

Jiseon Ahn

Assistant Professor | Business School | Hanyang University

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Education

Ph.D. in Hospitality Administration

University of Houston

Topic | A hedonic-eudaimonic model of customer well-being: Exploration of experiential purchase

Advisor | Dr. Ki-Joon Back

2015 - 2018

Houston, TX, USA

M.S. in Global Retailing

University of Houston

Topic | The impact of brand equity on luxury horizontal brand extension

Advisor | Dr. Jungkun Park

2013 - 2014

Houston, TX, USA

B.S. in Clothing and Textile

Hanyang University

Remark | Consumer behavior

2001- 2006

Seoul, South Korea

Research Experiences

Publications

1. Lee, S., & Tan, Y. E., Tam, C. L., & **Ahn, J.** (Accepted). The facilitative effect of impulsiveness on the Dark Triad and social network sites addiction: The Dark Triad, impulsiveness, SNS addiction. *International Journal of Technology and Human Interaction (SCOPUS)*.
2. **Ahn, J.**, & Soeiro, J. (Forthcoming). Exploring the role of intrinsic and extrinsic CSR attributes for customers' positive behavioral intention. *Social Responsibility Journal (SCOPUS)*. doi: 10.1108/SRJ-06-2020-0246
3. **Ahn, J.**, Hyun, H., & Kwon, J. (Forthcoming). Perceived benefits and willing to pay premium for luxury experiences: Exploring perceived authenticity as the mediator. *Tourism Recreation Research (SCOPUS)*. doi: 10.1080/02508281.2021.1877433
4. **Ahn, J.** (Forthcoming). Impact of cognitive aspects of food mobile application on customers' behavior. *Current Issues in Tourism (SSCI)*. doi: 10.1080/13683500.2021.1890700
5. Lu, S., Kwon, J., & **Ahn, J.** (Forthcoming). Self-service technology in the hospitality and tourism setting: A critical review of the literature. *Journal of Hospitality & Tourism Research (SSCI)*. doi:10.1177/1096348020987633
6. **Ahn, J.**, & Lu, S. (Forthcoming). The impact of corporate social responsibility on behavioral intention: Customers' response to two types of fit. *International Journal of Hospitality & Tourism Administration (SCOPUS)*. doi: 10.1080/15256480.2020.1862016
7. **Ahn, J.**, & Lu, S. (Forthcoming). Examining the relative role of CSR activity and cruise customers' behavior. *Social Responsibility Journal (SCOPUS)*. doi: 10.1108/SRJ-07-2020-0298
8. **Ahn, J.**, Shamin, A., & Park, J. (Forthcoming). Impacts of cruise corporate social responsibility reputation on customers' loyalty: Mediating role of trust and identification. *International Journal of Hospitality Management (SSCI)*. doi: 10.1016/j.ijhm.2020.102706
9. Park, J., & **Ahn, J.** (Forthcoming). Editorial Introduction: Luxury Services Focusing on Marketing and Management. *Journal of Retailing and Consumer Services (SSCI)*. doi: 10.1016/j.jretconser.2020.102257
10. **Ahn, J.**, & Kwon, J. (Forthcoming). The role of customers' trait and emotion in impulsive buying

