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Assistant Professor
The School of Hospitality Business
Eli Broad College of Business
Michigan State University
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EDUCATION

- Ph.D. in Tourism and Hospitality Marketing. Summer 2010.
Michigan State University, Department of Community, Agriculture, Recreation and Resource Studies (**Graduate Specialization in Hospitality Business**)
- Master of Science in Hospitality Business. Spring 2005.
Michigan State University, *The School of Hospitality Business*
- Diploma in Hospitality and Tourism Management. December 1994.
Centre International de Glion Hotel School, Switzerland
- Bachelor of Science in Home Economics. February 1992.
Seoul National University, South Korea

ACADEMIC WORK EXPERIENCE

- **Assistant Professor, Spring 2012-Present**
Michigan State University, *The School of Hospitality Business*
- **Fixed –term Instructor, Summer 2011-Fall 2011**
Michigan State University, *The School of Hospitality Business*
- **Post-doctoral Researcher, Fall 2010-Spring 2011.**
Michigan State University, Department of Community, Agriculture, Recreation and Resource Studies and an affiliated researcher with *The School of Hospitality Business*
- **Graduate Assistant** (Research Assistant and Teaching Assistant), **2005-2010.**
Michigan State University, *The School of Hospitality Business*
- **Teaching Assistant, 2004-2005.**
Michigan State University, *The School of Hospitality Business*
- **Teaching Internship, Summer 2001.**
Su Won Junior High School, South Korea

PROFESSIONAL WORK EXPERIENCE

- **HSBC Bank, Korea.** Personal Banker (Senior Officer). 2001 – 2003.
Opening member of Kwang Jang branch in Seoul, Korea; Team leader, Sales & Marketing; Financial market analyst; Managed \$50 million in savings and funds for 650 customers including 103 VIP customers; Awards Monthly Best Personal Banker (2002, 2003) and Champion of The Year as a personal banker (2002); Implemented partnerships and sponsorships with companies such as BMW Korea, CHANEL Korea, Hilton Hotel, Seoul Korea, Titliest Korea, and Walkerhill Golf Club Korea.
- **Marriott Hotel, Busan, Korea.** 5-star 363 room Deluxe Business Hotel. 2000-2001.
Sales and Marketing Manager and Team Leader; Responsible for meeting, event, and convention sales & marketing as well as corporate, government, and embassy room sales & marketing; Received a complimentary letter from the British Embassy, Korea (2001); Implemented sponsorships with NIVEA Korea and Toni Roma's Restaurant Korea.
- **Novotel Ambassador Hotel, Seoul, Korea.** 5-star 230 room Deluxe Business Hotel. 1997-2000.
Opening member of the hotel; Supervisor of meeting, event, and convention sales & marketing as well as corporate, government, and embassy room sales & marketing; Award for Employee of The Month (1998); Received complimentary letters from Seoul National University (1998) and VIP customers.
- **Le Meridien Hotel, Phuket, Thailand.** 5-star 477 room Super Deluxe Resort Hotel. 1996.
Management Training at Convention and Front Office Department.
- **Movenpick Radisson Hotel, Geneva, Switzerland.** 5-star 450 room Deluxe Hotel. 1994.
Intern at Food & Beverage Department.

MANUSCRIPT PUBLICATION

- **Kim*, M.R.,** Kim, S.H., Cha, J.M., Cichy, R.F., Koenigsfeld, J.P., and Perdue, J. (2014). An exploratory study of perceived innovation characteristics influencing sustainable business practices in the private club industry, *Journal of Tourism Research & Hospitality*. 3 (1), <http://dx.doi.org/10.4172/2324-8807.1000135>
- **Kim*, M.R.,** Vogt, C.A., and Knutson, B.J. (2013), Relationships among customer satisfaction, delight, and loyalty in the hospitality industry, *Journal of Hospitality & Tourism Research* (Tier 1), online publication, 1-29.
- Cha, J.M., Kim, S.H., Cichy, R.F., **Kim*, M.R.,** and Tkach, J.K. (2013). General managers' and chief operating officers' evaluations of private club boards of directors, *International Journal of Hospitality Management* (Tier 1), 32, 245-253.
- Kim, S., Cichy, R.F., Cha, J., **Kim*, M.,** and Tkach, J.K. (2012). Effects of board size and board involvement on a private club's financial performance, accepted to *International Journal of Contemporary Hospitality Management* (Tier 1), 24(1), 7-25.

