



## **CHRIE FutureFund™ Introduces Yun-Na Park**





# CHRIE FutureFund™

## WHERE ARE THEY NOW?

**Hello ICHRIE members!**

My name is Yun-Na Park. I completed my Ph.D. in Hospitality Administration in May 2025 and am now a postdoctoral fellow at the University of Houston, extending my research on consumer behavior, especially how people perceive marketing strategies and make decisions in hospitality and tourism.

The past few years have been full of learning and growth. There were many challenges, but also many joyful moments that I will always remember.

Receiving the ICHRIE Dissertation Award was a very special milestone. It gave me the chance to share my dissertation, a project I both loved and sometimes struggled with for many years. That made the award even more meaningful.

I am also profoundly grateful to my dissertation committee—Dr. Minjung Shin, Dr. Ki-Joon Back, Dr. Carl A. Boger Jr., and Dr. Yan Huang. Over the long course of this journey, they stood by me with patience, investing their time, guidance, and thoughtful advice. Their steady encouragement and commitment made it possible for this dissertation to be completed and for this award to become a reality.

I could not have reached this point without the steady support of my advisors, Dr. Minjung Shin and Dr. Ki-Joon Back. They always made time to listen, gave honest feedback, and shared in both my struggles and my successes. Their guidance and care helped me grow as a researcher and gave me the confidence I needed. I feel very fortunate to have mentors who inspire me through their dedication, integrity, and kindness.

My experiences at the University of Houston have also been deeply meaningful. The university provided excellent resources and, just as importantly, a culture of care and support. Faculty members consistently showed genuine interest in my growth, investing their time and guidance to help me succeed. Having the chance to design and teach my own courses further helped me grow as both a scholar and a teacher. The openness and encouragement of faculty, colleagues, and students made my time here profoundly rewarding.

I am also especially thankful to the CHRIE FutureFund. Their financial support made it possible for me to participate in academic conferences, where I could share my work, connect with scholars, and gain valuable feedback. This opportunity not only strengthened my research but also gave me a strong sense of belonging to the CHRIE community. Knowing that my efforts were supported and valued motivated me to complete my dissertation with pride and continues to inspire me to give back to the community that has given me so much.

Thank you for taking the time to read my story. I am truly grateful for the encouragement and support I have received, and I feel fortunate to be part of such a caring community. I deeply respect everyone working in this field, and I look forward to continuing to grow while staying connected with you. Wishing you all continued success and inspiration!