

# Woo Gon (Woody) Kim

## OFFICE ADDRESS:

Florida State University  
Dedman School of Hospitality  
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## EDUCATION

- |      |   |
|------|---|
| 1995 | Ph.D. in Hospitality and Tourism Management<br>Concentration: Finance<br>Purdue University, West Lafayette, Indiana                               |
| 1990 | Master of Hotel, Restaurant, and Travel Administration<br>Concentration: Service Marketing<br>University of Massachusetts, Amherst, Massachusetts |
| 1988 | Master of Business Administration<br>University of Houston, Houston, Texas  |
| 1986 | Bachelor of Arts<br>Major: Linguistics<br>Seoul National University, Seoul, South Korea   |

## ACADEMIC APPOINTMENTS

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|-------------------|--|
| 01/2017 – present | <b>Professor and Robert H. Dedman Professor of Hospitality Management,</b><br>Dedman School of Hospitality, Florida State University<br>– <b>Director of the International Center for Hospitality Research &amp; Development (ICHD),</b> 08/2007 – present   |
| 08/2010 – 12/2016 | <b>Professor and Robert H. Dedman Professor of Hospitality Management,</b><br>Dedman School of Hospitality, College of Business, Florida State University<br>– <b>Director of MBA-HTM Program,</b> 01/2015 – 05/2017<br>– <b>Director of the International Center for Hospitality Research &amp; Development (ICHD),</b> 08/2007 – present |
| 08/2007 – 08/2010 | <b>Associate Professor and Robert H. Dedman Professor of Hospitality Management,</b><br>Dedman School of Hospitality, College of Business, Florida State University  |

08/2006 – 07/2007	<b>Associate Professor</b> , School of Hotel and Restaurant Administration, Oklahoma State University
12/2000 – 07/2006	<b>Assistant Professor</b> , School of Hotel and Restaurant Administration Oklahoma State University – <b>Master Program Coordinator</b> , 09/2006 – 07/2007
08/1995 – 12/2000	<b>Assistant Professor</b> , School of Hospitality and Tourism Management, College of Business, Sejong University
08/1998 – 08/1998	<b>Professor of Finance</b> , Sheraton Walker Hill Hotel, Seoul, South Korea
1994	<b>Instructor</b> , Department of Restaurant, Hotel, Institutional and Tourism Management, Purdue University
1988 – 1989	<b>Teaching Assistant</b> , Hospitality Law Department of Hotel, Restaurant, and Travel Administration, University of Massachusetts at Amherst

## **BIBLIGORAPHY Quantitative Summary:**

As of July 6, 2021, cited a total of 16,907 times, h-index of 54, and i10-index of 115 from Google Scholar.

## **ACADEMIC EXPERIENCE**

Summers 2010 – 2019	<b>Korea University as a Visiting Professor</b> <b>Courses Taught</b> – Consumer Behavior (ISC 319) – International Marketing (ISC 306) – Service Marketing (ISC 389)
Summers 2014 – 2015	<b>University of Macau as a Visiting Professor</b> <b>Course Taught</b> – Managerial Finance (FINC 713)
02/2014 – 03/2014	<b>Mahidol University, Thailand, as a Visiting Professor</b> <b>Course Taught</b> – Revenue Management for Hospitality Business (ICIH 508)
09/2013 – 10/2013	<b>Mahidol University, Thailand, as a Visiting Professor</b> <b>Course Taught</b> – Revenue Management for Hospitality Business (ICIH 508)
08/2007 – present	<b>Florida State University</b> <b>Courses Taught</b> – Hospitality Financial Management (HMG 5465) – European Hotel Operations (HFT 4930) – European Travel and Tourism (HFT 4930) – Managing Revenues and Expenses (HFT 4471)

- Hospitality Services, Marketing & Research (HFT 4502)
- Intro to Hospitality & Tourism (HFT 1000)
- Directed Individual Study (HFT 4905)
- Honors Thesis (HFT 4907)

### Services

- **University:**  
09/2017 – present University Promotion and Tenure Committee  
09/2017 – present University Graduate Policy Committee
- **College:**  
12/2015 – present Awards Committee  
08/2014 – present Master Policy Committee  
08/2007 – present Diversity Committee  
09/2010 – 12/2012 Promotion and Tenure Committee  
11/2008 – 08/2010 Undergraduate Policy Committee
- **School:**  
01/2016– present Promotion and Tenure Committee Chair  
09/2007 – 07/2014 Scholarship Committee Chair  
09/2007 – 07/2014 Finance Committee  
11/2008 – 12/2009 Florida Lodging Association Advisor
- **Dissertation Supervision and Advising:**  
1/2008 – 12/2008 Committee member of 1 MSc student  
1/2017 – 12/2018 Thesis advisor for 1 Ph.D. student

12/2000 – 07/2007

### Oklahoma State University

#### Courses Taught

- Hospitality Industry Financial Analysis (HRAD 2283)
- Hospitality Industry Internship (HRAD 3443)
- International Hospitality Studies (HRAD 4090)
- Hospitality Financial Management (HRAD 4333)
- Hospitality Information Technology (HRAD 4413)
- Hotel Feasibility Study (Special Project of HRAD 4333)
- Master's Thesis (HRAD 5000)
- Master's Creative Component (HRAD 5030)
- Hospitality & Tourism Management (HRAD 5213)
- Critical Issues in Hospitality & Tourism (HRAD 5523)
- Hospitality Accounting & Finance (HRAD 5850)
- Research Seminar in Hospitality & Tourism (HRAD 5870)
- Doctoral Dissertation (HRAD 6000)

### Services

- **University:**  
08/2002 – 07/2004 Academic Reinstatement Appeals Review Board
- **College:**  
08/2005 – 07/2007 Academic Affairs Committee Chair

08/2003 – 07/2004	Korean Student Association Advisor
– <b>School:</b>	
01/2003 – 07/2007	Scholarship Committee
12/2000 – 07/2007	Academic Affairs Committee
08/2005 – 12/2005	PGA (Professional Golf Association) Task Force Chair
08/2004 – 12/2005	Accreditation Committee Chair
08/2002 – 07/2004	Curriculum Committee Chair
12/2000 – 05/2003	Hospitality Society Advisor
01/2002 – 05/2002	Consultant to School Operations Committee
– <b>Dissertation Supervision and Advising:</b>	
12/2000 – 07/2007	Committee chair of 12 MSc students
12/2000 – 07/2007	Committee member of 19 MSc students
12/2000 – 07/2007	Thesis advisor for 5 Ph.D. students
12/2000 – 07/2007	Committee member of 15 Ph.D. students
08/1995 – 12/2000	<b>Sejong University</b>
	<b>Courses Taught</b>
	– Hospitality Financial Accounting (HTM 1510)
	– Hospitality Managerial Accounting (HTM 2530)
	– Hospitality Financial Management (HTM 3530)
	– Tourism Management (HTM 1005)
	– Hospitality and Tourism Marketing (HTM 3005)
	– Food and Beverage Revenue and Cost Control (HTM 4005)
	– Hotel and Restaurant Feasibility Study (HTM 4350)
	<b>Services</b>
	– <b>University:</b>
09/1999 – 12/2000	Director of Job Placement Center
08/1995 – 12/2000	Curriculum Development Committee
03/1998 – 02/1999	Director of Student Counseling Center
– <b>Dissertation Supervision and Advising:</b>	
03/1999 – 12/2000	Committee member of 2 Ph.D. students
03/1997 – 12/2000	Committee chair of 3 Ph.D. students
03/1997 – 12/2000	Committee chair of 30 MBA students
03/1997 – 12/2000	Committee chair of 18 MSc students
– <b>External Organizations:</b>	
03/2000 – 10/2000	Advisory Committee: Tourism Division of World Tourism Organization (WTO) in South Korea
04/1999 – 02/1999	Advisory Committee: Tourism Division of Organization for Economic Cooperation and Development (OECD) in South Korea

## **INDUSTRY EXPERIENCE**

2005

**Faculty Intern**

Waterford Marriott, Oklahoma City, Oklahoma

1991

**Second Lieutenant**

Military Service in South Korea

1990

**Consulting and Valuation Analyst**

Market research, feasibility analysis, hotel appraisals, financial consulting, operational analysis and project development

