

# Woody G. Kim

## OFFICE ADDRESS:

Florida State University  
Dedman School of Hospitality  
College of Business, P.O. Box 3062541  
Tallahassee, FL 32306  
Phone: (850)644-8242 Fax: (850)644-5565  
E-mail: wkim@cob.fsu.edu

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## EDUCATION

- 1995                      Ph.D. in Restaurant, Hotel, Institutional and Tourism Administration  
Concentration: Finance  
Purdue University, West Lafayette, Indiana
- 1990                      Master of Hotel, Restaurant, and Travel Administration  
Concentration: Finance  
University of Massachusetts, Amherst, Massachusetts
- 1988                      Master of Business Administration  
Concentration: Accounting  
University of Houston, Houston, Texas
- 1986                      Bachelor of Arts  
Major: Linguistics  
Seoul National University, Seoul, Korea

## ACADEMIC APPOINTMENTS

- 08/2007– present                      **Associate Professor**  
Florida State University  
Dedman School of Hospitality, Tallahassee, Florida  
– Director of International Center for Hospitality Research & Development,  
08/2007 – present
- 12/2000– 07/2007                      **Assistant Professor, Associate Professor**  
Oklahoma State University  
School of Hotel and Restaurant Administration, Stillwater, Oklahoma  
– Master Program Coordinator, 09/2006 – 07/2007
- 08/1995–12/2000                      **Assistant Professor**  
Sejong University

## **ACADEMIC EXPERIENCE**

08/2007– present

### **Florida State University**

#### **Courses Taught**

- Managing Revenues and Expenses (HFT 4471)
- Hospitality Services Marketing & Research (HFT 4502)
- Revenue Management (HFT 4905)

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**

08/2002 – 07/2004

- **University:** Academic Reinstatement Appeals Review Board

08/2003 – 07/2004

- **University:** Korean Student Association Advisor

08/2005 – present

- **College:** Academic Affairs Committee Chair

- **School:**

12/2000– present

Academic Affairs Committee

12/2000– 05/2003

Hospitality Society Advisor

01/2002 – 05/2002

Consultant to School Operations Committee

08/2002 – 07/2004

Curriculum Committee Chair

08/2004 – present

Accreditation Committee Chair

01/2003 – present

Scholarship Committee

08/2005 – present

PGA (Professional Golf Association) Task Force Chair

#### **Dissertation Supervision and Advising**

12/2000–present

- Committee chair of 12 MSc Students

12/2000–present

- Committee member of 19 MSc Students

12/2000–present

- Thesis advisor for 5 Ph.D. Students

12/2000–present

- Committee member of 15 Ph.D. Students

12/2000–present

- Advising 55 undergraduate students as of Fall, 2006

08/1995–12/2000

### **Sejong University**

### **Courses Taught**

- Hospitality Financial Accounting
- Hospitality Managerial Accounting
- Hospitality Financial Management
- Tourism Management
- Hospitality and Tourism Marketing
- Food and Beverage Revenue and Cost Control
- Hotel and Restaurant Feasibility Study

### **Curriculum Development Committee**

- Member, Doctoral of Hotel and Tourism Management Program
- Member, MSc Hotel and Tourism Management Program
- Member, BA Hotel and Tourism Management Program

### **Dissertation Supervision**

- 03/1997 – 12/2000 – Committee chair of three Ph.D. Students
- 03/1999 – 12/2000 – Committee member of two Ph.D. Students
- 03/1997 – 12/2000 – Committee chair of thirty MBA Students
- 03/1997 – 12/2000 – Committee chair of eighteen MSc Students
- 03/1997 – 12/2000 – Supervisor of 100 BA Final Year Dissertations

### **Academic and Administrative Services**

- 03/1997 – 12/2000 – Member, Doctoral of Hotel and Tourism Management Program
- 03/1997 – 12/2000 – Member, MSc Hotel and Tourism Management Program
- 08/1995 – 12/2000 – Member, BSc Hotel and Tourism Management Program
- 09/1999 – 12/2000 – Director of Job Placement Center
- 03/1998 – 02/1999 – Director of Student Counseling Center

03/2000– 10/2000 **Advisory Committee:** Tourism division of World Tourism Organization (WTO) in Korea

04/1999–02/1999 **Advisory Committee:** Tourism division of Organization for Economic Cooperation and Development (OECD) in Korea

08/1/1998– 08/28/1998 **Professor of Finance:** Sheraton Walker Hill Hotel in Seoul, Korea

1994 **Instructor:** Hospitality Management Accounting  
Department of Restaurant, Hotel, Institutional and Tourism Management  
Purdue University

1988–1989 **Teaching Assistant:** Hospitality Law  
Department of Hotel, Restaurant, and Travel Administration,  
University of Massachusetts at Amherst

## **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
1985	Management Trainee Westin Chosun Beach Hotel, Pusan, Korea

## **RESEARCH AND PUBLICATIONS**

### Refereed Journal Publications

Kim, W. G., & Moon, Y. J. Customers' Cognitive Perception, Emotional Pleasure, and Reaction to the Servicescape: Restaurant Type as a Moderator, *International Journal of Hospitality Management*, In Press.

Kim, S. H., Kim, W. G., & Hancer, M. The Effect of Information Technology Investment Announcements on Market Value of the Hospitality Firms, *Tourism Economics*, In Press.

Kim, T. G., Kim, W. G., Kim, H. B. The Effects of Perceived Justice on Recovery Satisfaction, Trust, Word-of-Mouth, and Revisit Intention in Upscale Hotels, *Tourism Management*, In Press.

