

YOON KOH, Ph.D.

Associate Professor of Finance and Strategy
Conrad N. Hilton College of Hotel and Restaurant Management
University of Houston

[Google Scholar](#) [LinkedIn](#) [ORCID](#) [Research Gate](#)

EDUCATION

Temple University, Fox School of Business, Philadelphia, PA
Doctor of Philosophy in Business Administration (2012)

The George Washington University, School of Business, Washington, DC
Master of Tourism Administration (2008)

Ewha Womans University, College of Liberal Arts, Seoul, South Korea
Bachelor of Arts in English Language and Literature (2002)

PROFESSIONAL EXPERIENCES IN ACADEMIA

Associate Professor with Tenure (2018–Present)

Assistant Professor of Finance (2011–2018)

Conrad N. Hilton College of Hotel and Restaurant Management
University of Houston

Industry Consulting Projects, Research Advisor

Hilton University of Houston (2019-2020): *Developing revenue management strategy with regards to expansion*

Melia Hotels International (2018-2019): *Impact of guest satisfaction on financial performance: Business analytics approach*

Melia Hotels International (2017-2018): *Developing revenue management template that forecast maximum profitability*

SGS International (2016-2017): *One Stop Shop and Destination Single Window project*

Co-Chair of Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism (2017, 2019, 2021)

Planned and executed one of the biggest international conferences in hospitality and tourism; moderator of general sessions; in charge of sponsor relations and strategic planning

Instructor and Doctoral Fellow (2008-2012)

School of Tourism and Hospitality Management
Temple University

HONORS AND AWARDS

- 2023 Nominated for Faculty Senate New Senator Excellence in Service Award
- 2023 Best Paper Award. 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Hernandez, A., Koh, Y., & Lee, M. Theory-Driven Predictive Modeling for Food-service Crowdfunding Success: An Integrated Approach with Business Intelligence and Supervised Machine Learning
- 2022 University of Houston Small Grant Program Award for “The economic cost of xenophobia on the U.S. tourism industry: Focusing on the case of anti-Asian violence”
- 2021 University of Houston Teaching Excellence Award
- 2021 Conrad N. Hilton College Donald Greenway Excellence Award
- 2021 University of Houston Small Grant Program Award for “Impact of gender diversity on crowdfunding success”
- 2021 Nominated for a Best Paper Award. 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Mao-Clark, X., Koh, Y., & DeFranco, A. Not so color-blind: Implicit bias and restaurant crowdfunding performance.
- 2020 50-in-5 Scholar, University of Houston: High Impact Publications, Creative Activities & National Recognition
- 2020 Nominated for University of Houston Outstanding Graduate Mentor Award
- 2018 Guest Editor of Special Issue “Economic Impact of Corporate Social Responsibilities” for *Tourism Economics*
- 2017 STR SHARE Impact Award
- 2017 Best Conference Paper Award, 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Rhou, Y., Koh, Y., & Singal, M. What does financial distress imply for employee relations in hospitality companies?
- 2017 Asian Community Research Fund awarded for “Message framing and financial performance of Airbnb properties in Asian countries”
- 2015 Certificate of Excellence, Office of Provost, University of Houston
- 2015 University of Houston Teaching Innovation Program Award for “Incorporation of tablet application into courses to enhance student engagement and knowledge retention”
- 2015 University of Houston Small Grant Program Award for “What made lower-priced hotels suffer during the economic recession? Counter example of the law of income elasticity of demand”
- 2014 Stephen Rushmore / HVS Faculty Research Award, Conrad N. Hilton College, University of Houston
- 2014 The Honor Society for International Scholars *Phi Beta Delta* Induction
- 2013 University of Houston New Faculty Research Program Award for “Seeking an optimal speed in international expansion: U.S. restaurant industry perspective”
- 2012 Outstanding Scientific Paper Reviewer in Finance Award, International Council on Hotel, Restaurant and Institutional Education (I-CHRIE)

- 2010 Journal of Hospitality & Tourism Education Research Article of the Year Award. Koh, Y., Frechtling, D. C., & Boo, S. Prior work experience as a predictor as academic achievement among graduate level tourism and hospitality students. *Journal of Hospitality and Tourism Education*, 22(4), 5-14.
- 2010 Certificate of Recognition as a Faculty Nominee for The Harry A. Cochran Research Center Award for Excellence in Research by a Doctoral Student in the Business Administration Program, Temple University.
- 2008-2011 Ph.D. Fellowship, Temple University
- 2008-2010 Conference Travel Grant for Ph.D. Students, Temple University
- 2008 Nominated for a Best Paper Award. 13th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Koh, Y., Frechtling, D. C. & Boo, S. Prior work experience and academic achievement among graduate level tourism and hospitality students.
- 2008 Conference Travel Grant for Graduate Students, the George Washington University
- 2007 J. Willard Marriott Foundation Scholarship
- 2007 Hyundai Scholarship
- 2007 The Network of Executive Women in Hospitality (NEWH) Scholarship
- 2007 Professional Convention Management Association (PCMA) Multinational Scholarship
- 2007 National Defense Transportation Association (NDTA) Scholarship

LEADERSHIP TRAINING

- 2020 University of Houston Academic Women in Leadership
- 2017 University of Houston Cougar Chair Leadership Academy (CCLA)

RESEARCH, SCHOLARSHIP AND OTHER CREATIVE PRODUCTIVITY

Research Area

Performance implications of corporate strategies

Entrepreneur Finance, Start-up Funding, Sharing Economy, Corporate Social Responsibility, International Expansion

Refereed Journal Publications (* denotes my current or former graduate student author.)

