

## Chang Huh, Ph.D., CHE, CHIA

E-mail: [chang.huh@utrgv.edu](mailto:chang.huh@utrgv.edu)

### Education

---

- |      |  |
|------|--|
| 2006 | Ph.D. Park, Recreation and Tourism Resources, Michigan State University, East Lansing, MI 48824, U.S.A |
| 1996 | M.S. Emphasis on marketing. Department of Hotel Management, Sejong University, Seoul, South Korea.     |
| 1994 | B.S. Department of Hotel and Restaurant Management, Kyonggi University, Kyonggi Province, South Korea. |

### Professional Working Experience

---

#### Teaching

- |         |  |
|---------|--|
| Present | <u>Adjunct Professor</u> , Hospitality and Tourism Management Program, Robert C. Vackar College of Business & Entrepreneurship, The University of Texas Rio Grande Valley, Texas, U.S.A. |
|---------|--|

### Most Recent Publications and Presentations

---

#### Peer-refereed Journal Articles

- Park, J-H., Kang, H., **Huh, C.**, & Lee, M-J. (2022). Do immersive displays influence exhibition attendees' satisfaction?: A stimulus–organism–response approach. *Sustainability*, 14(10), 6344. <https://doi.org/10.3390/su14106344>
- Kim, H-M., **Huh, C.**, & Lee, M-J. (2021). How can Hotel Smartphone Apps enhance Hotel Guest Experiences?: An Integrated Model of Experiential Value. *Journal of Hospitality and Tourism Technology*, 12(4), 791-815.
- Chang, H-W., **Huh, C.**, Legendre, T., & Simpson, J. (2020). Exploring particulate matter pollution in hotel guestrooms. *International Journal of Contemporary Hospitality Management*, 32(3), 1131-1162.
- Frye, W., Kang, H., **Huh, C.**, & Lee, M-J. (2020). What makes Gen Y employees remain in the hospitality industry? An internal marketing approach. *International Journal of Hospitality Management*. <https://doi.org/10.1016/j.ijhm.2019.102352>
- Huh, C.**, Lee, M-J., & Lee, S-J. (2019). A profile of spa-goers in the U.S. luxury hotels and resorts: A posteriori market segmentation approach. *Journal of Hospitality Marketing & Management*, 28(8), 1032-1052.

### Most Recent Peer-refereed & Published Conference Proceedings

- Marchese, J., & Huh, C. (2023). What strategies can the hospitality industry use to create a sustainable and fulfilling career path for gen z professionals? *Proceedings of the 2023 THEREPS Conference by Korea America Hospitality and Tourism Educators Association*, 46.
- Hwang, J-H., Lee, M-J., **Huh, C.**, & Kim, S-H. (2023). Patterns of young generations' hotel choice preferences: A case of Airbnb. *Proceedings of the 28<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, 255.
- Park, J-H, Lee, M-J., & **Huh, C.** (2022). *A Relationship between immersive technology displays and exhibition attendees' satisfaction: A stimulus–organism–response approach*. Stand-up presentation at the 27<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism - Virtual.
- Huh, C.**, & Lee, M-J. (2021). A model of factors that influence seasonal employees to return to the hospitality and tourism industry. *The 2021 Annual International CHRIE Conference - Virtual*.
- Ko, I., Chang, H-W., & **Huh, C.** (2020). Investigation of particulate matter pollution in flight cabins on commercial aircraft. *Proceedings of the 25<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, 160.
- Park, J-H., Lee, M-J., Chang, H-W., & **Huh, C.** (2020). A longitudinal study of the relationship between electronic textbook use and computer self-efficacy: A case of students in higher education. *Proceedings of the 25<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, 72.
- Phan, A., **Huh, C.**, & Lee, M-J. (2019). A model of generation y employees' personality traits and their turnover intention: A big five personality traits model approach. *Proceedings of the 2019 Annual International CHRIE Conference*. no pages-digital copy.

### Professional Skills

---

- Video editing using Camtasia 9.1
- Visual data analytics using Tableau 2021.3.19
- Online survey design, administration, and analysis skills and experience via Qualtrics and Google Forms
- High proficiency in quantitative analysis for ANOVA, regression, logit analysis, correspondence analysis, multidimensional scaling, and structural equation modeling via Jamovi, R, R Studio, STATA, SAS, AMOS, IBM SPSS, PATH, ETHNOGRAPH
- Administrating and managing complex and large data including merging, transforming, cleaning, and mining data
- Sampling Design and Survey Administration

- Full range of computer skills including MS Office Program and SilverStripe
- Languages: Fluent Korean, English, and Japanese

### Qualifications

---

- A Certificate of Course Completion: Harassment & Discrimination Prevention & Title IX awarded by Get Inclusive, May 2, 2023.
- A Certification in Hotel Industry Analytics (CHIA), American Hotel & Lodging Educational Institute (AHLEI) and Smith Travel Research (STR), July 16, 2019.
- A Certificate of Completion: Independent Applying the QM Rubric (APPQMR), Quality Matter (QM): Professional Development, April 30, 2019.
- A Certificate of Course Completion: Harassment & Discrimination awarded by EVERFI, January 19, 2019.
- A Certificated Sake Professional, Sake World, August 15, 2018.
- A Certificate of Course Completion: Intersections – Preventing Harassment & Sexual Violence (EDU-US) awarded by EVERFI, October 13, 2017.
- Empirical Implications of Theoretical Methods (EITM) Certifications: *Introduction to Applied Bayesian Models and Introduction to Game Theory*, Institution for Social Research, Ann Arbor, Michigan, January, 24, 2014.
- An ESRI Certificate of ArcGIS Desktop I: Getting Started with GIS, May 12, 2009.
- Certified Hospitality Educator (CHE), American Hotel & Lodging Educational Institute, September 25, 2007, Reaccredited September 25, 2012, Reaccredited September 25, 2017.
- A Certificate of Professional Grant Proposal Writing, The Grant Institute, University of Arkansas at Little Rock, Arkansas, December 6 – 8, 2006.
- A Certificate of Tour Conductor, Korea Tourism Association (KTA), July 15, 1994.
- A Certificate of Lodging Employee, Korea Tourism Association (KTA), July 15, 1994.
- A Certificate of the 2<sup>nd</sup> level Manager in Hotel, Korea National Tourism Corporation (KNTC), June 20, 1994.
- A Certificate of the 1<sup>st</sup> level in the Japanese Language Proficiency Test, Japan Foundation and Association of International Education, February 17, 1989.