mediating role of sympathy in the effect of emotional dissonance on prosocial behavior. *Frontiers in Psychology*, 10(118), 1–14.

### Manuscript Under Review

**Park, Y. N.**, Shin, M., & Back, K. J. (Under review). Effect of message concreteness and self-relevance on willingness to engage in ESG goals: The mediating effect of temporal proximity focus. *Tourism Management*.

**Park, Y. N.**, Shin, M., & Back, K. J. (Under review). Effectively implementing technology in heritage hotels: Balancing tradition and technology. *International Journal of Hospitality Management*.

### Conference Proceedings

**Park, Y. N.\***, Shin, M., & Back, K. J. (2024, May). The impact of moral identity and reduced psychological distance on the willingness to support ESG goals, with group categorization as a moderator. 2024 Global ESG Conference, Jeju, Korea.

**Park, Y. N.\***, Shin, M., & Back, K. J. (2024, May). Enhancing Willingness to Engage in ESG Goals: The Role of Message Concreteness, Self-Relevance, and Temporal Proximity. The 13th Annual Asia Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE 2024), Seoul, Korea.

**Park, Y. N.\***, Shin, M., & Back, K. J. (2024, Jan). For the move beyond the present: The role of temporal proximity in enhancing customers' ESG engagement. The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Miami, Florida.

**Park, Y. N.\***, Shin, M., & Back, K. J. (2023, July). "I'm here to escape from daily life: How technology can hinder brand image for heritage hotels. 2023 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE), Phoenix, Arizona.

**Park, Y. N.**, Shin, M. \*, & Back, K. J. (2023, May). The effect of customers' subjective knowledge on accepting ESG activities in the hospitality industry. 2023 Global ESG Conference, Seoul, South Korea.

**Park, Y. N.\***, Shin, M., & Back, K. J. (2023, Jan). Investigating the effect of customers' ESG knowledge on perceived price fairness. The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Anaheim, CA. (Poster).

**Park, Y. N.\***, & Han, S. L. (2022, October). The Effect of Perceived Relational Benefits of Retailer's Technology-based Self-services on Customer Loyalty after COVID-19 Pandemic. 2022 International Conference of Asian Marketing Associations (ICAMA), Jeju Island, South Korea (p. 356).

Hong, E., Park, J. K., Yoo, W. S., & **Park, Y. N.\*** (2022, October). Examining the relative influence of multidimensional brand experience and brand authenticity relationships in the C2M (Customer-to-Manufacturer) brand platform context. 2022 International Conference of Asian Marketing Associations (ICAMA), Jeju Island, South Korea (pp. 299–302)

**Park, Y. N.\***, & Han, S. L. (2020). The effect of the perceived relationship benefits on customer loyalty of retail store technology-based self-service on customer loyalty. In *Conference on Korea Distribution Association* (pp. 78–80).

**Park, Y. N.\*** (2020) Is online customer engagement a double-edged sword? Examining underlying mechanisms of dual motivation in the context of luxury brand. *Institute of Luxury Brand Management 2020 4<sup>th</sup> Luxury Brand Marketing Forum*.

Ryu, S., **Park, Y. N.\***, & Park, J. (2020). Looks clear and sounds familiar: How consumers form inferential beliefs about luxury hotel service quality. 2020 ICAMA-Seoul. *Cornell Hospitality Quarterly*.

## TEACHING EXPERIENCE

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### University of Houston, Houston TX

*Conrad N. Hilton College of Global Hospitality Leadership*

*Instructor (Fall 2023, Spring 2024, Fall 2024)*

- **GHL3361** – Hospitality Marketing, Undergraduate course, Face-to-Face

*Teaching Assistant (Fall 2022 – Spring 2023)*

- **GHL3361** – Hospitality Marketing, Undergraduate course, Face-to-Face & Asynchronous Online
- **GHL6330** – Statistical Analysis for Hospitality Industry, Graduate course, Face-to-Face
- **GHL6372** – Global Hospitality Leadership Asian Community, (Under)graduate course, Face-to-Face

### Rikkyo University, Tokyo, Japan

*Tourism and Hospitality Management*

*Teaching Assistant (Spring 2023)*

- **HA507** – Current Trends in Global Tourism and Leadership, Undergraduate course, Online

### Hanyang University, Seoul Korea

*College of Business Administration, Marketing*

*Teaching Assistant (Mar 2018 – Jul 2022)*

- **BUS3014** – Consumer Behavior, Undergraduate course, Face-to-Face
- **BUS3026** – Marketing Strategy, Undergraduate course, Face-to-Face
- **BUS3080** – Service Marketing, Undergraduate course, Face-to-Face

- **BUS7048** – B2B Marketing, Graduate course, Face-to-Face
- **BUS8077** – Consumer Behavior, Graduate course, Face-to-Face
- **BUA8001** – Service Marketing, Graduate course, Face-to-Face

## PROFESSIONAL EXPERIENCE

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### **Hotel Join, Seoul, Korea**

Sep 2016 – Dec 2017

#### *Online Travel Agent Marketing Manager*

- Designed digital marketing campaigns using online platforms (e.g., social media, email marketing, and search engine optimization).
- Monitored the performance of marketing campaigns and conducted data analysis to understand customer behaviors and trends. Created reports on customer segmentation, performance, and revenue.
- Developed marketing strategies and strengthened collaborations with hotel partners to promote products and services.

