

Somang Min

School of Hotel, Restaurant and Tourism Management
College of Agricultural, Consumer, and Environmental Sciences
New Mexico State University
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EDUCATION

Doctor of Philosophy December 2023

Hospitality Management
School of Hospitality and Tourism Management, University of South Carolina, Columbia, SC

Dissertation Title: *Effects of AI Recommendations on Pro-environmental Consumer Behavior: Message Content and Voice Attributes*

Advisor & Committee Chair: Dr. Haemoon Oh

Committee Members: Dr. Robin B. DiPietro, Dr. Kawon (Kathy) Kim, Dr. Stephen Shapiro

Master of Science May 2016

Hospitality Business Management
Eli Broad College of Business, Michigan State University, East Lansing, MI

Thesis title: *Gender Effects on Mobile Application Usage in Ordering Food for Delivery: Integrating Innovation Diffusion Theory and Technology Acceptance Model*

Bachelor of Home Economics August 2013

Major in Home Economics Education, Department of Home Economics Education, College of Education

Minor in Business Administration, Department of Business Administration, Korea University Business School

Korea University, Seoul, South Korea

ACADEMIC EXPERIENCE

Post Doctoral Researcher October 2023 – Current

School of Hotel, Restaurant and Tourism Management, New Mexico State University, Las Cruces, NM

Instructor August 2017 – May 2023

School of Hospitality and Tourism Management, University of South Carolina, Columbia, SC

Research Assistant August 2016 – May 2023

School of Hospitality and Tourism Management, University of South Carolina, Columbia, SC

Graduate Assistant August 2014 – May 2016

Eli Broad College of Business, Michigan State University, East Lansing, MI

TEACHING EXPERIENCE

Instructor, University of South Carolina, Columbia, SC Fall 2017 – May 2023

Hospitality & Tourism Marketing (HRTM 450 Face-to-Face and Asynchronous Course)

Introduction to the Hospitality Industry (HRTM 110 Face-to-Face and Online Course)

Personnel Organization and Supervision (HRTM344-006: Face-to-Face Course)

<i>Teaching Assistant, University of South Carolina</i> , Columbia, SC	
Hospitality Marketing Strategy (HRTM 750)	Spring 2018 - Fall 2019
Hospitality & Tourism Marketing (HRTM450)	Spring 2017 - Spring 2019
Resort Development & management (HRTM 388)	Spring 2017
<i>Guest Speaker, University of South Carolina</i> , Columbia, SC	
Hospitality & Tourism Marketing (HRTM450)	Fall 2018, Spring 2017
<i>Teaching Assistant, Michigan State University</i> , East Lansing, MI	
Advanced Hospitality Marketing (HB 486)	Fall 2015
Hospitality Marketing (HB 375)	Fall 2014

RESEARCH INTERESTS

Research Focus:

- ◆ Technological Innovation and Services Marketing for Sustainability

Areas of Research:

- | | |
|---------------------------------------|---|
| Technological Innovation | Service Marketing |
| ◆ Human-technology interactions | ◆ Social and interpersonal influence |
| ◆ AI applications for sustainable H&T | ◆ Digital & social media marketing |
| ◆ Technology adoption behaviors | ◆ Augmented reality (AR) and virtual reality (VR) |
| ◆ Sharing economy | |
| ◆ Pro-environmental behaviors | |

RESEARCH METHODS

- ◆ Quantitative: Structural Equation Modeling (CB-SEM & PLS-SEM), Experimental Design
- ◆ Qualitative: In-depth Interview, Focus Group Interview, Text Analytics

PUBLICATIONS

So, K. K. F., Kim, H., & **Min, S.** (2021). Creating customer value in the sharing economy: An investigation of Airbnb users and their tripographic characteristics. *International Journal of Contemporary Hospitality Management*, 34(1), 23-45.

So, K. K. F., Oh, H., & **Min, S.** (2018). Motivations and constraints of Airbnb consumers: Findings from a mixed-methods approach. *Tourism Management*, 67, 224-236. **Awarded the 2018 William Bradford Wiley Memorial Best Research Paper of the Year Award.**

Min, S., So, K. K. F., & Jeong, M. (2018). Consumer adoption of the Uber mobile application: Insights from diffusion of innovation theory and technology acceptance model. *Journal of Travel & Tourism Marketing*, 36(7), 770-783.