- behavior. *Journal of Strategic Marketing* (SCOPUS). doi: 10.1080/0965254X.2020.1810743
11. Kwon, J., & **Ahn, J.** (Forthcoming). Socio-demographic characteristics and green consumption behavior in developing countries: The case of Malaysia. *Social Responsibility Journal* (SCOPUS). doi: 10.1108/SRJ-02-2020-0071
 12. **Ahn, J.**, Li, L., & Kwon, J. (Forthcoming). Impulsive buying in hospitality and tourism journals. *Annals of Tourism Research* (SSCI). doi: 10.1016/j.annals.2019.102764
 13. **Ahn, J.**, Back, K. J., Barišić, P., & Lee, C. K. (Forthcoming). Co-creation and integrated resort experience in Croatia: The application of service-dominant logic. *Journal of Destination Marketing & Management* (SSCI). doi: 10.1016/j.jdmm.2020.100443
 14. Padma, P., & **Ahn, J.** (Forthcoming). Guest satisfaction & dissatisfaction in luxury hotels: An application of big data. *International Journal of Hospitality Management* (SSCI), 84. doi: 10.1016/j.ijhm.2019.102318
 15. **Ahn, J.**, & Thomas, T. (Forthcoming). The role of customers' perceived values of integrated resort brands in destination. *Journal of Destination Marketing & Management* (SSCI). doi: 10.1016/j.jdmm.2019.100403
 16. Kwon, J., & **Ahn, J.** (2021). Influencing cruise customers' impulsive buying behavior. *International Journal of Quality and Service Science* (SCOPUS), 13(3), 456-470.
 17. **Ahn, J.** (2021). Promotion of customer patronizing behavior by utilizing fairness experience in the food delivery application. *Current Issues in Tourism* (SSCI), 24(17), 2386-2391.
 18. **Ahn, J.** (2021). The role of hope and compulsion of CSR activities in hotel customers' engagement. *Current Issues in Tourism* (SSCI), 24(14), 1958-1964.
 19. Park, J., **Ahn, J.**, Hyun, H., & Rutherford, B. (2021). Examining antecedents of retail employees' propensity to leave. *International Journal of Retail & Distribution Management* (SSCI), 29(6), 759-812.
 20. Lee, M., **Ahn, J.**, Shin, M. J., Kwon, W., & Back, K. J. (2021). Integrating technology to service innovation. *Journal of Hospitality and Tourism Technology* (SSCI), 12(1), 19-38.
 21. Shamin, A., Maheen, A., & **Ahn, J.** (2021). Implementing 'Cleanness is half of faith' in re-designing Tourists' Experiences and Salvaging the Hotel in Malaysia during COVID-19 pandemic. *Journal of Islamic Marketing* (SCOPUS). 12(3), 543-557.
 22. **Ahn, J.**, & Kwon, J. (2021). Examining the relative influence of multidimensional customer service relationships in the food delivery application context. *International Journal of Contemporary Hospitality Management* (SSCI), 33(3), 912-928.
 23. Kwon, J., & **Ahn, J.** (2020). The effect of CSR skepticism on positive attitude, reactance, and behavioral intention. *Journal of Hospitality & Tourism Insights* (ESCI), 4(1), 59-76.
 24. **Ahn, J.**, Wong, M., & Kwon, J. (2020). Different role of hotel CSR activities in the formation of customers' brand loyalty. *International Journal of Quality and Service Science* (SCOPUS), 12(3), 337-553.
 25. Kwon, J., & **Ahn, J.** (2020). CSR perception and revisit intention: The roles of trust and commitment with the hotel company. *Journal of Hospitality and Tourism Insights* (ESCI), 30(5), 607-623.
 26. **Ahn, J.** (2020). Understanding the role of autonomy, competence, and relatedness needs satisfaction in the CSR context. *Journal of Sustainable Tourism* (SSCI), 23(12), 2027-2043.
 27. Park, J., **Ahn, J.**, Han, S.L., Back, K.J., & An, M. (2020). Exploring internal benefits of medical tourism facilitators' satisfaction: Customer orientation, job satisfaction, and work performance. *Journal of Healthcare Management* (SSCI), 65(1), 90-105.
 28. **Ahn, J.** (2020). Effectiveness of demographic characteristics in understanding travelers' perceived value in the integrated resort sector in Malaysia. *Journal of Vacation Marketing* (SSCI), 26(2), 195-210.
 29. **Ahn, J.**, & Back, K. J. (2020). The structural effects of affective and cognitive elaboration in formation of customer-brand relationship. *The Service Industries Journal* (SSCI), 40(3-4), 226-242.