Hospitality Valuation Services, Inc., Mineola, NY

## **RESEARCH AND PUBLICATIONS**

### **Refereed Journal Publications**

1. Li, J., Kim, W. G., & Choi, H. (2021). Effectiveness of social media marketing on enhancing performance: Evidence from a casual-dining restaurant setting. *Tourism Economics*, 27(1) 3-22.
2. Camillo, A., & Kim, W. G. (2021). An assessment of the competitive position of the emergent Uruguayan wine industry: A preliminary netnographic baseline study. *Beverages*, 7(2), 26.
3. Kim, W. G., Pillai, S. G., Haldorai, K., & Ahmad, W. (2021). Dark patterns used by online travel agency websites. *Annals of Tourism Research*, 88, 103055.
4. Zhou, Y., Kim, W. G., Okumus, B., & Cobanoglu, C. (2021). Understanding online travel communities: A literature review and future research directions in hospitality and tourism. *Journal of Travel & Tourism Marketing*, 38(2), 194-212.
5. Kang, S., Park, D., & Kim, W. G. (2021). Understanding tourist information search behaviour: The power and insight of social network analysis. *Current Issues in Tourism*, 24(3), 403-423.
6. Pillai, S. G., Haldorai, K., Seo, W. S., & Kim, W. G. (2021). COVID-19 and hospitality 5.0: Redefining hospitality operations. *International Journal of Hospitality Management*, 94, 102869.
7. Haldorai, K., Kim, W. G., Seo, W. S., & Cai, X. (2021). Learning orientation and self-initiated expatriates' work performance: a moderated-mediation model. *International Journal of Hospitality Management*, 94, 102861.
8. Dagvadorj, A., Kim, H., & Kim, W. G. (2020). A study on the future direction of food tourism using semantic network analysis: focused on coronavirus infectious disease-19 (COVID-19) period. *Culinary Science & Hospitality Research*, 26(11), 272-282.
9. Zhou, Y., Berezina, K., Wu, H., & Kim, W. G. (2020). Commitment is an act, not a word: Examining members' commitment to travel-related online communities. *International Journal of Hospitality Management*, 91, 102689.
10. Haldorai, K., Kim, W. G., Phetvaroon, K., & Li, J. (2020). Left out of the office 'tribe': The influence of workplace ostracism on employee work engagement. *International Journal of Contemporary Hospitality Management*, 32(8), 2717-2735.
11. Dogru, T., McGinley, S., & Kim, W. G. (2020). The effect of hotel investments on employment in the tourism, leisure, and hospitality industries. *International Journal of Contemporary Hospitality Management*, 32(5), 1941-1965.
12. Kim, W. G., McGinley, S., Choi, H., Luberto, E., & Li, J. (2020). How does room rate and rate dispersion in U.S. hotels fluctuate? *Journal of Hospitality and Tourism Management*, 44, 227-237.
13. Ashraf, M. S., Hou, F., Kim, W. G., Ahmad, W., & Ashraf, R. U. (2020). Modeling tourists' visiting intentions toward ecofriendly destinations: Implications for sustainable tourism operators. *Business Strategy and the Environment*, 29(1), 54-71.

14. Kim, W. G., McGinley, S., Choi, H., & Agmapisarn, C. (2020). Hotels' environmental leadership and employees' organizational citizenship behavior. *International Journal of Hospitality Management*, 87, 102375.
15. Haldorai, K., Kim, W. G., Chang, H. S., & Li, J. (2020). Workplace spirituality as a mediator between ethical climate and workplace deviant behavior. *International Journal of Hospitality Management*, 86, 102372.
16. Touni, R., Kim, W. G., Choi, H., & Ali, M. (2020). Antecedents and an outcome of customer engagement with hotel brand community on Facebook. *Journal of Hospitality & Tourism Research*, 44(2), 278-299.
17. Ahmad, W., Kim, W. G., Anwer, Z., & Zhuang, W. (2020). Schwartz personal values, theory of planned behaviour and environmental consciousness: How tourists' visiting intentions towards eco-friendly destinations are shaped? *Journal of Business Research*, 110, 228-236.
18. Kang, H. J., Kim, W. G., Choi, H., & Li, Y. (2020). How to fuel employees' prosocial behavior in the hotel service encounter. *International Journal of Hospitality Management*, 84, 102333.
19. Kang, S., Lee, W. S., Moon, J., & Kim, W. G. (2019). The influence of leisure and travel experiences on the school enjoyment of adolescents: A panel analysis. *Leisure Studies*, 38(4), 548-557.
20. Kim, W. G., Han, S. J., & Kang, S. (2019) Individual and group level antecedents and consequences of emotional labor of restaurant employees. *Journal of Human Resources in Hospitality & Tourism*, 18(2), 145-171.
21. Kang, S., Kim, W. G., & Song, H. (2019). Exploring the role of travel and tourism in sharing economy activities: A case study of South Korea. *Journal of Quality Assurance in Hospitality & Tourism*, 20(5), 599-616.
22. Park, D., Lee, G., Kim, W. G., & Kim, T. T. (2019). Social network analysis as a valuable tool for understanding tourists' multi-attraction travel behavior and its consequences. *Sustainability*, 11(9), 2497. (1 Google Scholar Citation)
23. Park, D., Kim, J., Kim, W. G., & Park, H. (2019). Does distance matter? Examining the distance effect on tourists' multi-attraction behaviors. *Journal of Travel and Tourism Marketing*, 36(6), 693-710.
24. Haldorai, K., Kim, W. G., Pillai, S. G., Park, T. E., & Balasubramanian, K. (2019). Factors affecting hotel employees' attrition and turnover: Application of pull-push-mooring framework. *International Journal of Hospitality Management*, 83, 46-55. (2 Google Scholar Citation)
25. Choi, H., Kim, Mohammad, A. A., & Kim, W. G. (2019). Understanding hotel frontline employees' emotional intelligence, emotional labor, job stress, coping strategies and burnout. *International Journal of Hospitality Management*, 82, 199-208. (2 Google Scholar Citation)
26. Akhtar, N., Kim, W. G., Ahmad, W., Akhtar, M. N., Siddiqi, U. I., & Riaz, M. (2019). Mechanisms of consumers' trust development in reviewers' supplementary reviews: A reviewer-reader similarity perspective. *Tourism Management Perspectives*, 31, 95-108. (2 Google Scholar Citation)
27. Choi, H., Kim, W. G., Kim, Y. J., & Agmapisarn, C. (2019). Hotel environmental management initiative (HEMI) scale development. *International Journal of Hospitality Management*, 77, 562-572. (5 Google Scholar Citation)
28. Kim, Y. J., Kim, W. G., Choi, H., & Phetvaroon, K. (2019). The effect of green human resource management on hotel employees' eco-friendly behavior and environmental performance. *International Journal of Hospitality Management*, 76, 83-93. (36 Google Scholar Citations)
29. Park, D., Kim, W. G., & Choi, S. (2019). Application of social media analytics in tourism crisis communication. *Current Issues in Tourism*, 15, 1810-1824. (4 Google Scholar Citation)

30. Li, J., Chung, Y., & Kim, W. G. (2018). Freedom of choice as a critical success factor in destination marketing: Empirical evidence from a far-east gambling city. *Tourism and Hospitality Research*, 18(3), 311-332. (2 Google Scholar Citation)
31. Line, N., Hanks, L., & Kim, W. G. (2018). An expanded servicescape framework as the driver of place attachment and word of mouth. *Journal of Hospitality & Tourism Research*, 42(3), 476-499. (31 Google Scholar Citations)
32. Ali, F., & Kim, W. G., Li, J., Jeon, H. (2018). Make it delightful: customers' experience, satisfaction and loyalty in Malaysian theme parks. *Journal of Destination Marketing & Management*, 7, 1-11. (84 Google Scholar Citations)
33. Ali, F., Kim, W. G., Li, J., & Cobanoglu, C. (2018). A comparative study of covariance and partial least squares based structural equation modelling in hospitality and tourism research. *International Journal of Contemporary Hospitality Management*, 30(1), 416-435. (8 Google Scholar Citations)
34. Li, J. J., Wong, I. A., & Kim, W. G. (2017). Re-segmenting a gaming destination market: A fresh look at mainland Chinese tourists in Macau. *Journal of Vacation Marketing*, 23(3), 205-216. (8 Google Scholar Citations)
35. Liu, X., Li, J., & Kim, W. G. (2017). The role of travel experience in the structural relationships among tourists' perceived image, satisfaction, and behavioral intentions. *Tourism and Hospitality Research*, 17(2), 135-146. (37 Google Scholar Citations)
36. Tom Dieck, M. C., Jung, T. H., Kim, W. G., & Moon, Y. (2017). Hotel guests' social media acceptance in luxury hotels. *International Journal of Contemporary Hospitality Management*, 29(1), 530-550. (27 Google Scholar Citations)
37. Lee, H. Y., Bonn, M., Reid, E., & Kim, W. G. (2017). Differences in tourist ethical judgment and responsible tourism intention: An ethical scenario approach. *Tourism Management*, 60, 298-307. (16 Google Scholar Citations)
38. Han, S. J., Kim, W. G., & Kang, S. (2017). Effect of restaurant manager emotional intelligence and support on front-of-house employees' job satisfaction. *International Journal of Contemporary Hospitality Management*, 29(11), 2807-2825. (4 Google Scholar Citation)
39. Kim, W. G., Li, J., Han, J., & Kim, Y. (2017). The influence of recent hotel amenities and green practices on guests' price premium and revisit intention. *Tourism Economics*, 23(3), 577-593. (32 Google Scholar Citations)
40. Li, J., Wong, I. A., & Kim, W. G. (2017). Does mindfulness reduce emotional exhaustion? A multilevel analysis of emotional labor among casino employees. *International Journal of Hospitality Management*, 64, 21-30. (21 Google Scholar Citations)
41. Kim, W. G., & Park, S. A. (2017). Social media review rating versus traditional customer satisfaction: Which one has more incremental predictive power in explaining hotel performance? *International Journal of Contemporary Hospitality Management*, 29(2), 784-802. (46 Google Scholar Citations)
42. Hanks, L., Line, N., & Kim, W. G. (2017). The impact of the social servicescape, density, and restaurant type on perceptions of interpersonal service quality. *International Journal of Hospitality Management*, 61, 35-44. (30 Google Scholar Citations)
43. Choi, H. M., Kim, W. G., & McGinley, S. (2017). The extension of the theory of person-organization fit toward hospitality migrant worker. *International Journal of Hospitality Management*, 62, 53-66. (12 Google Scholar Citations)
44. Li, J., Ali, F. Z., & Kim, W. G. (2017). Age matters: How demographics influence visitor perception and attitude at the destination level. *International Journal of Innovation and Learning*, 21(2), 149-164. (2 Google Scholar Citations)

