

CURRICULUM VITAE OF

Eunju Suh, Ph.D.

Assistant Professor
FIU School of Hospitality and Tourism Management
3000 N.E. 151st Street, Biscayne Bay Campus
North Miami, FL 33181-3000
Tel: 305-919-4278
suh@fiu.edu
hospitality.fiu.edu

EDUCATION

Ph.D.	University of Nevada, Las Vegas - Major: Hospitality Marketing - Minor: Casino Operations	Hotel Administration	2006
M.S.	University of Nevada, Las Vegas	Hotel Administration	2002
B.S.	EWHA Woman's University	Business Administration	2000
B.A.	EWHA Woman's University	International Office Management	2000

FULL-TIME ACADEMIC EXPERIENCE

Florida International University	Hospitality Management	08/2007 – Present
- Courses taught (Undergraduate)		
· Casino Marketing (HFT 3990)		
· Hospitality Marketing Research (HFT 4502)		
- Courses taught (Graduate)		
· Hospitality Industry Project (HFT 6916)		
· Hospitality Marketing Management (HFT6595)		

PART-TIME ACADEMIC EXPERIENCE

University of Nevada, Las Vegas	Tourism & Convention Administration	2004 – 2006
- Courses taught		
· Hospitality Marketing (Undergraduate)		

Updated May 02, 2008

NON-ACADEMIC EXPERIENCE

The Venetian Hotel-Resort-Casino	Sr. Marketing Analyst	06/2006 – 08/2007
MGM Grand Hotel & Casino	Advanced Degree Intern	06/2005 - 08/2005
Binion's Horseshoe Hotel & Casino	Marketing Analysis Intern	06/2004 – 02/2005
MGM MIRAGE Corporation	Loyalty Marketing Intern	02/2004 – 05/2004
Ike's Language Institute	English instructor	12/1999 – 02/2000
Intel Corporation Korea	Sales Intern	12/1998 – 02/1999

EMPLOYMENT RECORD AT FIU

Assistant Professor	08/2007 – Present
---------------------	-------------------

PUBLICATIONS IN DISCIPLINE

Referred Articles

Suh, E., & Erdem, M. (In press). Gap analysis as a diagnostic tool for improving the slot play experience. *Journal of Hospitality Marketing and Management (Research Note)*.

Tsai, H., Kang, B., Yeh, R. J. & **Suh, E** (2005). Examining the hotel room supply and demand in Las Vegas: A simultaneous equations model. *International Journal of Hospitality Management*, 25(3), 517- 524.

Suh, E. J., Love, C., & Bai, B. (2004). An Examination of the Impact of Sponsorship on Attendees' Recognition of Sponsors, *Journal of Convention & Event Tourism*, 7(1).

Referred Proceedings

Suh, E., & Lucas, A. F. (2006). Estimating the impact of entertainment on gaming volume of Las Vegas hotel casinos. *Advances in Hospitality and Tourism Research*, 11, 19– 28.

- Suh, E., & Lucas, A. F.** (2005). A proposal for determining the impact of monetary and non-monetary promotions on slot machine volume. *Proceedings of the 2005 Las Vegas International Hospitality and Convention Summit Las Vegas.*
- Suh, E., & Erdem, M.** (2005). Comparative membership analysis via websites: Case study of a web-based casino loyalty program. *Proceedings of 2004 International CHRIE Annual Conference.*
- Myeong E. & Suh, E.** (2005). Database Marketing: The case of Marriott and Hilton, *Advances in Hospitality and Tourism Research, 10*, 636-640.
- Suh, E., Erdem, M., Lucas, A. F. & Ramdeen, C.** (2004). Effects of slot gaming experience on customers' repeat intentions in a Las Vegas hotel and casino. *Proceedings of the 2004 Las Vegas International Hospitality and Convention Summit, 257-274.*
- Suh, E., & Ramdeen, C.** (2004). Forecasting expenses and sales using regression: Forecasts in a gaming environment, *Proceedings of the 2004 Las Vegas International Hospitality and Convention Summit, 275-288.*
- Suh, E., & Erdem, M.** (2004). Gap analysis as a diagnostic tool for improving the slot play experience. *Proceedings of 2004 International CHRIE Annual Conference, 312-318.*
- Suh, E., & Ramdeen, C.** (2004). Loyalty program effectiveness in the gaming industry: Customer attitudes toward rewards programs. *Advances in Hospitality and Tourism Research, 9*, 723- 727.
- Suh, E., Erdem, M., & Woods, R. H.** (2004). Investigating the changing job market for hospitality educators after 9/11. *Advances in Hospitality and Tourism Research, 9*, 728 - 735.
- Suh, E., Love, C., & Bai, B.** (2003). Maximizing the impact of sponsorship: An examination of sponsorship on attendees' recognition of sponsors and their attitudes toward corporate sponsorship. *Advances in Hospitality and Tourism Research, 8*, 636 - 640.

