

# JAEWOOK KIM

## CURRICULUM VITAE

Conrad N. Hilton College of Global Hospitality Leadership  
University of Houston  
4450 University Drive, Suite 239 C

### **PROFESSIONAL RECORD**

---

- 09/23 – Present Full-time Tenure track Faculty  
Assistant Professor, Conrad N. Hilton College of Global Hospitality Leadership,  
University of Houston, Houston, Texas, U.S.A.
- 07/17 – 08/23 Full-time Tenure track Faculty  
Assistant Professor, Conrad N. Hilton College of Global Hospitality Leadership,  
University of Houston, Houston, Texas, U.S.A.
- 09/16 – 06/17 Full-time Tenure track Faculty, Hospitality Management Program Coordinator  
Assistant Professor Appointment, Division of Administration and Economics,  
St. John's University, New York, New York, U.S.A.

### **EDUCATIONAL BACKGROUND**

---

- 08/13 – 05/17 Apparel, Events, & Hospitality Management, College of Human Sciences,  
Iowa State University, Ames, Iowa, U.S.A.  
Ph.D. in Hospitality Management, GPA: 3.91/4.0  
Doctoral Dissertation Title: Building A Dynamic Model Of  
Entrepreneurial Intention Formation In Sharing Economy Platform: The  
Resource-Based Theory Approach  
Major advisor: Dr. Liang (Rebecca) Tang  
Graduated with the Honor cord for Summa Cum Laude
- 01/10 – 12/11 Conrad N. Hilton College, University of Houston, Houston, Texas  
M.S. in Hotel and Restaurant Management, GPA: 3.8/4.0  
Thesis topic: Impact of Job Stress and Job Satisfaction on Gambling  
Intention and Problem Gambling Behavior of Casino Employee  
Major Advisor: Dr. Ki-Joon Back
- 03/03 – 02/09 Sejong University, Seoul, South Korea  
Bachelor of Business Administration, Hotel and Tourism Management  
Graduated with Summa Cum Laude (Excellent GPA)

### **HONORS & AWARDS**

---

- 05/2022 2022 Conrad N. Hilton College of Global Hospitality Leadership Stephen  
Rushmore HVS Faculty Research Award
- 01/2022 Best capstone project award, Master of Global Hospitality business (partner –  
Total Customized Revenue Management (TCRM), Ms. Kathryn Baker, VP of

- Strategic Service).
- 07/2021 Best capstone project award, Master of Global Hospitality business (partner – Westmont Hospitality Group, Mr. Pawan Kapoor).
- 01/2020 Best capstone project award, Master of Global Hospitality business (partner – Total Customized Revenue Management (TCRM), Ms. Mockerman, President and CEO).
- 12/2020 2020 Journal of Hospitality & Tourism Management (JHTM) highly commended paper award - **Kim, J.**, Kim, J., Lee, S. K., & Tang, L. R. (2020). Effects of epidemic disease outbreaks on financial performance of restaurants: Event study method approach. *Journal of Hospitality and Tourism Management*, 43, 32-41. *Effects of epidemic disease outbreaks on financial performance of restaurants: Event study method approach*
- 12/2015 Iowa State University Teaching Excellence Award, Dean of the Graduate college and President of University, Iowa State University, Ames, IA, U.S.A .
- 04/2015 Teaching Award for Outstanding Teaching Performance, Graduate and Professional Student Senate, Iowa State University, Ames, IA, U.S.A.

## **ACADEMIC TEACHING EXPERIENCE**

### **Teaching Interests**

- Management Strategic Management
- Entrepreneurship and SME management strategies
- Casino and Gaming Operation Management

### **Courses Taught**

- 01/23 – 05/23 Conrad N. Hilton College of Global Hospitality Leadership, University of Houston
- GHL 6324 Hospitality Business Strategies in Americas and the Caribbean (MGH) – Spring 2023 (Instructor)
  - GHL 4397 & 6397 Hospitality Entrepreneurship – Spring 2023 (Instructor)
  - GHL 7366 Hospitality Management Strategies – Spring 2023 (Instructor)
- 09/22 – 12/22 Conrad N. Hilton College of Global Hospitality Leadership, University of Houston
- GHL 6324 Hospitality Business Strategies in Americas and the Caribbean (MGH) – Fall 2022 (Instructor)
  - GHL 3357 & 6357 Gaming and Casino Management – Fall 2022 (Instructor)
- 01/22 – 05/22 Conrad N. Hilton College of Hotel & Restaurant Management, University of Houston
- HRMA 6324 Hospitality Business Strategies in Americas and the Caribbean (MGH) – Spring 2022 (Instructor)
  - HRMA 4397 & 6397 Hospitality Entrepreneurship – Spring 2022 (Instructor)

