**MIRAN KIM, Ph.D.**

**Associate Professor**

The School of Hospitality Business

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# EDUCATION

* Ph.D. in Hospitality and Tourism Marketing. Summer 2010.

**Michigan State University**, Department of Community, Agriculture, Recreation and Resource Studies (**Specialization in Hospitality Business**)

* Master of Science in Hospitality Business. Spring 2005.

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

* Diploma in Hospitality 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**

* **Associate Professor, Fall 2018-Present**

Michigan State University, The School of Hospitality Business

* **Assistant Professor, Spring 2012-Summer 2018**

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

**INDUSTRY WORK EXPERIENCE**

* **HSBC Bank, Korea**. Personal Banker (Senior Manager). 2001 – 2003.

-New branch opening member

-Developed 600 customers with $5.5 billion fundraising

-2002 Best Employee of the Year Award as the best performer

* **Marriott Hotel, Busan, Korea**. Sales & Marketing Manager, five-star Deluxe Business & Resort Hotel. 2000-2001.

-Room and meeting/event sales & marketing for corporate, government, association, and university market segments

* **Novotel Ambassador Hotel, Seoul, Korea**. Sales & Marketing Supervisor, four-star Business Hotel. 1997-2000.

-1997 Best Employee of the Month Award

-Room and meeting/event sales & marketing for corporate, government, association, and university market segments

* **Le Meridien Hotel, Phuket, Thailand**. Management Trainee, five-star Luxury Resort Hotel. 1996.

-Management training at Front Office Department, Convention Center

* **Movenpick Radisson Hotel, Geneva, Switzerland**. Trainee, Four-star Business Hotel. 1994.

-Internship at Kikkoman Japanese Restaurant

# RESEARCH AREAS

* **Service Quality & Service Leadership** 
  + Cross-national and cross-cultural aspects of service quality
  + Internal & external customer delight and loyalty
  + Innovative service strategies including sustainability and social media
  + Service leadership
  + Diversity & Inclusion

# TEACHING COURSES

* **Spring 2012-Present:** Service Management, Women in Hospitality Business Leadership, Advanced Hospitality Marketing, Meeting and Event Planning Management, Hospitality Managerial Accounting