PRESENTED PAPERS, LECTURES, EXHIBITIONS, AND PERFORMANCES

Presentation of Refereed Papers

- Suh, E., & Lucas, A. F.** (January 2006). Estimating the impact of entertainment on gaming volume of Las Vegas hotel casinos. *11th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Seattle, Washington.*

- Suh, E., & Erdem, M.** (July 2005). Comparative membership analysis via websites: Case study of a web-based casino loyalty program. *2004 International CHRIE Annual Conference, Las Vegas, Nevada.*
- Suh, E., & Lucas, A. F.** (June 2005). A proposal for determining the impact of monetary and non-monetary promotions on slot machine volume. *2005 Las Vegas International Hospitality and Convention Summit, Las Vegas, Nevada.*
- Myeong E. & Suh, E.** (January 2005). Database Marketing: The case of Marriott and Hilton, *10th Annual Hospitality and Tourism Graduate Student Education and Research Conference.*
- Suh, E., & Erdem, M.** (July 2004). Gap analysis as a diagnostic tool for improving the slot play experience. *2004 International CHRIE Annual Conference, Philadelphia, Pennsylvania.*
- Suh, E., Erdem, M., Lucas, A. F. & Ramdeen, C.** (June 2004). Effects of slot gaming experience on customers' repeat intentions in a Las Vegas hotel and casino. *2004 Las Vegas International Hospitality and Convention Summit, Las Vegas, Nevada.*
- Suh, E., & Ramdeen, C.** (June 2004). Forecasting expenses and sales using regression: Forecasts in a gaming environment, *2004 Las Vegas International Hospitality and Convention Summit, Las Vegas, Nevada.*
- Suh, E., & Ramdeen, C.** (January 2004). Loyalty program effectiveness in the gaming industry: Customer attitudes toward rewards programs. *9th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, Texas.*
- Suh, E., Erdem, M., & Woods, R. H.** (January 2004). Investigating the changing job market for hospitality educators after 9/11. *9th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, Texas.*
- Suh, E., Love, C., & Bai, B.** (January 2003). Maximizing the impact of sponsorship: An examination of sponsorship on attendees' recognition of sponsors and their attitudes toward corporate sponsorship. *8th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, Nevada.*

WORKS IN PROGRESS

Research in Progress

- | | |
|------------------------------|--|
| Suh, E. | Estimating the indirect effect of casino buffet on gaming volume |
| Carroll, T. & Suh, E. | Pay Differences in Gaming and Hospitality |

- Suh, E., & Lucas, A. F.** Estimating the impact of entertainment on gaming volume of Las Vegas hotel casinos
- Suh, E., & Lucas, A. F.** Estimating the indirect effect of poker rooms on gaming volume

FUNDED RESEARCH

Healthcare Convention & Exhibitors Association Research Grant \$2,000 2002

OTHER PROFESSIONAL ACTIVITIES AND PUBLIC SERVICE

Service to the University/the Department

- Member, Faculty Senate Library Committee
- Survey for 2008 Food Network South Beach Wine & Food Festival
 - Prepared questionnaire, administered survey, analyzed data, and prepared final report
 - Trained and supervised students to collect, code, and analyze data

Graduate Student Supervision

- Master's Theses/Industry Project
 - Choi, Eun-kyong Evaluating the impact of training on employee satisfaction and employee retention in the restaurant industry, ongoing, Committee
 - Shin, Jaeuk Important food service skills for hospitality and tourism graduates, ongoing, Chair

Other Activities

William F. Harrah College of Hotel Administration, University of Nevada, Las Vegas
 Graduate Research Assistant Fall 2003 - Spring 2006
 Teaching Assistant 08/2002 - 12/2002

ACADEMIC ASSOCIATIONS

Memberships

International Council on Hotel, Restaurant, and Institutional Education (CHRIE)

Certifications

Certified Hospitality Educator (CHE) program: attended the CHE classes and completed the CHE comprehensive exam

AWARDS AND HONORS

UNLV Graduate Student Association Travel & Research Grant	\$ 500	2005
GES Scholarship for Gold Passport for Exhibitor Show	\$1,700	2002
GES Scholarship	\$2,500	2002
Ewha Scholarship, EWHA Woman's University, Seoul, Korea	\$ 600	1997
Ewha Scholarship, EWHA Woman's University, Seoul, Korea	\$ 600	1996
Ewha Scholarship, EWHA Woman's University, Seoul, Korea	\$1,300	1996
Nominated by the Graduate Education and Graduate Students Research Conference in Hospitality and Tourism for the Best Student Paper Award		2003

SPECIAL SKILLS

Considerable experience with Microsoft applications including Ms-Word, Excel, Access, and PowerPoint

Proficient in WebCT and statistical programs including EQS, SAS and SPSS.