

Dr. Kevin Kam Fung So is William E. Davis Professor and Associate Professor (tenured) with the School of Hospitality and Tourism Management at Spears School of Business at Oklahoma State University. He previously served as Associate Professor (tenured) in the College of Hospitality, Retail and Sport Management and as a Research Associate in the SmartState Center of Economic Excellence in Tourism and Economic Development at the University of South Carolina, Columbia, USA. An award-winning scholar in his field, Dr. So's research interests and expertise lie at the intersection between hospitality and tourism marketing and service management with an emphasis on branding, customer engagement, social media marketing, electronic word of mouth, and the rise of the sharing economy. He also has a strong interest in advanced quantitative methods and analytical techniques. To date, Dr. So has published more than 50 peer-reviewed articles in top-tier journals including the *Journal of Travel Research*, *Tourism Management*, *Journal of Hospitality & Tourism Research*, *International Journal of Hospitality Management*, *International Journal of Contemporary Hospitality Management*, *Journal of Sport Management*, *Sport Management Review*, *Journal of Business Research*, and *Journal of Service Management*. At present, his scholarly work has been cited over 4,400 times (over 1,195 times in 2020 alone) according to Google Scholar. Many of his publications have been ranked among the most highly cited and most highly downloaded articles in leading hospitality and tourism journals. Dr. So is also a Coordinating Editor of the *International Journal of Hospitality Management* and served as a Guest Editor of *Journal of Hospitality & Tourism Research* (special issue on "Customer Engagement in Tourism and Hospitality Services") and *Cornell Hospitality Quarterly* (special issue on "Service Innovation and Emerging Technologies in Tourism and Hospitality"). He sits on the editorial board of 10 top-tier journals in his field, including the *Journal of Travel Research*, *Tourism Management*, *Journal of Hospitality & Tourism Research*, *Cornell Hospitality Quarterly*, *International Journal of Contemporary Hospitality Management*. Additionally, he serves as a reviewer for 18 academic journals such as the *Journal of Business Research*, *European Journal of Marketing*, and *Industrial Marketing Management*. He has chaired or served on the dissertation committee of 16 Ph.D. students.

Dr. So has received many prestigious awards, including the Emerald Literati Network Award for Excellence: Highly Commended Paper Award from the *International Journal of Contemporary Hospitality Management* in 2011 and 2018; the *Journal of Travel & Tourism Marketing* Martin Oppermann Best Article of the Year Award in 2014; and the *Journal of Hospitality & Tourism Research* Article of the Year Award in 2015. His doctoral dissertation won the internationally prestigious Emerald/EFMD Outstanding Doctoral Research Award in the Hospitality Management category in 2014. He was also the recipient of the 2018 William Bradford Wiley Memorial Best Research Paper of the Year Award in the field of hospitality and tourism management. He was named the 2018 Patricia G. Moody Researcher of the Year Award in College of Hospitality, Retail and Sport Management in recognition of his consistent and outstanding scholarly achievements. In 2018, his article "The role of customer engagement in building consumer loyalty to tourism brands," published in the *Journal of Travel Research*, was ranked the no. 1 most downloaded article and no. 2 most cited article published in the journal. In 2019, Dr. So was named a Breakthrough Star of the University of South Carolina, a university-wide research award that "recognizes faculty members who exceed expectations in their fields, demonstrate exceptional potential, and have made outstanding contributions to research and scholarship during a short time at the university."

Dr. So has been awarded nearly \$600,000 in research funding from prestigious state and federal government agencies and industry partners such as the US Department of Commerce and US Department of Agriculture; the American Hotel and Lodging Association; the South Carolina Department of Parks, Recreation and Tourism; the City of Columbia, South Carolina; and peer institutions in the US, Australia, and Hong Kong.

Dr. So earned his Ph.D. in Hospitality and Tourism Management from the Griffith Business School (AACSB accredited), Griffith University, Australia, where he also obtained a Bachelor of Business in Hotel Management with First Class Honors. Dr. So pursued graduate studies in mathematical sciences, majoring in statistics and statistical modeling at Queensland University of Technology, Australia. Before entering academia, he gained extensive industry experience in hotel operations—including banquets, fine dining, room service, concierge, and housekeeping—at Australia's Sheraton Mirage Resort and Spa Gold Coast, Sheraton Perth Hotel, Perth Ambassador Hotel, and Perth Comfort Inn Wentworth Plaza Hotel. Outside of work, he is a photography enthusiast and a passionate runner.

Curriculum Vitae

Dr. Kevin Kam Fung So, William E. Davis Professor and Associate Professor (tenured)

School of Hospitality and Tourism Management
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Stillwater OK 74078

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Areas of Research Expertise

- Services Marketing
- Service Management
- Customer Engagement
- Advanced Quantitative Methods
- Sharing Economy
- Electronic Word-of-Mouth

Areas of Teaching Expertise

- Hospitality and Tourism Marketing
- Advanced Quantitative Methods
- Research Methods
- Business Statistics
- Foundations of Tourism
- Resort Management

Education

February, 2010 – **Doctor of Philosophy in Hospitality and Tourism Management**
December, 2013 Department of Tourism, Sport, and Hotel Management, Griffith Business School (*AACSB Accredited*), Griffith University, Australia

Dissertation title: An Investigation of the Role of Customer Engagement in Strengthening Service Brand Loyalty

This research was chosen by the editorial team of *International Journal of Contemporary Hospitality Management* for the 2014 Emerald/EFMD Outstanding Doctoral Research Award in the Hospitality Management category

Co-Principal Advisors: Dr. Ceridwyn King (Temple University)
Dr. Beverley Sparks (Griffith University)

Associate Advisor: Dr. Ying Wang (Griffith University)

Examiners: Dr. Cathy Hsu (The Hong Kong Polytechnic University)
Dr. Anna Mattila (The Pennsylvania State University)

July, 2009 – **Graduate Certificate of Mathematical Science**
December, 2010 Major: Statistics and Statistical Modelling
School of Mathematical Sciences, Science and Engineering Faculty
Queensland University of Technology, Australia
Overall GPA: 6.71/7

July, 2006 – **Bachelor of Business in Hotel Management (First Class Honors)**
June, 2009 Department of Tourism, Sport, and Hotel Management, Griffith Business School (*AACSB Accredited*), Griffith University, Australia

Thesis title: An Empirical Investigation of Hotel Brand Equity

Awarded the Griffith University Medal
Overall Undergraduate GPA: 6.88/7

Academic Experience

- August, 2020 – present **William E. Davis Professor and Associate Professor (tenured, research intensive track)**, School of Hospitality and Tourism Management, Spears School of Business, Oklahoma State University, Stillwater, USA
- August, 2019 – May, 2020 **Associate Professor (tenured)**, School of Hotel, Restaurant and Tourism Management, College of Hospitality, Retail and Sport Management, University of South Carolina, Columbia, USA
- August, 2014 – May, 2019 **Assistant Professor**, School of Hotel, Restaurant and Tourism Management, College of Hospitality, Retail and Sport Management, University of South Carolina, Columbia, USA
- August, 2014 – May, 2020 **Research Associate**, The Center of Economic Excellence in Tourism and Economic Development, College of Hospitality, Retail and Sport Management, University of South Carolina, Columbia, USA
- February, 2014 – July, 2014 **Senior Research Assistant**, Griffith Institute for Tourism, Griffith Business School, Griffith University, Australia
- July, 2008 – January, 2014 **Research Assistant**, Department of Tourism, Sport and Hotel Management, Griffith Business School, Griffith University, Australia
- July, 2008 – November, 2013 **Sessional Instructor/Head Instructor/Guest-Lecturer (Multiple roles)**, Department of Tourism, Sport and Hotel Management, Griffith Business School, Griffith University, Australia
- March, 2013 – November, 2008 **Peer Assisted Study Session Leader**, Griffith Business School, Griffith University, Australia

Professional Experience

- July, 2006 – December, 2009 **Food and Beverage Service Attendant**, Sheraton Mirage Resort and Spa Gold Coast, Main Beach, Queensland, Australia
- June, 2005 – June, 2006 **Banquet Guest Service Attendant**, The Sheraton Perth, Perth, Western Australia, Australia
- December, 2004 – June, 2006 **Food and Beverage Service Attendant**, Gala Restaurant (a la Carte), Applecross, Western Australia, Australia
- December, 2004 – March, 2005 **Hotel Concierge**, The Perth Ambassador Hotel, Perth, Western Australia, Australia
- October, 2004 – November, 2004 **Houseman**, Comfort Inn Wentworth Plaza, Perth, Western Australia, Australia

Awards and Honors

2021 Richard D. Poole Best Paper Award (nominee), Spears School of Business, Oklahoma State University.

Award description: The Best Paper Award is presented to the faculty member who has the best paper accepted or published during the academic year.

