**Curriculum Vitae**

**Jieun Song, Ph.D.**

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**General Information**

University address: Recreation and Tourism Management

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# EDUCATION

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| Ph.D. | Texas A&M University, College Station, TX. Recreation, Park and Tourism Sciences, 2021  Dissertation: Examining the relationship between social media users’ motivation and place attachment to national parks |
| M.B.A. | Bowling Green State University, Bowling Green, OH. Business Administration, 2014 |
| B.S. | Bowling Green State University, Bowling Green, OH. Business Administration, 2011  Specializations: Management, International Business |

# TEACHING EXPERIENCE

2022 – Current Teaching Faculty I – Florida State University

2018 – 2021 Graduate Student Instructor – Texas A&M University

RPTS 336, Recreation & Tourism Research

Taught in person (first half) and then asynchronous online (second half) in Spring 2020 due to COVID-19.

Asynchronous online: Fall 2018, Spring 2019, Fall 2019, Fall 2020, and Spring 2021.

Class sizes: 33 – 41.

2016 – 2018 Graduate Teaching Assistant – Texas A&M University

RPTS 301, Leisure & Outdoor Recreation in American Culture (Grader)

RPTS 304, Administration of Recreation Resource Agencies (Grader)

RPTS 311, Planning & Implementation of Events & Programs (Grader)

RPTS 336, Recreation & Tourism Research

Delivered guest lectures and assisted with classroom activities.

Class sizes: 29 – 58.

2013 – 2014 Graduate Teaching Assistant – Bowling Green State University

BA 3900, Business in the Global Arena (Grader)

MGMT 3050, Principles of Organization and Management

Delivered guest lectures and led classroom activities and discussions for a class with 160 students (MGMT 3050).

# SCHOLARLY ACTIVITIES

**Refereed Journal Article**

**Song, J.**, & Schuett, M.A. (in review). Examining the relationship between social media users’ motivation and place attachment to national parks. *Journal of Outdoor Recreation and Tourism*.

**Song, J**., Jai, T. M., & Li, X. (2020). Examining green reviews on TripAdvisor: Comparison between resort/luxury hotels and business/economy hotels. *International Journal of Hospitality & Tourism Administration,* *21*(2), 165-187.

**Research Presentations**

**Song, J.**, & Schuett, M.A. (2022, March). *Virtual visitors' motivation and place attachment to national parks: A structural equation modeling approach*. 44th Annual Southeast Environment and Recreation Research Conference, Ashville, NC.

Schuett, M.A., **Song, J**. & Ghoshal, A. (2020, July). *Visitors’ perceptions of air quality and energy development in the Permian Basin of West Texas*.2020 International Symposium on Society and Resource Management, Virtual.

**S****ong, J**., & Schuett, M.A. (2019, March). *Examining social media activities in U.S. national parks.* 41st Annual Southeastern Recreation Research Conference, Athens, GA.

**Song, J**., & Schuett, M.A. (2018, June). *The use of social media in national parks: Is there any relationship between park characteristics and Facebook activities?* 24th International Symposium on Society and Resource Management, Snowbird, UT.

Schuett, M.A., **Song, J.** & Bixler, R. (2017, November). *Exploring partner relationships with the U.S. Forest Service.* Society of American Foresters Convention, Albuquerque, NM.

**Song, J**., & Schuett, M.A. (2017, March). *Examining the potential use of Facebook as an educational tool in Texas state parks.* Ecological Integration Symposium, College Station, TX.

**Song, J**., & Schuett, M.A. (2017, March). *An analysis of Facebook as a communication tool in Texas state parks.* Graduate Student Research Week, Texas A&M University, College Station, TX.

Schuett, M.A., **Song, J**. & Mitchell, M. (2016, November*). Examining Forest Service volunteers in the southern region 2010-2015.* Society of American Foresters Convention, Madison, WI.

**Song, J**., Jai, T. & Li, X. (2015, July). *Do green practices work better in green destinations?.* International Council on Hotel, Restaurant, and Institutional Education, Orlando, FL.

