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| CURRICULUM VITA |

SEUNGHYUN “JAMES” KIM, Ph.D.

Associate Professor

*The* School of Hospitality Business

Eli Broad College of Business

Michigan State University

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**Education**

**Ph.D. in Park, Recreation, and Tourism Resources, majoring in Tourism Marketing**

Michigan State University, Spring 2000 – Spring 2007.

Department of Park, Recreation, and Tourism Resources

Dissertation title: *The Group Vacation Market (College Students): A Social Psychological*

*Approach*

**Master of Business Administration, majoring in Tourism and Recreation**

Kyonggi University, Korea, March 1995 – February 1997.

Department of Tourism and Recreation.

Thesis title: *Determinants of Vacation Activities Choice: Application of Theory of Planned*

*Behavior*

**Bachelor of Business Administration, majoring in Tourism and Recreation**

Kyonggi University, Korea, March 1989- February 1995.

Department of Tourism and Recreation.

**Professional Experience**

Associate Professor, Fall 2014 – Present.

*The* School of Hospitality Business, Eli Broad College of Business, Michigan State University.

Teaching both undergraduate and graduate courses in areas of hospitality

*marketing, hospitality research methods, hospitality business analytics, and hospitality industry field Study.*

Assistant Professor, Fall 2008 – Spring 2014.

*The* School of Hospitality Business, Eli Broad College of Business, Michigan State University.

Teaching both undergraduate and graduate courses in areas of hospitality

*marketing, hospitality research methods, hospitality business analytics, and hospitality industry field Study.*

**Professional Experience *(cont’d)***

Assistant Professor, Fall 2007 – Spring 2008.

Hospitality and Tourism Department, School of the Professions.

Buffalo State – State University of New York.

Taught undergraduate courses in areas of hospitality marketing, hotel management, and tourism resources.

Graduate Research Assistant, *Research Design & Data Analysis,* Spring 2005 – Summer 2007.

*The* School of Hospitality Business, Michigan State University.

Projects: Club Managers Association of America funded project (private club managers’

evaluation of leadership and emotional intelligence); The National Automatic Merchandising Association funded project (Emotional intelligence survey for the NAMA managers; A consumer experience survey and lodging experience survey; Meeting planners.

Graduate Research Assistant, *Research Design & Data Analysis,* Spring 2000 – Fall 2004.

Travel, Tourism, & Rec. Resource Center, Department of Park, Rec. and Tourism

Resources, Michigan State University.

Projects: Students and Youth Travel Association funded project (economic impact and

decision-making of travelers among youth and college students); National Marine Manufacturers Association funded project (national recreational boater panel survey); Professional Association of Innkeepers International funded project (national bed and breakfast innkeepers survey); Paragon casino market survey; Michigan Travel Market funded project (Michigan travel market household telephone survey).

Assistant Project Manager, *Tourism Development Planning*, 1999.

Toshiken Korea Co., Ltd. (Urban Plan Consulting).

Projects: Korea S-E coast tourism belt development planning; Cheju Island sculpture

park Repositioning.

Main tasks: Market analysis; data analysis; demand forecasting; development concept

planning.

Assistant Manager, *Real Estate Development and Planning,* 1996 to 1998.

Samsung Everland Inc., Environmental Development Division. 1996 - 1998.

Main tasks: Resort business planning and development, market analysis and sales/marketing.

Graduate Research Assistant, *Resort Development Planning*, Spring 1995 to Fall 1996.

Leisure Industries Institute, Kyonggi University, Korea. Spring 1995 - Fall 1996.

Projects: Ulsan Grand Park management planning; Deer Valley business planning (Farm

resort); Daebu Island tourism concept planning (marine resort); Long-term

tourism development planning in Anyang City; Gampo destination marketing

planning (Public marine resort); Market potential analysis of Moak

MotherLand in Korea (amusement park).

**Refereed Publications and Articles Accepted for Publication**

Cha, J., Kim, S., & Cichy, R.F. (In press) Adoption of sustainable business practices in the private

club industry from GMs and COOs' perspectives. *International Journal of Hospitality Management.*

Singh, A., Kim, S., Johnson, M. & Mandelbaum, R. (In press) Macroeconomic variables and hotel

performance: Good news and bad news. *ICHRIE Penn State Research Reports.*

Cha, J., Kim, S., Beck, J., Knutson, B. (In press) Predictors of career success among lodging

revenue managers: Investigating roles of proactive work behaviors.

*International Journal of Hospitality and Tourism Administration.*

Kim, S., Cha, J., Kim, M., Cichy, R.F., & Tkach, J. (2016). Roles of private club volunteer

Leaders: An exploratory study of content analysis. *International Journal of Hospitality and Tourism Administration.* 17(1), 43-71.

Schmidgall, R., Beck, J., & Kim, S., (2016). Effects of social background and working

experience on the ethical decision-making in private club industry. *International Journal of Hospitality and* Tourism Administration. 17(1), 27-42.

Kim, S., Koh, Y., Cha, J., & Lee, S. (2015) Effects of social media on firm value for U.S. restaurant

companies. *International Journal of Hospitality Management. 49, 40-46.*

Cichy, R.F., Cha, J., Kim, S., & Kim, M. (2015) A framework for sustainable business practices in

the private club industry. Book Chapter: *Sustainability, Social Responsibility and Innovations in Hospitality-Tourism (ISBN* 9781926895673). CRC Press. 219-242.