- 08/20 – 12/21

  - HRMA 7366 Hospitality Management Strategies – Spring 2022 (Instructor)

Conrad N. Hilton College of Hotel & Restaurant Management, University of Houston

  - HRMA 3352 Human Resource Management – Fall 2021 (Instructor)
  - HRMA 3357 Gaming and Casino Management – Fall 2021 (Instructor)
  - HRMA 6357 Gaming and Casino Management – Fall 2021 (Instructor)
  - HRMA 6324 Hospitality Business Strategies in Americas and the Caribbean (MGH) – Fall 2021
- 08/19 – 05/20

Conrad N. Hilton College of Hotel & Restaurant Management, University of Houston

  - HRMA 3352 Human Resource Management – Spring 2019 (Instructor)
  - HRMA 3357 Gaming and Casino Management – Fall 2018 (Instructor)
  - HRMA 6357 Gaming and Casino Management – Fall 2018 (Instructor)
- 08/19 – 08/19

Conrad N. Hilton College of Hotel & Restaurant Management, University of Houston

  - Restaurant Entrepreneurship Certificate – restaurant entrepreneurship - Instructor
- 01/19 – 05/19

Conrad N. Hilton College of Hotel & Restaurant Management, University of Houston

  - HRMA 3352 Human Resource Management – Spring 2019 (Instructor)
  - HRMA 7366 Hospitality Management Strategies – Spring 2019 (Instructor)
- 12/18 – 01/19

Conrad N. Hilton College of Hotel & Restaurant Management, University of Houston

  - HRMA 4397 & 6397 Winter mini session Casino Resort Management LV field trip (Instructor) – Spring 2019 (Winter mini session)
- 08/18 – 12/18

Conrad N. Hilton College of Hotel & Restaurant Management, University of Houston

  - HRMA 3352 Human Resource Management – Fall 2018 (Instructor)
  - HRMA 3357 Gaming and Casino Management – Fall 2018 (Instructor)
  - HRMA 6357 Gaming and Casino Management – Fall 2018 (Instructor)
- 01/18 – 05/18

Conrad N. Hilton College of Hotel & Restaurant Management, University of Houston

  - HRMA 3352 Human Resource Management – Spring 2017 (Instructor)
  - HRMA 7366 Hospitality Management Strategies – Spring 2017 (Instructor)
- 08/17 – 12/17

Conrad N. Hilton College of Hotel & Restaurant Management, University of Houston

  - HRMA 3352 Human Resource Management – Fall 2017 (Instructor)
  - HRMA 3357 Gaming and Casino Management – Fall 2017 (Instructor)
  - HRMA 6357 Gaming and Casino Management – Fall 2017 (Instructor)
- 01/17 – 06/17

Division of Administration and Economics, College of Professional Studies, St. John's University

  - HMT 1003 Food and Beverage Service – Spring 2017 (Instructor)
  - HMT 1020 Restaurant Management – Spring 2017 (Instructor)
  - HMT 1065 Special Events and Meeting Management – Spring 2016 (Instructor)

- 09/16 – 12/16 Division of Administration and Economics, College of Professional Studies, St. John's University
- HMT 1000 Orientation Hospitality Industry and Management (Hybrid Course)– Fall 2016 (Instructor)
  - HMT 1030 Hospitality Marketing Strategy – Fall 2016 (Instructor)
  - HMT 1074 Gaming and Casino Operation Management (Hybrid Course) – Fall 2016 (Instructor)
- 08/13 – 06/16 Apparel, Events, & Hospitality Management, College of Human Sciences, Iowa State University
- AESHM 438 Human Resource Management – Fall 2014, Spring 2015, Fall 2015 (Instructor)
  - HRI 315 Hospitality Law – Spring 2015 (Instructor)
  - HRI 439 Advanced Hospitality Human Resource Management – Fall 2014 (Instructor)
  - AESHM 340 Hospitality and Apparel Marketing Strategies – Spring 2014 (Co-Instructor)
  - HRI 260 Global Tourism Management (Online Course) – 2013 Fall (TA)

