

## **CURRICULUM VITAE**

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**KWANGSOO PARK**

**Associate Dean / Director**

White Lodging School of Hospitality and Tourism Management in the College of Business  
Purdue University Northwest

## **OVERVIEW**

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- Focused education and research in the field of hospitality and tourism, with a research emphasis on disability inclusion
- 40 peer-reviewed journal articles published
- Nine proposals are written for grants/funding
- First-hand professional experience in the event and lodging industry
- Dedicated teaching experience in hospitality and tourism management
- Serve as a co-host of an international conference and president of a professional organization

## **EDUCATION**

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Ph.D. in Business Administration (Focus: Tourism)  
Fox School of Business  
Temple University (AACSB-accredited). May 2013

Master of Science in Hospitality Management  
School of Hospitality & Tourism Management  
Florida International University. April 2007

Bachelor of Science in Hospitality & Tourism Management  
College of Hospitality and Tourism  
Sejong University. August 2003

## **PROFESSIONAL EXPERIENCE**

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- Associate Dean of College of Business / Director of White Lodging School of Hospitality and Tourism Management, Purdue University Northwest, Hammond, IN. U.S. 2023 – Present
- Professor, White Lodging Services Professor, White Lodging School of Hospitality and Tourism Management, Purdue University Northwest, Hammond, IN. U.S. 2023 – Present
- Head, Department of Apparel, Merchandising, Interior Design, and Hospitality Management, North Dakota State University, Fargo, U.S. 2019 – 2023
- Stegner Endowed Professor, College of Human Sciences & Education, North Dakota State University, Fargo, U.S. 2019 – 2023
- Associate Professor, North Dakota State University, Fargo, U.S. 2019 – 2023
- Assistant Professor, North Dakota State University, Fargo, U.S. 2013 – 2019
- Instructor, North Dakota State University, Fargo, U.S. 2012 – 2013

- Program Coordinator of Tourism and Hospitality Management, Black Hills State University, Spearfish, U.S. 2010 - 2012
- Instructor/Teaching Assistant, Temple University, Philadelphia, U.S. 2009 - 2010
- Research Assistant, Temple University, Philadelphia, U.S. 2007 - 2010

## **INDUSTRY EXPERIENCE**

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- Sheraton Bal Harbour Beach Resort Hotel, Miami, U.S. January – August 2006  
(Managerial Internship & Curricular Practical Training)  
Banquet Department
- Event & Advertisement Corp. “IF,” Seoul, Korea. January – May 2005  
Event supervisor (Gillette M3 Power launching event)
- Extended Stay Hotel “COATEL,” Seoul, Korea. February 2004 – September, 2004  
Sales manager
- Korea Management Association Registration Inc., Seoul, Korea. October 2003 – February 2004.  
Education/Event executive in the Customer Satisfaction Center
- Proactive Learning Korea, Seoul, Korea. August 2003 – September 2003.  
Education Consulting Sales Manager
- Hyundai Sungwoo Ski-Resort, Kangwon, Korea. December 2002 – January 2003  
The front desk clerk (seasonal internship)
- Outback Steakhouse, Seoul, Korea. March 1998 – December 1998  
Server
- Seoul Olympic Parktel, Seoul, Korea. June – August 1997  
Bellman (seasonal overnight shift)

## ADMINISTRATIVE RESPONSIBILITIES

### ADMINISTRATIVE INITIATIVES AND FUNDRAISING

- Initiated and helped steward targeted \$200,000, which will be used to remodel one of the Emily Reynolds Historic Costume Collection rooms.
- Helped steward \$300,000, which will be used to support students' field trips (former Dean Charlette Bennett)
- Initiated an Online Master of Hospitality and Tourism Management program through Great Plains IDEA (contacted five initial member universities, and nine units participated as of August 2020). The program development is targeted to launch the program in Fall 2024.
- Proposed departmental request to North Dakota CARES Funding and a total of \$55,000 funded for faculty stipends to prepare the HyFlex teaching method over the summer of 2020. Fund for equipment costing about \$24,000 was also proposed and funded for HyFlex teaching.
- Initiated collaborative programs on campus (intra-departmental programs, such as senior living management, event entrepreneurship program, and sports event management program) are proposed to faculty

### ADMINISTRATIVE FUNDING REQUEST PROPOSAL

#### Awarded

- North Dakota Coronavirus Aid, Relief, and Economic Security Act Funding (\$55,000 for faculty stipends for HyFlex teaching in Apparel, Merchandising, Interior Design, and Hospitality Management, and approximately \$24,000 for purchasing equipment and software, and hiring teaching assistants) – *Awarded in July 2020 and available till December 2020.*