# MANUSCRIPT PUBLICATIONS, IN PRESS: FORTHCOMING, & ACCEPTED

* Choi, L., **Kim, M. R**., and Kwon, H.B. (2022). The more reputable, the more engaged: Exploring customer identification and brand love as mediators and comparing the product to service industries, *Journal of Brand Management, 29 , 150-166.*
* **Kim, M. R**., Lee, E., Kim, S., Cha, J., and Cichy, R. (2022). Impact of Indoor Environmental Quality on Hotel Guests’ Behaviors, *International Journal of Hospitality & Tourism Administration, Published online: Jan. 5, 2022, https://doi.org/10.1080/15256480.2021.1981188.* **(Tier-1)**
* Chang, H., and **Kim, M. R**. COVID-19 Public health strategy implementation for the hospitality industry in Taiwan, *Tourism and Innovation Journal (Accepted in Nov. 2021).*
* Koh, Y., **Kim, M. R**., Reynolds, D., and McCarty, K. (2021). Topical foci, industries studies, and research topics: a study of 17 annual ICHRIE conferences. *Journal of Hospitality and Tourism Research* (SSCI), *45*(5), 887-891. **(Tier-1)**
* **Kim, M. R**., Cichy, R. F., Zhang, L., and Yu, J. H. (2019) Antecedents of Social Capital and its Impact on Satisfaction and Loyalty, *Journal of Hospitality Marketing and Management, 28(2), 263-284* (**Tier 1**)
* Knutson, B. and **Kim, M.R.** (2019) Are all generation Y the same? Hotel employees in United States and China, ICHRIE Research Report, May, 1-3. (**Best Paper Award)**
* Choi, L., Lawry, C., and **Kim, M. R**. (2019*)* Contextualizing Customer Organizational Citizenship Behaviors: The Changing Nature of Value Co-creation and Customer Satisfaction across Service Settings, *Psychology & Marketing, 36 (5), 455-472.*
* **Kim, M. R**., Choi, L., Borchgrevink, C. P. Knutson, B. J., and Cha, J.M. (2018). Understanding Gen Y employee’s voice extra-role behavior and team-member exchange: A cross-national comparison between the U.S. and China, *International* *Journal of Contemporary Hospitality Management, 30(5), 2230-2248* (**Tier 1)**.
* Schmidgall, R. S. and **Kim, M. R.** (2018), Operating budget processes and practices of clubs: A repeated cross-sectional study over four decades, *Journal of Quality Assurance in Hospitality and Tourism, 19(4), 476-494.*
* Beck, J.A., **Kim, M. R.,** and Schmidgall, R. S. (2018), The pricing for same day arrival guests in the hotel industry. *International Journal of Business and Applied Socia Science, 4 (1), 1-18.*
* **Kim, M. R.,** andSchmidgall, R. S. (2017). Key managerial and financial accounting skills for private club managers: Comparison to lodging managers, *International Journal of Hospitality and Tourism Administration,* DOI: 10.1080/15256480.2017.1397583 **(Tier 1**)
* **Kim, M. R**., Choi, L., Knutson, B.J., and Borchgrevink, C.P. (2017). Hotel employees’ organizational behavior from cross-national perspectives, *International Journal of Contemporary Hospitality Management*, 29(12), 3082-3100 (**Tier 1**).
* **Kim, M. R**., and Cichy, R. F. (2017). Private club members’ perceptions in adopting social media: Applying the technology acceptance model, *Journal of Hospitality and Tourism Technology, 8(1), 119-132.*
* **Kim, M. R**., Schmidgall, R.S., and Damitio, J.W. (2017). Key managerial accounting skills for lodging industry managers: Third phase of a longitudinal study, *International Journal of Hospitality and Tourism Administration.* 18 (1), 23-40 (Tier 1).
* **Kim, M. R**. (2017). The effects of leader-member exchange on generation Y employee’s organizational behaviors in China, *International Journal of Tourism Science*, 17(2), 140-152.
* Randhawa, P., **Kim, M. R**., Voorhees, C. M., Cichy, R. F., Koenigsfeld, J. P., and Perdue, J. (2016). Hospitality service innovations in private clubs. *Cornell Hospitality Quarterly*,*57*(1), 93-110 (Tier 1).
* **Kim, M. R.,** Knutson, B.J., and Choi, L. (2016). The effect of employee voice and delight on job satisfaction and behaviors. *Journal of Hospitality Marketing and Management, 25(5), 563-588* (Tier 1).
* **Kim, M.R.,** Vogt, C.A., and Knutson, B.J. (2015). Relationships among customer satisfaction, delight, and loyalty in the hospitality industry, *Journal of Hospitality and Tourism Research. 39(2), 170-197* (Tier 1).
* Randhawa, P., **Kim, M. R**., andCichy, R.F. (2016). Service innovations: What the customers say and what the managers believe. *Journal of Hospitality Marketing and Management. 26(2), 186-206* (Tier 1).

* Kim, S.H., Cha, J. M., **Kim, M. R.**, Cichy, R.F., and Tkach. J.K. (2016). Roles of private club volunteer leaders: An exploratory study of content analysis, *International* *Journal of Hospitality and Tourism Administration.17*(1), 43-71 (Tier 1).
* **Kim, M. R**., Zhang, L., Yu, J.H., Koenigsfeld, J.P., andCichy, R.F. (2016). Private club GMs’/COOs’ perceptions in adopting social media: Applying the technology acceptance model. *Journal of Tourism and Hospitality Management, 4(1), 37-48.*
* **Kim, M.R**., Vogt, C.A., and Knutson, B.J. (2016). Evidence of Member Hotel Programs Boosting Loyalty, *Journal of Tourism and Hospitality Management, 4(2), 49-63*.
* 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*, 32, 245-253 (Tier 1).
* **Kim, M. R**., Knutson, B. J., and Han, J.B. (2015) Understanding employee delight and voice from the internal marketing perspective, *Journal of Hospitality Marketing and Management.* 24(3), 260-286 (Tier 1).
* **Kim, M. R.,** Knutson, B. J., and Vogt, C. A. (2014) Post-trip behavioral differences between first-time and repeat guests: A two-phase study in a hospitality setting, *Journal of Hospitality Marketing & Management, 23(7), 722-745* (Tier 1).
* Choi, L., Lotz, S.L., and **Kim, M.R.** (2014) The impact of social exchange-based antecedents on customer organizational citizenship behaviors in service recovery, *Journal of Marketing Development and Competitiveness.* 8(3), 11-24.
* **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 and Hospitality*, *3(1),* DOI: 10.4172/2324-8807.1000135.
* Kim, S., Cichy, R.F., Cha, J., **Kim, M**.R., 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* 24(1), 7-25 (Tier 1)*.*
* **Kim, M.R**. (2012). The relationship between leisure traveler’s hotel attribute satisfaction and overall satisfaction, *Florida International University Hospitality and Tourism Review*, 31(1), Article 6.
* **Kim, M.R.,** 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*, 4 (2), 226-228.
* **Kim, M.R.,** andTkach, 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,* 28 (2), 1-11.

