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Dr. Jinsoo Lee is an Associate Professor and Doctoral Program Leader in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. While teaching courses, including SEM for doctoral students, he publishes research papers in the areas of MICE, hotel, and restaurant with the application of quantitative research methods and recently extends his research into scale development and validation. He is currently serving as a managing editor of Journal of Travel & Tourism Marketing and a coordinating editor of International Journal of Hospitality Management. Dr. Jinsoo Lee received his BS degree in Business Administration at Chung-Ang University, Korea, Master's degree at the University of Nevada, Las Vegas, and Ph.D. at Kansas State University, USA.