### **Graduate Student Advising**

- 04/23 – Present Boutique hotel competitiveness analysis and demand-based performance Forecasting, Capstone project, Master of Global Hospitality Businesses
- Hsin-I Huang, Adam Benhamidane, Magdalena Monika Rieder, Elizaveta Petrova
- 04/22 – 12/22 New branding and pricing strategy for market extension, Capstone project, Master of Global Hospitality Businesses
- Victoria Avila, Julitte Girardin, Mahima Hingoraney, Obiora Ndili, Hoor Rauf
- 04/21 – 12/21 New ways to secure profitability from the operation efficiency after COVID-19 pandemic, Capstone project, Master of Global Hospitality Businesses
- Group 1 (Pricing strategies) – Renyan Zhang, Constantino Diaz, Ekaterina Meshcheryakova
  - Group 2 (Operational efficiency) – Mingzuan Che, Sheheryar Javaid, Yinjie Xu
- 09/20 – 07/21 Comprehensive risk management strategies in lodging industry amid COVID-19, Capstone project, Master of Global Hospitality Businesses
- Group 1 (HR strategies)– Juliette Rocard, Alexander Rollet, Pei Hsuan Yu (Best project award / scholarship)
  - Group 2 (Consumer risk reduction strategies) - Adriana Castellanos, Hsin-Chia Jennifer Chang, Harsh Garg, Salvatore Palumbo
  - Group 3 (Cost and operation efficiency) – Joanne Sieljes, Daniel Karacs, Thibault Dumas, Alexandre de David-Beauregard
- 09/19 – 07/20 Revenue management capstone project, Master of Global Hospitality Busniesses
- de DAVID-BEAUREGARD Alexandre Mahel, RODRIGUEZ Ignacio & ARORA Sahil (Best project award / scholarship)

- 02/18 – Present Thesis/Professional Paper Committee Chair (ongoing)
- Veronica Cho, Jing Han (Lucy) Lu, Osesenanga Osezua, Wenfang (Eris) Liu, Ailin Fei, Madelyn Taylor, Simon Hahn
- Dissertation Committee Chair (ongoing)
- Sung In Kim, Wenfang Eris Liu, Simon Hahn, Mahima Hingorany
- Dissertation Committee (Chair: Dr. Ki-Joon Back)
- So Hee Park

## Other Experience

- 09/23 – Present Search Committee for assistant professor in Hospitality Operation
- 09/21 – 11/21 Search Committee for assistant professor in Environment, Social, and Corporate Governance
- 08/21 – 05/22 Doctorate of Global Hospitality Leadership (DGHL) Curriculum development committee
- 01/19 – Present University of Houston Korean Student Association faculty advisor
- 06/18 – 02/19 ADVANCE taskforce (University level service) Hilton college representative (designated leading role)
- 08/18 – Present Sub-committee of teaching evaluation  
Conrad N. Hilton College of Hotel & Restaurant Management,  
University of Houston
- 08/18 – Present Sub-committee of teaching evaluation  
Conrad N. Hilton College of Hotel & Restaurant Management,  
University of Houston
- 08/18 – Present Faculty advisor of Alumni Board of the Conrad N. Hilton College of Hotel and Restaurant Management
- 04/18 – Present Faculty advisor of University of Houston Korean Students Association,  
University of Houston
- 11/17 – Present Sub-committee of new curriculum development – strategic management of innovation, Conrad N. Hilton College of Hotel & Restaurant Management,  
University of Houston
- 09/16 – 06/17 Hospitality Management Program Coordinator, Division of Administration and Economics, College of Professional Studies, St. John’s University
- 09/16 – 06/17 Hospitality Management Club Adviser, Division of Administration and Economics, College of Professional Studies, St. John’s University
- 09/16 – 11/17 Hotel Association of New York City’s annual “Big Apple Stars” Awards, October 2016 – November 2016, Judge.
- 01/17 – 06/17 Independent Study Hospitality Management Undergraduate research Advisor
- Students: Angela Bombara, Carolina Hernandez, Brooke Pearson
- 09/16 – 06/17 Internship program Coordinator and Supervisor, Division of Administration and Economics, College of Professional Studies, St. John’s University
- HMT 1093 Hospitality Management Industrial Study
  - HMT 1094 Hospitality Management 1 Internship
  - HMT 1095 Hospitality Management 2 Internship
  - HMT 2003 Disney Internship Experience 1
  - Student under supervision: Natalie Diaz, Richard A. Jennings,

