

KAWON (KATHY) KIM

School of Hotel, Restaurant and Tourism Management
College of Hospitality, Retail and Sport Management
University of South Carolina
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EDUCATION

Doctor of Philosophy	08/2013 – 05/2017
Hospitality and Tourism Management	
Isenberg School of Management, University of Massachusetts, Amherst	
<i>Dissertation Research</i>	
Do I Deserve to Spend? Social Support and Spending Pleasure	
Co-Chair: Melissa Baker & Linda Shea	
Committee Members: David Piercy, Lisa Keller (Education)	
Master of Science	08/2009 – 01/2012
Hotel and Restaurant Management	
Conrad N. Hilton College, University of Houston, Houston, TX	
<i>Thesis:</i> Identifying Best Food Safety Training Practices for Retail Delis by Using the Delphi Method	
Bachelor of Science	03/2005 – 02/2009
Foods and Nutrition, Consumer Science (<i>Summa Cum Laude</i>)	
Ewha Womans University, Seoul, South Korea	

RESEARCH INTERESTS

- ◆ Service marketing: Social and interpersonal influence, Social support, Influence of other customers, Service failure and recovery
- ◆ Organizational Behavior: Leadership, Employee training, Emotional labor, Aesthetics labor

RESEARCH METHODS

- ◆ Quantitative: Experimental design, Structural Equation Modeling (CB-SEM & PLS-SEM)
- ◆ Qualitative: Critical Incident Technique, In-depth Interview, Focus group interview, Content analysis

PUBLICATIONS

Seo, S., **Kim, K.** & Nurhidayati, V. (In press). Satisfaction with imported fruit and purchase intention in Taiwan based on familiarity: A case of Korean pears. *British Food Journal*.

Kim, K., & Baker, M. (In press). Other Customers as a Service Recovery Agent: A conceptual model of the impact of other customers in a service failure context. *Journal of Business Research*.

Baker, M., & **Kim, K.** (In press). Dealing with customer incivility: The effects of managerial procedural and emotional support on employee psychological well-being and quality of life. *International Journal of Hospitality Management*.

Jin, D., **Kim, K.**, & Dipietro, R. (In press). Workplace Incivility in Restaurants: Who's the Real Victim? Employee Deviance and Customer Reciprocity. *International Journal of Hospitality Management*.

Seo, S., & **Kim, K.** (2020). Mimicking menu choices: Menu choice failure and blame attribution of Korean customer. *International Journal of Hospitality Management*, 86.

Kim, K., & Baker, M. A. (2019). The Customer Isn't Always Right: The Implications of Illegitimate Complaints. *Cornell Hospitality Quarterly*. DOI: <https://doi.org/10.1177/1938965519889288>

Rosenbaum, M. S., **Kim, K.**, Ramirez, G. C., Orejuela, A. R., & Park, J. (2019). Improving well-being via adaptive reuse: transformative repurposed service organizations. *The Service Industries Journal*, 1-25.

Baker, M., & **Kim, K.** (2019). Value co-destruction in exaggerated online reviews: The effects of emotion, language, and trustworthiness. *International Journal of Contemporary Hospitality Management*.

Kim, K., & Baker, M. (2019). How the employee looks and looks at you: Building employee-customer rapport. *Journal of Hospitality and Tourism Research*.

Seo, S., & **Kim, K.** (2018). Uncertainty avoidance as a moderator for the influences on foreign residents' dining out behaviors. *International Journal of Contemporary Hospitality Management*.

Baker, M., & **Kim, K.** (2018). The Role of Language, Appearance and Smile on Perceptions of Authenticity versus Rapport. *International Journal of Hospitality Management*. 74, 171-179

Baker, M., & **Kim, K.** (2018). Other customer service failures: Emotions, impacts, and attributions. *Journal of Hospitality and Tourism Research*. 42(7), 1067-1085.

Kim, K., & Baker, M. (2017). The impacts of service provider name, ethnicity, and menu information on perceived authenticity and behavioral intention. *Cornell Hospitality Quarterly*. 58(3), 312-318.

Oh, H., and **Kim, K.** (2017). Customer satisfaction, service quality, and customer value: Years 2000-2015. *International Journal of Contemporary Hospitality Management*. 29(1), 2-29.