2020 Best Track Chair Award, 2020 Global Marketing Conference in Seoul, Korea, The Global Alliance of Marketing & Management Associations

Award description: The 2020 Global Marketing Conference, hosted in Seoul Korea (November 5-8), The track that I co-chaired "Service Innovation & Emerging Technologies in Hospitality and Tourism" received a total of over 20 submissions. Authors of papers presented in this track included marketing and tourism and hospitality scholars from around world.

2020 Emerald Literati Network Awards for Excellence 2020: Highly Commended Paper Award, *International Journal of Culture, Tourism and Hospitality Research*

Award description from the journal: Selected by IJCTHRs editorial team, these papers demonstrate the highest quality of research, and they contribute to the scholarship and practice of hospitality management.

2019 Breakthrough Star Award, Office of the Vice President for Research, University of South Carolina

Award description from the University of South Carolina: Each spring, the Office of the Vice President for Research names selected faculty as Breakthrough Stars. These awards recognize a small group of peer nominated and reviewed faculty members from the Columbia, Comprehensive, and Palmetto College campuses. These faculty members exceed expectations in their fields, demonstrate exceptional potential, and have made outstanding contributions to research and scholarship during a short time at USC. The Breakthrough Star Award recognizes faculty for these achievements and celebrates their contributions to the University of South Carolina.

2018 William Bradford Wiley Memorial Best Research Paper of the Year Award, the International Council on Hotel, Restaurant & Institutional Education (I-CHRIE)

Award description from I-CHRIE: The Research Award is given to a superior research publication on a topic relevant to the field of hospitality or tourism management by an International CHRIE member.

2018 Best Track Chair Award, 2018 Global Marketing Conference in Tokyo, Japan, The Global Alliance of Marketing & Management Associations

Award description: The 2018 Global Marketing Conference, hosted in Tokyo Japan (July 26-29), attracted more than 1300 attendees. The track that I co-chaired “Customer Engagement in Tourism and Hospitality Services” received a total of 109 submissions with 10 sessions of presentation at the conference, the largest of the 58 tracks in the conference. Authors of papers presented in this track included marketing and tourism and hospitality scholars from around world.

2018 Emerald Literati Network Awards for Excellence 2018: Highly Commended Paper Award, *International Journal of Contemporary Hospitality Management*

Award description from the journal: Selected by IJCHM's editorial team, these papers demonstrate the highest quality of research, and they contribute to the scholarship and practice of hospitality management.

2018 The Patricia G. Moody Researcher of the Year Award 2018, College of Hospitality, Retail, and Sport Management, University of South Carolina

Award description from the University of South Carolina: This award is recognized as the most prestigious annual award in recognition of scholarly achievement given by the College. Accomplishments are assessed against the following criteria:

- 1) Research and productive scholarship activities have been performed over the past four years during which time the candidate has been a faculty member of this College,
- 2) The importance of the research and scholarship to the discipline, the College, and the University, and,
- 3) Indications of creativity, originality, and quality in research as indicated by the number of publications in A and A+ journals in the last four years.

2017- Merit Award, College of Hospitality, Retail, and Sport Management, University of South
2018 Carolina

2017 Finalist for the Patricia G. Moody Researcher of the Year Award 2017, College of Hospitality, Retail, and Sport Management, University of South Carolina

2017 Outstanding Contribution in Reviewing, in recognition of the contributions made to the quality of the journal, *International Journal of Hospitality Management*

2016- Merit Award, College of Hospitality, Retail, and Sport Management, University of South
2017 Carolina

2016 Finalist for the Patricia G. Moody Researcher of the Year Award 2016, College of Hospitality, Retail, and Sport Management, University of South Carolina

2015 *Journal of Hospitality & Tourism Research Article of the Year Award*

Award description from the journal: Each year, an award-winning article is selected by the JHTR Article of the Year Award Selection Committee and the Co-Editors-in-Chief based on the following criteria:

- 1) Originality of the contribution,
- 2) Critical review of the literature,
- 3) Methodological quality,
- 4) Theoretical implications,
- 5) Practical implications,
- 6) Quality of communication, and
- 7) Overall value of the article

2015 Emerald/EFMD Outstanding Doctoral Research Award 2015 in the Hospitality Management category

Award description from Emerald: The research must address an issue that is of importance to one of the various subject areas listed. The awards were open to those who have completed and satisfied examination requirements for a doctoral award, between 1 October 2011 and 1 October 2014. The entries were judged by the Editor(s) and at least one Editorial Advisory Board member of the sponsoring journal. Entries were judged on the following criteria:

- 1) Significance/implications for theory and practice,
- 2) Originality and innovation,
- 3) Appropriateness and application of the methodology, and
- 4) Quality of data/research.

2014 Journal of Travel & Tourism Marketing Martin Oppermann Best Article of the Year Award

Award description from the journal: Each year, an award-winning article is selected by the Editorial Board based on four criteria:

- 1) Originality of concepts, methods, and/or contribution,
- 2) Sophistication of conceptual development and/ or methodology,
- 3) Clarity of writing, and
- 4) Overall contribution to the field of travel and tourism marketing.

2011 Emerald Literati Network Awards for Excellence 2011: Highly Commended Paper Award, International Journal of Contemporary Hospitality Management

Award description from the journal: Selected by IJCHM's editorial team, these papers demonstrate the highest quality of research, and they contribute to the scholarship and practice of hospitality management.

2011 Second Prize, Griffith Business School Higher Degree Research Poster Competition

2010-2014 Griffith University Postgraduate Research Scholarship (GUPRS) (AUD22,000 each year for 3.5 years of PhD candidature equivalent to a total of AUD77,000)

2010-2013 Griffith Business School Top-Up Scholarship (GBSTOP) (AUD10,000 each year for the first 3 years of PhD candidature equivalent to a total of AUD30,000).

2010- International Postgraduate Research Scholarship (IPRS) (Tuition Scholarship for
2014 3.5 years of PhD candidature equivalent to a total of AUD63,000)

2009 Griffith University Medal. Two of approximately 5000 graduates received the award.

Award description from Griffith University: The University Medal is an award of rare excellence and is not necessarily awarded in any year. To be eligible for the award of the University medal, a graduate must gain a bachelor's degree with first class honors at the University and meet other specified criteria.

2009 Griffith Business School Honors Scholarship (AUD5,000)

2009 Department of Tourism, Leisure, Hotel and Sport Management Honors Scholarship
(AUD 2,500)

2009 Full Tuition Scholarship for Honors Degree (Full year tuition equivalent to
AUD18,000)

2009 Griffith Award for Academic Excellence, 2008 – 2009

2008 Griffith Award for Academic Excellence, 2007 – 2008

2007 Griffith Award for Academic Excellence, 2006 – 2007

2007 Scholarship for Griffith – Pukyong National University (Korea) Cultural Exchange
Program (Winter)

2007 Golden Key Honour Society Award

Editorial Service:

[Associate/Coordinating Editor]

International Journal of Hospitality Management
The Service Industries Journal

[Guest Editor]

Special Issue on “The Sharing Economy in a Post-Pandemic World”
International Journal of Contemporary Hospitality Management

Special Issue on “Service Innovation and Emerging Technologies in Hospitality and Tourism”
Cornell Hospitality Quarterly

Special Issue on “Customer Engagement in Hospitality and Tourism Management”
Journal of Hospitality & Tourism Research

[Editorial Review Board]

Journal of Service Management
Tourism Management
Journal of Travel Research
International Journal of Hospitality Management
Journal of Hospitality & Tourism Research
International Journal of Contemporary Hospitality Management
Cornell Hospitality Quarterly
Journal of Destination Marketing & Management
Journal of Vacation Marketing
Tourism Economics
Journal of China Tourism Research
Tourism Analysis (2014-2020)

[Ad Hoc Reviewer]

Journal of Business Research
European Journal of Marketing
Industrial Marketing Review
Journal of Marketing Management
Journal of Service Theory and Practice
Annals of Tourism Research
Journal of Hospitality Marketing & Management
Tourism Management Perspectives
Journal of Leisure Research
Journal of Asia Pacific Tourism Research
Journal of Hospitality and Tourism Insight

Conference Reviewer/Scientific Committee Member:

- 2020 The 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, USA.
- 2019 The 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, USA.
- 2019 The 2019 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, New Orleans, USA.
- 2019 The 24th Annual Graduate Education & Graduate Student Research Conference in

- Hospitality and Tourism, Houston, USA.
- 2018 The 2018 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, Palm Springs, USA.
- 2017 The 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Dallas-Fort Worth, USA.
- 2017 Scientific Committee Member for the 4th World Research Summit for Tourism and Hospitality, Orlando, USA.
- 2017 The 2017 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, Baltimore, USA.
- 2016 *Journal of Hospitality & Tourism Research* Article of the Year Committee
- 2016 The 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, USA.
- 2016 The 2016 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, Dallas, USA.
- 2015 The 2015 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, Orlando, USA.
- 2015 The 21th Asia Pacific Tourism Association Annual Conference, Kuala Lumpur, Malaysia
- 2015 Scientific Committee Member for the 3rd World Research Summit for Tourism and Hospitality, Orland, USA.

