

***Ki-Joon Back, Ph.D.***

Associate Dean for Research and Graduate Studies  
Eric Hilton Distinguished Professor  
Conrad N. Hilton College of Hotel and Restaurant Management  
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**EDUCATION**

Ph.D. The Pennsylvania State University, 2001  
Major: Hotel, Restaurant, and Institutional Management  
Emphasis: Brand Image, Brand Loyalty, Customer Satisfaction  
**Doctoral Dissertation (Chaired by Dr. Sara Parks):**  
“The Effects of Image Congruence on Customer Satisfaction and Brand Loyalty in the Lodging Industry.”

M.S. University of Nevada, Las Vegas, 1994  
Major: Hotel Administration  
Emphasis: Service Quality, Customer Satisfaction

B.S. with distinction. University of Nevada, Las Vegas, 1992  
Major: Hotel Administration  
Emphasis: Hotel Management

**PROFESSIONAL EXPERIENCE**

2015-Present	Associate Dean for Research and Graduate Studies Eric Hilton Distinguished Chair Professor Conrad N. Hilton College of Hotel and Restaurant Management University of Houston
2014-2015	Endowed Professor – Donald H. Hubbs Professorship Director of Graduate Programs Conrad N. Hilton College of Hotel and Restaurant Management University of Houston
2011-2014	Professor and Graduate Program Director Conrad N. Hilton College of Hotel and Restaurant Management University of Houston
2006 – 2011	Associate Professor and Graduate Program Director Conrad N. Hilton College of Hotel and Restaurant Management University of Houston

2001 – 2006	Assistant Professor (Early Tenured and Promoted in 2006 as Associate Professor) Department of Hotel, Restaurant, Institution Management, and Dietetics Kansas State University, Manhattan, KS
1997 - 2001	Instructor/ Graduate Teaching Assistant School of Hotel, Restaurant, and Institution Management Pennsylvania State University, University Park, PA
1996 – 1997	Research Associate Conrad N. Hilton College of Hotel & Restaurant Management University of Houston, TX.
1995 – 1996	International Casino Marketing Manager MGM Grand Hotel & Casino, Las Vegas, NV
1994 – 1995	Asian Casino Marketing Manager Imperial Palace Hotel & Casino, Las Vegas, NV
1988 – 1992	Numerous Hospitality Industry Experiences: Management training interns at Ramada Olympia Hotel, Seoul, Korea Front desk clerks at the Sheraton Hong Kong & Towers Cook, waiter, and bartender at Hyatt Regency, Perth, Australia
1986	Assistant Restaurant Manager Koreana Restaurant, Hong Kong

**Academic Honors:**

- **Best Research Award (2015).** How Do Potential Medical Tourists Expect? Assessing Expectation Based on Gap Analysis and Structural Equation Modeling. The 78th TOSOK International Tourism Conference, Seoul, Korea (with Hwang, Y., & Park, J.)
- **The Best Research Award in Social Science Section of Korean National Research Fund among recipients of last 10 years in KNRF (2012).** Analysis of Structural Relationships among Gambling Motivation, Passion, Affect, and Behavioral Intention between Recreation and Problem Gamblers. NRF-2009-32A-B00268:
- **Best Research Award in Social Science Section of Korean National Research Fund (2011).** Analysis of Structural Relationships among Gambling Motivation,

Passion, Affect, and Behavioral Intention between Recreation and Problem Gamblers.  
NRF-2009-32A-B00268:

- **Best Paper Nominee (2011).** Asymmetry analysis of internal service quality attributes for casino employees. 17<sup>th</sup> Annual Asian Pacific Tourism Association Conference in Seoul, Korea.
- **Best Paper Award (2010).** Antecedents and Consequences of Gambling Passion. Gaming Section in International CHRIE Conference, San Juan, Puerto Rico. (with Lee, C.K.)
- **Award for Excellence in Research and Scholarship Nominee (2010).** University of Houston.
- **Best Paper Award (2008).** Antecedents of Casino Employees Job Satisfaction and Organizational Commitment. Gaming Section in International CHRIE Conference, Atlanta, Georgia. (with Lee, C.K., and Abbott, J)
- **Best Paper Award (2008).** Social Image Congruence and Tourist' Visiting Intention to Conspicuous Destination. Tourism Section in International CHRIE Conference, Atlanta, Georgia. (with Philips, W., and Canter, D.)
- **Martin Opperman Memorial Award (2008).** Best Article of the Year 2007, Assessing Customers Emotional Experiences Influencing Their Satisfaction in the Lodging Industry. Journal of Travel and Tourism Marketing. (with Han, H).
- **Stephen Rushmore HVS Faculty Research Award (2008).** Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston.
- **Best Paper Award Nominee (2008).** Consumption emotions and Switching Barriers in the Full-Service Restaurant Industry. 13<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Orlando, Fl. (with H. Han and B. Barrett). Eight nominees out of 303 submitted abstracts.
- **Best Paper Award (2007).** The Sage Best Paper Award. 12<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX. (with A. Asperin and C. Shanklin).
- **The Emerging Professional Award (2006).** — An award recognizing individuals who have achieved exceptional career growth, outstanding professional excellence and demonstrated exemplary community service within 10 years of graduating from Penn State's hospitality program—by the Penn State Hotel & Restaurant Society
- **Best Presentation Award (2006).** (2<sup>nd</sup> Place in Social Science). The 11<sup>th</sup> Graduate Research Forum, Kansas State University (with A. Asperin & C. Shanklin)
- **Best Presentation Award (2006).** (3<sup>rd</sup> Place in Social Science). The 11<sup>th</sup> Graduate Research Forum, Kansas State University (with H.Han)

- **Best Presentation Award (2006).** (1<sup>st</sup> Place in Social Science). The 10<sup>th</sup> Graduate Research Forum, Kansas State University (with M. Lee)
- **Best Paper Award (2005).** The 11<sup>th</sup> Annual Asia Pacific Tourism Association Conference, Korea (with J. Lee)
- **Best Paper Award (2005).** (1<sup>st</sup> place in Food service area). The 10<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Myrtle Beach , South Carolina. (With C. Ok, and C. Shanklin).
- **Best Teaching Award (2004).** Marvel Maunder Young Educator Award – KOMA CHRIE, July.
- **Best Paper Award (2003).** The 58<sup>th</sup> Annual International CHRIE Conference, Palm Springs, CA.
- **Best Presentation Award (2001).** (The Third Place Winner), the Sixteenth Annual Graduate Exhibition, Penn State University.
- Edward R. and Helen S. Hintz Graduate Educational Enhancement Fellowship, PSU, 1999-2000.
- **Outstanding Graduate Research Award (1994).** University of Nevada, Las Vegas.
- Weisberg Scholarship, UNLV, 1991
- Dean’s List, UNLV, 1990-1992.