Kim, H., Tavitiyaman, P., & Kim, W. G. Effects of Management Commitment on Employee Job Satisfaction and Service Behaviors of Hotel Employees, *Journal of Hospitality & Tourism Research*, In Press.

Kim, W. G., Ng, C. N., & Kim, Y. Influence of institutional DINESERV on customer satisfaction, return intention, and word-of-mouth, *International Journal of Hospitality Management*, In Press.

Kim, W. G., Zhong, J., & Kim, Y. Risk-adjusted Performance of Three Restaurant Segments in the U.S., *Tourism Economic*, In Press.

Camillo, A., Connolly, D. J., & Kim, W. G. Critical Success Factors for Independent Restaurants in Northern California, *Cornell H.R.A. Quarterly*, In Press.

Gazzoli, G., Kim, W. G., & Palkurthi, R. Online Distribution: Are the Global Hotel Companies Getting It Right? *International Journal of Contemporary Hospitality Management*, In Press.

Ham, S., Kim, W. G., & Forsythe, H. W. Determinants of Restaurant Employees' Technology Use Intention: Validating Technology Acceptance Model with External Factors via Structural Equation Modeling. *Journal of Hospitality and Leisure Marketing*, In Press.

- Chen, M., Kim, W. G., & Liao, C. N. The Impact of Government Weekend Policy Changes and Foreign Institutional Holdings on Weekly Effect of Tourism Stock Performance, *Journal of Hospitality & Tourism Research*, In Press.
- Kim, D. J., & Kim, W. G. The Relationship between the Use of Hospitality Firms' Financial Derivatives and Cash Flow/Earnings Volatility, *Tourism Economics*, In Press.
- Hu, S. M., Leong, J. K., Kim, W. G., Ryan, B. W., & Warde, B. Senior Citizens' Perceived Service Levels in Three Restaurant Sectors, *Journal of Foodservice Business Research*, In Press.
- Chen, M. H., & Kim, W. G. The Long-Run Equilibrium Relationship between Economic Activity and Hotel Stock Prices, *Journal of Hospitality Financial Management*, In Press.
- Camillo, A., Connolly, D. J., & Kim, W. G. Thinking about starting a Restaurant: Think Again!, *EHLITE*, 21, 25-28.
- Kim, W. G., Jin-Sun, B., & Kim, H. J. Multidimensional Customer-based Brand Equity and Its Consequences in Mid-Priced Hotels, *Journal of Hospitality & Tourism Research*, 32(2), 235-254.
- Kim, W. G., Lee, S., & Lee, H. Y. (2007). Co-Branding and Brand Loyalty, *Journal of Quality Assurance in Hospitality & Tourism*, 8(2), 1-24.
- Kim, W. G., & Kim, H. J. (2007). Determinants of Mid-scale Hotel Brand Equity, *FIU Hospitality and Tourism Review*, 25(1), 61-69.
- Kim, W. G., Ryan, B., & Ceschini, S. (2007). Factors Affecting Systematic Risk in the Restaurant Industry, *Tourism Economics*, 13(2), 197-208.
- Kim, W. G., & Ham, S. (2007). The Impact of Information Technology Implementation on Service Quality in the Hotel Industry, *Information Technology in Hospitality*, 4(4), 143-151.
- Chen, M. H., & Kim, W. G., & Chen, C. Y. (2007). An Investigation of the Mean Reversion of Hospitality Stock Prices, *International Journal of Hospitality Management*, 26(2), 453-467.
- Chen, M. H., Jang, S., & Kim, W. G. (2007). The Impact of SARS Outbreak on Taiwanese Hotel Stock Returns: An Event Study Approach, *International Journal of Hospitality Management*, 26(1), 200-212.
- Kim, D. J., Kim, W. G., & Han, J. (2007). A Perceptual Mapping of Online Travel Agencies and Preference Attributes, *Tourism Management*, 28(2), 591-603.
- Lee, S., & Kim, W. G., & Kim, H. J. (2006). The Impact of Co-Branding on Post-purchase Behaviors in Family Restaurants, *International Journal of Hospitality Management*, 25(2), 245-261.
- Kim, W. G., Ma, X., & Kim, D. J. (2006). Determinants of Chinese Hotel Customers' E-satisfaction and Purchase Intentions, *Tourism Management*, 27(5), 890-900.
- Karadag, I., & Kim, W. G. (2006). Comparing Market-segment-profitability Analysis with Department-profitability Analysis as Hotel Marketing-decision Tools, *Cornell H.R.A. Quarterly*, 47(2), 155-173.