### LEADERSHIP IN DEPARTMENT MANAGEMENT AND STRATEGIC PLANNING

- Manages the school budget and provides input to the dean regarding resource management
- Establishes and oversees an effective governance structure within the department
- Develops and implements the department's short- and long-term goals and strategic plans
- Creates a culture of collaboration and shared responsibility for the success
- Manages course and program enrollments
- Oversees custody and authorized use of university property charged to the school and the assignment of school space and facilities

## **FACULTY DEVELOPMENT**

- Allocate appropriate budget for professional development
- Organize training and events for faculty development
- Meet with faculty one-on-one for trouble-shooting and developmental coaching
- Provides recommendations to the Dean for hiring, retention, tenure, promotion, and post-tenure review; reassigned work; and other leaves of absence

## **PERSONNEL MANAGEMENT**

- Responds to student concerns and works with students, faculty, staff, and other University offices to resolve problems, conflicts, and disputes
- Provides effective management and direction to part-time and full-time faculty, support staff, and student workers
- Assigns faculty teaching duties
- Promotes and supports faculty and staff performance
- Evaluates faculty performance
- Addresses issues regarding appropriate professional behavior among faculty as well as that between faculty and students

## **FACULTY RESPONSIBILITIES**

## **INDUSTRY PARTNERSHIP**

- ABLE Games (All-inclusive fitness event): Developed surveys for volunteers and attendees
- North Dakota Native Tourism Alliance: Opened Facebook page and operated the page
- Fargo-Moorhead Convention and Visitor's Bureau (CVB): Conducted visitor surveys
- North Dakota Tourism Division: Evaluated DMO website
- Fargo Downtown Community Partnership: Conducted visitor surveys
- Fargo Marathon. Co.: Conducted visitor surveys
- Deadwood Chamber of Commerce in SD: Conducted visitor surveys
- Black Hills CVB in SD

## **INDUSTRY OUTREACH**

- Faculty Advisor for High-Level Policy Forum and Working-Level Workshop in the Korea Partnership Initiative on Sustainable Tourism, Korea Tourism Organization, 2019.
- Conducted Fargo-Moorhead Visitor Survey in 2016, Fargo-Moorhead Convention & Visitors' Bureau, North Dakota, 2016.
- Conducted 2014 Fargo Marathon Survey, Fargo Marathon, Inc. and Fargo-Moorhead Convention & Visitors' Bureau, North Dakota, 2014.
- Conducted 2014 Hometown Tourism Program Survey, Fargo-Moorhead Convention & Visitors' Bureau, North Dakota, 2013.
- Conducted 2013 Hometown Tourism Program Survey, Fargo-Moorhead Convention & Visitors' Bureau, North Dakota, 2013.
- Conducted Fargo Downtown Street Fair Visitor Survey in 2013, Downtown Community Partnership/Fargo-Moorhead Convention & Visitors' Bureau, North Dakota, 2013.
- Conducted Fargo-Moorhead Visitor Survey in 2013, Fargo-Moorhead Convention & Visitors' Bureau, North Dakota, 2013.
- Conducted a Gambling Survey at Deadwood Chamber of Commerce (Convention & Visitors' Bureau), South Dakota, summer of 2012.
- Representative of Black Hills State University, Black Hills, Badlands, & Lakes Tourism Association, South Dakota, 2010 – Present
- Conducted a Road Trip Event Mapping Project with undergraduate students at Black Hills, Badlands, & Lakes Tourism Association, South Dakota, in the spring of 2010.

## **RESEARCH INTEREST**

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- Disability Inclusion in Hospitality and Tourism
- Quality of Life and Event Management
- Social Media Analytics in Event Management
- Event Management Research Trend

## **GRANT/FUNDING/INDUSTRY PROJECT**

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### Awarded

- Ann Stegner Endowment, College of Human Sciences and Education (\$140,000 for four years) – *Awarded in July 2019 and till June 2023.*
- Robert and Patty Hendrickson Faculty Development Award, College of Human Development and Education at North Dakota State University (\$850) – *awarded in May 2017.*
- Support Fund for Grant Writing and Research 2017-2018, College of Human Development & Education, North Dakota State University (\$4,000) – *awarded in April 2017.*
- Grant for Involving Undergraduates in Research 2016-2017, College of Human Development & Education, North Dakota State University (\$1,000) – *awarded in November 2016.*
- Grant for Involving Undergraduates in Research 2015-2016, College of Human Development & Education, North Dakota State University (\$1,000) – *awarded in October 2015.*
- Support Fund for Grant Writing and Research 2015-2016, College of Human Development & Education, North Dakota State University (\$3,000) – *awarded in April 2015.*
- Support Fund for Grant Writing and Research 2013-2014, College of Human Development & Education, North Dakota State University (\$3,000) – *awarded in April 2013.*
- Contract, Sturgis Motorcycle Museum and Hall of Fame, Sturgis, SD. Feasibility analysis for the proposed expansion (\$7,747). *The project was completed in February 2012.*