## **RESEARCH CONTRIBUTION**

### **Research Interests:**

- Brand loyalty and customer satisfaction in the hospitality industry
- Image studies in the tourism and hospitality industry
- Residents’ perceptions toward casino development
- Problem gambling behaviors
- Brand personality in the hospitality industry
- Service recovery strategies in the restaurant industry

### **Accepted and Published (Peer Reviewed):**

Lee, A.J., **Back, K.J.**, & Park, J.K. (2016). Effects of customer personal characteristics on the satisfaction-loyalty link: a multi-method approach, *Service Business*, In-Press.

Lee, C.K., **Back, K.J.**, Williams, R.J., and Ahn, S. (2015). Comparison of telephone RDD and online panel survey modes on CPGI scores and comorbidities. *International Gambling Studies*. 15(3), 435-449

Hwang, Y., **Back, K.J.**, and Park, J. (2015). Assessing Expectation Based on Gap Analysis and Structural Equation Modeling: A case of Korean medial tourism. *International Journal of Tourism Sciences*. In-Press.

**Back, K.J.**, & Lee, C.K. (2015). Determining the Attributes of casino Customer Satisfaction: Applying Impact-Range Performance and Asymmetry Analyses. *Journal of Tourism and Travel Marketing*. 32(6), 747-760.

Lee, J.S., & **Back, K.J.**, & **Chan** (2015). Quality of Work Life and job satisfaction among frontline hotel employees: A self-determination and need satisfaction theory approach. *International Journal of Contemporary Hospitality Management*. 27(5), 768-789

Lee, J.S., & **Back, K.J.** (2014). Advanced method of Importance and Performance Analysis in Internal Service Quality. *International Journal of Contemporary Hospitality Management*. In-Press.

**Back, K.J.**, Williams, R., & Lee, C.K. (2014). Reliability and Validity of Three Instruments (DSM-IV, CPGI, and PPGM) in the Assessment of Problem Gambling in South Korea. *Journal of Gambling Studies*. In-Press.

Lee, C.K., **Back, K.J.**, Hodgins, D., & Lee, T.K. (2013). Examining Antecedents and Consequences of Gambling Passion: The Case of Gambling on Horse Races. *Psychiatry Investigation*. 10(4), 365-372.

William R., Lee, Ck., & **Back, K.J.** (2013). The prevalence and nature of gambling and problem gambling in South Korea. *Social Psychiatry and Psychiatric Epidemiology*, 48(5), 821-834.

**Back, K.J.** (2012). Impact-Range Performance Analysis and Asymmetry Analysis for Improving Quality of Korean Food Attributes. *International Journal of Hospitality Management*. 31(2), 535-543.

Kim, Y.K., **Back, K.J.** (2012). Antecedents and consequences of flight attendant's job satisfaction. *The Service Industries Journal*, 32(16), 2565-2584.

**Back, K.J.**, Lee, C.K., & Stinchfield, R. (2011). Gambling Motivation and Passion. *Journal of Gambling Studies*. 27(3), 355-370.

**Back, K.J.**, Lee, C.K., & Abbott, J (2011). Internal Relationship Marketing: Casino Employees' Job Satisfaction and Organizational Commitment. *Cornell Hospitality Quarterly*. 52, 111-124

Han, H.S., & **Back, K.J.** (2011). A Multi-Dimensional Scale of Switching Barriers in the Full-Service Restaurant Industry: A Hierarchical Approach. *Cornell Hospitality Quarterly*. 52, 54-63.

- Phillips, W., & **Back, K.J.** (2011). Conspicuous Consumption Applied to Tourism Destinations. *Journal of Travel and Tourism Marketing*. 28(6). 583-597.
- Han, H.S., **Back, K.J.**, & Barrett, B. (2010). A Consumption Emotion Measurement Development: A Full-Service Restaurant Setting. *The Service Industries Journal*, 30(2) 299-320.
- Lee, C.K., & **Back, K.J.** (2010). A Comparison between Recreation and Pathological Gamblers in the Structural Relationships among Gambling Motivation, Passion, Affect, and Behavioral Intention. *Journal of Korean Tourism Research*, 34 (6), 375-396.
- Lee, J.S., & **Back, K.J.** (2010). Reexamination of Attendee-Based Brand Equity. *Tourism Management*. 31, 395-401.
- Lee, J.S. & **Back, K.J.** (2010). Examining Antecedents and Consequences of Brand Personality in the Upper-Upscale Business Hotel Industry. *Journal of Travel and Tourism Marketing*. 27, 132-145.
- Back, K.J.**, & Lee, J.S. (2009). Country Club Members' Perceptions of Value, Image Congruence, and Switching Costs: an Exploratory Study of Country Club Members' Loyalty. *Journal of Hospitality and Tourism Research*. 33(4) 258-546.
- Han, H.S., **Back, K.J.**, & Barrett, B. (2009). Influencing factors on restaurant customers' revisit intention: The roles of emotions and switching barriers. *International Journal of Hospitality Management*. 28, 563-572.
- Kwon, E., & **Back, K.J.** (2009). A Content Analysis of Gaming Research: 1994-2008. *Worldwide Hospitality and Tourism Themes*. 1(4), 367-378.
- Lee, C.K., & **Back, K.J.** (2009). An Overview of Residents' Perceptions toward Gaming Development in Local Community: Theory and Practice. *Worldwide Hospitality and Tourism Themes*. 1 (4) 300-319.
- Lee, J.S., & **Back, K.J.** (2009). Examining the Effect of Self-Image Congruence, Relative to Education and Networking, on Conference Evaluation through Its Competing Models and Moderating Effect, *Journal of Convention and Event Tourism*. 10(4), 10(4), 256-275.
- Lee, J.S., & **Back, K.J.** (2009). An Examination of Attendee Brand Loyalty: Understanding the Moderator of Behavioral Brand Loyalty. *Journal of Hospitality & Tourism Research*, 33 (1), 3-29
- Lee, Y.K., **Back, K.J.**, & Kim, J.Y. (2009). Family Restaurant Brand Personality and Its Impacts on Customer's Emotion, Satisfaction, and Brand Loyalty. *Journal of Hospitality and Tourism Research*, 33(3), 305-328.
- Lee, J.S., & **Back, K.J.** (2008). Attendee-Based Brand Equity. *Tourism Management*. 29(2) 331-344

