



**Prof. Aejuo Lee**

#### **EMPLOYMENT**

- December 2009 - Present:** Dean, College of Hospitality & Tourism, Sejong University.  
Dean, Graduate school of Tourism (for part time student), Sejong University.
- April 2007 - March 2009:** Dean, College of Hospitality & Tourism, Sejong University.  
Dean, Graduate school of Tourism (for part time student), Sejong University.
- March 1983 - Present:** Professor, Department of Foodservice management, Sejong University.

#### **EDUCATIONAL BACKGROUND**

- Ph.D.:** Sejong University, March 1984 ~ February 1987.  
Major : Business Administration.  
Concentration : Marketing
- M.P.S. :** School of Hotel Administration, Cornell University, Ithaca. N. Y., U.S.A, September 1979 ~ June 1981.  
Major : Hospitality Marketing
- B.A. :** Mills College, Oakland, CA., U.S.A, September 1974 ~ December 1977.  
Major : Psychology

#### **PROFESSIONAL AFFILIATIONS**

- March 2009 - Present:** Committee Chair, Tourism Service Agency for Technology and Standard of The Ministry of Knowledge Economy.
- 1998 to Present:** Cini-Little, Int'l Inc Korea Representative.
- March 2008 - February 2010:** Editor in Chief, Foodservice Management Society of Korea.
- June 2008:** Head of Committee Member of Seoul Tourism Award.
- 2001 to 2005:** Committee Member, Industrial Standards Council of Agency for Technology and Standard of The Ministry of Knowledge Economy.
- 2001 to 2005:** Committee Member, Culture & Service Standards Division of Agency for Technology and Standard of The Ministry of Knowledge Economy.



## **RESEARCH ACTIVITIES**

1. Lee, A., Kim, J. (2010). A Study on the effect of Corporate Social Responsibility on Organizational Trust and Performance in Hospitality Industry. *Journal of Foodservice Management*, 13(1), 31-58.
2. Jhun, J., Lee, A. (2010). A Study on Brand Image Perception of Brand Recognition by Brand Logo Localization Factor: A Study based on Mcdonald's case. *Journal of Foodservice Management*, 13(2), 33-56.
3. Kwon, J., Lee, A. (2010). Canonical Correlation between Service Recovery Justice and Relationship Quality: Case of Membership VIP Customers of Hotel Dining Rooms. *Journal of Foodservice Management*, 13(3), 221-239.
4. Jeon, H., Lee, A. (2010). The Impact of Business to Business Relationship Marketing Activities of Wine Supplier on Relationship Quality and Long-Term Orientation: Focused on the Mediating Effect of Gratitude. *Journal of Foodservice Management*, 13(4), 147-172.
5. Lee, A., Yu, J. (2010). Exploratory Study on Hotel Restaurant Forecasting Sales Case study on the L Hotel. *Journal of Foodservice Management*, 13(5), 27-45.
6. Lee, A., Lee, S. (2010). Hotel employees' Perception of Corporate Social Responsibility(CSR) by Using Two-Step. *Korean Journal of Tourism Research*, 25(5), 435-454.
7. Lee, A., Jeon, J. (2011). A Study on the Effects of Family Restaurant's Core Competency on the Organizational Effectiveness. *Journal of Foodservice Management*, 14(1), 27-45.
8. Lee, H., Lee, A., Kim, H. (2011). Effect of awareness of organic foods and corporate image on purchase intention. *Journal of Foodservice Management*, 14(2), 119-137.
9. Baek, N., Lee, A. (2011). The effect of beef origin regional image of quality recognition and word of mouth. *Journal of Foodservice Management*, 14(3), 7-26.
10. Ko, D., Lee, A. (2011). The influence of conflict management strategy on employees' communicative competence and their behavior after conflict -Case of F&B Departments of Super Deluxe Hotels in Seoul-. *Journal of Foodservice Management*, 14(4), 7-26.
11. Do, H., Lee, A. (2012). The Study of Restaurant Satisfaction on Restaurant Rating Site by Web Data-mining Method. *Journal of Foodservice Management*, 15(2), 115-131.
12. Park, J., Lee, A. (2012). A Study on Relations between Customer Complaint Behavior Intention, Dissatisfaction by the Service Delivery Process Failure. *Journal of Foodservice Management*, 15(3), 57-79.
13. Lee, A., Back, N. (2012). A Study on Perceived Quality and Purchase Attitude of Livestock Local Brand. *Journal of Foodservice Management*, 15(1), 111-130.
14. Lee, A., Park, J., Lee, S. (2012). The Relationship Between Tangible Cues and Perceived Risk at Coffee Specialty Stores. *Journal of Tourism & Leisure Research*, 23(6), 351-374.

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