30. **Ahn, J.** (2020). Role of harmonious and obsessive passions for autonomy, competence, and relatedness support with integrated resort experiences. *Current Issues in Tourism (SSCI)*, 23(6), 756-769.
31. **Ahn, J., & Kwon, J.** (2020). Green hotel brands in Malaysia: perceived value, cost, anticipated emotion, and revisit intention. *Current Issues in Tourism (SSCI)*, 23(12), 1559-1574.
32. **Ahn, J., Back, K. J., & Boger, C.** (2019). Effects of Integrated Resort Experience on Customers' Hedonic and Eudaimonic Well-Being. *Journal of Hospitality & Tourism Research (SSCI)*, 43(8), 1225-1255.
33. **Ahn, J.** (2019). Corporate social responsibility signaling, evaluation, identification, and revisit intention among cruise customers. *Journal of Sustainable Tourism (SSCI)*, 27(11), 1634-1647.
34. **Ahn, J.** (2019). Cognitive antecedents and affective consequences of customers' self-concept in brand management: A conceptual model. *International Journal of Contemporary Hospitality Management (SSCI)*, 31(5), 2114-2128.
35. **Ahn, J., & Back, K. J.** (2019). Cruise brand experience: Functional and wellness value creation in tourism business. *International Journal of Contemporary Hospitality Management (SSCI)*, 31(5), 2205-2223.
36. **Back, K. J., Lee, C., Ahn, J., & Schmitt.** (2019). A Mixed method approach to developing a multidimensional scale for gambling fallacy in the Korean context. *International Gambling Studies (SSCI)*, 19(2), 220-240.
37. **Ahn, J.** (2019). Consideration of rosy-and blue-side attachment with integrated resort brands. *Journal of Destination Marketing & Management (SSCI)*, 13, 1-9.
38. **Ahn, J., Back, K. J., & Choe, Y.** (2019). Customers' needs satisfaction: A scale validation with refinement in the integrated resort setting. *International Journal of Hospitality Management (SSCI)*, 82, 39-47.
39. **Ahn, J., Lee, C. K., Back, K. J., & Schmitt, A.** (2019). Brand experiential value for creating integrated resort customers' co-creation behavior. *International Journal of Hospitality Management (SSCI)*, 81, 104-112.
40. **Ahn, J., Back, K. J., & Lee, C. K.** (2019). A new dualistic approach to brand attitude: The role of passion among integrated resort customers. *International Journal of Hospitality Management (SSCI)*, 78, 261-267.
41. **Ahn, J., Back, K. J., & Barišić, P.** (2019). The effect of dynamic integrated resort experience on Croatian customer behavior. *Journal of Travel & Tourism Marketing (SSCI)*, 36(3), 358-370.
42. **Ahn, J., & Back, K. J.** (2019). The role of autonomy, competence, and relatedness: Applying self-determination theory to integrated resort setting. *International Journal of Contemporary Hospitality Management (SSCI)*, 31(1), 87-104.
43. **Park, J., Ahn, J., Thavisay., & Ren, T.** (2019). Examining the role of anxiety and social influence in multi-benefits of mobile payment service. *Journal of Retailing and Consumer Services (SSCI)*, 47, 140-149.
44. **Ahn, J., & Back, K. J.** (2018). Beyond gambling: mediating roles of brand experience and attitude. *International Journal of Contemporary Hospitality Management (SSCI)*, 30(1), 3026-3039.
45. **Ahn, J., & Back, K. J.** (2018). Antecedents and consequences of customer brand engagement in integrated resorts. *International Journal of Hospitality Management (SSCI)*, 75, 144-152.
46. **Ahn, J., & Back, K. J.** (2018). Integrated Resort: A Review of Research and Directions for Future Study. *International Journal of Hospitality Management (SSCI)*, 69, 94-101.
47. **Ahn, J., & Back, K. J.** (2018). Influence of brand relationship on customer attitude toward integrated resort brands: a cognitive, affective, and conative perspective. *Journal of Travel & Tourism Marketing (SSCI)*, 35(4), 449-460.
48. **Ahn, J., Park, J. K., & Hyun, H.** (2018). Luxury product to service brand extension and brand equity transfer. *Journal of Retailing and Consumer Services (SSCI)*, 42, 22-28
49. **Lee, S., Park, J., Hyun, H., Back, S., Lee, S. B., Gunn, F., & Ahn, J.** (2018). Seasonality of consumers' third-party online complaining behavior. *Social Behavior and Personality (SSCI)*, 46(3), 459-470.