Han, H., & **Back, K.J.** (2008). Relationships Among Image Congruence, Consumption Emotions, and Customer Loyalty in the Lodging Industry. *Journal of Hospitality & Tourism Research*. 32, 467-490.

Ok, C., & **Back, K.J.** (2007). Generalizing Survey Results From Student Samples: Implications From Service Recovery Research. *Journal of Quality Assurance in Hospitality and Tourism (JQAHT)*. 8(4) 1-23.

Han, H., & **Back, K.J.**, (2007). Investigating the effects of consumption emotions on customer satisfaction and repeat visit intentions in the lodging industry. *The Journal of Hospitality Marketing and Management*, 15(3) 5-30.

Han, H., & **Back, K.J.**, (2007). Assessing customers' emotional experiences influencing customer satisfaction in the lodging industry. *Journal of Travel & Tourism Marketing*. 23(1), 43-56.

Lee, J., S., and **Back, K. J.** (2007). Association Meeting Participation: A Test of Competing Models, *Journal of Travel Research*, 46 (3), 300-310.

Lee, M., & **Back, K.J.** (2007). Association Members' Meeting Participation Behaviors: Development of Meeting Participation Model. *Journal of Travel and Tourism Marketing*. 22(2) 15-3.

Lee, M., & **Back, K.J.** (2007). Effects of destination image on association members' meeting participation intentions: Empirical findings from a professional association and its annual meeting. *The Service Industries Journal*. 27(1), 59 – 74.

Ok, C., **Back, K.J.**, & Shanklin, C. (2007). Mixed findings on the Service Recovery Paradox. *The Service Industries Journal*. 27 (6) 671.

Ok, C., **Back, K.J.**, & Shanklin, C. (2006). Service recovery paradox: Implications from an experimental study in a restaurant setting. *Journal of Hospitality & Leisure Marketing*. 14(3), 17-33.

Ok, C., **Back, K.J.**, & Shanklin, C. (2006). Dimensional roles of justice on post-recovery overall satisfaction and behavioral intentions. *Journal of Foodservice Business Research*. 8(3), 3-22.

Lee, C.K., & **Back, K.J.** (2006). Examining Structural Relationships among Perceived Impact, Benefit, and Support for Casino Development based on 4 Year Longitudinal Data. *Tourism Management*. 27(3), 466-480.

**Back, K.J.** (2005). The Effects of Image Congruence on Hotel Customers' Brand Loyalty. *Journal of Hospitality and Tourism Research*, 28(4), 448-467.

**Back, K.J., & Lee, C.K.** (2005). Residents' Perception Toward Casino Development in Korea: A Kangwon Land Casino Case. *Gaming Research and Review Journal*, 9(2), 45-54.

Chiang, C.F., **Back, K.J.**, & Canter, D.D. (2005). The Impact of Employee Training on Job Satisfaction and Intention to Stay in the Hotel Industry. *Journal of Human Resources in Hospitality and Tourism*, 4(2), 99-118.

Lee, M., & **Back, K.J.** (2005). A review of economic value drivers in convention and meeting management research. *International Journal of Contemporary Hospitality Management*, 17(5), 409-420.

Lee, M., & **Back, K.J.** (2005). A review of convention and meeting management research 1990-2003: Identification of statistical methods and subject areas. *Journal of Convention & Event Tourism*, 7(2), 1-20.

Estepa, A., Shanklin, C., & **Back, K.J.** (2005). Residents' Perceived Service Quality and Customer Satisfaction in a Midwestern University Foodservice Operation. *Journal of Foodservice Research and Education*. [http://www.fsmecc.org/journal\\_current.html](http://www.fsmecc.org/journal_current.html).

Ok, C.H., **Back, K.J.**, & Shanklin, C. (2005). Modeling roles of service recovery strategy: A relationship-focused view. *Journal of Hospitality and Tourism Research*, 28(4), 484-507.

Ok, C., **Back, K.J.**, & Shanklin, C. (2005). Service recovery paradox: Implications from an experimental study in a restaurant setting. *Journal of Hospitality & Leisure Marketing*, 14(3), 17-33.

**Back, K.J.**, & Parks, S.C. (2003). A Brand Loyalty Model Involving Cognitive, Affective and Conative Brand Loyalty and Customer Satisfaction. *Journal of Hospitality and Tourism Research*, 27(4), 419-435.

Lee, C.K., & **Back, K.J.** (2003). Pre-and Post-Impact Study of Residents' Perceptions toward Casinos: A Structural Equation Modeling Approach. *Annals of Tourism Research*, 30(4), 868-885.

Mount, D.J., & **Back, K.J.** (1999). A Factor-Analytic Study of Communication Satisfaction in the Lodging Industry. *Journal of Hospitality and Tourism Research*, 23(4), 401-418.

