

Jiwoo Jung

Jiwoo.jung@ufl.edu
+1-352-709-4790
Florida Gym 206D, PO Box 118209
Gainesville, FL, 32611

EDUCATION

- Ph.D.** **University of Florida, Gainesville, United States** Aug. 2022 - present
Department of Tourism, Hospitality, and Event Management
Advisor: Jinwon Kim
- MS** **Kyonggi University, Seoul, Korea** Sep. 2019 to Feb. 2021
Department of Leisure and Tourism Science
GPA: 4.5/4.5

Thesis: The Effects of Platform Characteristics and Trust on Repurchase Intention in Sharing Accommodation Platform: Using Trust Transfer Theory
Advisor: Won Seok Lee
- BS** **Kyonggi University, Seoul, Korea** Mar. 2016 to Aug. 2019
Department of Tourism and Recreation
GPA: 3.99/4.5

Thesis: The Effects on The Intention of Sharing Accommodation Platform: The Case of Airbnb
Advisor: Beom Soo Han

PUBLICATIONS

Journal Publications

1. **Jung, J.**, Park, E., Moon, J., & Lee, W. S. (2021). Exploration of Sharing Accommodation Platform Case of Airbnb Using an Extended Technology Acceptance Model. *Sustainability*, 13(3), 1185.
2. Lee, W. S., Park, S., Jung, J., Mun, S., & **Jung, J.** (2021). A study on tourists' perceived risks from COVID-19 using Q-methodology. *Asia Pacific Journal of Tourism Research*, 26(10), 1057-1069.
3. **Jung, J.**, & Lee, W. S. (2021). Estimating the preservation value of the Confucianism symbol tree: application of the contingent valuation method. *Anatolia*, 1-13.
4. Lee, W. S., **Jung, J.**, & Moon, J. (2021). Exploring the antecedents and consequences of the coffee quality of Starbucks: a case study. *British Food Journal*.
5. **Jung, J.**, Lee, W. S., Song, M., & Moon, J. (2020). A study on the attribute of rural tourism using the choice experiment. *Korean Journal of Hospitality & Tourism*, 29(1), 199-211.
6. Song, M., **Jung, J.**, & Moon, J. (2020). A study on the antecedents influencing university students'

intention to revisit McDonald's. *Korean Journal of Hospitality & Tourism*, 29(3), 1-14.

7. **Jung, J.** & Lee, W. S. (2019). A Study on the Influence of Brand Trust, Perceived Economic Value, and Network Externalities on the Intention to Use of the Sharing Accommodation Platform, *Journal of Hotel & Resort*, 18(3), 77-96.

Journal Papers in Review

1. **Jung, J.**, Moon, J., & Lee, W. S. (2023). Estimation of an Attribute Value Shared Accommodation Platform using a Choice Experiment: Focus on Airbnb. *Journal of Hospitality and Tourism Technology*. (RD2)

Manuscripts in Progress

1. **Jung, J.**, Kim, J., & Park, S. (2023). Peer-to-Peer Accommodation and Community Gentrification.
2. Kim, J., **Jung, J.** & Jeong, J. (2023). Geographic Patterns in a Mortality Salience-Based Travel Intention in the United States.

CONFERENCE PRESENTATIONS

1. **Jung, J.** & Kim, J. (2023). Is There a Relationship Between Peer-to-Peer Accommodation and Community Gentrification? A Multiscale Geographically Weighted Regression Approach. 2023 D.K. Stanley Lecture Research Symposium, Gainesville, FL, United States, February 24. Received "Winner – the 1st Prize Annual D.K. Stanley Lecture Research Symposium"
2. Cao, J., **Jung, J.**, Jung, D., Lu, Y., & Kirilenko, A. (2023). Twitter Text Analysis During and After COVID-19 Lockdown: A Case in South Florida, 2023 D.K. Stanley Lecture Research Symposium, Gainesville, FL, United States, February 24.
3. **Jung, J.**, Kim, J., & Park, S. (2023). Peer-to-Peer Accommodation and Community Gentrification: An Economic Geographical Approach. *The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Orange County, CA, United States, January 5-7.
4. **Jung, J.** & Kim, J. (2022). Research Interest: Community Sustainability. 2022 KAHTEA Fall Research Forum, Virtual, United States, November 18.
5. **Jung, J.** & Lee, W. S. (2019). Estimation of the Attribute Value of Shared Accommodation Platform Airbnb Using the Choice Experiment. *Korean Hospitality and Tourism Academe (KHTA) 58th Autumn Academic Article Conference*, Seoul, South Korea, December 13.