45. Li, J., Kim, W. G., & Wong, I. A. (2017). Does destination perception differ based on traveler type? A case of the world gambling capital: Macau. *Tourism Planning & Development*, 14(1), 15-30. (15 Google Scholar Citations)
46. Li, J., Kim, W. G., & Zhao, X. (2017). Multilevel model of management support and casino employee turnover intention. *Tourism Management*, 59, 193-204. (40 Google Scholar Citation)
47. Cho, S. B., Jang, Y. J., & Kim, W. G. (2017). The moderating role of severity of service failure in the relationship among regret/disappointment, dissatisfaction, and behavioral intention. *Journal of Quality Assurance in Hospitality & Tourism*, 18(1), 69-85. (2 Google Scholar Citation)
48. Bonn, M., Kim, W. G., Kang, S., & Cho, M. (2016). Purchasing wine online: The effects of social influence, perceived usefulness, perceived ease of use, and wine involvement. *Journal of Hospitality Marketing & Management*, 25, 841-869. (12 Google Scholar Citations)
49. Kim, W. G., Choi, H. M., & Li, J. (2016). Antecedents and outcomes of migrant workers' sociocultural adjustment in the hospitality industry. *International Journal of Hospitality Management*, 58, 1-12. (5 Google Scholar Citations)
50. Kim, M. J., Kim, W. G., Kim, J., & Kim, C. (2016). Does knowledge matter to seniors' usage of mobile devices? Focusing on motivation and attachment. *International Journal of Contemporary Hospitality Management*, 28, 1702-1727. (22 Google Scholar Citations)
51. Ali, F., Kim, W. G., & Ryu, K. (2016). The effect of physical environment on passenger delight and satisfaction: Moderating effect of national identity. *Tourism Management*, 57, 213-224. (38 Google Scholar Citations)
52. Lee, H. Y., Reid, E., & Kim, W. G. (2016). Antecedents and the moderating effect of value consciousness on customer complaints in the social commerce industry. *Culinary Science & Hospitality Research*, 22(6), 98-104.
53. Li, J., Wong, I. A., & Kim, W. G. (2016). Effects of psychological contract breach on attitudes and performance: the moderating role of competitive climate. *International Journal of Hospitality Management*, 55, 1-10. (37 Google Scholar Citations)
54. Kim, W. G., Li, J., & Brymer, R. A. (2016). The impact of social media reviews on restaurant performance: The moderating role of excellence certificate. *International Journal of Hospitality Management*, 55, 41-51. (78 Google Scholar Citations)
55. Line, N., Hanks, L., & Kim, W. G. (2016). Hedonic adaptation and satiation: Understanding switching behavior in the restaurant industry. *International Journal of Hospitality Management*, 52, 143-153. (22 Google Scholar Citations)
56. Li, J., Ali, F., & Kim, W. G. (2015). Reexamination of the role of destination image in tourism: An updated literature review. *e-Review of Tourism Research*, 12(3/4), 191-209. (21 Google Scholar Citations)
57. Kim, M. J., Jung, T., Kim, W. G., & Fountoulaki, P. (2015). Factors affecting British revisit intention to Crete, Greece: High vs. Low spending tourists. *Tourism Geographies*, 17(5), 815-841. (9 Google Scholar Citations)
58. Jang, Y. J., Kim, W. G., & Lee, H. Y. (2015). Coffee shop consumers' emotional attachment and loyalty to green stores: The moderating role of green consciousness. *International Journal of Hospitality Management*, 44, 146-156. (72 Google Scholar Citations)
59. Kim, W. G., Lim, H. J., & Brymer, R. A. (2015). The effectiveness of managing social media on hotel performance. *International Journal of Hospitality Management*, 44, 165-171. (184 Google Scholar Citations)
60. Kim, W. G., Cho, M., Kim, D., & Shin, G. (2014). The effect of price dispersion on hotel performance. *Tourism Economics*, 20(6), 1159-1179. (12 Google Scholar Citations)

61. Susskind, A. M., Brymer, R. A., Kim, W. G., Lee, H. Y., & Way, S. A. (2014). Attitudes and perceptions toward affirmative action programs: An application of institutional theory. *International Journal of Hospitality Management*, 41, 38-48. (9 Google Scholar Citations)
62. Moon, Y. J., Kim, W. G. & Ham, S. (2014). Users' intentions to employ a point-of-sale system. *The Service Industries Journal*, 34(11), 901-921. (7 Google Scholar Citations)
63. Lee, H. Y., Reid, E., & Kim, W. G. (2014). Understanding knowledge sharing in online travel communities: Antecedents and the moderating effects of interaction modes. *Journal of Hospitality & Tourism Research*, 38(2), 222-242. (69 Google Scholar Citations)
64. Kim, M., Lee, C., Chung, N., & Kim, W. G. (2014). Factors affecting online tourism group buying and the moderating role of loyalty. *Journal of Travel Research*, 53(3), 380-394. (54 Google Scholar Citations)
65. Moon, Y. J., Kim, W. G., & Armstrong, D. (2014). Exploring neuroticism and extraversion in flow and user generated content consumption. *Information & Management*, 51, 347-358. (31 Google Scholar Citations)
66. Yim, E. S., Lee, S., & Kim, W. G. (2014). Determinants of a restaurant average meal price: An application of the hedonic pricing model. *International Journal of Hospitality Management*, 39, 11-20. (50 Google Scholar Citations)
67. Cho, S., Jang, Y. J., & Kim, W. G. (2013). Effect of restaurant patrons' regret and disappointment on dissatisfaction and behavioral intention. *Journal of Travel & Tourism Marketing*, 30, 431-444. (17 Google Scholar Citations)
68. Kim, M., Lee, C., Kim, W. G., & Kim, J. (2013). Relationships between lifestyle of health and sustainability and healthy food choices for seniors. *International Journal of Contemporary Hospitality Management*, 25(4), 558-576. (40 Google Scholar Citations)
69. Kim, W. G., Cho, M., & Brymer, R. A. (2013). Determinants affecting comprehensive property-level hotel performance: The moderating role of hotel type. *International Journal of Hospitality Management*, 34, 404-412. (59 Google Scholar Citations)
70. Kim, M. S., Moon, Y. J., & Kim, W. G. (2012). How user-created-content (UCC) service quality influences user satisfaction and behaviour. *Canadian Journal of Administrative Sciences*, 29, 255-267. (3 Google Scholar Citations)
71. Kim, T. T., Kim, W. G., Park, S., Lee, G., & Lee, B. (2012). Intellectual capital and business performance: What structural relationships do they have in upper-upscale hotels? *International Journal of Tourism Research*, 14, 391-408. (65 Google Scholar Citations)
72. Kim, W. G., Stonesifer, W., & Han, J. S. (2012). Accommodating the needs of disabled hotel guests: Implications for guests and management. *International Journal of Hospitality Management*, 31, 1311-1317. (36 Google Scholar Citations)
73. Ryu, K., Lee, H., & Kim, W. G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200-223. (775 Google Scholar Citations)
74. Lynn, M., Jabbour, P., & Kim, W. G. (2012). Who uses tips as a reward for service and when? An examination of potential moderators of the service-tipping relationship. *Journal of Economic Psychology*, 33, 90-103. (27 Google Scholar Citations)
75. Kim, S. H., & Kim, W. G. (2011). Re-examining the determinants of executive compensation in the restaurant industry: A quantile regression approach. *Tourism Economics*, 17(5), 1035-1054. (5 Google Scholar Citations)
76. Kim, W. G., Rachjaibun, N., Han, J. S., & Lee, G. (2011). The influence of hotel website factors on e-loyalty in a B2C context. *Tourism Economics*, 17(5), 1103-1127. (15 Google Scholar Citations)