CONFERENCE PROCEEDING

Min, S., Martinez, J. E., & Stringam, B. B. (Feb. 2024) Navigating Innovation: Exploring Perceptions of Food Delivery Robot Adoption of Employees and Managers. Paper presented at the 2024 West Federation CHRIE Regional Conference, Denver, CO.

Min, S., & Oh, H. (Jan. 2022). *Can AI voice assistants lead guests staying at hotels to engage in green behaviors? Examining the effect of loss-framed AI recommendations in a baby voice on sustainable consumer behavior.* Paper presented at the 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Virtual.

Min, S., So, K. K. F., & Kim, K. (Jan. 2020). *Sharing dining experiences on social network sites: Perspectives from Customer and Restaurant*. Paper presented at the 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV.

Min, S., & So, K. K. F. (Jan. 2019). *Sharing dining experiences on social network sites: Examining the sharer's perspective*. Paper presented at the 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

Min, S., & So, K. K. F. (Jul. 2018). *Understanding consumer adoption of the Uber mobile application: Testing the moderating effects of technology readiness*. Paper presented at the 2018 I-CHRIE Summer Conference, Palm Springs, CA.

Min, S., & So, K. K. F. (Jan. 2018). *Consumer adoption of the Uber mobile application: Integrating the technology acceptance model and technology readiness*. Paper presented at the 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Fort Worth, TX.

So, K. K. F., Oh, H., & **Min, S.** (Jul. 2018). *Motivations and constraints of Airbnb customers: Findings from a mixed methods approach*. Paper accepted for presentation at 2018 Global Marketing Conference, Tokyo, Japan.

So, K. K. F., Oh, H., & **Min, S.** (Dec. 2017). *Motivations and constraints of Airbnb customers: Insights from a mixed-methods study*. Paper presented at the 4th World Research Summit for Tourism and Hospitality: Innovation, Partnerships and Sharing, Orlando, FL.

Min, S., So, K. K. F., & Jeong, M. (Jul. 2017). *Factors affecting consumer adoption of the Uber mobile application: Insights from Innovation Diffusion Theory and Technology Acceptance Model*. Paper presented at the 2017 I-CHRIE Summer Conference, Baltimore, MD.

Min, S., & So, K. K. F. (Jan. 2017). *Factors affecting consumer adoption of food ordering mobile applications: Insights from Innovation Diffusion Theory and Technology Acceptance Model*. Paper presented at the 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

Cha, J., **Min., S.,** & Greening, O. (Apr. 2015). Profiling adopters versus non-adopters of mobile applications in the hospitality industry: A study of Starbucks mobile application users. Korea America Hospitality & Tourism Educators Conference, Las Vegas, NV.

RESEARCH GRANT EXPERIENCE

Upskilling Workers and Re-designing Workplaces for the Future of Automation in the Hospitality Industry

NSF Future of Work at the Human-Technology Frontier 2023-Current

- PI: Jodi Forlizzi, Co-PIs: Betsy Stringam, Sarah Fox, Hye Jin Rho, and Christine Riordan
- Role: Researcher
- Amount awarded: \$2,500,000

The Effect of AI Voice Assistants' Recommendations on Sustainable Consumer Behavior

2022

The School of HRTM Incentives Program

- Role: The Principle Investigator
 - Proposed the project
 - Conducted literature review

- Amount awarded: \$750

Understanding the Technology-specific Customer Experience in Hospitality Industry

2019

College of Hospitality, Retail, and Sport Management Interdisciplinary Seed Grant Program,
University of South Carolina

- Role: Assistant Researcher
 - Proposed the project
 - Conducted literature review
- Amount requested: \$5,000

A Longitudinal Investigation of the Role of Sensory Brand Experiences in Building Customer Engagement

2018 - 2019

College of Hospitality, Retail, and Sport Management Interdisciplinary Faculty Grant Program,
University of South Carolina

- PI: Kevin Kam Fung So, Co-PIs: Khalid Ballouli & Bob Heere
- Role: Assistant Researcher
 - Conducted literature review
 - Analyzed data
- Amount awarded: \$9,758

