

HOWOOK “SEAN” CHANG

Dedman School of Hospitality
The College of Business
Florida State University
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EDUCATION

- 2006 Doctor of Business Administration in Hospitality Management.
Concentration: Hospitality Marketing.
Dissertation Title: The Effect of Artwork Characteristics on a Hotel’s
Perceived Performance.
Sejong University (accredited AACSB institution), Seoul, Korea.
[Sejong University’s AACSB member profile](http://www.sejong.ac.kr/eng/index.html)
<http://www.sejong.ac.kr/eng/index.html>
- 2000 Master of Science in Hospitality Administration.
Concentration: Casino Operations Management and Casino Marketing.
Theses Title: The Effect of Computer/Internet Usage on Slot/Video
Machine Players’ Gambling Behaviors.
University of Nevada Las Vegas.
<http://www.unlv.edu/>
- 1996 Bachelor of Science in Hotel Administration.
Concentration: Hotel Finance & Accounting, Food & Beverage Operations.,
University of Nevada Las Vegas.
<http://www.unlv.edu/>

ACADEMIC APPOINTMENTS

- 03/2008 – present Visiting Research Scholar & Adjunct Professor.
Florida State University.
The Robert H. Dedman School of Hospitality.
<http://cob.fsu.edu/dsh/>
- 03/2004 – 02/2008 Assistant Professor.
Baekseok Culture University. Cheonan, Korea.
Department of Tourism.
http://eng.bscu.ac.kr/htm/main/main_visual.jsp

03/2003 – 12/2003 Adjunct Lecturer.
College of Hospitality and Tourism Management.
Sejong University. Seoul, Korea.
<http://www.sejong.ac.kr/eng/index.html>

08/2001 – present Instructor.
Sejong Cyber University. Seoul, Korea.
School of Tourism & Hospitality Administration.
<http://portal.sjcu.ac.kr/html/english/dept.html>

ACADEMIC EXPERIENCE

08/2009 - present Florida State University.
Courses Taught:

- Convention & Event Management (HFT 3519)
- Hospitality Services Marketing & Research (HFT 4502)
- Managing Service Organizations (HFT 3240)
- Hospitality Careers (HFT 2001)
- Introduction to Hospitality and Tourism (HFT 1000)

04/2004 – 02/2008 Baekseok Culture University.
Courses Taught:

Spring Semester

- Introduction to Hotel Management.
- Food & Beverage Service Operations.
- Internal Communications & Customer Relations in Hospitality Management.
- Hospitality Information System.
- Hospitality Seminar.

Fall Semester

- Restaurant Operations & Management.
- Hospitality Marketing Principles.
- Introduction to Hotel Accounting.
- Hospitality Internship.

Summer

- Atmospherics and Servicescape Operations.
- Labor Management Relations.

08/2001 - present Sejong Cyber University
Courses Taught:

- Hotel Feasibility Study & Consulting – Spring Semester.
- Introduction to Casino Management – Fall Semester.

ADMINISTRATIVE EXPERIENCE

- 03/2007 – 02/2008 Director, Chungnam Cultural Tourism Innovation Institute.
Baekseok Culture University.
- 03/2006 – 02/2007 Associate Dean, Corporate Training Programs.
Baekseok Culture University.
- 03/2004 – 02/2006 Acting Department Head.
Department of Tourism.
Baekseok Culture University.

RESPONSIBILITIES & ACCOMPLISHMENTS

- 03/2008 – present **Visiting Research Scholar.**
Florida State University.

Responsibilities:

- Analyze collected data with a statistical program and create Quarterly and Annual Tallahassee/Leon County Visitor Statistics reports.
- Develop a variety of research agendas in hotel, restaurant, and gaming operations, tourism and service technology.

Accomplishments:

- Assisted in completing 2010 Q1 & Q2 Tallahassee/Leon County Visitor Statistics Reports
- Assisted in completing 2009 & 2008 Tallahassee/Leon County Visitor Statistics Quarterly & Annual Reports.
- Assisted in completing 2009 Major League Baseball Florida Spring League Economic Impact Study.
- Co-authored a research article and published in the FIU Review.
- Co-authored and resubmitted a research article to International Journal of Hospitality Management for second round review.
- Co-authored and submitted two grand proposals to the Harrah's Hospitality Research Center Grant Award Program.
- Working on five research articles in progress.