Xiangting Tong, Elana Rodriguez,  
Conor Strongreen

08/14 – 12/2015 Department of Apparel, Events, & Hospitality Management Curriculum  
committee, College of Human Sciences, Iowa State University

## **ACADEMIC RESEARCH EXPERIENCE**

---

### **Research Area**

#### **Topical area**

- SMEs management strategies
- Risk and crisis management
- Micro-entrepreneurial business strategies on sharing economy platforms

#### **Analytical area**

- Geographical Weighted Regression and spatial analysis
- Data Envelopment Analysis
- Event Study Method
- Structural Equation Modeling

### **Peer Reviewed Publication (Published and Under Review Manuscripts)**

Liu, W. & **Kim, J.**, What is Ghost Kitchen: a conceptual paper. *Journal of Hospitality & Tourism Research*. [Submitted]

**Liu, W.**, Kim, J., & Kim, J., Utilizing innovative financial indicators for competitive advantage under volatile market environment – an exploratory study on food delivery service. *International Journal of Contemporary Hospitality Management*. [Under review]

Liu, W.\*, **Kim, J.**, & Kim, J. Amid COVID-19: The Impact of Online Food Delivery Service on Restaurant Financial Performance and Customer's Intention to Use Such Service. *International Journal of Contemporary Hospitality Management*. [Under review].

Fei, A.\* & **Kim, J.**, & Kim, S.\* The environmentally conscious impact that Gen Zs have on economy hotels – Choice experimental design approach. *International Journal of Hospitality Management*. [2<sup>nd</sup> round of revision].

**Kim, J.** (2022). The Global Entrepreneurship Trend with Latent Growth Curve Approach: Lesson Learned From the Great Recession Recovery. *International Journal of Business & Management Studies*, 3(10). DOI: 10.56734/ijbms.v3n10a1

**Kim, J.** (2022). Understanding Why Tourists Rather Use Airbnb: Extended BI Model on Sharing Economy Platforms, *Journal of Global Hospitality And Tourism*. [Accepted].

Jun, J.\*, Kim, J., & **Kim, J.**, Customer utilization of restaurant type in selecting restaurant delivery service and its change during a health crisis, *Cornell Hospitality Quarterly*. [1<sup>st</sup> revision]

Kim, J., **Kim, J.**, Wang, X.\*, & Koh, Y. Application of natural-resource-based view on nature-based tourism destinations: A dynamic panel data approach. *Tourism Management Perspectives*. [Under review].

**Kim, J.**, Lee, M., Kwon, W.\*, Park, H. \*, & Back, K. J. (2022). Why am I satisfied? See my reviews—Price and location matter in the restaurant industry. *International Journal of Hospitality Management*, 101, 103111.

**Kim, J.**, Tang, L., Wang, X.\*, & Zhang, L. \* (2022). What factors affect entrepreneurial intention in sharing accommodations? The application of the entrepreneurial event model. *Journal of Global Hospitality and Tourism*, 1(1), 31-50. doi:10.5038/2771-5957.1.1.1002

Kim, J., **Kim, J.**, & Wang, Y.\* (2022). Changes in the effect of credence cues on restaurant delivery service under different health risks. *International Journal of Contemporary Hospitality Management*, 34(2), 737-758. doi.org/10.1108/IJCHM-06-2021-0738

Yun, Y. \*, Kim, S.\*, **Kim, J.**, & Koh, Y. (2022). Airbnb guests' decision-making points: Spatial analysis approach, *International Journal of Hospitality Tourism Administration*. 1-24.

