

CURRICULUM VITAE

KWANGSOO PARK

Department Head

Department of Apparel, Merchandising, Interior Design, & Hospitality Management
North Dakota State University

September 2021

OVERVIEW

- Serve as a NDSU President's Council for Diversity, Inclusion and Respect
- Focused education and research in the field of hospitality and tourism, with an emphasis in event management and disability inclusion
- Stegner Endowed Professorship (\$35,000 spendable per year until 2022)
- 31 peer-reviewed journal articles published
- 9 proposals written for grants/funding
- First-hand professional experience in the event and lodging industry
- Dedicated teaching experience in event planning, tourism management
- Proactive industry outreach activities with Fargo Convention & Visitors Bureaus and North Dakota Native Tourism Alliance
- Comprehensive institutional service assignments including Faculty Senate, Academic Affairs, and Inclusion Committee
- Serve as a co-host of an international conference and vice-president of a professional organization
- Being an efficient and passionate administrator in an interdisciplinary department by supervising 11 full time faculty, 4 adjunct faculty, and 2 staffs, and by operating a state appropriated budget of over 1 million in the department.

EDUCATION

Ph.D. in Business Administration (Advisor: Dr. Wesley S. Roehl)
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 Business Administration (Hospitality & Tourism Management Major)
College of Business
Sejong University. August 2003

PROFESSIONAL EXPERIENCE

- Head, Department of Apparel, Merchandising, Interior Design, and Hospitality Management, North Dakota State University, Fargo, U.S. 2019 Fall – Present

- Stegner Endowed Professor, College of Human Sciences & Education, North Dakota State University, Fargo, U.S. 2019 – Present
- Associate Professor, North Dakota State University, Fargo, U.S. 2019 – Present
- 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

ADMINISTRATIVE INITIATIVES AND FUND RASING

- Initiated and helped steward targeted \$100,000 which will be used to remodel one of the rooms in Emily Reynolds Historic Costume Collection.
- Initiated an Online Master of Hospitality and Tourism Management program through Great Plains IDEA (contacted five initial member universities and a total of nine units participate as of August 2020). The program development is targeted to launch the program in Fall 2022.
- Proposed departmental request to North Dakota CARES Funding and a total of \$55,000 funded for faculty stipends to prepare HyFlex teaching method over the summer in 2020. Fund for equipment costing about \$24,000 was also proposed and funded for HyFlex teaching.
- Initiated student recruitment events titled “Contests in Majors” for marketing in 2019. The contests were developed by collaborating with local industries in each program areas. The actual contests are postponed due to COVID-19.
- Initiated collaborative programs on campus (intra departmental programs, such as, event entrepreneurship program, sport event management program) are proposed to faculty

INDUSTRY EXPERIENCE

- 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
- Hyundai Sungwoo Ski-Resort, Kangwon, Korea. December, 2002 – January, 2003
Front desk clerk (seasonal internship)
- Outback Steakhouse, Seoul, Korea. March, 1998 – December, 1998
Server
- Seoul Olympic Parktel, Seoul, Korea. June – August, 1997
Bellman (Overnight shift)

INDUSTRY PARTNERSHIP

- ABLE Games (All inclusive fitness event): Developed surveys for volunteers and attendees
- North Dakota Native Tourism Alliance: Opened Facebook page and operate 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 (KOPIST), 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, Deadwood Chamber of Commerce (Convention & Visitors' Bureau), South Dakota, summer 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, Black Hills, Badlands, & Lakes Tourism Association, South Dakota, spring 2010.

RESEARCH INTEREST

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

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.*

GRANT/FUNDING/INDUSTRY PROJECT

Awarded

- Ann Stegner Endowment, College of Human Sciences and Education (\$35,000 per year for three years) – *Awarded in July, 2019 and available till June 2022.*
- 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). *Project 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

Park, K. & Ha, J. (under review). Examination of Web-accessibility in restaurant industry. *Journal of Foodservice Business Research.*

Larrea, G. L., Park, J., **Park, K.** & Altin, M. (under review). Cues that work: Designing the optimal hospitality crowdfunding campaign. *International Journal of Hospitality & Tourism Administration.* [IF: 2.56]

Park, K., Jeon., H., & Park, S. (under review). Disability e-inclusion in tourism amid pandemic. *Current Issues in Tourism.* [SSCI, IF: 7.43]

