Dohyung Bang | Ph.D. Candidate

Center for Hospitality and Retail Industries Business Analytics (CHRIBA)
White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management
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Education

Ph.D. Candidate in Hospitality and Tourism Management   Expected Aug 2026
Purdue University, West Lafayette, IN, USA

- Dissertation: Dynamic Pricing Strategies in the Home Sharing Economy (HSE)

M.S. in Statistics   2023 – 2025
Purdue University, West Lafayette, IN, USA

M.S. in Hospitality Management   2015 – 2017
Kyung Hee University, Seoul, South Korea

B.B.A in Tourism Management (with Honors)   2009 – 2012
Kyung Hee University, Seoul, South Korea

Academic Appointments

Instructor of Record   Aug 2024 – Present
White Lodging-J.W. Marriott, Jr. School of HTM, Purdue University

Research Assistant   Aug 2022 – Present
Center for Hospitality and Retail Industries Business Analytics (CHRIBA) [Link]
White Lodging-J.W. Marriott, Jr. School of HTM, Purdue University

Research Interests

Research Context:
- Hospitality Business Analytics; Tourism Economics; Causal Inference with Digital Trace Data; Efficiency and Productivity Analysis; Sharing Economy

Research Methodology:
- Econometric Methods; Bayesian Modeling; Dynamic Programming; Text Data Analytics; Machine Learning Algorithms; Data Envelopment Analysis (DEA)

Peer-Reviewed Journal Articles

[6]   **Bang, D. H.**, & Jang, S. C. (2025). Reframing Carrying Capacity: A Visitor-Oriented Approach, *Annals of Tourism Research, 115*, 104022.

[5]   **Bang, D. H.**, Jang, S. C., & Kim, E. H. (2025). The Journey to Capital in Travel-Tech Startups, *Tourism Management, 111*, 105251

[4]   Kim, C. H., Shin, J. H., Yang, H. S., **Bang, D. H.**, & Verma, R. (2025). Strategy Divergence and Performance Polarization in the Hotel Industry, *Cornell Hospitality Quarterly*, *66* (1), 21-36

[3]   **Bang, D. H.**, & Jang, S. C. (2024). Decoding the Information Quantity-Quality Paradox: How eWOM Volume Influences Consumption Value Uncertainties, *International Journal of Hospitality Management*, *120*, 103769

[2]   **Bang, D. H.**, Choi, K. W., & Jang, S. C. (2023). Are Franchise Royalty Fees Related to Franchisor's Support for Franchisee? Evidence from the Restaurant Industry, *International Journal of Hospitality Management, 114*, 103555

[1]   **Bang, D. H.**, Choi, K. W., & Kim, A. J. (2022). Does Michelin Effect Exist? An Empirical Study on the Effects of Michelin Stars, *International Journal of Contemporary Hospitality Management, 34*(6), 2298-2319.

Other Refereed Publications

[3]   **Bang, D. H.** (2024). A Study on Measuring Perceived Service Quality Using User-generated Contents (UGC) and on the Effect of eWOM on Customers' Uncertainty in Service Quality, *Journal of the Korean Production and Operations Management*, *35*(1), 43-58.

[2]   **Bang, D. H**., & Choi, K. W. (2021). A Study on the Effect of CEO Types and Operational Types of Restaurant Firms on the Operational Efficiency and Productivity Change in Pre-and Post-pandemic of COVID-19. *Korean Corporation Management Review*, *28*(4), 27-43.

[1]   Choi, K. W., & **Bang, D. H**. (2017). The Segmentation of Customers Dining Out: An Application of Latent Class Analysis (LCA). *Journal of Tourism Sciences*, *41*(4), 131-149.

Manuscript Under Revision/Review

[1]   **Bang, D. H.**, & Jang, S. C. (2025). Platform Endorsements as Drivers of Consumer Behavior: Insights from Big Data in the Restaurant Industry, submitted to *International Journal of Hospitality Management*, Under 2rd Round Review.