Seo, S. H., Phillips, W. M., Jang, J. H., & **Kim, K.** (2012). The effects of acculturation and uncertainty avoidance on foreign resident choice for Korean foods, *International Journal of Hospitality Management*, 31(3), 916-927.

Kim, K., O'Bryan, C.A., Crandall, P.G., Ricke, S.C. & Neal, J.A. (2012). Identifying Baseline Food Safety Training Practices for Retail Delis Using the Delphi Expert Consensus Method, *Food Control (Level: Q1, impact factor: 4.21)*, 32(1), 55-62.

Sirsat, S. A., **Kim, K.**, Gibson, K. E., Crandall, P. G., Ricke, S. C., & Neal, J. A. (2014). Tracking Microbial Contamination in Retail Environments Using Fluorescent Powder-A Retail Delicatessen Environment Example. *Journal of Visualized Experiments*, (85), e51402-e51402.

MANUSCRIPTS UNDER REVIEW

Kim, K. & Baker, M. Do I Deserve to Spend? Online Social Support and Spending Pleasure.

- Status: Under 2nd review at Cornell Hospitality Quarterly

Rosenbaum, M., **Kim, K.**, & Contreras, G. "From overt to covert: Exploring discrimination against homosexual consumers in service settings"

- Status: Invited to R&R at Journal of Retailing and Consumer Services

Baker, M., & **Kim, K.** "Becoming Cynical and Depersonalized: The Impact of Customer Incivility, Frequency and Coworker Support on Employee Job Performance"

- Status: Submitted to Journal of Travel Research

Kim, K. & Jin, D., & Dipietro, R. "Employee incivility toward customers as a result of workplace incivility: The role of type of reprimand and communication "

Status: Submitted to International Journal of Contemporary Hospitality Management

BOOK CHAPTERS

Kim, K., & Baker, M. (Accepted). Managing Service Failure and Recoveries. In Saurabh Kumar Dixit (Eds.), *The Routledge Handbook of Tourism Experience Management and Marketing*. London, U.K.: Routledge.

Baker, M., & **Kim, K.** (Accepted). Service Experiencescapes. In Dixit, S. K. (Eds.), *The Routledge Handbook of Tourism Experience Management and Marketing*. London, U.K.: Routledge.

Baker, M., & **Kim, K.** (2019). Heritage and Authenticity in Gastronomic Tourism. In Dixit, S. K. (Eds.), *The Routledge Handbook of Gastronomic Tourism* (pp.252-259). London, U.K.: Routledge.

Lee, M., **Kim, K.**, Lee, K. Y., & Hong, J. H. (2018). Employees' Use of Smartphones and Performance: Reflective-Formative Estimation Approach. In Ali, F., Rasoolimanesh, S. and Cobanoglu, C. (Eds.), *Applying Partial Least Squares in Tourism and Hospitality Research* (pp.85-108). London, U.K.: Emerald Publishing Limited.

Kim, K., & Baker, M. (2017). The influence of other customers in Service failure & recovery. In Erdogan Kox (Eds.), *Service Failure and Recovery in Tourism and Hospitality: A Practical Manual* (pp.122-134). Oxford, U.K.: CABI.

CONFERENCE PROCEEDING

Kim, K. (November, 2019). Mimicking other customers: The impact of social influence on menu choice and appraisal. International Conference on Tourism and Retail Management 2019, Tianjin, China.

Baker, M., & **Kim, K.** (June, 2019). Becoming Cynical and Depersonalized: The Impact of Customer Incivility, Frequency and Coworker Support on Employee Job Performance. Travel and Tourism Research Association International Conference 2019, Melbourne, Australia.

Kim, K. (December, 2018). Review of Leadership Research in Tourism: Analysis and Suggestion for Future Research. International Conference on Tourism and Retail Management 2018, Macau.

Kim, K., & Baker, M. (November, 2018). Social Support and Spending Pleasure: Mediating role of deservingness. EuroCHIRE, Dublin, Ireland.

Baker, M., & **Kim, K.** (November, 2018). Destroying the Value of Online Reviews: The Effects of Emotions, Language and Valence on Trustworthiness. EuroCHIRE, Dublin, Ireland.

