

JAEWOOK KIM

CURRICULUM VITAE

Conrad N. Hilton College of Hotel & Restaurant Management
University of Houston
4450 University Drive, Suite S232

EDUCATIONAL BACKGROUND

- 07/17 – Present Full-time Tenure track Faculty
Assistant Professor, Conrad N. Hilton College of Hotel & Restaurant Management, 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.
- 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

- 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

04/2015	and President of University, Iowa State University, Ames, IA, U.S.A . Teaching Award for Outstanding Teaching Performance, Graduate and Professional Student Senate, Iowa State University, Ames, IA, U.S.A.
01/08	Merit-Based Scholarship from Sejong University, Seoul, South Korea
08/07	Merit-Based Scholarship from Sejong University, Seoul, South Korea
01/07	Merit-Based Scholarship from Sejong University, Seoul, South Korea

ACADEMIC TEACHING EXPERIENCE

Teaching Interests

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

Courses Taught

- | | |
|---------------|--|
| 08/20 – 12/21 | Conrad N. Hilton College of Hotel & Restaurant Management, University of Houston <ul style="list-style-type: none"> • HRMA 3352 Human Resource Management – Fall 2020 (Instructor) • HRMA 3357 Gaming and Casino Management – Fall 2020 (Instructor) • HRMA 6357 Gaming and Casino Management – Fall 2020 (Instructor) • HRMA 6324 Hospitality Business Strategies in Americas and the Caribbean (MGH) – Fall 2020 |
| 08/19 – 05/20 | Conrad N. Hilton College of Hotel & Restaurant Management, University of Houston <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Restaurant Entrepreneurship Certificate – restaurant entrepreneurship - Instructor |
| 01/19 – 05/19 | Conrad N. Hilton College of Hotel & Restaurant Management, University of Houston <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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

- 09/20 – Present Comprehensive risk management strategies in lodging industry amid COVID-19, Capstone project, Master of Global Hospitality Business
- Group 1 (HR strategies)– Juliette Rocard, Alexander Rollet, Pei Hsuan Yu
- 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 Business

- 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
- Dissertation Committee Chair (ongoing)
- Sung In Kim
- Dissertation Committee (Chair: Dr. Ki-Joon Back)
- So Hee Park

Other Experience

- 09/21 – Present Search Committee for assistant professor in Environment, Social, and Corporate Governance
- 08/21 – Present 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 Stronggreen

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)

22. Lee, M., Kim, J., & DeFranco, A. (2021). Efficiency: The Next Frontier of Hotel Revenue Management. *Boston Hospitality Review*. [Accepted].
21. Wang, Y., Kim, J., & **Kim, J.** (2021). The financial impact of online reviews in the restaurant industry: A moderating effect of brand equity. *International Journal of Hospitality Management*. [Accepted].
20. Kim, J., **Kim, J.**, Wang, X., & Koh, Y. How coastal resources and environmental factors affect hotel performance? *Journal of Hospitality and Tourism management*. [Under review].
19. **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.
18. **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>.
17. **Kim, J.**, Tang, L., & Wang, X., What Factors Affect Entrepreneurial Intention in Sharing Accommodations? the Application of Entrepreneurial Event Model, *Journal of Global Hospitality Tourism*. [Accepted].

16. Huang, T & **Kim, J.**, Humanizing the augmented reality experience to enhance green destination brand love, *Journal of Business Research*. [Under review].
15. **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.
14. 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>
13. 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.
12. Ahn, J., **Kim, J.**, & Back, K., Customers' experience and life satisfaction: Conceptual, substantive, and methodological perspectives in tourism and hospitality research. *International Journal of Hospitality Management*. [1st revision].
11. **Kim, J.**, Park, S., & Back, K., Reversed Halo Effects of Country-of-Origin on the Relationships among Ethnic Restaurant Perception, Destination Image, and Visit Intention Formation. *Cornell Hospitality Quarterly* [1st revision].
10. **Kim, J.**, Lee, M., Park, H., Kwon, K., & Back, K., Roles of Price and Location on Customer Service Evaluation: A Mixed-Method Approach. *International Journal of Hospitality Management*. [2nd revision].
9. **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>
8. **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>
7. 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>.
6. **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>.

5. 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.
DOI: <https://doi.org/10.4172/2324-8807.1000173>
4. 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.
3. 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>.
2. 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>.
1. 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 (15)

15. Fei, A. & **Kim, J.**, The environmentally conscious impact that Gen Zs have on economy hotels – Choice experimental design approach. [30% completed].
14. **Kim, J.**, Kim, J., & Kim, S., Spatial dependency and restaurant performance amid COVID-19 – Hot Spot analysis approach. *International Journal of Hospitality Management*. [50% completed].
13. Kim, S. & **Kim, J.**, Micro-entrepreneurs' pricing strategies – decision tree approach. *International Journal of Hospitality Management*. [60% completed].
12. Kim, S. & **Kim, J.**, Lodging product purchase motivation scale development. *International Journal of Hospitality Management*. [80% completed].
11. Yun, Y., Kim, S., **Kim, J.**, & Koh, Y., Airbnb guests' decision-making points: Spatial analysis approach, *International Journal of Hospitality Management*. [90% completed].
10. Cho, V., Kim, S., & **Kim, J.**, Understanding Why Tourists Rather Use Airbnb: Extended

BI Model On Sharing Economy Platforms, *Journal of Hospitality Marketing & Management*. [90% completed].