**Agency Research and Technical Reports**

Schuett, M.A., Shafer, S., **Song, J**, & Ghoshal, A. (2020). *Summary report of public perceptions of air quality in West Texas.* Internal Report, Office of Research, Texas A&M University.

Schuett, M.A., & **Song, J**. (2018). *Park characteristics and social media activities in selected U.S. national parks.* National Park Service, Field offices.

Schuett, M.A., **Song, J**., & Lee, G. (2017). *Social media use in selected Texas state parks*. Texas Parks and Wildlife Department, Austin, TX.

Bardenhagen, E., Bao, M., Schuett, M.A., & **Song, J**. (2017). *Celebrating the American experience. Design conceptualization: Mt. Sharon Recreation Area, Custer, SD*., Gemini Incorporated, Cannon Falls, MN.

**Manuscripts in Preparation**

**Song, J**., & Schuett, M.A. Social media as a tool to develop virtual visitors’ place attachment.

# RESEARCH PROJECT MANAGEMENT

2016 – 2018 Graduate Research Assistant – Texas A&M University

Led social media research projects in partnerships with state and federal agencies: Texas Parks and Wildlife Department and National Park Service. Coordinated West Texas air quality project in the field. Conducted semi-structured interviews and on-site surveys, analyzed data, and provided written reports summarizing results.

# SERVICE AND AWARDS

**Scholarships and Awards**

* Texas A&M University - Academic Excellence Scholarship, 2019-2020
* Texas A&M University - Elizabeth Crompton Scholarship, 2019-2020
* Texas A&M University - Department of Recreation, Park and Tourism Sciences Mini Grant, 2018, 2019, 2020
* Southeastern Recreation Research (SERR) Conference Committee - 41st Annual SERR Student Scholarship, 2019
* Texas A&M University - Jake Hershey Scholarship, 2018-2019
* Texas A&M University - Texas Public Education Grant-International, 2016-2019
* International Association for Society and Natural Resources - The 2018 International Symposium on Society and Resource Management (ISSRM) Student Registration Subsidy Award, 2018
* Texas A&M University - The Office of Graduate and Professional Studies Graduate Student Research and Presentation Travel Award, 2018
* Texas A&M University - John Crompton Scholarship, 2017-2018
* Texas A&M University - International Education Fee Scholarship, 2017-2018
* Bowling Green State University - Full Tuition Scholarship through Graduate Assistantship, 2013-2014

**Review Activity**

* Journal of Hospitality and Tourism Research
* Journal of Leisure Research

**University Service**

* Member – FSU Dedman College Specialized Faculty Committee (2022 – Current)
* Treasurer – TAMU Graduate Student Committee (2017-2019). Worked as liaison between graduate students and faculty to foster a community, tracked committee’s monetary funds of $5,000, and reconciled the budget.
* President - TAMU Korean RPTS (2017-2018). Provided information about the RPTS program to potential students, welcomed new Korean students into the program, and organized social events.
* Vice president - BGSU Korean Student Association (2013-2014). Played a leadership role in the Korean community of Bowling Green city and tracked organization’s monetary funds of $1,000.

**Community Involvement**

* “Tourism Attractions in South Korea.” Presented at Southwood Community Center, College Station, TX, 2016.
* “Values of Korean Food.” Presented at Wood County Museum, Bowling Green, OH, 2013.

**Professional Affiliations**

* International Association for Society and Natural Resources, 2018
* Beta Gamma Sigma (Honorary Business Organization), 2010

# PROFESSIONAL EXPERIENCE

Feb. 2012 – Apr. 2012 Front Desk Agent – Hyatt Regency Newport Beach, CA

Checked in guests for a 403-room resort hotel, ensuring satisfaction by resolving guest complaints and providing information on the facility and attractions in the city.

Jun. 2010 – Aug. 2010 Front Desk Agent – Hotel Riviera Daejeon, South Korea

Welcomed guests into a 174-room upper-scale city hotel. Worked as a team to deliver a dynamic customer service experience by assisting guests with every needs.