- 03/2007–02/2008 **Director, Chungnam Cultural Tourism Innovation Institute.**
Baekseok Culture University.

Responsibilities:

- Manage a portfolio of accounts with total value of U.S. \$1.5 million.
- Complete budget allocation.
- Align tourism interests with the Christian mission and vision of the College.
- Organize and develop patriotic sites into a themed tourist attraction.
- Write a grant proposal for regional tourism planning to Cheonan Tourism Bureau.
- Create strategic planning and the Institute development.
- Evaluate the complete cycle of outcomes assessment results and monthly faculty and the Institute performance.

- Foster strong relationship with the tourism industry and develop national prominence for the Institute.
- Organize a task force team from four academic department faculty (Linguistics, Communications, Tourism, the Culinary Arts) to develop regional tourism products and promotions.
- Initiate international tourism education, business, and industry exchange.
- Encourage faculty scholarship development.
- Develop extensive industry-oriented tourism curriculum.
- Supervise seven instructors and four staff.

Accomplishments:

- Received 988 on 1000 points scale in overall performance audited by Korea Ministry of Education & Human Resources Development.
- Received a \$120,000 grant to develop regional tourism and development in Cheonan.
- Acquired the approval of three new tourism majors in linguistics department (Chinese, Japanese, English in Tourism) and Korean Traditional Culinary Arts major in the Culinary Arts Department.
- Established an agreement of international tourism education with Northern Marianas College in Saipan, Red Deer College in Canada, Shenzhen University, and South China Normal University in China.
- Developed a 20-credit internship program with a dozen of hospitality firms in People's Republic of China, Japan, Saipan, and Canada, and placed 76 students in the first year of paid Internship which includes a round-trip flight, monthly stipend, housing, and meals.
- Completed three tourism & hospitality education facilities: a state-of-the-art travel agency computer lab, a 5,000 square foot banquet hall, and a kitchen lab, a total of approximately U.S. \$350,000 projects.
- Completed a major curriculum revision in Hotel Management and Travel & Tourism Management within the Tourism Department.
- Hosted three international tourism events in which regional patriotic history and food tourism are offered to a total of 300 international travelers from People's Republic of China, Japan, and Saipan.
- Acquired patent pending approval in Korean bean paste fermentation process.
- Received national and regional recognition for innovating international tourism education exchange after 10-month service.

03/2006–02/2007 **Associate Dean, Corporate Training Programs.
Baekseok Culture University.**

Responsibilities:

- Manage corporate training programs offering five majors for more than 800 students.
- Oversee and coordinate the planning, organizing, and training to achieve regional recognition of corporate programs.
- Organize meetings with companies for student recruitment.
- Organize student orientation for 450 incoming freshmen.
- Supervise graduation certificates for 150 students annually.
- Supervise eight instructors and two clerical staff.

Accomplishments:

- Implemented a series of seminars in advanced methods in adult education for faculty and instructors.
- Established a corporate education agreement with the Samsung Semi-Conductor division when the company moved to Cheonan, and recruited more than 800 students per academic year.
- Gained a 100 percent increase in student enrollment after first year service.
- Obtained approval to offer four new majors in the programs.

03/2004–02/2006 **Acting Department Head.**
Baekseok Culture University

Responsibilities:

- Review student academic records and supervise 250 students a year through diploma completion.
- Represent the Department in official communications.
- Supervise eight part-time instructors and one office clerk.
- Create program schedules and assign program faculty course load.
- Develop necessary program curriculum changes.
- Create departmental agendas for excellence in teaching and student employment.
- Organize a freshman orientation trip and tourism field trips.
- Direct student government in Tourism Department.
- Serve as a student recruitment committee member.
- Advise students to set their career goals.
- Promote program to the industry and student recruitment.

