

CURRICULUM VITAE OF DAEYOUNG KIM

PROFESSOR

HOSPITALITY MANAGEMENT

UNIVERSITY OF MISSOURI

SEPTEMBER 7, 2021

EDUCATION

- Ph. D. Purdue University
2006 Dept. of Hospitality and Tourism Management, Purdue University, USA
- 2002 – 2003 Ph. D. Student
Dept. of Leisure Studies, University of Illinois at Urbana Champaign, USA
- M.S. Purdue University
2002 Dept. of Hospitality and Tourism Management
Thesis title: "Analysis of U.S Convention Visitors' Characteristics and Comparison with Other Business Traveler Groups: Demographic and Trip Attribute Factors."
- B.S. Gyeongju University
1999 Dept. of Tourism Business Administration, S. Korea

DOCTORAL DISSERTATION

“Modeling Organizational Information Search Behavior and Technology Adaptation in the Meetings and Convention Industry: A Comparison of CVBs and Meeting Planners.” *The study was to examine the relationships between IT adaptation, and organizational characteristics (types of organizations, organizational supports for adopting IT, and marketing resources). It was to compare the perception of advertising (i.e., TV, magazine, Internet, and etc.) and communication (i.e., fax, telephone, e-mail, and etc.) channels between CVBs and meeting planners in order to figure out the more comprehensive picture of their marketing communication activities in the meetings and convention industry.*

PROFESSIONAL EXPERIENCES

- 09/2020 – Present Professor
Dept. of Hospitality Management, University of Missouri
- 08/2010 – Present Graduate Program Coordinator
Dept. of Hospitality Management, University of Missouri
- 09/2012 – 08/2020 Associate Professor
Dept. of Hospitality Management, University of Missouri
- 08/2006 – 08/2012 Assistant Professor
Dept. of Hospitality Management, University of Missouri
- 03/2016 – 02/2017 Visiting Scholar
Research Institute for Energy, Environment & Economy, Kyungpook National University, Korea

- 05/2010 – 05/2011 Visiting Professor in Outstanding International Scholar Program
College of Hospitality & Tourism, Kyung Hee University, Seoul, S. Korea
- 08/2005 – 05/2006 Teaching Instructor/ Hospitality and Tourism Marketing
Dept. of Hospitality and Tourism Management, Purdue University.
- 01/2004 – 05/2006 Research Assistant
Dept. of Hospitality and Tourism Management, Purdue University.
- 01/2001 – 05/2006 Visiting Researcher
Tourism Industry Research Institute, Sejong University, Korea
- 08/2002 – 12/2003 Research and Teaching Assistant, National Laboratory for Tourism and
eCommerce University of Illinois at Urbana-Champaign.

HONORS/AWARDS

- 2020 Best Research Paper Award, The 88th TOSOK International Tourism Conference, Korea
- 2019 Mizzou Online Scholarship Award for the Online Learning Consortium, University of Missouri
- 2017 Best Paper Award, 15th APacCHRIE Conference, Bali, Indonesia
- 2017 Nominee for Outstanding Graduate Advisor Award, University of Missouri
- 2017 Communication Fellow, College of Agriculture, Food, and Natural Resources, University of Missouri
- 2017 Nominee for Best Paper Award, 22nd Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism, Houston, Texas
- 2015 Nominee for Best Paper Award, 21st Asian Pacific Tourism Association Annual Conference, Kuala Lumpur, Malaysia.
- 2011 Excellent Research Award, The 11th TOSOK International Tourism Conference, Korea
- 2009 Nominee for Superior Graduate Faculty Award, University of Missouri
- 2006 Best Paper Award, International CHRIE, USA
- 2006 Nominee for Norma H. Compton Outstanding Doctoral Student Award, Purdue University
- 2000 Rotarian Ambassadorial Scholarship, Rotary International, USA

RESEARCH INTERESTS

Advertising and Consumer Behavior: (1) Information Channel Effectiveness, (2) Gender Differences, (3) Attitudes and Behavioral Changes, (4) Looks, and (5) Tipping

Meetings and Event Management: (1) Information Channel, (2) Mega Event, (3) Volunteerism, and (4) Meeting Planners' Information Search Behavior.

Destination Management: (1) International Tourism Marketing, (2) Destination Image, and (3) Promotional Strategies

Information Technology: (1) Social Media, (2) Website Effectiveness, and (3) Airbnb

Alternative Attitude Measures: (1) Implicit Association Test, (2) Psychophysiological Measures, and (3) Attention and Arousal

SCHOLASHIP ACHIVEMENT

SUMMARY OF SCHOLARY WORK

PUBLICATIONS

- 67 articles in refereed journals; 44 articles in social science citation index (SSCI) journals
- 4 papers under review & 15 papers in preparation
- 3 book chapters
- 91 conference proceedings; 10 poster presentations; 13 technical reports
- 3,392 times cited as of Sep. 1, 2021 (google scholar)
- Google scholar: <https://scholar.google.com/citations?user=7zHeZYQAAAAJ&hl=en>
- ResearchGate: https://www.researchgate.net/profile/Dae_Young_Kim

FUNDED PROJECT: 18 funded projects totaling \$491,554

PRESENTATIONS: 26 invited lectures; 1 conference workshop presentation

REFEREED PUBLICATIONS (Underline= Kim's student; *=Corresponding author)

REFEREED IN-PRINT (67)

- 52 refereed journal papers published with my graduate students
- 63 articles, main author (first or corresponding author)

Kim, K., & Kim, D.-Y.* (in-press). I want to eat out, but something holding me back: Mom's cooking stress and family dining out constraints. *International Journal of Hospitality Management*.

Kim, S., & Kim, D.-Y.* (2021). A study of resident perceptions toward the Cruise-tourism industry in the Bahamas. *Journal of Tourism & Leisure Research*. 33(6), 117-132

- Kim, Y., Lee, Y., Seo, Y., & Kim, D.-Y.* (2021) The effects of gamification on tourist psychological outcomes: An application of letterboxing and external rewards to maze park. *Journal of Travel & Tourism Marketing*. 38(4), 341-355.
- Lee, Y., Lee, S., & Kim, D.-Y.* (2021). Exploring hotel guests' perceptions of using robot assistants. *Tourism Management Perspectives*. 37, 100781.
- Bae, G., Lee, S., & Kim, D.-Y. (2021) Interactions between service recovery efforts and customer characteristics: Apology, compensation, and empowerment. *Journal of Quality Assurance in Hospitality & Tourism*. 22(2), 218-244.
- Lee, Y., & Kim, D.-Y.* (2020). The decision tree for longer-stay hotel guest: The relationship between hotel booking determinants and geographical distance. *International Journal of Contemporary Hospitality Management*, 33(6), 2264-2282.
- Lee, S., & Kim, D.-Y.* (2020). Brand tourism effect in the luxury hotel. *Journal of Product & Brand Management*, 30(1), 90-103.
- Lee, S., & Kim, D.-Y.* (2020). The brand tourism effect on customer experiences in luxury hotel: The moderating role of psychological ownership. *Tourism Management Perspectives*, 35 (July), 100725.
- Kim, D.-Y.*, & Hwang, Y. (2020) The 25th Asia Pacific Tourism Association Annual Conference 1 to 4 July, 2019, Danang, Vietnam. *Anatolia*, 31(2), 341-343.
- Park, S., & Kim, D.-Y.* (2017). Assessing language discrepancies between travelers and online travel recommendation systems: Application of the Jaccard distance score to Web data mining. *Technology Forecasting & Social Change*, 123, 381-388.
- Kim, K., Bae, G., & Kim, D.-Y.* (2017). The effects of racial and nonracial customer characteristics on server perceptions of tipping: Potential threats to the service interaction. *Cornell Hospitality Quarterly*, 58(4), 400-408.
- Kim, S., & Kim, D.-Y.* (2017). Antecedents of corporate reputation in the hotel industry: The moderating role of transparency. *Sustainability*, 9(6), 951; doi:10.3390/su9060951
- Doh, K., Park, S., & Kim, D.-Y.* (2017). Antecedents and consequences of managerial behavior in agritourism. *Tourism Management*, 61, 511-522.
- Kim, S., & Kim, D.-Y.* (2016). The impact of corporate social responsibility, service quality, and transparency on relationship quality and customer loyalty in the hotel industry. *Asian Journal of Sustainability and Social Responsibility*. 1-17.
Doi:10.1186/s41180-016-0004-1.