40. **Koh, Y.** (Forthcoming). The industry-academia gap on the corporate governance issues in tourism and hospitality: A critical review and future research suggestions. *Journal of Travel & Tourism Marketing* (SSCI).
39. *Vaughan, Y., *Rhou, Y., **Koh, Y.**, & Singal, M. (Forthcoming). Slack resources and employee-centered CSR in restaurant companies. *Tourism Economics* (SSCI).
38. **Koh, Y.**, *Mao-Clark, X., & DeFranco, A. (Forthcoming). Black lives matter and African Americans' crowdfunding performance. *International Journal of Hospitality Management* (SSCI).
37. *Vaughan, Y., & **Koh, Y.** (Forthcoming) Better connected boards and their influence on corporate social responsibility: Evidence from U.S. restaurant industry. *Tourism Economics* (SSCI). <https://doi.org/10.1177/13548166221124974>
36. *Yang, Y., Kim, S., Kim, J., & **Koh, Y.** (Forthcoming) How Airbnb titles influence guests' decision-making: Linguistic and spatial analysis approach. *International Journal of Hospitality & Tourism Administration* (SSCI).
35. *Belarmino, A., **Koh, Y.**, & *Shin, H. (2022). Blurred lines: Comparing room rates, star-ratings, and user-generated contents for full-service and select-service hotels. *Service Business* (SSCI), 16, 721-742.
34. *Yang, Y., & **Koh, Y.** (2022). Is restaurant crowdfunding immune to the COVID-19 pandemic? *International Journal of Contemporary Hospitality Management* (SSCI), 34(4), 1353-1373. <https://doi.org/10.1108/IJCHM-06-2021-0817>
33. *Belarmino, A., & **Koh, Y.** (2021). Can peer-to-peer accommodations act as a lodging stepping-stone for mega-events? *Tourism Management Perspectives* (SSCI), 40, 100914. <https://doi.org/10.1016/j.tmp.2021.100914>
32. DeFranco, A., **Koh, Y.**, *Prem, P., & *Love, B. (2022). Inclusion of condominium units in luxury hotels as a diversification strategy: Property performance perspective. *Cornell Hospitality Quarterly* (SSCI), 63(1), 108-118. <https://doi.org/10.1177/19389655211050398>

31. Kim, J., *Kim, S., **Koh, Y.**, & Bowen, J. (2021). Competitive productivity in the hospitality industry context. *International Journal of Contemporary Hospitality Management* (SSCI), 33(9), 3003-3020.
30. **Koh, Y.**, Kim, M.R., Reynolds, D., & McCarty, C. (2021). Topical foci, industries studies, and research topics: a study of 17 annual ICHRIE conferences. *Journal of Hospitality and Tourism Research* (SSCI), 45(5), 887-891.
29. **Koh, Y.**, Kim, J., & *Vaughan, Y. (2021). How you name your Airbnb's title matters: Comparison of seven countries. *Journal of Travel and Tourism Marketing* (SSCI), 38(1), 93-106. <https://doi.org/10.1080/10548408.2021.1875105>
28. *Mun, S.G., **Koh, Y.**, & Jang, S.C. (2022). Which type of M&A makes an acquiring restaurant firm a star? Profit-driven versus growth-driven M&A. *Cornell Hospitality Quarterly* (SSCI), 63(3), 369-384.
27. *Belarmino, A., & **Koh, Y.** (2022). When the party's over: How mega-events influence P2P accommodation owners' intention to remain in the market. *Current Issues in Tourism* (SSCI), 25(21), 3518-3533.
26. **Koh, Y.**, Lee, M., Kim, J., & *Yang, Y. (2020). Successful restaurant crowdfunding: the role of linguistic style. *International Journal of Contemporary Hospitality Management* (SSCI), 32(10), 3051-3066.
25. *Belarmino, A., & **Koh, Y.** (2020). A critical review of research regarding peer-to-peer accommodations. *International Journal of Hospitality Management* (SSCI), 84. <https://doi.org/10.1016/j.ijhm.2019.05.011>
24. **Koh, Y.**, *Belarmino, A., & Kim, M. (2020). Good fences make good revenue: An examination of revenue management practices in peer-to-peer accommodations. *Tourism Economics* (SSCI), 26(7), 1108-1128.
23. Lee, M., Lee, S., & **Koh, Y.** (2019). Multi-sensory experience for enhancing hotel guest experience: Empirical evidence from big data analytics. *International Journal of Contemporary Hospitality Management* (SSCI), 31(11), 4313-4337.
22. **Koh, Y.** (2019). Dynamics between brand diversification and segment diversification on firm value. *Tourism Economics* (SSCI), 25(5), 819-826.
21. *Vaughan, Y., & **Koh, Y.** (2019) Role of resource slack in rapid international expansion of restaurant companies. *International Journal of Contemporary Hospitality Management* (SSCI), 31(1), 2-20.
20. *Belarmino, A., & **Koh, Y.** (2018). How E-WOM motivations vary by hotel review website. *International Journal of Contemporary Hospitality Management* (SSCI), 30(8), 2730-2751.