#### **Guest Co-editor:**

**Back, K.J.**, & Lee, C.K. (2009). Special issue of Gambling, *Journal of Travel and Tourism Marketing*, Sage.

**Back, K.J.**, & Bowen, J.T. (2009). Gambling Theme, *Worldwide Hospitality and Tourism Themes*, Emerald Press.



### **Book Chapters (invited and peer reviewed):**

**Back, K.J.**, & Park, J.K. (In Press). Medical Tourism Trend, In *F. Demicco (Eds) Global Medical Tourism*. Apple Press Book.

**Back, K.J.**, & Bernhard, B. (2008). Social Environments of Casino Industry. In *K. Hashmoto (Eds.) Casino Management: A Strategic Approach*, New York: Prentice Hall.

**Back, K.J.**, & Lee, C.K. (2006). Korean Casino Impact Study. In *C.Hsu (Eds.) Asian-Pacific Casino Industry*. New York, Haworth.

Lee, C.K., & **Back, K.J.** (2006). Korean Casino History. In *C.Hsu (Eds.) Asian-Pacific Casino Industry*. New York, Haworth.

### **Papers in Review-process:**

Koh, Y., DeFranco, A., and **Back, K.J.** (Under Review). Modeling a RevPar Volatility Index. *Cornell Hospitality Quarterly*.

Lee, A., **Back, K.J.**, & Lee, S (Under review). Reversed Halo Effects of Country of Origin on Destination Image and Behavioral Intention to Visit. *International Journal of Hospitality Management*.

### **Referred Conference Proceedings and Presentations:**

Guchait, P., **Back, K.J.**, & Lee, C.K. (2015). The influence of organizational error management culture on organizational citizenship behaviors and service recovery performance. The 78th TOSOK International Tourism Conference, Seoul, Korea.

Hwang, Y., **Back, K.J.**, & Park, J.K. (2015). How Do Potential Medical Tourists Expect? Assessing Expectation Based on Gap Analysis and Structural Equation Modeling. **BEST PAPER AWARD**. The 78th TOSOK International Tourism Conference, Seoul, Korea.

Park, J.K., **Back, K.J.**, Ahn, J., & Yoo, W. (2015). The role of consumer multi-consciousness and satisfaction on wellness travel service. The 32<sup>nd</sup> Annual Pan-Pacific Conference, Hanoi, Vietnam.

Hwang, Y., and **Back, K.J.** (2015). Applying a Net Valence Model to Medical Tourism to South Korea. 20th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Tampa, Florida.

**Back, K.J.**, Park, J.K., Hwang, Y., Anh, J., and Hwang, E. (2014). Medical Tourism and User-generated Content: Approach from the Lodging Industry in the TripAdvisor Case: The 31<sup>st</sup> Pan-Pacific Business Conference, Sakai, Japan.

Park, J.K., and **Back, K.J.** (2014). The Role of Emotional Links as Mediators in the Relationship between Hotel Managers' Personality Traits and Commitment. 2014 International CHRIE Conference, San Diego, CA.

Guchait, P., and **Back, K.J.** (2014). Effects of Perceived Organizational and Supervisor Support on Commitment, Citizenship Behaviors, and Turnover Intentions, 2014 Asia Pacific Tourism Conference, Ho Chi Minh City, Vietnam

Potter, M.J., & **Back, K.J.** (2014). Customer Perception of LEED Certified Hotels: Is it Really Worth it? 18<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX.

Kuehn, S., **Back, K.J.**, & Kapoor, C. (2014). How to Maintain Restaurant Brand Community by Utilizing Traditional Marketing Strategies within the Realm of Social Media. 18<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX.

Kim, J.W., Lee, S.J., & **Back, K.J.** (2014). Effects of Job Stress and Job Satisfaction on Gambling Intention of Casino Employees. 18<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX.

**Back, K.J.**, Williams, R., & Lee, C.K. (2013). The Reliability and Validity of Three Instruments for the Assessment of Problem Gambling: The Case of South Korea. APAC CHRIE, Macau, China.

Lee, J.K., **Back, K.J.**, & Lee, C.K. (2013). Positive and negative consequences of organizational citizenship behaviors: Korean casino dealer case. TOSOK conference, Seoul, Korea.

Park, C.W., & **Back, K.J.** (2013). Online Gambling Problems among US College Students. APAC CHRIE, Macau, China.

Sadeghini, A., & **Back, K.J.** (2013). The Effects of Atmospherics on Customer Satisfaction and Customer Loyalty. 17<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Seattle, WA.

**Back, K.J.** (2012). Hotel Brand Loyalty: A Longitudinal Analysis of Four Stage Brand Loyalty Model. 18<sup>th</sup> Annual Asian Pacific Tourism Association Conference in Seoul, Korea.

Kim, J., & **Back, K.J.** (2012). Impact of Job Stress and Job Satisfaction on Gambling Intention and Problem Gambling Behavior of Casino Employees. 16<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Auburn, AL.

**Back, K.J.**, & Lee, C.H. (2011). Asymmetry analysis of internal service quality attributes for casino employees. **Best Paper Nominee.** 17<sup>th</sup> Annual Asian Pacific Tourism Association Conference in Seoul, Korea.

Liang, Q., & **Back, K.J.** (2011). Communication Satisfaction in the Hospitality Industry: A Case Study of Employees at a Theme Park in China. 16<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX.

Kang, E., Boger, C., **Back, K.J.**, & Madera, J. (2011). The Impact of Sensory Environments on Customer Emotion and Behavioral Intentions in Spas. 16<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX.

You, S., & **Back, K.J.** (2011). Effects of Food Image on Tourists' Destination Image and Visit Intention. 16<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX.

**Back, K.J.**, & Lee, C.K. (2010). Gambling Passion. A Comparison Study of Recreational and Pathological Gamblers. **BEST PAPER AWARD**. 2010 International CHRIE Conference, San Juan, Puerto Rico.

Kang, E., Boger, C., **Back, K.J.**, & Madera, J. (2010). Sensory Analysis of the Spa Experience. 15<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Washington, D.C.