- Kim, S., Kim, K., & Kim, D.-Y.* (2016). Exploring the effective restaurant CrM ad: The moderating roles of advertising types and social causes. *International Journal of Contemporary Hospitality Management*, 28(11), 2473-2492.
- Song, S., & Kim, D.-Y.* (2016). A pictorial analysis of destination images on Pinterest: The case of Tokyo, Kyoto, and Osaka, Japan. *Journal of Travel & Tourism Marketing*, 33(5), 687-701.
- Kim, S., & Kim, D.-Y.* (2016). The Influence of corporate social responsibility, ability, reputation, and transparency on hotel customer loyalty in the U.S.: A gender-based approach. *SpringerPlus*, 5, 1537. <https://doi.org/10.1186/s40064-016-3220-3>
- Kim, D.-Y., & Lee, K-H* (2015). A study of geographical distance groups (GDGs), information sources, and motivations in local festival settings. *Event & Convention Research*, 22, 23-35.
- Choi, S., Liu, L., & Kim, D.-Y.* (2015). Accessing tourists' unconscious associations about international destinations: Data fuzzification of reaction times in the implicit association test. *Journal of Travel & Tourism Marketing*, 32(5), 578-594.
- Kim, D.-Y., & Hwang, Y. (2015). Asia pacific tourism association. *Anatolia International Journal of Tourism and Hospitality Research*, 26(2), 336-339.
- Alexander, A., Kim, S., & Kim, D.-Y.* (2015). Segmenting volunteers by motivation in the 2012 London Olympic Games. *Tourism Management*, 47, 1-10.
- Kim, S., & Kim, D.-Y.* (2014). The effects of message framing and source credibility on green messages in hotel. *Cornell Hospitality Quarterly*, 55(1), 64-75.
- Kim, S., Kim, D.-Y.*, & Bolls, P. (2014). Tourist mental imagery processing: Attention and arousal. *Annals of Tourism Research*, 45, (March), 63-76.
- Kim, S., Kim, D.-Y.* & Wise, K. (2014). The effect of searching and surfing on cognitive responses to destination image on Facebook pages. *Computers in Human Behavior*, 30, 813-823.
- Bae, G., & Kim, D.-Y.* (2014). The effects of offering menu information on perceived waiting time. *Journal of Hospitality Marketing & Management*, 23(7), 746-767.
- Jani, D., Kim, D.-Y., & Hwang, Y.* (2014). Query titles in travel forums: Nature and impacts on responses. *Asia Pacific Journal of Tourism Research*, 19(10), 1127-1140.
- Bae, G., & Kim, D.-Y.* (2014). A comparative study of restaurant customers' waiting time in a quasi-experimental setting. *The Korean Journal of Culinary Research*, 20(3), 1-12.
- Lee, K., & Kim, D.-Y.* (2014). A study of student's perception of course management

- systems in hospitality programs: A case of BlackBoard system in the U.S. *Journal of Hospitality & Tourism Education*, 26(2), 45-54.
- Lee, K., Alexander, A., & Kim, D.-Y.* (2014). A study of geographical distance groups (GDGs) on length of visitors' stay at local food festival destinations. *Journal of Vacation Marketing*, 20(2), 125-136.
- Sun, K., & Kim, D.-Y.* (2013). Does customer satisfaction increase firm performance? An application of American customer satisfaction index (ACSI). *International Journal of Hospitality Management*, 35, 68-77.
- Choi, K., & Kim, D.-Y.* (2013). A cross cultural study of antecedents on career preparation behavior: Learning motivation, academic achievement, and career decision self-efficacy. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 13, 19-32.
- Lee, K., & Kim, D.-Y.* (2013). A comparison of implicit and explicit attitude measures: An application of the implicit association test (IAT) to fast-food restaurant brands. *Tourism Analysis*, 18(2), 119-131.
- Kim, S., Choi, K., & Kim, D.-Y.* (2013). The motivations of college students' use of social networking sites in travel information search behavior: The mediating effect of interacting with other users. *Journal of Travel & Tourism Marketing*, 30(3), 238-252.
- Kim, S., Sun, K., & Kim, D.-Y.* (2013). The influence of consumer value-based factors on attitude-behavioral intention in social commerce: The differences between high and low technology experience groups. *Journal of Travel & Tourism Marketing*, 30(1-2), 108-125.
- Lee, K., Alexander, A., & Kim, D.-Y.* (2013). Motivational factors affecting volunteer intention in local events in the United States. *Journal of Convention & Event Tourism*. 14(4), 271-292.
- Lee, K., & Kim, D.-Y.* (2013). A study of perceived attributes of Asian foods: Comparison of implicit and explicit measures. *International Journal of Tourism Science*, 13(2), 124-147.
- Bae, G., & Kim, D.-Y.* (2013). The effect of messages on health menu items: An elaboration likelihood model perspective. *Journal of Foodservice Management Society of Korea*, 16(6), 181-198.
- Bae, G., & Kim, D.-Y.* (2013). A study of restaurant servers' perceptions of Asian customers in the U.S.: From the perspective of physical appearance. *Culinary Science and Hospitality Research*, 19(5), 146-157.
- Alexander, A., Kim, D.-Y.*, & Groves, J. (2012). Individual and organizational characteristics

- influencing event planner's perception of information content and channel choice. *Journal of Convention & Event Tourism*, 13(1), 16-38.
- Kim, D.-Y., Chen, Z., & Hwang, Y.-H.** (2011). Are we really measuring what we think we're measuring? Assessing attitudes towards destinations with the implicit association test. *International Journal of Tourism Research*, 13(5), 468-481.
- Kim, S., **Kim, D.-Y.***, & Bolls, P. D.** (2011). An experimental investigation of cognitive response to advertising: A physiological perspective for tourism destination marketing. *International Journal of Tourism Science*, 11(2), 101-129.
- Kim, D.-Y.***, Jang, S., & Morrison, A. M. (2011). Factors affecting organizational information technology acceptance: In the case of CVBs and meeting planners in the U.S. *Journal of Convention & Event Tourism*, 12(1), 1-24.
- Kim, D.-Y.***, & Chen, Z. (2010). Are people aware of their attitudes toward destinations? Understanding the implicit association test in tourism research. *Tourism Analysis*, 15(3), 299-313.
- Kim, D.-Y.***, & Lee, K. (2010). Cultural differences in the customer perception of crowded restaurant: Emotion, intolerance and perceived price. *International Journal of Revenue Management*, 4(3), 420-431.
- Kim, D.-Y.***, Lehto, X., & Kline, S. (2010). Organizational channel discrepancies between CVBs and meeting planners in the U.S. *International Journal of Tourism Research*, 12(2), 103-115.
- Kim, D.-Y.***, Wen, L. & Doh, K. (2010). Does cultural difference affect customer's response in a crowded restaurant environment? A comparison of American versus Chinese customers. *Journal of Hospitality & Tourism Research*, 34(1), 103-123.
- Park, S., & **Kim, D.-Y.***** (2010). A comparison of different approaches to information search behavior of spring break travelers in the U.S.: Experience, knowledge, involvement and specialization concept. *International Journal of Tourism Research*, 12(1), 49-64.
- Park, S., & **Kim, D.-Y.***** (2009). Information search behaviors of college students for spring break trip in the USA: An exploration of specialization concept. *Journal of Travel & Tourism Marketing*, 26(7), 640-655.
- Kim, D.-Y.*** (2009). Cases in sustainable tourism: An experiential approach to making decisions. Edited by Irene M. Herremans. The Haworth Hospitality Press. *Annals of Tourism Research*, 36(1), 155-156.
- Kim, D.-Y.*** (2009). The moderating effect of individual and organizational factors on technology acceptance: The case of U.S. CVB's Internet marketing. *Journal of Travel & Tourism Marketing*, 26(3), 329-343.
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- Kim, D.-Y.***, & Park, O.-J. (2009). A study on American meeting planner's attitudes toward and adoption of technology in the workplace. *Tourism & Hospitality Research*, 9(3), 209-223.
- Kim, D.-Y.***, Park, J.-K., & Morrison, A. M. (2008). A model of traveler acceptance of mobile technology. *International Journal of Tourism Research*, 10(5), 393-407.
- Kim, D.-Y.***, Lehto, X., & Morrison, A. M. (2007). Gender differences in online travel information search: Implication for marketing on the Internet. *Tourism Management*, 28(2), 423-433.
- Kim, D.-Y.***, & Park, S. (2007). Customers' responses to crowded restaurant environments: Cross-cultural differences between American and Chinese. *Journal of Hospitality & Leisure Marketing*, 16(1-2), 137-157.
- Brey, E. T., So, S.-I., **Kim, D.-Y.**, & Morrison, A. M. (2007). Web-based permission marketing: Segmentation for the lodging industry. *Tourism Management*, 28(6), 1408-1416.
- Letho, X. R., **Kim, D.-Y.**, & Morrison, A. M. (2006). The effect of prior destination experience on online information search behavior. *Tourism and Hospitality Research*, 6(2), 160-178.
- Kim, D.-Y.**, Hwang, Y., & Fesenmaier, D. R. (2005). Modeling tourism advertising effectiveness. *Journal of Travel Research*, 44(1), 42-49.
- Casanova, M. B., **Kim, D.-Y.**, Morrison, A. M. (2005). The Relationships of meeting planner's profiles with usage and attitudes toward the use of technology. *Journal of Convention & Event Tourism*, 7(3), 19-43.
- Kim, D.-Y.**, Morrison, A. M., & Mills, J. E. (2004). Tiers or tears? An evaluation of the Web-based marketing of major city convention centers in the U.S. *Journal of Convention & Exhibition Management*, 5(2), 25-49.
- BOOK CHAPTER (3)**
- Lee, Y. & **Kim, D.-Y.*** (2020). The impact of Millennials on urban tourism. In A. M. Morrison, & J. A. CocaStefaniak (Eds.), *Routledge Handbook of Tourism Cities* (pp.228-241). Abington, UK: Routledge.
- Kim, K., Kim, S., & **Kim, D.-Y.*** (2015). An extended framework for understanding corporate social responsibility: Strategic implications in restaurant settings. In H. G. Parsa, & V. Narapareddy (Eds.), *Sustainability, Social Responsibility and Innovations in Tourism and Hospitality* (pp. 113-132). Waretown, NJ: Apple Academic Press.
- Kim, D.-Y.** & Morosan, C. (2005). Playfulness on Website interactions: Why can't recommendation systems be fun? In D. R. Fesenmaier, H. Werthner, & K. Wöber (Eds.), *Destination Recommendation Systems: Behavioral Foundations and Applications*
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(pp.190-201). Wallingford, UK: CABI Publishing.