Beck, J., Cha, J. & Kim, S., & Knutson, B. (2014). Evaluating proactive behavior in lodging

revenue management. *International Journal of Contemporary Hospitality Management*,

26(8), 1364-1379

Kim, M., Kim, S., Cha, J., Cichy, R.F., & Perdue, J. (2014). An exploratory study of

perceived innovation characteristics influencing sustainable business practices in the

private club industry. *Journal of Tourism Research and Hospitality.*

Kim, S., Cha, J., Singh, A.J., & Knutson, B. (2013). A longitudinal investigation to test the

validity of the American customer satisfaction model in the U.S. hotel industry.

*International Journal of Hospitality Management, 35*(3), 193-202.

Cha, J., Kim, S., & Cichy, R.F. (2013). Hospitality students’ intent to become involved

as active alumni: A predictive model. *Journal of Hospitality &* *Tourism Education, 25*(1), 1-10.

**Refereed Publications and Articles Accepted for Publication *(cont’d)***

Noh, J., & Kim, S. (2013). A study of university students’ decision making for traveling

with friends – An application of the model of goal-directed behavior and social

identity theory. *Korean Journal of Tourism Research, 27*(6), 319-338.

Cha, J., Kim, S., Cichy, R.F., Kim, M., & Tkach, J. (2013). General managers’ and chief

operating officers’ evaluations of private club boards of directors. *International Journal of Hospitality Management, 32*(1), 245-253.

Borchgrevink, C.P., Cha, J., & Kim, S. (2013). Hand washing practices in a college town

environment. *Journal of Environmental Health, 75*(8), 18-24.

Kim, S., Singh, A. J., & Yoon, S. (2012). Evaluating applicability of e-service quality in

online hotel bookings. *Florida* *International University Hospitality and Tourism*

*Review*, *30*(1), 75-91.

Beck, J., Cha, J., Knutson, B., & Kim, S. (2012). The relationship between communication

apprehension and satisfaction with information among lodging revenue managers. *Journal of Quality Assurance in Hospitality and Tourism*, *13*(4), 271-285.

Koenigsfeld, J., Kim, S., Cha, J., Cichy, R.F., & Perdue, J. (2012). Developing a

competency model for private club managers. *International Journal of Hospitality Management*, *31*(3), 633-641.

Kim, S., Cha, J., Cichy, R.F., Kim, M., & Tkach, J. (2012). Effects of board size and

board involvement on a private club’s financial performance. *International Journal*

*of Contemporary Hospitality Management, 24*(1), 7-25.

### Beck, J., Kim, S., & Schmidgall, R. (2011). The tiering of hospitality and tourism

### journals: Hospitality program administrator opinion survey results.” *Journal of*

### *Hospitality & Tourism Education, 23*(4),14-21.

Kim, S., Cha, J., Knutson, B., & Beck, J. (2011). Development and testing of a

consumer’s experience index (CEI). *Managing Service Quality, 21*(2), 112-132*.*

Cha, J., Cichy, R.F., & Kim, S. (2011). Commitment and volunteer-related outcomes

among private club board and committee member volunteer leaders. *Journal of*

*Hospitality and Tourism Research, 35*(3), 308-333.

Beck, J., Knutson, B., Cha, J., & Kim, S. (2011). Developing revenue managers for the

lodging industry.  *Journal of Human Resources for Hospitality and Tourism, 10*(2),

*182-194.*

**Refereed Publications and Articles Accepted for Publication *(cont’d)***

Beck, J., Knutson, B., Kim, S., & Cha, J. (2010). Developing the dimensions of activities important to successful revenue management performance: An application of the

lodging industry. *International Journal of Revenue Management, 4*(3/4), 268-283.

Knutson, B., Beck, J., Kim, S., & Cha, J. (Jan-March, 2010). Service quality as a component of the hospitality experience: Proposal of a holistic model and framework for research. *Journal of Foodservice Business Research*, *13*(1), 15-23.

Cichy, R.F., Cha, J., & Kim, S. (July-December, 2009). The relationship between emotional intelligence and contextual performance: Application to national automatic

merchandising association (NAMA) vending, and coffee services industries

executives. *Journal of Human Resources in Hospitality & Tourism,* *8*(2), 170-183.

Knutson, B., Beck, J., Kim, S., & Cha, J (2009). Identifying the dimensions of the

guest’s hotel experience. *Cornell Hospitality Quarterly*, *50*, 44-55.

Cichy, R.F., Cha, J., & Kim, S. (2009). The relationship between organizational

commitment and contextual performance among private club leaders. *International*

*Journal of Hospitality Management*, *28*, 53-62.

Cha, J., Cichy, R.F., & Kim, S. (2009). The contribution of emotional intelligence

on social skills and stress management skills among national automatic

merchandising association (NAMA) vending and coffee service industries executives.

*Journal of Human Resources in Hospitality & Tourism*, *8*(1), 15-31.

Huh, C., Kim, S., & Noh, J. (2009). The effect of mass media on the

relationship between high gasoline prices and travel intentions: An agenda-setting

theory approach. *Korean Journal of Business Administration, 22*(2), 1141-1158.

Cichy, R.F., Cha, J, & Kim, S. (2007). Private club leaders’ emotional

intelligence: Development and validation of a new measure of emotional intelligence. *Journal of Hospitality & Tourism Research*, *31*(1), 39-55.

Cichy, R.F., Cha, J., Kim, S., & Singerling, J.B. (2007). Emotional intelligence and

organizational commitment among private club board and committee volunteer

leaders: A pilot study. *Florida* *International University Hospitality and Tourism*

*Review*, *25*(1), 40-49.

Knutson, B., Beck, J., Kim, S., & Cha, J. (2006). Identifying the dimensions of the

experience constructs. *Journal of Hospitality and Leisure Marketing, 15*(3), 31-47.

Kim, S. & Um, S-H. (1998). Determinants of summer vacation activity choice.

*Journal of Korean Institute of Landscape Architecture,* 78-89.