77. Jang, Y. J., Kim, W. G., & Bonn, A. M. (2011). Generation Y consumers' selection attributes and behavioral intentions concerning green restaurants. *International Journal of Hospitality Management*, 30(4), 803-811. (218 Google Scholar Citations)
78. Kim, W. G., Kim, T., Gazzoli, G., Kim, T., Park, S., & Sheng, E. (2011). Factors affecting the travel expenditure of visitors to Macau, China. *Tourism Economics*, 17(4), 857-883. (30 Google Scholar Citations)
79. Kim, W. G., & Brymer, R. A. (2011). The effects of ethical leadership on manager job satisfaction, commitment, behavioral outcomes, and firm performance. *International Journal of Hospitality Management*, 30, 1020-1026. (313 Google Scholar Citations)
80. Kim, W. G., Gazzoli, G., Park, Y., & Sheng, E. (2011). Benefit segmentation of international travelers to Macau, China. *Journal of Quality Assurance in Hospitality & Tourism*, 12, 28-57. (26 Google Scholar Citations)
81. Kim, W. G., Jackson, L., & Zhong, J. (2011). Performance comparison of lodging REITs, hotel C-corporations and resorts and casinos. *Tourism Economics*, 17(1), 91-106. (5 Google Scholar Citations)
82. Jang, Y. J., Kim, W. G., & Yang, I. (2011). Mature consumers' patronage motives and the importance of attributes regarding HMR based on the food-related lifestyles of the upper middle class. *International Journal of Hospitality Management*, 30(1), 55-63. (27 Google Scholar Citations)
83. Camillo, A., Kim, W. G., Moreo, P. J., & Ryan, B. (2010). A model of historical development and future trends of Italian cuisine in America. *International Journal of Hospitality Management*, 29(4), 549-558. (14 Google Scholar Citations)
84. Chen, M. H., & Kim, W. G. (2010). Hotel valuation in China: A case study of a state-owned hotel. *Cornell Hospitality Quarterly*, 51(3), 429-445. (15 Google Scholar Citations)
85. Loi, K. I., & Kim, W. G. (2010). Macao's casino industry: reinventing Las Vegas in Asia. *Cornell Hospitality Quarterly*, 51(2), 268-283. (49 Google Scholar Citations)
86. Yang, J., Kim, W. G., & Qu., H. (2010). Post-merger stock performance of acquiring hospitality firms. *Tourism Economics*, 16(1), 185-195. (3 Google Scholar Citations)
87. Moon, Y. J., Kang, S., & Kim, W. G. (2010). The effect of users' personality on emotional and cognitive evaluation in UCC web site usage. *Asia Pacific Journal of Information Systems*, 20(3), 167-190. (1 Google Scholar Citation)
88. Yang, J., Qu., H., & Kim, W. G. (2009). Merger abnormal returns and payment methods of hospitality firms. *International Journal of Hospitality Management*, 28(4), 579-585. (31 Google Scholar Citations)
89. Lee, S., & Kim, W. G. (2009). EVA, refined EVA, MVA, or traditional performance measures for the hospitality industry. *International Journal of Hospitality Management*, 28(3), 439-445. (95 Google Scholar Citations)
90. Kim, S. H., Kim, W. G., & Hancer, M. (2009). Effect of IT investment announcements on the market value of hospitality firms using event study methodology. *Tourism Economics*, 15(2), 397-411. (5 Google Scholar Citations)
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## Books, Chapters, and Reports Publication

1. Ali, F., Kim, W. G., & Conbanoglu, C. (2017). Application of Partial Least Squares Based Structural Equation Modelling (PLS-SEM) in Hospitality Research, in *Handbook of Research Methods in Tourism and Hospitality Management*. Edited by Nukoo, R. Cheltenham Glos, UK: Edward Elgar Publishers.
2. Kim, W. G. (2008). Chapter 4: Branding, Brand Equity, and Brand Extensions, in *Handbook of Hospitality Marketing Management*. Edited by Oh, H. Amsterdam, The Netherlands: Elsevier Press (ISBN: 9780080450803).
3. Kim, W. G. (2003). *Tourism Information Technology for the Information Age*. Seoul, South Korea: Paeksan Publishing Company (ISBN: 8977395704).
4. Kim, W. G., & Qu, Hailin (2002). Chapter 6: Determinants Domestic Travel Expenditure in South Korea, in *Tourism Forecasting and Marketing*. Edited by Wong, K.F., & Song, H. Binghamton, NY: The Haworth Hospitality Press (ISBN: 0789020866).
5. Kim, W. G. (2000). *Foodservice Dictionary*. Seoul, South Korea: Paeksan Publishing Company (ISBN: 9788977393493).
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## **PROFESSIONAL PRESENTATIONS AND ACTIVITIES**

### Refereed Conference Papers and Presentations

1. Gopalakrishna, S. P., Kim, W. G., & Haldorai, K. Ostracism as an Antecedent of Service Employee Engagement: A Second Stage Moderated-mediation Model, 2020 ICHRIE-SECSA Conference, February 28-28, Auburn, AL, USA.
2. Zhoua, Y., Cobanoglu, C., Kim, W. G., & Okumus. B. Travel-related Online Communities Research in the Field of Hospitality and Tourism, 2020 ICHRIE-SECSA Conference, February 28-28, Auburn, AL, USA.
3. Kim, W. G. (2019). Kitchen Environment and Chefs' Performance, 2019 Global Food and Beverage Expo and Global "G" Conference, October 8-10, Las Vegas, Nevada.
4. Kim, W. G., & Haldorai, K. (2019). Spirituality Centered Workplace – a Myth or Reality in Indian Hospitality industry, 2019 APacCHRIE & EuroCHRIE Joint Conference, May 22-25, Hong Kong SAR, China.
5. Touni, R., Kim, W. G., Abdelgawad, A. R., & Choi, H. M. (2019). Do Customer Engagement with Social Media and Perceived Value Influence Relationship Strength and Hotel Booking Intentions?, the 24<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, January 03-05, Houston, Texas, USA.
6. Kim, W. G., & Luberto, E. (2018). Hotel Room Rates Fluctuation across Booking Windows and Sources, 2018 EuroCHRIE Conference, November 7-9, Dublin, Ireland.
7. Touni, R., Kim, W. G., Choi, H., & Ali, M. A. (2018), Antecedents and an Outcome of Customer Engagement with Hotel Brand Community on Facebook, 2018 Global Marketing Conference, July 26-29, Tokyo, Japan.
8. Kim, K, Kim, W. G., & Choi, H. (2018). Scarcity Messages: Does It Impact on Customers' Purchase Intention in Restaurant Setting?, 2018 SE CHRIE Conference, March 1-2, Knoxville, TN, USA.

9. Chamberlane, L., Kim, W. G., & Lee, H. Y. (2017). Caribbean Cruise Passengers' Responsible Tourism Behavior and the Moderating Effect of Trust toward Responsible Cruise Claims, 15th APacCHRIE Conference, May 31-June 3, Bali, Indonesia.
10. Kim, W. G., & Kim, Y. J. (2017). How to Enhance Hotel Employees' Eco-Friendly Behavior and Environmental Performance via Green Human Resource Management?, 2017 Academy of Global Hospitality & Tourism Conference, May 26-28, Cheongju, South Korea. **Won the Best Paper Award.**
11. Li, J., & Kim, W. G. (2017). Determinants of Online Overall Rating and Hotel Performance, 2017 Academy of Global Hospitality & Tourism Conference, May 26-28, Cheongju, South Korea.
12. Kim, W. G., Kim, Y. J., & Choi, H. (2017). The Impact of Green Human Resources Management on Hotel Employees' Eco-friendly Behavior and Environmental Performance, 2017 7<sup>th</sup> International Interdisciplinary Business-Economics Advancement Conference, April 9-14, Miami, Florida, USA.
13. Kim, W. G., Kim, Y. J., & Choi, H. (2017). Hotel's Environmental Management Practice: Scale Development and Validation, 2017 SE CHRIE Conference, March 9-10, Miami, Florida, USA.
14. Li, J., & Kim, W. G. (2017). Leader-Member Exchange as a Moderator of the Relationship between Psychological Contract Breach and Work Outcomes, the 22<sup>nd</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, January 05-07, Houston, Texas, USA.
15. Kim, W. G., Wong, I. A., Li, J., & Moon, Y. J. (2016). The Role of Mindfulness in Emotional Labour and Emotional Exhaustion among Casino Employees. 2016 EuroCHRIE Conference, October 26-28, Budapest, Hungary.
16. Kim, W. G., Zhao X. R., & Li, J. (2016). The Effects of Management Support on Turnover Intention in the Gaming Industry: A Multilevel Analysis. 14th APacCHRIE Conference, May 11-13, Bangkok, Thailand.
17. Kim, W. G., & Li, J. (2016). The Gaming Destination Image, Satisfaction and Loyalty: A Model and Test of Differences between Male and Female Travelers. 2016 Annual KAHTEA Conference, April 21-22, Las Vegas, Nevada, USA.
18. Li, J., & Kim, W. G. (2016). Measuring the Effectiveness of Social Media Campaign in the Restaurant Industry, The 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, January 06-09, Philadelphia, Pennsylvania, USA.
19. Li, J., & Kim, W. G. (2016). The Impact of Social Media on Restaurant Performance: Investigating the Moderating Effect of Excellence Certificate. The 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, January 06-09, Philadelphia, Pennsylvania, USA.
20. Ali, F., & Kim, W. G. (2015). A Comparative Study of CB-Sem and Pls-Sem for Theory Development in Hospitality Research, 3<sup>rd</sup> World Research Summit for Tourism and Hospitality and 1<sup>st</sup> USA-China Tourism Research Summit, December 15-19, Orlando, Florida, USA.
21. Kim, W. G. (2015). The Influence of Social Media Reviews and Operating Efficiency Metrics on Restaurant Performance: The Effect of Excellence Award as a Moderator, 3<sup>rd</sup> World Research Summit for Tourism and Hospitality and 1<sup>st</sup> USA-China Tourism Research Summit, December 15-19, Orlando, Florida, USA.
22. Ali, F., & Kim, W. G. (2015). Creative Tourists' Experience: Does It Predict Satisfaction, Nostalgia Intensity and Behavioral Intentions, 2015 5<sup>th</sup> International Interdisciplinary Business-Economics Advancement Conference, November 16-21, Ft. Lauderdale, Florida, USA. **Won the Best Paper Award.**