Accomplishments:

- Provided up-to-date seminars, workshops, and on-site educational programs to meet the development needs of industry professionals.
- Fostered two students who received international internship scholarship (U.S. \$5,000) sponsored by Korea Ministry of Education and Human Resources Development.
- Established international paid-internship agreements with Aqua Resorts Club in Saipan and Dong Fang Hotel and City Majors Plaza Hotel in Guangzhou in China.
- Shaped the co-op centered curriculum focused on practical training on site.
- Hosted job interview workshops with human resources managers of deluxe hotels in Seoul on campus.
- Hosted a tourism job fair on campus; participants included five deluxe hotels and two major travel wholesalers in Seoul.
- Achieved 25 percent increase in freshmen enrollment and 95 percent student retention rate after first year service.
- Achieved 50 percent increase in student job placement after second year service.
- Gained 30 percent increase in number of students pursuing for higher education.
- Obtained the approval of U.S. \$120,000 from the College budget committee and completed two hotel management education facilities: a 2,000 square foot lobby lounge and bar, and a 350 square food guest room.
- Acquired the approval of U.S. \$18,000 to install Micros Fidelio Front Office V7 software for 47 computers in the hospitality computer lab.

03/2004–02/2008 **Assistant Professor.**
Baekseok Culture University.

Teaching Accomplishments:

- Constantly refreshed the in-class learning experience by creating innovative multimedia class materials with music and videos from famous commercials and movies.
- Developed a class that offers 18th–19th century European composers' classical music, history, knowledge, and music applications in a hospitality environment.
- Created a class that offers 18th century European and American contemporary artworks, history, knowledge, and artwork applications in a hospitality setting.
- Obtained higher student evaluations on every aspect than departmental and College averages. According to students, my greatest strengths were, "relates course material to real-life," "use of technology," "knowledgeable about subject matter," "enthusiastic," "challenges students to work hard," and "receptive to student questions."
- Received a higher frequency of handwritten comments such as "showed attention to every single student by calling student's name by his/her face in class," "presented interesting class materials to read, listen to and watch," "never got bored in class," "always implemented exclusive teaching methods."

PROFESSIONAL EXPERIENCE

- 05/1998–01/2000 Casino Analyst. Flamingo Hilton, Las Vegas.
- 01/1996 – 05/1996 Finance Department Intern. MGM Grand, Las Vegas.
- 05/1995 – 08/1995 Sushi chef at Genji Japanese Restaurant. Seoul Hilton Hotel.
- 05/1993 – 08/1993 Receptionist. Seoul Hilton Hotel.

RESEARCH & SCHOLARSHIP

Refereed Articles

Bonn, M., Chang, H., Agrusa, J., Kim, W., Lee, H., & Furr, L. (2009). Behavioral and Perceptual Comparisons of U.S. Traveler Experiences with Group Package Tours and Free Independent Tours to China. *FIU Hospitality Review*, 27(1), 58-76.

Kim, H., Moon, H., Kwon, Y., & Chang, H. (2004). Downsizing Relationship on Job Stress and Job Satisfaction of Hotel Employees. *Korean Journal of Hospitality Administration*. 12 (4), 65–80.

Kim, W., Kim, H., & Chang, H. (2004). A Study of Wine Consumption in Korea: A Time Series Analysis. *Korean Journal of Hospitality and Tourism Studies*. 16 (10) 66–79.

Refereed Conference Proceedings & Presentations

Chang, H., Kim W., and Bonn, M. Customer's Perceptual Analysis of Fine Art on Display in a Five-Star Hotel and Its Influence on Perceived Quality of Servicescape: 2010 ICHRIE Annual Conference, July 26 – July 30, San Juan, PR, USA.

Chang, H. & Kim, W. G. (2009). Customer Counterfactual Responses to Restaurant Service Failure and Its Recovery: 2009 ICHRIE Annual Conference, July 30-August 1, San Francisco, USA.