Kwon, E., Lee, J., **Back, K.J.**, & Lee, C.K. (2010). Residents' perception toward Recent Casino Development. 15<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Washington, D.C.

Lew, S., & **Back, K.J.** (2010). Antecedents and Consequences of Consumption Emotions in the Restaurant Industry. 15<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Washington, D.C.

Oberoi, V., & **Back, K.J.** (2010). Negative Consequences of Organizational Citizenship Behaviors. 15<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Washington, D.C.

Wu, S., & **Back, K.J.** (2010). Discover Senior Customers' Decision Making Factors for Patronizing Casino Hotels. 15<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Washington, D.C.

**Back, K.J.**, Lee, J.S., Bowen, J.T., & Chan, E. (2009). Two-factor theory of job satisfaction: A Hong Kong Hotel Front-Line Employee Case. 15<sup>th</sup> Annual Asian Pacific Tourism Association Conference in Incheon, Korea.

Liu, P., & **Back, K.J.** (2009). Healthy Food: A marketing analysis in the U.S. Restaurant Industry. 14<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, NV.

Kim, J.Y., & **Back, K.J.** (2009). An Analysis on Burnout and Job Satisfaction among Luxury Resort Employee. 14<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, NV.

Kim, M.S., & **Back, K.J.** (2009). Evaluation of Good Night's Sleep Program in an Upper-mid Scaled Hotel for Business Travelers. 14<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, NV.

Kwon, E.J., & **Back, K.J.** (2009). Investigating the Relationship between Destination Image and Behavioral Intention: the Case of the Korean War Veterans. 14<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, NV.

**Back, K.J.**, Lee, C.K., & Abbott, J. (2008). Antecedents of Casino Employees Job Satisfaction and Organizational Commitment. **Best Paper Award.** 2008 International CHRIE Conference, Atlanta, Georgia.

Philips, W., **Back, K.J.**, & Canter, D. (2008). Social Image Congruence and Tourist' Visiting Intention to Conspicuous Destination. **Best Paper Award.** 2008 International CHRIE Conference, Atlanta, Georgia.

Han, H., **Back, K.J.**, & Barrett, B. (2008). Consumption emotions and Switching Barriers in the Full-Service Restaurant Industry. **Best Paper Award Nominee** (Eight nominees out of 303 submitted abstracts) 13<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Orlando, FL.

Lee, J.S., & **Back, K.J.** (2007). Study of Conference Attendee Behaviors. 2007 ICHRIE Annual Conference, Dallas, TX.

Amelia, A., **Back, K.J.**, & Shanklin, C. (2007). Exploring the Measurement of Brand Personality Congruence in the Casual Dining Industry. **The Sage Best Paper Award.** *12<sup>th</sup> Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research*, 12, 85-92.

Lee, J.S., & **Back, K.J.** (2007). The Effect of Conference Brand Knowledge on Attendee Behaviors. *12<sup>th</sup> Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research*, 12, 1636-1642.

Philips, W., **Back, K.J.**, & Canter, C. (2007). Causal Relationships of Destination Conspicuousness with Tourists' Image Congruity and Visiting Intention: exploratory Approach. *12<sup>th</sup> Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research*, 12, 926-938.

Ryu, H., & **Back, K.J.** (2007). Effects of Brand Extension on Hotel Brand Personality. *12<sup>th</sup> Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research*, 12, 1501-1507.

**Back, K. J.**, Lee, K. E., & Lee, J. S. (2006). Antecedents and consequences of brand personality in the upper-upscale hotel industry. 2006 International CHRIE Conference, Crystal City, Arlington, Virginia, USA.

Han, H.S., & **Back, K. J.** (2006). Empirical Investigation of the Key Structural Antecedents of Word-of-Mouth in the Lodging Industry. 2006 International CHRIE Conference, Crystal City, Arlington, Virginia, USA.

Ok, C., **Back, K. J.**, & Shanklin, C. (2006). Using college Students as Subjects in Experimental Study: Do Student Responses Reflect Those of Other Consumers? 2006 International CHRIE Conference, Crystal City, Arlington, Virginia, USA.

Lee, J. S., & **Back, K. J.** (2006). Relationship marketing in the academic conference: A model of conference brand equity. International Convention & Expo Summit, Hong Kong, China.

Asperin, A.A., **Back, K.J.**, & Shanklin, C. (2006). Effects of Brand Personality Congruence on Satisfaction and Brand Loyalty. **2<sup>nd</sup> Best Presentation Award in Social Science.** *11<sup>th</sup> Annual Graduate Research Forum, Kansas State University.*

Han, H.S., & **Back, K.J.** (2006). Image Congruence, Consumption Emotions, and Customer Loyalty in the Hotel Industry. **3<sup>rd</sup> Best Presentation Award in Social Science.** *11<sup>th</sup> Annual Graduate Research Forum, Kansas State University.*

Lee, J., & **Back, K.J.** (2006). Relationship Marketing in the Academic Conference: A Model of Conference Brand Equity. *International Convention & Expo Summit, Hong Kong, China.*

Asperin, A.A., **Back, K.J.**, & Shanklin, C. (2006). Brand Personality Congruence, Satisfaction and Brand Loyalty in the Casual Dining Restaurant Industry. *11<sup>th</sup> Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research*, 11, 73-79.

Han, H.S., & **Back, K.J.** (2006). Determining Components Leading to the Development of Customer Loyalty in the Hotel Industry: A Theoretical Framework Involving Image Congruence and Consumption Emotions. *11<sup>th</sup> Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research*, 11, 2-12.

Han, H.S., & **Back, K.J.** (2006). An Assessment of the Relationship among Service Performance, Customer Satisfaction, and Perceived Switching Barriers in the Lodging Industry: A Development of Switching Intention Model. *11<sup>th</sup> Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research*, 11, 63-71.

Lee, J.S., & **Back, K.J.** (2006). Conference Brand Mechanism: Attendee-Based Brand Equity, Brand Trust, and Updated Expectation of Brand Value. *11<sup>th</sup> Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research*, 11, 93-99.