### Not Awarded

- Research Grant, American Hotel & Lodging Educational Foundation (\$41,676), 2017 – *Not awarded.*
- Contract proposal for Private Land Open to Sportsmen (PLOTS) Program Evaluation in North Dakota (\$107,623), North Dakota Game and Fish Department, 2016 – *Not awarded.*
- Submitted a proposal for the Ozbun Economic Development Grant Award (\$19,635), North Dakota State University, 2016 – *Not awarded.*
- Submitted a proposal for the Ozbun Economic Development Grant Award (\$19,635), North Dakota State University, 2015 – *Not awarded.*
- Submitted a proposal for the Ozbun Economic Development Grant Award (\$20,000), North Dakota State University, 2014 – *Not awarded.*

## REFEREED JOURNAL PUBLICATIONS

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- Park, K.**, Song, S., & Ha, J. (under review). Customers' response to disability-inclusive service and environmentally responsible practices in restaurants. *Journal of Service Marketing*. [SSCI]
- Park, K.**, & Song, S. (under review). Customer reactions to hospitableness and expertise presented in a disability-inclusive service. *Journal of Business Ethics*. [SSCI]
- Park, K.**, Lim, J., Oh, S., & Lee, C. K. (under review). Dynamic constraints for mobility-impaired travelers. *Journal of Travel Research*. [SSCI; ABDC's "A\*"]
42. Lee, H., & **Park, K.** (accepted). The effects of hedonic shopping values on loyalty towards small retailers: The moderating role of trust. *Journal of Retailing & Consumer Services*. [SSCI; ABDC's "A"]
41. Kim, H., Kim, S., & **Park, K.** (accepted). Exploring The role of flow experience and telepresence in virtual reality (VR) converts. *Journal of Travel & Tourism Marketing*. 40(7), 568-582. [SSCI; ABDC's "A"]
40. Jung, S., **Park, K.**, Lee, Y. (accepted). Exploring global trade show website content accessibility and policies worldwide for social inclusion of persons with disabilities. *Journal of Travel & Tourism Marketing*. [SSCI; ABDC's "A"]
39. Heo, Y., & **Park, K.** (accepted). A hedonic analysis of P2P accommodation rates: New approach from a Language Expectancy Theory perspective. *Cornell Hospitality Quarterly*. [SSCI; ABDC's "A"]
38. Song, S. & **Park, K.** (2023). Observing disability inclusion in service provision. *Annals of Tourism Research*, 100, 103551 <https://doi.org/10.1016/j.annals.2023.103551> [SSCI; ABDC's "A\*"]
37. Ha, J., & **Park, K.** (2022). Hotel rewards programs for different membership tiers. *International Journal of Tourism Sciences*, 21(1), 1-9.
36. **Park, K.**, Jeon., H., & Park, S. (2022). Disability e-Inclusion for accessible tourism websites. *Current Issues in Tourism*. 25(22), 3571-3578. [SSCI; ABDC's "A"]
35. Heo, Y., Kim., B., **Park, K.**, & Back, R. (2022). A comparison of Likert scale and Best-worst Scaling method on P2P accommodation attributes. *Journal of Business Research*, 148, 368-377. [SSCI; ABDC's "A"]
34. **Park, K.** & Ha, J. (2022). Examination of Web-accessibility in restaurant industry. *Journal of Foodservice Business Research*, 26(6), 823-842 [SCOPUS]
33. Larrea, G. L., Park, J., **Park, K.** & Altin, M. (2022). Cues that work: Designing the optimal hospitality crowdfunding campaign. *International Journal of Hospitality & Tourism Administration*, 24(5), 695-719 [SCOPUS]
32. **Park, K.**, & Jung, S. (2022). Designing inclusive Websites for people with disabilities as part of an