Lee, M., **Kim, J.**, & DeFranco, A. (2021). Efficiency: The Next Frontier of Hotel Revenue Management. *Boston Hospitality Review*.

Wang, Y.\*, Kim, J., & **Kim, J.** (2021). The financial impact of online customer reviews in the restaurant industry: A moderating effect of brand equity. *International Journal of Hospitality Management*, 95, 102895.

**Kim, J.**, Kim, S.\*, & Lee, M. (2021), What to sell and how to sell matter: Focusing on business performance and efficiency of luxury hotel properties, *Cornell Hospitality Quarterly*, 19389655211020254.

**Kim, J.**, Kim, S.\*, Koh, Y., & Bowen, J. (2021), Toward maximization of Peer-to-Peer Accommodation Hosts' Competitive Productivity, *International Journal of Contemporary Hospitality Management*, 33(9), 3003-3020, DOI: <https://doi.org/10.1108/IJCHM-09-2020-1029>.

**Kim, J.**, Kim, J., & Wang, Y.\* (2021). Uncertainty risks and strategic reaction of restaurant firms amid COVID-19: Evidence from China. *International Journal of Hospitality Management*, 92, 102752.

Koh, Y., **Kim, J.**, & Vaughan, Y.\* (2021). How you name your Airbnb's title matters: comparison of seven countries. *Journal of Travel & Tourism Marketing*, 38(1), 93-106.

Koh, Y., Lee, M., **Kim, J.**, & Yang, Y.\* (2020), Successful restaurant crowdfunding: The role of linguistic Style. *International Journal of Contemporary Hospitality Management*, 32(10), 3051-3066. DOI: <https://doi.org/10.1108/IJCHM-02-2020-0159>

**Kim, J.**, Kim, J., Lee, S., & Tang, L. (2020). Effects of Epidemic Disease Outbreaks on

Financial Performance of Restaurant Firms and their Risk-reducing Strategies. *Journal of Hospitality and Tourism management*, 43, 32-41. DOI: <https://doi.org/10.1016/j.jhtm.2020.01.015>

**Kim, J.**, Tang, L. & Wang, X.\* (2020), The uniqueness of Entrepreneurship in the Sharing Accommodation Sector: Developing a Scale of Entrepreneurial Capital. *International Journal of Hospitality Management*, 84, 102321. DOI: <https://doi.org/10.1016/j.ijhm.2019.102321>

Tang, L., **Kim, J.**, & Wang, X.\* (2019), Estimating Spatial Effects on Peer-to-peer Accommodation Prices: towards an Innovative Hedonic Model Approach. *International Journal of Hospitality Management*. 81, 43-53. DOI: <https://doi.org/10.1016/j.ijhm.2019.03.012>.

**Kim, J.**, Chiang, L., & Tang, L. (2018). Online Advertisement Strategies in Tourism Industry: a Reactance Theory Perspective. *International Journal of Tourism and Hospitality Research*. 32(10), 29-38. DOI: <https://doi.org/10.21298/IJTHR.2018.10.32.10.29>.

Chiang, L., **Kim, J.**, & Tang, L. (2017). Forced Exposure and Psychological Reactance towards Online Advertising in Tourism Industry. *Journal of Tourism Research and Hospitality*, 6(3), 1000173.

Chiang, L., **Kim, J.**, Tang, L., & Bosselman, R. (2017). Exploring Agritourism Entrepreneurship Strategies: Antecedents and Consequences. *Journal of Marketing Management*, 5(1), 56-59. DOI: 10.15640/jmm.v5n1a6.

Jun, J., **Kim, J.**, & Tang, L. (2017). Does Social Capital Matter on Social Media? An Examination Into Negative e-WOM Toward Competing Brands. *Journal of Hospitality Marketing & Management*, 26(4), 378-394. DOI: <http://dx.doi.org/10.1080/19368623.2017.1251869>.

Chiang, L., Xu, A., **Kim, J.**, Tang, L., & Manthiou, A. (2016). Investigating festivals and events as social gatherings: the application of social identity theory. *Journal of Travel & Tourism Marketing*, 1-14. DOI: <http://dx.doi.org/10.1080/10548408.2016.1233927>.

