

## Hyunsu Kim



School of Hotel, Restaurant and Tourism Management

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### RESEARCH EXPERTISE

### TEACHING EXPERTISE

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- |   |  |
|---|--|
| ▪ Customer Experience Management                | ▪ Hospitality and Tourism Marketing and Management |
| ▪ Customer Journey and Touchpoint               | ▪ Foundations of Tourism                           |
| ▪ Service Marketing and Management              | ▪ Resort Development and Management                |
| ▪ Advanced Qualitative and Quantitative Methods |  |

### EDUCATION

#### **Doctor of Philosophy in Hospitality Management**

Exp. May 2022

School of Hotel, Restaurant & Tourism Management, University of South Carolina, USA

Co-Principal Advisors: Dr. Kevin Kam Fung So (Oklahoma State University)

Dr. Brian J. Mihalik (University of South Carolina)

#### **Master of Science in Convention and Exhibition Management**

February 2018

Department of Convention and Exhibition Management, Kyung Hee University, Korea

#### **Bachelor of Science in International Studies**

February 2016

College of International Studies, Kyung Hee University, Korea

#### **Exchange Program**

June 2014-December 2014

UC DAVIS: University of California, Davis, USA

### HONORS AND AWARDS

#### **2020-2021 Support to Promote Advancement of Research and Creativity (SPARC) Graduate Research Grant**

- The Office of the Vice President for Research, University South Carolina
- Research Title: Post-Disaster Recovery Strategies in Tourism Destinations
- Interview: [https://www.sc.edu/study/colleges\\_schools/hrsm/about/news/2021/kim\\_henry.php](https://www.sc.edu/study/colleges_schools/hrsm/about/news/2021/kim_henry.php).
- Role: The Principal Investigator
- Award Amount: \$4,937

#### **Research Support for HRTM Ph.D. Student**

- College of Hospitality, Retail, and Sport Management, University of South Carolina
- Research Title: An Investigation of the Role of Customer Touchpoints in Strengthening Co-Creation Experience

- Role: The Principal Investigator
- Award Amount: \$3,000

### **Graduate Student Travel Grants, 2018-2020**

- College of Hospitality, Retail and Sport Management & Department of Hotel, Restaurant, and Tourism Management, University of South Carolina
- Award Amount: \$2,800

### **Teacher of the Year, 2019-2020**

- College of Hospitality, Retail, and Sport Management, University of South Carolina

### **Finalist for Hilton College Hospitality Hackathon**

- Hilton College Hospitality Hackathon. Houston, TX, Aug 6-8, 2020
- Title: Community-Based Restaurant Engagement Week (CREW): Revival of Local Hospitality Community

### **University of South Carolina Full Tuition and Stipend Scholarship for Ph.D. Program**

Scholarship amount for three-years: \$89,544

### **Kyung Hee University Full Tuition Scholar for Bachelor and Master Programs**

- Merit based scholarship for the student with highest academic distinction
- Scholarship amount for six-years: \$46,200