Conference Moderator:

- 2020 The 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, USA.
- 2017 The 3rd Global Tourism & Hospitality Conference, Hong Kong, China.
- 2017 The 22th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, USA.
- 2016 The 2016 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, Dallas, USA.
- 2016 The 2nd Global Tourism & Hospitality Conference, Hong Kong, China.

- 2015 The 2015 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, Orlando, USA.
- 2015 The 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Tampa, Florida.
- 2011 The First World Research Summit for Tourism and Hospitality, Hong Kong, China.

Refereed Publications

[Refereed Journal Articles]

***Student publication**

1. Shuqair, S., Pinto, D. C., **So, K. K. F.**, Rita, P., & Mattila, A. (2021). A pathway to consumer forgiveness in the sharing economy: The role of relationship norms. *International Journal of Hospitality Management*. (Spears School of Business A) (2-year IF: 9.237) (5-year IF: 10.521) (SSCI) (ABDC: A*)
2. Xu, Y., Hazée, S., **So, K. K. F.**, & Li, K., & Malhouse, E. (2021). An evolutionary perspective on dynamic service platform ecosystems. *Journal of Business Research*. (equal contributions) (Spears School of Business A) (SSCI) (2-year IF: 7.550) (5-year IF: 8.488) (ABDC: A)
3. **So, K. K. F.**, Kim, H., & King, C. (2021). A state-of-the-art bibliometric analysis of the customer engagement forest. *International Journal of Contemporary Hospitality Management*. (Spears School of Business A) (SSCI) (2-year IF: 6.514) (5-year IF: 8.043) (ABDC: A)
4. **So, K. K. F.**, Kim, H., & Min, S. (2021). Creating customer value in the sharing economy: An investigation of Airbnb users and their tripographic characteristics. *International Journal of Contemporary Hospitality Management*. (Spears School of Business A) (SSCI) (2-year IF: 6.514) (5-year IF: 8.043) (ABDC: A)
5. Kim, H., **So, K. K. F.**, Mihalik, B. J., & Lopes, A. P. (2021). Millennials virtual reality experience pre- and post-COVID-19. *Journal of Hospitality and Tourism Management*. (Spears School of Business B) (2-year IF: 5.959) (5-year IF: 6.248) (SSCI) (ABDC: A)
6. *Qi, R. **So, K. K. F.**, Cardenas, D., & Hudson, S. (2021). The missing link in resident support for tourism: Empowerment and tolerance. *Journal of Hospitality & Tourism Research*. (Spears School of Business A) (SSCI) (2-year IF: 5.161) (5-year IF: 6.038) (ABDC: A)
7. *Li, J., Hudson, S, & **So, K. K. F.** (2021). An empirical comparison of Airbnb and hotels: The effects of hedonic and utilitarian value on customer loyalty and subjective well-being.

- International Journal of Hospitality Management*. (Spears School of Business A) (SSCI) (2-year IF: 9.237) (5-year IF: 10.521) (ABDC: A*)
8. Yi, X., Fu, X., & So, K. K. F. (2021). Perceived authenticity and place attachment: A re-examination. *Journal of Hospitality & Tourism Research*. (Spears School of Business A) (SSCI) (2-year IF: 5.161) (5-year IF: 6.038) (ABDC: A)
 9. Chen, G., So, K. K. F., Poomchaisuwan, M., & Hu, X. (2021). Travel for affection: a stimulus-organism-response model of honeymoon tourism experiences. *Journal of Hospitality & Tourism Research*. (Spears School of Business A) (SSCI) (2-year IF: 5.161) (5-year IF: 6.038) (ABDC: A)
 10. Yang, W., Zhang, Y., & So, K. K. F. (2020). Tourism experiences vs. material purchases: effects of eudaimonic consumption motive on consumers' reactions to invidious comparisons. *Tourism Management*. (Spears School of Business A) (SSCI) (2-year IF: 10.967) (5-year IF: 13.134) (ABDC: A*)
 11. So, K. K. F., Kim, H., & Oh, H. (2020). Environmental stimuli, perceived enjoyment, and repurchase intention: An experiential perspective on Airbnb. *Journal of Travel Research*. (Spears School of Business A) (SSCI) (2-year IF: 10.982) (5-year IF: 11.828) (ABDC: A*)
 12. So, K. K. F., Wei, W., & Martin, D. (2020). Understanding customer engagement and social media activities in tourism service: A latent profile analysis and cross-validation. *Journal of Business Research*. (Spears School of Business A) (SSCI) (2-year IF: 7.550) (5-year IF: 8.488) (ABDC: A)
 13. Zhang, P., Meng, F., & So, K. K. F. (2020). Co-creation experience in peer-to-peer accommodation: Conceptualization and scale development. *Journal of Travel Research*. (Spears School of Business A) (SSCI) (2-year IF: 10.982) (5-year IF: 11.828) (ABDC: A*)
 14. King, C., So, K. K. F., Grace, D., & DiPietro, R. (2020). Enhancing employee voice to advance the hospitality organization's marketing capabilities: a multilevel perspective. *International Journal of Hospitality Management*. (Spears School of Business A) (SSCI) (2-year IF: 9.237) (5-year IF: 10.521) (ABDC: A*)
 15. So, K. K. F., Li, R. X., & Kim, H. (2020). A decade of customer engagement research in hospitality and tourism: A systematic review and research agenda (Invited paper). *Journal of Hospitality & Tourism Research*. (Spears School of Business A) (SSCI) (2-year IF: 5.161) (5-year IF: 6.038) (ABDC: A)
 16. So, K. K. F. & Li, R. X. (2020). Customer engagement in hospitality and tourism services (Editorial). *Journal of Hospitality & Tourism Research*. (Spears School of Business A) (SSCI) (2-year IF: 5.161) (5-year IF: 6.038) (ABDC: A)

17. Mody, M., Wirtz, J., **So, K. K. F.**, Chun, H., & Liu, S. (2020). Two-directional convergence of platform and pipeline business models. *Journal of Service Management*. (Spears School of Business B) (SSCI) (2-year IF: 11.768) (5-year IF: 9.522) (ABDC: A)
18. Chen, G., **So, K. K. F.**, Poomchaisuwan, M., & Hu, X. (2020). Examining affection-based travel: Development and validation of a measurement scale for honeymooners' motivation. *Journal of Destination Marketing and Management*. (SSCI) (2-year IF: 6.952) (5-year IF: 7.755) (ABDC: A)
19. Jang, S., Farajallah, M., & **So, K. K. F.** (2020). The effect of quality cues on travelers' demand for peer-to-peer ridesharing: A neglected area of the sharing economy. *Journal of Travel Research*. (Spears School of Business A) (SSCI) (2-year IF: 10.982) (5-year IF: 11.828) (ABDC: A*)
20. Taylor, S., DiPietro, R., **So, K. K. F.**, Hudson, S., & Taylor, C.D. (2020). Will travel for beer: An assessment of beer focused and non-beer focused tourists' perceived similarity, brand loyalty & place loyalty. *Journal of Destination Marketing and Management*. (SSCI) (2-year IF: 6.952) (5-year IF: 7.755) (ABDC: A)
21. Hudson, S., Meng, F., **So, K. K. F.**, Smith, S., Li, J., & Qi, R. (In press). The effect of lodging tax increases on US destinations. *Tourism Economics*. (Spears School of Business B) (SSCI) (2-year IF: 4.438) (5-year IF: 3.099) (ABDC: A)
22. Wirtz, J., **So, K. K. F.**, Liu, S., Mody, M., & Chun, H. (2019). Platform business models: Social platforms and the sharing economy. *Journal of Service Management*, 30(1), 452-483. (Spears School of Business B) (SSCI) (2-year IF: 11.768) (5-year IF: 9.522) (ABDC: A)
This article has been nominated for the American Marketing Association's 2020 SERVSIG Best Services Article Award.
23. **So, K. K. F.**, Xie, K. & Jiang, Wu. (2019). Customer loyalty in peer-to-peer accommodation services: Effects of psychological distances on repeat purchase with hosts. *International Journal of Contemporary Hospitality Management*. (Spears School of Business A) (SSCI) (2-year IF: 6.514) (5-year IF: 8.043) (ABDC: A)
24. Hudson, S., **So, K. K. F.**, Cardenas, D., & Meng, F. (2019). Persuading tourists to stay – forever! A destination marketing perspective. *Journal of Destination Marketing and Management*, 12, 105-113. (SSCI) (2-year IF: 6.952) (5-year IF: 7.755) (ABDC: A)
25. Wu, L., **So, K. K. F.**, Xiong, L., & King, C. (2019). The impact of employee conspicuous consumption cue and physical attractiveness on consumers' behavioral responses to service failures. *International Journal of Contemporary Hospitality Management*, 31(1), 21-40. (Spears School of Business A) (SSCI) (2-year IF: 6.514) (5-year IF: 8.043) (ABDC: A)
26. Li, J., Hudson, S. & **So, K. K. F.** (2019). Exploring the customer experience with Airbnb. *International Journal of Culture, Tourism, and Hospitality Research*, 13(4), 410-429. (ABDC: B)