- Lee, H. Y., Kim, W. G., & Lee, Y. G. (2006). Testing the Determinants of CRS Users' Intention to Use via a Structural Equation Model, *Journal of Hospitality and Tourism Research*, 30(2), 246-266.
- Kim, W. G., Lee, Y., & Yoo, Y. (2006). Predictors of Relationship Quality and Relationship Outcomes in Luxury Restaurants, *Journal of Hospitality and Tourism Research*, 30(2), 143-169.
- Kim, W. G. (2006). EVA and Traditional Accounting Measures: Which Metric Is a Better Predictor of Market Value of Hospitality Companies, *Journal of Hospitality & Tourism Research*, 30(1), 34-49.
- Kim, W. G., & Ayoun, B. A. (2005). Comparison of Financial Ratios between Four Segments of the Hospitality Industry, *Journal of Hospitality Financial Management*, 13(1), 59-78.
- Kim, W. G., Leong, J. K., & Lee, Y. K. (2005). Effect of Service Orientation on Job Satisfaction, Organizational Commitment, and Intention of Leaving in a Casual Dining Chain Restaurant, *International Journal of Hospitality Management*, 24(2), 171-193.
- Ham, S., Kim, W. G., & Jeong, S. (2005). Effect of Information Technology on Performance in Upscale Hotels, *International Journal of Hospitality Management*, 24(2), 281-294.
- Chen, M., Kim, W. G., & Kim, H. J. (2005). The Impact of Macroeconomic and Non-macroeconomic Forces on Hotel Stock Returns, *International Journal of Hospitality Management*, 24(2), 243-258.
- Kim, H., & Kim, W. G. (2005). Relationship between Brand Equity and Financial Performance in Luxury Hotels and Chain Restaurants, *Tourism Management*, 26(4), 549-560.
- Tantawy, A., Kim, W. G., & Pyo, S. (2004). Evaluation of Hotels to Accommodate Disabled Visitors, *Journal of Quality Assurance in Hospitality & Tourism*, 5(1), 91-101.
- Kim, W. G. (2004). The Distinctive Characteristics of South Korea's Chinese Casino Visitors: Implications for Marketing, *Journal of Quality Assurance in Hospitality & Tourism*, 5(1), 27-41.
- Kim, W. G., DiMicelli, P. & Kang, J. (2004). Using Conjoint Analysis to Measure Brand Equity of Restaurant Chains, *FIU Hospitality Review*, 22(2), 28-41.
- Kim, W. G., & Lee, H. Y. (2004). Comparison of Web Service Quality between Online Travel Agencies and Online Travel Suppliers, *Journal of Travel and Tourism Marketing*, *Journal of Travel & Tourism Marketing*, 17(2/3), 105-116.
- Kim, W. G., & Cai, L., & Jung, K. (2004). A Profile of the Chinese Casino Vacationer to South Korea, *Journal of Hospitality & Leisure Marketing*, 11(2/3), 65-79.
- Kim, W. G., & Kim, D. J. (2004). Factors Affecting Online Hotel Reservation Intention between Online and Non-online Customers, *International Journal of Hospitality Management*, 23(4), 381-395.
- Ham, S., Hwang, J. H., & Kim, W. G. (2004). Household Profiles Affecting Food-Away-From-Home Expenditure: A Comparison of Korean and U.S. Households, *International Journal of Hospitality Management*, 23(4), 363-379.
- Kim, W. G., & Kim, H. B. (2004). Measuring Customer-based Restaurant Brand Equity: Investigating the Relationship between Brand Equity and Firms' Performance, *Cornell H.R.A. Quarterly*, 45(2), 115-131.

- Kim, W. G., & Kim, H. (2004). The Analysis of Seoul as an International Convention Destination, *Journal of Convention and Exhibition Management*, 5(2), 69-87.
- Kim, W. G., Lee, C., & Hiemstra, S. (2004). The Effects of an Online Virtual Community on Customer Loyalty and Travel Products Purchases, *Tourism Management*, 25(3), 343-355.
- Kim, W. G., Han, J. H., & Hyun, K. (2004). Multi-stage Synthetic Hotel Pricing, *Journal of Hospitality and Tourism Research*, 28(2), 166-185.
- Kim, W. G., Kim, S. U., & Leong, J. K. (2003). The Impact of Guest Reward Programs on the Firms' Performance, *Journal of Quality Assurance in Hospitality & Tourism*, 4(1/2), 87-109.
- Kim, H. B., Kim, W. G., & An, J. A. (2003). The Effects of Consumer-based Brand Equity on Firms' Financial Performance, *Journal of Consumer Marketing*, 20(4), 335-351.
- Kim, W. G., & Chon, K. S. (2003). Elements Affecting Survivorship in International Chain Restaurants in Korea, *FIU Hospitality Review*, 21(1), 22-32.
- Kim, S. H., Kim, H. B., & Kim, W. G. (2003). Impacts of Senior Citizens' Lifestyle on Their Choices of Elderly Housing, *Journal of Consumer Marketing*, 20(3), 210-226.
- Kim, W. G., & Qu, H. (2002). Determinants of Domestic Tourist Expenditure in South Korea, *Journal of Travel and Tourism Marketing*, 13(1/2), 85-97.
- Kim, W. G. & Cha, Y. (2002). Antecedents and Consequences of Relationship Quality in the Hotel Industry, *International Journal of Hospitality Management*, 21(4), 321-338.
- Leong, J. K., & Kim, W. G. (2002). Service Recovery Efforts in Fast Food Restaurants to Enhance Repeat Patronage, *Journal of Travel and Tourism Marketing*, 12(2/3), 65-93.
- Leong, J. K., Kim, W. G., & Ham, S. (2002). The Effects of Service Recovery on Repeat Patronage, *Journal of Quality Assurance in Hospitality & Tourism*, 3(1), 69-94.
- Kim, W. G., Han, J. S., & Lee, E. (2001). Effects of Relationship Marketing on Repeat Purchase and Word-of-Mouth, *Journal of Hospitality and Tourism Research*, 25(3), 272-288.
- Kim, W. G., & Jeong, S. W. (2001). Perception of Hotel Managers on the Use of Internet Information Technology, *Journal of Tourism Sciences*, 25(1), 43-60.
- Kim, W. G. (2000). Investigation of Student Satisfaction for High School Contract Foodservice, *Journal of Tourism Sciences*, 23(2), 189-206.
- Kim, W. G., & Yoon, W. H. (2000). Impact of Hotel Environmental Change for the Luxury Hotels, *Tourism Review*, 15(1), 326-340.
- Han, J. S., & Kim, W. G. (1999). Improving Hotel Performance Using Relationship Marketing, *Journal of Hotel Administration*, 1(1), 25-33.
- Kim, W. G., & Kim, S. J. (1999). Accuracy of Hotel Feasibility Study, *Hotel Administration Review*, 8(2), 55-65.

