

Jaeseok (Jason) Lee, Ph.D.

Assistant Professor

Department of Tourism and Hotel Management

College of Tourism

Antalya International University

Çıplaklı Mh. Farabi Cad. No:23, Döşemealtı, Antalya 07190, Turkey

Email: jaeseok.lee@antalya.edu.tr Office: +90 (242) 245 0284**EDUCATION**

Doctor of Philosophy

Jul. 2016 Temple University, Philadelphia, Pennsylvania, USA
Fox School of Business
School of Sport, Tourism and Hospitality Management
Major: Business Administration with concentration on Tourism and Sport
Dissertation: *Understanding the Responsible Gambling Behavior of Non-Problem Gamblers*
Advisor: Dr. Chihyung “Michael” Ok (cok@temple.edu)

Master of Tourism

Aug. 2010 Kyung Hee University, Seoul, South Korea
Graduate School
Department of Hotel and Tourism Management
Major: Hotel and Tourism Management
Thesis: *A Study on the Decision-Making Process of Ski Resort Visitors Using the Extended Theory of Planned Behavior: A Case Study of High-1 Resort*
Advisor: Dr. Choong-Ki Lee (cklee@khu.ac.kr)

Bachelor of Business Administration

Aug. 2005 Kyung Hee University, Seoul, South Korea
College of Hotel and Tourism Management
School of Tourism
Major: Tourism Management

TEACHING & RESEARCH EXPERIENCES

Fall 2016 – Present

Assistant Professor
College of Tourism
Antalya International University, Antalya, Turkey

*Courses Teaching:*TRM361 Tourism Economy, *Elective**TRM441 Tourism Research Methodology and Project Management, *Core**** new courses developed and offered*

Fall 2015 – Spring 2016

Lecturer (Full-time)

College of Tourism

Antalya International University, Antalya, Turkey

Courses Taught:

*Mean rating out of 5.0 (class size)

BUSI212 Managerial Accounting, *Core*

Spring 2016 Section 1: 4.23 (47)

Spring 2016 Section 2: 4.51 (30)

BUSI221 Introduction to Corporate Finance, *Core*

Fall 2015 Section 2: 4.24 (40)

BUSI331 Marketing Research, *Elective*

Fall 2015 Single Section: 4.00 (12)

Fall 2014 – Spring 2015

Instructor of Record

School of Tourism and Hospitality Management

Temple University, Philadelphia, PA

Course Taught:

STHM3313 Financial Issues in Tourism and Hospitality, *Core*

Spring 2015 Section 2: 4.64 (14)

Fall 2014 Single Section: 3.51 (55)

Fall 2013 – Spring 2014

Teaching Assistant

School of Tourism and Hospitality Management

Temple University, Philadelphia, PA

Courses Assisted:

STHM3313 Financial Issues in Tourism and Hospitality

STHM3329 Revenue Management in Tourism and Hospitality Management

STHM3396 Marketing in Tourism and Hospitality

Fall 2011 – Spring 2015

Research Assistant

National Laboratory for Tourism and e-commerce (Fall 2011 – Spring 2014)

School of Tourism and Hospitality Management

Temple University, Philadelphia, PA

Fall 2009

Teaching Assistant

Department of Food Service & Agro-Fishery Management

Kyung Hee Cyber University, Seoul, South Korea

Courses Assisted:

Agriculture & Fishing Tourism Management

Food Service Marketing

Korean-Style Product & Development of Food Menu

Fall 2008 – Spring 2010

Teaching Assistant

College of Hotel and Tourism Management
Kyung Hee University, Seoul, South Korea

Courses Assisted:

A49739 Tourism Research Statistic Analysis

A43422 Casino Management

A59319 Applied Economics of Tourism

C48665 Applied Tourism Economics (*Graduate course*)

Spring 2003 – Spring 2006, Fall 2008 – Spring 2011

Research Assistant

Institute of Tourism Development
College of Hotel and Tourism Management
Kyung Hee University, Seoul, South Korea

ACADEMIC INTERESTS

Teaching Interests:

- Hospitality Accounting and Financial Issues
- Demand Forecasting and Economic Impacts Estimation
- Casino Management and Gambling Behavior
- Research Methodology and Multivariate Data Analysis

Research Interests:

- Consumer Goal-Striving Process and Goal-Directed Behavior
- Corporate Social Responsibility and Responsible (Gambling) Behavior
- Experience Consumption
- Latent Variable Analysis

INDUSTRY EXPERIENCES

- Volunteer Guide, Philadelphia International Airport, Philadelphia, PA (Mar. 2013 – Mar. 2015, Part time)
- Aide-de-camp, The 75th Infantry Division, ROK Army (Mar. 2006 – Jun. 2008, Honorably discharged as a 1st Lieutenant)
- Intern, Korea Tourism Organization, Seoul, South Korea (Winter 2005, Full time)
- Intern, Gulliver Travel Agency, Seoul, South Korea (Summer 2004, Full time)

EDITORIAL EXPERIENCES

Editorial Board:

International Journal of Tourism and Hospitality Research (Mar. 2016 – Feb. 2018)
(<http://www.ijthr.or.kr/>)

International Scientific Committee & Peer Review Board:

Graduate Student Research Conference in Business and Economics (GRADCONF)
(<http://gradconference.org/>)

Ad Hoc Reviewer:

Journal of Travel & Tourism Marketing
The Service Industries Journal

RESEARCH FUNDING & GRANT ACTIVITIES

Proposals Funded:

Lee, J., Ok, C., Roehl, W.S., & Davey, A. (2015). Measuring the effectiveness of responsible gambling strategy from the customer perspective: A longitudinal study. *The 10th Young Scholars Interdisciplinary Forums* (Apr. 15). Philadelphia, PA: Temple University (PI, \$1,000).

Lee, J., Chen, C.C., Ok, C., & Davey, A. (2014). Promoting responsible gambling: Structural relationships among fundamental human needs, gambling passion, and responsible gambling. *The 8th Young Scholars Interdisciplinary Forums* (Apr. 23). Philadelphia, PA: Temple University (PI, \$1,800).

Grant Activities (As a team member):

- Demand forecasting for EXPO 2012 Yeosu Korea (3rd investigation) / Funded by EXPO 2012 Yeosu Korea Organizing Committee (Jan. 2012)
 - Forecasting the daily-based tourist demand for the one-time mega event
 - Review of forecasting results on 1) the accommodation demand and 2) the transportation demand for season average, peak season, and off-season.
- 2011 statistics of Jongno market survey project report / Funded by Jongno county (Sep. 2011)
 - Survey design
 - Estimating economic impacts of foreign tourist in Jongno county
- Demand forecasting for EXPO 2012 Yeosu Korea (2nd Investigation) / Funded by EXPO 2012 Yeosu Korea Organizing Committee (Feb. 2011)
 - Forecasting tourist demand, and accommodation demand
- Impacts of casino opening in Japan and Taiwan on Korea / Funded by Korea Casino Association Inc. (Nov. 2010)
 - Conducting the contingent valuation method (CVM) analysis on the impacts of casino opening in Japan and Taiwan on Korea
- Positive & adverse function of online Sportstoto betting and the development plan / Funded by Sportstoto Inc. (Jan. 2010)

- Reviewing the online addiction and responsible gambling literature
- Economic development impacts on abandoned mine area of south Gangwon Province by opening the Kangwon Land casino: Focusing on the development process of integrated resort casino / Funded by Kangwon Land Inc. (Dec. 2008)
 - Analyzing the economic, social, environmental impacts of a new casino resort opening
- The sound development strategy of the Sportstoto industry: Focusing on the awareness, gaming motivation, gaming passion scale, and market segmentation / Funded by Sportstoto Inc. (Aug. 2008)
 - Reviewing the gambling motivation and gambling passion literature
 - Investigating the structural relationships among awareness, gambling motivation, and gambling passion
- Demand forecasting for EXPO 2012 Yeosu Korea / Funded by Korea Maritime Institute (Feb. 2007)
 - Assisting the research design and analyzing forecasting demand models
- Demand forecasting for Naejang mountain resort tourism and estimating its economic impact / Funded by Dongho Inc. (Jan. 2006)
 - Forecasting demand and estimating the economic impacts
- Cultural tourism festival 2005 Yeongju Punggi Ginseng Festival: Visitor survey, Estimating economic impact, and Overall assessment / Funded by Promotion Committee of Punggi Ginseng Festival, Yeongju City (Nov. 2005)
 - Collecting and coding the research data / Forecasting economic impacts