- **Kim*, M.R.** (2012). The relationship between leisure traveler's hotel attribute satisfaction and overall satisfaction, *Florida International University Hospitality and Tourism Review*, 30(2)
- **Kim*, M.**, Knutson, B, and Vogt, C. (2011). The Importance of customer satisfaction, delight on loyalty in the tourism and hospitality industry, *European Journal of Tourism Research*, Volume 4, Number 2, 226-228.
- **Kim*, M. and** Tkach, J.L. (2010) Exploring the factors influencing hospitality student involvement in student-led clubs and events, accepted **as a lead article** to *Florida International University Hospitality and Tourism Review*, Volume 28, Number 2, pp. 1-11.

PUBLICATIONS IN PRESS: FORTHCOMING

- **Kim*, M. R.**, Knutson, B. J., and Han, J.B., Understanding employee delight and voice from the internal marketing perspective, *Journal of Hospitality Marketing and Management*. (Tier 1 Accepted in March 2014 for publication)
- **Kim*, M. R.**, Knutson, B. J., and Vogt, C. A. Post-trip behavioral differences between first-time and repeat guests: A two-phase study in a hospitality setting , *Journal of Hospitality Marketing & Management*. (Tier 1, Accepted in January 2014 for publication)
- Kim, S.H., Cha, J. M., **Kim*, M. R**, Cichy, R.F., and Tkach. J.K. Roles of private club volunteer leaders: An exploratory study of content analysis, *International Journal of Hospitality and Tourism Administration*. (Tier 1, Accepted in January 2014 for publication)

MANUSCRIPT UNDER REVISION

- Randhawa, P., **Kim*, M. R.**, Cichy, R.F., Clay, V., Koenigsfeld, J., and Perdue, J., Hospitality service innovations in private clubs, submitted to *Cornell Hospitality Quarterly* (Tier 1, under 2nd revision).
- Choi, L., Lotz, S.L., and **Kim*, M.R.**, The impact of social exchange-based antecedents on customer organizational citizenship behaviors (COCBs) in service recovery, submitted to *Journal of Marketing Development and Competitiveness* (invited for the best track paper review) (under 1st revision).

MANUSCRIPTS IN PROGRESS

- **Kim*, M. R.**, Knutson, B. J., and Choi, L. Internal marketing practices and employee's job behaviors between generation Ys and older generations. (Tier 1 hospitality journal)
- **Kim*, M. R.**, Beck, J.A. , and Schmidgall, R. S., Relationships among pricing policy, pricing practices, and actual prices for same day arrival guests: An exploratory study of pricing practices. (Tier 1 hospitality journal)

- **Kim*, M. R.**, Beck, J.A. , and Schmidgall, R. S., The pricing policy and practices for the same day arrival guests. (Tier 1 hospitality journal).
- Randhawa, P., **Kim*, M. R.**, and Cichy, R.F. Impact of managerial competencies on private club innovativeness. (Tier 1 hospitality journal)
- Kim, S.H., Cha, J. M., **Kim*, M. R.**, and Cichy, R.F., Adoption of sustainable business practices in the private club industry: Investigating GMs/COOs' perceived innovation characteristics and board support. (Tier 1 hospitality journal)
- **Kim*, M. R.**, Knutson, B. J., and Vogt, C. A. Examining two dimensions of loyalty in a hospitality context, submitted to *Journal of Hospitality Marketing and Management* (hospitality journal).