TECHNICAL REPORT (13)

Kim, D.-Y., Lee, Y., & Lee, S. (2018). True/False Fest 2018: Economic impact & visitor profiling study. *Prepared for True/False Festival in Missouri.*

Kim, D.-Y., Kim, K., & Lee, S. (2017). Missouri State High School Activities Association (MSHSAA) Basketball championships: Economic impact study. *Prepared for Columbia Convention & Visitors Bureau.*

Kim, D.-Y., Kim, K., & Lee, S. (2017). University of Missouri Concert Series Visitor Survey Report. *Prepared for Columbia Convention & Visitors Bureau.*

Kim, D.-Y. (2015). Marketing Strategies to Promote Tourism Industry in the City of Pohang. *Prepared for Pohang City Government, S. Korea.*

Kim, D.-Y., Kim, K., & Song, S. (2015). True/False Fest 2015: Economic impact & visitor profiling study. *Prepared for True/False Festival in Missouri.*

Kim, D.-Y. & Kim, K. (2014). City of Columbia festival & events visitor survey reports XIII. *Prepared for Columbia Convention & Visitors Bureau.*

Kim, D.-Y., Kim, K., & Bae, G. (2013). City of Columbia festival & events visitor survey reports XII. *Prepared for Columbia Convention & Visitors Bureau.*

Kim, D.-Y., Lee, K., Alexander, A. A. & Kim, S. (2012). City of Columbia festival & events visitor survey reports XI. *Prepared for Columbia Convention & Visitors Bureau.*

Kim, D.-Y., Lee, K., Alexander, A. A. (2011). City of Columbia festival & events visitor survey reports X. *Prepared for Columbia Convention & Visitors Bureau.*

Kim, D.-Y., Lee, K., Alexander, A. A. (2011). True/False Fest 2011: Economic impact & visitor profiling study. *Prepared for True/False Festival in Missouri.*

Kim, D.-Y., Lee, K., Alexander, A. A. (2010). City of Columbia festival & events visitor survey reports IX. *Prepared for Columbia Convention & Visitors Bureau.*

Kim, D.-Y., Lee, K., Alexander, A. A. (2010). Roots & blues & BBQ festival 2011: Economic impact & visitor profiling study. *Prepared for Thumper Entertainment.*

Morrison, A.M., Cai, L., Gigante-Carlson, M., Rezende, A., Lou, A, & **Kim, D.-Y.** (2000). Conversion study of direct response advertising 1999. *Prepared for Springfield Convention & Visitors Bureau.*

CONFERENCE PROCEEDING (91)

Noh, Y., & **Kim, D.-Y.** (2021). The impact of hotel CSR activities for strategic philanthropy on hotel's brand image and booking behavior during the COVID-19 pandemic: The moderating effect of guests' mindfulness and perceived risk of COVID-19. *Proceedings of 26th Asia Pacific Tourism Association Annual Conference*.

Baby, J., & **Kim, D.-Y.** (2021). How trust and self-efficacy influence future travel intentions? The moderating role of community types. *Proceedings of 26th Asia Pacific Tourism Association Annual Conference*.

Kim, B., & **Kim, D.-Y.** (2020). Effects of source and message on travel YouTube channel: Cognitive and affective destination images of S. Korea. *Proceedings of 88th TOSOK International Tourism Conference 2020, Dae-Gu, Korea*.

Baby, J., & **Kim, D.-Y.** (2020). Why do people keep attending festivals where a variety of accidents are? The optimism bias and revisit intention in Thrissur Pooram festival in India. *Proceedings of 25th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism, Las Vegas, Nevada*.

Kim, B., Lee, S., & **Kim, D.-Y.** (2020). The influence of YouTube ethnic food channels on viewers' travel intention: An analysis of source credibility, food consumption value, involvement, and destination image. *Proceedings of 25th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism, Las Vegas, Nevada*.

Kim, M., & **Kim, D.-Y.** (2019). Motivations for posting travel experiences on social media: Application of conspicuous consumption theory. *Proceedings of 25th Asia Pacific Tourism Association Annual Conference, Danang, Vietnam*.

Lee, Y., & **Kim, D.-Y.** (2019). Analysis of interactive robot assistance services in hotel: A motivation-based guest clustering. *Proceedings of 25th Asia Pacific Tourism Association Annual Conference, Danang, Vietnam*.

Lee, S., & **Kim, D.-Y.** (2019). The brand tourism effect on core users' loyalty and switching intention in hotels. *Proceedings of 2019 West Federation CHRIE Conference, Sonoma, California*.

Lee, Y., & **Kim, D.-Y.** (2019). Exploring cultural difference in online review: Text mining of hotel booking websites. *Proceedings of 24th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism, Houston, Texas*.

Lee, K., Kim, D., & **Kim, D.-Y.** (2018). An extended model of passion, real-me, and behavioral loyalty in online travel communities: The moderating role of emotional loneliness. *Proceedings of 2018 EURO International CHRIE Conference, Dublin, Ireland*.

Kim, K. & **Kim, D. -Y.** (2018). What do burned-out moms think of eating out? Their rewards and life Satisfaction. *Proceedings of 23rd Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism, Fort Worth, Texas*.

- Lee, S., & **Kim, D. -Y.** (2018). Are millennials a homogeneous generational cohort? The effects of diverse decision-making style on hotel brand experience and loyalty. *Proceedings of 23rd Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Fort Worth, Texas.
- Lee, Y., & **Kim, D. -Y.** (2018). What makes millennials use Airbnb? A study of salient attitudinal factors on user intention. *Proceedings of 23rd Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Fort Worth, Texas.
- Lee, S., Hwang, J., Lee, M., & **Kim, D.-Y.** (2017). The different perceptions of restaurant closing time cues between customers and employees. *Proceedings of TTRA APac Chapter 2017 Annual Conference*, Hong Kong, China.
- Kim, D.-Y.**, Lee, S. & Park, S. (2017). The effect of loneliness on trip satisfaction: The mediating role of social media use. *Proceedings of TTRA APac Chapter 2017 Annual Conference*, Hong Kong, China.
- Lee, K., & **Kim, D.-Y.** (2017). Explicit and implicit image cognitions toward destinations and the prediction of behavioural intention. *Proceedings of 15th APacCHRIE Conference*, Bali, Indonesia.
- Lee, S., & **Kim, D.-Y.** (2017). Determinants of Airbnb users' regret and its effects on switching intention and negative WOM. *Proceedings of 15th APacCHRIE Conference*, Bali, Indonesia.
- Song, S., & **Kim, D.-Y.** (2017). How was your trip experience while you were obsessed with social media? The influence of compulsive social media usage on trip experience. *Proceedings of ENTER 2017 Conference*, Rome, Italy.
- Lee, S., & **Kim, D.-Y.** (2017). What makes Airbnb users' negative emotion? The effect of user experiences on regret, disappointment, dissatisfaction, and switching intention. *Proceedings of 22nd Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Houston, Texas.
- Kim, K., & **Kim, D. -Y.** (2017). The effects of eating out on women's stress and life satisfaction. *Proceedings of 22nd Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Houston, Texas.
- Lee, K., & **Kim, D.-Y.** (2016). The formation of employees' creative work involvement in the airline industry. *Proceedings of 2016 EURO International CHRIE Conference*, Budapest, Hungary.
- Kim, S., & **Kim, D.-Y.** (2016). The influence of corporate social responsibility, ability, reputation, transparency on U.S hotel guests' loyalty: The moderating role of gender. *Proceedings of 22nd Asia Pacific Tourism Association Annual Conference*, Beijing, China.