- event tourism strategic planning process. *Journal of Convention & Event Tourism*, 23(2), 129-153. [SCOPUS]
31. Lim, J., & **Park, K.** (2022). Service orientation to customers with disabilities after managerial seminars on disability inclusion. *Culinary Science & Hospitality Research*, 28(6), 117-122.
30. **Park, K.**, Park, S., Ok, C., & Kim, H. (2022). Community event participation and quality of life. *Sport Management Review*, 25(2), 341-359. [SSCI]
29. Song, S., Park, S., & **Park, K.** (2021). Social media marketing strategies for tourism destinations: Effects of linguistic features and content types. *Journal of Smart Tourism*, 1(3), 21-29.
28. Song, S., Park, S., & **Park, K.** (2021). Thematic analysis of destination image using social media analytics. *Industrial Management & Data Systems*, 121(6), 1375-1397. [SCIE]
27. Nyaporo, J., Park, J., & **Park, K.** (2021). M-Tour: A New Socio-Technological Design Application for Destination Competitiveness in Egypt. *Industrial Management & Data Systems*, 121(6), 1152-1166. [SCIE]
26. Park, J., Ogushi, Y., & **Park, K.** (2021). Seasonal nomadic visitors in Tokyo, Japan: A smart travel design perspective using Burke's Narrative Framework. *Asia Pacific Journal of Tourism Research*, 26(4), 385-395. [SSCI]
25. Park, S., **Park, K.**, Park, J., & Back, R. (2021). Social media analytics in event marketing: Engaging marathon fans in Facebook communities. *Event Management*, 25(4), 329-345. [SCOPUS]
24. Lee, J., **Park, K.**, & Manikowske, L. (2020). Social media analytics in retail: Exploring consumer engagement on Facebook. *Journal of Textile Science & Fashion Technology*, 7(3), 1-8.
23. Ok, C., **Park, K.**, Park, S., & Jeon, H (2020). Event participation and advocacy: Assessing the role of affective commitment and perceived benefits. *Journal of Travel and Tourism Marketing*, 37(1), 128-140. [SSCI]
22. **Park, K.** & Kim, D. (2019). How does the smoke-free policy affect casino revenues? *Culinary Science & Hospitality Research*, 25(9), 97-101.
21. **Park, K.**, Kim, H., & Chung, J. (2019). Bottom-up Theory of Life Satisfaction by running event participants. *e-Review of Tourism Research*, 16(6), 557-566. [SCOPUS]
20. **Park, K.**, Park, J., & Back, R. (2019). Determinants of marathoners' event expenditures: An in-depth exploration of past experience. *Journal of Hospitality and Tourism Insights*, 2(2), 110-120. [SCOPUS]
19. Manikowske, L., Lee, J., & **Park, K.** (2019). Use of social media by small fashion retailers and their customer engagement. *International Journal of Costume and Fashion*, 19(1), 51-68.
18. Lee, J., & **Park, K.** (2018). Antecedents of intent to purchase a brand extension: A university-licensed

- merchandise case. *Journal of Fashion Business*, 22(3), 1-15.
17. Lee, J., & **Park, K.** (2017). Determinants of the downtown image and retail patronage: A case of Fargo, North Dakota. *Journal of Extension*, 55(2), 1-7.
  16. Park, S. & **Park, K.** (2017). Thematic analysis of event management research. *International Journal of Contemporary Hospitality Management*, 29(3), 848-861. [SSCI]
  15. **Park, K.**, Ha, J., & Park, J. (2017). An experimental investigation on the determinants of online hotel booking intention. *Journal of Hospitality Marketing & Management*, 26(6), 627-643. [SSCI]
  14. Ha, J., **Park, K.** & Park, J. (2016). Which restaurant should I choose?: Herd Behavior in Restaurant Industry. *Journal of Foodservice Business Research*, 19(5), 396-412.
  13. Kim, D., **Park, K.**, & Kim, H. (2016). Exploring the flexibility of travel decision making and its determinants. *Korean Journal of Tourism Research*, 31(3), 297-315.
  12. **Park, K.** (2016). Determinants of spending by motorcycle-rally visitors. *Event Management*, 20(2), 255-265.
  11. **Park, K.** & Park, S. (2016). Topic trend of event management research. *Event Management*, 20(1), 109-115.
  10. Park, S. & **Park, K.** (2015). Intercoder reliability indices in tourism research. *Annals of Tourism Research*, 55, 180-183. [SSCI]
  9. He, L., **Park, K.**, & Roehl, W. S. (2013). Religion and perceived travel risks. *Journal of Travel and Tourism Marketing*, 30(8), 839-857. [SSCI]
  8. **Park, K.** & Lee, S. (2011). Does an optimal firm size exist for publicly traded U.S. hotels? *Tourism Economics*, 17(2), 359-372. [SSCI]
  7. Lee, S., Lee, C., & **Park, K.** (2010). A comparative study of learning styles and cultural values between Korean and American university students in hospitality and tourism programs. *Korean Journal of Hospitality Administration*, 19(5), 33-51.
  6. **Park, K.**, Reisinger, Y., & Noh, E. (2010). Luxury shopping tourism. *International Journal of Tourism Research*, 12(2), 167-178. [SSCI]
  5. **Park, K.** & Reisinger, Y. (2010). Differences in the perceived influence of natural disasters and travel risk perception on international travel. *Tourism Geographies*, 12(1), 1-24. [SSCI]
  4. **Park, K.**, Reisinger, Y., & Park, C. (2009). Visitors' motivation for attending theme parks in Orlando, Florida, USA. *Event Management*, 13(2), 83-101.
  3. **Park, K.** & Reisinger, Y. (2009). Cultural differences in shopping for luxury goods: Western, Asian and Hispanic tourists. *Journal of Travel and Tourism Marketing*, 26(8), 762-777. [SSCI]

2. **Park, K.** & Reisinger, Y. (2008). The influence of natural disasters on travel risk perception. *Tourism Analysis*, 13(5/6), 615-628.