BOOK CHAPTERS

- Cichy, R.F., Cha, J. M., Kim, S.H., and **Kim*, M. R.** A framework for sustainable business practices in the private club industry, *Sustainability in Hospitality-Tourism*. (in press-forthcoming)

PROJECT REPORTS

- Vogt, C., **Kim*, M.**, and Knollenberg, L. (2011). Paddler Survey. Partnerships with River Kayak Connection LLC, Downriver Linked Greenways, National Park Service Rivers Trails and Conservation Assistance, Michigan Sea Grant.
- **Kim*, M.**, and Vogt, C. (2010).Bavarian Inn Lodge Guest Survey on the Guests' socio-demographic Information, Planning, Activities, and Evaluation of the Bavarian Inn Lodge experience. A project report to Bavarian Inn Lodge, Frankenmuth in Michigan
- **Kim*, M.**, and Vogt, C. (2009).Bavarian Inn Lodge Overnight Tourists Profile 2006/2007. A project report to Bavarian Inn Lodge, Frankenmuth in Michigan
- **Kim*, M.**, and Vogt, C. (2008).Saginaw County Overnight Tourists Profile 2006/2007. A project report to Saginaw County Convention & Visitors Bureau in Michigan

BUSINESS AND INDUSTRY ARTICLES

- Cichy, R., Kim, S.H., Cha, J.M., and **Kim*, M.R.** (2013). GMs & COOs evaluations of green practices in their private clubs, *The Boardroom*, May/June.
- Cichy, R., Kim, S.H., Cha, J.M., and **Kim*, M.R.** (2013). Financial performance linked to board size and involvement in strategy, *Club Management*, July/August.
- Cichy, R.F., Kim, S., Cha, J., **Kim*, M.**, and Tkach, J.K. (2010). Who is the Leader of our Club? *Club Management*, November/December, Vol. 89. No. 6, 15.
- Cichy, R.F., Kim, S., Cha, J., **Kim*, M.**, and Tkach, J.K. (2010). Volunteer Board and Committee Members' Roles in Communicating in a Private Club. *Club Management*, September/October, 14-

15.

- Kim, S.H., Cha, J.M., Cichy, R.F., **Kim, M***, and Tkach, J.L. (2010). Board Members: Do You Know What is Expected of You from Your GM/COO? *Premier Club Services' At Your Service*, Vol. 18. No. 4, August/September, 12.
- Cichy, R.F., **Kim*, M.**, and Longstreth, J.K. (2006). Business relationships in the vending industry. *Vending & OCS Journal*, September/October, Vol. 14. No. 2. 80.
- Cichy, R.F., **Kim*, M.**, and Longstreth, J.K. (2006). Building your emotional intelligence can enhance your client service and loyalty. *Vending & OCS Journal*, July/August, Vol. 14. No. 1. 49-50.

CONFERENCE PROCEEDINGS

- **Kim*, M.R.**, Beck, J.A., and Schmidgall, R.S. (2014). The pricing policy and practices for the same day arrival guests, Greater Western Chapter of Travel & Tourism Research Association Conference (GWTTRA) conference, Denver, CO. (in press-forthcoming)
- **Kim*, M.R.**, Beck, J.A., and Schmidgall, R.S. (2014). An exploratory study of pricing for same day arrival guests, Korea America Hospitality & Tourism Educators Association (KAHTEA) conference, Las Vegas, NV. (in press-forthcoming)
- Randhawa, P., **Kim*, M. R.**, Cichy, R.F. (2014). Working two sides of the same story: Manager-customer perspectives of service, ICHRIE conference, San Diego, CA. Randhawa, P., Kim*, M. R., Cichy, R.F. (2014). Working two sides of the same story: Manager-customer perspectives of service, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) conference, San Diego, CA. (in press-forthcoming)
- **Kim*, M. R.**, Knutson, B. J., and Han, J.B (2013), Differences of employee's behaviors between Generation Y and older generations, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) conference, St. Louis, MO.
- **Kim*, M. R.**, Knutson, B. J., and Han, J.B (2013). Understanding customer delight from the internal marketing perspective, Greater Western Chapter of Travel & Tourism Research Association Conference (GWTTRA) conference, San Francisco, CA.
- **Kim*, M. R.**, Kim, S.H., Cha, J.M., and Cichy, R. (2013). Perceived innovation characteristics of sustainable business practices: An application in the private club industry, Korea America Hospitality & Tourism Educators Association (KAHTEA) conference, Las Vegas, NV.
- Beck, J.A., **Kim*, M.R.**, and Schmidgall, R.S. (2013). Hotel room pricing: An analysis of pricing practices for same day arrival guests, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) conference, St. Louis, MO.
- Choi, L., Lotz, S. L., and **Kim*, M. R.** (2013). Exploring antecedents of customer organizational citizenship behaviors (COCBs) in service recovery: A social exchange theory approach. American Marketing Association (AMA) Summer Marketing Educators' Conference, Boston, MA.