27. Xiong, L., **So, K. K. F.**, Wu, L., & King, C. (2019). Speaking up because it's my brand: Examining employee psychological brand ownership and voice behavior in internal branding. *International Journal of Hospitality Management*, 83, 274-282. (Spears School of Business A) (SSCI) (2-year IF: 9.237) (5-year IF: 10.521) (ABDC: A*)
28. **So, K. K. F.**, Oh, H., & Min, S. (2018). Motivations and constraints of Airbnb customers: Findings from a mixed methods approach. *Tourism Management*, 67, 224-236. (Spears School of Business A) (SSCI) (2-year IF: 10.967) (5-year IF: 13.134) (ABDC: A*) **This article was awarded the 2018 William Bradford Wiley Memorial Best Research Paper of the Year Award. The article was ranked as one of the most highly downloaded articles published in *Tourism Management*.**
29. *Min, S., **So, K. K. F.**, & Jeong, M. (2019). Factors affecting consumer adoption of Uber mobile application: Insights from innovation diffusion theory and technology acceptance model. *Journal of Travel & Tourism Marketing*, 36(7), 770-783. (Spears School of Business B) (SSCI) (2-year IF: 7.564) (5-year IF: 7.010) (SSCI) (ABDC: A)
30. *Cao, Y., Li, X. R., DiPietro, R. & **So, K. K. F.** (2019). The creation of memorable dining experiences: Formative index construction. *International Journal of Hospitality Management*, 82, 308-317. (Spears School of Business A) (SSCI) (2-year IF: 9.237) (5-year IF: 10.521) (ABDC: A*)
31. Hudson, S., **So, K. K. F.**, Meng, F., Cardenas, D., & Li, J. (2018). Racial discrimination in tourism. The case of African-American travelers in South Carolina. *Current Issues in Tourism*. (Spears School of Business B) (SSCI) (2-year IF: 7.430) (5-year IF: 7.811) (ABDC: A)
32. Meng, F., Zhang, P., Li, H., & **So, K. K. F.** (2019). Modeling precursors of impulsive tourist shopping behavior: Evidence from long-haul Chinese outbound tourists. *International Journal of Tourism Research*, 21, 344-358. (Spears School of Business B) (SSCI) (2-year IF: 3.791) (5-year IF: 5.069) (ABDC: A)
33. *Taylor, S., DiPietro, R. & **So, K. K. F.** (2018). Pop-Up dining experiences: Increasing experiential value and relationship quality. *International Journal of Hospitality Management*, 74, 45-56. (Spears School of Business A) (SSCI) (2-year IF: 9.237) (5-year IF: 10.521) (ABDC: A*)
34. **So, K. K. F.**, Wu, L., Xiong, L., & King, C. (2018). Brand management in the era of social media: Social visibility of consumption and customer brand identification. *Journal of Travel Research*, 57(6), 727-742. (Spears School of Business A) (SSCI) (2-year IF: 10.982) (5-year IF: 11.828) (ABDC: A*)
35. Shapiro, S. L., Reams, L., & **So, K. K. F.** (2018). Is it worth the price? The role of perceived financial risk, identification, and perceived value in purchasing pay-per-view broadcasts of combat sports. *Sport Management Review*. (Spears School of Business B) (SSCI) (2-year IF: 6.577) (5-year IF: 6.589) (ABDC: A*)

36. Xie, K., & So, K. K. F. (2017). The effects of expert reviews on future reputation, popularity, and financial performance of hotels: Insights from data analytics. *Journal of Hospitality & Tourism Research*. (The authors contributed equally to the research) (Spears School of Business A) (SSCI) (2-year IF: 5.161) (5-year IF: 6.038) (ABDC: A)
37. Zhu, G., So, K. K. F., & Hudson, S. (2017). Inside the sharing economy: Understanding consumer motivations behind the adoption of mobile applications. *International Journal of Contemporary Hospitality Management*, 29(9), 2218-2239. (Spears School of Business A) (SSCI) (2-year IF: 6.514) (5-year IF: 8.043) (ABDC: A) **This paper was awarded the Emerald Literati Network Awards for Excellence 2018: Highly Commended Paper Award.**
38. *Hwang, Y., Ballouli, K., So, K. K. F., & Heere, B. (2017). Effects of brand congruity and game difficulty on gamers' response to advertising in sport video games. *Journal of Sport Management*, 31(5), 480-496. (Spears School of Business A) (SSCI) (2-year IF: 3.691) (5-year IF: 5.335) (ABDC: A*)
39. Bui, H. T., So, K. K. F., Kwek, A., & Rynne, J. (2017). The impacts of self-efficacy on academic performance: An investigation of domestic and international undergraduate students in hospitality and tourism. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 20, 47-54. (Spears School of Business Pedagogical) (SSCI) (2-year IF: 1.762) (5-year IF: 2.290) (ABDC: C)
40. So, K. K. F., King, C., Hudson, S., & Meng, F. (2017). The missing link in building customer brand identification: The role of brand attractiveness. *Tourism Management*, 59, 640-651. (Spears School of Business A) (SSCI) (2-year IF: 10.967) (5-year IF: 13.134) (ABDC: A*)
41. Wang, Y., So, K. K. F., & Sparks, B. A. (2017). What technology-enabled services do travelers value? Investigating the role of technology readiness. *Journal of Hospitality & Tourism Research*, 41(7), 771-796. (Spears School of Business A) (SSCI) (2-year IF: 5.161) (5-year IF: 6.038) (ABDC: A)
42. Xie, K., So, K. K. F., & Wang, W. (2017). Joint effects of management responses and online reviews on hotel financial performance: A data-analytics approach. *International Journal of Hospitality Management*, 62, 101-110. (The first and second authors contributed equally to the research) (Spears School of Business A) (SSCI) (2-year IF: 9.237) (5-year IF: 10.521) (ABDC: A*)
43. Wang, Y., So, K. K. F., & Sparks, B. A. (2017). Technology readiness and customer satisfaction with travel technologies: A cross-country investigation. *Journal of Travel Research*, 56(5), 563-577. (Spears School of Business A) (SSCI) (2-year IF: 10.982) (5-year IF: 11.828) (ABDC: A*)
44. So, K. K. F., King, C., Sparks, B. A., & Wang, Y. (2016). Enhancing customers'