Chang, H. & Kim, W. G. (2009). Customer's Counterfactual Reasoning Process in Selection of Restaurants: 14th Annual Graduate Education and Graduate Student, Research Conference, January 4-6, Las Vegas, USA. University of Nevada Las Vegas, Las Vegas. **Nominated as the BEST PAPER Award at the conference.**

Chang, H. & Bonn, M. A. (2009). The Utility of Demographics and Selected Behavioral Characteristics for Predicting Consumers' Intention to Use Personal Gaming Devices Within Casino Facilities: 14th Annual Graduate Education and Graduate Student Research Conference, January 4-6, Las Vegas, USA. University of Nevada Las Vegas.

Chang, H. & Kim, H. (2006). Crisis Management Strategies to Geographical Risks in the Korean Hotel Industry: Asia-Euro Tourism, Culture & Gastronomy Conference November 8–11, Kuala Lumpur, Malaysia, Taylor's College.

Chang, H. (2004). The Application of Dead Economists' Ideas and Their Roles on Hotel Management Principles: Korean Academic Society of Hospitality Administration 29th Semi-Annual Conference, October 25, Seoul, Korea, Kyunghee University.

Kim, H., Moon, H., Kwon, Y., & Chang, H. (2004). Downsizing Relationship on Job Stress and Job Satisfaction of Hotel Employees. Korean Academic Society of Hospitality Administration 27th Semi-Annual Conference, June 25, Choonchun, Korea, Kangwon University.

Articles – in process

Chang, H., Cho, S. & Kim, W. G. (A revision has been submitted to International Journal Hospitality Management in July 2010 for second round review). Counterfactual thinking, customer emotional responses, and post recovery satisfaction and revisit intention.

Chang, H., Kim, W., & Bonn, M., (A manuscript will be submitted to Journal of Hospitality & Tourism Research in August 2010 for review) Customer's Perceptual Analysis of Fine Art on Display in a Five-Star Hotel and Its Influence on Perceived Quality of Servicescape.

Chang, H, Bonn, M., & Jang, H., (Data Analysis Stage). The Economic Impact of a Sporting Event on a Community; IMPLAN Economic Impact Analysis Framework.

Chang, H, Bonn, M., & Jang H., (Data Analysis Stage). Evaluation of Segment Attractiveness Using a TOBIT Model: First time versus repeat visitors to MLB Spring League in Florida

- Chang, H. (Data Collection Stage). The Analysis of Gambler's Counterfactual Reasoning.
- Chang, H & Bonn, M. (Data Collection Stage). The Utility of Demographics and Selected Behavioral Characteristics for Predicting Consumers' Intention to Use Personal Gaming Devices within Casino Facilities.
- Chang, H. (Literature Review Stage). Germs-Free Hotel Rooms: How sensitive today's travelers are about germs?
- Chang, H., & Seo, K. (Literature Review Stage). Perception of Safe Cookware on Food Quality in a Restaurant.
- Chang, H. (Literature Review Stage). Rethinking Business Ethics in Gaming toward Consumer Protection.

Textbooks

- Chang, H. & Kim, H. (2008). Spa Operations Management. Baekseok Culture University Press, Cheonan, Korea.
- Chang, H. (2006). Introduction to Hotel Management: Classical Music & Visual Art Perspective. Baekseok Culture University Press, Cheonan, Korea.

Essay

- Chang, H. (2002). How to Make Moves. Bada Publishing Co. Seoul, Korea.