Working Papers

[6]   **Bang, D. H.**, & Jang, S. C. (2025). The Power of Ties: eWOM Networks as a Driver of Restaurant Performance and Resilience

[5]   **Bang, D. H.**, & Jang, S. C. (2025). Beyond Supply and Demand: Pricing Bias in the Home Sharing Economy

[4]   **Bang, D. H.**, Jang, S. C. (2025). Hub-and-Spoke Tourism Networks: Measuring and Explaining Spillover Effectiveness

[3]   **Bang, D. H.**, & Jang, S. C. (2025). Housing Market Fundamentals and STR Pricing: A Hedonic Approach

[2]   **Bang, D. H.**, & Jang, S. C. (2025). Temporal Shifts in Online Reviewers' Motivation and Selection Behavior: A Dynamic Analysis Using Hidden Markov Models (HMM)

[1]   **Bang, D. H.**, & Jang, S. C. (2025). Extending Tourism Productivity: The Shared-Inputs Global Network DEA (SIGN-DEA) Approach with Absorptive Capacity

Conference Proceedings

[8]   **Bang, D. H.**, & Jang. S. C. (2025). The Ripple Effect of Motivation: How Online Reviewers Shape eWOM Behavior Over Time, *2025 ICHRIE Global Conference*, Indianapolis, IN, USA (In person)

[7]   **Bang, D. H.**, & Jang. S. C. (2025). Beyond Carrying Capacity: A New Approach to Overtourism, *The 30th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA (In person) **[Best Paper Nominee]**

[6]   **Bang, D. H.**, & Jang. S. C. (2024). Navigating the Valley of Death Challenge of Travel-tech Startups: Evidence from the Korean Travel-tech Industry, *22nd APacCHRIE Conference,* Seoul, South Korea (*In person*) **[Best Paper Award]**

[5]   **Bang, D. H.**, & Jang. S. C. (2024). Short-term Stays, Long-term Impacts: How Airbnb Shapes Home Value Dynamics, *The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Miami, FL, USA (In person)

[4]   **Bang, D. H.**, & Jang. S. C. (2023). The Effect of Restaurant Platform Endorsements on Customers' Attitudes: A Big Data-Based Quasi-Experimental Approach, *2023 Global Marketing Conference*, Seoul, South Korea (*In person*)

[3]   **Bang, D. H.**, & Jang. S. C. (2023). Navigating Consumer Uncertainty: Investigating the Roles of Information Quantity and Polarity in eWOM Environment, *21st APacCHRIE Conference*, Clark, Philippines (*In person*)

[2]   **Bang, D. H.**, & Jang. S. C. (2023). Are Google Trends Effective for Estimating Hotel Demands? Towards A Supplementary Tool for Revenue Managers, *The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Orange, CA, USA (*In person*)

[1]   **Bang, D. H.**, & Kim. S. W. (2018). Context-based Service Quality Using Review Data and its Impact on Customer's Response, *Decision Science Institute (DSI) Annual Meeting*, Chicago, IL, USA (*In person*)

Research Grants

[5] (PI) **Bang, D.H.**, "The Impact of the Home Sharing Economy on Housing Market Dynamics in the Lake Michigan Area" — the Illinois-Indiana Sea Grant (IISG), $10,000, Jun 2025 – Jun 2026

[4] (Co-PI) **Bang, D.H.**, Choi, K. W. & Kim, C. H., "OTA Channel Strategy and Productivity Change for the Lodging Service Providers: A Dynamic Analysis Using Malmquist Productivity Index" — Jungseok Logistics Foundation, approx. $25,000, Jan 2022 – Dec 2022

[3] (PI) **Bang, D.H.**, "A Study on the Model of Measuring Service Quality Based on Voluntary Involvement of Consumers" — the National Research Foundation of Korea (NRF), approx. $12,000, Sep 2020 – Aug 2021

[2] (Co-PI) **Bang, D.H.**, Kim, J. K., Cha, Y. J., & Choi, K. W. (PI), "A Study on Optimizing the Hub & Spoke of O2O Delivery Platform" — Korea Sanhak Foundation, approx. $17,000, Jun 2020 – May 2021

[1] (Co-PI) **Bang, D.H.**, Kang, H. J., & Kim, S. W. (PI), "Predicting Market Trend Using Deep Learning and Text-mining" — Seoul National University Big Data Institute (SNU-BDI), approx. $13,000, Sep 2017 – Feb 2018

Non-Academic Publications

[18] Jang, S. C., Choi, K. W., **Bang, D. H.**, & Seo, D.C. (2025). How U.S. Reciprocal Tariffs Reshape the Global Tourism Landscape: A GTAP-Based Analysis, *Yanolja Research Brief*, 7 [Link]