Thomas, N. J., Thomas, L. Y., Brown, E. A., & **Kim, J.** (2014). Betting Against the Glass Ceiling: Supervisor Gender & Employee Job Satisfaction in the Casino-Entertainment Industry. *Hospitality Review*, 31(4), 3.

### **Manuscripts In-Progress (14)**

Hingoraney, M., Liu, W., & **Kim, J.**, New branding and pricing strategies – how does artification influence?, *Journal of Hospitality Tourism and Management*. [80% completed].

**Kim, J.**, Shin, M., & Liu, W., Luxury hotel operational efficiency as a sustainable strategic direction. *International Journal of Hospitality Management*. [70% completed].

Reynolds, Q. \*, Lee, M., & **Kim, J.** How location influences post-estimation of hotel guests' satisfaction factors – spatial analysis and margin analysis approaches. *Journal of Hospitality and Tourism Research*. [50% completed].



Liu, W. \*, Kim, S., & **Kim, J.** Host branding and platform branding in sharing accommodation platform – conceptualization and pricing strategies. *International Journal of Hospitality Management*. [60% completed].

Kim, S., Liu, W. \*, & **Kim, J.** Host branding and financial performance – spatial econometric approach. *International Journal of Hospitality Management*. [70% completed].

**Kim, J.**, Shin, M., & Liu, W., Luxury hotel operational efficiency as a sustainable strategic direction. *International Journal of Hospitality Management*. [70% completed].

Koh, Y., Yun, Y. \*, Shin, M., & **Kim, J.**, Tourism and Hospitality Resilience to COVID-19 Pandemic, *Annals of Tourism Research*. [80% completed].

Liu, W. \*, **Kim, J.**, & Kim, J., Conceptual understanding and a contemporary definition of Ghost Kitchen platform – Content analysis and semantic network analysis approach. *International Journal of Hospitality Management*. [70% completed].

Liu, W. \*, **Kim, J.**, Kim, J., & Jin, C. \*, How to define Ghost Kitchen – new business platform using sharing economy. *International Journal of Hospitality Management*. [80% completed].

Kim, S. \*, Liu, W. \*, & **Kim, J.**, Lodging product purchase motivation scale development. *Journal of Hospitality and Tourism Research*. [80% completed].

**Kim, J.**, Kim, J., & Kim, S. \*, Spatial dependency and restaurant performance amid COVID-19 – Hot Spot analysis approach. *International Journal of Hospitality Management*. [Ready to submit].

Kim, S. \* & **Kim, J.**, Micro-entrepreneurs’ pricing strategies – decision tree approach. *International Journal of Hospitality Management*. [60% completed].

Wang, Y. \*, Kim, J., & **Kim J.**, Does brand strength affect the relationship between eWOM and restaurant performance? *International Journal of Hospitality Management*. [Ready to submit].

**Kim, J.**, Kim, J., Lee, S., & Tang, L., Restaurant Firms’ Risk Reduction Strategies: In an Outbreak of Avian Influenza (H5N1) in Texas. *Journal of Destination Marketing and Management*. [60% completed]

**Kim, J.**, & Tang, L., Airbnb distribution strategies amid COVID-19: Exploratory spatial data analysis approach. *Tourism Management*. [80% completed].

### **Conference Proceedings (23)**

Liu, W., Kim, S. & Kim, J. (2023), Conceptualizing Peer-to-peer Brand Management and Proposing Pricing Strategy Through Discrete Choice Modeling, ICHRIE, Phoenix, July 2023.