19. *Belamino, A., Whalen, E., **Koh, Y.**, & Bowen, J. (2019). Comparing Key Guest Attributes of Peer-to-Peer Accommodations and Hotels: A Mixed-methods Approach. *Current Issues in Tourism* (SSCI), 22(1), 1-7.
18. **Koh, Y.**, *Rhou, Y., Lee, S., & Singal, M. (2018). Does franchising alleviate restaurants' vulnerability to economic conditions? *Journal of Hospitality and Tourism Research* (SSCI), 42(4), 627-648.
17. **Koh, Y.**, DeFranco, A., & Back, K-J. (2017). Modeling Average Daily Rate (ADR) Volatility Index and Room Price Positioning Matrix. *Tourism Economics* (SSCI), 23(7), 1476-1483.
16. *Rhou, Y., Singal, M., & **Koh, Y.** (2016). CSR and financial performance: The role of CSR awareness in the Restaurant Industry. *International Journal of Hospitality Management* (SSCI), 57, 30-39.
15. Kim, S., **Koh, Y.**, Cha, J. & Lee, S. (2015). Effects of social media on firm performance for U.S. restaurant companies. *International Journal of Hospitality Management* (SSCI), 49, 40-46.
14. **Koh, Y.**, Lee, S., & Basu, S. (2015). Information efficiency of U.S. restaurant stocks that are cross-listed in Germany. *Journal of Hospitality and Tourism Research* (SSCI), 39(3), 316-345.
13. *Rhou, Y., & **Koh, Y.** (2014). International expansion of full-service restaurants: Positive and increasing effect on financial performance. *International Journal of Hospitality Management* (SSCI), 39(1), 41-49.
12. Lee, S., **Koh, Y.**, & Qu, X. (2014). Internationalization and financial health in the U.S. hotel industry. *Tourism Economics* (SSCI), 20(1), 87-106.
11. **Koh, Y.**, Lee, S., Basu, S., & Roehl, W.S. (2013). Determinants of involuntary cross-listing: U.S. restaurant companies' perspectives. *International Journal of Contemporary Hospitality Management* (SSCI), 25(7), 1066-1091.
10. **Koh, Y.**, Lee, S., & Choi, C. (2013). The income elasticity of demand and firm performance of U.S. restaurant companies by restaurant type during recessions. *Tourism Economics* (SSCI), 19(4), 855-881.
9. **Koh, Y.**, & Lee, S. (2013). Stock market's reactions to U.S. hotel firms' strategic alliances. *Tourism Economics* (SSCI), 19(2), 373-391.
8. **Koh, Y.**, & Lee, S. (2011). Cross-listing effect of U.S. casino companies: Risk-adjusted performance. *International Journal of Hospitality Management* (SSCI), 30(4), 1055-1058.

7. Lee, S., **Koh, Y.**, & Kang, K. H. (2011). Moderating effect of capital intensity on the relationship between leverage and financial distress for U.S. restaurant industry. *International Journal of Hospitality Management* (SSCI), 30(2), 429-438.
6. Chen, J., **Koh, Y.**, & Lee, S. (2011). Does the market care about RevPAR? *Journal of Hospitality and Tourism Research* (SSCI), 35(2), 258-273.
5. Lee, S., **Koh, Y.**, & Heo, Y.J. (2011). Internationalization of the U.S. restaurant Industry: Internalization theory perspective. *Tourism Economics* (SSCI), 17(2), 465-471.
4. **Koh, Y.**, Frechtling, D. C., & Boo, S. (2010). Prior work experience as a predictor as academic achievement among graduate level tourism and hospitality students. *Journal of Hospitality and Tourism Education*, 22(4), 5-14.
3. **Koh, Y.**, Lee, S., & Boo, S. (2009). Impact of brand recognition and brand reputation on firm performance: U.S. based multinational restaurant companies' perspective. *International Journal of Hospitality Management* (SSCI), 28(4), 620-630.
2. **Koh, Y.**, Lee, S. & Boo, S. (2009). Does franchising help restaurant firm value? *International Journal of Hospitality Management* (SSCI), 28(2), 289-296.
1. Boo, S., **Koh, Y.**, & Jones, D. L. (2008). An exploration of attractiveness of convention cities based on visit behavior. *Journal of Convention & Event Tourism*, 9(4), 239-257.

Editing/Guest Editing

3. Wang, D., **Koh, Y.** & Draper, J. (2021). Conference Proceedings of the 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. http://www.gradconfht.com/wp-content/uploads/2021/01/2021-Graduate-Conference-Proceeding_final1.pdf
2. Lee, S., Ham, S., & **Koh, Y.** (2019). Special issue on economic implications of corporate social responsibility and sustainability in tourism and hospitality. *Tourism Economics* (SSCI), 25(4), 495-499.
1. Wang, D., **Koh, Y.** & Madera, J. (2019). Conference Proceedings of the 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. http://www.gradconfht.com/wp-content/uploads/2021/01/Proceedings_2019.pdf

Refereed Conference Proceedings (* denotes my current or former graduate student author.)

54. Shin, M., & **Koh, Y.** (October, 2023). Relieving xenophobia through fostering resident self-affirmation: Anti-Asian hate crime in the U.S. context. *Proceedings of the 2023 Annual Conference of European Council on Hotel, Restaurant, and Institutional Education (EURO-CHRIE) Conference*, Vienna, Austria.
53. *Yang, Y., **Koh, Y.**, & Shin, M. (July, 2023). Visual Signals in Reward-Based Crowdfunding: The Effectiveness of Asset Visuals. *Proceedings of the 2023 Annual Conference of International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) Conference*, Phoenix, AZ.
52. Kim, M., Lee, E., & **Koh, Y.** (July, 2023). Impacts and benefits of LEED-certified hotels: Perspectives from financial performance. *Proceedings of the 2023 Annual Conference of International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) Conference*, Phoenix, AZ.
51. *Hernandez, A., **Koh, Y.**, & Lee, M. (January, 2023). Theory-Driven Predictive Modeling for Food-service Crowdfunding Success: An Integrated Approach with Business Intelligence and Supervised Machine Learning. *Proceedings of the 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, Anaheim, CA.
50. *Mao-Clark, X., **Koh, Y.** & DeFranco, A. (January, 2023). Successful Project Pitches in Restaurant Crowdfunding: Strategies for African American Entrepreneurs. *Proceedings of the 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, Anaheim, CA.
49. *Yang, Y., *Kubosh, N., **Koh, Y.**, & DeFranco, A. (January, 2022). Persuasion in restaurant crowdfunding: Simultaneous roles of visual image and industry experience. *Proceedings of the 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, virtual.
48. *Mao-Clark, X., **Koh, Y.** & DeFranco, A. (January, 2022). The Macro-Political Foundation of Restaurant Entrepreneurs' Crowdfunding Activities. *Proceedings of the 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, virtual.
47. *Yang, Y. & **Koh, Y.** (July, 2021). How do photos matter in restaurant crowdfunding? Evidence from deep learning visual content analysis. *Proceedings of the 2021 Annual Conference of International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) Conference*, virtual.
46. *Mao-Clark, X., **Koh, Y.** & DeFranco, A. (July, 2021). Race matters: Aversive prejudice and African American restaurateurs' crowdfunding performance. *Proceedings of the 2021 Annual Conference of International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) Conference*, virtual.