- Song, S., & **Kim, D.-Y.** (2016). Which came first, Chickens or eggs? An analysis on the tourism-economy causality focusing on China, Japan, and South Korea. *Proceedings of 22nd Asia Pacific Tourism Association Annual Conference*, Beijing, China.
- Lee, S., Cho, S., & **Kim, D.-Y.** (2016). The effect of hotel brand extension on customer responses. *Proceedings of 22nd Asia Pacific Tourism Association Annual Conference*, Beijing, China.
- Song, S., & **Kim, D.-Y.** (2016). The experiences and perceived values of Airbnb users based on experience economy. *Proceedings of 2016 Academy of Global Hospitality and Tourism Conference*, Seoul, S. Korea.
- Lee, S., & **Kim, D.-Y.** (2016). Relationship between hedonic and utilitarian value, satisfaction, and loyalty for Airbnb: Moderating effect of involvement. *Proceedings of 2016 Academy of Global Hospitality and Tourism Conference*, Seoul, S. Korea.
- Kim, K., & **Kim, D.-Y.** (2016). In-flight safety videos as viral marketing tool: The impact of humor on customer responses. *Proceedings of 21st Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Philadelphia, Pennsylvania.
- Lee, S., & **Kim, D. -Y.** (2016). Distinct brand personality of Airbnb based upon consumers' level of involvement. *Proceedings of 21st Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Philadelphia, Pennsylvania.
- Song, S., & **Kim, D.-Y.** (2016). An analysis of the multidimensional attributes of Airbnb through the Kano model. *Proceedings of 21st Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Philadelphia, Pennsylvania.
- Deeijing, P., Song, S., & **Kim, D.-Y.** (2016). The effect of message contents on water conservation programs: A moderating role of homosexual identity. *Proceedings of 21st Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Philadelphia, Pennsylvania.
- Song, S., & **Kim, D.-Y.** (2015). A comparison of destination pictorial images between DMOs' websites and pinterest: A case of destinations in Japan. *Proceedings of 21st Asia Pacific Tourism Association Annual Conference*, Kuala Lumpur, Malaysia.
- Kim, K., Kim, S., & **Kim, D.-Y.** (2015). Observing customers' reactions to familiar services between other customers and service providers. *Proceedings of 21st Asia Pacific Tourism Association Annual Conference*, Kuala Lumpur, Malaysia.
- Deeijing, P., Song, S., & **Kim, D.-Y.** (2015). Intergroup conflicts in communities impacted by gay tourism in Thailand. *Proceedings of 21st Asia Pacific Tourism Association Annual Conference*, Kuala Lumpur, Malaysia.

- Kim, K., Youn, H., & **Kim, D.-Y.** (2015). The effects of humor on in-flight safety announcements. *Proceedings of 21st Asia Pacific Tourism Association Annual Conference*, Kuala Lumpur, Malaysia.
- Park, S., & **Kim, D.-Y.** (2015). Estimating a facet-based advertising response model. *Proceedings of 5th Advances in Hospitality & Tourism Marketing and Management Conference*, Beppu, Japan.
- Kim, K., Kim, S., & **Kim, D.-Y.** (2015). Third-party customers' reactions to familiar services between targeted customers and service providers. *Proceedings of 20th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Tampa, Florida.
- Lee, S., Alexander, A. A., & **Kim, D. -Y.** (2015). The effect of lonely travelers' social network sites usage on perceived enjoyment during the trip and on trip and life satisfaction. *Proceedings of 20th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Tampa, Florida.
- Kim, Y., Suh, Y., & **Kim, D.-Y.** (2015). Gamification in tourism: Aspects of self-determination theory and flow. *Proceedings of 20th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Tampa, Florida.
- Song, S., Lee, H., & **Kim, D.-Y.** (2015). Comparison of planned and unplanned trip behaviors of festival visitors. *Proceedings of 20th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Tampa, Florida.
- Park, S., Kim, M., & **Kim, D.-Y.** (2014). Predicting M-service adoption in tourism: An extension of the UTAUT theory. *Proceedings of 2014 World Hospitality & Tourism Forum*, Seoul, S. Korea.
- Kim, K., Kim, S., & **Kim, D.-Y.** (2014). Investigating effective healthy calorie menu designs for causal dining restaurant. *Proceedings of 20th Annual Conference of Asia Pacific Tourism Association*, Ho Chi Minh City, Vietnam.
- Kim, S., Lee, S., & **Kim, D.-Y.** (2014). Investigating customer responses to coffee shop employees' facial hair. *Proceedings of 20th Annual Conference of Asia Pacific Tourism Association*, Ho Chi Minh City, Vietnam.
- Kim, S., **Kim, D.-Y.** & Bolls, P. (2014). Evaluating cognitive and emotional responses to health-related restaurant advertising through psychophysiological and eye-tracking measures. *Proceedings of 20th Annual Conference of Asia Pacific Tourism Association*, Ho Chi Minh City, Vietnam.
- Kim, S., Kim, K., & **Kim, D.-Y.** (2014). Selecting the right cause partner in cause-related marketing: Consumer responses to a restaurant's corporate-social-responsibility initiatives. *Proceedings of 19th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Houston, Texas.

- Lee, S., Yoon, Y., & Kim, D.-Y. (2014). A comparative study of travel information searches among mobile users: Smartphone applications, web browsing, and SNSs. *Proceedings of 19th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Houston, Texas.
- Bae, G., & Kim, D.-Y. (2013). The effects of attire on tipping expectation: A comparison between Caucasian and Asian customers in restaurant settings. *Proceedings of 19th Annual Conference of Asia Pacific Tourism Association*, Bangkok, Thailand.
- Kim, K., Lee, K. & Kim, D.-Y. (2013). Restaurant servers' expectation of tipping size towards customers' visible characteristics. *Proceedings of 2013 International CHRIE Conference*, St. Louis, Missouri.
- Bae, G., & Kim, D.-Y. (2013). An exploratory study of U.S. servers' perceptions of Asian customers: From the perspective of physical appearance. *Proceedings of 2013 International CHRIE Conference*, St. Louis, Missouri.
- Alexander, A. A., Kim, S., & Kim, D.-Y. (2013). Segmentation by motivation of London 2012 Olympic Games volunteers: An analysis of their satisfaction and future behavioral intention. *Proceedings of 2013 International CHRIE Conference*, St. Louis, Missouri.
- Alexander, A. A., & Kim, D.-Y. (2013). A study of London 2012 Olympic volunteers: Motivations, outcomes, and intention to volunteer. *Proceedings of 18th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Seattle, Washington.
- Bae, G., & Kim, D.-Y. (2013). The effects of employee empowerment on service recovery actions: Service failure according to predisposition to complain. *Proceedings of 18th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Seattle, Washington.
- Kim, K., Bae, G., & Kim, D.-Y. (2013). Do looks really matter? The effects of restaurant servers' perceived visible characteristics of customers on servers' expectations. *Proceedings of 18th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Seattle, Washington.
- Kim, S., Kim, D.-Y. & Bolls, P. (2013). The effects of tourism advertisements on viewers attention and memory: A visual persuasion of mental imager processing. *Proceedings of 18th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Seattle, Washington.
- Lee, K., & Kim, D.-Y. (2013). What does implicit cognition tell us about destination image? Application of single-target implicit association test (ST-IAT). *Proceedings of 18th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Seattle, Washington.

Bae, G., & Kim, D.-Y. (2012). Considering the types of service failures in developing restaurant service recovery strategies. *Proceedings of Tourism Sciences Society of Korea (TOSOK) International Conference 2012*, Ulsan, Korea.

Kim, S., & Kim, D.-Y. (2012). Investigating searching versus surfing on a cognitive response to destination image: Travel information seeking on travel destination's Facebook page. *Proceedings of Tourism Sciences Society of Korea International Conference 2012*, Ulsan, Korea.

Lee, K., & Kim, D.-Y. (2012). A study of student's perceptions on learning management systems in the hospitality education programs: A case of Blackboard system in college education in the U.S. *Proceedings of 2012 International CHRIE Conference*, Providence, Rhode Island.

Alexander, A. A., Lee, K., & Kim, D.-Y. (2012). Factor affecting volunteer intention in local events: Volunteer motivation, commitment, and dedication. *Proceedings of 17th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Auburn, Alabama.

Bae, G., Jett, L., & Kim, D.-Y. (2012). Measuring the gap between actual and perceived waiting time: A comparison of Americans and Koreans. *Proceedings of 17th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Auburn, Alabama.

Kim, S., Sun, K., & Kim, D.-Y. (2012). Investigating the influence of consumer values on attitude, intention, and eWOM in social commerce of restaurant industry. *Proceedings of 17th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Auburn, Alabama.