## **PUBLICATIONS/SUBMISSION**

1. **Kim, H.,** & So, K. K. F. (2021). Two decades of customer experience research in hospitality and tourism: A bibliometric analysis and thematic content analysis. *International Journal of Hospitality Management* (HRSM: A+) (SSCI) (2-year IF: 6.701) (5-year IF: 7.780) (Under review).
2. **Kim, H.,** Li, J., & So, K. K. F. (2021). Enhancing consumer confidence and response efficacy in tourism: Typology and effectiveness of the hotel industry's responses to COVID-19. *Journal of Travel Research* (HRSM: A+) (SSCI) (2-year IF: 7.027) (5-year IF: 7.810) (ABDC: A\*) (Under review).
3. **Kim, H.,** So, K. K. F., & Mihalik, B. J. (2021). Service failure and service recovery in peer-to-peer accommodations: A triadic lens. *Journal of Travel Research* (HRSM: A+) (SSCI) (2-year IF: 7.027) (5-year IF: 7.810) (ABDC: A\*) (Under review).
4. **Kim, H.,** Lopes, A. P., Mihalik, B. J., & So, K. K. F. (2021). Millennials virtual reality experience pre- and postCOVID-19. *Journal of Hospitality and Tourism Management* (HRSM: A) (2-year IF: 3.415) (ABDC: A) (Under review).
5. So, K. K. F., **Kim, H.,** & Min, S. (2021). Creating customer value in the sharing economy: An investigation of Airbnb users and their tripographical characteristics. *International Journal of Contemporary Hospitality Management* (HRSM: A+) (SSCI) (2-year IF: 5.667) (5-year IF: 7.403) (Under review).
6. So, K. K. F., **Kim, H.,** & King, C. (2021). A state-of-the-art bibliometric analysis of the customer engagement forest. *International Journal of Contemporary Hospitality Management* (HRSM: A+) (SSCI) (2-year IF: 5.667) (5-year IF: 7.403) (Under review).
7. So, K. K. F., **Kim, H.,** & Oh, H. (2020). What makes Airbnb experiences enjoyable? The effects of environmental stimuli on perceived enjoyment and repurchase intention. *Journal of Travel Research*. First Published June 19. doi: <https://doi.org/10.1177/0047287520921241> (HRSM: A+) (SSCI) (2-year IF: 7.027) (5-year IF: 7.810) (ABDC: A\*).
8. So, K. K. F., Li, X. R., & **Kim, H.** (2020). A decade of customer engagement research in hospitality and tourism: A systematic review and research agenda. *Journal of Hospitality & Tourism Research*, 44(2), 178-200 (HRSM: A+) (SSCI) (2-year IF: 3.816) (ABDC: A).
9. **Kim, H.,** & Kim, C. (2018). A study on influencing factors and outcomes for cooperative governance of the Toureodoore: Perspective on moderating effects of Tourdoore producers' roles, *International Journal of Tourism and Hospitality Research*. 32(7), 35-50 (Korea Citation Index).

10. Kim, Y., **Kim, H.**, & Kim, B. (2018). Estimating the destination of dark tourism for statue of peace: Using two stage contingent valuation method, *Tourism Management Research Organization*. 83, 237-258 (Korea Citation Index).
11. **Kim, H.**, Kim, M., & Kim, C (2018). Moderating effects of perceived behavioral control on the relationships among exhibition sales promotions and purchase intention, *Korean Science & Art Forum*. 31, 105-118 (Korea Citation Index).

### **RESEARCH IN PROGRESS**

1. **Kim, H.**, & So, K. K. F. (2021). Customer touchpoints with co-creation experience: Scale development and validation. Targeted *Tourism Management* (HRSM: A+) (SSCI) (2-year IF: 7.432) (5-year IF: 9.238) (ABDC: A\*).
2. **Kim, H.**, & So, K. K. F. (2021). Customer touchpoints, customer engagement, and co-creation experience: Findings from symmetric and asymmetric approaches. Targeted *Annals of Tourism Research* (HRSM: A+) (SSCI) (2-year IF: 5.908) (5-year IF: 8.120) (ABDC: A\*).
3. **Kim, H.**, Li, J., & So, K. K. F. (2021). The effects of social influencers and argument quality on online engagement and behavior. Targeted *International Journal of Hospitality Management* (HRSM: A+) (SSCI) (2-year IF: 6.701) (5-year IF: 7.780).
4. **Kim, H.**, & So, K. K. F. (2021). A meta-analysis of the antecedents and consequences of customer experience in tourism and hospitality. Targeted *Tourism Management* (HRSM: A+) (SSCI) (2-year IF: 7.432) (5-year IF: 9.238) (ABDC: A\*).
5. **Kim, H.**, & So, K. K. F. (2021). A framework of post-crisis response strategies in tourism destinations. Targeted *Tourism Management* (HRSM: A+) (SSCI) (2-year IF: 7.432) (5-year IF: 9.238) (ABDC: A\*).
6. **Kim, H.**, & So, K. K. F. (2021). Temporal-spatial forecasting of tourism demand. Targeted *Journal of Travel Research* (HRSM: A+) (SSCI) (2-year IF: 7.027) (5-year IF: 7.810) (ABDC: A\*).
7. So, K. K. F., **Kim, H.**, & Liu, S. Q. (2021). Understanding consumers' acceptance of service robots. Targeted *International Journal of Hospitality Management* (HRSM: A+) (SSCI) (2-year IF: 6.701) (5-year IF: 7.780).
8. So, K. K. F., Li, J., & **Kim, H.** (2021). Scale development in tourism and hospitality research: Cross-sectional versus longitudinal data. Targeted *Journal of Travel Research* (HRSM: A+) (SSCI) (2-year IF: 7.027) (5-year IF: 7.810) (ABDC: A\*).