# BOOK CHAPTERS PUBLICATION: REFERRED REVIEWED

* Cichy, R.F., Cha, J. M., Kim, S.H., and **Kim, M. R**. (2015). A framework for sustainable business practices in the private club industry, Sustainability *Social Responsibility, and Innovations in the Hospitality Industry*, 219

# MANUSCRIPTS UNDER REVISION

* **Kim, M. R**., Knutson, B., Choi, L., and Kim., S. Y., The roles of employee empathy and employee adaptiveness in creating customer delight, *Cornell Hospitality Quarterly* (1st round)
* Choi, L., **Kim, M. R**., and Lee, T. Moderating Effects of Relationship Length and Contact Frequency on Customer Citizenship Behaviors, *Journal of Consumer Marketing (1st round).*

# MANUSCRIPTS IN PROGRESS

* **Kim, M. R**., Lee., S.J., Jang, J.C., Niehm, L. The impact of festival volunteers’ motivation on sustainable rural community development
* Kim., S. Y., **Kim, M. R**., and Choi, L. The effects of customization and perceived employee authenticity on customer delight
* **Kim, M. R**., Choi, L., and Kim, S. Y., Experience beyond expectations.
* **Kim, M. R**., and Lee, E.S. A comparison of LEED-certified and non-LEED certified hotels on indoor environmental quality

# RESEARCH GRANTS

* Research Grant, $29,000 (2022), from Korea Tourism Organization, K-culture trends popularity in the U.S.A.
* Research Grant, $20,000 (2022), from The Eli Broad College of Business, Michigan State University, How do green hotels affect sustainability and inclusiveness in the hotel industry?
* Research Grant, $20,000 (2021), from The Statler Foundation, The holistic view of impacts and benefits of green-certified hotels: Finance, employees perspective
* Research Grant, $6,000 (2021), from The Eli Broad College of Business, Michigan State University, The interplay among customization, employee authenticity, and customer expectations on customer delight.
* Research Grant, $10,500 (2020), funded from the Society of Hospitality and Foodservice Management Foundation (SHFM), Comprehensive understanding of delight and its impact on the sustainable hospitality business.
* Research Grant, $16,000 (2020), from The Eli Broad College of Business, Michigan State University, A study on brand authenticity and relational outcomes: Moderating role of customer delight.
* Research Grant, $9,000 (2019), from The Eli Broad College of Business, Michigan State University, A measure of customer delight
* Research Grant, $25,000 (2018), from North Central Regional Center for Rural Development (Jointly fundedby the USDA and Land Grant Universities), Collaboration with Iowa State University and Kansas State University, The impact of volunteer of rural festivals in sustainable community development.
* Research Grant, $10,000 (2018), from The Eli Broad College of Business, Michigan State University, Customer delight in the hospitality industry: A meta-analysis of measurement, antecedents, correlates, and consequences with implications for future research
* Research Grant, $20,000 (2017), from The Eli Broad College of Business, Michigan State University, Hotel employee perceptions and behaviors on hotel indoor environmental working quality: A comparison of LEED-Certified and Non-LEED Certified Hotels
* Research Grant, $20,000 (2016) from The Eli Broad College of Business, MSU, Effects of sustainable business practices on customer perceived value, customer satisfaction, and brand equity: A comparison of LEED-certified and non-LEED certified hotels
* Research Grant, $20,000 (2015) from The Eli Broad College of Business, MSU: The effects of brand personality on brand trust, affect, and loyalty in the cross-cultural luxury hotel context
* Research Grant, $1,000 (2015) from Broad Integrative Fellow Program, The Eli Broad College of Business, MSU
* 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