**Non-refereed Publications**

Cichy, R. F., Kim, M., Cha, J., & Kim, S. (May/June, 2016).  Going green in private country

clubs. *The BoardRoom*. 20 (264): 31.

Cichy, R.F., Kim, S., Cha, J., & Kim, M. (May/June, 2015). Productive private

club volunteer leaders work in collaboration with GMs/COOs – Part III – Fiduciary Responsibilities.  *The BoardRoom*. 19 (258): 38.

Cichy, R.F., Kim, S., Cha, J., & Kim, M. (March/April, 2015). Productive private

club volunteer leaders work in collaboration with GMs/COOs – Part II.  *The BoardRoom*. 19 (257): 70, 72.

Cichy, R.F., Kim, S., Cha, J., & Kim, M. (January/February, 2015). Productive private

club volunteer leaders work in collaboration with GMs/COOs – Part I.  *The BoardRoom*. 19 (256): 78,121.

Cichy, R.F., Singerling, J.B., Kim, S., Cha, J., Kim, M., & Tkach, J. (July/August, 2013).

Financial performance linked to board size and involvement in strategy. *Club Management,*

*XVII, 74.*

Cichy, R.F., Kim, M., Cha, J., & Kim, S. (May/June, 2013). GMs and COOs

evaluations of green practices in their private clubs. *The Boardroom*, *18*(4), 36.

Cichy, R.F., Kim, S., Cha, J., Tkach, J., & Kim, M. (November/December, 2010). Who is the

leader of our club?. *Club Management, 89*(6), 15.

Cichy, R.F., Kim, S., Cha, J., Tkach, J., & Kim, M. (September/October, 2010). Volunteer

board and committee members' roles in communicating in a private club. *Club Management,*

*89*(5), 14-15.

Cichy, R.F., Kim, S., Cha, J., Tkach, J., & Kim, M. (August/September, 2010). Board

members: Do you know what is expected of you from your GM/COO?.

*At Your Service*, Premier Club Services Newsletter, *18*(4), 12.

Cichy, R.F., Kim, S., Cha, J., & Singerling, J.B. (July/August 2009). Test your

emotional intelligence: Are you a chief relationship officer? *Club Management.*

*88*(4), 12-13, 21.

Cichy, R.F., Cha, J., & Kim, S. (November/December, 2009). The supervisor’s IN + OUT +

RELATIONSHIPS = emotional intelligence. *Vending & OCS, 17*(3), 34-35.

Cichy, R.F., Singerling, J.B., Cha, J., Kim, S., & Dore, A. (September/October, 2007).

EI survey says: insight into private club leaders’ emotional intelligence, social skills,

and stress management skills. *Club Management,* 40-42.

**Non-refereed Publications *(cont’d)***

Cichy, R.F., Singerling, J.B., Cha, J., Kim, S., & Dore, A. (July/August, 2007). What

does emotional intelligence have to do with organizational Leadership in a club?

*The BoardRoom, 11:* 32, 113.

Cichy, R.F., Singerling, J.B., Cha, J., Kim, S., & Dore, A. (May/June, 2007). What do

IN, OUT, and RELATIONSHIPS have to do with being a private club leader?

*The BoardRoom, 11*: 38, 39, 92, 94, 96.

Cichy, R., Singerling, J.B., Cha, J., & Kim, S. (July/August, 2006). Emotional

intelligence and your feelings about your volunteer board leadership in your club.

*The* *BoardRoom, 10:* 26, 28, 74.

Cichy, R., Singerling, J.B., Cha, J., & Kim, S. (August, 2005). The emotional

intelligence of private club leaders. *Club Management*, *84*(4), 38, 40.

Kim, Y-R., Kim, S., & Um, S-H. (1995). Business diversity programs for agriculture

tourism. *Journal of Korean Agriculture Studies*, 2.

**Manuscripts Submitted to Refereed Journals for Review**

Kim, S., & Cha, J., Antecedents and consequences of information adoption of online

hotel reviews. Submitted to *International Journal of Contemporary Hospitality Management.*

Kim, S., Cha, J., & Yoon, S., Differentiating the influence of e-service quality: In application to

online travel agencies and hotel-owned websites. Submitted to *Journal of Quality*

*Assurance in Hospitality & Tourism.*

**Conference Proceedings and Presentations**

Kim, M., Knutson, B., McCall, M., & Kim, S. (2016), The effects of brand personality on

brand trust, brand affect, and brand Loyalty in the luxury hotel context, 2016

International Council on Hotel, Restaurant, and Institutional Education Conference, Dallas, TX, July.

Yang, X., & Kim, S. (2016), The motivating impact of hotel online reviews and price on

consumer booking intention. 2016 Asia Pacific Tourism Association Conference, Beijing, China, June.

**Conference Proceedings and Presentations *(cont’d)***

Kin, J., Kim, S., & Cha J. (2016). Exploring local variation in hotel room price modeling: A

spatial hedonic price approach. Conference Proceedings, 2016 The Korea America

Hospitality and Tourism Educators Association Conference, Las Vegas, NV, April.

Suh, J., McCole, D., & Kim, S. (2016). Understanding effects of social earned media and

controlled media in destination branding: An empirical investigation on the influences of

customer reviews and management responses. Conference Proceedings, 2016 The Korea America Hospitality and Tourism Educators Association Conference, Las Vegas, NV, April.

Singh, A., Kim, S., Mandelbaum, R., Johnson, M. (2015). Macroeconomic determinants of hotel

market performance: Pattern analysis of time series data. Conference Proceedings, 2015 Asia-Pacific International Council on Hotel, Restaurant, and Institutional Education Conference, Auckland, New Zealand, June.