23. Kim, W. G. (2015). Do Hotels' Recently Emerged Amenities and Sustainability Practices Lead to Guests' Price Premium and Loyalty?, 2015 EuroCHRIE Conference, October 15-17, Manchester, UK. **Shortlisted for the Institute of Hospitality Education Research Award.**
24. Kim, W. G., Han, S., Kang, S., & Panvisavas, V. (2015). The Effect of Restaurant Managers' Emotional Intelligence and Managers' Support on Employees' Job Satisfaction: Examining Moderating Role of Service under Pressure, 2015 13th APacCHRIE Conference, June 10-13, Auckland, New Zealand.
25. Ali, F., Ryu, K., & Kim, W. (2015). The Effect of Physical Environment and National Identity on Tourists' Delight and Behavioural Intentions, 2015 World Conference on Hospitality, Tourism and Events Research, May 20-22, Seoul, South Korea.
26. Lee, H. Y., Reid, E., & Kim, W. G. (2014). Restaurant Daily Deal Consumers' Complaint Behaviours: Determinants and The Moderating Effect of Value Consciousness, 2014 12th APacCHRIE Conference, May 21-24, Kuala Lumpur, Malaysia.
27. Kim, W. G., Lee, S., & Qu, H. (2014). Do Companies' Corporate Social Responsibility (CSR) Activities Matter to Hotel Customers?, 12th APacCHRIE Conference, May 21-24, Kuala Lumpur, Malaysia.
28. Kim, W. G., Han, S., Kang, S., & Panvisavas, V. (2014). Antecedents and Consequences of Emotional Labour of Restaurant Employees, 12th APacCHRIE Conference, May 21-24, Kuala Lumpur, Malaysia.
29. Kim, W. G. (2013). The Influence of Tangible and Intangible Elements of Hotel Websites on Consumer Satisfaction and Loyalty, 2013 APacCHRIE Conference, May 21-24, Macau, China.
30. Lee, H. Y., Bonn, M. A., Reid, E., & Kim, W. G. (2013). Responsible Tourism Behavior: A Comparison of Expert Tourists and Novice Tourists, 2013 International Conference on Innovation in Tourism and Hospitality, April 16-19, Valencia-Benidorm, Spain.
31. Cho, M., & Kim, W. G. (2013). Examining the Relationship between Price Gap and Hotel Performance within and across Online/Offline Channels, 18<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 3-5, Seattle, Washington, USA.
32. Cho, M., Kim, W. G., & Brymer, R. A. (2012). Determinants of Comprehensive Hotel Performance Metrics: The Moderating Role of Hotel Type, 17<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5-7, Auburn, Alabama, USA.
33. Kim, W. G., Cho, M., & Kim, D. (2012). The Effect of Price Dispersion on Hotel Performance, 2012 International CHRIE Conference, August 1-4, Providence, Rhode Island, USA.
34. Cho, M., Kim, W. G., & Brymer, R. A. (2012). Determinants of Comprehensive Hotel Performance Metrics: The Moderating Role of Hotel Type, 17<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5-7, Auburn, Alabama, USA.
35. Kim, W. G., & Brymer, R. A. (2009). The Effects of Ethical Leadership on Manager Job Satisfaction, Commitment, Behavioral Outcomes and Firm Performance, 2009 EuroCHRIE Conference, October 22-24, Helsinki, Finland. **Won the Best Paper Award.**
36. Lee, S., & Kim, W. G. (2009). Developing a New Performance Measurement Metric in the Hotel Industry: Application of the Balanced Scorecard and the Fuzzy-Analytic Hierarchy Process Model, 2009 International CHRIE Conference, July 29-Aug. 1, San Francisco, California, USA.
37. Chang, H., & Kim, W. G. (2009). Customer Counterfactual Responses to Restaurant Service Failure and Its Recovery, 2009 International CHRIE Conference, July 29-Aug. 1, San Francisco, California, USA.

38. Kim, W. G. (2009). Examining the Relationship among Tangible, Intangible e-SERVQUAL, Online Customer Satisfaction, and Loyalty, 2009 International CHRIE Conference, July 29-Aug. 1, San Francisco, California, USA.
39. Jang, Y. J., Kim, W. G., & Yang, I. S. (2009). Food-Related Lifestyle Segments and Mature Consumers' Attitudes to Home Meal Replacement, 2009 International CHRIE Conference, July 29-Aug. 1, San Francisco, California, USA.
40. Kim, Y. J., Moon, Y., Lee, H., Kang, S., & Kim, W. G. (2009). Development of the service quality evaluation model of UCC service site, the 2nd International Conference on IT Application and Management(ITAM), June 25, 2009, Universitas Indonesia, Jakarta, Indonesia.
41. Kim, W. G. (2009). The Determinants of Executive Compensation in the Restaurant Industry: A Quantile Regression Approach, 2009 APACHRIE Conference, May 27-31, Singapore.
42. Chang, H., & Kim, W. G. (2009). Counterfactual Reasoning and Customer Responses to Restaurant Service Failure, 14<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 4-6, Las Vegas, Nevada, USA. **Nominated for the Best Paper Award.**
43. Kim, W. G., Gazzoli, G., Kim, T., Park, Y., & Brymer, R. A. (2008). Factors Affecting Travel Expenditure of Visitors to Macau, 2008 Euro CHRIE Conference, October 11-14, Dubai, United Arab Emirates.
44. Kim, W. G., & Phetvaroon, K. (2008). Predicting Revisit Intentions of Tourists Who Visited Phuket after Tsunami, 2008 International CHRIE Conference, July 30-Aug. 2, Atlanta, Georgia, USA.
45. Kim, D. J., Kim, W. G., & Kim, S. H. (2008). The Post-Acquisition Performance in the Hospitality Industry, 2008 International CHRIE Conference, July 30-Aug. 2, Atlanta, Georgia, USA.
46. Kim, W. G., Gazzoli, G., & Park, Y. (2008). Benefit Segmentation of International Travelers to Macau, China, 2008 APACHRIE Conference, May 21-25, Perth, Australia.
47. Kim, W. G., Moon, Y. J., & Rachjaibun, N. (2008). The Effects of Website Factors on E-Loyalty via E-Satisfaction/Trust: Switching Costs as a Moderator, 2008 APACHRIE Conference, May 21-25, Perth, Australia.
48. Phetvaroon, K., & Kim, W. G. (2008). Factors Affecting Tourists' Revisit Intentions: A Case Study of Krabi, Thailand, 2008 APACHRIE Conference, May 21-25, Perth, Australia.
49. Ozturk, A., Ng, Y. C., & Kim, W. G. (2008). Institutional DINESERV Dimensions and Loyalty Relationship, 13<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 3-5, Orlando, Florida, USA.
50. Kim, S., Hancer, M., & Kim, W. G. (2008). Evaluating Beta Values of Capital Assets Pricing Model in the Hotel and Restaurant Industry, 13<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 3-5, Orlando, Florida, USA.
51. Moon, Y., & Kim, W. G. (2008). E-loyalty in the B2C Context: The Effects of Websites via E-Satisfaction/Trust and the Moderating Role of Switching Costs, 13<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 3-5, Orlando, Florida, USA.
52. Moon, Y., & Kim, W. G. (2008). Customers' Cognitive, Emotional, and Actionable Responses to the Servicescape: A Test of Moderating Effect of the Restaurant Type, 13<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 3-5, Orlando, Florida, USA.
53. Ham, S., Kim, W. G., & Forsythe, H. (2007). Empirical Examination of an Extended Modified Technology Acceptance Model for Restaurant Operations, 2007 International CHRIE Conference, July 25-29, Dallas, Texas, USA.

54. Gazzoli, G., Kim, W. G., & Palkurthi, R. (2007). Global Hotel Companies' Online Distribution Strategies and Competition, 2007 International CHRIE Conference, July 25-29, Dallas, Texas, USA.
55. Kim, W. G. (2007). Perceived Justice and Hotel Guest Relationship Building: The Mediatlional Role of Recovery Satisfaction, 2007 International CHRIE Conference, July 25-29, Dallas, Texas, USA.
56. Njite, D., & Kim, W. G. (2007). Systems Approach to a Theory of Consumer Switching Behavior, 2007 International CHRIE Conference, July 25-29, Dallas, Texas, USA.
57. Camillo, A., Moreo, P., & Kim, W. G. (2007). An Exploratory Study of the Historical Development and Trend Analysis of Restaurant Cuisine, 2007 International CHRIE Conference, July 25-29, Dallas, Texas, USA.
58. Kim, W. G., & Lee, S. (2007). Developing a New Hotel Performance Measurement System: Application of the Balanced-Score Card and the Fuzzy-Analytical Hierarchy Process Model, 1st Hospitality & Leisure: Business Advances & Applied Reserach Conference, July 5-6, Lausanne, Switzerland. **Nominated for the Best Paper Award.**
59. Rachjaibun, N., & Kim, W. G. (2007). A Study of Antecedents of E-Relationship Quality in Hotel Websites, 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 4-6, Houston, Texas, USA.
60. Kim, Y. J., & Kim, W. G. (2007). EVA in the Hospitality Industry, 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 4-6, Houston, Texas, USA.
61. Lee, S., & Kim, W. G. (2007). A New Approach to Performance Measurement: Application of the Fuzzy-AHP Model to the Hotel Industry, 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 4-6, Houston, Texas, USA.
62. Shin, Y. H., & Kim, W. G. (2007). Risk Analysis of the Restaurant Industry, 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 4-6, Houston, Texas, USA.
63. Yang, J., & Kim, W. G. (2007). Long-Term Post-Merger Financial Performance of the Hospitality Firms, 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 4-6, Houston, Texas, USA.
64. Kim, S. H., Kim, W. G., & Hancer, M. (2007). Information Technology Investment Announcements' Effect on Market Value for Hospitality Firms, 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 4-6, Houston, Texas, USA.
65. Hu, S. M., Leong, J. K., Kim, W. G., Ryan, B., & Warde, W. D. (2006). Structural Equation Model of the Senior Citizens: Purchasing Process in Foodservice Market, 2006 International CHRIE Conference, July 26-30, Crystal City, Virginia, USA.
66. Hu, S. M., Leong, J. K., & Kim, W. G. (2006). Comparison of Senior Citizens: Purchasing Behaviors among Three Restaurant Sectors, 2006 International CHRIE Conference, July 26-30, Crystal City, Virginia, USA.
67. Ng, C., & Kim, W. G. (2006). Effects of Institutional Dineserv Dimensions on Customer Satisfaction, Return Intention, and Word-Of-Mouth, 2006 International CHRIE Conference, July 26-30, Crystal City, Virginia, USA.
68. Lee, H. Y., & Kim, W. G. (2006). Investigation of Online Travel Community Members' Interaction and Identification, 2006 International CHRIE Conference, July 26-30, Crystal City, Virginia, USA.
69. Kim, D. J., & Kim, W. G. (2006). Hospitality Firms Derivatives Uses and Earnings Volatility, 2006 International CHRIE Conference, July 26-30, Crystal City, Virginia, USA.