- relationships with the retail service brand: The role of customer engagement. *Journal of Service Management*, 27(2), 170-193. (Spears School of Business B) (SSCI) (2-year IF: 11.768) (5-year IF: 9.522) (ABDC: A). **This article was downloaded over 1300 times in 2016, making it the second most downloaded article published in the journal in 2016.**
45. Nunkoo, R., & So, K. K. F. (2016). Residents' support for tourism: Testing alternative structural models. *Journal of Travel Research*, 55(7), 847-861. (Spears School of Business A) (SSCI) (2-year IF: 10.982) (5-year IF: 11.828) (ABDC: A*) **This article was ranked the journal's eighth most highly cited article published in publication years 2015-2016.**
46. Sparks, B. A., So, K. K. F., & Bradley, G. L. (2016). Responding to negative online reviews: The effects of hotel responses on customer inferences of trust and concern. *Tourism Management*, 53, 74-85. (Lead author in drafting the manuscript) (Spears School of Business A) (SSCI) (2-year IF: 10.967) (5-year IF: 13.134) (ABDC: A*) **The article was ranked as one of the most highly cited articles published in Tourism Management.**
47. So, K. K. F., King, C., Sparks, B. A., & Wang, Y. (2016). The role of customer engagement in building consumer loyalty to tourism brands. *Journal of Travel Research*, 55(1), 64-78. (Spears School of Business A) (SSCI) (2-year IF: 10.982) (5-year IF: 11.828) (ABDC: A*) **This article was ranked the No. 1 most downloaded article published in the Journal of Travel Research in 2018. It is also the journal's fourth most highly cited article published in publication years 2015-2016 based on the 2019 Annual Publisher Report.**
48. King, C., & So, K. K. F. (2015). Enhancing hotel employees' brand understanding and brand building behavior in China. *Journal of Hospitality & Tourism Research*, 39(4), 492-516. (Spears School of Business A) (SSCI) (2-year IF: 5.161) (5-year IF: 6.038) (ABDC: A*)
49. *Xiao, H., So, K. K. F., & Wang, Y. (2016). The university Student travel market: Motivations and preferences for activities. *Tourism Analysis*, 20(4), 399-412. (Authors listed alphabetically) (Spears School of Business B) (ABDC: A)
50. So, K. K. F., King, C., & Sparks, B. A. (2014). Customer engagement with tourism brands: Scale development and validation. *Journal of Hospitality & Tourism Research*, 28(3), 304-329. (Spears School of Business A) (SSCI) (2-year IF: 5.161) (5-year IF: 6.038) (ABDC: A). **This article was awarded the Article of the Year Award in 2015. It was the journal's second most cited article published in publication years 2014-2015.**
51. King, C., & So, K. K. F. (2014) Creating a virtual learning community to engage international students. *Journal of Hospitality & Tourism Education*, 26(3), 136-146. (Spears School of Business B) (ABDC: B)
52. McLennan, C. J., Becken, S., Battye, R., & So, K. K. F. (2014). Research note: Voluntary carbon offsetting: Who does it?. *Tourism Management*, 45, 194-198. (Spears School of

Business A) (SSCI) (2-year IF: 10.967) (5-year IF: 13.134) (ABDC: A*)

53. King, C., **So, K. K. F.**, & Grace, D. (2013). The influence of service brand orientation on hotel employees' attitudes and behavior in China. *International Journal of Hospitality Management*, 34, 172-180. (Spears School of Business A) (SSCI) (2-year IF: 9.237) (5-year IF: 10.521) (ABDC: A*)
54. **So, K. K. F.**, King, C., Sparks, B. A., & Wang, Y. (2013). The influence of customer brand identification on hotel brand evaluation and loyalty development. *International Journal of Hospitality Management*, 34, 31-41. (Spears School of Business A) (SSCI) (2-year IF: 9.237) (5-year IF: 10.521) (ABDC: A*) **This article was ranked as one of the most highly cited articles published in the *International Journal of Hospitality Management*.**
55. Kwek, A., Bui, H., Rynne, J., & **So, K. K. F.** (2013). The impacts of self-esteem and resilience on academic performance of hospitality and tourism students. *Journal of Hospitality & Tourism Education*, 25(3), 110-122. (Spears School of Business B) (ABDC: B)
56. Browning, V., **So, K. K. F.**, & Sparks, B. A. (2013). The influence of online reviews on consumers' attributions of service quality and control for service standards in hotels. *Journal of Travel and Tourism Marketing*, 30(1-2), 23-40. (Authors listed alphabetically) (Spears School of Business B) (SSCI) (2-year IF: 7.564) (5-year IF: 7.010) (ABDC: A) **This article was awarded the “Martin Oppermann Best Article of the Year 2013” Award.**
57. **So, K. K. F.**, & King, C. (2010). “When experience matters”: building and measuring hotel brand equity: The customers' perspective. *International Journal of Contemporary Hospitality Management*, 22(5), 589-608. (Spears School of Business A) (SSCI) (2-year IF: 6.514) (5-year IF: 8.043) (ABDC: A) **This article was awarded the Emerald Literati Network Awards for Excellence 2011: Highly Commended Paper Award.**

[Book Chapters]

1. Hudson, S., & **So, K.K.F.** (In press) Music Festivals Engaging with Consumers Using Social Media,” In Robertson, M. & Page, S. (Eds.), Routledge Handbook of Event Design, Rutledge.
2. Hudson, S., Meng, F., Cárdenas, D., & **So, K.K.F.** (2016). Knowledge Transfer: Can Research Centers Make a Difference?. In N. Scott, M. Van Niekerk, & M. De Martino (Eds), Knowledge Transfer to and within Tourism: Academic, Industry and Government Bridges, Emerald.
3. **So, K.K.F.**, Liu, W., Wang, Y., & Sparks, B. A. (2015). Service Expectations of Chinese Outbound Tourists. In X.R. Li (Ed.), Chinese Outbound Tourism 2.0., Apple Academic Press.

4. **So, K.K.F.**, King, C., & Sparks, B. A. (2015). Extending the Tourism Experience: The role of customer engagement, In R. J. Brodie, L. Hollebeek, & J. Conduit (Eds), Customer Engagement: Contemporary Issues and Challenges, Routledge.

[Conference Papers/Presentations]

1. Kim, H., **So, K. K. F.**, & Mihalik, B. (2020). *Who should we really blame? Service failure and recovery in peer-to-peer accommodations*. Paper presented at the 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, USA.
2. He, Y. & **So, K. K. F.** (2020). *Examining the interrelationships between destination brand experience, customer engagement, subjective well-being, and intention to revisit*. Paper presented at the 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, USA.
3. Li, J., Hudson, S. & **So, K. K. F.** (2020). *Rethinking the customer experience: an empirical comparison of Airbnb and hotels*. Paper presented at the 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, USA.
4. Min, S., **So, K. K. F.**, & Kim, K. (2020). *Sharing dining experiences on social network sites: The effect of company's response on customer's behavioral intention*. Paper presented at the 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, USA.
5. Li., N., Meng, F., Zhang, X., **So, K. K. F.**, & Hudson, S. (2020). *Why retirees migrate: Application of importance – performance and gap analyses of retirement needs and destination image*. Paper presented at the 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, USA.
6. **So, K. K. F.**, Kim, H., & Oh, H. (2019). *Environmental stimuli of Airbnb experiences, perceived enjoyment, and repurchase intentions: Findings from multiple studies*. Paper presented at the 2019 Travel and Tourism Research Association Annual Conference, Melbourne, Australia.
7. **So, K. K. F.**, Kim, H., & Zhu, G. *Artificial intelligence in service management: Testing the service robot acceptance model (sRAM)*. Paper presented at the 2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong.
8. Wirtz, J., Chun, H., Liu, S. Q., Mody, M., & **So., K. K. F.** (2019). *Platform business models in the sharing economy: integration, synthesis and research agenda*, Paper presented at QUIS16: The 16th International Research Symposium on Advancing Service Research and Practice, Karlstad, Sweden.

9. Mody, M., Liu, S. Q., Chun, H., **So, K. K. F.**, & Wirtz, J. (2019). *The convergence of business models: the formula for competing successfully in the new economy?* Paper presented at the Frontiers Conference, Singapore.
10. Kim, H., **So, K. K. F.**, & Oh, H. (2019). *The role of perceived enjoyment in Airbnb experiences and repurchase intention.* Paper presented at the 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, USA.
11. Min, S., & **So, K. K. F.** (2019). *Sharing dining experiences on social network sites: examining the sharer's perspective.* Paper presented at the 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, USA.
12. Li, J., Hudson, S. & **So, K. K. F.** (2019). *The lodging shared economy experience: scale development and validation.* Paper presented at the 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, USA.
13. Jang, S., Farajallah, M., & **So, K. K. F.** (2019). *Impacts of product quality cues on travelers' demand of peer-to-peer transportation sharing.* Paper accepted for presentation at the EMAC 2019 Conference Hamburg, Germany.
14. Min, S., **So, K. K. F.**, & Jeong, M. (2018). *Understanding consumer adoption of the Uber mobile application: Testing the moderating effects of technology readiness.* Paper presented at the 2018 I-CHRIE Summer Conference, Palm Springs, USA.
15. **So, K. K. F.**, Oh, H., & Min, S. (2018). *Creating consumer values in Airbnb: testing the effects of the underlying value dimensions.* Paper accepted for presentation at 2018 Global Marketing Conference at Tokyo, Japan.
16. Liu, H., **So, K. K. F.**, & Li, X. (2018). *Capturing unobserved heterogeneity in destination attribute evaluation and tourist satisfaction: A response-based segmentation using FIMIX-PLS.* Paper accepted for presentation at 2018 Travel and Tourism Research Association Annual Conference, Miami/Coral Gables, Florida.
17. Li, J., Hudson, S. & **So, K. K. F.** (2018). *The Airbnb experience scale development and validation.* Paper accepted for presentation at the Southeastern Travel and Tourism Research Association's Annual Conference in Myrtle Beach, USA.
18. **So, K. K. F.**, Oh, H., & Min, S. (2017). *Motivations and constraints of Airbnb customers: Insights from a mixed-methods study.* Paper presented at the 4th World Research Summit for Tourism and Hospitality: Innovation, Partnerships and Sharing, Orlando, USA.
19. Min, S., **So, K. K. F.**, & Jeong, M. (2017). *Consumer adoption of the Uber mobile application: Integrating the technology acceptance model and technology readiness.* Paper presented at the 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Dallas-FortWorth, USA.