9. Lu, J., Park, S. & **Kim, J.**, Can Interdepartmental Meetings Ease Frontline Employees' Turnover Intentions in the Hospitality Industry? *Journal of Human Resources in Hospitality and Tourism*. [80% completed].
8. Wang, Y., Kim, J. & **Kim J.**, Does brand strength affect the relationship between eWOM and restaurant performance? *International Journal of Hospitality Management*. [60% completed].
7. Park, S., **Kim, J.**, & Back, K., Impacts of cultural wave on restaurant consumption intention: Acculturation theory perspective. *International Journal of Hospitality Management*. [40% completed].
6. Kim, J., Wang, X, & **Kim, J.**, The effect of beach attraction and vicinity on hotel performance: Geographical approach. *International Journal of Hospitality Management*. [80% completed].
5. **Kim, J.** & Hyun, D., Casino employee wellness and derivative consequences – New measurement scale Development for service quality and relational value co-creation. *International Journal of Hospitality Management*. [30% completed].
4. **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]
3. **Kim, J.** & Tang, L., The effects of resources as capital on motivation and intention to pursue entrepreneurial venture of prospect entrepreneurs in hospitality industry: Moderating role of Perceived Barriers. *International Journal of Hospitality Management*. [90% completed].
2. **Kim, J.**, & Tang, L., Airbnb distribution strategies amid COVID-19: Exploratory spatial data analysis approach. *Tourism Management*. [80% completed].
1. **Kim, J.** Longitudinal Macro Analysis of Global Entrepreneurship: Impacts of surge of global sharing economy. *International Entrepreneurship and Management Journal*. [90% completed].

Conference Proceedings (16)

20. Kim, S. & **Kim J.**, Micro-entrepreneurial management strategy starts from consumers – scale development for shopping orientation in the P2P accommodation segments. 26th Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism, Houston, TX, January 8-9, 2021.
19. 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. *26th Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Houston, TX, January 8-9, 2021.

18. Fei, A. & **Kim, J.**, The environmentally conscious impact that Gen Z have on economy Hotels. *26th Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Houston, TX, January 8-9, 2021.
17. 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.
16. Yun, Y., Kim, S., **Kim, J.**, & Koh, Y., Airbnb guests' decision-making points: Spatial analysis approach. *25th Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Las Vegas, NV, January 3-5, 2020.
15. Cho, V., & Kim, J., Airbnb Purchase Intentions: How Familiarity and Social Media impacts Millennials. *25th Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Las Vegas, NV, January 3-5, 2020.
14. **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.
13. 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.
12. 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.
11. Cho, V., & **Kim, J.**, Understanding Why Tourists Rather Use Airbnb: Extended BI Model On Sharing Economy Platforms. *24th Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Houston, TX, January 3-5, 2019.
10. 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.
9. **Kim, J.** & Tang, L. (2016). The global entrepreneurship trend from 2010 to 2014: latent growth curve approach. *21st Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Philadelphia, PA, January 7-9, 2016.
8. **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.

7. **Kim, J.** & Tang, L. (2015). Risk communication with elaboration likelihood model: the impacts of H1N1 pandemic on the independent restaurants. *20th Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism, Tampa, FL, January 8-10, 2015.*
6. **Kim, J.** & Zheng, T. (2015). Role of image congruence in restaurant branding strategy. *20th Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism, Tampa, FL, January 8-10, 2015.*
5. **Kim, J.**, Lee, S., & Back, K. (2014). Antecedents of Gambling Intention of Casino Employees. *19th Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism, Houston, TX, January 3-5, 2014.*
4. **Kim, J.** & Thomas, N. (2014). An Analysis of Domestic Visitor Restriction in South Korean Casino. *19th Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism, Houston, TX, January 3-5, 2014.*
3. 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.*
2. **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.*
1. **Kim, J.** & Back, K. (2012). Impact of Job Stress and Job Satisfaction on Gambling Intention and Problem Gambling Behavior of Casino Employee. *17th Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism, Auburn, AL, January 5-7, 2012.*

Grants (5)

6. Kim, J. & Koh, Y., Socio-economic impact of developing vertical evacuation plan by utilizing hotel properties for hurricanes and flooding in Greater Houston Area: Geo-spatial analysis approach (Jan. 2021).

Grants to Enhance and Advance Research (GEAR). \$34,169.

Responsibility: Principal Investigator (PI), leading researcher of this project with a Co-P.I. and one research assistant.

5. Kim, J. & Koh, Y., Socio-economic impact of developing vertical evacuation plan by utilizing hotel properties for hurricanes and flooding: spatial analysis approach (Dec. 2019). Grants to Equipment funds.

Responsibility: Principal Investigator (PI), leading researcher of this project with a Co-P.I. and one research assistant.