Grants

- Kim, W. G., Bonn, M. A., & Chang, H. the Harrah's Hospitality Research Center Grant Award Program. "An Exploratory Assessment of Casino Situational Effects on Mobile Gambling Behavior." March, 2009. \$28,900 (Not Funded).
- Bonn, M. A., Kim, W. G., & Chang, H. the Harrah's Hospitality Research Center Grant Award Program. "The Utility of Demographics and Selected Behavioral Characteristics for Predicting Consumers' Intention to Use Personal Gaming Devices within Casino Facilities." July, 2008. \$33,500 (Not Funded).
- Chang, H., Jang, S., & Im, J. Baekseok Culture University Curriculum Development Grant, "Curriculum and Class Material Innovation for Hotel Management toward Co-op Education." September, 2007. \$4,000 (Funded).
- Chang, H. & Kim, H. Baekseok Culture University Research Grant Award. "Natural Hot Spring Spa Operations & Promotions." May, 2007. \$4,000 (Funded).
- Chang, H. Cheonan Tourism Office Bureau Research Grant. "Cheonan Regional Tourism Products Development and Promotions." March, 2007. \$120,000 (Funded).
- Chang, H., Lee, K., Lee, G., Choi, S., & Kim, Y. Korea Ministry of Education & Human Resources Development College Grant. "Building Quality Tourism Education in 2-year College and Structuring Regional Cultural Tourism Attractions." May, 2006. \$1,500,000 (Funded).
- Lee, G., Park, S., Lee, H., Lee, E., & Chang, H. (2005). Korea Ministry of Education &

Human Resources Development Student Employment Development Grant. "The Customization of On-Demand Education for Higher Student Employment." May, 2005. \$150,000 (Funded).

Chang, H. Provost Faculty Development Grant. "Atmospherics and Servicescape in Hospitality Operations." September, 2004. \$2,500 (Funded).

Professional Presentations

Chang, H. Invited Presenter. For Nevada Senator John Ensign. Presentation to help him explore the broad picture of the Las Vegas gaming market. December 7, 2000.

Chang, H. Invited Presenter. For Mr. Pat Kearns, Senior Vice President of Casino Operations at Flaming Las Vegas. Presentation on strategic implementation of slot club systems in handling customers' needs in communications and promotion. December 26, 2000.

Chang, H. Invited Presenter. For Brian Sandoval, the Chairman of Nevada Gaming Commission and his members. Presentation on the Internet gaming impacts and its necessary regulations for Nevada Gaming Commission toward the Internet gaming legalization. May 1, 2001.

Chang, H. Invited Presenter. For Terrence J. Lanny, Executive Board Chairman of MGM Mirage. Presentation on Las Vegas visitor's gambling behavior toward technology, the Internet gaming and its profitable foundation. January 11, 2001.

Chang, H. Invited Presenter For Juley Mottes, Marketing Director at Anchor Gaming. Presentation on innovative development of services and products of slot/video machine. January 31, 2001.

Chang, H. Invited Presenter. For George Boyer, President of Primm Casino & Resort and a CEO at MGM Mirage Corporation. Presentation on adoption of new marketing strategy to target drive-in gamblers from California. February 13, 2001.

SPECIAL SKILLS AND KNOWLEDGE

Special Skills.

- Multiple subject and bi-lingual instructor with 7 years of on-line and off-line teaching experience.
- Knowledge of general hospitality management with rooms, sales, food & beverage, financial & managerial accounting.
- Ability to interact with local community and government officials.
- Talented in training, coaching and development in human resources.
- Ability to work together toward a common vision. Less me and more we.
- Ability to make ways to get work done. A positive attitude with a bright smile.
- Ability to know students by name in two weeks. Trained in face recognition and name recall.

- Talented in dealing with computers and technology.
 - Hardware
 - Building a computer system.
 - Building a local area network.
 - Software
 - Microsoft Office.
 - Statistical programs: SPSS for Windows 15.0, Amos 7., Lisrel 8.7.
 - Adobe Premiere Pro, Photoshop, Acrobat Professional.
 - Micros Fidelio V7 (Hotel Property Management System)
 - Maitre'D point of sale system.

Knowledge

- European classical music and its history to teach in combination with the principles of Hotel Management.
- European and American contemporary art and their history to teach in conjunction with the principles of Hotel Management.

MEMBERSHIPS IN ACADEMIC PROFESSIONAL ORGANIZATIONS

International Council on Hotel, Restaurant and Institutional Education (I-CHRIE).

- 2009 – present. Editorial Board
- 2008 – present. Member

Korean Academic Society of Hospitality Administration.

- Board member, 2006 – present.
- Member, 2002 – present.

Eta Sigma Delta, International Hospitality Honor Society.

- Member, 1995 – present.

Golden Key Honor Society.

- Member, 1995 – present.