

# EUNICE EUNJUNG YOO

Singapore Institute of Technology  
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## EDUCATION

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**Ph.D., Tourism and Hospitality Management, The Pennsylvania State University, USA**

**The College Teaching Certificate, Schreyer Institute for Teaching Excellence, USA**

**M.A., International Tourism Management, Sookmyung Women's University, Seoul, Korea**

*Summa cum laude*

**Inter-University Exchange Program, University of Toronto, Canada**

*Funded by University scholarship*

**B.A., Culture and Tourism, Sookmyung Women's University, Seoul, Korea**

*Summa cum laude*

## ACADEMIC POSITIONS

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**2021 - Present Associate Professor in Hospitality Business**

Business, Communication and Design Cluster, Singapore Institute of Technology

**2017 - 2021 Assistant Professor in Hospitality Business**

Business, Communication and Design Cluster, Singapore Institute of Technology

**2016 - 2016 ERASMUS Visiting Professor**

La Rochelle Business School, France

**2013 - 2017 Lecturer in Hospitality and Tourism**

School of Hospitality and Tourism Management, University of Surrey, UK

**2009 - 2012 Instructor, Department of Recreation, Park and Tourism Management, The Pennsylvania State University, USA**

## UNIVERSITY SERVICES

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2023 - Present **Programme Leader**, Business, Communication and Design Cluster,  
Singapore Institute of Technology

- 2018 - Present **Chair**, Cluster Culture and Engagement Committee,  
Business, Communication and Design Cluster, Singapore Institute of Technology
- 2015 - 2017 **Deputy Director of International Relations**, Faculty International Relations Committee  
Faculty of Arts and Social Sciences, University of Surrey
- 2013 - 2017 **Academic Coordinator for International Exchanges**, International Mobility Committee  
Faculty of Arts and Social Sciences, University of Surrey
- 2013 - 2017 **Programme Leader for BSc in International Hospitality and Tourism Management**  
School of Hospitality & Tourism Management, University of Surrey
- 2010 - 2012 **Board Member**, Graduate School Alumni Society, The Pennsylvania State University
- 2010 - 2012 **Chair**, Professional Development Committee of Graduate Student Association (GSA),  
The Pennsylvania State University

## SELECTED RELEVANT RESEARCH PROJECTS

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- 2023 Alginig MICE Internship Expectations
- 2022 Adapting the Conceptual Model of Site Selection to MICE Venues for Business Events
- 2022 Engagement Strategies by Event Organisers in the MICE Industry Post-Covid-19
- 2021 Optimising Digital Event Experience: A Study of Online Engagement Attributes and its Relationship to Attendee Satisfaction
- 2021 Exploring Hybrid Events: How Engagement Strategies Affect the Creation of Holistic Event Experiences
- 2020 MICE Post-Recovery Game Plan
- 2020 The Future of Business Model in MICE
- 2020 Adoption of Design Thinking in the MICE Industry