# AWARDS AND HONORS

* **Best Paper Award**: Olivia Cannella and Miquela Ochoa (2022), The importance of evolving DEI policy to hospitality leaders at the hospitality business, Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students (THEREPS) Conference, Apr. 2022.
* **Best Research Paper:** Olivia Cannella (2022), Importance of inclusive leadership and its impact on employee job satisfaction and team-member exchange,Diversity Research Showcase ($500 money prize); Research Mentor
* **Best Preliminary Research Paper:** Olivia Cannella and Miquela Ochoa (2022), The impact of national policy of diversity, equity and inclusion on current trends and growth in the hospitality industry,Diversity Research Showcase ($200 money prize); Research Mentor
* **Best Preliminary Research Paper:** Konkle, K., Obrien, K., and Liu, J. (2020) Diversity Research Showcase ($300 money prize); Research Mentor
* **Paper Award:** Choi, L., **Kim, M.R.,** and Kwon, H. (2019), The more reputable, the more engaged, International Consumer Brand Relationship Conference, p. 30, May 2019, Cancun, Mexico
* **Best Paper Award:** Choi, L., **Kim, M.R.,** and Kwon, H. (2019), The more reputable, the more engaged, International Consumer Brand Relationship Conference, p. 30, May 2019, Cancun, Mexico
* **Best Paper Award**: Stein, N., Orlando, O., and **Kim, M. R**. (2019), Comparing gender viewpoints of women leadership in the hospitality business, Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students, p. 38, April, 2019, Las Vegas, NV.
* **Best Paper Award**: Knutson, B. and **Kim, M.R.** (2019) Are all generation Y the same? Hotel employees in United States and China, ICHRIE Research Report, May, PP. 1-3.
* *Journal of Hospitality and Tourism Research* (*JHTR*)’s one of top five most accessed articles, “Relationships among Customer Satisfaction, Delight, and Loyalty in the Hospitality,” in May 2015 to May 2016 (cited 1,659 times during this period).
* First Place Award from 2017 UURAF (University Undergraduate Research and Arts Forum): Research mentor of the awardee, Alex Trompke
* First Place Award from 2015 UURAF (University Undergraduate Research and Arts Forum): Research mentor of the awardee, Ryan Hemingsen
* 2nd place of best paper award from 2014 KAHTEA conference
* First Place Award from 2014 UURAF (University Undergraduate Research and Arts Forum): Research mentor of the awardee, JiYeon Kim
* 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

**BUSINESS AND INDUSTRY ARTICLES**

* **Kim, M. R.** and Cichy, R. (2022). Just the time to be ideally effective. *The BoardRoom*. January/February 2022.
* **Kim, M. R.,** Cha, J., Kim, S., and Cichy, R. (2021) Health wellness research in private clubs: Boards of directors involvement. *The BoardRoom*, 25(293), 30 & 32.
* Kim, S. H. (James), **Kim, M. R**., Cha, Jaemin, and Cichy, R. F. (2020). Health wellness research in private clubs in 2020 club involvement. *The BoardRoom*, 24(292), 24. November/December
* Cha., J., Kim, S. H. (James), **Kim, M. R**., and Cichy, R. F. (2020). What members want. Club Management, September/October, 26-27.
* Cha., J., Kim, S. H. (James), **Kim, M. R.** and Cichy, R.(2020). Health wellness research in private clubs in 2020: Introduction. *The BoardRoom*, 24(290), 26. September/October
* Cha., J., Kim, S. H. (James), **Kim, M. R.** and Cichy, R.(2020). Health wellness research in private clubs in 2020: Introduction. *The BoardRoom*, 24(290), 26. September/October
* Cha., J., Kim, S. H. (James), and Cichy, R., **and Kim, M. R** (2020). A study of health wellness practices in the club industry: Pre-COVID 19. *CMAA Club Spa and Fitness Association Volume 4*
* Cichy, R. F., and **Kim, M. R.** (2017). Communicate from the Front. *The BoardRoom*, 21(273), 44.
* Cichy, R. F., Zeller, P.L., **Kim, M. R.,** Cha, J. M., and Kim, S. H. (2017). Empathy and Engagement. *The BoardRoom*, 21(272), 75.
* Cichy, R. F., **Kim, M. R**., Kim, S. H. (James), and Cha, Jaemin (2017). TALENT and Burning Club Issues. *The BoardRoom*, 21(271), 26.
* Cichy, R. F., **Kim, M. R.,** Cha, J. M., & Kim, S. H. (2016). Going green in private country clubs. *The BoardRoom*, *20*(264), p. 31.
* Damitio, R., Schmidgall, R., and **Kim, M.R.** (2016) Financial vs. Managerial Accounting Skills, The Bottom Line, Winter, 2016, 31(1), 14-16.
* Cichy, R. F., Randhawa, P., **and Kim, M. R.** (2016). A study of private club innovations. *The Boardroom*. July/August, 76-77.
* Cichy, R., **Kim, M.R**., Zhang, L., and Yu, J.H. (2015) The power of connection: Private club research highlights the impact of social activities, events, social media, and online communities. Club Management, Fall, 2015, 20-21.
* Cichy, R., Randhawa, P., and **Kim, M.R**. (2015) Astudy of private clubs innovation, The BoardRoom, July/August 2015, 19 (259), 76-77.
* Cichy, R., Kim, S.H., Cha, J.M., and **Kim, M.R**. (2015) Productive private club volunteer leaders work in collaboration with GMs/COOs, The BoardRoom, Part 3, May/June, 2015, 19(258): 38
* Cichy, R., Kim, S.H., Cha, J.M., and **Kim, M.R**. (2015) Productive private club volunteer leaders work in collaboration with GMs/COOs, The BoardRoom, Part 2, March/April, 2015, 19(257): 70, 72
* Cichy, R., Kim, S.H., Cha, J.M., and **Kim, M.R**. (2015) Productive private club volunteer leaders work in collaboration with GMs/COOs, The BoardRoom, Part 1, January/February, 2015, 19(256): 78, 121
* 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**. **R**., 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**. **R.,** 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. R.,** 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. R.,** 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. R.**, 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.