Suh, J., Kim, S., & McCole, D. (2015), Effects of social media versus traditional media in destination branding. Conference Stand-up Presentation, 2015 International Council on Hotel, Restaurant, and Institutional Education Conference, Orlando, FL, July.

Cha, J., Kim, S., & Elsworth, J. (2015). Customers’ perceptions in value and food safety on

customer satisfaction and loyalty in restaurant environments. Conference Poster

Presentation, 2015 International Council on Hotel, Restaurant, and Institutional

Education Conference, Orlando, FL, July.

Kim, S. (2015). Investigating wellness hotel factors and customer well-being. Conference

Proceedings, The Korea America Hospitality and Tourism Educators Association Conference, Las Vegas, NV, April.

Kim, W, Kim, S., & Singh, A.J. (2015). Analyzing a competitive market environment: The case

of the U.S. hotel industry. Conference Proceedings, The Korea America Hospitality and

Tourism Educators Association Conference, Las Vegas, NV, April.

Kim, W. & Kim, S. (2015). Investigating mutual relationships among market structure, conduct,

and financial performance in U.S. hotel industry. Conference poster presentation, 20th

Annual Graduate Student Research Conference in Hospitality and Tourism, Tampa, FL,

January.

Singh, A.J., & Kim, S. (2014). An analysis of hotel investment objectives and decision making

criteria: An ownership perspective. Stand-up presentation, 2014 Association of Hospitality Financial Management Educators (AHFME) Symposium, New York City, NY, November.

**Conference Proceedings and Presentations *(cont’d)***

Kim, S., Cha, J., Singh, A.J., & Huh, C. (2014). Hotel consumers’ attitude

toward green hotels: effects of health consciousness, environmental attitudes, and perceived benefits of healthy environments. Conference poster presentation, 2014 International Council on Hotel, Restaurant, and Institutional Education Conference, San Diego, CA, July.

Cha, J., Kim, S., Beck, J., & Knutson, B. (2014). Predictors of career success among lodging

revenue managers: investigating roles of proactive work behaviors. Conference stand-up

presentation, 2014 International Council on Hotel, Restaurant, and Institutional Education Conference, San Diego, CA, July.

Beck, J., Kim, S., Ricco, M., & Schmidgall R. (2014). Moral intensity and ethical culture in

hospitality marketing management. Conference stand-up presentation, 2014

International Council on Hotel, Restaurant, and Institutional Education Conference, San

Diego, CA, July.

Kim, W., Kim, N., & Kim, S. (2014). Effect of tourism destination personality on image and

loyalty. Conference stand-up presentation, 20th Asia Pacific Tourism Association

Conference, Ho Chi Minh city, Vietnam, July.

Suh J., Kim, S., & McCole, D. (2014). “Brand community on social media and brand loyalty in

hotel industry: An empirical study.” Conference poster presentation, 19th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, January.

Kim, S., Cha, J., & Beck, J. (2013). Exploring essential revenue management skills in the

lodging industry: content analysis . Conference Poster Presentation, International

Council on Hotel, Restaurant, and Institutional Education Conference, St Louis, MO,

July.

Chang, H, Huh, C., Kim, S., & Lee, M. (2013). Would non-price energy conservation

nudges encourage hotel guests’ pro-conservation Behavior?. Conference Poster

Presentation, International Council on Hotel, Restaurant, and Institutional Education

Conference, St Louis, MO, July.

Kim, M., Kim, S., Cha, J., & Cichy, R.F. (2013). Perceived attributes of sustainable

business practices: An application in the private club Industry. Conference

Proceedings, The Korea America Hospitality and Tourism Educators Association

Conference, Las Vegas, NV, April.

**Conference Proceedings and Presentations *(cont’d)***

Han, E., Kim, S., & Noh, J. (2013). Evaluating applicability of brand experience scales in

hospitality research: Analyzing cross-cultural data. Conference Proceedings, The

Korea America Hospitality and Tourism Educators Association Conference, Las Vegas, NV, April.

Kostyk, A., Xu, Q., Yoon, S., & Kim, S. (2013). Generation Y’s attitude toward green

hotels: The role of consumer social responsibility, health-related benefits, and

cultural difference. Conference poster presentation, 18th Annual Graduate Student

Research Conference in Hospitality and Tourism, Seattle, WA, January.

Beck, J., Cha, J. & Kim, S. (2012). Measuring proactive behavior of the dodging revenue

manger. Conference Stand-up Presentation, International Council on Hotel, Restaurant,

and Institutional Education Conference, Providence, RI, August.

Kim, S., & Cha, J. (2012). Adoption of information from online hotel reviews: Evaluating a

moderating role of sense of virtual Community. Conference Stand-up Presentation,

TOSOK International Tourism Conference, Ulsan, Korea, July.

Kim, S., Cha, J., & Jeon, W-S. (2012). When are online hotel consumers insensitive to

price?: Examining hedonic value, social context, and booking website reputation.

Conference Stand-up Presentation, TOSOK International Tourism Conference, Ulsan,

Korea, July.

Singh, A. J., Schmidgall, R. S., Kim, S., & Zhang, Z. (2012). Factors impacting hotel market

performance. Conference Proceedings, Asia-Pacific CHRIE Conference, Manila,

Philippines.

Kim, S., & Cha, J. (2012). Comparing e-Service quality between online travel agencies

and hotel-owned websites. Conference Proceedings, The Korea America Hospitality

and Tourism Educators Association Conference, Las Vegas, NV, April.

Kim, S. , Cha, J., & Cichy, R. (2012). Sustainability business practices in the private club

industry. Conference Stand-up Presentation, Great Lakes Hospitality and Tourism

Educators Conference, Grand Rapids, MI, March.