Lee, K., & Kim, D.-Y. (2012). A study of perceived food attributes, preference, and attitude on behavioral intention: A case of Asian food choice. *Proceedings of 17th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Auburn, Alabama.

Lee, K., & Kim, D.-Y. (2012). Gender differences in implicit and explicit attitude measures toward perceived healthiness of Asian foods. *Proceedings of 17th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Auburn, Alabama.

Alexander, A. A., Lee, K., & Kim, D.-Y. (2011). Determinants of visitor's overnight stay in local food festivals: An exploration of staycation concept and its relation to the origin of visitors. *Proceedings of 16th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Houston, Texas.

Bae, G., & Kim, D.-Y. (2011). The effects of offering menu information on perceived waiting time and customer satisfaction: The case of casual dining restaurant in Korea.

Proceedings of 16th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism, Houston, Texas.

Bae, G., & Kim, D.-Y. (2011). The effect of messages on healthy menu items: An elaboration likelihood model perspective. *Proceedings of 17th Annual Conference of Asia Pacific Tourism Association, Seoul, Korea.*

Kim, S., & Kim, D.-Y. (2011). A study of factors affecting the use of social network services: The case of U.S. college students searching for travel information on blogs. *Proceedings of 16th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism, Houston, Texas.*

Kim, S., Kim, D.-Y., & Bolls, P. D. (2011). An experimental investigation of motivated cognitive processing of advertisements for tourism destinations: Application of the limited capacity model of motivated, mediated, message processing model. *Proceedings of Tourism Sciences Society of Korea International Conference 2011, Seoul, Korea.*

Lee, K., & Kim, D.-Y. (2011). The influence of geographical distance groups (GDGs) on visitor's information sources and motivations in local festival settings. *Proceedings of 2011 International CHRIE Conference, Denver, Colorado.*

Sun, K., & Kim, D.-Y. (2011). Customer satisfaction, profitability, and firm value in the hospitality industry: An application of American customer satisfaction index (ACSI). *Proceedings of 16th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism, Houston, Texas.*

Kim, D.-Y. (2010). The interactive effects of colors on visual attention and working memory: In case of images of tourist attractions. *Proceedings of 2010 International CHRIE Conference, San Juan, Puerto Rico.*

Kim, D.-Y., & Chen, Z. (2010). Effects of narrative vs. non-narrative message on attitudes and memory: Comparison of implicit and explicit attitude measures. *Proceedings of 2010 International CHRIE Conference, San Juan, Puerto Rico.*

Sun, K., & Kim, D.-Y. (2010). Applying the limited capacity model of motivated mediated message processing (LC4MP) to effective message framing in the hospitality and tourism. *Proceedings of 16th Annual Conference of Asia Pacific Tourism Association, Macao S.A.R., China.*

Lee, K., & Kim, D.-Y. (2010). Explicit and implicit brand attitudes in fast food restaurant setting: An application of implicit association test (IAT). *Proceedings of 15th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism, Washington D.C.*

Kim, D.-Y., & Lee, K. (2009). Comparison of Effects of Narrative and Non-narrative Message

on Explicit and Implicit Attitudes in Destination Marketing. *Proceedings of 15th Annual Conference of Asia Pacific Tourism Association*, Inchon, S. Korea.

Liu, L., & **Kim, D.-Y.** (2009). Application of Jaccard distance score to measurement of content discrepancies between user perceptions and CVBs' websites in the U.S. *Proceedings of 14th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Las Vegas, Nevada.

Lee, K., **Kim, D.-Y.**, & Hwang, Y. (2009). Comparison of tourism destination blog and website: Interactivity, vividness, telepresence, flow, and satisfaction. *Proceedings of 14th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Las Vegas, Nevada.

Park, S., & **Kim, D.-Y.** (2008). An alternative approach to market segmentation and information search behavior: The concept of specialization in college students' spring break experience. *Proceedings of 13th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Orlando, Florida.

Wen, L., & **Kim, D.-Y.** (2008). An alternative measurement of customer satisfaction in hotel animation service: Gap score, prior experience, purpose of trip, and travel party type. *Proceedings of 13th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Orlando, Florida.

Kim, D.-Y. (2007). Organizational channel discrepancy in the meetings and convention industry: A comparison of CVBs and meeting planners. *Proceedings of 2007 International CHRIE Conference*, Dallas, Texas.

Kim, D.-Y., Wen, L., & Doh, K. (2007). The impact of cultural difference on consumer attributions of crowded restaurant environment: In case of American and Chinese. *Proceedings of 13th Annual Conference of Asia Pacific Tourism Association*, Beijing, China.

Park, S., & **Kim, D.-Y.** (2007). Factor affecting CVB's internet marketing activities: Investigation on moderating effects of individuals and organizational factors. *Proceedings of 12th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Houston, Texas.

Kim, D.-Y., Park, O.-J., & Morrison, A. M. (2006). The pattern of meeting planner's attitudes toward and adaptation of technology by work and online experience. *Proceedings of 11th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Seattle, Washington.

Kim, D.-Y., Lehto, X. R., & Morrison, A. M. (2006) Tourist emotional engagement online: Concepts, evolving themes, and conceptual framework. *Proceedings of 11th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Seattle, Washington.

- Kim, D.-Y.**, Park, J. & Morrison, A. M. (2005). A model of tourist acceptance of mobile technology. *Proceedings of 11th Annual Conference of Asia Pacific Tourism Association*, Goyang, S. Korea.
- Brey, E., So, S.-I., **Kim, D.-Y.**, & Morrison, A. M. (2005). Selling the destination resort: Permission marketing and the Internet. *Proceedings of 2005 International CHRIE Conference*, Las Vegas, Nevada.
- Kim, D.-Y.** (2005). The conceptual background of online playfulness in information search behavior. *Proceedings of 1st Virtual Meeting for Global Symposium for Consumer Sciences*, [On-Line] Source:<http://www.consumersciences.org>
- Kim, D.-Y.**, Lehto, X. R., & Morrison, A. M. (2005). Gender differences in online travel information search. *Proceedings of 10th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Myrtle Beach, South Carolina.
- So, A., **Kim, D.-Y.**, & Morrison, A. M. (2005). Primary travel decision makers: Attitude towards destination Website and Internet usage preferences. *Proceedings of 10th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Myrtle Beach, South Carolina.
- Kim, D.-Y.**, Morrison, A. M., Taylor, S. J., & Lee, JK. (2004). An exploratory study of the roles and effectiveness of advertising channels: Printed vs. Internet in marketing hotels. *Proceedings of Tourism: State of the Art II*, Glasgow, UK.
- Kim, D.-Y.**, Hwang, Y, & Fesenmaier, D. R. (2003). On modeling the impact of tourism advertising. *Proceedings of 34th TTRA Annual Conference*, St. Louis, Missouri.
- Kim, D.-Y.**, Morrison, A. M., & Mills, J. E. (2002). Examining the Web-Based marketing efforts of first-tier city convention centers in the U.S. *Proceedings of the ENTER 2002*, Innsbruck, Austria.

POSTER PRESENTATIONS (14)

- Baby, J., & **Kim, D.-Y.** (2020). Factors affecting the management of agritourism in rural area in Missouri. *Proceedings of 25th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Las Vegas, Nevada.
- Kim, M., & **Kim, D.Y.** (2020). Tourist landmarks and social media photo sharing behavior: The moderating role of culture and gender. *Proceedings of 25th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Las Vegas, Nevada.
- Lee, Y., & **Kim, D.Y.** (2020). A study of message framing on video sharing social media:

Source effect, self-congruity, prior knowledge, and irreverence. *Proceedings of 25th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Las Vegas, Nevada.

Baby, J., & **Kim, D.-Y.** (2019). Understanding motivational factors of agritourists: A comparison study of India and the United States. *Proceedings of 24th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Houston, Texas.

Lawhead, K., Alexander, A. A., & **Kim, D.-Y.** (2019). Attributes on quality and satisfaction of incentive travel: Moderating role of individual and family travelers. *Proceedings of 24th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Houston, Texas.

Kim, M., & **Kim, D.Y.** (2019). An extended model of travelers' motivation in social media: Application of conspicuous consumption theory. *Proceedings of 24th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Houston, Texas.

Bae, G., & **Kim, D.-Y.** (2017). Effect of complaint tendency on service recovery efforts. *Proceedings of 2017 Asia Pacific Tourism Association Conference, Busan, S. Korea.*

Bae, G., & **Kim, D.-Y.** (2012). Measuring the effects of crowdedness and waiting time on restaurant reputation. *Proceedings of 17th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Auburn, Alabama.

Kim, K., Bae, G., & **Kim, D.-Y.** (2012). The effects of servers' perceived physical appearance of customers on their expectations of tipping size and service quality. *Proceedings of 17th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Auburn, Alabama.