20. **So, K. K. F.**, Yang, Y., & Li, X. R. (2017). *A meta-analytic structural equation model of brand loyalty formation: A synthesis of studies in the hospitality literature*. Paper presented at the 3rd Global Tourism & Hospitality Conference, Hong Kong.
21. **So, K. K. F.**, Xie, K., & Wu, J. (2017). *Repeat purchase in peer-to-peer accommodation services through the lens of construal level theory*. Paper presented at the 3rd Global Tourism & Hospitality Conference, Hong Kong.
22. Wang, Y., **So, K. K. F.**, & Sparks, B. A. (2017). *Effects of reciprocity and social proof on online customer engagement*. Paper presented at the 3rd Global Tourism & Hospitality Conference, Hong Kong.
23. **So, K. K. F.**, Xie, K., & Wu, J. (2017). *Customer loyalty in peer-to-peer accommodation services: Effects of psychological distances on repeat purchase with hosts*. Paper presented at the 2017 I-CHRIE Summer Conference, Baltimore, USA.
24. Min, S., **So, K. K. F.**, & Jeong, M. (2017). *Factors affecting consumer adoption of Uber mobile application: Insights from innovation diffusion theory and technology acceptance Model*. Paper presented at the 2017 I-CHRIE Summer Conference, Baltimore, USA.
25. Wu, L., **So, K. K. F.**, Xiong, L., & King, C. (2017). *Employee conspicuous consumption cue and consumers' responses to service failures*. Paper presented at the 2017 I-CHRIE Summer Conference, Baltimore, USA.
26. Hudson, S., **So, K. K. F.**, Cárdenas, D., & Meng, F. (2017). *The symbiotic relationship between tourism and retirement migration*. Paper presented at INVTUR 2017: International Conference - Co-creating the Future of Tourism, Aveiro, Portugal.
27. Hudson, S., **So, K. K. F.**, Cárdenas, D., & Meng, F. (2017). *African-American travelers and racial discrimination*. Paper presented at 7th Critical Tourism Studies Conference, Palma de Mallorca, Spain.
28. Min, S., & **So, K. K. F.** (2016). *Factors affecting consumer adoption of food ordering mobile applications: Insights from Innovation Diffusion Theory and Technology Acceptance Model*. Paper presented at the 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, USA.
29. Zhang, P., Meng, F., & **So, K. K. F.** (2016). *Unobserved heterogeneity in tourism shopping: A Finite mixture segmentation approach*, Paper presented at the 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, USA.
30. **So, K. K. F.**, & King, C. (2016). *Engaged or disengaged? A latent profile analysis of customer engagement*. Paper submitted to the 2nd Global Tourism & Hospitality Conference, Hong Kong.

31. **So, K. K. F.**, Wu, L., Xiong, L., & King, C. (2016). *The role of customer brand identification in the era of social media*. Paper submitted to the 2016 I-CHRIE Summer Conference, Dallas, USA.
32. Xie, K., **So, K. K. F.**, & Wang, W. (2016). *The joint effects of management responses and online reviews on financial performance: A data analytics approach*. Paper submitted to the 2016 I-CHRIE Summer Conference, Dallas, USA.
33. Qi, R. **So, K. K. F.**, Cárdenas, D., Hudson, S., & Meng, F. (2016). *The mediator effects of tolerance on residents' support toward tourism events*. Papers submitted to Annual International Conference of the Travel and Tourism Research Association, Vail, USA.
34. **So, K. K. F.**, & King, C. (2015). *Building customer brand identification: Examining the role of brand identity attractiveness*. Paper accepted for the 2015 I-CHRIE Summer Conference, Orlando, USA.
35. **So, K. K. F.**, Li, R. X., & Wang, Y. (2015). *Travel motivations and constraints: segmentation using a finite mixture partial least squares (FMIX-PLS) analysis*. Paper accepted for the 2015 I-CHRIE Summer Conference, Orlando, USA.
36. **So, K. K. F.**, Becken, S., McLennan, C. J., Marshall, J. and Pang, B. (2014). *Investigating drivers of overall trip satisfaction and expectations: An evaluation of Chinese visitors to Australia*, Paper presented at the G20 First East-West Dialogue on Tourism and the Chinese Dream Conference, Gold Coast, Australia.
37. **So, K. K. F.**, King, C., & Sparks, B. A. (2014). *Enhancing customer-brand relationship quality: The role of customer engagement*. Paper presented at the 2014 I-CHRIE Summer Conference, San Diego, USA.
38. **So, K. K. F.**, King, C., Sparks, B. A., & Wang, Y. (2014). *An examination of factors affecting customer engagement behavior*. Paper presented at the 24th Annual CAUTHE Conference, Brisbane, Australia.
39. **So, K. K. F.**, King, C., & Sparks, B. A. (2012). *Building hotel brand loyalty: A social identity perspective*. Paper presented at the 2012 I-CHRIE Summer Conference, Providence, USA.
40. **So, K. K. F.**, King, C., & Sparks, B. A. (2011). *Developing and validating a model of customer engagement with tourism and hospitality brands*. Paper presented at the World Research Summit for Tourism and Hospitality, Hong Kong.
41. **So, K. K. F.**, King, C., & Sparks, B. A. (2010). *Exploring the role of customer engagement in building service brand loyalty*. Paper presented at the Doctoral Colloquium of Australia and New Zealand Marketing Academy Conference, Christchurch, New Zealand.

Research Grants:

[Successfully Funded]

1. “Developing a Tourism & Hospitality Employment Plan for South Carolina,” Funded by The Department of Commerce’s Economic Development Administration. July 2015. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Robin DiPietro, Drew Martin, and Fang Meng. Amount awarded: **\$85,377.**
2. “Technology-mediated Customer Experience: Conceptualization, Scale Development, and Nomological Network,” Funded by College of Hospitality, Retail, and Sport Management Faculty Seed Grant Program, University of South Carolina. May 2019. Role: PI and Sole Investigator. Amount awarded: **\$5,674.**
3. “The Economic Impact of the Equine Sector in South Carolina,” Funded by South Carolina Department of Agriculture. August 2018. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Joseph Von Nessen, Todd Koesters, and Fang Meng. Amount requested: **\$46,500.**
4. “The Effect of Lodging Tax Increases on U.S. Destinations,” Funded by the American Hotel & Lodging Educational Foundation. May 2018. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Fang Meng and Scott Smith. Amount requested: **\$56,177.**
5. “Attracting “Hot” Asian Tourist Markets to the Real Southern Hotspot,” Funded by the Columbia Metropolitan Convention & Visitors Bureau. June 2017. Role: Co-PI. PI: Rich Harrill. Other Co-PI: Fang Meng. Amount awarded: **\$25,000.**
6. “A Longitudinal Investigation of the Role of Sensory Brand Experiences in Building Customer Engagement,” Funded by College of Hospitality, Retail, and Sport Management Interdisciplinary Faculty Grant Program, University of South Carolina. May 2017. Role: PI. Co-PIs: Khalid Ballouli and Bob Heere. Amount awarded: **\$9758.**
7. “Why do People Choose Airbnb? An Examination of Emotional Motivations behind the Sharing Economy,” Funded by the Office of the Executive Vice President for Academic Affairs and Provost, University of South Carolina. May 2017. Role: PI. Co-PI: Simon Hudson. Amount awarded: **\$9542.**
8. “Increasing African American Tourism in South Carolina,” funded by South Carolina Department of Parks, Recreation & Tourism. February 2016. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: David Cárdenas and Fang Meng. Amount awarded: **\$60,840.**
9. “Examining the Priorities, Practices, and Effectiveness of Multi-National Hotel Groups Brand Internalization and Delivery in China,” Funded by The Hong Kong Polytechnic University. December 2015. Role: Co-I. PI: Alice Hon. Other Co-I: Ceridwyn King. Amount awarded: **\$41,118.**
10. “Brand Associations of the Commonwealth Games: Perceptions of the Chinese Market,” Funded by Griffith Business School, Griffith University. December 2015. Role: Co-PI. PI:

Xin Jin. Other Co-PIs: Karin Weber and Xiang (Robert) Li. Amount awarded: **\$5,840**.