70. Kim, W. G., & Kim, H. J. (2006). The Effect of Four Brand Equity Dimensions on Mid-priced Hotel Brand Equity, 2006 APacCHRIE Conference, June 26-29, Hualien, Taiwan.
71. Chen, M., Kim, W. G., & Krumwiede, D. (2006). On the Mean Reversion of Hospitality Stock Prices, 2006 APacCHRIE Conference, June 26-29, Hualien, Taiwan.
72. Phetvaroon, K., & Kim, W. G. (2006). Selecting Phuket as a Travel Destination after the Tsunami: Application of the Theory of Planned Behavior, 2006 APacCHRIE Conference, June 26-29, Hualien, Taiwan.
73. Park, H. Y., Leong, J. K., & Kim, W. G. (2006). On Brand Preference to Enhance the Service Quality in the Restaurant Industry, 2006 International CHRIE Conference, July 26-30, Crystal City, Virginia, USA.
74. Kim, D. J., & Kim, W. G. (2006). Does the Use of Hospitality Firms' Financial Derivatives Affect Cash Flow and Earnings Volatility?, 11th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5-7, Seattle, Washington, USA.
75. Zhong, J., & Kim, W. G. (2006). A Comparison of Risk-Adjusted Performance among Three Segment Restaurants, 11th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5-7, Seattle, Washington, USA.
76. Ng, C., & Kim, W. G. (2006). Understanding Institutional Dineserv on Customer Satisfaction, Return Intention, and Word-of-Mouth Endorsement, 11th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5-7, Seattle, Washington, USA.
77. Kim, W. G., Ma, X., & Kim, D. J. (2005). Factors Affecting Hotel Customers' E-Satisfaction and Purchase Intentions, 2005 International CHRIE Conference, July 27-31, Las Vegas, Nevada, USA.
78. Kim, W. G., & Kim, Y. (2005). Antecedents and Consequences of Customer Satisfaction in Restaurant Servicescape, 2005 International CHRIE Conference, July 27-31, Las Vegas, Nevada, USA.
79. Kim, W. G., Lee, S., & Lee, H. Y. (2005). Understanding the Effects of Joint-promotion on Customer Satisfaction and Restaurant Brand Loyalty, 2005 International CHRIE Conference, July 27-31, Las Vegas, Nevada, USA.
80. Jin Sun, B., & Kim, W. G. (2005). Multidimensional Customer-based Brand Equity and Its Consequences in the Hotel Industry, 2005 International CHRIE Conference, July 27-31, Las Vegas, Nevada, USA.
81. Camillo, A., & Kim, W. G. (2005). Chefs' Attitude toward Food Irradiation, 2005 International CHRIE Conference, July 27-31, Las Vegas, Nevada, USA.
82. Kim, W. G. (2005). Understanding Users' Perception of Their Reservation Systems in Travel Agencies, 2005 HITA (Hospitality Information Technology Association) Conference, June 19-20, Los Angeles, California, USA.
83. Kim, Y., & Kim, W. G. (2005). The Effect of Restaurant Servicescape on Customers' Satisfaction and Revisit Intention, 10th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5-7, Myrtle Beach, South Carolina, USA.
84. Kim, D. J., & Kim, W. G. (2005). Traditional Performance Measures Versus EVA: Which Is More Highly Correlated with Stock Market Performance of Hospitality Companies?, 10th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5-7, Myrtle Beach, South Carolina, USA.
85. Tavitiyaman, P., & Kim, W. G. (2005). The Effect of Management Commitment to Service Quality on Employee Job Satisfaction and Prosocial Service Behaviors, 10th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5-7, Myrtle Beach, South Carolina, USA.

86. Camillo, A., & Kim, W. G. (2005). Chefs' Attitude Toward Irradiated Foods, 10th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5-7, Myrtle Beach, South Carolina, USA.
87. Sun, B., & Kim, W. G. (2005). Brand Equity, Perceived Value, Purchase Intent and Word-of-Mouth in U.S Mid-Priced Hotel Segment, 10th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5-7, Myrtle Beach, South Carolina, USA.
88. Lee, H. Y., & Kim, W. G. (2004). The Joint Relationship of Perceived System Quality and Organizational Support with Intention to Use, 2004 International CHRIE Conference, July 28-31, Philadelphia, Pennsylvania, USA.
89. Kim, W. G. (2004). Antecedents and Consequences of Relationship Quality in Upscale Restaurants, 2004 International CHRIE Conference, July 28-31, Philadelphia, Pennsylvania, USA.
90. Chen, M., Kim, W. G., & Kim, H. J. (2004). Economic and Non-Economic Forces and Taiwan Hotel Stocks, 2004 TTRA Conference, June 20-23, Montréal, Québec, Canada.
91. Kim, W. G., & Ham, S. (2004). The Impact of Information Technology on Service Quality in the Hotel Industry, 2004 HITA (Hospitality Information Technology Association) Conference, June 20-21, Dallas, Texas, USA. **Won the Best Paper Award.**
92. Chi, C. G., & Kim, W. G. (2004). Cash Flow Ratios: A Complementary Approach to Traditional Financial Ratio Analysis, 9th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 6-8, Houston, Texas, USA.
93. Kim, D. J., Kim, H. J., & Kim, W. G. (2004). Foreign Customers' Expectations and Perceived Quality toward Deluxe Hotels in Seoul, 9th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 6-8, Houston, Texas, USA.
94. Kim, D. J., Ma, X., Tavitiyaman, P., & Kim, W. G. (2004). A Study of Chinese Hotel Customers' Online Reservation Intentions and Purchase Behavior, 9th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 6-8, Houston, Texas, USA.
95. Lee, H. Y., Kim, W. G., & Lee, Y. G. (2004). Extending the Technology Acceptance Model for Computer Reservation System (CRS) Context, 9th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 6-8, Houston, Texas, USA. **Won the Best Paper Award.**
96. Lee, S. J., & Kim, W. G. (2004). Co-Branding Strategy and Customer Loyalty, 9th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 6-8, Houston, Texas, USA.
97. Kim, W. G., & Hiemstra, J. S. (2003). Hotel Room Pricing: A Multi-Stage Synthetic Approach, 2003 International CHRIE Conference, August 6-9, Palm Springs, California, USA.
98. Kim, W. G., & Wood, D. F. (2003). Economic Value Added Application in the Hospitality Industry, 2003 International CHRIE Conference, August 6-9, Palm Springs, California, USA.
99. Kim, W. G., & Kim, H. B. (2003). The Customer-Based Brand Equity and Financial Performance in the Hospitality Industry, 2003 International CHRIE Conference, August 6-9, Palm Springs, California, USA.
100. Kim, D. J., Kim, W. G., & Moreo, P. J., & Ryan, B. (2003). A Perceptual Mapping of Online Travel Agencies and Preference Attributes, 2003 International CHRIE Conference, August 6-9, Palm Springs, California, USA.
101. Karadaq, I., & Kim, W. G. (2003). From Department Profitability Analysis to Market Segment Profitability Analysis: A New Financial Tool in the Lodging Industry, 2003 International CHRIE Conference, August 6-9, Palm Springs, California, USA.

