

# Kai Sean Lee

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## 1. EDUCATION

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**Ph.D. in Business Administration, 2022**

**Cert. in Statistical Methods and Analyses in Educational and Behavioral Sci, 2022**

**M.S. in Hospitality Administration, 2018**

Oklahoma State University, United States.

**B.S. in Culinary Management, 2016**

**A.A. (Diploma) in Culinary Arts, 2013**

Le Cordon Bleu, Sunway University, Malaysia.

## 2. PUBLICATIONS

### 2.1. PUBLISHED MONOGRAPHS

*\*indicates graduate student*

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- 29 **Lee, K.-S.**, & \*Bucher, S. (in-press) Desnobberizing good eating and drinking: (Re)defining gastronomy and culinary arts. *International Journal of Gastronomy and Food Science*.
- 28 \*Bucher, S., & **Lee, K.-S.** (2023) Dear chef, do you really want a PhD? *International Journal of Gastronomy and Food Science*, 100773.  
<https://doi.org/10.1016/j.ijgfs.2023.100773>
- 27 **Lee, K.-S.**, & Benjamin, S. (2023). The death of tourism scholarship... unless.... *Annals of Tourism Research*, 98, 103487.  
<https://doi.org/10.1016/j.annals.2022.103520>
- 26 **Lee, K.-S.** (2023). Cooking up food memories: A taste of intangible cultural heritage. *Journal of Hospitality and Tourism Management*, 54, 1-9.  
<https://doi.org/10.1016/j.jhtm.2022.11.005>
- 25 **Lee, K.-S.** (2022). Culinary aesthetics: World-travelling with culinary arts. *Annals of Tourism Research*, 97, 103487. <https://doi.org/10.1016/j.annals.2022.103487>
- 24 **Lee, K.-S.**, & \*Ruck, K. J. (2022). Barista Diary: An autoethnography studying the operational experience of third wave coffee shop baristas. *International Journal of Hospitality Management*, 102, 103182. <https://doi.org/10.1016/j.ijhm.2022.103182>

- 23 **Lee, K.-S.**, & Tao, C. W. W. (2022). Culinary knowledge sharing on social media: Case of the 2019 Malaysian World Pastry Champion Wei Loon Tan. *Journal of Hospitality and Tourism Management*, 52, 52-64.  
<https://doi.org/10.1016/j.jhtm.2022.06.006>
- 22 Han, H., **Lee, K.-S.**, Kim, S., Wong, A. K. F., & Moon, H. (2022). What influences company attachment and job performance in the COVID-19 era? A comparison between airline and hotel employees. *Tourism Management Perspectives*, 44, 101001. <https://doi.org/10.1016/j.tmp.2022.101001>
- 21 **Lee, K.-S.** (2021). Pâte à Choux, a Love Story: Expressions of a culinarian. *International Journal of Gastronomy and Food Science*, 24, 100348.  
<https://doi.org/10.1016/j.ijgfs.2021.100348>
- 20 **Lee, K.-S.**, & Tao, C. W. W. (2021). Secretless pastry chefs on Instagram: The disclosure of culinary secrets on social media. *International Journal of Contemporary Hospitality Management*, 33(2), 650–669.  
<https://doi.org/10.1108/ijchm-08-2020-0895>
- 19 **Lee, K.-S.** (2021). Expressionist view of culinary creativity: A culinary theory exercised with specialty coffee. *International Journal of Gastronomy and Food Science*, 23, 100311. <https://doi.org/10.1016/j.ijgfs.2021.100311>
- 18 Han, H., **Lee, K.-S.**, Radic, A., Nghah, A. H., & Kim, J. J. (2021). The extended self-identity based electric product adoption model and airline business strategy: A new theoretical framework for green technology products. *Journal of Travel & Tourism Marketing*, 38(3), 247–262.  
<https://doi.org/10.1080/10548408.2021.1906386>
- 17 Koo, B., **Lee, K.-S.**, & Khojasteh, J. (2021). Review of an introduction to multilevel modeling techniques (4th edition). *Structural Equation Modeling: A Multidisciplinary Journal*, 28(1), 162–164.  
<https://doi.org/10.1080/10705511.2020.1815539>
- 16 Ham, S., **Lee, K.-S.**, Koo, B., Kim, S., Moon., H., & Han, H. (2021). The rise of the grocerant: Patrons' in-store dining experiences and consumption behaviors at grocery retail stores. *Journal of Retailing and Consumer Services*, 62, 102614.  
<https://doi.org/10.1016/j.jretconser.2021.102614>
- 15 **Lee, K.-S.**, Blum, D., Miao, L., & Tomas, S. R. (2020). The creative minds of extraordinary pastry chefs: An integrated theory of aesthetic expressions – a portraiture study. *International Journal of Contemporary Hospitality Management*, 32(9), 3015-3034. <https://doi.org/10.1108/ijchm-04-2020-0329>
- 14 **Lee, K.-S.** (2020). Contemporary Malaysian Pâtisserie – Tales of creativity confined by Old World traditions. In P. Mura, K. H. Tan, & C. W. Choy (Eds.), *Contemporary Asian artistic expressions and tourism* (pp. 249–269). Singapore: Springer.  
[https://doi.org/10.1007/978-981-15-4335-7\\_12](https://doi.org/10.1007/978-981-15-4335-7_12)