**Back, K.J.**, & Lee, J.S. (2005). A Customer Loyalty Model Involving Image Congruence and Customer Satisfaction: Implications for the Country Club Industry. **BEST PAPER AWARD.** *Asia Pacific Tourism Association 11<sup>th</sup> Annual Conference*. Koyang, Korea.

Chae, B., & **Back, K.J.** (2005). A Case Study of Enterprise Planning Systems in the Hospitality Industry. *Asia Pacific Tourism Association 11<sup>th</sup> Annual Conference* Koyang, Korea.

Lee, M.J., & **Back, K.J.** (2005). Effects of Attitude and Destination Image in Association Members' Meeting Participation Model. *Asia Pacific Tourism Association 11<sup>th</sup> Annual Conference*, Koyang, Korea.

Ok, C.H., **Back, K.J.**, & Shanklin, C. (2005). Tests of Dimensional Roles of Justice on Post-recovery Overall Satisfaction and Behavioral Intentions. *Asia Pacific Tourism Association 11<sup>th</sup> Annual Conference*, Koyang, Korea.

Lee, S.H., & **Back, K.J.** (2005). Brand Loyalty in the Sports Management. *The 20th annual conference of the North American Society for Sport Management*, Regina, Canada.

Estepa, A., Shanklin, C., & **Back, K.J.** (2005). Developing Web-based Multiple Item Scale for Measuring Perceived Service Quality in the University Foodservice Setting. *10<sup>th</sup> Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research*, 10, 25-34.

Han, H.S., & **Back, K.J.** (2005). The Impact of Positive and Negative Emotions on Customers' Repeat Visit Intention in the Lodging Industry. *10<sup>th</sup> Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research*, 10, 315-319.

Lee, J.S., & **Back, K.J.** (2005). Moderating Effects of Mood on Evaluation of Brand and Price: Determining Value in the Hotel Industry (Poster). *10<sup>th</sup> Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research*, 10, 520-525.

Lee, M.J., **Back, K.J.** (2005). Association Members' Meeting Participation Behaviors: Development of Meeting Participation Model. *10<sup>th</sup> Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research*, 10, 515-519.

Ok, C.H., **Back, K.J.**, & Shanklin, C. (2005). Service Recovery Paradox: Implications from an Experimental Study in a Restaurant Setting. **BEST PAPER AWARD.** *10<sup>th</sup> Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research*, 10, 713-721.

**Back, K.J.**, & Lee, C.K. (2004). Longitudinal Study of Residents' Perceptions of Casino Development: Structural Equation Modeling Approach with Multi-Group Analysis. *International CHRIE Conference*.

**Back, K.J.**, & Lee, C.K. (2004). Relationship among Personal Characteristics, Impacts, Support towards Casino Development. *Asia Pacific Tourism Association 10<sup>th</sup> Annual Conference*.

Estepa, A., Shanklin, C., & **Back, K.J.** (2004). Market Segmentation Influences on Service Quality and Customer Satisfaction. *9<sup>th</sup> Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research*, 9, 203-206.

Han, H., Ryu, H., & **Back, K.J.** (2004). Problem Gambling and Development of Effective Employee Awareness Program (Poster). *9<sup>th</sup> Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research*, 9, 249-252.

Ok, C.H., **Back, K.J.**, & Shanklin, C. (2004). The Updating Role of Service Recovery Efforts on Customer's Overall Satisfaction and Behavioral Intentions. *9<sup>th</sup> Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research*, 9, 597-607.

**Back, K.J.**, & Lee, C.K. (2003). Structural Equation Modeling of Residents Perceptions toward Casinos: Pre-and Post- Casino Development. **BEST PAPER AWARD**. *International CHRIE Conference*.

**Back, K.J.**, & Lee, K.E. (2003). Investigation of Antecedents and Consequences of Brand Personality (Poster). *International CHRIE Conference*.

**Back, K.J.**, & Lee, K.E. (2003). Brand Personality Measurements and Its Impact on Brand Loyalty in the Hotel Industry. *The 2<sup>nd</sup> Asia Pacific Annual Council of the Hospitality and Tourism Educators Proceedings*, May.

Seo, S., & **Back, K.J.** (2003). Influence of Involvement and Ambiguity on the Diners' Satisfaction Process. *The 2<sup>nd</sup> Asia Pacific Annual Council of the Hospitality and Tourism Educators Proceedings*, May.

Lee, M.J., & **Back, K.J.** (2003). Measuring Association Members' Perceived Importance and Performance of Convention Attributes. *The 2<sup>nd</sup> Asia Pacific Annual Council of the Hospitality and Tourism Educators Proceedings*, May.

Ok, C., **Back, K.J.**, & Shanklin, C. (2003). Restaurant Reaction to Service Recovery and Behavioral Intentions. *8<sup>th</sup> Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research*, 8, 522-526.

Chiang, C., **Back, K.J.**, & Canter, D. (2003). The Impact of Employee Training on Job Satisfaction and Intentions to Stay in the Hotel Industry. *8<sup>th</sup> Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research*, 8, 81-85.

**Back, K.J.**, & Parks, S.C. (2002). A Path Analytic Model of Brand Loyalty in the Lodging Industry. *International CHRIE Conference*.

Lee, C.K., & **Back, K.J.** (2002). Development of Casino Policy. *Annual Conference of Korean Travel Association*.

**Back, K.J.**, & Parks, S.C. (2001). The Effects of Image Congruence on Customer Satisfaction and Brand Loyalty. *6<sup>th</sup> Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research*, 6, 13-18.

**Back, K.J.** (2001). Development of Brand Loyalty Model. **Third Place Award**. *The Graduate Research Exhibition, The Pennsylvania State University*.

Mount, D., & **Back, K.J.** (1999). Communication Satisfaction and Job Satisfaction. *International CHRIE Conference*.