11. “Attracting Retirees and Pre-retirees to Rural South Carolina,” Funded by The Department of Commerce’s Economic Development Administration. July 2015. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: David Cárdenas and Fang Meng. Amount awarded: **\$72,690**.
12. “The Columbia Hospitality Tax-An Evaluation of Effectiveness,” Funded by City of Columbia. March 2015. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Fang Meng and David Cárdenas. Amount awarded: **\$38,200**.
13. “A triangulated Investigation of Online Customer Engagement,” Funded by the Internal Research Grant (IRG), Griffith Business School, Griffith University. November 2014. Role: Co-PI. PI: Ying Wang. Other Co-PIs: Beverley Sparks and Xiang (Robert) Li. Amount awarded: **\$9,988**.
14. “Beaufort North Carolina Development Evaluation: Front Street Village,” Funded by the Front Street Village, Beaufort. October 2014. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Fang Meng and David Cárdenas. Amount awarded: **\$9,425**.
15. “Establishing a China U.S.-Travel Monitor Program: Gap Analysis,” Funded by the National Tour Association, Alfred P. Sloan Foundation Travel & Tourism Industry Center, Hawaii Tourism Authority, NYC & Company, California Tourism Commission, and Visit Orlando. September 2014. Role: Collaborator (survey design). PI: Xiang (Robert) Li. Co-PI: Rich Harrill. Amount awarded: **\$68,000**.
16. “Firm-led Strategies to Counter Negative Consumer Generated Reviews,” Funded by the Caesars Hospitality Research Centre Grant Award Program. June 2012. Role: Project Manager (survey design, data collection, data analysis, and manuscript drafting for the quantitative phase). PI: Beverley Sparks. Co-PI: Sarah Gardiner. Amount awarded: **\$45,200**.

[Submitted but Pending]

17. “A Holistic Approach to Protect Historic and Cultural Coastal Urban Systems from Increased,” Proposal submitted to the National Science Foundation Convergence Program in February 2020. Role: PI for the tourism and hospitality component and Co-PI for the entire project. PI: Jasim Imran. Other Co-PI: Tamara Sheldon, Erfan Goharian, Austin Downey, David Cardenas, Nikolaos Vitzilaios, Allison Marsh, and Jason Bakos. Amount requested: **\$3,599,970**.

[Submitted but Unfunded]

1. “An Interdisciplinary Investigation of Chinese Outbound Tourism to Oman: Insights from Traditional Data Collection Methods and Big Data Analytics,” Proposal submitted to

- University of South Carolina ASPIRE II in February 2019. Role: PI. Co-PIs: Rich Harrill and Zhenglong Li. Amount requested: **\$59,144**. (unfunded)
2. "Social Media Listening Software Lease Proposal," Proposal submitted to University of South Carolina ASPIRE III in February 2019. Role: Co-PI. PI: Brian Mihalik. Amount requested: **\$9542**. (unfunded)
 3. "Tourism Marketing Plan for Berkeley County," Proposal submitted to Berkeley County Government in August 2017. Role: Co-PI. PI: Simon Hudson. Other Co-PI: Fang Meng. Amount requested: **\$47,640**. (unfunded)
 4. "A Study on the Economic Carrying Capacity for the Island of Aruba," Proposal submitted to the Aruba Tourism Authority in October 2017. Role Co-PI. PI: Simon Hudson and Robin DiPietro. Other Co-PIs: Fang Meng and Nicholas Wantanabe. Amount requested: **\$50,486**. (unfunded)
 5. "Tourism in Appalachia: Trends and Strategies," Proposal submitted to Appalachian Regional Commission in August 2017. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Rich Harrill, Joseph Von Nessen, Fang Meng, Scott Smith, David Cárdenas, Jerry Mitchell, and Kevin Remington. Amount requested: **\$187,703**. (unfunded)
 6. "The Impact of President Trump's Immigration Policies on the US Travel Industry," Proposal submitted to the Russell Foundation in August 2017. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Fang Meng and Scott Smith. Amount requested: **\$49,955**. (unfunded)
 7. "Tourism Marketing Plan for Berkeley County," Proposal submitted to Berkeley County Government in August 2017. Role: Co-PI. PI: Simon Hudson. Other Co-PI: Fang Meng. Amount requested: **\$47,640**. (unfunded)
 8. "Preservation of Culture Along the Gullah Geechee Heritage Corridor," Proposal submitted to University of South Carolina ASPIRE II in February 2017. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Elise Lewis, Joseph Von Nessen, David Cárdenas, and Fang Meng. Amount requested: **\$82,663**. (unfunded)
 9. "Brand Assessment and Development to Promote Tourism: Floridablanca, Santander," Proposal submitted to Universidad Pontificia Bolivariana Seccional Bucaramanga, Bucaramanga, Colombia in June 2016. Role: Co-PI. PI: David Cárdenas. Other Co-PIs: Simon Hudson, Rich Harrill, and Fang Meng. Amount requested: **\$82,108**. (unfunded)
 10. "Butler County Branding Initiative," Proposal submitted to the Butler County, Ohio in May 2016. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Fang Meng and David Cárdenas. Amount requested: **\$93,811**. (unfunded)
 11. "Accelerating Accessible Tourism in the US," Proposal submitted to University of South Carolina ASPIRE II in February 2016. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Fang Meng, David Cárdenas, Suzanne McDermott, John Grady, and Anna Scheyett. Amount

requested: **\$85,300**. (unfunded)

12. “An Experimental Investigation of Company-led Influences on Customer Engagement on Social Network Sites: A Triangulation of Self-report Data and Biometrical Data,” Proposal submitted to the Office of Provost, University of South Carolina in November 2015. P.I.: Kevin Kam Fung So. Co-PIs: Ying Wang, Beverley Sparks, and Xiang (Robert) Li. Amount requested: **\$13,966**. (unfunded)
13. “Coping with Natural Disaster: Analyzing the Crisis Communication Strategies of Tourism Governmental Agencies and Organizations During and After The 2015 South Carolina Floods,” Proposal submitted to the Office of Research, University of South Carolina in October 2015. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Fang Meng and David Cárdenas. Amount requested: **\$15,673**. (unfunded)
14. “Accelerating Accessible Tourism in the US,” Proposal submitted to University of South Carolina ASPIRE II in February 2015. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Fang Meng, David Cárdenas, Suzanne McDermott, John Grady, and Anna Scheyett. Amount requested: **\$99,550**. (unfunded)
15. “An Experimental Investigation of Company-led Influences on Customer Engagement on Social Network Sites: A Triangulation of Self-report Data and Biometrical Data,” Proposal submitted to the Office of Provost, University of South Carolina in November 2014. Role: PI. Co-PIs: Ying Wang, Beverley Sparks, and Xiang (Robert) Li. Amount requested: **\$18,927**. (unfunded)
16. “Lake Greenwood South Carolina Master Plan,” Proposal submitted to Lake Greenwood County in September 2014. Role: Co-PI. PI: David Sprinkle. Other Co-PIs: Simon Hudson, David Cárdenas, and Fang Meng. **Amount to be negotiated when proposal is funded.** (unfunded)
17. “Strategic Tourism Master Plan for the Island of Curacao,” Proposal submitted to Curaçao Tourism Board in April 2014. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: David Cárdenas, Robin DiPietro, Rich Harrill, Xiang (Robert) Li, Fang Meng, Ryan R. Peterson, and Gilbert Cijnte. Amount requested: **\$214,975**. (unfunded)

Research Supervision

[Ph.D. Supervision]

HTM = School of Hospitality and Tourism Management, OSU

HRTM = School of Hotel, Restaurant and Tourism Management, USC

SPTE = Department of Sport and Entertainment Management, USC

Yueying He (HTM) (Chair, 2019–expected graduation in May 2024)

Can Olgun (HTM) (Committee Member, 2020–expected graduation in 2021)

Jay West (HTM) (Committee Member, 2020–expected graduation in 2021)

Hyunsu Kim (HRTM) (Chair, 2018–expected graduation in May 2022)

Chunsheng Jin (HRTM) (Chair, 2019–expected graduation in May 2021)

Hailey Shin (HRTM) (Committee Member, 2020–expected graduation in 2021)

Assistant Professor (accepted)
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Jing Li (HRTM) (Co-chair, graduated in 2020)

Assistant Professor
Department of Hospitality and Retail Management
Texas Tech University

Chuhan Wang (HRTM) (Committee Member, graduated in 2020)

Walker Ross (SPTE) (Committee Member, graduated in 2019)