# PROJECT REPORTS

* Cha, J., Kim, S., **Kim, M. R.,** and Cichy, R. (2020) CMAA Health and Wellness Executive Summary
* Cichy, R. and **Kim, M. R.** (2017). Concord Hospitality Enterprises Company Customer Survey Report
* Vogt, C., **Kim, M. R.,** 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.R.,** 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. R.,** and Vogt, C. (2009).Bavarian Inn Lodge Overnight Tourists Profile 2006/2007.

A project report to Bavarian Inn Lodge, Frankenmuth in Michigan

* **Kim, M. R.,** and Vogt, C. (2008).Saginaw County Overnight Tourists Profile 2006/2007.

A project report to Saginaw County Convention & Visitors Bureau in Michigan

# CONFERENCE PROCEEDINGS

* Cannella, L., Ochoa, M., **Kim, M. R.**, Cha, J., and Kim, S. (2022). The importance of evolving DEI policy to hospitality leaders, THEREPS Conference, p. 27, Apr. 2022.
* **Kim, M.R**., Knutson, B., Choi. L., and Kim, S., (2021), Exploring antecedents of customer delight in a hospitality setting: Employee empathy and adaptive behavior, 6th World Research Summit for Tourism and Hospitality, December 2021 (A paper for a stand-up presentation is accepted)
* Kim, S., **Kim, M**.**R.**, and Choi. L. (2021), The effects of customization and employee authenticity on customer delight: The moderating role of hotel star rating, ICHRIE 2021, Jul. 30, 2021
* **Kim, M.R**., Choi. L., Kim, S., and Knutson, B. (2020), Experience beyond expectations: The interplay among customized services, employee deep acting, and customer expectations on customer delight in a hotel setting, International Conference on Tourism, Sep. 17, 2020 (Virtual Conference). <https://iatour.org/icot2020/wp-content/uploads/2020/09/ICOT2020-BOOK-OF-ABSTRACTS-FINAL-1.pdf>, p. 48
* Kim, S., **Kim, M**. **R.**, Choi. L., and Knutson, B. (2020), Going the extra mile: Investigating antecedents and outcomes of customer delight, International Conference on Tourism, Sep. 17, 2020 (Virtual Conference). <https://iatour.org/icot2020/wp-content/uploads/2020/09/ICOT2020-BOOK-OF-ABSTRACTS-FINAL-1.pdf>, p. 50
* Chang, H., and **Kim, M**. **R.** (2020), Public health strategy for Covid-19 for hospitality industry in Taiwan, International Conference Bet on Health, Oct. 2020 (Virtual Conference).
* **Kim, M. R**., Lee, S.J.,Jang, J.C., and Niehm, L., (2019), Preliminary study on the relationships among rural festival volunteers’ motivation, satisfaction, loyalty, and psychological ownership, 5th World Research Summit for Hospitality and Tourism, December 13-16, Orlando, FL. (A proceeding is available on the 5th WRSHT’s app)
* **Kim, M. R**. and Koh, Y. (2019), Early career hospitality industry employee’s perceptions of gender equality, 5th World Research Summit for Hospitality and Tourism, December 13-16, Orlando, FL. (A proceeding is available on the 5th WRSHT’s app)
* Koh, Y., and **Kim, M. R**. (2019), Relative importance of hotel guest satisfaction predictors by hotel class, 5th World Research Summit for Hospitality and Tourism, December 13-16, Orlando, FL. (A proceeding is available on the 5th WRSHT’s app)
* Lee, S.J., **Kim, M. R**., Jang, J.C., and Niehm, L., (2019), Volunteers’ motivation and psychological ownership on community engagement and support, 38th Annual International Society of Travel and Tourism Education Conference, p. 14, September 2019, Alaska.
* **Kim, M. R**., Orlando, O., and Choi, L. (2019), Measuring customer delight, Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students, p. 21, April, 2019, Las Vegas, NV.
* **Kim, M. R**., Knutson, B., and Choi, L. (2019), Exploring the effects of brand personality on brand trust, affect, and loyalty in the luxury hotel context, International Consumer Brand Relationship Conference, p. 47, May 2019, Cancun, Mexico
* Choi, L., **Kim, M.R.,** and Kwon, H. (2019), The more reputable, the more engaged, International Consumer Brand Relationship Conference, p. 30, May 2019, Cancun, Mexico **(Best paper award)**
* Stein, N., Orlando, O., and **Kim, M. R**. (2019), Comparing gender viewpoints of women leadership in the hospitality business, Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students, p. 38, April, 2019, Las Vegas, NV. (**Best paper award**)