#### **Selected Invited Presentations:**

**Back, K.J.** (2015). Global Casino Industry Trend. DongA Ilbo & Channel A. Seoul, Korea.

**Back, K.J.** (2015). Understanding Integrated Resort Industry. Korea Casino Association, at Kangwon Land, Korea

**Back, K.J.** (2013). Understanding Global Hospitality Industry. Inha University, Incheon, Korea.

**Back, K.J.** (2013). Research Excellence. TOSOK conference, Seoul, Korea

**Back, K.J.** (2012). Current trends of research methods in the hospitality industry. Kyunghee University, Seoul, Korea.

**Back, K.J.** (2011). Hospitality Education System in US. The second colloquium of international hospitality scholars. Sejong University, Seoul, Korea.

**Back, K.J.** (2010). Structural Investigation of Problem Gamblers' Motivation to Gamble. Korea National Mental Hospital, Seoul, Korea.

**Back, K.J.** (2010). Understanding Structural Equation Modeling Analysis. Kyunghee University, Seoul, Korea.



**Back, K.J.** (2010). Relationship marketing in the hospitality industry. Woosong University, Daejeon, Korea.

**Back, K.J.** (2010). Hospitality Education System in US. The first colloquium of international hospitality scholars. Sejong University, Seoul, Korea.

**Back, K.J.** (2009). Gambling Passion Scale applied to Korean Problem Gamblers. The First Korean Gambling and Addiction Symposium.

**Back, K.J.** (2008). Current Trends in Hospitality Research. Hong Kong Polytechnic University.

**Back, K.J.** (2008). Service Employee Job Satisfaction and Their Behavioral Intention to Switch Career. *Graduate Seminar* at Sejong University, Seoul, Korea.

**Back, K.J.** (2007). "Casino Employees' Job Satisfaction and Organizational Commitment", *International Conference on Casino Development and Strategy, 2<sup>nd</sup> Conference of the Asian Academic Network on Commercial Gaming*. Seoul, Korea.

**Back, K.J.** (2007). Hospitality Research Trend – 1997-2007. *Korean Hotel Educators Conference* at Kyunghee University, Seoul, Korea.

**Back, K.J.** (2006). "The Korean Casino Impact Study." *2006 Social and Economic Costs and Benefits of Gambling Conference*, Alberta Gaming Research Institute, Banff, Canada.

**Back, K.J., & Lee, C.K.** (2005). "History, Development, and Regulation of Korean Casino Gaming." *Asia Pacific Casino Conference, Osaka University of Commerce, Japan*.

**Back, K.J.** (2005). "Development of Preventive Program of Problem Gambling." The Problem Gambling Center, Seoul, Korea.

**Back, K.J.** (2004). "Practices of Responsible Gambling." Kangwon Land Casino, Korea.

**Back, K.J.** (2004). "Innovative Research Technique." Kyung Hee University in Korea.

**Back, K.J.** (2004). "Relationship Marketing in the Food Service Industry." Seoul Women's University.

**Back, K.J.** (2003). "Current Trend of the US Lodging Industry." Kyung Hee University.

**Back, K.J.** (2003). "Confronting Problem Gambling: Industry Perspectives." *The 2<sup>nd</sup> Problem Gambling Symposium*. Korea Problem Gambling Center and Kangwon Land Casino, Korea.

## **PROJECTS (Selected)**

- Kangwon Land, Korea – 2015 Executive program (\$93,800)
- 3<sup>rd</sup> Korean Texas Residents' Satisfaction in Voting Behavior Study, Houston, TX – Funded by Korea National Election Commission (\$10,000) 2014.
- 2<sup>nd</sup> Korean Texas Residents' Satisfaction in Voting Behavior Study, Houston, TX – Funded by Korea National Election Commission (\$25,000) 2013-2014.
- Songdo Branch Campus Project (2010 - 2013) – US \$7,000,000 for four years from Korean government – Canceled Project.
- Quail Valley Country Club, Missouri City, TX – Service Improvements through Loyalty Program (2013-2014).
- Hotel Icon, Hong Kong – Evaluation of Current Marketing Strategies (2013-2015)
- Korean Texas Residents' Satisfaction in Voting Behavior, Houston, TX – Funded by Korea National Election Commission (\$10,000) 2012.
- Gattitown Entertainment and Restaurant , Sugar Land, TX – Marketing plan (2012)
- Ambassador Hotel Group, Seoul, Korea (2010- present) – Student internship programs
- Employee Job Satisfaction, Seven Luck Casino, Seoul, Korea (2010)
- Houston Convention and Visitor's Bureau – Membership Service Improvement (2009-2010)
- Sheraton Brook hollow Hotel, Houston, TX – Service Quality Management (2008)
- Kangwon Land, Korea – Development of feasibility study and legalizing casino for Korean residents (1996)

## **GRANT ACTIVITIES**

### **Grants Awarded (principal investigator):**

- FDIP \$50,000 in 2015 at University of Houston for developing Online Executive Master's Program (for completing course materials).
- FDIP \$25,000 in 2012 at University of Houston for developing Online Executive Master's Program.
- Prevalence Study of Gambling Addiction: Cross Validation Study – Canada and Korea (2011) CA\$ 150,000, Co-PI. Alberta Gambling Research Institute.
- Korean Food Event Fund at the Hilton College – Korean Ministry of Agriculture and Food (2011): \$18,000.
- Korean Food Event Fund at the Hilton College – Korean Ministry of Agriculture and Food (2010): \$18,000.
- Analysis of Structural Relationships among Gambling Motivation, Passion, Affect, and Behavioral Intention: Comparison of Type of Gamblers (2009) (\$45,000, Co-PI) was awarded by the Korea Research Foundation.
- Hong Kong Polytechnic University Global Research Grant (2008). Sum of \$25,000 was awarded.