Kim, S., **Kim, D.-Y.**, & Wise, K. (2012). Measuring recognition memory for travel information on social networking site: Searching versus surfing on facebook. *Proceedings of 17th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Auburn, Alabama.

Lee, K., & **Kim, D.-Y.** (2011). Factors influencing the amount of spending in hospitality e-commerce“ A case study of bakery website. *Proceedings of 16th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Houston, Texas.

Alexander, A. A., & **Kim, D.-Y.** (2010). Event professionals preferred advertising channels and informational factors that influence decision making. *Proceedings of 15th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism*, Washington D.C.

Lee, K., & **Kim, D.-Y.** (2010). Application of the theory reasoned action (TRA) to online

travel advertising in the hospitality and tourism industry. *Proceedings of 15th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism, Washington D.C.*

Alexander, A. A., & Kim, D.-Y. (2008). How do brides and grooms select a wedding planner? A conceptual framework for the information search process and the channel choice in symbolic products. *Proceedings of 13th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism, Orlando, Florida.*

RESEARCH GRANT

FUNDED GRANTS

Total Funded Grant Amount: \$491,554

1/2020 Principal Investigator (Credit 50%)

Grant project: Enhancing the Economic Sustainability of Missouri Agritourism

Funding agency: Missouri Agricultural and Small Business Development Authority

Projected funding: \$170,500 (Awarded, External)

5/2019 Investigator (Credit 10%)

Grant project: Rural Small Business Recovery and Resilience to Natural Hazards: A Focus on Women and Minority Owned Small Businesses

Funding agency: Agriculture & Food Research Initiative (AFRI) funding

Projected funding: \$98,911(Awarded, External)

5/2019 Principal Investigator (Credit 100%)

Grant project: Economic Impact & Visitor Profiling Study for Roots & Blues BBQ Festival

Funding agency: Columbia Convention & Visitors Bureau

Projected funding: \$9,855 (Awarded, External)

1/2018 Principal Investigator (Credit 100%)

Grant project: Economic Impact & Visitor Profiling Study for True/False Film Festival

Funding agency: Columbia Convention & Visitors Bureau

Projected funding: \$9,855 (Awarded, External)

2/2017 Principal Investigator (Credit 100%)

Grant project: Economic Impact & Visitor Profiling Study for Missouri Basketball State Championships & MU Concert Series 2017

Funding agency: Columbia Convention & Visitors Bureau

Projected funding: \$14,908 (Awarded, External)

3/2016 Principal Investigator (Credit 100%)

Grant project: Marketing Strategies to Promote Tourism Industry in the City of Pohang

Funding agency: Pohang City Government, S. Korea

Projected funding: \$18,000 (Awarded, External)

1/2016 Principal Investigator (Credit 100%)

Grant project: Economic Impact & Visitor Profiling Study for True/False Festival 2016

Funding agency: Columbia Convention & Visitors Bureau

Projected funding: \$7,949 (Awarded, External)

3/2014 Principal Investigator (Credit 100%)

Grant project: Designing & Conducting a Tourism Development Survey 2014

Funding agency: Columbia Convention & Visitors Bureau

Projected funding: \$20,434 (Awarded, External)

3/2014 Principal Investigator (Credit 100%)

Grant project: Economic Impact & Visitor Profiling Study for True/False Festival 2015

Funding agency: True/False Festival

Projected funding: \$2,600 (Awarded, External)

1/2013 Principal Investigator (Credit 100%)

Grant project: Designing & Conducting a Tourism Development Survey 2013

Funding agency: Columbia Convention & Visitors Bureau

Projected funding: \$23,809 (Awarded, External)

4/2012 Principal Investigator (Credit 100%)

Grant project: Designing & Conducting a Visitor Profiling Survey for the Boone County Fairgrounds

Funding agency: Columbia Convention & Visitors Bureau

Projected funding: \$5,500 (Awarded, External)

10/2011 Principal Investigator (Credit 100%)

Grant project: Designing & Conducting a Tourism Development Survey 2012

Funding agency: Columbia Convention & Visitors Bureau

Projected funding: \$17,014 (Awarded, External)

11/2010 Principal Investigator (Credit 100%)

Grant project: Designing & Conducting a Tourism Development Survey 2011

Funding agency: Columbia Convention & Visitors Bureau

Projected funding: \$24,137 (Awarded, External)

2/2011 Principal Investigator (Credit 100%)

Grant project: Economic Impact & Visitor Profiling Study for True/False Festival 2011

Funding agency: True/False Festival

Projected funding: \$2,000 (Awarded, External)

9/2010 Principal Investigator (Credit 100%)

Grant project: Economic Impact Study for the Roots N Blues N BBQ Festival 2010

Funding agency: Thumper Entertainment Co.

Projected funding: \$5,000 (Awarded, External)

4/2010 Principal Investigator (Credit 80%)

Grant project: Designing & Conducting a Tourism Development Survey 2010

Funding agency: Columbia Convention & Visitors Bureau

Projected funding: \$11,082 (Awarded, External)

08/2006 Recipient of a software grant from the WebSurveyor Academic Grant Program

Purpose of grant: To increase the use of online surveys in teaching students' learning hands-on experience and for academic research. The commercial value of the software provided by WebSurveyor, Inc. is estimated at \$50,000/Server license. (Awarded, External)

INVITED LECTURES & CONFERENCE WORKSHOP PRESENTATIONS (26)

Kim, D.-Y. (2021). Authorship, Plagiarism, and Research Ethics. Brain Korea 21 Colloquium Series. S. Korea.

Kim, D.-Y. (2019). Undergraduate Career Preparation in the USA. Dong-A University, S. Korea, June

Kim, D.-Y. (2019). Application of Implicit Association Test to Destination Image Study. Kyunghee University, S. Korea, June.

Kim, D.-Y. (2019). Social Status vs. Visual Appearance: Factors Affecting Servers' Perceptions of Tipping. Sejong University, S. Korea, June.

Kim, D.-Y. (2018). Mega-Trends in Tourism and Travel Information Technology. Hong Kong Mooc Online Lecture, HKPolyUX, June.

Kim, D.-Y. (2018). Tourism Mega-Trends: Emerging Market Segments. Hong Kong Polytech University, China, June.

Kim, D.-Y. (2016). Smart Tourism and IT Trends. Dongguk University, S. Korea, May

Kim, D.-Y. (2016). Strategic Approach to Food Globalization, Silla University, S. Korea, May.

Kim, D.-Y. (2016). The Future of Travel Information System: What Should We Prepare? Pohang City Government, S. Korea, April.

Kim, D.-Y. (2016). Application of IT System to Travel Recommendation System. Sookmyung Women's University, S. Korea, April.

Kim, D.-Y. (2016). Travel Information System in Korea. Sejong University, S. Korea, April.

- Kim, D.-Y.** (2016). How do we measure people's unconscious feeling? Kyunghee University, S. Korea, March.
- Kim, D.-Y.** (2016). How to publish in academic journals? Dong-A University, S. Korea, January.
- Kim, D.-Y.** (2015). Trend of Online Travel Information System: Human Factor Based Platform. Korean Air Force Academy, S. Korea, June.
- Kim, D.-Y.** (2014). Trend of Online Information Search: SNSs and Mobile Platform. Dong-A University, S. Korea, June.
- Kim, D.-Y.** (2013). Implicit Attitudes in Hospitality and Tourism Research. Temple University, Philadelphia, September.
- Kim, D.-Y.** (2013). College Students' Career Preparation in the USA. Dong-A University, S. Korea, June.
- Kim, D.-Y.** (2011). Trend of Travel Information System: Where Are We Heading For? Department of Tourism & Event Management, Paichai University, S. Korea, June.
- Kim, D.-Y.** (2010). Understanding of Implicit Attitudes in Hospitality and Tourism Research. Workshop organizer and presenter, 2010 International CHRIE Conference, San Juan, Puerto Rico.
- Kim, D.-Y.** (2010). Traditional vs. Open Platform System: Some Trends in Information Technology. School of Hospitality and Tourism Management, Kyunghee University, S. Korea, June.
- Kim, D.-Y.** (2010). Trend of Online Information System: Where Are We At and Where Are We Heading For? Department of Tourism Management, Dong-A University, S. Korea, June.
- Kim, D.-Y.** (2009). Quest for the Research Method to Better Understand Travelers' Behavior. International Seminar: Contemporary Issues of International Tourism. Institute of Tourism and Leisure Research, Dong-A University, S. Korea, July.
- Kim, D.-Y.** (2009). A few trends of online travel marketing. Department of Tourism Management, Dong-A University, S. Korea, June.
- Kim, D.-Y.** (2009). Thoughts on the future of hospitality marketing. Department of Hospitality and Tourism Management, Kyunghee University, S. Korea, June.
- Kim, D.-Y.** (2007). The two types of decision making process: Heuristic vs. systematic. Department of Hospitality and Tourism Management, Sejong University, S. Korea, June

Kim, D.-Y. (2007). Web evaluation system: How we can evaluate hotel website?" The Program of Study Abroad for Latin American Hotel Managers. University of Missouri, Columbia, May.