Assistant Professor
School of Business
Florida Southern College

Kelly Evans (SPTE) (Committee Member, graduated in 2019)

Assistant Professor
Department of Human Performance and Sport
Metropolitan State University of Denver

Katie Reifurth (SPTE) (Committee Member, graduated in 2019)

Assistant Professor
Department of Sport Management
Aurora University

Rui Qi (HRTM) (Committee Member, graduated in 2018)

Assistant Professor
Kemmons Wilson School of Hospitality & Resort Management
University of Memphis

Scott Taylor (HRTM) (Committee Member, graduated in 2018)

Assistant Professor
Conrad N. Hilton College of Hotel and Restaurant Management
University of Houston

Yongjin Hwang (SPTE) (Committee Member, graduated in 2018)

Assistant Professor
Department of Sport and Entertainment Management
University of South Carolina

Pei Zhang (HRTM) (Committee Member, graduated in 2017)

Assistant Professor
School of Human Environmental Sciences
University of Kentucky

Henry Wear (SPTE) (Committee Member, graduated in 2017)
Assistant Professor
School of Journalism and Communication
University of Oregon

Yang Cao (HRTM) (Committee Member, graduated in 2016)
Financial Advisor
Merrill Lynch

[Master Supervision]

Chunsheng Jin (HRTM) (Chair, 2019–expected graduation in May 2021)

Andre Letang (HRTM) (Chair, graduated in 2016)

Teaching Experience

[Oklahoma State University]

Spring 2021 HTM4163 Hospitality and Tourism Marketing & Sales
7 students, M=4.62 (Overall mean of all items, scaled 1-5, 5=Excellent)

Fall 2021 HTM6713 Contemporary Hospitality and Tourism Theory
5 students, M=4.42

[University of South Carolina]

Summer 2020 HRTM 388 Resort Development and Management
10 students, M=4.50 (This instructor is an excellent teacher, scaled 1-5, 5=Excellent)

HRTM 290 Practicum
37 students, M=4.23

Spring 2020 HRTM 280 Foundations of Tourism
79 students, M=4.42

HRTM 388 Resort Development and Management
53 students, M=4.06

Fall 2019 HRTM 750 Hospitality Marketing and Social Media (New course name)
9 students, M=4.44

HRTM 750 (Q01) Hospitality Marketing and Social Media (New course name)

3 students, M=5.00

HRSM 700 Quantitative Methods in HRSM (Ph.D. Level)
5 students, M=5.00

Spring 2019 HRTM 450 Hospitality and Tourism Marketing
38 students, M=4.29

HRTM 388 Resort Development and Management
52 students, M=4.48

HRSM 700 Quantitative Methods in HRSM (Master Level)
21 students, M=4.81

Fall 2018 HRSM 700 Quantitative Methods in HRSM (Ph.D. Level)
5 students, M=4.60

HRSM 700 Quantitative Methods in HRSM (Master Level)
6 students, M=4.50

HRTM 750 Hospitality Marketing and Strategy
10 students, M=4.40

Spring 2018 HRTM 450 Hospitality and Tourism Marketing
36 students, M=4.28

HRTM 388 Resort Development and Management
67 students, M=4.51

Fall 2017 HRTM 450 Hospitality and Tourism Marketing
39 students, M=4.32

HRSM 700 Quantitative Methods in HRSM (Ph.D. Level)
5 students, M=4.60

Spring 2017 HRTM 450 Hospitality and Tourism Marketing
67 students, M=3.91

HRTM 388 Resort Development and Management
51 students, M=4.41

Fall 2016 HRTM 798 Directed Study – Advanced Quantitative Methods in Hospitality,
Tourism, and Sport Management (Ph.D. Level)
9 students, M=4.22

Spring 2016 HRTM 450 Hospitality and Tourism Marketing

31 students, M=4.34

Fall 2015 HRTM 388 Resort Development and Management
40 students, M=4.35

Spring 2015 HRTM 280 Foundations of Tourism
49 students, M=3.52

HRTM 450 Hospitality and Tourism Marketing
49 students, M=3.41

Fall 2014 HRTM 280 Foundations of Tourism
78 students, M=4.01

[Griffith University, Courses taught as a Graduate/Ph.D. Student]

Semester 1, 2013 1002HSL Introduction to Research

Semester 2, 2012 1002HSL Introduction to Research

Semester 1, 2012 1002HSL Introduction to Research

Semester 2, 2011 1002HSL Introduction to Research

Semester 2, 2011 3203HSL Tourism Economics

Semester 1, 2011 2304HSL Hospitality Marketing

Semester 2, 2010 3203HSL Tourism Economics

Semester 1, 2010 2304HSL Hospitality Marketing

Semester 1, 2010 1304AFE Business Statistics

Semester 2, 2009 1304AFE Business Statistics

Semester 2, 2009 3203HSL Tourism Economics

Semester 2, 2009 3001 HSL Strategy and Change: A Service Industry Approach Strategy and
Change

Semester 1, 2009 1304AFE Business Statistics

Semester 1, 2009 2304HSL Hospitality Marketing

Semester 2, 2008 1304AFE Business Statistics

[Griffith University, Guest Lecturer for Tourism and Hospitality Courses]

May, 2013	7218HSL Understanding Research in Tourism, Hospitality, Sport and Events
October, 2012	1002HSL Introduction to Research
May, 2012	1002HSL Introduction to Research
Semester 1, 2011	3206HSL Hospitality Marketing
September, 2010	3206HSL Hospitality Marketing <i>Griffith University Offshore Program with CUHK, Hong Kong</i>
November, 2010	3203HSL Tourism Economics
December, 2009	3206HSL Hospitality Marketing <i>Griffith University Offshore Program with CUHK, Hong Kong</i>

Faculty Service:

2021	<u>Search Committee for Assistant Professor Faculty Position</u> , School of Hospitality and Tourism Management, Spears School of Business, Oklahoma State University
2020- Present	<u>University Graduate Council (University Level)</u> , Oklahoma State University
2020- Present	<u>Marketing and Branding Committee</u> , School of Hospitality and Tourism Management, Spears School of Business, Oklahoma State University
2020- Present	<u>Graduate Curriculum Committee</u> , School of Hospitality and Tourism Management, Spears School of Business, Oklahoma State University
2019- 2020	<u>University Faculty Senate (University Level)</u> , University of South Carolina
2018- 2020	<u>Grants and Awards Committee</u> , College of Hospitality, Retail, and Sport Management, University of South Carolina
2016-	<u>International Activities Committee</u> , College of Hospitality, Retail, and Sport

- 2020 Management, University of South Carolina
- 2018 Concentrations and Specializations Committee, School of Hotel, Restaurant and Tourism Management, College of Hospitality, Retail, and Sport Management, University of South Carolina
- 2017 Search Committee for Assistant Professor Faculty Position, School of Hotel, Restaurant and Tourism Management, College of Hospitality, Retail, and Sport Management, University of South Carolina
- 2017 Search Committee for Director of the Alfred P. Sloan Foundation Travel and Tourism Industry Center, College of Hospitality, Retail, and Sport Management, University of South Carolina
- 2017 Search Committee for Open Rank Faculty Position, Department of Sport and Entertainment Management, College of Hospitality, Retail, and Sport Management, University of South Carolina
- 2016 Search Committee for the Associate Dean of Faculty and Operations, College of Hospitality, Retail, and Sport Management, University of South Carolina
- 2016 Search Committee for the School Director, School of Hotel, Restaurant and Tourism Management, University of South Carolina
- 2016 Chair of Panel Judges Poster Competition, College of Hospitality, Retail, and Sport Management, University of South Carolina
- 2015 – 2016 Search Committee for the School Director, School of Hotel, Restaurant and Tourism Management, College of Hospitality, Retail, and Sport Management, University of South Carolina
- 2015 – 2016 Admission Committee, College of Hospitality, Retail, and Sport Management, University of South Carolina
- 2015 College Naming Task Force, College of Hospitality, Retail, and Sport Management, University of South Carolina
- 2015 Conference Organizing Committee, 2nd AMISTAD's International Executive Forum on Tourism Innovation and Entrepreneurship Strategies
- 2014 Conference Organizing Committee, G20 First East-West Dialogue on Tourism and the Chinese Dream

Student Service:

2010-2013 Management Committee, Centre for Tourism, Sport and Services Research,
Griffith Business School, Griffith University

Professional Membership:

International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)
The Council for Australasian University Tourism and Hospitality Education (CAUTHE)
American Hotel & Lodging Association – (AH&LA)

Statistical/Research Software

- Mplus
- SmartPLS
- XLSTAT
- STATA
- Minitab
- NVivo
- SPSS
- AMOS