

## BORHAM YOON

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Department of Retail, Hospitality, and Tourism Management  
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### EDUCATION

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<b>Oklahoma State University</b> , Stillwater, OK, USA PhD in Hospitality and Tourism Management	2017
<b>Seoul National University</b> , Seoul, Korea MS in Food and Nutrition	2009
<b>Kyung Hee University</b> , Seoul, Korea BS in Food and Nutrition (First major) BS in Foodservice Management (Second major)	2006

### ACADEMIC EXPERIENCE

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<b>Assistant Professor</b> Department of Retail, Hospitality and Tourism Management, University of Tennessee, Knoxville, TN • <i>HRT 101 Science of Foods and Culinary Fundamentals (3 cr)</i> • <i>HRT 210 Foodservice Operation Management (3 cr)</i> • <i>HRT 445 Advanced Food Production and Service Management (3 cr)</i> • <i>HRT 493 Independent Study (3 cr)</i>	2017-present
<b>Graduate Teaching Associate and Assistant</b> School of Hospitality and Tourism Management, Oklahoma State University, Stillwater, OK • <i>HRAD 4613 Hospitality &amp; Tourism Marketing and Sales (3 cr)</i> • <i>HRAD 1114 Basic Food Preparation and Sanitation (4 cr)</i>	2013-2016
<b>Graduate Research Assistant</b> School of Hospitality and Tourism Management, Oklahoma State University, Stillwater, OK • Analyzed data published by the government, association, and country fair boards, data collected by telephone interviews, and previous industry research for project “ <i>Site Selection Study for an Exhibition Center in Kay County</i> ” • Collected and analyzed financial and textual data using SPSS and WordStat	2011-2013
<b>Lecturer</b> Department of Culinary Arts, Shin Ansan University, Ansan, Korea • <i>Cultural History of Food (3 cr)</i>	2009
<b>Lecturer</b> Department of Food Services, Baekseok Arts University, Seoul, Korea • <i>Quantity Food Production and Management (4 cr)</i>	2009

## RESEARCH INTEREST

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Foodservice and restaurant management, Sustainable food system, Healthy eating environment, Eating behavior and dining experience, Corporate Social Responsibility, Food and tourism

## PUBLICATIONS

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### Peer-Reviewed Journal Articles

- Choi, H.\*, Choi, C., **Yoon, B.**, & Joung, H. W. (Accepted, In press). Understanding food truck customers: Selection attributes and customer segmentation, Under third review at *International Journal of Hospitality Management*
- Childs, M., Gokcecik, E.\*, **Yoon, B.**, & Lee, B.\* (Accepted, In press). The growing business of slowing down: Understanding the slow movement in retail, hospitality, and tourism. *Journal of Brand Strategy*.
- Yoon, B.**, & Jun, K. (2020). Impact of culinary and nutrition course on cooking attitude, cooking skills and food consumption for college students, *Culinary Science & Hospitality Research*, 26(5), 180-184.
- Yoon, B.**, & Chung, Y. (2019). The effects of corporate social responsibility on firm performance: A stakeholder approach, *Journal of Hospitality and Tourism Management*, 37, 89-96.
- Yoon, B.**, & Chung, Y. (2018). Consumer attitude and purchase intention toward food trucks: Targeting millennials, *Journal of Foodservice Business Research*, 21(2), 187-199.
- Jung, J., Jun, K., **Yoon, B.**, & Cho, YS. (2012). A study on food intake related dietary habits and life-behavioral characteristics among adult women in Gyunggi-do, *Journal of The East Asian Society of Dietary Life*, 22(6), 711-719.
- Yoon, B.**, & Chung, Y. (2012). Can nutrition information for side menu items improve customer awareness and choice in fast food restaurants? A comparison of Korea and the U.S., *International Journal of Tourism Sciences*, 12(2), 44-62. **Excellent Paper Award.**
- Yoon, B.**, Kwon, S., & Yoon, J. (2010). Menu evaluation of meal boxes delivered to children from low-income families during summer vacation, *Journal of The East Asian Society of Dietary Life*, 21(1), 118-124.
- Asano, K., Yoon, J., & **Yoon, B.** (2009). Appropriate size and dish combination of nutritional-balanced lunch boxes delivered to children under the government-funded meal service program in Korea. *Korean Journal of Community Nutrition*, 14(5), 565-575. **Best Paper Award.**
- Yoon, B.**, Yoon, J., Shim, J. E., & Kwon, S. (2009). Current status of meal box service management for children from low-income families during summer vacation. *Korean Journal of Community Nutrition*, 14(2), 206-215.