* Orlando, O., **Kim, M. R**., Choi, L. (2019), Personality traits of luxury hotel brands: Qualitative study for scale generation, Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students, p. 37, April, 2019, Las Vegas, NV.
* **Kim, M. R**., and Cichy, R. F. (2018), Social capital and private club members’ perceptions in engaging social media, Global Marketing Conference, 2018, Tokyo, Japan.
* Lee, K., Xiao, S., and **Kim, M.R. (**2018) What matters to hospitality business international undergraduate students, Korea America Tourism and Hospitality Education Association (KAHTEA), Las Vegas, NV. (**Best paper award**)
* **Kim, M. R**., Cichy, R. F., Lee, E.S., Kim, S.H. and Cha, J.M. (2017). Importance-satisfaction analysis of a hotel’s indoor environment quality, 4th World Research Summit for Tourism and Hospitality, Orlando, FL.
* **Kim, M. R**., Cichy, R. F., Lee, E.S., Kim, S.H. and Cha, J.M. (2017). Impact of indoor environmental quality on hotel guests’ behaviors, ICHRIE Conference, Baltimore, MD.
* Trompke, A., Cha, J.M., and **Kim, M.R.** (2017), Exploring differences in consumer perceptions and behavioral intention between LEED-Certified and non-LEED certified hotels, Korea America Tourism and Hospitality Education Association (KAHTEA), Las Vegas, NV.
* Suh, J.H., McCole, D., and **Kim, M.R.** (2017), Understanding effects of social earned media and social owned media on destination marketing, The 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, TX.
* Hemmingsen, R., and **Kim, M. R.** (2016). Student mindset of service management: A two-phase study in the undergraduate classroom, Korea America Tourism and Hospitality Education Association (KAHTEA), Las Vegas, NV.
* **Kim, M. R**., Choi, L., Knutson, B. J., and Borchgrevink, C. P. (2016). Impact of leader-member exchange on generation Y employees’ organizational behaviors.” *ICHRIE Conference*, in the poster session, Dallas, TX
* **Kim, M. R**., Choi, L., Knutson, B. J., and Borchgrevink, C. P. (2015). The effects of leader-member exchange on hotel employees’ behavior: Comparison between the U.S. and China hotel employees, The 3rd World Research Summit for Tourism and Hospitality, Orlando, FL.
* Kim, M.R. and Schmidgall, R.S. (2015). Financial executives’ perception of key managerial accounting skills to lodging and club managers, ICHRIE Conference, Orlando, FL.
* **Kim, M.R**., Choi, L., Knutson, B., and Borchgrevink, C. (2015). From leadership to customer service: The effects of LMX on employee behaviors in the hospitality industry. *ICHRIE Conference, Orlando*, FL.
* Hemingsen, R. and **Kim, M.R**. (2015). Student mindset of service management: A two-phase study in the MSU hospitality business classroom, Korea America Tourism and Hospitality Education Association (KAHTEA), Las Vegas, NV.
* **Kim, M.R**., Choi, L., Knutson, B., and Borchgrevink, C. (2015). From leadership to customer service: A social exchange perspective, Korea America Tourism and Hospitality Education Association (KAHTEA), Las Vegas, NV.
* Zhang, Y., **Kim, M.R**., and Schmidgall, R.S. (2015). The importance of managerial accounting skills to private club general managers, The 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Tampa, FL.
* **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.
* **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.
* **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.
* 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. R.**,Vogt, C.A., and Knutson, B.J. (2011).Are Loyalty Program Members More Loyal Than Nonmembers? Accepted for p*roceedings of The Great Lakes Hospitality & Tourism Educators Conference,* Grand Rapids.
* Cichy, R.F., Kim, S., Cha, J., **Kim, M**.**R.**, 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. R.**,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.
* **Kim, M.R.**, 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.R.**, 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 & PROFESSIONAL PRESENTATIONS