1. **Park, K.**, Reisinger, Y., & Kang, H. (2008). Visitors' motivation for attending the South Beach Wine and Food Festival, Miami Beach, Florida. *Journal of Travel & Tourism Marketing*, 25(2), 161-181. [SSCI]

## **REFEREED CONFERENCE PROCEEDINGS**

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Kim, H., Kim, S., & **Park, K.** (2023). Exploring The effect of flow experience on the continuance intention toward virtual reality concert. *Asia Pacific Tourism Association Annual Conference*, Chiang Mai, Thailand, July 5-7, 2023. **[Best Paper Awarded]**

**Park, K.**, Ha, J., & Song, S. (2023). Customer's responses to environmental responsibility and disability inclusion. *West Federation Council on Hotel, Restaurant, and Institutional Education Conference*, UNLV, Las Vegas, February 16-18, 2023. **[Best Paper Awarded]**

Song, S., **Park, K.**, & Ha, J. (2022). Inclusive and environmentally responsible service in restaurants. *The Asia Pacific Tourism Association (APTA) 2022 Annual Conference*, Jeju, Korea, July 6-8, 2022.

Kim, S., **Park, K.**, Kim, H. & Tennessee, S. (2022). Exploring the effect of flow experience on The continuance intention toward Virtual Reality (VR) concert. *The TOSOK International Tourism Conference*, Busan, Korea. July 13-15, 2022.

Dockter, K., Park, J. & **Park, K.** (2022). Perceptions of and attitude toward the application of AI service robots. *Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students*. Philadelphia, PA. April 15-16, 2022. **[Best Undergraduate Paper Awarded]**

Ha, J., **Park, K.** & Kim, E. (2022). What do you want from luxury dining experiences? Exploring experiential consumption at luxury restaurants. *Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students*. Philadelphia, PA. April 15-16, 2022.

Ha, J. & **Park, K.** (2022). What hinders the desire to dine out for families of children with autism spectrum disorder? *Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students*. Philadelphia, PA. April 15-16, 2022.

**Park, K.** & Ha, J. (2021). Examination of Web-accessibility in restaurant industry. *Annual ICHRIE Summer Conference & Marketplace*. July 26-30, 2021.

**Park, K.**, & Park, S. (2021). Disability inclusion in tourism: Learning constraints from Vlogs by travelers with disabilities. *The TOSOK International Tourism Conference*, Seoul, Korea. July 7- 9, 2021.

Kaija, D, Park, J. & **Park, K.** (2021). Hotel managers' perceptions of and attitude toward the application of AI service robots. *2021 National Conference on Undergraduate Research (NCUR) by The Council on Undergraduate Research, Virtual*. April 12-14, 2021.