4. Kim, J. Small micro-entrepreneurial business revenue management – optimizing price of P2P lodging businesses by spatial analysis and choice experiment approaches (Dec. 2019). Grants to Enhance and Advance Research (GEAR). \$35,389.

Responsibility: Principal Investigator (PI), leading researcher of this project with a research assistant.

3. Tang, Y., Koh, Y., & **Kim, J.** Message Framing and Financial Performance of Airbnb Properties (Dec, 2017). Asian community research fund, One Asia Japanese Foundation, \$1,000.

Responsibility: Data analysis, research methods, and writing a paper

2. **Kim, J.** Casino employee wellness and derivative consequences – New measurement scale Development for service quality and relational value co-creation (Jan. 2018). New Faculty Research Grant, University of Houston, \$6,000.

Responsibility: Leading role of this project with company partners

1. Latin, T. W., Wortman, J., & Draper, J. Economic Impact Study for Proposed Destination Casino Resorts and Racinos in Texas (Apr 2011 – Aug 2011). Texas Gaming Association (TGA).

Responsibility: Assisted faculty members for making an annual report of the gaming feasibility, specifically writing history of U.S. gaming and current situation of gaming industry, analyzing financial feasibility of legalizing casino in state of Texas

Grant Proposal Writing (4)

4. **Kim, J.** & Koh, Y., R. Socio-economic impact of developing vertical evacuation plan by utilizing hotel properties for hurricanes and flooding: spatial analysis approach. Grants to Enhance and Advance Research (GEAR). \$40,177 [unfunded]

Responsibility: Principal Investigator (PI), leading researcher of this project with a Co-P.I. and one research assistant.

3. **Kim, J.**, Koh, Y., & Moghaddass, R. Towards developing vertical evacuation plan for hurricanes: spatial analysis approach. Hurricane Resilience Research Institute (HuRRI) Seed Grants Program. \$75,000 [unfunded]

Responsibility: Principal Investigator (PI), leading researcher of this project with two Co-P.I. and two research assistant.

2. **Kim, J.** & Koh, Y. Developing Vertical Evacuation Plan for Hurricanes by Utilizing Hotel facilities (May 2018). COMMUNITY DEVELOPMENT & REVITALIZATION (CDR), Texas General Land Office, \$500,000.

Responsibility: Principal Investigator (PI), leading researcher of this project with one Co-P.I. and two research assistant.

1. **Kim, J.**, & Tang, L. Risk communication with Elaboration Likelihood Model: the impact of H1N1 pandemic on the independent restaurants. Allene Vaden Memorial Grant for Food service Management Research, Academy of Nutrition and Dietetics Foundation. \$4,752.

(unfunded)

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
- 04/03 – 04/05 You Sung Hotel, Daejeon, South Korea
Captain, Banquet Division (Banquet staffing segment)
- Responsibilities
 - Planning and performing numerous banquet events (wedding, convention, and meeting)
 - Organizing part-timers and staffing their schedule
 - Supervising performance of part-timers in banquet division and evaluating their work performance
 - Training and educating new and current part-timers based on the feedback collected from customer card and performance evaluation
 - Recruiting and hiring new part-timers from university students
- 04/03 – 04/05 Assistant administrative officer, Daejeon Metropolitan Office of Education
Noeun High School, Daejeon, South Korea
- Responsibilities
 - Providing public service to students, officials, teachers, and parents of all students
 - Coordinating numerous school events and celebrations
 - Accommodating students' needs and wants in their everyday life at

school

Other Professional Experience

08/11 – 01/12 General Manager of Korean Food Festival II hosted by Conrad N. Hilton College & Consulate General of the Republic of Korea in Houston (Nov. 2011).

- Responsibilities
 - Orchestrating whole preparation process for the festival (food purchase, vendor contract, guest invitation, protocols, etc.)
 - Developing whole festival programs and details of each festival session
 - Managing whole 2 weeks program of Korean food cookery lab class
 - Developing new menu items based on the results of the Korean Food Festival
 - In charge of accounting, HR scheduling, and public relation
 - Strengthening guest relationships based on the database that were made at the previous festival

08/10 – 01/12 Coordinator of Korean Food Festival I hosted by Conrad N. Hilton College & Consulate General of the Republic of Korea in Houston (Nov. 2010)

- Responsibilities
 - Making a scenario-based training module for student volunteers and other co-workers
 - Planning whole preparation process for the festival (food purchase, vendor contract, protocols, etc.)
 - Managing whole 2 weeks program of Korean food cookery lab class
 - Developing new menu items based on the results of the Korean Food Festival
 - In charge of accounting, HR scheduling, and public relation
 - Constructing database of guests

SKILLS

Research	Extensive knowledge in hospitality industry, experienced survey skill, Advanced statistical analysis skill and financial data analysis skill, Geographic data analysis technique, Econometrics
Computer	Proficiency of MS Office, SPSS, AMOS, STATA, ArcGIS, and GeoDa Advanced level in SAS, and MPLUS
Language	Korean (first language), English (fluently), Chinese (reading & writing), Japanese (Basic level)

OTHERS

Invited Ad-hoc Reviewer

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.