* Chang, H., **Kim, M. R.** (2021). Exploring The COVID-19 Public Health Strategy Implementation in the Lodging Industry in Taiwan, Asia Pacific CHRIE Conference, June 2021.
* **Kim, M.R**., Knutson, B., Choi. L., and Kim, S., (2021), Exploring antecedents of customer delight in a hospitality setting: Employee empathy and adaptive behaviour, 6th World REsearch Summit for Tourism and Hospitality, December, 2021 (A paper for a stand up presentation is accepted)
* Kim, S., **Kim, M**.**R.**, and Choi. L. (2021), The effects of customization and employee authenticity on customer delight: The moderating role of hotel star rating, ICHRIE 2021, Jul. 30, 2021
* **Kim, M. R**. (2020). Customer Delight: A sustainable business model for pandemic and beyond, Business & Bagels, Executive Development Programs, Broad College of Business, Dec. 15, 2020.
* **Kim, M. R**. (2020). Frightful to Delightful, BroadX, MSU Means Business, Broad College of Business, Nov. 8, 2020.
* Chang, H., and **Kim, M**. (2020), Public health strategy for Covid-19 for hospitality industry in Taiwan, International Conference Bet on Health, Oct. 2020 (Virtual Conference).
* **Kim, M**., Choi. L., Kim, S., and Knutson, B. (2020), Experience beyond expectations: The interplay among customized services, employee deep acting, and customer expectations on customer delight in a hotel setting, International Conference on Tourism, Sep. 17, 2020 (Virtual Conference).
* Kim, S., **Kim, M**., Choi. L., and Knutson, B. (2020), Going the extra mile: Investigating antecedents and outcomes of customer delight, International Conference on Tourism, Sep. 17, 2020 (Virtual Conference).
* Lee, S.J., **Kim, M.,** Jang, J.C., and Niehm, L., (2020), The impact of volunteers on sustainable rural community development, North Central Regional Center for Rural Development Research Webniar, March 25, 2020 (Virtual)
* **Kim, M.,** Lee, S.J.,Jang, J.C., and Niehm, L., (2019), Preliminary study on the relationships among rural festival volunteers’ motivation, satisfaction, loyalty, and psychological ownership, 5th World Research Summit for Hospitality and Tourism, December 13-16, Orlando, FL.
* **Kim, M. R**., Lee, S.J.,Jang, J.C., and Niehm, L., (2019), Preliminary study on the relationships among rural festival volunteers’ motivation, satisfaction, loyalty, and psychological ownership, 5th World Research Summit for Hospitality and Tourism, December 13-16, Orlando, FL.
* **Kim, M. R**. and Koh, Y. (2019), Early career hospitality industry employee’s perceptions of gender equality, 5th World Research Summit for Hospitality and Tourism, December 13-16, Orlando, FL.
* Koh, Y., and **Kim, M. R**. (2019), Relative importance of hotel guest satisfaction predictors by hotel class, 5th World Research Summit for Hospitality and Tourism, December 13-16, Orlando, FL.
* Lee, S.J., **Kim, M. R**., Jang, J.C., and Niehm, L., (2019), Volunteers’ motivation and psychological ownership on community engagement and support, 38th Annual International Society of Travel and Tourism Education Conference, September 2019, Alaska.
* **Kim, M. R**., Orlando, O., and Choi, L. (2019), Measuring customer delight, Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students, April, 2019, Las Vegas, NV.
* **Kim, M. R**., Knutson, B., and Choi, L. (2019), Exploring the effects of brand personality on brand trust, affect, and loyalty in the luxury hotel context, International Consumer Brand Relationship Conference, May 2019, Cancun, Mexico
* Choi, L., **Kim, M.R.,** and Kwon, H. (2019), The more reputable, the more engaged, International Consumer Brand Relationship Conference, May 2019, Cancun, Mexico
* Stein, N., Orlando, O., and **Kim, M. R**. (2019), Comparing gender viewpoints of women leadership in the hospitality business, Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students, April, 2019, Las Vegas, NV.
* Orlando, O., **Kim, M. R**., Choi, L. (2019), Personality traits of luxury hotel brands: Qualitative study for scale generation, Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students, April, 2019, Las Vegas, NV.
* **Kim, M. R**., and Cichy, R. F. (2018), Social capital and private club members’ perceptions in engaging social media, Global Marketing Conference, 2018, Tokyo, Japan.
* Lee, K., Xiao, S., and **Kim, M.R. (**2018) What matters to hospitality business international undergraduate students, Korea America Tourism and Hospitality Education Association (KAHTEA), Las Vegas, NV.
* **Kim, M. R**., Cichy, R. F., Lee, E.S., Kim, S.H. and Cha, J.M. (2017). Importance-satisfaction analysis of a hotel’s indoor environment quality, 4th World Research Summit for Tourism and Hospitality, Orlando, FL.
* **Kim, M. R.**, Cichy, R.F., Lee, E.S., Kim, S.H. and Cha, J.M. (2017), Impact of indoor environmental quality on hotel guests’ behaviors, ICHRIE Conference, Baltimore, MD.
* Trompke, A., Cha, J.M., and **Kim, M.R.** (2017), Exploring differences in consumer perceptions and behavioral intention between LEED-certified and non-LEED certified hotels, Korea America Hospitality & Tourism Educators Association (KAHTEA) Conference, Las Vegas, NV.
* Suh, J.H., McCole, D., and **Kim, M.R.** (2017), Understanding effects of social earned media and social owned media on destination marketing, The 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Jan 5-7, 2017, Houston, TX.
* **Kim, M. R**., Choi, L., Knutson, B. J., and Borchgrevink, C. P. (2016). Impact of LMX on Gen Y employee’s organizational behaviors, ICHRIE Conference, Dallas, TX.
* **Kim, M. R**., Choi, L., Knutson, B. J., and Borchgrevink, C. P. (2015). The effects of leader-member exchange on hotel employees’ behavior: Comparison between the U.S. and China hotel employees, The 3rd World Research Summit for Tourism and Hospitality, Orlando, FL.
* **Kim, M.R**., Choi, L., Knutson, B., and Borchgrevink, C. (2015). From leadership to customer service: The effects of LMX on employee behaviors in the hospitality industry. *ICHRIE Conference, Orlando*, FL.
* **Kim, M.R**., and Schmidgall, R.S. (2015). Financial executives’ perception of key managerial accounting skills to lodging and club managers, ICHRIE Conference, Orlando, FL.
* Hemingsen, R. and **Kim, M.R**. (2015). Student mindset of service management: A two-phase study in the MSU hospitality business classroom, Korea America Tourism and Hospitality Education Association (KAHTEA), Las Vegas, NV.
* **Kim, M.R**., Choi, L., Knutson, B., and Borchgrevink, C. (2015). From leadership to customer service: A social exchange perspective, Korea America Tourism and Hospitality Education Association (KAHTEA), Las Vegas, NV.
* Zhang, Y., **Kim, M.R**., and Schmidgall, R.S. (2015). The importance of managerial accounting skills to private club general managers, The 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Tampa, FL.
* Working two sides of the same story: Manager-customer perspectives of service innovations, 2014 ICHRIE Conference, San Diego, CA, July 31, 2014 (with Praneet Randhawa and Ronald F. Cichy)
* The roles of club's social media and events/activities in social capital and member loyalty in the private club industry, 2014 ICHRIE Conference, San Diego, CA, July 31, 2014 (with Lu Zhang, and Ronald F. Cichy)
* The pricing policy and practices for the same day arrival guests, Greater Western Chapter of Travel & Tourism Research Association Conference (GWTTRA) conference, Denver, CO, April 17, 2014 (with Beck, J.A., and Schmidgall, R.S.)
* An exploratory study of pricing for same day arrival guests, Korea America Hospitality & Tourism Educators Association (KAHTEA) Conference, Las Vegas, NV, April 26, 2014 (with Beck, J.A., and Schmidgall, R.S.)
* 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