Beck, J., Cha, J. & Kim, S. (2012). Proactive behavior and the lodging revenue manger.

Conference Stand-up Presentation, Great Lakes Hospitality and Tourism Educators

Conference, Grand Rapids, MI, March.

Jeon, W-S. & Kim, S. (2012). Consumer price sensitivity in spring break hotels:

Effect of brand name, past experience and gender. Conference Proceedings, 17th

Annual Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL,

January.

**Conference Proceedings and Presentations *(cont’d)***

Randhawa, P., Jeon, W-S, & Kim, S. (2012). eWOM in hotels: The moderating effect of

virtual community in influencing consumer decision making. Conference

Proceedings, 17th Annual Graduate Student Research Conference in Hospitality and

Tourism, Auburn, AL, January.

Yoon, S-S. & Kim, S. (2012). Determinants of satisfaction with the overall boutique hotel

experience: A neural network approach. Conference Proceedings, 17th Annual

Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL, January.

Lan, S-S., Schmidgall, R. & Kim, S. (2012). Exploring the estimated impact of proposed

leasing rules in the U.S. lodging industry: A social identity perspective. Conference

Proceedings, 17th Annual Graduate Student Research Conference in Hospitality and

Tourism, Auburn, AL, January.

Singh, A.J., Knutson, B., Cha, J., & Kim, S. (2011). Trends in guest satisfaction from

1994-2009 in the U.S. hotel industry: Interpretation and analysis of the American

customer satisfaction Index (ACSI) model. Conference Proceedings, 7th Annual

International Conference on Tourism. Athens Institute of Education and Research

(ATINER), Athens, Greece, June.

Borchgrevink, C.P., Cha, J., & Kim, S. (2011). Hand washing compliance rates and

predictors in a college town environment. Conference Proceedings, International Council on Hotel, Restaurant, and Institutional Education Conference, Denver, CO, July.

Cha, J., Kim, S., & Cichy, R. (2011). Predicting the hospitality students’ intent to

involve as active alumni. Conference Stand-up Presentation, International Council on Hotel, Restaurant, and Institutional Education Conference, Denver, CO, July

Beck, J., Kim, S., & Schmidgall, R. (2011). The rating of hospitality journals for influence

on salary, reappointment, promotion and tenure decisions in international hospitality

programs. Stand-up presentation, International Council on Hotel, Restaurant, and Institutional Education Conference, Denver, CO, July.

Chung, J. & Kim, S. (2011). An examination of attitudes, intentions, and awareness of

potential customers of boutique hotels using lifestyle segmentation. Conference

Proceedings, The Korea America Hospitality and Tourism Educators Association Conference, Las Vegas, NV, May.

Chung, J. & Kim, S. (2011). Consumer perception of boutique Hotel. Conference

Proceedings, Great Lakes Hospitality and Tourism Educators Conference in Grand

Rapids, MI, April.

**Conference Proceedings and Presentations *(cont’d)***

Kim, D-S. & Kim, S. (2011). Relationships among experiential marketing, experiential

value, customer satisfaction and customer loyalty. Conference Proceedings, Great

Lakes Hospitality and Tourism Educators Conference, Grand Rapids, MI, April.

Yoon, S-S. & Kim, S. (2011). Exploring e-service quality of online hotel booking web

sites. Conference Proceedings, Great Lakes Hospitality and Tourism Educators Conference, Grand Rapids, MI, April.

Beck, J., Kim, S., & Schmidgall, R. (2011). The ranking of hospitality journals effect on

tenure decisions in international hospitality programs. Conference Proceedings, Great

Lakes Hospitality and Tourism Educators Conference, Grand Rapids, MI, April.

Singh, A.J., Schmidgall, R., Kim, S., & Zhang, Z. (2011). Factors impacting hotel market

performance. Conference Proceedings, Great Lakes Hospitality and Tourism Educators   
Conference, Grand Rapids, MI, April.

Cha, J., Borchgrevink, C., & Kim, S. (2011). Hand washing behaviors in foodservice

establishments’ restrooms. Conference Proceedings, Great Lakes Hospitality and

Tourism Educators Conference, Grand Rapids, MI, April.

Yoon, S-S. & Kim, S. (2011). Effects of e-service quality on perceived value, satisfaction,

and reuse Intentions in online hotel booking: Evaluating hotel-owned and OTAs’ web

sites. Conference Proceedings, 16th Annual Graduate Student Research Conference in

Hospitality and Tourism, Houston, TX, January.

Singh, A.J., Schmidgall, R., Kim, S., & Zhang, Z. (2010). Lodging market potential index

predicting the performance of hotel markets. Association of Hospitality

Financial management Educators (AHFME) Research Symposium, New York

City, NY, November.

Kim, S-B. & Kim, S. (2010). Willingness to pay for environmentally friendly hotel: The

role of hotel consumers’ environmental attitude and collectivism. Conference

Proceedings, The Asia Pacific Tourism Association (APTA) Conference, Macau, China,

July.

Kim, S-H., Kim, S., Huh, C., & Knutson, B. (2010). A predictive model of behavioral

intention to spa visiting: An extended theory of planned behavior. Conference

Proceedings, International Council on Hotel, Restaurant, and Institutional Education

Conference. San Juan, Puerto Rico, July.

Kim, S., Cichy, R.F., Cha, J., Kim, M, & Tkach, J. (2010). Private club board development,

board performance, and satisfaction with the board: From perspectives of general

managers and chief operating officers. International Council on Hotel, Restaurant,

and Institutional Education Conference. San Juan, Puerto Rico, July.

**Conference Proceedings and Presentations *(cont’d)***

Beck, J., Knutson, B., Cha, J., & Kim, S. (2010). Effect of communication apprehension on

job satisfaction with information and organizational commitment among lodging

revenue managers. International Council on Hotel, Restaurant, and Institutional

Education Conference, San Juan, Puerto Rico, July.