- Kim, S., Liu, W. & Kim, J. (2023), Airbnb Branding Strategies - Temporal and Spatial Analytic Approaches, ICHRIE, Phoenix, July 2023.
- Liu, W., Kim, J. & Kim, J. (2023), What is “Ghost Kitchen”: a Conceptual Paper, Graduate Conference, Anaheim, January 2023.
- Jin. C., Liu, W., Kim, J. & Kim, J. (2023), Proposing A Theoretical Framework for Ghost Restaurant Business, Graduate Conference, Anaheim, January 2023.
- Liu, W., Kim, J., & Kim, J., Utilizing innovative financial indicators for competitive advantage under volatile market environment – an exploratory study on food delivery service, ICHRIE, Washington DC, August 2022
- Liu, W., **Kim, J.**, & Kim, J., What is “Ghost Kitchen Franchising”: a conceptual paper. *27<sup>th</sup> Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Houston, TX, January 7-8, 2022.
- Kim, S., **Kim, J.**, & Kim, J., Peer-to-peer host’s covid-19 risk management strategy. reflecting lodging customer’s shopping orientation. *27<sup>th</sup> Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Houston, TX, January 7-8, 2022.
- Kim, S., **Kim, J.**, & Kim, J., How much should I charge?: comprehensive understanding of multiple pricing models for p2p accommodation hosts. *2021 International Council on Hotel, Restaurant, and Institutional Education summer conference*, Virtual conference, July 26-30, 2021.
- Liu, W. & **Kim, J.**, Amid covid-19: the impact of online food delivery service on restaurant financial performance and customer’s intention to use such service. *2021 Asia Pacific Tourism Association (APTA) conference*, Virtual conference, June 30- July 2, 2021.
- Kim, S., Kim, J., & Kim, J., Impact of business restriction amid covid-19 pandemic on restaurant delivery sales: exploring geo-spatial factors and operational characteristics. *Asia Pacific Tourism Association (APTA) conference*, Virtual conference, June 30- July 2, 2021.
- Kim, S. & **Kim J.**, Micro-entrepreneurial management strategy starts from consumers – scale development for shopping orientation in the P2P accommodation segments. *26<sup>th</sup> Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Houston, TX, January 8-9, 2021.
- Liu, W. & **Kim, J.**, Examining the Impact of Contactless Delivery on Restaurant Firm’s Financial Performance and Customer Purchase Intention Online Payment as a Moderator. *26<sup>th</sup> Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Houston, TX, January 8-9, 2021.

- Fei, A. & **Kim, J.**, The environmentally conscious impact that Gen Z have on economy Hotels. *26<sup>th</sup> Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Houston, TX, January 8-9, 2021.
- Kim, J., Kim, S., & Lee, M., What to sell and how to sell matter: sales mix differentiation for luxury hotel firms. International Conference of Asian Marketing Associations (ICAMA), Seoul, South Korea, September 18, 2020.
- Yun, Y., Kim, S., **Kim, J.**, & Koh, Y., Airbnb guests' decision-making points: Spatial analysis approach. *25<sup>th</sup> Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Las Vegas, NV, January 3-5, 2020.
- Cho, V., & **Kim, J.**, Airbnb Purchase Intentions: How Familiarity and Social Media impacts Millennials. *25<sup>th</sup> Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Las Vegas, NV, January 3-5, 2020.
- Kim, J.**, Lee, M., Park, H., Kwon, K., & Back, K., Impacts of price on consumer review on restaurants. *2019 International Council on Hotel, Restaurant, and Institutional Education summer conference*, New Orleans, LA, July 24 – 26, 2019.
- Koh, Y., Lee, M., & **Kim, J.**, Successful restaurant crowdfunding: The role of linguistic Style. *2019 Asia Pacific Council on Hotel, Restaurant, and Institutional Education*, Hong Kong, China, May 22 – 25, 2019.
- Wang, Y., Kim, J., & **Kim J.**, Does brand strength affect the relationship between eWOM and restaurant performance? *2019 Asia Pacific Council on Hotel, Restaurant, and Institutional Education*, Hong Kong, China, May 22 – 25, 2019.
- Cho, V., & **Kim, J.**, Understanding Why Tourists Rather Use Airbnb: Extended BI Model On Sharing Economy Platforms. *24<sup>th</sup> Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Houston, TX, January 3-5, 2019.
- Tang, Y., Koh, Y., & **Kim, J.**, Message Framing and Financial Performance of Airbnb Properties in Asian Countries. *2018 Asia Pacific Forum (APF) for Graduate Students Research in Tourism*, Honolulu, HI, May 16-18, 2018.
- Kim, J.** & Tang, L. (2016). The global entrepreneurship trend from 2010 to 2014: latent growth curve approach. *21<sup>st</sup> Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Philadelphia, PA, January 7-9, 2016.
- Kim, J.**, Kim, J., Tang, L., & Lee, S. (2015). Restaurant firms' risk reduction strategies for food crisis: in a case with the outbreak of Avian Influenza (H5N1). *20th Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Tampa, FL, January 8-10, 2015.
- Kim, J.** & Tang, L. (2015). Risk communication with elaboration likelihood model: the impacts

of H1N1 pandemic on the independent restaurants. *20<sup>th</sup> Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Tampa, FL, January 8-10, 2015.