50. Park, J., **Ahn, J.**, & Yoo, W. S. (2017). The Effects of Price and Health Consciousness and Satisfaction on the Medical Tourism Experience. *Journal of Healthcare Management (SSCI)*, 62(6), 405-417.
51. **Ahn, J.**, & Park, J. (2016). Product-to-Service Extension: The Impact of Brand Equity on Upscaled Service. *Human Factors and Ergonomics in Manufacturing & Service Industries (SSCI)*, 26(6), 728-739.

Book chapters

1. **Ahn, J.**, Back, K., & Park, J. Chapter 21-Trends of Medical Tourism in South Korea. In Demicco, F. *Medical Tourism: Hospitality Bridging Healthcare (H2H) and Wellness*. Apple Academic Press.

Conferences

1. Park., & **Ahn, J.** (2019). The role of customers' CSR skepticism in luxury hotel setting. Recent Advances in Retailing and Consumer Science Conference 2019 Tallinn, Estonia.
2. Back, K., Lee, C., Shin, M., & **Ahn, J.** (2019). Gambling Fallacy among Problem and Recreational Gamblers: A Cross-Cultural Study Between Korea and USA. Asia Pacific Tourism Association (APTA) 2019 Annual Conference, Da Nang, Vietnam.
3. **Ahn, J.**, Back, K., & Park, J. The Role of Multidimensional Customer Brand Engagement with Integrated Resort Brands. Global Marketing Conference (GMC) 2018, Tokyo, Japan.
4. Lee, C., **Ahn, J.**, Back, K., Choe, Y., & Kim, H. Effects of Gambling Fallacy and Gambling Motivation on Problem Gambling. Presented to Asia Pacific Tourism Association (APTA) 2018 Conference, Cebu, Philippine.
5. **Ahn, J.**, Back, K., & Lee, C. Gambling passion and motivation: Investigating attitude formation of the recreational gamblers. 15th Asia-Pacific CHRIE (Council on Hotel, Restaurant, and Institutional Education (APacCHRIE), Bali, Indonesia.
6. **Ahn, J.**, Back, K., & Yoon, K. The Effects of Affective and Cognitive Elaboration in Formation of Customer-Brand Relationship. 2017 Asia Pacific Tourism Association (APTA), Busan, Korea.
7. Back, K., Lee, C., **Ahn, J.**, & Kim, H. Gambling Fallacy: A Qualitative Approach of Investigating the Underlying Structures of Cognitive Distortions in Gambling Behaviors. 2017 Asia Pacific Tourism Association (APTA), Busan, Korea
8. **Ahn, J.**, & Back, K. Development of the Integrated Resort Brand Experience Scale and Assessment of Its Roles in Predicting Customer Post-purchase Behaviors. 22nd Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, USA
9. **Ahn, J.**, & Back, K. An application of brand experience to the integrated resort. 2016 Academy of Global Hospitality & Tourism Conference (AGHTC), Seoul, Korea.
10. Back, K., & **Ahn, J.** Gambling Fallacies and Problem Gambling Behaviors: Dealing with cognitive distortions. 2016 Summer ICHRIE, Dallas, TX, USA.
11. **Ahn, J.**, Park, J., & Yoo W. The Role of Consumer Multi-Consciousness and Satisfaction toward Repeated Intention on Medical Travel Service, World Marketing Conference, Academy of Marketing Sciences, Bari, Italy.
12. **Ahn, J.**, Park, J., Ezell, S., & Norwood, M. Seasonality of Online, Third-Party Complaining Behavior, Latin America Advances in Consumer Research, 45.
13. **Ahn, J.**, Cai, J. & Park, J. Retail Analytics: Impact of Consumer-Created Contents as a Big Data, SAS Analytics 2014, Las Vegas, USA.
14. **Ahn, J.**, Park, J., & Lee, B. Upgrade or Downgrade: Consumer Loyalty Transfer Effects on Luxury Brand Extension, World Marketing Conference, Academy of Marketing Sciences, Lima, Peru.
15. Back, K., Park, J., Hwang, Y., & **Ahn, J.** User-Generated Contents and Medical Hotel; Adopting multi-method in TripAdvisor case, 1st Annual Graduate Research and Scholarship Projects, University of Houston.
16. **Ahn, J.**, Park, J., & Yoo W. The Role of Social Variables and Commitment toward Social Media Information for Shopping, 2014 Global Marketing Conference at Singapore, Marina Bay Sands, Singapore.