TEACHING ACITIVITIES

SUMMARY

- Develop 3 new courses including 1 online course
- Co-develop 5 new courses
- Advise 11 Ph.D. students, 8 Master's students, and 4 visiting scholars
- Committee member for 22 Master's and Ph.D. students

COURSES THAUGHT

UNIVERSITY OF MISSOURI-COLUMBIA

Undergraduate

HM 4980: Special Event Management (Capstone), Sp 13

HM 4941: Internship in Hospitality Management, Su 14, Su 17

HRM 4940: Field Experience, Sp 09 (Co-teaching)

HM 4200/7200 (prev. 4320/7320): Destination Management, Fa 09, Fa 11, 12, 13, 14, 15,16, 17, 18; Su 12, 13, 14, 15, 16, 17, 18, 19 (Summer online course)

HM 4110/7110 (prev. 4273/7273): Hospitality Sales & Marketing, Sp 07, 08, 10, 11, 12, 13, 14, 15, 17, 18, 19, Fa 08, 09, 10, 11, 12, 13, 14, 15, 16, 17, 18

HM 3410: Conference & Meeting Management, Fa 08

HM 3401: Convention & Event Planning, Fa 07

HM 2385/3385: Problems in Hotel & Restaurant Management, Sp 08, Fa 13, Sp 15

HM 2200: Fundamentals of Conference & Event Industry, Sp 17, Sp 18, 19

Graduate

FS 9402: Advanced Research Methods in Food & Hospitality Systems, Sp14, Fa16 (Co-teaching)

FS 9087/8087: Research Seminar in Food & Hospitality Systems, Fa 10, Sp 17

FS 8273: Advanced Hospitality Marketing, Sp 09, Sp 11, Sp 13, Sp 15, Sp 18, Sp 20

FS 8085: Problems in Food Science, Since Sp 08

PURDUE UNIVERSITY

HTM 231: Hospitality and Tourism Marketing, Fa 05, Sp 06

ACADEMIC ADVISING

PRIMARY ADVISOR

Ph. D. Students

Amanda Alexander	Hospitality Management/ U of Missouri	01/2009 to 05/2013
Kwangho Lee	Hospitality Management/ U of Missouri	08/2010 to 05/2013
SungBum Kim	Hospitality Management/ U of Missouri	08/2010 to 05/2014
GumKwang Bae	Hospitality Management/ U of Missouri	08/2010 to 05/2014
Kathleen Kim	Hospitality Management/ U of Missouri	01/2013 to 12/2018
Seunghwan Lee	Hospitality Management/ U of Missouri	08/2013 to 12/2018
Yejin Lee	Hospitality Management/ U of Missouri	08/2017 to
Jibin Baby	Hospitality Management/ U of Missouri	08/2018 to
Minjung Kim	Hospitality Management/ U of Missouri	08/2018 to
Soojin Lee	Hospitality Management/ U of Missouri	08/2018 to
Yuin Noh	Hospitality Management/ U of Missouri	01/2020 to
Beomjoo Kim	Hospitality Management/ U of Missouri	08/2020 to
Hyomin Ryoo	Hospitality Management/ U of Missouri	08/2020 to
Qianni Zhu	Hospitality Management/ U of Missouri	08/2020 to
Yeonsook Im	Hospitality Management/ U of Missouri	08/2021 to

M.S Students

Sangwon Park	Hospitality Management/ U of Missouri	08/2006 to 08/2007
Amanda Alexander	Hospitality Management/ U of Missouri	08/2007 to 12/2009
Kwangho Lee	Hospitality Management/ U of Missouri	08/2008 to 05/2010
KyungA Sun	Hospitality Management/ U of Missouri	08/2009 to 05/2011
Kathleen Kim	Hospitality Management/ U of Missouri	08/2011 to 12/2012
Kylee Lawhead	Hospitality Management/ U of Missouri	01/2018 to 12/2019
Beomjoo Kim	Hospitality Management/ U of Missouri	08/2019 to 08/2020
Mallory Diederich	Hospitality Management/ U of Missouri	08/2020 to
Amy Coleman	Hospitality Management/ U of Missouri	08/2020 to
Mitchell Moon	Hospitality Management/ U of Missouri	08/2021 to

Advisor for Visiting Scholars

SeokChul Kim, Ph. D.	Paichai University, S. Korea	01/2009 to 08/2010
Kyuhwan Choi, Ph. D.	DongA University, S. Korea	12/2010 to 08/2012
Yeonghyeon Hwang, Ph. D.	DongA University, S. Korea	01/2013 to 08/2014

Youngnam Kim, Ph.D.

Jeju National Univ., S. Korea

07/2014 to 08/2015

COMMITTEE MEMBERS

Priyanko Guchait	M.S.	Hospitality Management/ U of Missouri	08/2007
Wen Li	M.S.	Hospitality Management/ U of Missouri	08/2008
Kanoknon Seubsmarn	M.S.	Hospitality Management/ U of Missouri	12/2009
Lerin Dirks	M.S.	Hospitality Management/ U of Missouri	12/2010
Phil Neel	M.S.	Hospitality Management/ U of Missouri	12/2010
Jeffery Guinn	M.S.	Hospitality Management/ U of Missouri	12/2010
Brandon Fick	M.S.	Hospitality Management/ U of Missouri	08/2011
Juan Liu	Ph.D.	Hospitality Management/ U of Missouri	08/2014
Scott Taylor	M.S.	Hospitality Management/ U of Missouri	08/2013
Kwansiri Chompreeda	M.S.	Parks, Recreation & Tourism/U of Missouri	05/ 2012
Geumchan Hwang	M.S.	Parks, Recreation & Tourism/U of Missouri	08/ 2012
Myoungyi Jeong	M.S.	Parks, Recreation & Tourism/U of Missouri	12/ 2012
Eka Putra	Ph.D.	Hospitality Management/ U of Missouri	08/2016
Justin Wolfe	M.S.	Hospitality Management/ U of Missouri	08/2015
Adam Jobe	M.S.	Hospitality Management/ U of Missouri	08/2015
Cassandra Robins	M.S.	Hospitality Management/ U of Missouri	08/2015
Yun Lou	M.S.	Hospitality Management/ U of Missouri	08/2014 to
Yi-Sung Cheng	Ph.D.	Hospitality Management/ U of Missouri	05/2019
Raymond Adongo	Ph.D.	Hotel & Tourism Mgt./Hong Kong Poly U.	08/2017
Yidan Huang	M.S.	Hospitality Management/ U of Missouri	05/2019
Tiantian Li	M.S.	Hospitality Management/ U of Missouri	08/2021
Yeonsook Im	Ph.D.	Hospitality Management/ U of Missouri	08/2021
Hyewon Lee	Ph.D.	Hospitality Management/ U of Missouri	08/2018 to

PROFESSIONAL SERVICE**SUMMARY**

- Editorial board member in 6 refereed journals and 1 international conference
- Guest Editor-in-Chief for special issue in refereed journal (SSCI)
- Actively participate in campus level and international level services

ON CAMPUS SERVICE**COLLEGE & UNIVERSITY LEVEL**

Search Committee for Assistant Professor in Park, Recreation, and Sport (May, 2018)

Judge for ASA DataFest, Dept. of Statistics, University of Missouri (April 22, 2017)

Member of MU Institute for Korean Studies (Since September 2016)

Member of Collage of Agriculture, Food, and Natural Recourses (CAFNR) Policy Committee (Since September 2014)

Advisor for Eta Sigma Delta at the University of Missouri (Since March 2014)

Member of CAFNR International Programs Committee (Since September 2009)

Member of CAFNR Learning Improvement Committee (September 2009 to August 2014)

Advisor for Korean Student Association at the University of Missouri (January 2012-2016)

Member of Academic Assessment Committee (September 2009 to August 2012)

Advisor for Mizzou Meeting Planners Association (MMPA) (2007 to 2009)

Co-Advisor for Professional Convention Management Association (PCMA) (2006 to 2007)

DEPARTMENT LEVEL

Search Committee for Assistant Teaching Professor in Hospitality Management (October 2018)

Search Committee for Program Chair in Hospitality Management (October 2012)

Search Committee Chair for Teaching Assistant Professor in Hospitality Management (November 2012)

Search Committee for Assistant Teaching Professor in Hotel & Restaurant Management (January 2011)

Search Committee for Adjunct Faculty Member in Food & Hospitality System (March 2010)

Committee for Developing Ph. D. in Food Science- Management Track (November 2008 to present)

Search Committee for Adjunct Faculty Member in Food & Hospitality System (October 2008)

Search Committee for Temporary Resident Instruction Instructor (July 2007)

Developed Curriculum of “Event Management Track” (December 2006 to May 2007)