[17] Jang, S. C. & **Bang, D. H.** (2025). U.S. Tariff Policy and its Ripple Effects on North American Tourism, *CHRIBA Insights*, 3(5). [Link]

[16] Jang, S. C. & **Bang, D. H.** (2025). Impacts of U.S. Reciprocal Tariffs on the Global Air Transport Sector, *CHRIBA Insights*, 3(4). [Link]

[15] Jang, S. C. & **Bang, D. H.** (2025). The Effects of U.S. Reciprocal Tariffs on the U.S. Tourism Industry: Challenges and Opportunities, *CHRIBA Insights*, 3(3). [Link]

[14] Jang, S. C. & **Bang, D. H.** (2025). Guest Sentiment Showdown: Airbnb vs. Hotels in NYC, *CHRIBA Insights*, 3(2). [Link]

[13] Jang, S. C. & **Bang, D. H.** (2025). Airbnb Quality Performance in New York City: Analysis of Customer Ratings and Reviews, *CHRIBA Insights*, 3(1). [Link]

[12] Jang, S. C. & **Bang, D. H.** (2024). Short-Term Rentals and Hotel Demand in NYC: Substitute or Supplement?, *CHRIBA Insights*, 2(5). [Link]

[11] Jang, S. C. & **Bang, D. H.** (2024). NYC's Short-Term Rental Market: A Year After the Registration Law, *CHRIBA Insights*, 2(4). [Link]

[10] Jang, S. C. & **Bang, D. H.** (2024). Exploring The Dynamics of ESG Initiatives in The Global Hotel Industry, *CHRIBA Insights*, 2(3). [Link]

[9] Jang, S. C. & **Bang, D. H.** (2024). Efficiency Rankings in the Global Online Travel Agency Market, *CHRIBA Insights*, *2*(2). [Link]

[8] Jang, S. C. & **Bang, D. H.** (2024). Comparative Analysis of the Short-Term Rental Market in Five Key Destinations within the Asia-Pacific Region, *CHRIBA Insights*, *2*(1). [Link]

[7] Jang, S. S. & **Bang, D. H.** (2023). Airbnb's Growth and Its Impact on the Seoul Real Estate Market, *Yanolja Research Insights*, *9*. [Link]

[6] Jang, S. C. & **Bang, D. H.** (2023). Impact of Airbnb Expansion on Seoul's Real Estate Prices, *CHRIBA Insights*, *1*(6). [Link]

[5] Jang, S. C. & **Bang, D. H.** (2023). A Comparison of Airbnb Landscape across NYC, London, and Seoul, *CHRIBA Insights*, *1*(5). [Link]

[4] Jang, S. C. & **Bang, D. H.** (2023). The Airbnb Landscape of London, *CHRIBA Insights*, *1*(4). [Link]

[3] Jang, S. C. & **Bang, D. H.** (2023). The Airbnb Landscape of New York City, *CHRIBA Insights*, *1*(3). [Link]

[2] Jang, S. C. & **Bang, D. H.** (2023). The Airbnb Landscape of Seoul, *CHRIBA Insights*, *1*(2). [Link]

[1] Kim, E. H. & **Bang, D. H.** (2021). A Study on the Survival and Growth of Tourism start-ups: Who does cross over the Valley of Death?, *Data & Tourism*, Wonju, Korea: Korea National Tourism Organization (KNTO)

Teaching Experience (Academic Institutions)

Undergraduate Level

Financial Management (HTM 441), Purdue University, USA
- Teaching Assistant – Spring 2024 **(face to face)**
- Instructor of Record – Fall 2024, Spring 2025 (Two sections), Fall 2025 **(face to face)**

Financial Accounting (HTM 141), Purdue University, USA
- Instructor of Record – Summer 2025 **(online)**

Managerial Accounting (HTM 241), Purdue University, USA
- Co-Instructor – Fall 2025 **(face to face)**

Business Analytics (FSMGT 3512), Kyung Hee University, South Korea
- Co-Instructor – Spring 2018-2019 **(face to face)**, Spring 2020-2021 **(hybrid)**
  – Responsible for R programming

Graduate Level

Business Analytics (CSFSM 7053), Kyung Hee University, South Korea
- Instructor of Record – Fall 2021 **(hybrid)**

Teaching Experience (Professional Training Programs)