45. *Mao-Clark, X., **Koh, Y.** & DeFranco, A. (June, 2021). The color divide: The effect of relative prosperity by ethnicity on the restaurant crowdfunding success. *Proceedings of the 27th Asia-Pacific Tourism Association (APTA) Conference*, virtual.
44. *Yang, Y. & **Koh, Y.** (January, 2021). Is restaurant crowdfunding immune to the COVID-19 pandemic? *Proceedings of the 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, virtual.
43. *Mao-Clark, X., **Koh, Y.** & DeFranco, A. (January, 2021). Not so Color-Blind: Implicit Bias and Restaurant Crowdfunding Performance. *Proceedings of the 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, virtual.
Nominated for Best Paper Awards.
42. *Yang, Y., Kim, S., Kim, J., **Koh, Y.** & Bowen, J. (January, 2020). Airbnb Guests' Decision-Making Points: Spatial Analysis Approach. *Proceedings of the 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Las Vegas, NV, USA.
41. *Vaughan, Y., & **Koh, Y.** (January, 2019). Impact of board interlocks on corporate social responsibility performance in the US restaurant industry. *Proceedings of the 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Houston, TX, USA.
40. **Koh, Y.**, Lee, M., & Kim, M. (December, 2019). Relative importance of hotel guest satisfaction predictors by hotel class. *5th World Research Summit for Tourism and Hospitality*, Orlando, FL, USA.
39. Kim, M., & **Koh, Y.** (December, 2019). Early career hospitality industry employees' perceptions and outcomes of gender equality. *5th World Research Summit for Tourism and Hospitality*, Orlando, FL, USA.
38. *Mun, S.G., **Koh, Y.**, & Jang, S.C. (July, 2018). Profit-driven versus growth-driven M&A: U.S. Restaurants Perspectives. *Proceedings of the 24th Asia-Pacific Tourism Association (APTA) Conference* in Cebu, the Philippines.
37. *Vaughan, Y., **Koh, Y.**, & Kim, J.W. (May, 2018). Message framing and financial performance of Airbnb properties in Asian countries. *Proceedings of the 17th Asia Pacific Forum for Graduate Students Research in Tourism* in Honolulu, HI, USA.
36. *Belarmino, A., & **Koh, Y.** (January, 2018). Analyzing Airbnb's use of anti-consumerist language. *Proceedings of the 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Fort Worth, TX, USA.
35. *Vaughan, Y., & **Koh, Y.** (January, 2018). Impact of corporate social responsibility on cost of debt in the US restaurant industry. *Proceedings of the 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Fort Worth, TX, USA.

34. *Belarmino, A., & **Koh, Y.** (July, 2017). How to forecast citywide ADR: Econometric Forecasting Model or Monte Carlo Simulation. *Proceedings of the 2017 Annual Conference of International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) Conference* in Baltimore, MD, USA.
33. Ahn, J., Back, K-J., & **Koh, Y.** (June, 2017). The Effects of Affective and Cognitive Elaboration in Formation of Customer-Brand Relationship. *Proceedings of the 23th Asia-Pacific Tourism Association (APTA) Conference* in Incheon, Korea.
32. *Belarmino, A., & **Koh, Y.** (February, 2017). One size does not fit all: Hotel forecasting by booking channel. *Proceedings of the 2017 West Federation Council on Hotel, Restaurant and Institutional Education (CHRIE) Conference* in San Diego, CA, USA.
31. *Vaughan, Y., & **Koh, Y.** (January, 2017). Impact of corporate governance on financial performance for the Chinese hospitality industry. *Proceedings of the 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Houston, TX, USA.
30. *Belarmino, A., & **Koh, Y.** (January, 2017). Pricing determinants of peer-to-peer accommodations. *Proceedings of the 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Houston, TX, USA.
29. *Belarmino, A., & **Koh, Y.** (January, 2017). Bidding for placement: Understanding Expedia booking patterns. *Proceedings of the 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Houston, TX, USA.
28. *Rhou, Y., **Koh, Y.**, & Singal, M. (January, 2017). What does financial distress imply for employee relations in hospitality companies? *Proceedings of the 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Houston, TX, USA. **Received a Best Paper Award.**
27. *Belarmino, A., Whalen, E., **Koh, Y.**, & Bowen, J. (July, 2016). Sharing means caring: How the need for relationships drive guests to Airbnb. *Proceedings of the 2016 Annual Conference of International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) Conference* in Dallas, TX, USA.
26. *Vaughan, Y., & **Koh, Y.** (January, 2016). Role of operational efficiency in rapid international expansion of service companies. *Proceedings of the 21th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Philadelphia, PA, USA.
25. *Guzzo, R. F., & **Koh, Y.** (January, 2016). Corporate social responsibility in the Brazilian lodging industry: A perspective of small and medium-sized properties. *Proceedings of the 21th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Philadelphia, PA, USA.