- **Kim*, M. R.,** Knutson, B. J., and Vogt, C. A. (2012), Differences between First-time and Repeat Visitors in Satisfaction, Delight, and Loyalty in a Hospitality Setting, ICHRIE Conference, Providence, RI.
- **Kim*, M. R.,** and Knutson, B. J. (2012), Using an Internal Marketing Perspective to Understand the Role of Associate Delight in Company Performance, 2012 Great Lakes Hospitality and Tourism Educators Conference, Grand Rapids, MI.
- **Kim*, M. R.,** Vogt, C. A., and Knutson, B. J. (2012), Extending satisfaction and loyalty research with a longitudinal perspective, 2012 Travel and Tourism Research Association International Annual Conference, Virginia Beach, VA.
- **Kim*, M.,** Vogt, C.A., and Knutson, B.J. (2011). Are Loyalty Program Members More Loyal Than Nonmembers? Accepted for *proceedings of The Great Lakes Hospitality & Tourism Educators Conference*, Grand Rapids.
- Cichy, R.F., Kim, S., Cha, J., **Kim*, M.,** and Tkach, J.K. (2010). Private Club Board Development, Board Performance, and Satisfaction with the Board: From Perspectives of General Managers and Chief Operating Officers. *Proceedings of the 2010 International Council on Hotel, Restaurant, and Institutional, Education Conference*, Caribe Hilton, San Juan, Puerto Rico, forthcoming.
- **Kim*, M.,** Knutson, B.J., and Vogt, C.A. (2010). Are Delighted Customers More Loyal?: A Preliminary Study of the Relationships between Customer Satisfaction, Delight, and Loyalty in the Tourism and Hospitality Industry. *Proceedings of the 15th Annual Graduate Student Research Conference in Hospitality and Tourism*, Washington D.C., 24-42.
- **Kim*, M.,** Vogt, C. A., and Rummel* A. (2008). Destination Loyalty: Exploring the Key Factors in Determining Customer Loyalty. *Proceedings of the 13th Annual Graduate Student Research Conference in Hospitality and Tourism*, University of Central Florida, Orlando, FL, 1497-1506.
- **Kim*, M.,** Vogt, C. A., and Rummel* A. (2007). Destination and Accommodations-How Linked are They from a Customer's Perspective? *Proceedings of the Northeastern Recreation Research Symposium*, GTR NRS-P-23, USDA, Forest Service, Bolton Landing, NY, 100-107.

CONFERENCE & INDUSTRY PRESENTATIONS

- Differences of employee's behaviors between Generation Y and older generations, 2013 ICHRIE Conference, St. Louis, MO, July 26, 2013 (with Knutson, B.J., and Han, J.B.)
- Hotel room pricing: An analysis of pricing policies and practices for same day arrival guests 2013 ICHRIE Conference, St. Louis, MO, July 25, 2013 (with Beck, J.A., and Schmidgall, R.S.)
- Attributes of Sustainable Business Practices: An Application in the Private Club Industry, 2013 The Korea America Hospitality & Tourism Educators Association Conference, Las Vegas, NV, April 13, 2013 (with Kim, S.H., Cha, J.M., and Cichy, R.F.)