17. Back, K., Park, J., Hwang, Y., & **Ahn, J.** Medical Tourism and User-Generated Content: TripAdvisor Case, 31th Pan-Pacific Association Conference, Sakai City, Osaka, Japan.

Grant

Envisioning Future Petrol Station: Customers' Value-in-Experience Model 2020-2023

Petronas University

Primary investigator | Dr. Amjad Shamim

Scale development of gambling fallacy 2016-2019

Korea research foundation

Primary investigator | Dr. Choong-Ki Lee and Dr. Ki-Joon Back

Teaching Experiences

Graduate courses

- Quantitative Data Analysis in Social Science (RES70503)
Taylor's University, 2019 Fall - Current
- Quantitative Data Analysis (STA7003)
Taylor's University, 2019 Spring-Current
- Strategic Management for Hospitality Managers (MGM7013)
Taylor's University, 2018 Fall - Current

Undergraduate Courses

- Research Method (RES60104)
Taylor's University, Spring and Fall 2019
- Convention and Meeting Management (HRMA3372)
University of Houston, Fall 2017, 2018
- Integrated Resort Management (HRMA4397)
University of Houston, Spring 2017, 2018

Graduate Student Mentorship

Ph.D.

Zhou, J. (2019 – Current). Taylor's University, Malaysia

Lu, S. (2019 – Current). Taylor's University, Malaysia

Truong. H. (2020 – Current). Taylor's University, Malaysia

Wang W. (2020 – Current). Taylor's University, Malaysia

Yue. W. (2020 – Current). Taylor's University, Malaysia

Master

Gao, J. (2020 – Current). Taylor's University, Malaysia

Li, L. (2020 – Current). Taylor's University, Malaysia

Zhao, H. (2020 – Current). Taylor's University, Malaysia

Zhao, Y. (2020 – Current). Taylor's University, Malaysia

Yang, S. (2020 – Current). Taylor's University, Malaysia

Kunli, X. (2020 – Current). Taylor's University, Malaysia

Service

Guest editor

- Special issues of luxury services for Journal of Retailing and Consumer Services

Ad-hoc reviewer

- International Journal of Hospitality Management
- International Journal of Contemporary Hospitality Management
- Service Business
- Journal of Sustainable Tourism
- Journal of Travel & Tourism Marketing
- International Journal of Innovation and Technology Management
- Journal of Hospitality and tourism management
- Current Issues in Tourism
- Asia Pacific Journal of Tourism Research
- Journal of Retailing and Consumer Services

University

- Serving as an internal evaluator for Ph.D. and master student dissertation
- Serving as a member of research committee

Employment History

Assistant Professor

Mar 2021- Current

Hanyang University, Seoul, South Korea

- Teach international business and international marketing courses
- Develop the framework and conduct academic research in consumer behavior field

Senior Lecturer

Aug 2018-Feb 2021

Taylor's University, Subang Jaya, Malaysia

- Teach hospitality and tourism courses
- Develop the framework and conduct academic research in hospitality and tourism field

Instructor

Aug 2016-May 2018

University of Houston, Houston, Malaysia

- Teach hospitality and tourism courses
- Develop the framework and conduct academic research in hospitality and tourism field