24. *Belarmino, A., & **Koh, Y.** (January, 2016). A hotel from three angles: Analysis on the rating discrepancies in three types of online travel review websites. *Proceedings of the 21th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Philadelphia, PA, USA.
23. *Belarmino, A., & **Koh, Y.** (January, 2016). Borders of hotel segmentation blurred: Examination of room rate. *Proceedings of the 21th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Philadelphia, PA, USA.
22. **Koh, Y.**, DeFranco, A., & Back, J. (July, 2015). Modelling Average Daily Rate (ADR) Volatility Index and ADR Sensitivity Index. *Proceedings of the 2015 Annual Conference of International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) Conference* in Orlando, FL, USA.
21. *Belarmino, A., & **Koh, Y.** (January, 2015). Brand as an indicator of rate potential: An examination of the Holiday Inn and Holiday Inn Express. *Proceedings of the 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Tampa, FL, USA.
20. *Nelson, H., & **Koh, Y.** (January, 2015). Finding the patterns of lodging companies' brand portfolios: Comparison of North American, European, and Asian companies. *Proceedings of the 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Tampa, FL, USA.
19. *Cai, Y., & **Koh, Y.** (January, 2015). Does high debt matter to restaurants' growth? *Proceedings of the 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Tampa, FL, USA.
18. *Rhou, Y., Singal, M., & **Koh, Y.** (July, 2014). Financial rewards of corporate social responsibility (CSR) in restaurant companies: The moderating effect of CSR awareness. *Proceedings of the 2014 Annual Conference of International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) Conference* in San Diego, CA, USA.
17. *Shi, J., & **Koh, Y.** (January, 2014). The effects of intra- and inter-industry diversification on firm performance: A study of Chinese lodging companies. *Proceedings of the 19th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Houston, TX, USA.
16. *Cha, D., & **Koh, Y.** (January, 2014). Role of franchising in the relationship between cultural distance and financial performance. *Proceedings of the 19th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Houston, TX, USA.

15. **Koh, Y., & Lee, S.** (July, 2013). Roles of Financial Resources and Franchising on Restaurant Firms' Growth. *Proceedings of the 2013 Annual Conference of International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) Conference* in St. Louis, MO, USA.
14. ***Cha, D., & Koh, Y.** (January, 2013). Seeking an Optimal Speed in International Expansion: U.S. Restaurant Industry Perspective. *Proceedings of the 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Seattle, WA, USA.
13. ***Mun, S.G., & Koh, Y.** (January, 2013). Profit-driven M&A and Growth-driven M&A: U.S. Restaurants Perspectives. *Proceedings of the 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Seattle, WA, USA.
12. ***Jang, J.K., & Koh, Y.** (January, 2013). Impact of Geographical Diversification on Hotel REITs' Risk. *Proceedings of the 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Seattle, WA, USA.
11. **Koh, Y., *Rhou, Y., & Lee, S.** (August, 2012). Does Franchising Alleviate Restaurants' Vulnerability to Economic Conditions? *Proceedings of the 2012 Annual Conference of International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) Conference* in Providence, RI, USA.
10. ***Rhou, Y., & Koh, Y.** (January, 2012). Moderating effect of restaurant type between internationalization and firm performance: U.S. restaurant companies' perspective. *Proceedings of the 17th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Auburn, AL, USA.
9. **Koh, Y., & Lee, S.** (July, 2010). Cross-listing effect of hospitality and tourism companies: Risk-adjusted performances. *Proceedings of the 2010 Annual Conference of International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) Conference* in San Juan, Puerto Rico, USA.
8. **Lee, S., Koh, Y., & Huh, C.** (July, 2010). Financial distress for U.S. lodging industry: Effect of leverage, capital intensity, and internationalization. *Proceedings of the 2010 Annual Conference of International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) Conference* in San Juan, Puerto Rico, USA.
7. **Koh, Y., & Lee, S.** (January, 2010). Financial market perception on hotel firms' strategic alliances: An event study approach. *Proceedings of the 15th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Washington DC, USA.
6. **Koh, Y., Lee, S., & Choi, C.** (July, 2009). Who performs better during recession: comparison of financial performance of US restaurant companies. *Proceedings of the 15th Asia-Pacific Tourism Association (APTA) Conference* in Incheon, Korea.

5. **Koh, Y.**, Lee, S., & Boo, S. (January, 2009). Impact of brand recognition and brand reputation on firm performance of multinational restaurant companies. *Proceedings of the 14th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Las Vegas, NV, USA.
4. Lee, S., Heo, Y. J., & **Koh, Y.** (July, 2008). Internationalization of the U.S. Restaurant Industry: Internalization Theory Perspective. *Proceedings of the 14th Asia-Pacific Tourism Association (APTA) Conference* in Bangkok, Thailand.
3. **Koh, Y.**, Lee, S. & Boo, S. (January, 2008). Does franchising help restaurant firm value? *Proceedings of the 13th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Orlando, FL, USA.
2. **Koh, Y.**, Frechtling, D. C. & Boo, S. (January, 2008). Prior work experience and academic achievement among graduate level tourism and hospitality students. *Proceedings of the 13th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism* in Orlando, FL, USA. **Nominated for Best Paper Awards.**
1. **Koh, Y.**, & Boo, S. (July, 2007). An exploration of perceived value of event attendees: an application of PERVAL scale. *Proceedings of the 2007 Annual Conference of International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) Conference* in Dallas, TX, USA.