- Understanding customer delight from the internal marketing perspective, 2013 Greater Western Chapter of TTRA Conference, Berkeley, CA, April 12, 2013 (with Knutson, B. J., and Han, J.B.)
- Differences between First-time and Repeat Visitors in Satisfaction, Delight, and Loyalty in a Hospitality Setting, 2012 ICHRIE Conference, Providence, Rhode Island, August 4, 2012 (with Knutson, B. J., and Vogt, C. A.)
- Extending satisfaction and loyalty research with a longitudinal perspective, 2012 Travel and Tourism Research Association International Annual Conference, Virginia Beach, VA, June, 18, 2012 (with Vogt, C.A., and Knutson, B.J.)
- Using an Internal Marketing Perspective to Understand the Role of Associate Delight in Company Performance, 2012 Great Lakes Hospitality and Tourism Educators Conference, Grand Rapids, March 24, 2012 (with Knutson, B. J.)
- Are Loyalty Program Members More Loyal Than Nonmembers? Presentation at the Great Lakes Hospitality & Tourism Educators Conference, Grand Rapids, April 15, 2011.(with Vogt, C.A., and Knutson, B.J.)
- Portrait of a Paddler: Profiling Michigan's Water Trail Users. Presentation at the Northeastern Recreation Research Symposium, Bolton Landing, NY, April 10, 2011. (with Christine A. Vogt and Lauren Knollenberg)
- Private Club Board Development, Board Performance, and Satisfaction with the Board: From Perspectives of General Managers and Chief Operating Officers. Presentation at the International Council on Hotel, Restaurant, and Institutional, Education Conference, July 28, 2010. (with Seung H. Kim, Ron F. Cichy, Jae M. Cha, Julie L. Tkach).
- Bavarian Inn Lodge Guest Survey on the Guests' socio-demographic Information, Planning, Activities, and Evaluation of the Bavarian Inn Lodge experience. Presentation at the Bavarian Inn Lodge, Frankenmuth, MI, May 18, 2010. (with Christine A. Vogt)
- The Role of Loyalty Program Membership on Customer Satisfaction and Loyalty of Hotel Experiences. Presentation at the Community, Agriculture, Recreation, and Resource Studies (CARRS) Graduate Research and Project Symposium, February 12, 2010. (with Christine A. Vogt)
- Are Delighted Customers More Loyal?: A Preliminary Study of the Relationships between Customer Satisfaction, Delight, and Loyalty in the Tourism and Hospitality Industry. Presentation at the 15th Annual Graduate Student Research Conference in Hospitality and Tourism, Washington D.C., January 7, 2010. (with Bonnie, J. Knutson, and Christine A. Vogt)
- Developing, Marketing and Programming Water Trails in Michigan. Presentation at the Mid America Trails and Greenways Conference, Kalamazoo, MI, October 28, 2009. (with Christine A. Vogt, Theresa Groth, and Lauren Knollenberg)
- Bavarian Inn Lodge Overnight Tourists Profile 2006/2007. Presentation at the Bavarian Inn Lodge, Frankenmuth, MI, March 10, 2009. (with Christine A. Vogt)
- Clubs Aren't What They Used to Be. Presentation at the World Conference on Club Management

Industry, New Orleans, LA, February 6, 2009. (with Bonnie J. Knutson)

- Exploring the Factors Influencing Student Volunteer Involvement in College Student-led Clubs and Event Activities. Presentation at the 14th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV, January 5, 2009.
- Saginaw County Overnight Tourists Profile 2006/2007. Presentation at the Saginaw County Convention & Visitors Bureau' Board Meeting, Saginaw, MI, November 18, 2008. (with Christine A. Vogt, and Jane Kwon)
- Effects of Customer Delight on Loyalty and Profitability in the Hospitality Industry. Poster presentation at the International Council on Hotel, Restaurant, and Institutional, Education Conference, Atlanta, GA, August 1, 2008.
- Educating the Next Generation of Global Managers. Poster presentation at the International Council on Hotel, Restaurant, and Institutional, Education Conference, Atlanta, GA, August 1, 2008.
- Destination Loyalty among in Shopping Tourists. Presentation at the Northeastern Recreation Research Symposium, Bolton Landing, NY, March 31, 2008.
- Destination Loyalty: Exploring the Key Factors in Determining Customer Loyalty. Presentation at the 13th Annual Graduate Student Research Conference in Hospitality and Tourism, Orlando, FL, January 4, 2008.
- Destination and Accommodations-How Linked are They from a Customer's Perspective? Presentation at the Northeastern Recreation Research Symposium, Bolton Landing, NY, April 16, 2007.
- Automatic Merchandising Leaders' Emotional Intelligence. Presentation at the Great Lakes Hospitality & Tourism Educators Conference, MSU, MI, December 3, 2005. (with Julie L. Tkach)