102. Kim, W. G., & Lee, K. A. (2003). Using Conjoint Analysis to Measure Brand Equity of Chain, 2003 Asia-Pacific CHRIE Conference, May 21-23, Seoul, South Korea.
103. Karadağ, I., Ham, S., & Kim, W. G. (2003). The Effect of Information Technology on Service Quality and Performance of Luxury Hotels, 8th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5-7, Las Vegas, Nevada, USA.
104. Lee, H. Y., & Kim, W. G. (2003). Comparison of Dimensions Affecting Web Service Quality between Online Travel Agencies and Online Travel Suppliers, 8th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5-7, Las Vegas, Nevada, USA.
105. Kim, D. J., & Kim, W. G. (2003). A Positioning Study of Online Travel Agencies, 2003 8th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5-7, Las Vegas, Nevada, USA.
106. Kim, H., & Kim, W. G. (2003). International Meeting Planners' Perceptions on Seoul by Using an Importance and Performance (IP) Analysis, 2003 8th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5-7, Las Vegas, Nevada, USA.
107. Cai, L., Kim, W. G., & Jung, K. (2002). Casino Visitors from Mainland China – A Unique Market Segment to South Korea, 2002 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, October 10-12, Salt Lake City, Utah, USA.
108. Kim, W. G., & Lee, C. (2002). The Effects of a Sense of Virtual Community on Customer Loyalty and Purchasing Travel Products in the Electronic Market, 2002 International CHRIE Conference, August 7-10, Orlando, Florida, USA.
109. Kim, W. G., & Kim, D. J. (2002). What Makes Customers Reserve Their Rooms via Internet?, 2002 International CHRIE Conference, August 7-10, Orlando, Florida, USA.
110. Karadağ, I., & Kim, W. (2002). Why Hospitality Companies Invest in Information Technology?, Competitive Advantage, Customer Satisfaction, or Profitability, 2002 International CHRIE Conference, August 7-10, Orlando, Florida, USA.
111. Kim, D. J., & Kim, W. G. (2002). Factors Affecting Online Hotel Reservation Intention, 2002 Seventh Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 3-5, Houston, Texas, USA.
112. Karadağ, I., & Kim, W. (2001). The Impact and Effective Use of Accounting Information for Operational Decision-Making by Division Managers in the Lodging Industry, 2001 International CHRIE Conference, July 25-28, Toronto, Canada.
113. Kim, W. G. (1999). Effects of Relationship Marketing on Hotel Performance, 1999 International CHRIE Convention and EXPO, August 4-7, Albuquerque, New Mexico, USA.
114. Sohn, T., & Kim, W. G. (1998). Determinants of Domestic Tourist Expenditure in South Korea, 1998 Asia Pacific Tourism Association Annual International Conference, August 18-21, Danyang, South Korea.
115. Cha, Y., & Kim, W. G. (1998). Effects of Relationship Marketing on Sales Effectiveness, Relationship Continuity, and Word-of-Mouth, 1998 Asia Pacific Tourism Association Annual International Conference, August 18-21, Danyang, South Korea.
116. Kim, W. G., & Sohn, T. (1997). Review of ESCAP Guidelines on Input-Output Analysis of Tourism-Based on Korean Applications, 1997 Asia Pacific Tourism Association Annual Conference, August 18-22, Taipei, Taiwan.

## Invited Presentations

1. Kim, W. G. (2017). PLS-SEM Technique and Big Data Analytics in the Graduate School of Tourism Management (GSTM) Workshop, National Institute Of Development

- Administration (NIDA), December 23-24, Bangkok, Thailand.
2. Kim, W. G. (2016). Hierarchical Linear Modeling (HLM) Technique in the Innovative Research Methods Workshop, the 2016 EuroCHRIE Conference, October 26-28, Budapest, Hungary.
3. Kim, W. G., & Hood, S. (2016). Leading Indicators of RevPAR at the 8th Hotel Data Conference, September 6-8, Nashville, Tennessee, USA.
4. Kim, W. G. (2016). Invited Participant at the 8th Annual Florida State University SunTrust Beach Conference, April 14-16, Sandestine, Florida, USA.
5. Kim, W. G. (2015). Invited Participant at the 7th Annual Florida State University SunTrust Beach Conference, April 9-11, Sandestine, Florida, USA.
6. Kim, W. G. (2013). Invited Participant at the 5th Annual Florida State University SunTrust Beach Conference, April 4-6, Sandestine, Florida, USA.
7. Kim, W. G. (2012). Invited Participant at the 4th Annual Florida State University SunTrust Beach Conference, April 12-14, Sandestine, Florida, USA.
8. Kim, W. G. (2011). Invited Participant at the 3rd Annual Florida State University SunTrust Beach Conference, April 8-11, Sandestine, Florida, USA.
9. Kim, W. G. (2010). Invited Participant at the 2nd Annual Florida State University SunTrust Beach Conference, April 6-8, Sandestine, Florida, USA.
10. Kim, W. G. (2009). Invited Participant at the 1st Annual Florida State University SunTrust Beach Conference, April 7-9, Sandestine, Florida, USA.

### Invited Lecture/Speech and Keynote Speech

1. Invited Panel Member (2019). Restaurant Technology Panel Session: Global Food and Beverage Expo, October 8-10, Las Vegas, Nevada.
2. Invited Lecturer (2019). Pecking Order of A hospitality Firm, School of Tourism Management at South China Normal University, June 3, Guangzhou, China.
3. Invited Seminar (2017). PLS-SEM and Big Data Analytics, National Institute of Development Administration (NIDA) December 23-24, Bangkok, Thailand.
4. Keynote Speaker (2017). Who Comes First: Employees or Customers? at the 2017 International Interdisciplinary Business-Economics Advancement Conference, November 18-23, Ft. Lauderdale, Florida, USA.
5. Keynote Speaker (2017). Which Comes First: Employees or Customers in the Service Industry? at the 2017 Academy of Global Hospitality & Tourism Conference, May 26, Cheongju, South Korea.
6. Invited Lecturer (2016). Current Trends in Revenue Management Practices, Kyungsoo University, June 25, Busan, South Korea.
7. Invited Lecturer (2013). Current Trends in Hotel Management Contract, Kyungsoo University, December 12, Busan, South Korea.
8. Invited Lecturer (2013). Environmental Changes and Current Foodservice Industry Trends, the CEO Summit, Shinhan University, December 3, Seoul, South Korea.
9. Invited Lecturer (2013). Research Trends in Food-away-from-Home, Daegu Catholic University, November 28, Daegu, South Korea.
10. Invited Lecturer (2013). Research Trends in Foodservice Industry, Youngnam University, November 27, Youngsan, South Korea.
11. Invited Lecturer (2013). Introduction of American Hospitality and Tourism Programs, Chungju University, November 26, Chungju, South Korea.
12. Invited Lecturer (2013). Hospitality Major and Future Career Opportunities, Dankook University, November 18, Seoul, South Korea.
13. Invited Lecturer (2013). American Graduate Hospitality Program and Its Development, Seoul

- National University, October 28, Seoul, South Korea.
14. Invited Panel Member (2013). Revenue Management Applications in Restaurant Business at the 1st Hospitality/Tourism Colloquium, Heilbronn University, October 14, Hochschule Heilbronn, Germany.
  15. Invited Panel Member (2012). Directions for Hospitality Management Research at the 3rd Colloquium for Overseas and Domestic Korean Scholars in Hospitality and Tourism and 1st HTM Young Scholar Conference, Sejong University, July 2, Seoul, South Korea.
  16. Invited Panel Member (2011). Directions for Improving Faculty Research Productivity at the 2nd Colloquium for Overseas and Domestic Korean Scholars in Hospitality and Tourism, Sejong University, July 2, Seoul, South Korea.
  17. Invited Panel Member (2010). Strategy Discussion Session: Global Standards of Research and Education, the 1st Colloquium for Overseas and Domestic Korean Scholars in Hospitality and Tourism, Sejong University, June 29, Seoul, South Korea.
  18. Invited Lecturer (2009). Restaurant Brand Equity Management, Kyunggi University, May 29, Seoul, South Korea.
  19. Invited Lecturer (2009). Brand Equity Management and Hospitality Firms' Performance, Temple University, February 27, Philadelphia, Pennsylvania, USA.
  20. Invited Speaker (2009). Determinants of Executive Compensation in the Restaurant Industry: A Quantile Regression Approach, Invited by the Department of Hospitality and Tourism Management, Virginia Tech., (for the Annual Lecture Series for Graduate Education), November 20, Blacksburg, Virginia, USA.
  21. Invited Lecturer (2008). Revenue Optimization Strategies of Hospitality Industry, Ehwa Women's University, June 22, Seoul, South Korea.
  22. Keynote Speaker (2008). Successful Strategies of American Hospitality Business, Invited by the Korean Academic Society of Hospitality Administration (KASHA) Annual Research Symposium, June 14, Seoul, South Korea.
  23. Invited Lecturer (2008). Globalization and Culture-Impact of Globalization on Your Career, Sunchunhyang University, June 7, Seoul, South Korea.
  24. Keynote Speaker (2007). Current Trend in Hospitality and Tourism Research, Invited by the Korean Academic Society of Hospitality Administration (KASHA) Annual Research Symposium, June 8, Seoul, South Korea.
  25. Invited Seminar (2007). Hospitality Financial Management: Advancement by the Numbers, Institute For Tourism Studies, June 5-6, Macau, China.
  26. Invited Seminar (2007). Revenue Management for Hospitality Business, Mahidol University of International College, September 27-October 7, Bangkok, Thailand.

## **GRANTS AND CONTRACTS FUNDED**

1. Co-investigator for a research proposal to Korea Research Foundation titled "A Study on the Revitalization of Food Tourism from the Big Data of Emotional Information," July 2019 – June 2020, \$80,000 (NRF-2019S1A5A2A03049170).
2. Co-investigator for a research proposal to Korea Research Foundation titled "Development of the Optimized Food Tourism Model using Big Data Analytics," January 2017 – December 2018, \$150,000 (NRF-2016S1A5A2A03928029).
3. College of Business Summer Research Grant, Florida State University, 2015, \$13,000.
4. College of Business Summer Research Grant, Florida State University, 2010, \$12,000.
5. College of Business Summer Research Grant, Florida State University, 2008, \$12,000.