PUBLICATIONS (Peer-reviewed)

- Lee, J., Chen, C.C., Song, H.J., & Lee, C.K. (2016, in press). Consumption of movie experience: Cognitive and affective approaches. *Journal of Quality Assurance in Hospitality & Tourism*. doi: <http://dx.doi.org/10.1080/1528008X.2016.1189866>
- Lee, C.K., Reisinger, Y., & Lee, J. (2015, corresponding). Examining visitor motivations for mega-events: Comparison between Shanghai Expo and Yeosu Expo. *International Journal of Tourism and Hospitality Research*, 29(10), 5–17.
- Lee, J., Chen, C.C., Song, H.J., & Lee, C.K. (2014). The role of responsible gambling strategy and gambling passion in the online gamblers' decision-making process: Revising the theory of planned behavior. *Journal of Gambling Studies*, 30(2), 403–422. doi: 10.1007/s10899-013-9359-8
- Lee, B.K., Lee, C.K., & Lee, J. (2014). Dynamic nature of destination image and influence of tourist overall satisfaction on image modification. *Journal of Travel Research*, 53(2), 239–251. doi:10.1177/0047287513496466

Korean Journals:

- Lim, J.P., Lee, C.K., Lee, H.M., & Lee, J. (2014). Examining the decision making process of scuba diving tourists by using extended theory of planned behavior. *Korean Journal of Hospitality and Tourism Studies*, 16(2), 1–20. – **Received the Best Paper Award in 2014 by the Academy of Korea Hospitality and Tourism.**
- Lee, C.K., Yang, H.E., & Lee, J. (2011). Comparative analysis of residents' perception and

support for casino development between Korea and Japan. *Korean Journal of Tourism Research*, 26(3), 361–376.

Lee, J., Lee, C.K., & Jia, J. (2011). Examining the relationships between casino motivation, gambling passion, and behavioral intention: Comparison of Kangwon Land casino and Macao casino visitors. *Korea Journal of Tourism and Hospitality Research*, 25(3), 1–16.

Lee, J., & Lee, C.K. (2010). A study on the decision-making process of ski resort visitors using the extended theory of planned behavior. *Korean Journal of Hospitality and Tourism Studies*, 12(4), 1–19.

Work-in-Process:

Lee, G., Lee, J., & Tussyadiah, I.P. (under 2nd review). The roles of perceived internal and external benefits and costs in innovation co-creation: Lessons from Japan.

Lee, J., & Ok, C. (revising the manuscript). Goal-striving process of non-problem gamblers toward responsible gambling.

Lee, J., Ok, C. & Lee, C.K. (revising the manuscript). Internalization of gambling involvement and the propensity for problem gambling behavior.

Lee, C.K., Reisinger, Y., Kang, S., & Lee, J. (working on the literature review). A cultural comparison of motivation and satisfaction with Korean traditional guesthouse Hanok.

Chen, C.C., Lee, J., & Huang, Y. (working on the literature review). The signaling effect of online numerical information on the customers' reservation decision making.

Song, H.J., & Lee, J. (working on the literature review). Visitor experience in Food and Wine festival.

Kang, S., & Lee, J. (analyzing the data). Residents' perception toward the impact of Marijuana tourism.

CONFERENCE PROCEEDINGS & PRESENTATIONS (Peer-reviewed)

Lee, J., & Ok, C. (2016). Unintended effects of responsible gambling strategies on non-problem gamblers. *1st International Conference on Tourism Dynamics and Trends* (May 4–7). Antalya, Turkey.

Lee, J., Ok, C. & Lee, C.K. (2015). Examining the relationships among gambling involvement, gambling passion, and pathological gambling behavior. *20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism* (Jan. 8–10). Tampa, FL.