- 13 Han, H., **Lee, K.-S.**, Chua, B. L., & Lee, S. (2020). Contribution of airline F&B to passenger loyalty enhancement in the full-service airline industry. *Journal of Travel & Tourism Marketing*, 37(3), 380-395.  
<https://doi.org/10.1080/10548408.2020.1757563>
- 12 Han, H., **Lee, K.-S.**, Chua, B. L., Lee, S., & Song, H. J. (2020). Role of coffeehouse brand experiences in forming patrons repurchase intention: Impact of switching costs. *Journal of Hospitality and Tourism Insights*, 3(1), 17-35.  
<https://doi.org/10.1108/jhti-03-2019-0044>
- 11 Han, H., **Lee, K.-S.**, Chua, B. L., Lee, S., & Kim, W. (2019). Role of airline food quality, price reasonableness, image, satisfaction, and attachment in building re-flying intention. *International Journal of Hospitality Management*, 80, 91-100.  
<https://doi.org/10.1016/j.ijhm.2019.01.013>
- 10 **Lee, K.-S.**, Blum, D., Miao, L., & Tomas, S. R. (2019). The duality of a pastry chef's creative process. *Events and Tourism Review*, 2(1), 21-29.  
<https://doi.org/10.18060/22958>
- 9 Lee, S., **Lee, K.-S.**, Chua, B. L., & Han, H. (2019). Hotel restaurants' challenges and critical success factors in Klang Valley, Malaysia: The inseparable roles of support centers and revenue streams. *Journal of Quality Assurance in Hospitality & Tourism*, 20(1), 16-43. <https://doi.org/10.1080/1528008X.2018.1483284>
- 8 Lee, S., Nguyen, H. N., **Lee, K.-S.**, Chua, B. L., & Han, H. (2018). Price, people, location, culture and reputation: Determinants of Malaysia as study destination by international hospitality and tourism undergraduates. *Journal of Tourism and Cultural Change*, 16(4), 335-347. <https://doi.org/10.1080/14766825.2017.1336242>
- 7 Lee, S., **Lee, K.-S.**, Chua, B., & Han, H. (2017). Independent café entrepreneurs in Klang Valley, Malaysia – Challenges and critical factors for success: Does family matter?. *Journal of Destination Marketing & Management*, 6(4), 363-374.  
<https://doi.org/10.1016/j.jdmm.2016.05.002>
- 6 Lui, K.-K.-L., Lee, P., **Lee, K.-S.**, & Lee, S. (2019). Exploring Klang Valley women's beer consumption: A means-end chain approach. *Culinary Science & Hospitality Research*, 25(9), 117-128. <https://doi.org/10.20878/cshr.2019.25.9.015>
- 5 **Lee, K.-S.**, Sia, M. H., & Lui, K.-K.-L. (2018). From early passion to entrepreneurial success: Career stories of millennial chef-entrepreneurs in Klang Valley, Malaysia. *The Journal of Industrial Innovation*, 34(3), 1-28.  
<https://doi.org/10.22793/indinn.2018.34.3.001>
- 4 **Lee, K.-S.**, García Castañeda, N., Leong, J., Casco y Olea, A., & Lee, S. (2018). The good, the bad, and the ugly: Abusive behaviors among culinary instructors towards university students – A Malaysian case study. *International Journal of Tourism and Hospitality Research*, 32(10), 115-126.  
<https://doi.org/10.21298/ijthr.2018.10.32.10.115>