- Park, J. Y., Lelo de Larrea, G., **Park, K.**, & Altin, M. (2019). The success of crowdfunding: Seeking for influential factors for a successful campaign. *The 5<sup>th</sup> World Research Summit for Tourism and Hospitality*. UCF Rosen College of Hospitality Management, Orlando, Florida, USA. December 13-16, 2019.
- Lee, J., & **Park, K.** (2019). Hospitality Students' Intercultural Communication: Effect of Cultural Intelligence and Core Self-Evaluations, and Ethnocentrism. *Pan Asia International Tourism Conference (PAITOC)*. Daejeon, Korea. July 4-6, 2019.
- Jeon, H., Ok, C. M., Choi, J., & **Park, K.** (2019). An investigation of visitors' attitudes toward a tourism destination logo. *Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students*. Las Vegas, NV, April 12-13, 2019.
- Park, K.**, Park, J., Park, S. & Ok C. (2018). Social Media Analytics in Marathon Events: Psycholinguistic Approaches. *Pan Asia International Tourism Conference*, Seoul, Korea, July 4-6, 2018.
- Asperin, A., & **Park, K.** (2018). Social Media Engagement in Coffee Company. *Asia Pacific Tourism Association Annual Conference*, Mactan, Philippines, July 3-5.
- Kim, W., Venture, K. L. & **Park, K.** (2018). Cultural Property Value as Antecedents of Tourist Consumption Value and Visit Intention. *Korea America Hospitality and Tourism Educators Association Annual Conference*, Las Vegas, NV, April 20-21, 2018. **[Best Paper Awarded]**
- Park, K.**, Kim, B., & Heo, C. Y. (2018). Exploring P2P Accommodation Sharing Attributes. *Korea America Hospitality and Tourism Educators Association Annual Conference*, Las Vegas, NV, April 20-21, 2018.
- Park, S., **Park, K.**, & Park, J. (2017). Engagement of Social Media Users in Marathon Facebook Communities. *4th World Research Summit for Tourism and Hospitality: Innovation, Partnerships and Sharing*, Orlando, FL, December 8-12, 2017
- Heo, C. Y., & **Park, K.** (2017). How do Airbnb hosts set a price for their rental? *EuroCHRIE17*, Nairobi, Kenya, October 23-25, 2017.
- Park, S., Ok, C., & **Park, K.** (2017). Consumers' online engagement in Facebook. *The Asia Pacific Tourism Association (APTA) 2017 Annual Conference*, Busan, Korea, June 18-21, 2017.
- Park, K.** & Heo, C. Y. (2017). Your listing's title matters on peer to peer platforms for accommodation sharing. *The Asia Pacific Tourism Association (APTA) 2017 Annual Conference*, Busan, Korea, June 18-21, 2017.
- Park, S. & **Park, K.** (2017). Big Data Analytics in Social Media: Analyzing Tweets at Disneyland. *Korea America Hospitality and Tourism Educators Association Annual Conference*, Las Vegas, NV, April 21-22, 2017. **[Best Paper Awarded]**
- Park, K.** & Park, J. (2017). Who spend more in a marathon event? *Korea America Hospitality and Tourism Educators Association Annual Conference*, Las Vegas, NV, April 21-22, 2017.

- Park, K.,** Ha, J., & Park, J. (2016). An Experimental Investigation of Online Hotel Booking Intention. *Korea America Hospitality and Tourism Educators Association Annual Conference*, Las Vegas, NV, April 21-22, 2016.
- Heo, S. & **Park, K.** (2016). Millennial's attitudes towards Agritourism and Slow Movement. *Korea America Hospitality and Tourism Educators Association Annual Conference*, Las Vegas, NV, April 21-22, 2016. [Advised undergraduate student for research]
- Lee, J., & **Park, K.** (2016). Determinants of the Downtown Image and Retail Patronage: A Case of a Small/Mid-sized Town in the United States. The European Institute of Retailing & Services Studies (EIRASS) on Recent Advances in Retailing & Services Science, Edinburgh, Scotland, 11-14, July 2016.
- Park, K.,** & Jo, W. (2015). Impact of smoking bans on casino gambling revenues and player admission. *Annual TOSOK International Tourism Conference*, Seoul, Korea, 1-3, July 2015.
- Park, K.,** Ha, J., & Park, J. (2015). Make reservations following other people: Dynamics among popularity, scarcity, and consumers' ratings. *Annual ICHRIE Summer Conference*, Orlando, Florida, 29-31 July 2015.
- Park, S., & **Park, K.** (2015). Determinants of quality of life: Exploring dynamics among event satisfaction, attachment, advocacy, and future intention. *Korea America Hospitality and Tourism Educators Association Annual Conference*, Las Vegas, NV, April 17-18, 2015.
- Park, K.** & Hill, B. (2014). The impact of smoke-free policies on casino gaming revenues. *Korea America Hospitality and Tourism Educators Association Annual Conference*, Las Vegas, NV, April 25-26, 2014. **[Best paper awarded]**
- Park, S. & **Park, K.** (2014). A thematic analysis of event management research: Visiting the importance of reporting intercoder reliability indices. *Korea America Hospitality and Tourism Educators Association Annual Conference*, Las Vegas, NV, April 25-26, 2014.
- Park, K.** (2013). An Analysis of Research Topics in Event Management Research. *44<sup>th</sup> Travel and Tourism Research Association Annual Conference*, Kansas City, Missouri, June 20-22, 2013.
- Jeon, H., **Park, K.,** & Ok, C. (2013). Host Residents' Perceptions and Attitudes toward an Event. *44<sup>th</sup> Travel and Tourism Research Association Annual Conference*, Kansas City, Missouri, June 20-22, 2013.
- Park, K.** & Roehl, W. S. (2010). Exploring unplanned/impulsive travel decision making. *41<sup>st</sup> Annual TTRA Conference*, San Antonio, Texas, June 20-22, 2010.
- Reisinger, Y. & **Park, K.** (2009). Determinants of quality of life as perceived by residents in tourism destinations. *Consumer Behavior in Tourism Symposium*, Italy, December 15-19, 2009.
- Park, K.** & Lee, S. (2009). What is the optimal firm size for US hotels? *8th Asia Pacific Forum for Graduate Students Research in Tourism*, Sejong University, Seoul, Korea, July 7-9, 2009.