- Kim, W. G., & You, Y. J. (1999). A study of Preference and Satisfaction Levels of the Social Training Program in Korean Foodservice Industry, *Journal of Foodservice Management*, 2(1), 195-214.
- Kim, W. G. (1999). Anti-Takeover Strategies for the Korean Hospitality Industry, *Hotel and Tourism Management Review*, 14, 93-108.
- Kim, W. G. (1999). Factors Affecting Capital Structure Choice in the Korean Hotel Industry, *Journal of Tourism Sciences*, 23(1), 23-36.
- Cai, Liping A., Kim, W. G., Morrison, A. M., & O'Leary, J. T. (1998). A Comparative Analysis of the US Pleasure Travelers to South Korea and Its Neighbors, *Pacific Tourism Review*, 2(2), 121-134.
- Kim, W. G., & Arbel, A. (1998). Predicting Merger Targets of Hospitality Firms (A Logit Model), *International Journal of Hospitality Management*, 17, 303-318.
- Kim, W. G., Shin, H., & Chon, K. S. (1998). Korea's Lodging Industry: Problems, Profitability, and Regulations, *Cornell H.R.A. Quarterly*, 35(1), 60-67.
- Kim, W. G. (1997). The Determinants of Capital Structure Choice in the U.S. Lodging Industry, *Tourism Economics*, 3(4), 329-340.
- Kim, W. G., & Ham, S. (1997). Characteristics Affecting US Consumers' Food Away From Home Purchase Decision Using Logit Analysis, *Journal of Hotel Administration*, 5(2), 71-84.
- Kim, W. G., & Bok, B. K. (1997). Hotel Choice Process of Business Travelers: An Application of Reasoned Action Theory, *Journal of Tourism Sciences*, 21(1), 119-134.
- Kim, W. G. (1997). Analysis of Korean Convention Industry and Its Impact on Korean Economy, *Hotel and Tourism Management Review*, 12, 79-110.
- Kim, W. G. (1996). Hedging Foreign Exchange Risk in the Hospitality Industry, *Journal of Tourism Sciences*, 20(1), 260-281.
- Hiemstra, S. J., & Kim, W. G. (1995). Factors Affecting Expenditures for FAFH in Commercial Establishment, *Hospitality Research Journal*, 19(3), 15-31.

### Refereed Journal Publications - Under Review

- Kim, D. J., Kim, W. G., & Way, K. A. (2008). Adopting the Customer Satisfaction Index to the Lodging Industry: Foreign Customers' Evaluations, *FIU Hospitality and Tourism Review*.
- Lee, S., & Kim, W. G. (2008). EVA, Refined EVA, MVA, or Traditional Performance Measures for the Hospitality Industry?, *International Journal of Hospitality Management*.

## **PROFESSIONAL PRESENTATION AND ACTIVITIES**

### Refereed Conference Papers and Presentation

- 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.



- 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.
- Kim, W. G., & Gazzoli, G., & Park, Y. (2008). Benefit Segmentation of International Travelers to Macau, China, 2008 APACHRIE Conference, May 21-25, Perth, Australia.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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, Switzerlan. **Nominated as the BEST PAPER Award at the conference.**

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

Chen, M., Kim, W. G., & Krumwiede, D. (2006). On the Mean Reversion of Hospitality Stock Prices, 2006 APacCHRIE Conference, June 26-29, Hualien, Taiwan.

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.

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.

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.

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.

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.

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.

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.

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.

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.

Camillo, A., & Kim, W. G. (2005). Chef's Attitude toward Food Irradiation, 2005 International CHRIE Conference, July 27-31, Las Vegas, Nevada, USA.

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.

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.

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.

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.

- 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.
- Sun, B., & Kim, W. G. (2005). Brand Equity, Perceived Value, Purchase Intent and Word-of-Mouth in US 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.
- 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, USA.
- Kim, W. G. (2004). Antecedents and Consequences of Relationship Quality in Upscale Restaurants, 2004 International CHRIE Conference, July 28-31, Philadelphia, USA.
- 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.
- 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 at the conference.**
- 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.
- Kim, D. J., Kim, H. J., & Kim, W. G. (2004). Foreign Customer's 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.
- 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.
- 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 at the conference.**
- 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.
- Kim, W. G., & Hiemstra, J. S. (2003). Hotel Room Pricing: A Multi-stage Synthetic Approach, 2003 International CHRIE Conference, August 6-9, Palm Spring, USA.
- Kim, W. G., & Wood, D. F. (2003). Economic Value Added Application in the Hospitality Industry, 2003 International CHRIE Conference, August 6-9, Palm Spring, USA.
- 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 Spring, USA.

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 Spring, USA.

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 Spring, USA.

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.

Karadaq, 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.

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.

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.

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.

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.

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, 2002, Orlando, USA.

Kim, W. G., & Kim, D. J. (2002). What Makes Customers Reserve Their Rooms via Internet?, 2002 International CHRIE Conference, August 7-10, 2002, Orlando, USA.

Karadag, I., & Kim, W. (2002). Why Hospitality Companies Invest in Information Technology? Competitive Advantage, Customer Satisfaction, or Profitability, 2002 International CHRIE Conference, August 7-10, 2002, Orlando, USA.

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, 2002, Houston, USA.

Karadag, 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.