- 3 Lee, S. H., **Lee, K.-S.**, Kwak, G. H., & Kim, H. S. (2017). The effect of the Korean Wave on Malaysian university students' perception. *Culinary Science & Hospitality Research*, 23(1), 79-83. <https://doi.org/10.20878/cshr.2017.23.1.009>
- 2 Lee, S. H., Liaw, M. S., **Lee, K.-S.**, & Rha, Y. A. (2016). International students' perception on university cafeteria in Malaysia. *Culinary Science & Hospitality Research*, 22(6), 24-32. <https://doi.org/10.20878/cshr.2016.22.6.003>
- 1 Lee, S., Siong, K., **Lee, K.-S.**, & Kim, H. (2016). Non-Muslim customers' purchase intention on halal food products in Malaysia. *Culinary Science & Hospitality Research*, 22(1), 108-116. <https://doi.org/10.20878/cshr.2016.22.1.012>

### 3. PRESENTATIONS

#### 3.1. PODCAST

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- 1 **Pastry chefs who share their secrets on Instagram**  
**Lee, K.-S.** (Guest) with Jarvis, N. (Host). (2021). Pastry chefs who share their secrets on Instagram. In *Restaurant Relevance*. Season 1, Episode 3.  
\*YouTube: <https://youtu.be/nZAQrDWTNs4>  
\*Podcast: <https://anchor.fm/restaurantrelevance/episodes/Pastry-Chefs-who-share-their-secrets-on-Instagram--S1E3-e17us9u>

#### 3.2. INVITED SEMINAR PRESENTATIONS AND LECTURES

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- 5 **Living Life as a qualitative researcher in hospitality and tourism**  
**Lee, K.-S.** (2023, June 14<sup>th</sup>). *Living life as a qualitative researcher in hospitality and tourism*. Centre for tourism research early-and-mid career researcher international research seminar series. School of Business and Law, Edith Cowan University, Australia. Available at: <https://www.linkedin.com/in/sam-huang-bb249bab/recent-activity/all/>
- 4 **Brewing and reflection**  
**Lee, K.-S.** (2023, May 25<sup>th</sup>). *Brewing and reflection*. Slowing down tourism practice and scholarship in the era of the Anthropocene. A virtual symposium organized by Tourism RESET, GLTRG, and TEFI. Summary available at: <https://www.youtube.com/watch?v=iaWqJJMP5Zk&t=32s>
- 3 **Introduction to qualitative research in hospitality and tourism management**  
Blum, D. & **Lee, K.-S.** (2020, June 24<sup>th</sup>). *Introduction to Qualitative Research in Hospitality and Tourism Management*. Graduate Faculty Seminar. Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Macau. Available at: <https://www.must.edu.mo/en/news/33580-article06241816-e>

- 2 **Cooking as inquiry: Food memories and the role of embodiment**  
**Lee, K.-S.** (2020, February 26<sup>th</sup>). *Cooking as Inquiry: Food Memories and The Role of Embodiment in Narrative Inquiry*. Graduate Student Seminar. Department of Hospitality Management, Kansas State University, USA.
- 1 **Inside the minds of pastry chefs: Portraits of culinary creativity**  
**Lee, K.-S.** (2018, June 20<sup>th</sup>). *Inside the Minds of Pastry Chefs – Portraits of Culinary Creativity*. Graduate Faculty Seminar. School of Culinary Arts and Food Studies, Taylor’s University, Malaysia.