Kim, S-B. & Kim, S. (2010). Predicting intention to stay at green certified hotel:

moderating effect of gender. Conference Proceedings, Asia Pacific Forum for

Graduate Students Research in Tourism. Beppu, Japan, June.

Kim, S-B. & Kim, S. (2010). Attitudinal factors in environmentally friendly hotel

choice. Conference Proceedings, 15th Annual Graduate Student Research Conference in Hospitality and Tourism, Washington D.C, January.

Kim, M., Tkach, J., Kim, S., Cha, J., & Cichy, R.F. (2009). Exploring the factors

influencing student volunteer involvement in college student-led clubs and event activities. Conference Proceedings, 14th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV, January.

Cha, J., Kim, S., & Cichy, R.F. (2009). Job satisfaction, organizational commitment,

and contextual performance: Examining effects of work status and emotional

intelligence among private club staff. Conference Proceedings, International

Council on Hotel, Restaurant, and Institutional Education Conference, San Francisco, CA, July.

Beck, J., Knutson, B., Cha, J., & Kim, S. (2009). Developing revenue managers: a challenge

for the lodging industry. Conference Proceedings, International Council on Hotel,

Restaurant, and Institutional Education Conference, San Francisco, CA, July.

Cha, J., Kim, S., & Cichy, R.F. (2008). Commitment and volunteer-related outcomes

among private club board and committee volunteer leaders. Poster presentation

for International Council on Hotel, Restaurant, and Institutional Education

Conference, Atlanta, GA, July.

Knutson, B., Beck, J., Kim, S., & Cha, J. (2008). Service quality as a component of

the hospitality experience: Proposal of a conceptual model and framework for research. The International Conference on Services management, State College, PA, May.

Kim, S., Cha, J., Knutson, B., & Beck, J. (2007). Measuring the experience constructs: A

scale development and validation. Paper presented for International Council on Hotel, Restaurant, and Institutional Education Conference Proceedings, Dallas, TX, July.

Cha, J., Cichy, R.F., & Kim, S. (2005). Relationship between emotional intelligence and

contextual performance among private club leaders. Paper presented at Third Annual

Great Lakes Hospitality and Tourism Educators Conference, East Lansing, Michigan,

December.

**Conference Proceedings and Presentations *(cont’d)***

Cichy, R.F., Cha, J., & Kim, S. (2005). Private club leaders' emotional intelligence - validating a new EI scale. Paper presented at Second Annual Great Lakes Hospitality and Tourism Educators Conference, Indianapolis, Indiana, April.

Beck, J., Knutson, B., Kim, S., & Cha, J. (2005). Perceived importance of meeting and

event planning activities: An analysis of association, corporate, and third Party

meeting planners. Paper presented at Second Annual Great Lakes Hospitality and Tourism Educators Conference, Indianapolis, Indiana, April.

Kim, S. & Huh, C. (2003). Who participates in fall-color touring on pleasure trips? Paper

presented at 15th Annual Northeastern Recreation Research Symposium. April.

Huh, C., Li H., Kim, S., & Holecek, D.F. (2003). What affects travelers’ searching and

buying behavior differently on the Internet? In Hailin Qu and Patrick J. Moreo (Eds.),

*Advances in Hospitality and Tourism Research*, *Proceedings of 8th Graduate Education &*

*Graduate Student Research Conference in Hospitality and Tourism*.Vol. 13, pp. 219-223.

Huh, C., Lee, B-K., Kim, S., & Holecek, D.F. (2002). Gasoline price- and mass media influence on travel intention: an agenda-setting approach.” In Lu Changchong, Kaye Chon, Hanqin Q. Hang, and Xie Yanjun (Eds.), *Proceedings of 8th Annual Conference of Asia Pacific Tourism Association.* pp. 321-328.

Kim, S., Huh, C., & Holecek, D.F. (2002). Developing a profile of pleasure trip visitors to

wineries.” In Lu Changchong, Kaye Chon, Hanqin Q. Zhang, and Xie Yanjun(Eds.), *Proceedings of 8th Annual Conference of Asia Pacific Tourism Association*. pp. 394-395.

Chang, T-C., Kim, M-K., & Kim, S. (2002). Profile of visitors to winery tourism in Michigan. In Sharon Todd (Ed.), *Proceedings of 2002 Northeastern Recreation Research Symposium.* pp.167-169.

Kim, M-K. & Kim, S. (2002). Economic impacts of wine country tourism in Michigan

based on segmentation.” In Sharon Todd (Ed.), *Proceedings of 2002 Northeastern*

*Recreation Research Symposium.* pp.170-172.

Holecek, D.F., Martin, L.A., Huh, C, Shih, C., & Kim, S. (2002). What might be the

impacts of climate change on tourism in the great lakes region? Great Lakes Regional Assessment Workshop, November.

Kim, Y-R., Huh, C., & Kim, S. (2001). The Impact of potential political security level on

international tourism.” In Sharon Todd (Ed.), *Proceedings of 2001 Northeastern Recreation Research Symposium.* pp.127-129.

**Conference Proceedings and Presentations *(cont’d)***

Huh, C. & Kim, S. (1999). Cultural differences between east and west guests who’s

coming to visit: Welcoming the international guest: Part II, International Institute of Flint, October.

Kim, Y-R. & Kim, S. (1996). Trend and implication of foreign tourists’ complaints in Korea:

Applying correspondence analysis.” In Philip Pearce (Ed.), *Proceedings of 2nd Annual*

*Conference of Asia Pacific Tourism Association*.