Kim, K., & Baker, M. (August, 2018). Observation of Opportunistic Complaining of Other Customer. Global Marketing Conference, Tokyo, Japan.

Kim, K. (June, 2018). Do I Deserve to Spend? Social Support and Spending Pleasure, Guest speaker. Tourism Sciences Society of Korea (TOSOK) Conference, Seoul, Korea.

Baker, M., & **Kim, K.** (June, 2018). The observance of other customer opportunistic complaining, emotional expression, and firm recovery on focal customers perceived fairness and revisit intention. GLOSITH Conference, Beppu, Japan.

Kim, K., & Baker, M. (July, 2016). Other Customers as a Service Recovery Agent: A conceptual

model of the impact of other customers in a service failure context. The International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE), Dallas, TX.

Baker, M., & **Kim, K.** (July, 2016). The Role of Language, Appearance and Smile on Perceptions of Authenticity versus Rapport. The International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE), Dallas, TX.

Kim, K., & Baker, M. (July, 2016). The Motivation of Disseminating Negative Word of Mouth. The International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE), Dallas, TX.

Kim, K., & Baker, M. (January, 2016). The impact of employee appearance, eye contact, and courtesy on building customer-employee rapport. The 21th Annual Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, PA, USA.

Kim, K., & Seo, S. (January, 2016). The role of uncertainty avoidance on foreign residents' dining out behavior of Korean restaurant. The 21th Annual Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, PA, USA.

Kim, K., & Baker, M. (July, 2015). Authenticity and the Tangible Cues of Employee Name, Ethnicity, and Menu Descriptions. The International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE), Orlando, FL.

Baker, M., & **Kim, K.** (July, 2015). Other Customer-generated Service Failure: Attributions, customer perceptions and impacts for the firm. The International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE), Orlando, FL.

Kim, K., Oh, H., & Baker, M. (July, 2015). Directive versus Empowering Leadership and Employees as a Brand-builder. The International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE), Orlando, FL.

Baker, M., & **Kim, K.** (2015). How the Employee Looks and Looks at you: Attractiveness, Eye Contact, and Courtesy. Service Management and Science Forum Conference, Waltham, MA.

Lee, M., **Kim, K.**, Lee, K. Y., & Hong, J. H. (2015, January). Exploring Smartphone use in the workplace: the antecedents and differential impacts of using Smartphone functions on perceived job performance in the hospitality industry, The 20th Annual Graduate Student Research Conference in Hospitality and Tourism, Tampa, FL, USA.

Kim, K., Shea, L. (July, 2014). Waiting in line: Can waiting in line be a positive marketing tools? The International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE), San Diego, CA.

Kim, K., Salvador, R., & Oh., H. (July, 2014). Attraction and Attrition among Millennial Employees in Hospitality and Tourism. The International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE), San Diego, CA.

Kim, K., & Baker, M. (January, 2014). The Impact of Organizational Commitment, Employee Satisfaction, and Perceived Organizational Support on Food Safety Behaviors. 18th Graduate Student Conference in Hospitality and Tourism, Houston, TX.

Kim, K., & Neal, J.A. (July, 2012). Food Safety Priorities for Retail Deli Managers. International Association for Food Protection, Providence, RI.

Kim, K., & Neal, J.A. (January, 2012). Identifying Best Food Safety Training Practices for Retail Delis by Using the Delphi Method. 17th Graduate Student Conference in Hospitality and Tourism, Auburn, AL.

TEACHING INTERESTS

Primary: Human Resources Management, Hospitality Leadership, Event Management, Food Service Management, Services Marketing

Secondary: Hospitality Risk & Sanitation Management, Lodging Operations

PROFESSIONAL EXPERIENCE

Assistant Professor**Aug. 2017 – Present**

School of Hotel, Restaurant and Tourism Management
University of South Carolina, Columbia, SC

Duties: Teach undergraduate and/or graduate courses in big data analytics, advanced quantitative methods, mixed methods research or economics as applied to the fields of hospitality and/or tourism; demonstrate an active, innovative, applied research agenda; advise undergraduates and graduate students; participate in curriculum development; identify and seek external funding to support research and graduate students; and actively serve the department, university and profession.