HRD Institute, Hyundai Department Store Group, Inc. (Publicly Listed Retail Conglomerate, South Korea)
- Data Analytics (60H), May 2024 – Jul 2024
- Data Analytics (60H), May 2023 – Jul 2023
- Data Analytics (80H), Mar 2022 – Jun 2022
- Data Analytics (80H), Jul 2021 – Nov 2021
- Data Analytics (80H), Mar 2021 – Jun 2021
- Data Analytics (96H), May 2020 – Nov 2020

Data Science Team, Ottogi, Inc. (Publicly Listed Food Manufacturing Company, South Korea)
- Data Analytics with Python (30H), May 2022 – June 2022
- Robotic Process Automation (RPA) with Python (9H), June 2019 – June 2019
- Advanced Data Analytics with Python (21H), April 2019 – May 2019
- Data Analytics with Python (45H), January 2019 – April 2019
- Data Analytics with Python (48H), June 2018 – November 2018
- Data Analytics with R (48H), January 2018 – May 2018

AI Academy, Hana Financial Group (Publicly Listed Banking Company, South Korea)
- Introduction to Data Analytics (8H), Jul 2019

Service & Professional Engagement

Ad-hoc Journal Reviewing
- International Journal of Hospitality Management — 2024 – Present
- International Journal of Contemporary Hospitality Management — 2021 – Present

Invited Talk
- "*Recommendation System and Text Data Analytics*" – Smart Curation Convergence Program, College of Science & Industry Convergence, Ewha Womans University, Seoul, South Korea — Jun 2024
- *"Text Data Analytics in Research"* – HOSP892 Research Seminar, Lerner School of Business, University of Delaware — Sep 2023

Other Services
- Methodology/Programming Help Desk for Graduate Students, HTM Graduate Student Association, Purdue University — Nov 2024 – Present

- Knowledge Sharing Workshop – *"Introduction to Data Envelopment Analysis (DEA)"*, HTM Graduate Student Association, Purdue University — Jan 2023

- Text Mining Workshop for Graduate Students (8-week), Center for Hospitality and Retail Industries Business Analytics (CHRIBA), Purdue University — Nov 2022 – Dec 2022

Work Experience

Betabrain Co., Ltd., South Korea — Jan 2022 – July 2022
Associate Manager, Data Analytics Team
- Delivered professional development programs on data analytics for clients
- Led the development of a site-selection solution and drove the POC and MVP phases

Center for H&T Analytics, Kyung Hee University, South Korea — Jan 2020 – June 2022
Adjunct Researcher
- Led policy research projects funded by the Seoul Metropolitan Government, Ministry of Agriculture, Food, and Rural Affairs, and Small Enterprise and Market Service

Korea Analytics Co., Ltd., South Korea — Sep 2017 – Jan 2022
Data Analyst and Data Analytics Lead
- Led 30+ data analytics projects for platform-based startups, retail, franchise, and manufacturing companies
- Delivered data analytics training programs to professionals at client companies
- Contributed to the data voucher project funded by ICT ministry of Korea and developed data products

Republic of Korea Army, South Korea — Mar 2013 – Jun 2015
Artillery Officer (Discharged as first lieutenant)
- Seved as Headquarters Battery Commander and Artillery Intelligence Officer at an artillery battalion in 8th Corps

Skills & Certificates

Programming & Statistical Tools	R, Python, Stata, SAS, SPSS
Others	MySQL, Tableau, LaTex
Certificates	Certified Survey Analyst, Junior (Certified by Statistics Korea)

Academic Reference

Dr. SooCheong (Shawn) Jang [Link]
Professor of Hospitality and Tourism Management
Center for Hospitality and Retail Industries
Business Analytics (CHRIBA)
White Lodging-J.W. Marriott, Jr. School of
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Purdue University, West Lafayette, IN 47907
jang12@purdue.edu

Dr. Jiong Sun [Link]
Associate Professor of Consumer Science
Center for Hospitality and Retail Industries
Business Analytics (CHRIBA)
White Lodging-J.W. Marriott, Jr. School of
Hospitality and Tourism Management
Purdue University, West Lafayette, IN 47907
sun664@purdue.edu

Dr. Chun-Hung (Hugo) Tang [Link]
Associate Professor of Hospitality and Tourism
Management
Center for Hospitality and Retail Industries
Business Analytics (CHRIBA)
White Lodging-J.W. Marriott, Jr. School of
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