**Project Reports**

Holecek, D.F., Yoon,S-M, Knutson, B., Kim, S., & Cha, J.(2010). The status and economic

importance of the Michigan meeting and conferences travel market segment. Project

reports to Meeting Michigan.

Holecek, D.F., Martin, L.A., Huh, C., & Kim, S. (2000 & 2001). Public opinions about

transportation issues and options in Michigan. Project reports to Michigan Department

of Transportation.

Mahoney, E, Styne D., Holecek, D.F., Kim, M-K, & Kim, S. (2001). Economic impact

## of Michigan winery. Project reports to Michigan Grape and Wine Industry Council.

**Publications in Progress**

Suh, J., Kim, S., & McCole, D., Effects of social media versus traditional media in destination

branding.

*Target Journal: Journal of Hospitality and Tourism Research.*

Kim, S. & Cha, J., Hotel customer well-being and its antecedents.

*Target Journal: International Journal of Contemporary Hospitality Management.*

Kim, J., Kim, S., & Kim, Y. Modeling hotel room price: a spatial hedonic pricing

approach. *Target Journal:* Tourism Management

Kim, Y., Kim, S., & Kim, J. Pricing response to local competition in the U.S. lodging

industry. *Target Journal:* Journal of Hospitality and Tourism Research

Kim, S., Cha, J. & Singh, A. Determinants of innovative wellbeing product adoption

for hotel companies. *Target Journal:* International Journal of Hospitality Management

Singh, A., Knutson, B., Kim, S., & Cha, J. Trends in American customer satisfaction index (ACSI)

in the hotel industry over the past decades. Target Journal: Journal of Hospitality

Marketing and Management

**Publications in Progress *(cont’d)***

Singh, A. J. & Kim, S., Hotel investment decision making factors: An ownership perspective

*Target Journal: The Journal of Hospitality Financial Management*

Kim, S., Developing boutique hotel market profile: Lifestyle segmentation.

*Target Journal: International Journal of Contemporary Hospitality Management.*

Cha, J., Borchgrevink, & Kim, S., Diners’ handwashing behaviors in restaurants’ restrooms.

Target Journal: *International Journal of Contemporary Hospitality Management.*

Cha, J., Kim, S., and Elsworth, J., Customers’ perceptions in value and food safety on customer

satisfaction and loyalty in restaurant environments: moderating roles of gender and restaurant types.

Target Journal: *Journal of Foodservice Business Research.*

Elsworth, J., Cha, J., & Kim, S., Food service industry as a carrier choice.

Target Journal: *Journal of Hospitality and Tourism Education.*

Kim, M. R., Lee, E., Cichy, R. F., Cha, J., & Kim, S., A comparison of LEED-certified and non-

LEED certified hotels.

Kim, M. R., Cichy, R. F., Lee, E., Cha, J., & Kim, S., Hotel guests’ behaviors toward indoor

environment quality.

**Research Grants**

Kim, S. (Summer, 2015). Focus: Effects of Location and Market Competition on Hotel

Performance. Grantor: The Eli Broad College of Business. 2015 Summer Research

Grants Competition. Amount: $12,000 (funded).

Kim, S. (Summer, 2014). Focus: Investigating Wellness Hotel Factors and Customer Well

Being. Grantor: The Eli Broad College of Business. 2014 Summer Research Grants

Competition. Amount: $15,500 (funded).

Kim, S. (Summer, 2013). Focus: Green Hotel Experience and Its Impacts on Satisfaction, Brand

Attachment, and Pro-environmental Behavior: Analyzing cross-cultural data

Grantor: The Eli Broad College of Business. 2013 Summer Research Grants

Competition. Amount: $14,500 (funded).

Kim, S. (Summer, 2012). Focus: Boutique Hotel Market Analysis: Lifestyle Segmentation.

Grantor: The Eli Broad College of Business. 2012 Summer Research Grants

Competition. Amount: $15,000 (funded).

**Research Grants *(cont’d)***

Cha, J., Kim, S., and Borchgrevink, C. (2011). Focus: Increased Sustainability through Food

Waste Reductions at MSU Culinary Services: Targeting both Pre-consumer and Post-consumer Wastes from MSU Residence Dining Halls,

Sustainability Seed Grant, MSU Office of Campus Sustainability. Amount requested: $71,680 (not funded).

Kim, S. (Summer, 2011). Focus: The effect of Electronic Word-of-Mouth on Online Purchase

Decision Making for Consumer’s Hotel Choice: the Role of Online Virtual Communities.

Grantor: The Eli Broad College of Business. 2011 Summer Research Grants Competition. Amount: $15,000 (funded).

Cichy, R.F., Cha, J., & Kim, S. (June, 2010). Focus: Sustainable Business Practice in the Private

Club Industry. Grantor: Club Foundation-Faculty Research. Amount: $2,500.

**Service Activities**

**Editorial activities:**

Editorial board member, *International Journal of Hospitality Tourism Administration*,

Spring 2012 – Present.

Co-Track Chair, Paper Review Committee, ICHRIE Conference

Spring 2013 – Present.

Chair, Paper Review Committee, Korea America Hospitality & Tourism Educators Conference,

Fall 2012 – Present.

Ad Hoc Reviewer, *Journal of Hospitality and Tourism research*, Spring 2013 – Present.

Ad Hoc Reviewer, *International Journal of Hospitality Management*, Spring 2011 – Present.

Ad Hoc Reviewer, *International Journal of Contemporary Hospitality Management*,

Fall 2010 – Present.

Ad Hoc Reviewer, *Cornell Hospitality Quarterly*, 2010 – 2014.

Ad Hoc Reviewer, *Journal of Quality Assurance in Hospitality and Tourism*, Summer 2013.