- Faculty Development Awards, KSU (2005). Sum of \$1,500 was awarded for travel support to attend a conference in Korea.
- CES Fellowship, Korea (2004). Sum of \$5,190 was awarded for research development of brand loyalty.
- Faculty Development Small Grant, KSU (2003). Sum of \$2,500 was awarded to support brand personality research.
- HRIMD Faculty Fellowship, KSU (2003). Sum of \$1,250 was awarded for research development.
- Problem Gambling Fund, Kangwon Land Casino, Korea (2003). Sum of \$6,500 was awarded to support travel to problem gambling symposium.
- Big 12 Faculty Fellowship, KSU (2002). Total of \$1,771 was awarded to support collaborative work (class development and research) with Iowa State University.
- Small Grant Fellowship (2002). Sum of \$1,000 was awarded to support a brand image study.

**Grants Submitted and Not Funded:**

- The Effects of Gambling Motivation and Involvement on Gambling Passion and Gambling Outcomes: Cross-Cultural Study – U.S. vs. Korea (\$135,000, PI) submitted to the Harvard Medical School – Substance Abuse Projects.
- A proposal, “A Computer Assisted Telephone Interview Study of Pathological Gambling Problems in Kansas,” (\$57,000). This proposal was submitted to Substance Abuse Treatment and Recovery (SATR), Kansas State Department of Social and Rehabilitation Services. The project was not funded due to the state budget cut.

## SERVICE ACTIVITIES

### University Level

- Selection committee member (2013- 2015) – Moores Professorship
- Graduate Student Task Force Member (2013- present)
- Representative of the Hilton College, Graduate Professional Student Council
- Representative of the Hilton College, University Promotion and Tenure Committee

### College Level

- Associate Dean for Research and Graduate Studies
- Director of Graduate Programs
- Chair, Graduate Curriculum Committee
- Co-Chair, Dean Search Committee (2014)
- Co-Advisor, Graduate Student Association
- College Hearing Officer
- Promotion and Tenure Committee
- Faculty search committees (UH & KSU)
- Graduate Faculty (KSU)

### List of Graduate Student Advisees at UH

- Professional Paper (PP) Committee Chair (degrees have been completed): Andres Bugois, Eliane Chiang, Nancy Hou, Po-Yu Hsu, Sutak (Terry Im), Peter Kang, K. Keakre, Jaewook Kim, Minsun Kim, Eunjin Kwon, Candice Lee, Jinkyung Lee, Pei Liu, Eve Little, Stuart Mann, Jennifer Moreno, Sanam Purohit, Yuanyuan Wang, Steve Wu, Hyunjeung Koh, Daisy Lam, Sun Lew, Quizi Liang, Benny Christiandy, Heather Hardee, Sharlene Tan, Sangmi Yoo, Vipra Oberoi, Eunmin Hwang, Luzma Zertuche, Rebecca Weeden, Christine Hsui, Meehee Hong, Kyungon Kim, Ju-Hung Chen, Danqian Xu, Donna Adlian, Yiqing Sun, Elizabeth Whaleen, Cortnee Braithwaite, Emily Burnett, Armaghan Sadeghini, Bai Bai, Yawen He, Xiaodan Mao, Sandy Fredrickson, Maruicio Gomez, Yun Tang, Joseph Siemen, Ye Zi, Marian Potter, Chulwan Park, Yvette Aquirre, William Hardee, Shannon Ward, M.J. Potter
- PP Committee Chair (ongoing): Amber Khan, Jonathan Pacello, Yoohee Hwang, Myungsun Suh, Gahee Yoo, Martin Luk, Qingya Hong
- Thesis Committee (Completed): Emily Smith, Eunjoo Kang & Kelly Thomas

### List of Graduate Student Advisees at KSU

- Committee Chair (degrees have been completed): Ameilia Asperin (Co-chair, Ph.D.), Stephanie Chiang (Co-major for MS), Heesup Han (MS., and Ph.D.), Jinsoo Lee (Ph.D.), Myoung Jae Lee (Ph.D.), Chihyung Ok (Co-Major for Ph.D.), and Bobby Ryu (MS).

- Committee member (degrees have been completed): Stephanie Chiang (Ph.D.), HuiChun Huang (Ph.D.), Kiran Omni (MS), Lynn Riggins (Ph.D.), and Sunhee Seo (Ph.D). Sue Lesson (Ph.D.), & Laura McNight (Ph.D.).

### **PROFESSIONAL RESPONSIBILITIES**

- Co-Editor, Special issues in Casino Industry, *Journal of Travel and Tourism Marketing* (2008).
- Co-Editor, Gaming Theme - *Worldwide Hospitality & Tourism Themes (WHATT)*(2008).
- Coordinating Editor, *International Journal of Hospitality Management* (2013-present).
- Co-Planning Chair, 12<sup>th</sup> , 15<sup>th</sup> , 19<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX (2007, 2010, 2014).
- Regional Representative for USA, Asia Pacific Tourism Association.
- Advisor, Problem Gambling Center, Kangwon Land Casino, Korea (2003, 2010).
- Advisor, Sheraton Houston Brookhollow Hotel, Houston, TX (2007 to 2008).
- Member, Editorial Board, *Gaming Research and Review* (2004 to present).
- Member, Editorial Board, *Journal of Travel and Tourism Marketing* (2006 to present).
- Member, Editorial Board, *Korean Academy of Marketing Science Association* (2007 to present).
- Track Chair, Lodging, Hospitality Graduate Conference (2006~2009).
- Reviewer, *Journal of Hospitality and Tourism Research* (2001 to present).
- Reviewer, *Journal of Convention and Event Management* (2003 to present).
- Reviewer, Asian Pacific Tourism Association (APTA) Conference (2003 – present).
- Reviewer, Asian Pacific (APAC) CHRIE conference (2003).
- Reviewer, International CHRIE conference (2003 to present).
- Reviewer, Hospitality Graduate Conference (2001 to present).
- Reviewer, *Journal of Tourism and Leisure Marketing* (2002 to present).
- Reviewer, *The Service Industries Journal* (2007 to present).
- Reviewer, *Tourism Management* (2008 to present).
- Reviewer, *Cornell Hospitality Quarterly* (2008 to present).
- Reviewer, *Geoforum* (2008 to present)
- Active member, ICHRIE, APAC CHRIE, & APTA.