Kim, B., Heo, Y., **Park, K.**, & Back, R. (under review). A comparison of Likert scale and Best-worst Scaling method on P2P accommodation attributes. *Journal of Business Research.* [SSCI, IF: 4.87]

Heo, Y, & **Park, K.** (under second review). A hedonic analysis of P2P accommodation rates: New Approach from a Language Expectancy Theory perspective. *Cornell Hospitality Quarterly.* [SSCI, IF: 3.646]

31. Song, S., Park, S., & **Park, K.** (accepted). Social media marketing strategies for smart tourism destinations: Language Expectancy Theory perspective. *Journal of Smart Tourism*.
30. **Park, K.**, & Jung, S.(accepted). Designing inclusive Websites for people with disabilities as part of an event tourism strategic planning process. *Journal of Convention & Event Tourism*. [IF: 1.57]
29. **Park, K.**, Park, S., Ok, C., & Kim, H. (2021). Community event participation and quality of life. *Sport Management Review*. [SSCI, IF: 3.376]
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. [SCI, IF: 4.89]
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. [SCI, IF: 4.89]
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, IF:3.677]
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. [IF: 0.97]
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, IF: 7.564]
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.
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.
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. [IF not available]
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. [IF: 0.31]

16. Park, S. & **Park, K.** (2017). Thematic analysis of event management research. *International Journal of Contemporary Hospitality Management*, 29(3), 848-861. [SSCI, IF: 5.67]
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, IF: 7.022]
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. [IF: 0.95]
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. [IF: 0.97]
11. **Park, K.** & Park, S. (2016). Topic trend of event management research. *Event Management*, 20(1), 109-115. [IF: 0.97]
10. Park, S. & **Park, K.** (2015). Intercoder reliability indices in tourism research. *Annals of Tourism Research*, 55, 180-183. [SSCI, IF: 9.011]
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, IF: 7.564]
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, IF: 4.438]
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, IF: 3.791]
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, IF: 6.64]
4. **Park, K.**, Reisinger, Y., & Park, C. (2009). Visitors' motivation for attending theme parks in Orlando, Florida, USA. *Event Management*, 13(2), 83-101. [IF: 0.97]
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, IF: 7.564]
2. **Park, K.** & Reisinger, Y. (2008). The influence of natural disasters on travel risk perception.

Tourism Analysis, 13(5/6), 615-628. [IF: 1.12]

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, IF: 7.564]

REFEREED CONFERENCE PROCEEDINGS

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 5th 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. *44th 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. *44th 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. *41st 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. *39th 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)

- Kaija Docktor, Undergraduate student at North Dakota State University. Research titled "Hotel managers' perceptions of and attitude toward the application of AI service robots" in 2020, accepted to be presented at the *Tourism, Hospitality, Events Conference for Researchers, Educators, Practitioners, and Students*, Philadelphia, PA. (Conference was postponed till 2021 due to Pandemic).

- Amber Winter, Undergraduate student at North Dakota State University. Research titled “The Effect of destination image on brand loyalty” in 2016, Presented at *NDSU EXPLORE Annual Conference*, Fargo, ND, November 1, 2016. **The Best Presentation** (second place) was awarded.
- Soojin Heo, Undergraduate student at North Dakota State University. 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

- 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

- 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

- President’s Council for Diversity, Inclusion and Respect, 2020 – Present.
- 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

- Dean’s Cabinet – College of Human Development and Education, North Dakota State University. 2019 – Present.
- 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 – Present (elected as a Chair in 2016 after serving as 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.

PROFESSIONAL MEMBERSHIP

- 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

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

GUEST EDITOR

- Sustainability, 2020 – 2021. Sustainable Event Management.

INDUSTRY/ACADEMIC BOARD MEMBER

- Program committee of ENTER2021 (ENTER2021) the 28th annual e-Tourism Conference. 2020 - 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

- Best Paper Award (2nd Place) at Korea America Hospitality and Tourism Educators Association Annual Conference, Las Vegas, Nevada, April 20-21, 2018.
- Exceptional Contributions as an Emerging Teacher by 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: This was received by the Hospitality and Tourism Management Program. This is awarded to the organization that has contributed most to tourism promotion, development, and hospitality in 2016.)
- Best Paper Award (1st 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.