Research in the Media

4. *Black Lives Matter and African American Entrepreneurs' Crowdfunding Success*. University of Houston, News Releases, April 6, 2023. Available at <https://uh.edu/news-events/stories/2023/april-2023/04062023-blm-black-restaurateurs.php>.
3. *Placemaking – Property-level Approach to ESG*. Hospitality Net, February, 17, 2022. Available at <https://www.hospitalitynet.org/opinion/4109001.html>.
2. *Here's How to Write a Better Restaurant Kickstarter Campaign, According to University of Houston Researchers*. Houston Business Journal, September, 8, 2020. Available at <https://www.bizjournals.com/houston/news/2020/09/08/uh-study-advice-on-writing-kickstarters.html>.
1. *Words Matter: Revealing 'How' Restaurateurs Land Investors Online*. University of Houston, News Releases, September 1, 2020. Available at <https://www.uh.edu/news-events/stories/2020/september-2020/0901202-crowdfunding.php>. Also featured at EurekaAlert! at https://www.eurekaalert.org/pub_releases/2020-09/uoh-wmr090120.php.

Invited Talks

4. **Koh, Y.** (November 15, 2021). Mastering the Craft of Teaching: What is the New Normal. Faculty Engagement and Development, Office of the Provost, University of Houston.
3. **Koh, Y.** (April, 2015). How to Conduct Research Using the STR Data. The Pennsylvania State University
2. Lee, S. & **Koh, Y.** (November, 2009). Comparison of Financial Performance of U.S. Restaurant Companies by Restaurant Type and Internationalization. Paper presented at the Global Temple Conference, Philadelphia, PA, USA.
1. **Koh, Y.** & Lee, S. (November, 2008). Impact of Brand Recognition and Brand Reputation on Firm Performance: U.S. Based Multinational Restaurant Companies' Perspective. Paper presented at the Global Temple Conference, Philadelphia, PA, USA

Research Grants Funded

2022-2023

Minjung Shin (PI) & **Yoon Koh** (Co-PI)

Title: The economic cost of xenophobia on the U.S. tourism industry: Focusing on the case of anti-Asian violence

Fund Amount: \$5,740

Funding Agent: University of Houston (Small Grant)

2021-2022

Yoon Koh (PI)

Title: Impact of gender diversity on crowdfunding success

Fund Amount: \$5,000

Funding Agent: University of Houston (Small Grant)

2017-2018

Yue Teng-Vaughan (PI), Jaewook Kim (Co-PI) & **Yoon Koh** (Co-PI),

Title: Message framing and financial performance of Airbnb properties in Asian countries

Fund Amount: \$1,000

Funding Agent: Asian Community Research Fund

2015-2016

Sujata Sirsat (PI) & **Yoon Koh** (Co-PI)

Title: Incorporation of tablet applications into courses to enhance student engagement and knowledge retention

Fund Amount: \$22,784

Funding Agent: University of Houston (Teaching Innovation Grant)

- 2015 **Yoon Koh** (PI)
Title: What made lower-priced hotels suffer during the economic recession? Counter example of the law of income elasticity of demand
Fund Amount: \$3,000
Funding Agent: University of Houston (Small Grant Program)
- 2013 **Yoon Koh** (PI)
Title: Seeking an optimal speed in international expansion: U.S. restaurant industry perspective
Fund Amount: \$6,000
Funding Agent: University of Houston (New Faculty Research Grant)

TEACHING

Graduate Courses Developed

- GHL7369: Hospitality Financial Assets Planning
 - Regular graduate class (2012-present)
 - Online executive class (2018-present)
- GHL6397: International Business & Finance in the Hospitality Industry (2012 Fall)

Undergraduate Courses Developed

- GHL4343: Financial Administration for the Hospitality Industry (2011-present)
- GHL3341: Hospitality Managerial Accounting (2014 Summer, 2015 Summer)
- GHL3197/6197: Sharing Economy – Hospitality Business Perspective (2021 Spring, 2022 Spring)

Special Lectures Developed

- Theory in Research (2022 Spring)
- Using STR for Research (2021 Spring, 2022 Spring)
- Emotional Intelligence (2020 Spring, 2017 Fall, 2015 Fall)
- Funding Alternatives for Restaurant Development (2018 Fall)
- STR Workshop: How to Analyze Hospitality Industry Reports (2018 Fall, 2017 Fall)
- Global Trends on Hospitality Finance and Case Studies of Gaming Business Development Strategy (2017 Fall)
- Hospitality Industry Data and Research (2017 Fall)
- How to Become a Successful PhD Candidate (2015 Fall)

ADVISING

Doctoral Students Advised as a Dissertation Chair

1. Amanda Belarmino (May, 2018). Towards a more sophisticated understanding of revenue management in peer-to-peer accommodations.
2. Yue Teng-Vaughan (May, 2019). Impact of corporate governance mechanism on corporate social responsibility performance in the US Restaurant Companies: The role of board of directors and institutional investors.
3. Yun (Yvonne) Yang (August, 2022). Persuasion in reward-based crowdfunding: The role of visual image.

Doctoral Students Advised as a Dissertation Committee

4. Xiaodan Mao-Clark (August, 2023, Expected). Ethnic minority entrepreneurs in crowdfunding.

Master's Students Advised as a Thesis /Professional Paper Chair

1. Yinyoung Rhou (May, 2012). International Expansion of Full-service Restaurants: Positive and Increasing Effects on Financial Performance.
2. Sung Geun Mun (December, 2012). Profit-driven M&A and Growth-driven M&A: U.S. tourism and hospitality companies' perspective.
3. Xiaowei Zhang (December, 2012). Valuations of Publicly Traded Hotel Companies: Case of Marriott.
4. Weiwei Lu (May, 2013). Finding the Optimal Occupancy Rate and Average Daily Rate to Maximize Revenue per Available Room.
5. Brittany Foster (May, 2013). Corporate Social Responsibility in Europe and North America: Insights from Business' Self-Presentations on the Topic of Stakeholder Issues in the Hotel Industry.
6. Jungkuk Jang (December, 2013). The Impact of Brand Diversification on Hotel REITs' Risk.