- Reisinger, Y. & **Park, K.** (2009). Community based sustainable tourism: Importance of residents' quality of life in tourism destinations. *BEST Education Network Think Tank IX "The Importance of Values in Sustainable Tourism,"* James Cook University, Singapore, June 15-18., 2009
- Reisinger, Y. & **Park, K.** (2008). Luxury shopping in tourism: Challenges and opportunities. *Euro CHRIE 2008 Conference "Building a Legacy, Living the Dream: 2020 Vision for Hospitality and Tourism"*, The Emirates Academy of Hospitality Management, Dubai, United Arab Emirates, October 11-14, 2008.
- Park, K.**, Reisinger, Y., & Noh, E. (2008). An examination of luxury shoppers' behavior according to tourist typologies. *39<sup>th</sup> Annual TTRA Conference*, Philadelphia, USA, June 15-17, 2008.
- Park, K.** & Reisinger, Y. (2008). The perceived influence of natural disasters on travel risk perception. *13th Annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism*, University of Central Florida, Orlando, Florida, USA, January 3-5, 2008.
- Reisinger, Y. & **Park, K.** (2007). Are there differences in visitors' motivation for attending wine and food festivals? *12th Cross Cultural Research Conference*, Honolulu, Hawaii, USA, December 12-15, 2007.

#### **RESEARCH ADVISING (Undergraduate)**

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- Kaija Docktor, Undergraduate student at North Dakota State University. The research titled "Hotel managers' perceptions of and attitude toward the application of AI service robots" in 2020 was accepted to be presented at the *Tourism, Hospitality, Events Conference for Researchers, Educators, Practitioners, and Students*, Philadelphia, PA. (Conference was postponed till 2022 due to the Pandemic).
- Amber Winter, Undergraduate student at North Dakota State University. The research titled "The Effect of destination image on brand loyalty" in 2016, Presented at the *NDSU EXPLORE Annual Conference*, Fargo, ND, on November 1, 2016. **The Best Presentation** (second place) was awarded.
- Soojin Heo, Undergraduate student at North Dakota State University. The research titled "Millennial's attitudes towards agritourism and slow movement" in 2016, Presented at *Korea America Hospitality and Tourism Educators Association Annual Conference*, Las Vegas, NV, April 21-22, 2016.

#### **INVITED SPECIAL GUEST LECTURE**

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- Sejong University, Seoul, South Korea, June 1, 2023 (Topic: Disability Inclusion in Hospitality and Tourism)
- Daegu University, Kyungsan, South Korea, May 31, 2017 (Topic: Event Management and Career Plan)
- Incheon National University, Incheon, South Korea, May 25, 2017 (Topic: Current Trend of Event Industry)

- Daegu Catholic University, Kyungsan, South Korea, May 29, 2017 (Event Industry and College Life)
- Yeungnam University, Kyungsan, South Korea, May 29, 2015 (Topic: Food and World Culture)
- Incheon National University, Incheon, South Korea, May 19, 2015 (Topic: Experiential Event Design)

## **JOURNAL REVIEWER**

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- International Journal of Hospitality Management
- International Journal of Contemporary Hospitality Management
- Journal of Travel and Tourism Marketing
- Journal of Hospitality and Tourism Insights
- Journal of Hospitality Marketing and Management
- Journal of Convention and Event Tourism
- Information and Management

## **UNIVERSITY SERVICE ASSIGNMENT**

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- President's Council for Diversity, Inclusion and Respect, 2020 – 2023.
- Inclusion Committee, North Dakota State University, 2019 – 2020.
- Faculty Senate, North Dakota State University, 2018 – 2019.
- Faculty Advisor of a University Student Organization – Ga.Na.Da. Korean, North Dakota State University, 2015 – 2016
- University Curriculum Committee – Black Hills State University, 2011 - 2012
- Faculty Advisor of a University Student Organization – Travel & Tourism Club, Black Hills State University, 2010 – 2012

## **COLLEGE/DEPARTMENT SERVICE ASSIGNMENT**

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- College of Business Leadership Team, Purdue University Northwest. 2023 – Present.
- Dean's Cabinet – College of Human Development and Education, North Dakota State University. 2019 – 2023.
- International Education Committee – College of Human Development and Education, North Dakota State University. 2018 – 2019.
- Strategic Planning Committee – Department of Apparel, Design, & Hospitality Management, North Dakota State University. 2017– 2019.