Visiting Professor**Aug. 2019 – Oct. 2019**

Faculty of Hospitality and Tourism Management Studies (FHTMS)
University of Aruba

Duties: Teach MBA course in hospitality and/or tourism management; advise MBA students writing on their MBA thesis proposal; serve as defense committee

Instructor**Jan. 2016 – May 2017**

Department of Hospitality and Tourism Management
Isenberg School of Management
University of Massachusetts, Amherst, MA

Duties: Teach three undergraduate courses including food service management and special event management; conduct various research and publish manuscripts of research findings; serve as an advisor for undergraduate student thesis

Graduate Teaching/Research Assistant**Aug. 2013 – Jan. 2016**

Department of Hospitality and Tourism Management
Isenberg School of Management
University of Massachusetts, Amherst, MA

Duties: Assist with teaching courses on hospitality personnel management, hotel supervision, global hospitality leadership, leadership in foodservice management, food service management, hospitality risk and sanitation management; participate in several research grant and contribute to manuscripts acceptable for publication and prepare industry reports

Consultant (Project manager)**Feb. 2012 – July 2013**

Be My Guest
Restaurant Consulting Company, Seoul, Korea

Duties: Participate in various projects (i.e., Anti-aging restaurant, Luxury supermarket, Juice bar, etc.); develop overall concept, brand identity, brand philosophy, menu development, naming, BOH (back of the house) and FOH(front of the house) layout design, and packaging; select operation equipment; plan for marketing strategy/promotion; do research on trends in foodservice industry; write contact; recruit BOH and FOH manager and staff; direct staff training

Graduate Teaching/Research Assistant

University of Houston, Conrad N. Hilton College, Houston, TX

Feb. 2011 – Dec. 2011

Duties: Assist with teaching courses on food sanitation and foodservice management; participate in several research grant and contribute to manuscripts acceptable for publication

OTHER EXPERIENCE

Intern**Sep. 2011 – Dec. 2011**

ALA' CARTE Foodservice Consulting Group, Houston, TX

Intern**Mar. 2011 – June 2011**Greater Houston Convention Visitors Bureau
Tourism Department, Houston, TX**Intern****May 2010 – July 2010**

Hotel Shilla, Marketing Communication Department, Seoul, Korea

HONORS AND AWARDS

2018 Outstanding Reviewer Award**Aug. 2019**

Cornell Hospitality Quarterly

Academic Best paper finalist nominee**June 2019**

2019 Travel and Tourism Research Association International Conference

2018 Highly Commented Award**Nov. 2018**

International Journal of Contemporary Hospitality Management

PROFESSIONAL DEVELOPMENT

Reviewer Activities:

International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)

Euro Council on Hotel, Restaurant, and Institutional Education (EuroCHRIE)

Global Marketing Conference

Journal of Foodservice Business Research

International Journal of Contemporary Hospitality Management

Cornell Hospitality Quarterly

The Korea America Hospitality & Tourism Educators Association Conference

Affiliations:

International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)

Meeting Professional International (MPI)

The Korea America Hospitality & Tourism Educators Association (KAHTEA)

SERVICES

National Society of Minorities in Hospitality**Jan. 2018 – Present***Faculty Advisor**School of Hotel, Restaurant, and Tourism Management**University of South Carolina***Columbia Korean School****Jan. 2018 – May 2019**

Korean teacher

Columbia, South Carolina

Guest Editor for “The Journal of Service Industries Journal” <i>Special issue of “Hospitality, healthcare, and design”, Vol 38, 2018</i>	Nov. 2018
Event Minor Committee <i>University of South Carolina</i>	Sep. 2017 – Present
Undergraduate Honors Independent Study Advisor <i>Topic: The Cheesecake Factory Qualitative Research Project</i>	Feb. – May 2016
Korean Graduate Students Association <i>Vice president</i>	Aug. 2015 – Aug. 2016

SKILLS AND CREDENTIALS

- Language: Proficiency in English (Fluent), Korean (Native)
- Computer: SPSS, Mplus, Smart PLS, Nvivo, Adobe Illustrator, Photoshop