7. Daehan Cha (December, 2013). Role of Franchising in the Relationship between Cultural Distance and Financial Performance.
8. Qing Ye (December, 2013). Research on China's Hotel Industry: A Review of Papers Published over 2008-2012.
9. Jingjianxiong Shi (May, 2014). Impact of the Lodging Industry Concentration on Chinese Lodging Firms.
10. Olubunmi Adeboye (December, 2014). The Peculiarities and Opportunities of Midscale International Hotel Development in Lagos: A Feasibility Study of Lekki Peninsula.
11. Yuquan Cai (December, 2014). Role of Franchising on the Relationship between Leverage and Growth in Restaurant Industry.
12. Altaf Khowja (December, 2014). Feasibility Study: Limited Service Hotel near the Austein Bergstrom Airport.
13. Hana Nelson (May, 2015). Finding the Patterns of Lodging Companies' Brand Portfolios: Comparison of North American, European, and Asian companies.
14. Amanda Belarmino (May, 2015). Brand as an Indicator of Rate Potential: An Example of the Holiday Inn and Holiday Inn Express.
15. Millacent Haynes (May, 2015). Restaurant Revenue Management: Would Waffle House Restaurants Benefit from the Implementation of a Happy Hour Concept.
16. Jason Kaminski (August, 2015). A wedding and events venue – A feasibility study.
17. Hua Shao (December, 2015). Investigating the aesthetic and operational characteristics of US boutique hotels.
18. Guzzo, Renata. F. (May, 2016). Corporate social responsibility in the Brazilian lodging industry: A perspective of small and medium-sized properties.
19. Xiaoyu, Xu. (May, 2016). The relationship between the economic changes and lodging demand in Houston.
20. Sandra Heimbürger (December, 2017) SGS: One Stop Shop and Destination Single Window project.

21. Hao Bin Jack Lai (December, 2017) SGS: One Stop Shop and Destination Single Window project.
22. Ivan Pupavac (December, 2017). SGS: One Stop Shop and Destination Single Window project.
23. Alessandro Gropelli (December, 2018). Melia Hotel International: Developing revenue management template that forecast maximum profitability.
24. Diego Elzir (December, 2018). Melia Hotel International: Developing revenue management template that forecast maximum profitability.
25. Melissa Bassoo (December, 2018). Melia Hotel International: Developing revenue management template that forecast maximum profitability.
26. Sofia Gellego de Chaves (December, 2019). Melia Hotel International: Impact of guest satisfaction on financial performance: Business analytics approach.
27. Aalia Udawala (December, 2019). Melia Hotel International: Impact of guest satisfaction on financial performance: Business analytics approach.
28. Sijia Zhang (December, 2019). Melia Hotel International: Impact of guest satisfaction on financial performance: Business analytics approach.
29. Pranav Harish (May 2020). The rise of hotel disruptors in the Houston market: Revenue strategies and shared-value market analysis.
30. Auguste Cheminais (May, 2021, expected). Hilton University of Houston: Developing revenue management strategy with regards to expansion.
31. Sina Ritter (May, 2021, expected). Hilton University of Houston: Developing revenue management strategy with regards to expansion.
32. Saniya Zanpure (May, 2021, expected). Hilton University of Houston: Developing revenue management strategy with regards to expansion.
33. My Nyugen (May, 2022, expected). Effects of Language Tones on Restaurant Crowdfunding Success.

Bachelor's Students Advised as a Thesis Chair/Research Advisor

1. Ken Nguyen, Provost's Undergraduate Research Scholarship (PURS) (2015)
2. Joey Wonjung Ryu, Provost's Undergraduate Research Scholarship (PURS) (2017)
3. Kevin McCaslin, Honors Thesis Chair (2018)
4. Joseph Pina, Independent Research Project (2020)
5. Natalie Kubosh, Summer Undergraduate Research Fellowship (SURF) (2021)

SERVICE

Service to the University of Houston

University Level

- 2020-Present Faculty Senator Representing the Hilton College
- 2020-Present University of Houston Graduate and Professional Studies Committee (GPSC) (Elected)
- 2023 Member, University of Houston, Teaching Excellence Award Committee
- 2022 Member, University of Houston GPS Grievance Committee
- 2021 Member, University of Houston Outstanding Doctoral Dissertation Award Committee
- 2021 Panelist, Mastering the Craft of Teaching: What is the New Normal. Faculty Engagement and Development, Office of the Provost
- 2020 Judge, 3MT (3 Minute Thesis) Competition
- 2014 Judge, the Annual Graduate Research and Scholarship Projects (GRaSP)

College Level

- 2022-Present Chair, Ph.D. Admission Committee
- 2018-Present Member, Promotion and Tenure Committee
- 2016-Present Liaison, STR for research collaboration and student research support
- 2015-Present Organizer & Facilitator, CHIA (Certification of Hotel Industry Analytics) for Students
- 2011-Present Member, Graduate Program Committee
- 2023 Chair, Faculty Search Committee for a Tenure-Track Data Analytics Faculty Position
- 2015-2021 Member, Ph.D. Admission Committee
- 2019-2020 Chair, Faculty Search Committee for a Tenure-Track Revenue Management Faculty Position
- 2019-2020 Chair, Faculty Search Committee for Two Tenure-Track Marketing Faculty Positions
- 2017-2019 Advisor, STR Market Study Competition
- 2017 Member, Teaching Evaluation Committee