**Editorial activities: *(cont’d)***

Ad Hoc Reviewer, *Journal of Hospitality and Tourism Cases*, Spring 2012.

Ad Hoc Reviewer, *Tourism Management*, 2010 – 2011.

Paper Reviewer, ICHRIE Conference, 2009 – Present.

Paper Reviewer, Asia Pacific Tourism Association (APTA) Conference, 2016

Paper Reviewer, Graduate Education & Graduate Student Research Conference in Hospitality

and Tourism, 2010-2015.

Paper Reviewer, Michigan Hospitality Education Alliance (MIHEA) Conference, 2011 – 2012.

Paper Reviewer, Korea America Hospitality & Tourism Educators Conference, 2011 - 2012.

Paper Reviewer, **the TOSOK International Tourism Conference,** 2011 – 2015.

**Committee Member (*The* School, College, and University):**

University Committee on Undergraduate Education (UCUE) Committee Member, Michigan

State University, Fall 2011 – Spring 2013.

Assistant Professor Search Committee Member, *The* School of Hospitality Business,

Michigan State University, Spring 2013.

Undergraduate Admissions Committee Member, *The* School of Hospitality Business,

Michigan State University, Fall 2010 – Fall 2014.

Scholarship Committee Member, *The* School of Hospitality Business, Michigan State University,

Fall 2010 – Fall 2014.

Faculty Affairs and Tenure Committee, The School of Hospitality Business, Michigan State University, Fall 2014 – Present.

Graduate Program Committee Member,*The* School of Hospitality Business, Michigan State

University, Fall 2008 - Present.

Sub-committee Chair, Graduate Program Committee, *The* School of Hospitality Business,

Michigan State University, Spring 2014.

*Curriculum review for MS in Food Service Management*

**Adviser:**

Faculty Adviser, Global Hospitality Business Organization**.** *The* School of Hospitality Business

Michigan State University, Fall 2008 – Spring 2014.

Co-Faculty Adviser, Hospitality Business Korean Graduate Student Association.*The* School

of Hospitality Business, MSU, Fall 2008 - Present.

Research Adviser and Mentor, Undergraduate Research Fellows. Undergraduate Research

Initiatives Program, Eli Broad College of Business, Spring 2009 - Present.

**Invited Presenter**

Guest Speaker, KSO Career Mentoring Event, Student-Faculty-Alumni Networking,

Hosted by Korean Students Association (KSO) in Michigan State University, East

Lansing, April 2016.

Main tasks: delivering presentation “*Secrets to Survive in US*” and advising

Under- and Graduate students on hospitality business career paths.

Guest Speaker, Graduate Seminar, *Experiential Marketing in Hospitality and Tourism Industry,*

Hosted by Dr. Seoho Um, Dean and Professor, College of Tourism, Kyonggi University,

Suwon, Korea, June 2012.

Main tasks: delivering presentation “Experiential Marketing in Hospitality and Tourism Industry” and advising graduate students on research methods.

Guest Speaker, Hilton Lecture Series XVIII, *Examining Research Methods in Hospitality,*

Hosted by Dr. Ray Schmidgall, Hilton Hotels Professor , *The* School of Hospitality

Business, MSU, September 2007.

Main tasks: delivering presentation “Content Analysis of Hospitality Journals’ Research Methods.” and serving on a panel providing input to HB faculty members who shared recent research projects and their methodologies.

Guest Speaker, *Park and Recreation Resource Seminar.*

Department of Park, Recreation, and Tourism Resources, MSU, Spring- Fall 2003.

Main tasks: delivering presentation of a special topic “How to Use On-line Survey.”

**Awards and Fellows**

Best Paper Award (The Second Place Prize for the year 2016), July, 2016.

Titled “Macroeconomic Variables and Hotel Performance: Good and Bad News.”

Awarded by ICHRIE Penn State Research Report, 2016 ICHRIE Summer Conference,

Dallas, Texas

2014 Broad Integrative Fellows Member, Broad Integrative Fellowship (BIF) Program, Broad

College of Business, Michigan State University, Spring 2014 – Fall 2014.

Best Paper Award, April, 2012.

Titled “Comparing e-Service Quality between Online Travel Agencies and Hotel-owned

Websites.”

Awarded by Korea America Hospitality and Tourism Educators Association (KAHTEA), 2nd

Annual KAHTEA Conference, Las Vegas, Nevada.

## Outstanding Reviewer Award, Summer, 2011.

Awarded by Cornell Hospitality Quarterly, Connell University, 2012 ICHRIE Conference,

Denver, CO.

## Research Enhancement Award. Spring 2006.

Awarded by The Graduate School, Michigan State University.

## Rotary Ambassadorial Scholarship. 2000-2001.

## Awarded by Rotary International Foundation, Chicago.

Asia Pacific Tourism Association Best Presentation, Graduate Category. September 1996.

Awarded by 2nd Annual Conference of the Asia Pacific Tourism Association, Townsville, Australia.

**Professional Memberships**

International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Member**,** 2008 – Present.

Michigan Hospitality Education Alliance (MIHEA) Member**,** 2008 – 2012.

Hospitality Sales & Marketing Association International (HSMAI) Member,2010 – Present.

American Marketing Association (AMA) Member, 2010 – Present.

The Korea America Hospitality & Tourism Educators Association Member (KAHTEA), 2011 – Present.

Hospitality and Tourism Management (HTM) Research and Education Forum Member, 2009 – Present.

**Professional Certificates**

Tour Conductor Certificate, Korea Tourism Association (KTA),certificated in March 1995.

Lodging Employee Certificate, Korea Tourism Association (KTA),certificated in March 1995.

Level II Hotelier Certificate, Korea National Tourism Corporation (KNTC), certificated in March 1995.