Lee, G., & Lee, J. (2014). Re-verification of co-creation model: Perceived internal/external benefits/costs. *29th Japan Institute of Tourism Research Annual Conference* (Dec. 6–7). Osaka, Japan.

Lee, J., Yen, G.P., Maitland, S.B., Wiebe, J., Hodgins, D.C., Gottlieb, B.H., & Davey, A. (2014). Modeling changes in gambling behavior using latent transition analysis. *2014 GSA (The Gerontological Society of America) Annual Scientific Meeting* (Nov. 5–9). Washington, DC. [Poster]

Lee, J., & Lee, C.K. (2014). Investigating structural relationships between gambling involvement and gambling passion. *20th APTA (Asia Pacific Tourism Association) Conference* (Jul. 1–4). Ho Chi Minh City, Vietnam.

- Lee, J., & Song, H.J. (2014). Casino employee's perception on corporate social responsibility and organizational citizenship behavior. *2014 World Hospitality and Tourism Forum at Seoul* (Jun. 26–28). Seoul, Korea.
- Lee, J., Chen, C.C., & Lee, C.K. (2014). Testing the latent mean difference of gambling involvement. *2014 M³ (Modern Modeling Methods) Conference* (May 20–21). Storrs, CT. [Poster]
- Lee, J., Chen, C.C., & Lee, C.K. (2014). Comparing the level of involvement across the gambler types depending on the level of addiction. *2014 KAHTEA (Korea America Hospitality & Tourism Educators Association) Conference* (Apr. 25–26). Las Vegas, NV. – **Nominated for the Best Paper Award.**
- Lee, G., & Lee, J. (2013). Risk and the theory of planned behavior: Japan inbound tourism. *28th Japan Institute of Tourism Research Annual Conference* (Dec. 7–8). Kanagawa, Japan.
- Chen, C.C., Lee, J., & Huang, Y. (2013). The signaling effect of online numerical information on the customers' reservation decision making. *2013 Consumer Behavior in Tourism Symposium* (Dec. 4–7). Bruneck / Brunico, South Tyrol, Italy.
- Lee, J., Chen, C.C., Song, H.J., & Lee, C.K. (2013). Evaluating moviegoers' quality, value, and satisfaction using an experience economy theory. *2013 TOSOK (Tourism Sciences Society of Korea) International Tourism Conference* (Jul. 4–6). Seoul, Korea.
- Lee, J., Chen, C.C., Song, H.J., & Lee, C.K. (2012). The role of the responsible gambling strategy and desire in gamblers' decision making process: A case of Sportstoto. *2012 TOSOK International Tourism Conference* (Jul. 4–6). Ulsan, Korea.
- Kwon, E., Lee, J., & Lee, C.K. (2012). How does experience affect satisfaction?: An application of experience economy theory to cultural excursion programs for international students. *17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism* (Jan. 5–7). Auburn, AL.
- Lee, D.E., Song, H.J., & Lee, J. (2011). An analysis of structural relationship between experience elements of 3D film and behavioral intention toward eco-tourism: Focus on the experience economy theory and the film 'AVATAR'. *69th Tourism Sciences Society of Korea Conference* (Feb. 15-16) (pp. 451–463). Jeju, Korea.
- Kwon, E., Lee, J., & Lee, C.K. (2010). Community attachment and perceived impact toward residents' support for casino development. *15th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism* (Jan. 7–9). Washington, D.C.

RESEARCH TALKS

- Lee, J. (2015). Growth mixture modeling: An application of generalized SEM. In M. Lee, J. Du, & J. Lee., (Organizer), *Longitudinal analysis with structural equation modeling*, Doctoral seminar of Tourism and Sport, Temple University. (Apr. 10). Philadelphia, PA.
- Lee, J. (2014). Structural equation modeling with categorical latent variables. Doctoral seminar of Tourism and Sport, Temple University. (Sep. 19). Philadelphia, PA.
- Du, J., Franscella, V., Lee, J., Sato, M., & Stienmetz, J. (2013). Formative research in Tourism, Hospitality, and Sport. Doctoral seminar of Tourism and Sport, Temple University. (Sep. 27). Philadelphia, PA.