### **Glaxo Smith Kline, Seoul, Korea**

Jun 2015 – Jun 2016

#### *Event Manager*

- Assisted in the preparation and operation of product launch events and industry exhibitions (e.g., booth setup, materials distribution, customer consultations, and follow-up actions).
- Managed marketing activity schedules, tracked budgets, and oversaw necessary expenses. Monitored marketing effectiveness, analyzed data, and prepared performance reports, deriving improvement insights.
- Created marketing materials and reports related to products and services (e.g., product brochures, promotional materials, market research reports, competitor analysis).
- Assisted in content creation and updates for websites, social media, and email marketing.

### **San-ha HM Co., LTD, Seoul, Korea**

Mar 2014 – Apr 2015

#### *Best Western Premier Incheon Airport Hotel*

#### *Sales & Marketing Manager*

- Managed seasonal and event-specific sales promotions and discount plans.
- Negotiated with corporate group clients and travel agencies to secure large-scale reservations and contracts.
- Developed advertising campaigns to increase booking revenue.
- Conducted marketing research to update on market trends. Monitored revenue data, tracked performance against budgets, and derived improvement insights.

#### *Best Western Premier Guro Hotel, Days Hotel in Myeong-dong, Seoul, Korea*

#### *Hotel Quality Assurance Manager*

- Monitored marketing and sales processes to ensure compliance with regulations and policies. Reviewed advertisements, marketing materials, and sales documents to verify accuracy and compliance with regulations.

- Provided training and education to service employees to ensure understanding and compliance with quality standards and regulations.
- Collected and analyzed customer feedback and internal opinions to propose improvement measures. Addressed quality-related issues and developed plans for process improvement, then implemented those plans.
- Documented quality statistics and results, reporting them to management and team members, and driving improvement.

#### *Ramada Jeju Hamdeok*

*Hotel Quality Assurance Manager as a member of the hotel opening team.*

- Developed and executed marketing strategies, including creating a marketing plan and defining target markets and customer segments.
- Developed pricing policies, managed rates, and oversaw discount promotions to maximize revenue.

#### **Mecenatkorea, Seoul, Korea**

Sep 2013 – Mar 2014

*Professional Convention Organizer (PCO)*

Organized and managed international events and conferences, including planning, scheduling, and budgeting. Completed projects include:

- 2013 Ansan Summit Korea · Europe · Japan International Symposium on Interculturalism.
- International Copyright Technology Conference.
- 2013 Cultural Diversity Sharing Symposium, hosted by the Ministry of Culture, Sports and Tourism and Korea Arts & Culture Education Service.

#### **Grand Hyatt Hotel Singapore, Singapore**

Oct 2011 – Jan 2013

*Banquet Server of Food & Beverage Department*

- Provided high-quality service to customers by serving food and beverages during various events and banquets.
- Assisted in organizing and coordinating events to ensure smooth operations.
- Managed inventory and orders for beverages to maintain an adequate supply for events.

### **CERTIFICATIONS**

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Digital Marketing Simternship <i>Stukent (Stukent's mimic pro digital marketing simulation)</i>	Dec 2023
Social Media Simternship <i>Stukent (Stukent's mimic pro social media simulation)</i>	Dec 2023
Google Analytics for Beginners & Advanced <i>Google Analytics</i>	Nov 2023

Convention Meeting Planner Program <i>International Convention &amp; Congress Organizer's School</i>	Feb 2013 – May 2013
<i>World Gourmet Summit 2012</i> <i>Confrérie de la chaîne des rôtisseurs</i>	Mar 24, 2012
Tour Master Program <i>Hanyang University Hospitality Academy &amp; Hanjin Travel Service</i>	Oct 2009 – Dec 2009

## **PROFESSIONAL QUALIFICATIONS AND LICENSE**

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Computerized Accounting Qualification <i>Korean Association of Certified Public Tax Accountants</i>	Jun 29, 2015
Convention Meeting Planner II (PCO) <i>Human Resources Development Service of Korea</i>	Aug 16, 2013
Craftsman Bartender <i>Human Resources Development Service of Korea</i>	Dec 2009

## **SERVICE**

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The Honor Society for International Scholars Phi Beta Delta Induction <i>University of Houston</i>	2023 – Present
Retailing Research Center: Administrative Assistant <i>Hanyang University (Center Director: Dr. Sang-Lin Han)</i>	Mar 2019 – Present
Mentoring Students <i>Human Resources Development Service of Korea &amp; Hanyang Women's University</i>	May 2014 – Present

## **AWARDS**

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- Recipient, UH Graduate Tuition Fellowship, University of Houston, 2022 – 2025
- Recipient, Cullen Fellowship Travel Grant, University of Houston, 2023, 2024
- Recipient, HY Graduate Tuition Fellowship, Hanyang University, 2018 – 2022
- Recipient, Grand Prize of Global-leader Education Program, Hanyang Women's University, 2012

## **TECHNICAL SKILLS: DATA ANALYSIS**

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- Statistical Package for the Social Sciences (SPSS)
- Partial Least Squares (PLS)
- Analysis of Moment Structure (AMOS)
- R programming
- Social Network Analysis (SNA)