Kim, W. G. (1999). Effects of Relationship Marketing on Hotel Performance, 1999 International CHRIE Convention and EXPO, August 4-7, Albuquerque, New Mexico, USA.

Sohn, T., & Kim, W. G. (1998). Determinants of Domestic Tourist Expenditure in South Korea, 1998 Asia Pacific Tourism Association Annual International Conference, Tanyang, South Korea.

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, Tanyang, South Korea.

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.

## Selected Papers/Textbook Reviewed

Blind Review (2008). How to Say Sorry: Increasing Revisit Intention through Effective Service Recovery in Theme Parks, Paper Review for Tourism Management.

Blind Review (2008). The Impact of ISO Certification on Perceived Quality, Brand Image, Brand Attitude, Brand Preference, and Purchase Intention: A Focus on Travel Agency, Paper Review for Tourism Management.

Blind Review (2008). Antecedents and Consequences of Relationship Quality in Hotel Industry: A Replication and Extension, Paper Review for International Journal of Contemporary Hospitality Management.

Blind Review (2008). An Evaluation of Korean Hotel Managers' Competencies through an International Comparison, Paper Review for International Journal of Contemporary Hospitality Management.

Blind Review (2008). Can We See Intangible? Valuation of Intangible Assets for Publicly Traded Hotel Firms in the US, Paper Review for Journal of Hospitality and Tourism Research.

Blind Review (2008). The Relation between Interest Rate Derivatives, Debt Maturity Structure and Exposure in the Lodging Industry, Paper Review for Journal of Hospitality and Tourism Research.

Blind Review (2008). Determinants of Restaurant Customers' Loyalty Intentions: A Mediating Effect of Relationship Quality, Paper Review for Journal of Quality Assurance for Hospitality and Tourism.

Blind Review (2008). The Perceived Justice in Service Recovery and Behavioral Intentions: The Role of Relationship Quality, Paper Review for International Journal of Hospitality Management.

Blind Review (2008). Menu Engineering Using Activity Based Costing: An Exploratory Using A Profit Factor Comparison Approach, Paper Review for International Journal of Hospitality Management.

Blind Review (2007). Simultaneous Profitability Impacts of Internationalization and Financial Leverage: The Case of Hotel Companies, Paper Review for Journal of Hospitality and Tourism Research.

Blind Review (2007). The Determinants of the Decision to Hedge in the Hospitality Industry, Paper Review for Journal of Hospitality and Tourism Research.

Blind Review (2007). Marketing Outlays: Important Intangible Assets in the Hotel Industry?, Paper Review for Journal of Quality Assurance for Hospitality and Tourism.

Blind Review (2006). The Comparison of the Predictive Ability of Different Cost-of-Equity Capital Models for the Lodging Industry, Paper Review for Journal of Hospitality & Tourism Research.

Textbook Review (2006). Six-Point Star Rooms Division Management, Prentice Hall, Upper Saddle River: New Jersey.

Blind Review (2005). The Impact of Website Development on Customer Satisfaction and Purchase Intentions: Evidence from Chinese Online Visitors, Paper Review for International Journal of Hospitality Management.

Blind Review (2006). Room Rate Patterns and Customers' Propensity to Book a Hotel Room, Paper Review for Journal of Hospitality & Tourism Research.

Blind Review (2006). Exploring Online Relationship Quality in the Travel Industry, Paper Review for Journal of Travel & Tourism Marketing.

Blind Review (2006). The Determinants of the Decision to Hedge in the Hospitality Industry, Paper Review for Journal of Hospitality & Tourism Research.

Blind Review (2006). Does e-Customer Relationship Management Enhance E-service Quality?: the Case of Airlines' Websites. Paper Review for the Annual International CHRIE Conference.

Blind Review (2006). Dissatisfaction Responses: The Role of Negative emotions in Service Failure Encounters. Paper Review for the Annual International CHRIE Conference.

Blind Review (2006). A Case Study: The Impact of Search Engine Optimization on Revenue Management in a Boutique Hotel in New York City. Paper Review for the Annual International CHRIE Conference.

Blind Review (2006). Hotel Characteristics and Customer Profitability Information: Hotel Controllers' View. Paper Review for the Annual International CHRIE Conference.

Blind Review (2006). Managerial Compensation and Acquisition Payment Types in the Hospitality Acquisition related to Managerial Horizon. Paper Review for the Annual International CHRIE Conference.

Blind Review (2006). The Hotel Guest Satisfaction and Brand Performance: The Effect of Franchising Strategy, Paper Review for Journal of Quality Assurance in Hospitality & Tourism.

Blind Review (2006). Customer-Based Brand Equity for a Tourism Destination, Paper Review for Annals of Tourism Research.

Blind Review (2005). The Development of an E-Travel Service Quality Scale, Paper Review for Tourism Management.

Blind Review (2005). The Effects of Perceived Price and Brand Image on Value and Purchase Intention: Leisure Travelers' Attitudes toward Online Hotel Booking, Paper Review for Tourism Management.

Blind Review (2005). The Use of Derivative Financial Instruments in the Lodging Industry, Paper Review

for Journal of Hospitality & Tourism Research.

Textbook Review (2005). Hospitality Financial Management, John Wiley & Sons, Inc., New York City: New York.

Blind Review (2005). Building up a B2B E-commerce Strategic Alliance Model under an Uncertain Environment for Taiwan's Travel Agencies, Paper Review for Tourism Management.

Blind Review (2005). A Model of Service Quality and Customer Loyalty for Hotels, Paper Review for Journal of Quality Assurance in Hospitality & Tourism.

Blind Review (2005). Revisit to the Determinants of Capital Structure: A Comparison between Lodging Firms and Software Firms, Paper Review for International Journal of Hospitality Management.

