

## Dr Joongwon Shin

### Assistant Professor

School of Hotel and Tourism Management  
The Hong Kong Polytechnic University

#### Areas of Research Expertise

- Consumer Behaviour
- Food Psychology
- Services Marketing

#### Areas of Teaching Expertise

- Hospitality and Tourism Marketing
- Services Marketing
- Research Methods

### Personal Introduction

Dr. Shin joined the School of Hospitality and Tourism Management as an Assistant Professor in 2019. She received her doctoral degree from the Pennsylvania State University, where she also served as an instructor of hospitality management courses. Her managerial experience in the foodservice industry has fostered her research interest in consumer behaviour, food psychology and services marketing.

### Qualifications

#### [Academic Qualifications]

- PhD (2019) The Pennsylvania State University, USA
- MSc (2012) Seoul National University, South Korea
- BA (2010) Seoul National University, South Korea

#### [Professional Qualifications]

- Certified Hospitality Educator, American Hotel & Lodging Educational Institute, USA (2016)
- Dietitian's License, Ministry of Health and Welfare, South Korea (2011)

### Publications

#### [Journal Articles]

- **Shin, J., & Mattila, A. S.** (in press). In search of diners responsive to health cues: Insights from U.S. consumers. *International Journal of Hospitality Management*, Accepted for publication.
- **Shin, J., & Mattila, A. S.** (2019). When organic food choices shape subsequent food choices: The interplay of gender and health consciousness. *International Journal of Hospitality Management*, 76, 94-101.

- Hwang, Y., **Shin, J.**, & Mattila, A. S. (2018). So private, yet so public: The impact of spatial distance, other diners and power on solo dining experiences. *Journal of Business Research*, 92, 36-47.
- **Shin, J.**, Hwang, Y., & Mattila, A. S. (2018). Dining alone? Solo consumers' self-esteem and incidental similarity. *Journal of Services Marketing*, 32(6), 767-776.
- **Shin, J.**, & Mattila, A. S. (2018). When pizza doesn't sound as good as usual: Restrained vs. unrestrained eaters' responses to gluten-free menu items. *Cornell Hospitality Quarterly*, 59(4), 397-410.
- Kim, S., Yoon, J., & **Shin, J.** (2015). Sustainable business-and-industry foodservice: Consumers' perception and willingness to pay a premium in South Korea. *International Journal of Contemporary Hospitality Management*, 27(4), 648-669.

[Conference Papers]

- **Shin, J.**, & Mattila, A. S. "Healthy taste of high-status: signaling status at restaurants." 24th Graduate Education & Graduate Research Conference in Hospitality & Tourism, Houston, TX. January 4 – 6, 2019.
- **Shin, J.**, & Mattila, A. S. "Going organic and letting go of healthy choices: The interplay between gender and health consciousness." 23rd Graduate Education & Graduate Research Conference in Hospitality & Tourism, Fort Worth, TX. January 3 – 5, 2018.
- **Shin, J.**, Hwang, Y. & Mattila, A. S. "Connected by coincidence: The impact of incidental similarity cues on solo dining experiences." 22nd Graduate Education & Graduate Research Conference in Hospitality & Tourism, Houston, TX. January 5 – 7, 2017.
- Hwang, Y., **Shin, J.** & Mattila, A. S. "We are dining solo: When in-group bias leads to more favorable dining experiences." 22nd Graduate Education & Graduate Research Conference in Hospitality & Tourism, Houston, TX. January 5 – 7, 2017.
- **Shin, J.**, Kim, S., Choi, J., Yun, S. Y., & Yoon, J. "Healthy foodservice from a marketing perspective: Analysis of international cases." 2014 Korean Scholars of Marketing Science International Conference, Seoul, South Korea. November 22 – 23, 2014.
- **Shin, J.**, Kim, S., & Yoon, J. "Comparison of the standards and guidelines for sustainable foodservices." 2011 Korean Academy of Marketing Science International Conference, Seoul, South Korea. May 28, 2011.
- Kim, S., **Shin, J.**, & Yoon, J. "Customers' perception on the status of green retailing in Korean discount store chains." 2011 Korean Academy of Marketing Science International Conference, Seoul, South Korea. May 28, 2011.

**Additional Information**

- Judge, Annual Undergraduate Exhibition, Pennsylvania State University, April 17, 2019.
- Judge, Annual Graduate Exhibition, Pennsylvania State University, March 24, 2019.