BOOK REVIEWS

- *Food Safety: Managing the HACCP Process*. Textbook authored by R. Cichy, published by published by The American Hotel & Lodging Educational Institute, 2nd Edition, 2008.
- *Purchasing for Food Service Operations*. Textbook authored by R. Cichy and J. Elsworth, published by The American Hotel & Lodging Educational Institute, 2007.
- *Managing Service in Food and Beverage Operations*. Textbook authored by R. Cichy and P. Hickey, published by The American Hotel & Lodging Educational Institute, 3rd Edition, 2005.
- *Emerging Leadership*. Textbook authored by R. Cichy and J. King, published by iUniverse, 2010

AWARDS, GRANTS, & HONORS

- Research Grant, \$15,000 (2014) from The Eli Broad College of Business: Effects of Leader-Member Exchange on Internal Marketing Practices and Employee Job Behaviors in the United States and Asian Countries.
- First Place Award from 2014 UURAF (University Undergraduate Research and Arts Forum): Research mentor of the awardee, JiYeon Kim
- Interview with MSU Alumni Magazine for an upcoming issue regarding collaboration on research with hospitality and tourism local business
- A Complimentary Letter (2010) from an Owner & President, Bavarian Inn Lodge & Conference Center
- Travel Leaders Scholarship (2009), Tourism Cares
- H. William and Elizabeth A. Klare Memorial Scholarship and fellowship (2009, 2008, 2007, 2006, 2005), *The School of Hospitality Business*, Michigan State University
- A Graduate Fellowship (2009), *The School of Hospitality Business*, Michigan State University
- A Graduate Fellowship (2008), Eli Broad College of Business, Michigan State University
- Monthly Best Personal Banker (2003, 2002), HSBC Bank, Seoul, Korea
- Champion of the Year as a Personal Banker (2002), HSBC Bank, Seoul, Korea
- Employee of the Month (1998), Novotel Ambassador Hotel, Seoul, Korea
- A Complimentary Letters (2001, 1999) from British Embassy in Korea while working at Marriott Hotel, and Seoul National University while working at Novotel Ambassador Hotel, Seoul, Korea
- Highest GPS Scholarships (1990, 1991), Seoul National University, Korea

PROFESSIONAL AFFILIATION & LICENSES

- American Marketing Association (2013-present)
- Hospitality Education Alliance of Michigan (2012-present)
- Travel and Tourism Research Association International Annual Conference Member (2012)
- International Council on Hotel, Restaurant, and Institutional Education Member (2008-present)
- Hotel Manager License, Korea National Tourism Organization, 1988.
- High School Teacher License, Seoul National University, 1991.

LEADERSHIP AND SERVICE ACTIVITIES

- Sunday School Teacher for 1st & 2nd Elementary Students, New Hope Baptist Church, East Lansing, Michigan (2012-Present)
- Sunday School Teacher for 2nd & 3rd Elementary Students, New Hope Baptist Church, East Lansing, Michigan (2010-2011)
- President of Korean Graduate Student Association, Department of Community, Agriculture, Recreation, and Resource Studies, Michigan State University, (2008-Spring 2010)
- President, Glion Hotel School Alumni Association, Korea(1997-2000)
- Student Chairperson, Department of Home Economics, Seoul National University (1991)
- Freshman President, Department of Home Economics, Seoul National University (1988)

PROFESSIONAL DEVELOPMENT

- **Statistical workshop**, Center for Statistical Training & Consulting, Michigan State University, 2005-2009; Introduction to Structural Equation Modeling; Hierarchical Linear Models; Introduction to Multiple Regression Analysis; Intermediate Data Analysis Using SPSS.
- **Academic workshop**, Graduate School, Michigan State University, 2005-2009
Navigating the PhD: A Writing workshop; Responsible Conduct of Research: Personal Responsibility in Conducting Graduate; Research & Advancing Your Career
Career and Professional Development; From Graduate Student to Professor
- **The 2nd Annual MSU Women's Leadership Conference**, Women's Resource Center, Michigan State University, 2004