- 2015-2016 Member, Faculty Search Committee for a Tenure-Track Data Analytics Faculty Position
- 2015-2016 Member, Faculty Search Committee for a Tenure-Track Human Resources Faculty Position
- 2014 Moderator, Graduate Student Association Research Colloquium, Hotel Development Session
- 2013 Chair, Revenue Management Curriculum Committee
- 2012 Moderator, Hospitality Hall of Honor, Hotel Finance and Development Session

Service to the Academic Discipline

International Conferences

- 2011-Present Reviewer, Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism
- 2022 Judge, STR Hands-on Data Analysis Competition
- 2022 Session moderator, 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism
- 2020-2021 Co-Chair, 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism
- 2020-2021 General session moderator, 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism - A session with three editors: Discussions on research and publication
- 2018-2019 Co-Chair, 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism
- 2018-2019 General session moderator, 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism – Learning from emerging global hospitality educators: TED Talks about “Transitioning from a PhD student to a faculty member”
- 2017-2018 Track-Chair for Finance & Economics, 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism
- 2016-2017 Co-Chair, 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism
- 2016-2017 Track-Chair for Finance & Economics, 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism
- 2016-2017 Track-Chair for Finance & Economics, 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism
- 2015-2016 Track-Chair for Finance & Economics, 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism

Editorial Board Member/Guest Editor

- 2015-Present Editorial Board *Journal of Hospitality and Tourism Research (JHTR)*
- 2017-Present Editorial Board *Tourism Economics (TE)*

- 2022 Chair, Best paper of the year award selection committee, *Journal of Hospitality and Tourism Research (JHTR)*
- 2021 Member, Best paper of the year award selection committee, *Journal of Hospitality and Tourism Research (JHTR)*
- 2019 Member, Best paper of the year award selection committee, *Tourism Economics (TE)*
- 2017 Guest editor, Special issue of economic impact of corporate social responsibilities for *Tourism Economics (TE)*
- 2017 Member, Best paper of the year award selection committee, *Journal of Hospitality and Tourism Research (JHTR)*

Ad-hoc Reviewer

- *Asia Pacific Journal of Tourism Research (APJTR)*
- *Cornell Hospitality Quarterly (CQ)*
- *Information Systems Journal (ISJ)*
- *International Journal of Contemporary Hospitality Management (IJCHM)*
- *International Journal of Hospitality Management (IJHM)*
- *International Journal of Tourism Sciences (IJTS)*
- *Journal of Business Research (JBR)*
- *Journal of Smart Tourism (JST)*
- *Journal of Travel and Tourism Marketing (JTTM)*
- *Scandinavian Journal of Hospitality and Tourism (SJHT)*

- *Annual I-CHRIE Conference*
- *Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*
- *Asia Pacific Tourism Association (APTA) Annual Conference*
- *The Tourism Sciences Society of Korea (TOSOK) International Tourism Conference*

PROFESSIONAL CERTIFICATES

- Certified Hotel Industry Analytics
- Certified Hospitality Educator
- Certified Securities Investment Consultant
- Certified Financial Planner

INDUSTRY WORK EXPERIENCES

- 2019-2020 **Hilton University of Houston, Houston, TX, USA**
Consultant / Research Advisor
- Developing revenue management strategy with regards to expansion
- 2018-2019 **Melia Hotels International, Majorca, Spain**
Consultant / Research Advisor
- Impact of guest satisfaction on financial performance: Business analytics approach
- 2017-2018 **Melia Hotels International, Majorca, Spain**
Consultant / Research Advisor
- Developing revenue management template that forecast maximum profitability
- 2016-2017 **SGS International, Geneva, Switzerland**
Consultant / Research Advisor
- One Stop Shop and Destination Single Window project
- 2007- 2008 **Lisner Auditorium, Washington DC, USA**
Staff / House Management Team
- Handled various on-site problems and inquiries for over 50 performances.
 - Entrusted to train new staff members.
- 2007 **The George Washington University, Washington DC, USA**
Consultant / Tourism Consulting Team
- Researched and developed a sustainable tourism plan for tourism consulting project for Historic Peninsula, Istanbul, Turkey in collaboration with UNWTO Education and Knowledge Management Department and Bogazici University.
- 2006 **Korea International Trade Association, Seoul, Korea**
Assistant Manager / Exhibition & Convention Team
- Managed all foreign participant companies related work for “Seoul International Jewelry & Watch Fair 2006” including marketing, booth sales, volunteer recruiting/training, and on-site problem-solving.
 - Sales increased 33% in terms of on-site sales amount, 14% in terms of number of foreign participant companies compared to 2005.
- 2002- 2005 **Hong Kong and Shanghai Banking Corporation, Seoul, Korea**
Client Services Assistant / HSBC Securities Services
- Handled various inquiries from multinational clients by telephone and email in respect to their investing activities within Korean stock and bond market including but not limited to market practices, registration to the Korean government and corporate actions such as dividends, M&A, and so on.

- Made and submitted documents to the Financial Supervisory Services including quarterly report regarding investors in and out.
- Worked at the due diligence team for the acquisition of Asset Management Technology Korea, Korea's largest fund administrator.

2002

Korea Machine Tool Manufacturers' Association, Seoul, Korea

Trade Show Assistant / Exhibition Team

- Acted main liaison between foreign participant companies, vendors and trade show organizers.
- Managed trade show related revenues / show brochures.
- Interpreted interviews and translated business documents including opening speeches.