### **3.3. REFEREED CONFERENCE PRESENTATIONS & PROCEEDINGS**

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- 6 **Lee, K.-S.**, Bucher, S., & Williams, J. (2023, July 19-21). *A plea for hospitality stories: A narrative lens for hospitality research*. 2023 Annual International CHRIE Summer Conference, Phoenix, Arizona.
- 5 **Lee, K.-S.**, Miao, L., Blum, D., & Tomas, T. (2020, January 3-5). *Oklahoma food memories: An embodied cooking experience*. Paper presented at the 25th Annual Grad. Edu. and Grad. Student Research Conference in Hospitality and Tourism, Las Vegas, Nevada.
- 4 **Lee, K.-S.** (2019, October 24-25). *Windmill, Windmill for the Land: The Hyperreality of the Gorillaz Band*. Paper presented at the 2019 South Central Modern Language Association Conference, Little Rock, Arkansas.
- 3 **Lee, K.-S.**, Blum, D., Miao, L., & Tomas, T. (2019, March 22-23). *The duality of a pastry chef’s creative process*. Paper presented at the 2019 Central CHRIE Conference, Indianapolis, Indiana. **[Awarded Best Paper]**
- 2 **Lee, K.-S.**, & García Castañeda, N., Casco y Olea, A., & Tao, C.-W. (2018, November 21-22). *Understanding the value of culinary courses in hospitality and tourism curriculums: A collaborative autoethnography*. Paper presented at the 4th Hospitality Teaching and Learning Conference, Denton, Texas. **[Awarded Best Paper]**
- 1 **Lee, K.-S.**, & Blum, D. F. (2017, November 22-23). *Cooking inside my head: A phenomenological approach to understand how chefs perceive artistic creativity*. Paper presented at the 3rd Hospitality Teaching and Learning Conference, Denton, Texas. **[Awarded Best Paper]**

## 4. TEACHING EXPERIENCE

### 4.1. TEACHING APPOINTMENTS

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- **Assistant Professor, 2022 – present**  
Department of Retail, Hospitality and Tourism Management, University of Tennessee.
- **Instructor & Graduate Teaching Associate, 2016 – 2022**  
School of Hospitality and Tourism Management, Oklahoma State University.
- **Adjunct Faculty, 2019**  
School of Culinary Arts, Oklahoma State University Institute of Technology.

### 4.2. COURSES DEVELOPED & FACILITATED

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#### University of Tennessee (2022 – present)

- **HTM 225 – Principles and Science of Baking**  
This course covers the baking portion of culinary arts in the foodservice industry. The application of scientific principles and techniques will promote knowledge and skills required to produce and evaluate baked items, pastries, and other bakeshop confections.
  - Class size: ~20 students
- **HTM 229 – Beverage Management (2022 – present)**  
This course supplies students with theories and strategies pertaining to the beverage industry. Theories and strategies of beverage appreciation, service, operations, and management are introduced.
  - Class size: ~40 students

#### Oklahoma State University (2016 – 2022)

- **HTM 4723 – Beverage Management and Control (2021 – 2022)**  
This course supplies students with theories and strategies pertaining to the beverage industry. Theories and strategies of beverage appreciation, service, operations, and management are introduced.
  - Class size: ~40 students
- **HTM 3301 – Overview of Coffee & Tea (2020 – 2022)**  
As a single credit and outreach course, this course introduces coffee as culture, craft, expression, and business. Students are introduced to the coffee and tea's history, journey from seed/leaf to cup, specialty varieties, brewing principles, and the fundamentals of operationalizing coffee & tea beverages as a foodservice business entity.
  - Class size: ~100 students

- **CUA 2183 – Showpieces (Adjunct faculty at School of Culinary Arts, OSUIT 2019)**  
This course introduces students to design and artistry techniques using sugar and chocolate. Lessons are informed by contemporary fine-arts, design, and culinary artistry theories.
  - Class size: 15 students
  - Read exclusive institution's news feature of the class here:  
<https://osuit.edu/news/culinary-arts-sugar-art-guest-instructor.php>
- **HTM 1113 – Fundamentals of Culinary Production (2016 – 2020)**  
This course introduces students to the fundamentals of culinary arts and food production. Lessons range from food safety, mise en place, knife skills, soups and sauces, moist/dry-heat cooking methods, to pastry fundamentals.
  - Class size: ~60 students, divided into four sessions (~15 students each session)
  - Watch sample online demonstration lesson here:  
[http://ra.okstate.edu/STW\\_HES/HTM1113/eclairs/video.html](http://ra.okstate.edu/STW_HES/HTM1113/eclairs/video.html)
- **Courses Facilitated as Graduate Teaching Assistant**
  - HTM 3201 Overview of Mixology (2020 – 2021)
  - HTM 4723 Beverage Education (2020)
  - HTM 2771 Hospitality and Tourism Speaker Series (2016 – 2019)

