

# Ju Yup (Jay) Lee, Ph.D.

Assistant Professor

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## Education

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<b>Ph.D., Hospitality Management</b> Iowa State University	<b>2012</b>
<b>A.O.S., Culinary Arts</b> The Culinary Institute of America	<b>2007</b>
<b>M.S., Tourism management</b> Hanyang University	<b>2005</b>
<b>B.A., Division of Tourism Management</b> Hanyang University, Seoul Korea	<b>2003</b>

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## Higher Education Work Experience

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<b>Assistant Professor</b> Kent State University <i>Teaching courses including Safety and Sanitation, Lodging Operations, Food Service Systems Management, Hospitality Marketing and other hospitality related subjects.</i>	<b>8/2012 - present</b>
<b>Graduate Instructor</b> Iowa State University <i>Teaching courses including Fine Dining Management, Fundamental Culinary Skill Development, and Quantity Food Production and Service Management Experience.</i>	<b>1/2008 - 12/2011</b>
<b>Research Assistance</b> Iowa State University <i>Assisted professors with all aspects of research, including grants and research projects.</i>	<b>8/2008 - 5/2012</b>
<b>Teaching Assistance</b> Hanyang University, Seoul, Korea	<b>9/2003 - 8/2005</b>

Assisted professors with all aspects of teaching, including Introduction of Hospitality Management, Hotel Operation Management, Festival and Event Management.

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## Other Professional Experience

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<b>Chef &amp; Event Organizer</b> Ames, IA Menu development and design, Occasional Personal Event Organizing	8/2008 - 5/2012
<b>Line Cook</b> Fairmont Hotel, Chicago IL	7/2006 - 11/2006
<b>Line Cook</b> Lotte Hotel, Seoul, Korea	12/2003 - 7/2004
<b>Front Desk Clerk</b> Lotte Hotel, Seoul, Korea	9/2002 - 10/2003
<b>Server &amp; Event Supervisor</b> Pizza Hut, London, UK	1/2000 - 12/2001

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## Publications

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- Kang, J., Tang, L., **Lee, J.** (2013). Self-Congruity and Functional Congruity in Brand Loyalty. *Journal of Hospitality and Tourism Research* 46(1), 100-117. (Corresponding author).  
Publication: *Journal Articles*
- Kang, J., Tang, L., **Lee, J.** & Bosselman, R. (2012). Understanding Customer Behavior in Name-Brand Korean Coffee Shops: the Role of Self-Congruity and Functional Congruity. *International Journal of Hospitality Management* 32(3), 809-818. (Corresponding author).  
Publication: *Journal Articles*
- Jun, S., Lee, H., & **Lee, J.** (2011). The Impact of Coffeehouse Employees' Uniform on Patrons' Emotional Responses, Perceived Value, and Behavioral Intentions. *Journal of Tourism Studies*, 23(2), 101-125. 2011  
Publication: *Journal Articles*
- Hyun, S., **Lee, J.**, & Cho, S. (2011). The Antecedents and Consequences of Front-line Hotel Employees' Negative Headquarters Stereotypes. *Hotel Management Research*, 20(4), 21-37. 2011  
Publication: *Journal Articles*
- Rajagopal, L., Zheng, T., Kang, J., & **Lee, J.** (2009). Influence of acculturation on dining-out behavior of Korans living in the United States – an exploratory study. *Journal of Foodservice*, 20(6), 321-329. 2009  
Publication: *Journal Articles*

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## Presentations

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**Lee, J., & Gastelum, L.** (2014). The Incentive Effects of Nontraditional Working Schedule employee in Hospitality Industry. Presented at *The 2014 International CHRIE Conference*, San Diego, California, July, 2014. 2014

Type: *International Refereed*

Schrier, T., Millar, M., & **Lee, J.** (2011). Do students want e-textbooks to replace printed textbooks?. Presented at *The 2011 International CHRIE Conference*, Denver, Colorado, July, 2011. 2011

Type: *International Refereed*

**Lee, J., Kang, J., & Tang, L.** (2011). The role of store-image and functional image congruity in determining brand loyalty: Cognitive, affective, and conative brand loyalty in the context of brand coffeehouses. Presented at *The 16th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, Texas, January, 2011. 2011

Type: *International Refereed*

**Lee, J., & Rajagopal, L.** (2011). Students' expectations and satisfactions of food and beverage management course. Presented at *The 16th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, Texas, January, 2011. 2011

Type: *International Refereed*

**Lee, J., & Rajagopal, L.** (2010). What are the factors of gastronomy?. Presented at *The 15th Annual Graduate Student Research Conference in Hospitality and Tourism*, Washington DC, January, 2011. 2010

Type: *International Refereed*

Kang, J., **Lee, J.**, Rajagopal, L., & Zheng, T. (2009). Study of the relationship between acculturation and dining-out behavior of Koreans in the United States. Present at *The 2009 International CHRIE Conference*, San Francisco, California, July, 2009. 2009

Type: *International Refereed*

Jeon, M., Lee, S., **Lee, J.**, & Jeong, M. (2009). Customers' perceptions of Website quality of online third party intermediaries (TPI). Present at *The 2009 International CHRIE Conference*, San Francisco, California, July, 2009. 2009

Type: *International Refereed*

Kang, J., **Lee, J.**, & Rajagopal, L. (2008). Role of acculturation on dining-out behavior among Koreans in the United States. Presented at *The 14th Annual Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, Nevada, January, 2009. 2008

Type: *International Refereed*

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## Service

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**Member, International Education Committee**

**2014 - present**

Type: *College*

**Member, Technology Advisory Council**

**2013 - present**

Type: *College*

**Member, HM Board, Building Committee**

**2012 - present**

Type: *Department*

**Member, the Culinary Institute of America Alumni Community**

**2008 - present**

Type: *National*