HyunJeong “Spring” Han, Ph.D., is an assistant professor in the Faculty of Business and Management and a research fellow in the Centre for Advanced Studies at National Research University Higher School of Economics, Moscow, Russia. Her current research interests include event management, corporate culture in the hospitality industry, medical tourism, and healthcare service management. Han has published research papers in Cornell Hospitality Quarterly, Service Science, Cornell Hospitality Report, Korean Journal of Hotel Administration, and Journal of Korean Convention Research. She received the “Best paper award for the year 2012” from Cornell Hospitality Quarterly, and “Educational Innovation Award” from National Research University HSE in 2014.