The effects of lodging tax increases on U.S. destinations

2018

American Hotel & Lodging Educational Foundation

- PI: Simon Hudson, Co-PIs: Fang Meng, Scott Smith, & Kevin Kam Fung So
- Role: Assistant Researcher
 - Conducted in-depth interview
- Amount awarded: \$56,177

Attracting "Hot" Asian tourist markets to the real southern hotspot

2018

Columbia Metropolitan Convention & Visitors Bureau

- PI: Rich Harrill, Co-PIs: Fang Meng & Kevin Kam Fung So
- Role: Assistant Researcher
 - Designed and analyzed survey data
 - Translated the survey into Korean version
 - Distributed and collected the paper survey
- Amount awarded: \$25,000

Increasing African American Tourism in South Carolina

2016

South Carolina Department of Parks, Recreation & Tourism

- PI: Simon Hudson, Co-PIs: David Cárdenas, Fang Meng, & Kevin Kam Fung So
- Role: Assistant Researcher
 - Analyzed survey data
- Amount awarded: \$60,840

PROFESSIONAL EXPERIENCE

Intern (Division of Finance), Four Seasons Hotels and Resorts, Seoul, Korea May 2018 - Jul. 2018
Barista, Café Ph5, Seoul, Korea May 2016 - Jul. 2016, May 2015 - Aug. 2015
Barista, Tom N Toms Coffee, Seoul, Korea Jun. 2012 - Feb. 2013
Student Marketer, Indulge Imported Wine & Spirits Korea, Seoul, Korea Jan. 2011 - Sep. 2011

Student Marketer, World DJ Festival Seoul, Seoul, Korea

Oct. 2008 - May 2009

HONORS AND AWARDS

College of HRSM Outstanding Doctoral Student of the Year Finalist	2022
College of Hospitality, Retail and Sport Management, University of South Carolina	
William Bradford Wiley Memorial Best Research Paper of the Year Award	2018
The International Council on Hotel, Restaurant & Institutional Education (I-CHRIE)	
Graduate Student Travel Grants	2016 - 2019
College of Hospitality, Retail and Sport Management, University of South Carolina	
Graduate Student Travel Grants	2016 - 2020
Graduate School, University of South Carolina	
Graduate Student Research Conference Grants	2017 - 2018
SmartState Center of Economic Excellence, University of South Carolina	
Preparing Future Faculty Award	2017
Association of American Colleges & Universities	
Full Tuition Scholarship	2016 - 2023
College of Hospitality, Retail and Sport Management, University of South Carolina	
The Director's Fund and the Fred A. and Eva G. Simonsen Scholarship	2015
Eli Broad College of Business, Michigan State University	
The School of Hospitality Business Scholarship (2015-16 Academic Year)	2015
Eli Broad College of Business, Michigan State University	

PROFESSIONAL DEVELOPMENT

Certificates:

Preparing Future Faculty Certificate	2017
<ul style="list-style-type: none"> Certified by Council of Graduate Schools and the Association of American Colleges & Universities 	
Teaching Online for Graduate Student Certificate	2021
<ul style="list-style-type: none"> Center for Teaching Excellence, University of South Carolina 	
Technology for Online Teaching and Learning Certificate	2021
<ul style="list-style-type: none"> Center for Teaching Excellence, University of South Carolina 	
Teaching Towards Inclusive Excellence Certificate	2021
<ul style="list-style-type: none"> Center for Teaching Excellence, University of South Carolina 	
AI Applications in Marketing and Finance Certificate	2021
<ul style="list-style-type: none"> An online non-credit course authorized by University of Pennsylvania and offered through Coursera 	
Customer Analytics Certificate	2021
<ul style="list-style-type: none"> An online non-credit course authorized by University of Pennsylvania and offered through Coursera 	
Foundations: Data, Data, Everywhere Certificate	2021
<ul style="list-style-type: none"> An online non-credit course authorized by Google and offered through Coursera 	

SKILLS AND CREDENTIALS

- Computer: SPSS, Mplus, R, Smart PLS, AMOS, NVivo, Leximancer