### Manuscripts under Review

- Yoon, B.**, Chung, Y., & Jun, K. Restaurant industry practices to promote healthy sustainable eating: A content analysis of restaurant websites using the value chain approach. Under second review at *Sustainability*.
- Min, S.\*, & **Yoon, B.** The role of glass ceiling perception on work engagement and service orientation behavior among female hotel employees. Under third review at *Journal of Human Resources in Hospitality & Tourism*.
- Lee, K., Ha, S., & **Yoon, B.** Effects of Corporate Social Responsibility (CSR) fit and firm size: the mediating role of perceived effort. Under review at *International Journal of Hospitality & Tourism Administration*.
- Yoon, B.** Impact of different menu labeling formats on healthiness evaluation and menu choice among the fast foods. Under review at *Journal of the East Asian Society of Dietary Life*.
- Jun, K., **Yoon, B.**, Lee, S. S., & Lee, D. S. Factors influencing customer decision to use online food delivery service. Under review at *Journal of the East Asian Society of Dietary Life*.

\* Denotes PhD students

## Book Chapters

Yoon, J., **Yoon, B.**, Kwon, S., Lee, Y., Han, G., Choi, I., Yeoh, Y., & Yoon, S (2017). Publications for translations. English-to-Korean translation of the book *Foodservice Organizations: A Managerial and system Approach*, Seoul, Korea: BioScience.

## SELECTED REFERRED CONFERENCE PRESENTATION

Gokcecik, E.\*, & **Yoon, B.** (2020). The impact of local culinary festivals on building destination brand equity: The case of Gaziantep, Turkey. 16th Annual Graduate Student Colloquium, Knoxville, TN.

**Yoon, B.**, & Jun, K. (2020). Impact of culinary and nutrition course on cooking self-efficacy and dietary behaviors for college students. SECSA Conference, Auburn, AL.

Gokcecik, E.\*, **Yoon, B.**, & Childs, M. (2020). The slow food movement and its role in food tourism in Tennessee. SECSA Conference, Auburn, AL. **Best Faculty Presentation Award**

**Yoon, B.**, & Jun, K. (2019). Effect of menu promotion strategy on consumers' ethnic dining decisions. 2019 Annual ICHRIE Summer Conference, New Orleans, LA.

**Yoon, B.**, & Jun, K. (2018). Effects of gas price changes on consumers' demand for restaurants in the United States. 2018 Spring Association Scholarship Conference hosted by East Asian Society of Dietary Life, Seoul, Korea.

**Yoon, B.**, & Jun, K. (2018). An analysis of corporate websites to determine what restaurants are doing to promote healthy eating. SECSA Conference, Knoxville, TN.

**Yoon, B.**, & Chung, Y. (2016). Effects of health practices on restaurant image formation and customer behavior intentions. 2016 Annual ICHRIE Summer Conference, Dallas, TX.

**Yoon, B.**, & Chung, Y. (2015). Does menu labeling matter to fast diners? Impacts of labeling on healthfulness perception, accuracy, and choice according to health-consciousness. The 20th Annual Graduate Student Research Conferences in Hospitality and Tourism, Tampa, FL.

**Yoon, B.**, & Chung, Y. (2015). Does ownership configuration matter? Linkage of ownership configuration, economic condition, and performance in the restaurant industry. The 20th Annual Graduate Student Research Conferences in Hospitality and Tourism, Tampa, FL.

Jun, K., **Yoon, B.**, & Scott-Halsell, S. (2015). The impact of volunteer engagement, organizational commitment, and intention to remain in a Home-delivered Meal Program. The 20th Annual Graduate Student Research Conferences in Hospitality and Tourism, Tampa, FL

**Yoon, B.**, & Chung, Y. (2014). Does strategic orientation matter in performances of restaurant firms? The 19th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

**Yoon, B.**, & Chung, Y. (2014). The impact of Corporate Social Responsibility (CSR) engagement on restaurant firm risk. The 19th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

**Yoon, B.**, & Chung, Y. (2013). Restaurant firm's strategic orientation toward international expansion strategy. 2013 TOSOK International Tourism Conference, Seoul, Korea.

## RESEARCH GRANTS

### External Grants

Colby, S. (Lead PI), Cheek, J., Childs, M., Kintziger, K., Kohring, A., Lim, H., Yamagata-Lynch, L., **Yoon, B.**, & Zhou, W (Co-PIs alpha ordered, May 2019). Fruved to farm: Young people creating innovations to improve sustainable agriculture systems. Agriculture and Food Research Initiative. *United States Department of Agriculture* (\$9,254,754.00). Note: Marketing Team Co-PI's Childs, M., Lim, H., & **Yoon, B.**). Not funded.

**Yoon, B.**, (PI) & Jun, K (Sep 2018). Education Strategy to Reduce Food Waste for College Students. *Foodservice Systems Management Education Council Research Grant* (\$2,000.00). Not funded.