## 5. INDUSTRY APPOINTMENTS

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- **Corporate Barista, 08/2015 to 07/2016**  
The BIG Group Sdn Bhd, Kuala Lumpur, Malaysia
  - Training and supervision in specialty coffee operations and management
- **Barista, 07/2014 to 01/2015**  
Espressamente Illy, Kuala Lumpur, Malaysia
  - Specialty coffee operations
- **Pastry Commis, 08/2013 to 07/2014**  
Department of Pastry, Sunway Resort Hotel & Spa, Kuala Lumpur, Malaysia
  - Pâtisserie production and operations
- **Dim Sum Commis, 03/2013 to 08/2013**  
West Lake Garden Restaurant, Kuala Lumpur, Malaysia
  - Culinary operations

## 6. SCHOLARLY SERVICE

### 6.1. ACADEMIC SERVICE

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- **Editorial Board Member**

International Journal of Gastronomy and Food Science (Since 2023)  
Journal of Foodservice Business Research (Since 2023)

- **Ad Hoc Reviewer**

Annals of Tourism Research (Since 2023)  
Annals of Tourism Research Empirical Insights (Since 2022)  
European Journal of Tourism Research (Since 2023)  
International Journal of Gastronomy and Food Science (Since 2021)  
International Journal of Hospitality Management (Since 2020)  
Journal of Foodservice Business Research (Since 2021)  
Journal of Hospitality and Tourism Insights (Since 2019)  
Journal of Hospitality and Tourism Management (Since 2020)  
Journal of Hospitality and Tourism Research (Since 2021)  
Journal of Hospitality Marketing and Management (Since 2021)  
Journal of Quality Assurance in Hospitality & Tourism (Since 2021)  
Journal of Retailing and Consumer Services (Since 2021)  
Tourism Recreation Research (Since 2021)  
World Leisure Journal (Since 2023)

- **Conference Submissions Reviewer**

2023 ICHRIE Conference, Phoenix Arizona  
2019 Central CHRIE Conference, Indianapolis

### 6.2. ACADEMIC AWARDS AND HONORS

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- **Robberson Summer Dissertation Fellowship 2021** — Graduate College (OkState)
- **Distinguished Graduate Fellowship 2021** — Graduate College (OkState)
- **Outstanding Doctoral Student 2021** — Hospitality & Tourism Management (OkState)
- **Outstanding Graduate Teaching Associate 2020** — Spears School of Business (OkState)
- **Cagle Graduate Global Student of the Month 2020** — Spears School of Business (OkState)
- **Best Paper Award** — Central CHRIE Conference **2019** (Indianapolis, Indiana)
- **Best Paper Award** — 4th Hospitality Teaching & Learning Conference **2018** (Denton, TX)



kaiseanlee  
August 2023

- **Best Paper Award** — 3rd Hospitality Teaching & Learning Conference **2017** (Denton, TX)
- **Most Outstanding Master’s Student 2017** — Hospitality & Tourism Management (OkState)
- **Three-Minute Thesis People’s Choice Award 2017** — College of Human Sciences (OkState)

### 6.3. CULINARY AWARDS AND HONORS

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- **International**
  - Food and Hotelier Asia 2012 (Singapore) Hot Cooking **Silver**
  - ACF Oklahoma Culinary Show 2017 (USA) Chocolate Works **Bronze**
- **National (Malaysia)**
  - MLA Young Chef Scholarship 2014 Presentation **GOLD**
  - MLA Young Chef Scholarship 2014 Hot Cooking **SILVER**
  - Battle of the Chefs Penang 2014 Chocolate Works **Bronze**
  - Battle of the Chefs Penang 2013 Hot Cooking **Bronze**

— End of C.V. —