Blind Review (2005). Predicting Restaurant Bankruptcy: A Logit Model in Comparison with a Discriminant Model, Paper Review for Journal of Hospitality & Tourism Research.

Blind Review (2005). Characteristics of the Network Relation between Travel Agencies, Paper Review for Tourism Management.

Blind Review (2005). Customer Training in Self Service Technologies. Paper Review for the Annual International CHRIE Conference.

Blind Review (2005). Consumers Likely to Choose Ethnic Foods When Eating Out: Targeting the Right Customer. Paper Review for the Annual International CHRIE Conference.

Textbook Review (2004). Managerial Decision Making Using Accounting Data, Prentice Hall, Upper Saddle River: New Jersey.

Blind Review (2004). An Empirical Application of Quantitative Derived Importance-Performance Analysis (QdiPA) for Employee Satisfaction, Paper Review for Journal of Quality Assurance in Hospitality & Tourism.

Blind Review (2004). Prediction of Travel Abroad: A Comparison of the Theory of Reasoned Action and Planned Behavior, Paper Review for International Journal of Tourism Sciences.

Blind Review (2004). The Effect of Prior Destination Experience on Online Information Search Behavior, Paper Review for Journal of Travel & Tourism Marketing.

Blind Review (2004). An Automatic Valuation Model as a Strategic Tool for Hotel Owners, Operators, and Analysts. Paper Review for the Annual International CHRIE Conference.

Textbook Review (2004). Hospitality Financial Management, John Wiley & Sons, Inc., New York City: New York.

Blind Review (2004). Estimating the Economic Impact of Tourism Industry on Korean Economy: A Computable General Equilibrium (CGE) Model Approach. Paper Review for the Annual Asia Pacific Tourism Association (APTA) Conference.

Blind Review (2004). The Festival Market Segmentation Strategy based on Motivations. Paper Review for the Annual Asia Pacific Tourism Association (APTA) Conference.



Blind Review (2004). The Development of an Australian Tourism Tax Index. Paper Review for the Annual Asia Pacific Tourism Association (APTA) Conference.

Blind Review (2004). The Features of Popular Hotels in “Shinjuku” on Internet Business Websites. Paper Review for the Annual Asia Pacific Tourism Association (APTA) Conference.

Blind Review (2003). A Comparative Analysis of Hotel Managers’ Involvement in Managing 9.11 Crisis in Washington, DC Metro Area, Paper Review for Journal of Hospitality & Tourism Research.

Blind Review (2003). Evaluation of Hotels to Accommodate Disabled Visitors, Paper Review for Journal of Quality Assurance in Hospitality & Tourism.

Textbook Review (2003). Hospitality Financial Management, Prentice Hall, Upper Saddle River: New Jersey.

Blind Review (2003). Information Content of Lodging Web Sites: Does It Match the Expectations? Paper Review for the International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) Annual Conference.

Blind Review (2003). Key Antecedents and Consequences of Relationship Selling: The Case of Meeting Planners and Hotel Salespeople, Paper Review for Annals of Tourism Research.

Blind Review (2003). Tourist’ Reason for Travel As Predictors of Souvenir Consumption, Paper Review for Tourism Management.

Blind Review (2003). Web-based Virtual Tours: The Effects of Telepresence on Destination Image, Paper Review for Tourism Management.

Blind Review (2003). WWW.Branding.States.US-An Analysis of State Tourism Websites in the U.S, Paper review for Tourism Management.

Blind Review (2002). Risk-Adjusted Performance: A Sector Analysis of Restaurant Firms, Paper Review for Journal of Hospitality & Tourism Research.

Blind Review (2002). Understanding Travel Expenditure Patterns: A Study of Japanese Pleasure Travelers to the United States by Income Level, Paper Review for Tourism Management.

Blind Review (2001). An Econometric Model of China’s Domestic Tourism, Paper Review for Journal of Vacation Marketing.

Blind Review (2001). An Empirical Validation of the Travel Balance Approach as an Alternative to the Tourism Area Life Cycle, Paper Review for Tourism Management.

Blind Review (2001). Estimate of Visitor Spending in a Local Economy Using U.S. Travel and Tourism Satellite Account Data, Paper Review for Tourism Management.

Blind Review (2001). The Use of Importance-Performance Analysis and Market Segmentation for Tourism Management in Parks and Protected Areas: An Application to Tanzania’s National Park, Paper Review for Journal of Travel & Tourism Marketing.

Blind Review (2000). Effects of Legislation Events on US Gaming Stock Returns and Market Turnings,

Paper Review for Tourism Management.

## Books, Chapters, and Reports Publication

Textbook Chapter: Kim, W. G. (2008). Branding, Brand Equity, and Brand extensions, Chapter Four in the hospitality textbook titled, Handbook of Hospitality Marketing Management. Edited by Oh, H., Publisher: Elsevier Press (ISBN: 9780080450803).

Textbook: Kim, W. G. (2003). Tourism Information Technology for the Information Age, Paeksan Publishing Company, Seoul, South Korea (ISBN: 8977395704).

Textbook Chapter: Kim, W. G. and Qu, Hailin (2002). Determinants Domestic Travel Expenditure in South Korea, Chapter Six in the hospitality textbook titled, Tourism Forecasting and Marketing. Edited by Wong, K.F., & Song, H, Publisher: The Haworth Hospitality Press (ISBN: 0789020866).

Textbook: Kim, W. G. (2000). Foodservice Dictionary, Paeksan Publishing Company, Seoul, South Korea (ISBN: 9788977393493).