# JOURNAL EDITORSHIP

* Editorial Board of *Journal of Hospitality Marketing and Management* (2017-Present)
* Editorial Board of *International Journal of Hospitality & Tourism Administration* (2016-Present)

# PROFESSIONAL AFFILIATION AND LICENSES

* Travel and Tourism Research Association International Annual Conference Member (2012)
* International Council on Hotel, Restaurant, and Institutional Education Member

(2008-2009, 2012-present)

* American Marketing Association (2013-2014)
* KAHTEA- Korea America Hospitality & Tourism Educators Association (2013-Present)
* MIHEA-Michigan Hospitality Education Alliance (2012-2013)
* Hotel Manager License, Korea National Tourism Organization, 1988.
* High School Teacher License, Seoul National University, 1991.

# PAPER REVIEWER

* + International Journal of Hospitality Management (2014-Present)
  + Journal of Hospitality and Tourism Research (2013-Present)
  + Cornell Hospitality Quarterly (2012-Present)
  + Journal of Hospitality Marketing and Management (2013-Present)
  + Journal of Travel and Tourism Marketing (2013-Present)
  + International Journal of Hospitality and Tourism Administration (2013-Present)
  + Annals of Tourism Research (2012)
  + Asia Pacific Journal of Tourism Research (2013-Present)
  + Tourism Management (2014)
  + I-CHRIE Conference (2012-Present)
  + KAHTEA Conference (2013-Present)
  + Graduate Education & Graduate Student Research Conference in Hospitality and Tourism Conference (2012-Present)

# LEADERSHIP AND SERVICE ACTIVITIES

* Advisor of MSU Hospitality Business Chinese Students Organization (2015-2016)
* Sunday School Teacher for Elementary Students, New Hope Baptist Church, East Lansing, Michigan (2010-2016)
* 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 President, Department of Home Economics, Seoul National University (1991 & 1988)