

Jinha Lee, Ph.D.

DeVoe Division of Business
Indiana Wesleyan University
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EDUCATION

University of Tennessee, Knoxville, PhD 2020

Kyonggi University, Korea, PhD 2010

Kyonggi University, Korea, MS 2006

Korea University, Korea, BS 2003

ACADEMIC APPOINTMENTS

Associate Professor
DeVoe Division of Business
Indiana Wesleyan University, Marion, IN, 2025 - Present

Assistant Professor
DeVoe Division of Business
Indiana Wesleyan University, Marion, IN, 2020-2025

HONORS AND AWARDS

2025	The Lilly Faculty Scholarship Award, The Scholarship Council of Indiana Wesleyan University
2025	The Discovered Opportunity Award, The Scholarship Council of Indiana Wesleyan University
2023	The Emerging Scholarship Award, The Scholarship Council of Indiana Wesleyan University
2022	The Lilly Faculty Scholarship Award, The Scholarship Council of Indiana Wesleyan University
2022	The Discovered Opportunity Award, The Scholarship Council of Indiana Wesleyan University
2019	Nominated for Best Paper Award, The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, TX.
2018	Best Paper Award, Southeastern, Central and South America Federation 2018 Conference, TN

2016	The University of Tennessee Full Tuition Scholarship for Ph.D. Program
2014	Nominated for the Excellent Project Award, The Ministry of Agriculture, Food and Rural Affairs, Korea
2010	Great Mentor Award, Korea Food Coordinator Association, Korea

RESEARCH INTERESTS

My research explores marketing analytics and consumer behavior, encompassing themes of health, technology, and experience design. Current areas of interest include:

- Data-driven behavioral analytics (machine learning, large language models, and big data applications) for consumer insight and marketing optimization
- Technology-enhanced consumer experience and UX design
- Healthcare and wellness consumption behavior
- Food, sustainability, and tourism experience

PUBLICATIONS

Lee, J., Song, C. S., & Lee, S. H. (2026). Designing restaurants for embodied care: toward a framework of care-sensitive spatial experience. *Journal of Marketing Management* [SSCI, A] *In press*.

Lee, J., Lee, C., Lee, B., Kim, S., Shin, M., Shin, H. & Park, J. (2026). AI-powered symptom assessment and user experience: A case study of Simtomi and Simtomi-Care. *2026 IEEE Conference on Artificial Intelligence*. Full paper. *In press*.

Lee, J., Song, C. S., & Lee, S. H. (2026). The impact of perceived restaurant spatial design on word-of-mouth: A decision tree approach. *Consumer Behavior in Tourism and Hospitality*. [Scopus] <https://doi.org/10.1108/CBTH-04-2025-0099>

Lee, J., Kim, W. G., Haldorai, K., Song, C. S., & Parvez, O. (2025). A health-oriented decision model of insect protein bars: Moderated by age and sensory appeal. *International Journal of Hospitality Management*, 131, 104317. [SSCI, A*] <https://doi.org/10.1016/j.ijhm.2025.104317>

Lee, J., Kim, W. G., & Haldorai, K. (2025). Shaping the future of sustainable dining in the US: Marketing insect-based food using degree of visibility and consumer adventurousness. *International Journal of Hospitality Management*, 127, 104108. [SSCI, A*] <https://doi.org/10.1016/j.ijhm.2025.104108>

Lee, J., Lim, H., & Kim, W. G. (2025). Gestalt food presentation: Its influence on visual appeal and engagement in the Instagram context. *Tourism Management*, 107, 105080. [SSCI, A*] <https://doi.org/10.1016/j.tourman.2024.105080>

Cacciolatti, L., **Lee, J.**, Sacchi, G., SH Lee, S. H. (2024). Guest editorial. Revisiting the slow food movement: Three cases of heritage, innovation, and sustainability in alternative food networks *Economia agro-alimentare*: XXVI, 2, 83-102.

<https://doi.org/10.3280/ecag2024oa18190>

Song, C. S., **Lee, J.**, & Jo, B. (2023). Scale development of anxiety toward robots in consumer robotics: An approach using item response theory. *2023 32nd IEEE International Conference on Robot and Human Interactive Communication*. [SCIE]

<https://ieeexplore.ieee.org/document/10309588>

Lee, J., & Bae, S. J. (2023). Attributes of insect food acceptance: Identifying key factors with consumer market segmentation. *International Journal of Gastronomy and Food Science*, 100702 [SCIE]

<https://doi.org/10.1016/j.ijgfs.2023.100702>

Lee, J., & Lim, H. (2023). Visual aesthetics and multisensory engagement in online food delivery services. *International Journal of Retail & Distribution Management* [SSCI, A]