Textbook: Kim, W. G. (2000). Cases in Restaurant Management, Hakhyun Publishing Company, Seoul, South Korea (ISBN: 9788985735261).

## **GRANTS AND CONTRACTS WRITTEN**

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. (Funded)

Principal investigator for a research proposal to the Bristow Chamber of Commerce entitled “feasibility study of hotel, restaurant, and meeting sector,” October 2006, \$25,000. (Not Funded)

Principal investigator for Oklahoma Tourism Research Grant to Oklahoma Department of Tourism entitled “the economic impact of lodging, restaurant, and tourism industry in Oklahoma,” September 2006, \$20,000. (Not Funded)

Co-principal investigator for a proposal to U.S. Department of Education entitled “higher opportunities for training, education, and languages (HOTEL) Atlantis project,” July 2006, \$430,000. (Not Funded)

Principal investigator for a research proposal to the Claremore Chamber of Commerce entitled “a study of the potential for meetings, lodging and restaurant sectors,” May 2006, \$25,000. (Funded)

Co-principal investigator for a proposal to Oklahoma Agriculture Experiment Station entitled “increasing the success rates of restaurant in Oklahoma,” November 2005, \$48,700. (Not Funded)

Principal investigator for a small grant for explorative research to National Science Foundation entitled “towards a framework for small business owners’ disaster management,” September 2005, \$99,600 (Not Funded)

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. (Funded)

Principal investigator for a research proposal to Okemah Economic Development Authority entitled "hotel feasibility study for the city of Okemah," January 2003 – June 2003, \$2,500. (Funded)

Principal investigator for a proposal to Presidential Challenge Grant entitled "perceptual mapping of online travel agencies," January 2003, \$14,079. (Not Funded)

Principal investigator for a proposal to Women's Giving Circle entitled "factors affecting school breakfast participation," December 2002, \$15,000. (Not Funded)

Principal investigator for a proposal to Council of Hotel and Restaurant Trainers entitled "developing a training evaluation model to measure the effectiveness of training by lodging," November 2002, \$5,000. (Not Funded)

Submitted a proposal for the 2003 OSU-Big XII Fellowship Program, October, 2002. (Not Funded)

Co-principal investigator for a proposal to U.S. department of education entitled "development of an international sanitation management curriculum to sustain the competitiveness of the hospitality industry: a partnership approach," October 2002, \$90,000 (Not Funded)

Principal investigator for a proposal to American Hotel and Lodging Foundation entitled "factors affecting the level of employee job satisfaction and its relationship to the level of employee intention to remain at current workplace in the lodging industry," September 2002, \$17,488. (Not Funded)

Principal investigator for a contract proposal to Sejong University entitled "developing four-week hospitality study program at Oklahoma State University," July 2002 – August 2002, \$17,509. (Funded)

Co-Principle investigator for a project to Kangwon Land Casino entitled "study on minimizing local residents' side effects due to a newly opened casino. January 2000 – May 2000, \$30,000. (Funded)

Principal investigator for a research grant to Korea Ministry of Education entitled "study on maximizing the satisfaction level of students and their parents in the school foodservice industry," August 1998 – July 1999, \$10,000. (Funded)

Co-Principle investigator for a project to United Nations Development Program (UNDP) entitled "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. (Funded)

Principal investigator for a research grant to Korea National Science Foundation entitled "evaluation of the lease fee structure of Lotte hotel, a luxury hotel chain in Korea," January 1998 – February 1998, \$10,000. (Funded)

Principal investigator for a research grant to LG Our Home (A leading institutional foodservice firm in Korea) entitled "enhancing customer satisfaction," November 1997 – December 1997, \$3,000. (Funded)

Co-Principal investigator for a research grant to Korea Ministry of Education entitled “technological and strategic suggestions for Korean sport information infrastructure,” January 1997 – December 1997, \$25,000. (Funded)

Principal investigator for a research project to Korean Teachers’ Pension Fund entitled “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. (Funded)

## **UNDERGRADUATE STUDENT ADVISEMENT**

Year	Number of Advisees
2001	32
2002	36
2003	55
2004	56
2005	39
2006	57

## **GRADUATE STUDENT ADVISEMENT**

- Received Associate Membership in the OSU Graduate Faculty, November, 2001

Degree	Name	Status	Faculty Role
M.S.	Lee, Siyong	M.S. 5/02	Committee Chair
M.S.	Jeong, Eunkyeong	M.S. 12/02	Committee Member
M.S.	Kim, Dong Jin	M.S. 12/02	Committee Chair
M.S.	Miles, Todd	M.S. 12/02	Committee Member
M.S.	Wong, Noviansjah	M.S. 5/03	Committee Member
M.S.	Ma, Xiaojing	M.S. 5/03	Committee Chair
M.S.	Kim, Hyun Jung	M.S. 5/03	Committee Member
M.S.	Sit, Catherine Chau Yung	M.S. 5/03	Committee Member
M.S.	Oh, Jinee	M.S. 7/03	Committee Member
Ph.D.	Karadaq, Islam	Ph.D. 12/03	Committee Advisor
M.S.	Rataree, Grissadee	M.S. 12/03	Committee Member
M.S.	Lee, Seung Suk	M.S. 5/04	Committee Member
M.S.	Chana, Wut	M.S. 8/04	Committee Chair
M.S.	Barnard, Joshua	M.S. 8/04	Committee Chair
M.S.	Tavitiyaman, Pimtong	M.S. 12/04	Committee Chair
M.S.	Oza, Vijay	M.S. 5/05	Committee Member
M.S.	Ceschini, Silvio	M.S. 5/05	Committee Chair