PROFESSIONAL SERVICE

GUEST EDITOR-IN-CHIEF

Special issue on rethinking Millennials: How are they shaping the tourism industry? In Asia

Pacific Journal of Tourism Research (APJTR)

JOURNAL EDITORIAL COMMITTEE

Member, Editorial board, Journal of Travel Research (Since 2017)

Member, Editorial board, Journal of Convention & Event Tourism (Since 2013)

Member, Editorial board, Journal of Hospitality Marketing & Management (Since 2013)

Member, Editorial board, Asian Pacific Journal of Tourism Research (Since 2011)

Member, Editorial board, Journal of Travel & Tourism Marketing (Since 2010)

Member, Editorial board, International Journal of Tourism Science (2010 to 2014)

INTERNATIONAL ASSOCIATION

Executive Board Member, Asian Pacific Tourism Association (Since 2014)

Membership Secretary, Asian Pacific Tourism Association

INVITED REVIEW FOR JOURNAL

Invited ad-hoc reviewer for manuscript evaluation for Asian Pacific Journal of Tourism Research (Since June 2011)

Invited ad-hoc reviewer for manuscript evaluations for International Journal of Revenue Management, Special Issue on “Hospitality and Tourism Management” (January 2010)

Invited ad-hoc reviewer for manuscript evaluation for International Journal of Tourism Science (Since August 2010)

Invited ad-hoc reviewer for research note manuscript evaluation for Journal of Hospitality Marketing & Management (Since February 2009)

Invited ad-hoc reviewer for manuscript evaluation for Journal of Food Service (Since February 2009)

Invited ad-hoc reviewer for research note manuscript evaluation for International Journal of Contemporary Hospitality Management (Since August 2008)

Invited ad-hoc Reviewer for manuscript evaluations for Cornell Hospitality Quarterly (Since November 2007)

Invited ad-hoc Reviewer for manuscript evaluations for Annals of Tourism Research (Since September 2007)

Invited ad-hoc Reviewer for manuscript evaluations for Journal of Hospitality & Tourism Research (Since August 2007)

Invited ad-hoc Reviewer for manuscript evaluations for Journal of Travel & Tourism Marketing (Since May 2007)

Invited ad-hoc Reviewer for manuscript evaluations for Journal of Hospitality & Leisure Marketing (Since September 2007)

Invited ad-hoc Reviewer for manuscript evaluations for Tourism Management (Since May 2006)

CONFERENCE PROGRAM

Invited reviewer for manuscript evaluations for 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism (September 2019)

Review chair for Thesis in Progress (TiP) in 2019 Asian Pacific Tourism Association (APTA), Cebu, Philippines (July 2019)

Invited reviewer for manuscript evaluations for 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism (September 2018)

Review chair for Thesis in Progress (TiP) in 2018 Asian Pacific Tourism Association (APTA), Cebu, Philippines (July 2018).

Invited reviewer for manuscript evaluations for 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism (September 2017)

Review chair for Thesis in Progress (TiP) in 2017 Asian Pacific Tourism Association (APTA), Busan, Korea (July 2017).

Invited reviewer for manuscript evaluations for 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism (September 2016)

Scientific Committee of 5th Advances in Hospitality & Tourism Marketing and Management Conference, Beppu, Japan (June, 2015)

Invited reviewer for manuscript evaluations for 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism (September 2015)

Invited reviewer for manuscript evaluations for 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism (September 2014)

Invited reviewer for manuscript evaluations for 11th Asian Pacific Council of Hotel, Restaurant, and Institutional Education (CHRIE) Conference (February 2013)

Invited reviewer for manuscript evaluations for 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism (September 2012)

Invited reviewer for manuscript evaluations for 17th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism (September 2011)

Invited reviewer for manuscript evaluations for 16th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism (September 2010)

Invited reviewer for manuscript evaluations for the 2011 Tourism Sciences Society of Korea (TOSOK) (March 2011)

Invited reviewer for manuscript evaluations for International Council of Hotel, Restaurant, and Institutional Education (CHRIE) Conference (January 2011)

Conference Moderator: 16th Annual Conference of Asia Pacific Tourism Association, Macao, China (July 2010)

Invited reviewer for manuscript evaluations for International Council of Hotel, Restaurant, and Institutional Education (CHRIE) Conference (January 2010)

Conference Moderator: 15th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism, Washington D.C (January 2010)

Invited reviewer for manuscript evaluations for 15th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism (September 2009)

Conference Moderator: 15th Annual Conference of Asia Pacific Tourism Association, Incheon, Korea (July 2009)

Invited reviewer for manuscript evaluations for Asia Pacific Forum for Graduate Students Research in Tourism (March 2009)

Invited reviewer for manuscript evaluations for 14th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism (September 2008)

Invited reviewer for manuscript evaluations for International Society of Travel and Tourism Educators (ISTTE) Conference (July 2008)

Invited reviewer for manuscript evaluations for Asian Pacific Tourism Association Conference (Since May 2008)

Conference Moderator: 13th Annual Graduate Education & Graduate Student Conference in

Hospitality & Tourism, Orlando, Florida (January 2008)

Invited reviewer for manuscript evaluations for 13th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism (September 2007)

Invited reviewer for manuscript evaluations for International Society of Travel and Tourism Educators (ISTTE) Conference (July 2007)

Conference Moderator: 12th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism, Houston, Texas (January 2007)

PROFESSIONAL AFFILIATIONS

Member, International Council on Hotel, Restaurant and Institutional Education

Member, International Tourism Studies Association

Member, Travel and Tourism Research Association

Member, Asian Pacific Tourism Association

Member, MU Vietnam Initiative Group

Member, TourisMIT Consortium

Member, Rotary International

PROFESSIONAL DEVELOPMENT

Attended Classroom Communication Program for MU Faculty, Spring Semester 2007

Attended Campus Writing Intensive Workshop, January 13th, 14th, 2009

Attended Promotion and Tenure Workshop for Tenure-Track Faculty, October 7th, 2009

Attended CAFNR Communication Fellow Program, Fall 2017

TECHNOLOGY CERTIFICATE

Teaching Technology Certificate, Purdue University

PUBLIC REPORTS ON KIM RESEARCH

Cecile Borkhataria, Daily Mail, The U.K.: "Want to make sure you get good service in a restaurant? Dress up, say researchers," May 1, 2017:

<http://www.dailymail.co.uk/sciencetech/article-4463406/Want-good-service-restaurant-Dress-up.html>

'Everyone uses first impressions to make snap judgments,' said Dr Dae-Young Kim, an associate professor of hospitality management at the University of Missouri and a co-author of the paper.

'For servers, especially busy servers, they often have to make decisions about how to best devote their time and energy, so they look for ways to identify which customers will reward them the most for their service.'

Rob Waugh, Yahoo News U.K.: "Here's the easiest way to get good service in a restaurant – by waters," May 2, 2017: <https://uk.news.yahoo.com/heres-easiest-way-get-good-service-restaurant-waiters-092936729.html>

Is it ever worth really 'dressing up' for dinner? Actually, yes – as a study shows that it's the best way to get good service in a restaurant. Or at least, it convinces waiters that you're likely to be a heavy tipper (and thus worth paying extra attention to), according to researchers from the University of Missouri.

'The more professionally dressed a customer is, the more likely a server is to stereotype them as a good tipper, regardless of their race or gender.' said Dr. Dae-Young Kim.

Kitty Knowles, Memo: "Your outfit could be ruining dinner say scientists," May 2, 2017: <https://www.thememo.com/2017/05/02/restaurant-london-food-science-university-of-missouri-study-psychology-fashion/>

University of Missouri professor Dae-Young Kim, and his doctoral student, Kathleen Kim, surveyed 222 restaurant servers, and found that restaurant servers *often* use stereotypes to determine which customers will leave better tips.

The researchers did this by showing test subjects pictures of people of different race, gender and attire, and asking them to decide who they thought would leave good tips. Clothing was found to have the biggest impact on a server's judgment.

Elliott Mest, Hotel Management: "How gender and safety play a role in Airbnb's popularity," April 7, 2017: <http://www.hotelmanagement.net/operate/how-gender-and-safety-play-a-role-airbnb-s-popularity>

Dae-Young Kim, an associate professor of hospitality management, and Seunghwan Lee, a doctoral student at the UM College of Agriculture, Food and Natural Resources, conducted a national survey looking into the public's perception of Airbnb, with initial interest in how consumers view the company with regard to liability.

Kim is referring to Airbnb's dodgy relationship with cities and municipalities. Depending on the market, the company is viewed as a welcome addition for homeowners looking to rent out rooms or an interloper that doesn't pay taxes or follow safety laws, lowers property values and creates a confusing maze of legal uncertainty regarding the future of lodging. From a consumer standpoint, Airbnb represents almost unlimited variety—but what could potentially hold it back?