TEACHING EXPERIENCE

Spring 2023 **Teaching Assistant**
HFT 4446C GIS and Spatial Analysis for Tourism and Social Data
Undergraduate, class size 4
Support practical exercise to accurately analyze data and interpret the result.

LEI 2181-15CG Leisure and Contemporary Society

Undergraduate, class size 118

Help students understand the role of leisure on communities through Q&A, Evaluated and provided feedback on bi-weekly students' assignments and discussions.

LEI 2181-15D6 Leisure and Contemporary Society (UFO)

Undergraduate, class size 15

Help students understand the role of leisure on communities through Q&A, Evaluated and provided feedback on bi-weekly students' assignments and discussions.

Fall 2022

Teaching Assistant

HFT 4754 Advanced Event Management

Undergraduate, class size 51

Developed online contents, Developed class materials, Support undergraduate students conduct group project.

LEI 2181-15CG Leisure and Contemporary Society

Undergraduate, class size 103

Help students understand the role of leisure on communities through Q&A, Evaluated and provided feedback on bi-weekly students' assignments and discussions.

LEI 2181-15D6 Leisure and Contemporary Society (UFO)

Undergraduate, class size 12

Help students understand the role of leisure on communities through Q&A, Evaluated and provided feedback on bi-weekly students' assignments and discussions.

Fall 2022

Guest Lecture

HFT 4754 Advanced Event Management

Topic: Risk Management for Meetings, Expositions, Events, and Conventions

Event Planning

Food and Beverage Planning

Accounting and Financial Planning

RESEARCH EXPERIENCES

Nov. 2020 ~ **Graduate Research Assistant**

Mar. 2021 "A Study on the Feasibility of Establishing a Department of Amusement Facilities"

Funded by Korea Tourism Organization (KTO), Korea

- Interviewed survey participants and transcribed interview records

Sep. 2020 ~ **Graduate Research Assistant**

Feb. 2021 "Practice and Issues for Sustainable Development of Smart Tourism City"

Funded by National Research Foundation of Korea (NRF), Korea

- Assisted report writing original draft preparation
- Gathered, coded, and statistically analyzed survey data using SPSS, AMOS

May. 2020 ~ **Graduate Research Assistant**

May. 2021 "Estimation of the Attribute Value Sharing Accommodation Platform using the Choice Experiment:

focusing Airbnb”

Funded by National Research Foundation of Korea (NRF), Korea

- Assisted writing original draft preparation
- Assisted in analyzing data using the Choice Experiment analysis
- Gathered, coded, and data curation

Sep. 2019 ~ **Graduate Research Assistant**

Fed. 2021 “A Study on the Development and Spread of Korean Community-Based Tourism Model and National Tourism Competitiveness Model (4th Year)”

Funded by National Research Foundation of Korea (NRF), Korea

- Assisted writing original draft preparation
- Assisted in analyzing data using the Choice Experiment analysis
- Gathered, coded, and data curation

Jun. 2018 ~ **Undergraduate Research Assistant**

Jul. 2018 “Passenger demand forecasting for the local Airline in Gangwon-do Province”

Funded by Flygangwon, Korea

- collected secondary sources of aviation statistics
- assisted in analyzing data using R to conduct time series forecasting method

Nov. 2017 ~ **Undergraduate Research Assistant**

Jan. 2018 “A Master Plan for Haenam Children's Dinosaur Theme Park”

Funded by Haenam-gun, Jeollanam-do, Korea

- Gathered, coded, and data curation

HONORS AND AWARDS

- Sidney J. Gefen, Barbara & Larry Jaffee Scholarship, University of Florida (2023 April)
- 1st Prize of the 2023 D.K. Stanley Lecture Research Symposium, University of Florida (2023 February)
- Academic Scholarship, Kyonggi University (2016, 2018, 2019)
- Merit-based Scholarship, Kyonggi University (2016, 2017)
- Scholarship for talented people in the region, Jeonju Human Resources Development Foundation (2016, 2018)

PROFESSIONAL AND COMMUNITY SERVICES

2023

ICHRIE

Sub reviewer

SKILLS AND TECHNIQUES

- R, Python, Stata, SPSS, AMOS, Rapid Minor, ArcMap, LaTeX
- English: Proficient, Korean: Native

RESEARCH INTERESTS

- Community Sustainability
- Behavioral economy in tourism
- Economic impact on community
- Geospatial approach
- Sharing economy in tourism context