Yoon, J., & **Yoon, B** (Co-PI with Graduate Advisor, Sep 2008). Operation and Menu Evaluation of Organizations Delivering Box Lunch for Children of Low-income Families. *The Happiness Foundation* (Graduate Student Research Grant), **Funded**.

## INDUSTRY EXPERIENCE

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Administrative assistant, Department of Food and Nutrition, Seoul National University, Korea	2009-2011
Assistant Foodservice Manager, Cafe FANCO (operated by Seoul National University students), Korea	2009
Registered Dietitian & Foodservice Manager, Shinsegae Food (Contract Foodservice Management Company), Korea	2006-2007
Seasonal marketing team, Cave de Vine (Wine import and distribution company), Korea	2005-2006
Restaurant Server & Line Cook, T.G.I. Friday's, Korea	2003-2005

## AWARDS AND HONORS

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Best Faculty Presentation Award, ICHRE-SECSA Conference, Auburn, AL.	2020
Graduate College Dissertation Writing Workshop Award	2016
Best Humorous Speech and Evaluation Contests, Area O-1, 2 <sup>nd</sup> prize	2015
Distinguished Graduate Fellowship Award, Oklahoma State University	2015
Graduate Travel Award, Oklahoma State University	2016, 2013
Excellent Paper Award, 2012 TOSOK International Tourism Conference	2012
Best Paper Award, Korean Society of Community Nutrition	2009
Best Presentation Award, Seoul National University Language Education Institute, People's choice	2009
University Student Marketing Contest, Pizza Hut, Consolation prize	2008
Excellence Award in Foodservice Management, Shinsegae Food	2007
Marketing Strategy Contest, Amoje Restaurant Corporation, 2 <sup>nd</sup> prize	2005

## SERVICE

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### University of Tennessee

Graduate dissertation committee: Mostafa Zaman, Bomi Lee, Ph.D. students in RHTM	2018-present
End Hunger/FEED Change initiative committee	2019-present
Faculty Evaluator: 16 <sup>th</sup> Annual Graduate Student Research Colloquium awards judge	2020

### Oklahoma State University

Culinary Assistant, <i>Cooking for Kids Program</i> , Department of Nutritional Sciences	2016
Hospitality Committee, <i>Wine Forum of Oklahoma</i>	2015
Social Chair, <i>HRAD Graduate Student Association</i>	2012-2013

### Kyung Hee University

President, <i>Food &amp; Nutrition Student Association</i>	2005-2006
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### Ad hoc Review for Journals

International Journal of Contemporary Hospitality Management
Journal of Foodservice Business Research
e-Review of Tourism Research

### Review for Conferences

West Federation CHRIE Regional Conference
Hospitality Teaching & Learning Conference
Annual ICHRIE Summer Conference
TTRA (Travel and Tourism Research Association)

### Community

Volunteer, <i>Mobile Meals</i> , Knoxville, TN
Volunteer, <i>Mobile Meals</i> , Stillwater, OK

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Volunteer, *Meals on Wheels*, Lubbock, TX  
Korean Teacher, *Korean School*, Lubbock, TX  
Volunteer, *Shinsegae Food*, Korea  
Nutrition Education Volunteer, *Seoul National University Hospital*, Korea

## **CERTIFICATES**

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Registered Dietitian, Ministry of Health and Welfare, Korea, 2006  
National Secondary Teaching Certificate in Nutrition, Ministry of Education, Science & Technology, Korea, 2006  
Certified ServSafe Instructor, National Restaurant Association, 2017  
Registered ServSafe Proctor, National Restaurant Association, 2017  
ServSafe® Food Protection Manager Certification, National Restaurant Association, 2014  
Certification in Hotel Industry Analytics (CHIA), American Hotel & Lodging Educational Institute, 2016  
Certified Barista, Korea Coffee Education Society, 2009  
Certified Bartender, Bar and Beverage Manager, American Hotel & Lodging Educational Institute, 2005  
Certified Culinarian in Western Cuisine, Human Resources Development Service of Korea, 2006  
Certified Culinarian in Chinese Cuisine, Human Resources Development Service of Korea, 2005  
Certified Culinarian in Korean Cuisine, Human Resources Development Service of Korea, 2004

## **SPECIALIZED SKILLS**

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Statistical Analysis (SPSS, SAS, AMOS, MPLUS, R)  
Qualitative data Analysis (WordStat and CATPAC)  
MS Office Application Software (Microsoft Word, Microsoft Excel, Power Point)  
Presentation Software (Microsoft Power Point, Prezi)

## **PROFESSIONAL AFFILIATIONS**

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### **Member**

Academy of Nutrition and Dietetics  
Foodservice Systems Management Education Council (FSMEC)