**Kim, J. & Zheng, T.** (2015). Role of image congruence in restaurant branding strategy. *20<sup>th</sup> Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Tampa, FL, January 8-10, 2015.

**Kim, J., Lee, S., & Back, K.** (2014). Antecedents of Gambling Intention of Casino Employees. *19<sup>th</sup> Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Houston, TX, January 3-5, 2014.

**Kim, J. & Thomas, N.** (2014). An Analysis of Domestic Visitor Restriction in South Korean Casino. *19<sup>th</sup> Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Houston, TX, January 3-5, 2014.

Lee, K., **Kim, J.**, & Schrier, T. (2014). Influence of hesitation on transition countries tourism decision. *2014 International Council on Hotel, Restaurant, and Institutional Education summer conference*, San Diego, CA, July 30 – August 1, 2014.

**Kim, J. & Lee, S.** (2014). Antecedents and consequences of festival satisfaction. *2014 International Council on Hotel, Restaurant, and Institutional Education summer conference*, San Diego, CA, July 30 – August 1, 2014.

**Kim, J. & Back, K.** (2012). Impact of Job Stress and Job Satisfaction on Gambling Intention and Problem Gambling Behavior of Casino Employee. *17<sup>th</sup> Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Auburn, AL, January 5-7. 2012.

## **INDUSTRY EXPERIENCE**

---

- 05/11 – 02/13    Convention and Event manager, Overseas Election, National Election Commission, Consulate General of the Republic of Korea in Houston.  
Supervisor: Consul Ung-Jae Yee
- Responsibilities
    - Developing and producing election campaign materials (flyers, posters, invitation card, and leaflet) and advertisement for TV, radio, newspaper, and journal
    - Hosting numerous conventions and meetings related to the overseas election (hosting the Prime Minister and other members of the National Assembly of Republic of Korea)
    - In charge of accounting of governmental account (National Election Commission)
    - Managing public relations not only with overseas citizens, but also

- with others around the Consulate General to advertise South Korea
- Hosting and coordinating numerous official meetings with other consulate generals and the City of Houston.

10/09 – 11/09 Pit clerk intern, Paradise Walker-Hill – Casino Division, Seoul, South Korea

- Responsibilities
  - Recording and noting game results and history
  - Fulfilling needs and wants of players in a designated area
  - Bridging dealer and international players in terms of translation, personal care, and/or customized service

## **OTHERS**

---

### **Invited Ad-hoc Reviewer**

12. Journal of Hospitality and Tourism Technology (2020 – Present)
11. Research Grants Council (RGC) of Hong Kong (2018 – Present)
10. Journal of Travel and Tourism Marketing (JTTM) (2016 – Present)
9. Cornell Hospitality Quarterly (CHQ) (2017 – Present)
8. International Journal of Contemporary Hospitality Management (IJCHM) (2019– Present)
7. Tourism Economics (TE) (2018 – Present)
6. Annals of Tourism Research (ATR) (2018 – Present)
5. Journal of Hospitality Marketing and Management (JHMM) (2016 – Present)
4. International Journal of Hospitality Management (IJHM) (2016 – Present)
3. Journal of Hospitality and Tourism Research (JHTR) (2015 – Present)
2. International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Research Conference (2018 – Present)
1. Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism (2013 – Present)

### **Membership**

1. International Council on Hotel, Restaurant, and Institutional Education (ICHRIE), International, From 2014 to present, Member.
2. Council for Australasian Tourism and Hospitality Education Inc.(CAUTHE), International, From 2020 to present, Member.
3. Asia Pacific Tourism Association (APTA), International, From 2019 to present, Member.
4. Asian Marketing Associations (AMA), International, From 2020 to present, Member.
5. Consortium for Global Sustainability (CGS), International, From 2021 to present, Director and Member.