<https://doi.org/10.1108/IJRDM-09-2021-0451>

Yoon, B., **Lee, J.**, & Lim, H. (2023). Campus dining sustainability: A perspective from college students. *Sustainability*, 15(3), 2134. [SCIE/SSCI]

<https://doi.org/10.3390/su15032134>

Lee, J., & Lim, H. (2022). Design matters: Cross-modal correspondences between vision and taste in food advertising. *Journal of Marketing Communications*, 28(2), 132-151. [Scopus, Q1]

<https://doi.org/10.1080/13527266.2020.1846071>

Lee, J., Benjamin, S., & Childs, M. (2022). Unpacking the emotions behind TripAdvisor travel reviews: The case study of Gatlinburg, Tennessee. *International Journal of Hospitality & Tourism Administration*, 23(2), 347-364. [Scopus]

<https://doi.org/10.1080/15256480.2020.1746219>

Lee, J., & Kim, Y. K. (2020). Online reviews of restaurants: Expectation-confirmation theory. *Journal of Quality Assurance in Hospitality & Tourism*, 21(5), 582-599. [Scopus]

<https://doi.org/10.1080/1528008X.2020.1712308>

Lee, J., & Whaley, J. E. (2019). Determinants of dining satisfaction. *Journal of Hospitality Marketing & Management*, 28(3), 351-378. [SSCI, A]

<https://doi.org/10.1080/19368623.2019.1523031>

Whaley, J. E., **Lee, J.**, & Kim, Y. K. (2019). Do tipping motivations lead to server loyalty in a restaurant? *International Hospitality Review*.

<https://doi.org/10.1108/IHR-01-2019-0001>

REFEREED CONFERENCE PRESENTATIONS

Lee, J., Lee, C., Lee, B., Kim, S., Shin, M., Shin, H. & Park, J. (2026). AI-powered symptom assessment and user experience: A case study of Simtomi and Simtomi-Care. 2026 IEEE International Conference on Artificial Intelligence, Granada, Spain.

Lee, J., & W. G. Kim (2025). Cannabis-infused food and beverages, a new frontier in the U.S. market: Identifying key motives and moderators. International Council on Hotel, Restaurant & Institutional Education (ICHRIE), Indianapolis, IN.

W.G. Kim, & **Lee, J.** (2025). Inspiring travel intentions in the digital age: The role of TikTok content engagement. Technological Human-Centered Innovations, European Council on Hotel, Restaurant & Institutional Education (EUROCHRIE), Netherlands.

Lee, J., & Lim, H. (2021). Multisensory food experience in the mobile food delivery app. American Marketing Association & American Collegiate Retailing Association (AMA/ACRA) Triennial Conference.

Lee, J., & Lim, H. (2019). Less is more? The effects of repetition of visual design elements in food advertising. The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, TX.

Lee, J., Jordan, K. L., & Lim, H. (2019). Dining atmospherics: Effects of music and light on social interaction. The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, TX.

Lee, J., & Childs, M. (2018). Mapping emotions in a destination: The case of Gatlinburg, Tennessee. Southeastern, Central and South America Federation Conference, Knoxville, TN.

TEACHING

Indiana Wesleyan University

BUS320 Business Statistics & Analytics

MKG210 Marketing Principles

FIN210 Managerial Finance

FIN440 Financial Management

BUS382 Business Administration Internship

BUS100 Foundations of Business

University of Tennessee, Knoxville

HRT326 Financial Management for the Hospitality Industry

ACADEMIC ADVISING

Indiana Wesleyan University

2021 — Academic Advising

Kyonggi University

2012 PhD Dissertation Committee Member

INSTITUTIONAL SERVICE

2023-24 Academic Assessment Fellow
2024-26 DeVoe Accreditation & Assessment Committee
2021-23 Global Studies Committee Member
2021-23 Business Education Coordinating Council Member

PROFESSIONAL SERVICE

2023 Co-Editor of a Special Issue for Food Economy/ Economia Agro-alimentare
2023- Reviewer of International Journal of Hospitality Management
2023- Reviewer of International Journal of Contemporary Hospitality Management
2023- Reviewer of Food Quality and Preference
2023- Reviewer of Journal of Foodservice Business Research
2022- Reviewer of The Annual ICHRIE Conference
2019 Reviewer of Journal of Quality Assurance in Hospitality & Tourism
2014-15 Reviewer of International Journal of Tourism and Hospitality Research
2014-15 Editorial Board Member of Korea Tourism Research Association

PROFESSIONAL AFFILIATIONS

American Marketing Association
International Council on Hospitality, Restaurant, and Institutional Education
Society for Consumer Psychology