6. Co-Investigator for a Global Research Network proposal to Korea Research Foundation titled “A Study of the Strategy for Fostering UCC (User Created Contents) Service,” August 2007 – July 2009, \$250,000.
7. Principal investigator for residential research grants for overseas scholars to Institute for Tourism Studies, Macau SAR, P. R. China, entitled “the economic impact of casino gambling in Macao,” November 2006, \$20,000.
8. Principal investigator for Claremore City Research Proposal - A Study of the Potential for Meetings, Lodging and Restaurant Sectors, May 2006, \$25,000.
9. Conducted Internal Audit for the three units (Atherton Hotel, Taylor’s Dining and West Side Café) operated by School of Hotel & Restaurant Administration, August 2005 – September, 2005, \$2,000.
10. Developed a contract proposal for Okemah Economic Development Authority, Hotel Feasibility study for Okemah Economic Development Authority, January 2003 – June 2003, \$2,500.
11. Principal Investigator for a contract proposal to Sejong University titled “Developing Four-Week Hospitality Study Program at Oklahoma State University,” July 2002-August 2002, \$17,500.
12. Co-Investigator for a project to Kangwon Land Casino titled “Study on Minimizing Local Residents’ Side Effects Due to a Newly Opened Casino,” January 2000-May 2000, \$30,000.
13. Principal Investigator for a research grant to Korea Ministry of Education titled “Study on Maximizing the Satisfaction Level of Students and their Parents in the School Foodservice Industry,” August 1998-July 1999, \$10,000.
14. Co-Principal Investigator for a project to United Nations Development Program titled “Environmentally Sound Tourism Development in the Tumen Region: Realizing the Potential of Mt. Paekdusan/Changbaishan Area (Potentially the No. 1 tourist destination in Northeast Asia),” May 1998-March 1999, \$400,000.
15. Principal Investigator for a research grant to Korea National Science Foundation titled “Evaluation of the Lease Fee Structure of Lotte Hotel, a Luxury Hotel Chain in Korea,” January 1998-February 1998, \$10,000.
16. Principal Investigator for a research grant to LG Our Home (A leading institutional foodservice firm in Korea) titled “Enhancing Customer Satisfaction,” November 1997-December 1997, \$3,000.
17. Co-Investigator for a research grant to Korea Ministry of Education titled “Technological and Strategic Suggestions for Korean Sport Information Infrastructure,” January 1997-December 1997, \$25,000.
18. Principal Investigator for a research project to Korean Teachers’ Pension Fund titled “Market Study and Concept Development of a Convention Hotel at Cheju Island (The most popular resort destination in Korea),” January 1996-July 1996, \$30,000.

## **MEMBERSHIPS**

International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE)  
 Association of Hospitality Financial Management Educators (AHFME)  
 Association of Hospitality Information Technology Association (HITA)  
 American Hotel & Lodging Association (AH&LA)

## **HONORS AND AWARDS**

**Certificate of Outstanding Contribution (May 12, 2020).** In recognition of the contributions made to

the quality of *International Journal of Hospitality Management*, Elsevier, Amsterdam, the Netherlands.

**Fulbright Research Scholarship Award (2020-2021).** The ASEAN Research Program titled “Toward Creating Green Initiatives of Hospitality Industry in ASEAN Region.” National Institute of Development Administration (NIDA) in Bangkok, Thailand and Vietnam National University (VNU) in Hanoi, Vietnam.

**John Wiley and Sons Lifetime Research Achievement Award.** 2017 International CHRIE Conference, July 26-28, Baltimore, Maryland, USA.

**Best Paper Award:** Kim, W. G., & Kim, Y. J. (2017). How to Enhance Hotel Employees’ Eco-Friendly Behavior and Environmental Performance via Green Human Resource Management?, 2017 Academy of Global Hospitality & Tourism Conference, May 26-28, Cheongju, South Korea.

**Best Paper Award:** Ali, F., & Kim, W. G. (2015). Creative Tourists’ Experience: Does It Predict Satisfaction, Nostalgia Intensity and Behavioral Intentions, 2015 5<sup>th</sup> International Interdisciplinary Business-Economics Advancement Conference, November 16-21, Ft. Lauderdale, Florida, USA.

**Shortlisted for the Best Paper Award:** Kim, W. G. (2015). Do Hotels’ Recently Emerged Amenities and Sustainability Practices Lead to Guests’ Price Premium and Loyalty?, 2015 EuroCHRIE Conference, October 15-17, Manchester, UK.

Nominated for the **University Teaching Award and Honors Thesis Mentor Award:** (2011) Florida State University.

**Best Paper Award:** Jang, Y. J., Kim, W. G., & Bonn, M. (2010). Consumers’ Attitudes and Behavioral Intentions in Green Restaurants: Focused on Food-Related Lifestyle Segments of Generation Y. 2010 International CHRIE Conference, July 28-31, San Juan, Puerto Rico.

**The Institute of Hospitality Education Research Best Paper Award:** Kim, W. G., & Brymer, R. A. (2009). The Effects of Ethical Leadership on Manager Job Satisfaction, Commitment, Behavioral Outcomes and Firm Performance. 2009 EuroCHRIE Conference, October 22-24, Helsinki, Finland.

**Outstanding Paper Award at the Literati Network Awards for Excellence 2009:** Gazzoli, G., Kim, W. G., & Palkurthi, R. (2008). Online Distribution: Are the Global Hotel Companies Getting It Right? *International Journal of Contemporary Hospitality Management*, 20(4), 375-387.

Nominated as finalists for the **Best Paper Award:** Kim, W. G., & Lee, S. (2007). Developing a New Hotel Performance Measurement System: Application of the Balanced-Score Card and the Fuzzy-Analytical Hierarchy Process Model, 1st Hospitality & Leisure: Business Advances & Applied Research Conference, July 5-6, Lausanne, Switzerland.

Nominated for the **OSU Regents Distinguished Teaching Award:** (2007), College of Human Environmental Sciences, Oklahoma State University.

**Marvel Maunder Young Educator Award:** (2006). KOMA Council on Hotel Restaurant and Institutional Education, April 22, Fayetteville, Arkansas, USA.

Nominated for the **Marguerite Scruggs Meritorious Research Award** and the **OSU Regents Distinguished Research Award**: (2006). College of Human Environmental Sciences, Oklahoma State University.

**Best Article of the Year Award by Sage Publication**: Kim, W. G., Han, J. H., & Hyun K. (2004). Multi-Stage Synthetic Hotel Pricing, in the *Journal of Hospitality & Tourism Research*, 28(2), 2005 International Council on Hotel, Restaurant, and Institutional Education, July 27-31, Las Vegas, Nevada, USA.

**Best Paper Award**: Kim, W. G., & Ham, S. (2004). The Impact of Information Technology on Service Quality in the Hotel Industry, 2004 Hospitality Information Technology Association, June 20-21, Dallas, Texas, USA.

**Best Paper Award**: Lee, H. Y., Kim, W. G., & Lee, Y. G. (2004). Extending the Technology Acceptance Model for Computer Reservation System Context, 9th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 6-8, Houston, Texas, USA.

## **SERVICE**

### **Editorial Board & Reviewer**

03/2015 – Present	Associate Editor	<i>Journal of Quality Assurance in Hospitality &amp; Tourism</i> , UK
01/2013 – Present	Editorial Board	<i>Asia-Pacific Journal of Innovation in Hospitality and Tourism</i> , Malaysia
04/2020– Present	Editorial Board	<i>Tourism Management</i> , UK
08/2017 – Present	Editorial Board	<i>International Hospitality Review</i> , USA
01/2011 – Present	Editorial Board	<i>Tourism Economics</i> , UK
09/2009 – Present	Editorial Board	<i>Journal of Hospitality and Tourism Research</i> , USA
01/2009 – Present	Editorial Board	<i>International Journal of Hospitality Management</i> , UK
01/2009 – Present	Editorial Board	<i>Journal of Hospitality and Tourism Technology</i> , USA
11/2007 – Present	Editorial Board	<i>International Journal of Contemporary Hospitality Management</i> , USA
01/2002 – Present	Editorial Board	<i>Journal of Human Resources in Hospitality and Tourism</i> , UK
05/2008 – Present	Reviewer	<i>Cornell Hospitality Quarterly</i> , USA

### **External Reviewer for Promotion and Tenure Candidates**

University of Central Florida, 2021.

Northern Arizona University, 2020

Texas Tech University, 2020

University of Central Florida, 2020.

Macau University of Science and Technology, 2020.

Indiana University – Purdue University, 2020

University of Macau, 2020.

Hong Kong Polytechnic University, 2020  
Kansas State University, 2019  
University of Missouri, 2019  
Macau University of Science and Technology, 2019.  
University of Central Florida, 2019  
University of Mississippi, 2018  
University of North Texas, 2018.  
Oklahoma State University, 2018.  
Florida Atlantic University, 2018.  
University of Macau, 2018.  
Oklahoma State University, 2017.  
Michigan State University, 2017.  
Macau University of Science and Technology, 2017.  
Oklahoma State University, 2016.  
University of Hawaii, 2016.  
University of Central Florida, 2016.  
University of Macau, 2016.  
University of Nebraska, 2015.  
Coastal Carolina University, 2015.  
University of Central Florida, 2015.  
Cornell University, 2015.  
Virginia Tech, 2013.  
Michigan State University, 2013.  
University of Houston, 2013.  
Indiana University, 2013.  
Arizona State University, 2013.  
University of Nevada at Las Vegas, 2013.  
Seoul National University, 2012.  
Florida International University, 2012.  
Auburn University, 2012.  
George Washington University, 2011.  
University of Nevada at Las Vegas, 2011.  
Pennsylvania State University, 2010.  
State University of New York at Oneonta, 2010.  
University of Nevada at Las Vegas, 2009.  
Robert Morris University, 2008.

## **RERERENCES**

Furnished Upon Request