- Chair of Academic Affairs – College of Human Development and Education, North Dakota State University. 2014 – 2019 (elected as a Chair in 2016 after serving as a committee member).
- Search Committee for Department Chair of Apparel, Design, & Hospitality Management – Department of Apparel, Design, & Hospitality Management, North Dakota State University. 2016.
- Recruitment and Retention Committee – Department of Apparel, Design, & Hospitality Management, North Dakota State University. 2014 - 2016.
- Tartan Committee – Department of Apparel, Design, & Hospitality Management, North Dakota State University. 2014 - 2016.
- Search Committee for Hospitality and Tourism and Interior Design – Department of Apparel, Design, & Hospitality Management, North Dakota State University. 2013 - 2014.
- Department Marketing Committee – Department of Apparel, Design, & Hospitality Management, North Dakota State University. 2012 - 2014.
- Program Coordinator – Tourism and Hospitality Management, College of Business & Natural Science, Black Hills State University. 2010 - 2012.
- Faculty Composition & Development Subcommittee – College of Business & Natural Science, Black Hills State University. 2010 - 2012.
- Student Affairs Committee – College of Business & Natural Science, Black Hills State University. 2010 - 2012.

#### **REVIEWER FOR PROMOTION AND TENURE**

- The City University of New York. 2021
- Ohio University. 2019
- Student Affairs Committee – College of Business & Natural Science, Black Hills State University. 2010 - 2012.

#### **PROFESSIONAL MEMBERSHIP**

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- Travel and Tourism Research Association (TTRA). 2008 – 2014.
- Korea-America Hospitality and Tourism Educators Association. 2014 – Present.
- Asia Pacific Tourism Association. 2017 – 2018.

#### **EDITORIAL BOARD**

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- Family & Consumer Sciences Research Journal, Associate Editor. 2021 – Present
- Journal of Hospitality & Tourism Studies. 2015 – 2022.
- Journal of Global Hospitality and Tourism. 2020 – Present.
- Journal of Smart Tourism. 2020 – Present

#### **GUEST EDITOR**

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- Sustainability, 2020 – 2021. Sustainable Event Management.
- Family & Consumer Sciences Research Journal, 2022-2023. Consuming in Hospitality and Tourism during Pre-and Post-Pandemic

#### **INDUSTRY/ACADEMIC BOARD MEMBER**

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- Member of Consortium for Global Sustainability, 2021 – Present.
- Program committee of ENTER2021 (ENTER2021) the 28th annual e-Tourism Conference. 2020 - 2021.
- President for Korea-America Hospitality and Tourism Educators Association. 2022 – Present.
- Co-Chair of Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students. 2019 – Present.
- Vice President for Korea-America Hospitality and Tourism Educators Association. 2018 – Present.
- Treasurer for Korea America Hospitality and Tourism Educators Association. 2014 – 2018.
- Advisory Council for North Dakota Native Tourism Alliance. 2016 – Present.

#### **AWARDS**

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- Best Paper Award, Asia Pacific Tourism Association Annual Conference, Chiang Mai, Thailand, July 5-7, 2023.
- Best Paper Award, West Federation Council on Hotel, Restaurant, and Institutional Education Conference, UNLV, Las Vegas, February 16-18, 2023.

- Best Practical Paper Award (Undergraduate research), Tourism, Hospitality, Events Conference for Researchers, Educators, Practitioners, and Students, Philadelphia, PA, April 15-16, 2022.
- Best Paper Award (2<sup>nd</sup> Place) at Korea America Hospitality and Tourism Educators Association Annual Conference, Las Vegas, Nevada, April 20-21, 2018.
- Exceptional Contributions as an Emerging Teacher at the College of Human Development and Education at North Dakota State University. 2017.
- Best Paper Award by Korean Hospitality and Tourism Academe at Korea America Hospitality and Tourism Educators Association Annual Conference, Las Vegas, Nevada, April 21-22, 2017.
- 2016 Pineapple Award, Fargo-Moorhead Convention and Visitors Bureau, Local (Awarded). (February 22, 2017). (Brief Description: The Hospitality and Tourism Management Program received this. This is awarded to the organization that has contributed most to tourism promotion, development, and hospitality in 2016.)
- Best Paper Award (1<sup>st</sup> Place) at Korea America Hospitality and Tourism Educators Association Annual Conference, Las Vegas, Nevada, April 25-26, 2014.
- The Harry A. Cochran Research Center Award for Excellence in Research by a Doctoral Student, Fox School of Business & Management, Temple University. 2010.
- Excellence in Teaching by a Doctoral Student in the Business Administration Program, Fox School of Business & Management, Temple University. 2010.
- The Harry A. Cochran Research Center Award for Excellence in Research by a Doctoral Student, Fox School of Business & Management, Temple University. 2009.