M.S	Neville, Travis	M.S. 5/05	Committee Chair
M.S	Conner, April	M.S. 5/05	Committee Chair
Ph.D.	Hu, Shih-Ming	Ph.D. 5/05	Committee Member
M.S.	Ramani, Narry	M.S. 7/05	Committee Chair
M.S.	NG, Christy Yen Nee	M.S. 7/05	Committee Chair
Ph.D.	Camillo, Angelo	Ph.D. 12/05	Committee Member
Ph.D.	Lee, Hae Young	Ph.D. 12/05	Committee Advisor
M.S.	Gordon, James	M.S. 5/06	Committee Chair
Ph.D.	Kim, Dong Jin	Ph.D. 7/06	Committee Advisor
Ph.D.	Way, Kelly	Ph.D. 8/06	Committee Member
Ph.D.	Ayoun, Baker	Ph.D. 10/06	Committee Member
Ph.D.	Phetvaroon, Kullada	Ph.D. 11/06	Committee Advisor
M.S.	Delen, Handan Nevbahar	M.S. 12/06	Committee Member
Ph.D.	Rachjaibun, Nitta	Ph.D., 05/07	Committee Advisor
Ph.D.	Lo, Ada	Ph.D., 05/07	Committee Member
Ph.D.	Severt, Kimbert	Ph.D., 05/07	Committee Member
Ph.D.	Jackson, Leonard	Ph.D., 05/07	Committee Member
M.S.	Zhong, Jun	M.S., 08/07	Committee Chair
M.S.	Gazolli, Gabriel	M.S., 08/07	Committee Member
Ph.D.	Siriphanich, Saensak	Ph.D., 11/07	Committee Member
Ph.D.	Kim, Sang	Ph.D., Research in Progress	Committee Advisor

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## **PROFESSIONAL DEVELOPMENT**

**Grant Writers' Seminar and Workshop** presented by Dr. Stephen Russel, sponsored by Oklahoma State University, October 2004. This seminar discussed how to write winning grants.

**Theory Development Seminar and Workshop** presented by Dr. David Whetten, Former Editor of the *Academy of Management Review*, sponsored by College of Business Administration at OSU, February 2004. This Symposium discussed using graphical modeling as a methodology for systematic theorizing, and evolution and development of theory.

**Blackboard Faculty Symposium** presented by Computer Information Services at OSU, February 2004. This symposium discussed managing large classes and groups, Blackboard for distance learning and on campus students, and matching pedagogical practice with appropriate blackboard tools.

**WebCT Faculty Symposium** presented by Computer Information Services at OSU, October 2003. This symposium discussed using WebCT in the classroom environment, WebCT's usability, how to use weekly online quizzes to support weekly lecture material, how to use WebCT's gradebook, and how to integrate WebCT's site into course website.

**New Faculty Scholars Program** through College of Human Environmental Sciences at OSU, 2001–2002. This program involved weekly session related to scholarship, grantsmanship, and writing; a trip to Washington, D.C. to contact potential funding agencies and foundation; and completion of assignments related to developing a research focus.

**Lotus Notes** two-day workshop presented by Computer Information Services at OSU, February 2001.

**Streaming Media Workshop** on use of Real Presenter software to improve delivery of course, presented by Bill Elliott, Faculty Support Services at OSU, June 2001.

**Teletraining Institute**, October 2001. This intensive program focused on preparing participants to deliver distance based educational programs using two-way interactive video and audio.

**Advanced PowerPoint Workshop** presented by Judy Snyder, sponsored by the College of HES at OSU, October, 2001.

**Hospitality Industry Technology Exposition & Conference**, June 2001. More than 5000 professionals from hotel companies, hotel and resort properties, clubs, restaurants, and casinos attended this conference and it was a great network opportunity. It was a great place to collect information and software for Hospitality Information Technology class. This conference enhanced my professional standing by learning more about the new technologies in the hospitality industry that will shape the future.

**House Bill 1815: Telecommunications and Distance Learning Technology Training**, June 11–15, 2001. This intensive program emphasized on preparing participations to integrate internet into curriculum, understand multimedia equipment, web page development, and understand distance education environment.

## **MEMBERSHIPS**

Member of:

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 AWARD**

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 Reserach Conference, July 5-6, Lausanne, Switzerland.

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

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

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

**Best Article of the Year Award by Sage Publication:** Kim, W. G., Han, J. H., & Hyun K. (2004). Multi-stage Synthetic Hotel Pricing, Published in the Journal of Hospitality & Tourism Research, Volume 28, Issue 2, 2004, 2005 ICHRIE (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 HITA (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 (CRS) Context, 9th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 6-8, Houston, Texas, USA.

## **SERVICE**

### Editorial Board & Reviewer

11/2007 – Present	<b>Editorial Board</b>	<i>International Journal of Contemporary Hospitality Management, USA</i>
02/2003 – Present	<b>Editorial Board</b>	<i>Journal of Quality Assurance in Hospitality &amp; Tourism, USA</i>
01/2002 – Present	<b>Editorial Board</b>	<i>Journal of Human Resources in Hospitality and Tourism, USA</i>
01/2002 – Present	<b>Reviewer</b>	<i>Tourism Management, New Zealand</i>
01/2002 – Present	<b>Reviewer</b>	<i>Journal of Hospitality and Tourism Research, USA</i>
09/2003 – Present	<b>Reviewer</b>	<i>Annals of Tourism Research, USA</i>
08/2005 – Present	<b>Reviewer</b>	<i>International Journal of Hospitality Management, UK</i>