### **CONFERENCE PROCEEDING**

1. **Kim, H.**, Li, J., & So, K. K. F. (2021). The hotel industry's responses to COVID-19: Insight from hybrid thematic analysis and experience research. *The 51<sup>st</sup> TTRA International Conference*, June 14-16, 2021.
2. So, K. K. F., Li, J., & **Kim, H.** (2021). A comparison of cross-sectional versus longitudinal data in scale development in tourism and hospitality research. *2021 Annual ICHRIE Conference*, July 29-31, 2021.
3. **Kim, H** & Shin, H. H., & So, K. K. F. (2021). Actor interactive value formation in a peer-to-peer accommodation: Insight from text-mining. *The 26<sup>th</sup> Annual Graduate Education Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, January 7-9, 2021.
4. **Kim, H** & So, K. K. F., & Mihalik, B. J. (2020). Who should we really blame? Service failure and recovery in peer-to-peer accommodations. *The 25<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, NV, January 3-5, 2020.
5. Mihalik, B. J., Lopes A. P., & **Kim, H.** (2019). Tracking public opinion of the United States Olympic committee (USOC), *3<sup>rd</sup> World Association for Sport Management*, Santiago, Chile. October 16.
6. So, K. K. F & **Kim, H.**, & Oh, H. (2019). Environmental stimuli of Airbnb experiences, perceived enjoyment, and repurchase intention: Findings from multiple studies. *The 50<sup>th</sup> TTRA International Conference*. Melbourne, Australia. June 25, 2019.
7. So, K. K. F & **Kim, H** & Zhu, G., & Wirtz, J. (2019). Artificial intelligence in service management: Testing the service robot acceptance model (sRAM). *2019 APacCHIRE & EuroCHRIE JOINT Conference*, Hong Kong, China, May 23, 2019.

8. **Kim, H** & So, K. K. F., & Oh, H. (2019). The role of perceived enjoyment in Airbnb experiences and repurchase intention. *The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, January 3-5, 2019.
9. **Kim, H** & Kim, C. (2016). Moderating effects of perceived behavioral control on the relationships among exhibition sales promotions and purchase intention. *The Knowledge Management Society of Korea Fall Conference*, Seoul, Korea, December 16, 2016.
10. **Kim, H** & Kim, C. (2016). The impact of servicescapes on employees' customer orientation participating in exhibition: The moderating effect of organizational commitment. *Korea Convention Society Fall Conference*. Gunsan, Korea. November 11, 2016.
11. Kim, C., Kim, E., & **Kim, H**. (2016). Cross-cultural paradigm for measuring the hotel brand equity: Perspective on individualism and collectivism. *International Conferences on Tourism 2016*, Napoli, Italy, June 30, 2016.

## **INDUSTRY EXPERIENCES**

### **Proposal of Korean Content to Galaxy Macau** (December 2016 – February 2017)

- Research director: Chulwon Kim (Former Dean of College of Hotel & Tourism Management at Kyung Hee University)
- Party of support: Galaxy Macau
- The purpose of the project: to propose Korean cultural contents for the 3<sup>rd</sup> and 4<sup>th</sup> business development plan of Galaxy Macau
- Duties: Macau market analysis, target market selection, business vision and goal development and proposal of hotel, transportation, entertainment programs
- Role: Assistant Researcher • Project budget: \$20,000

### **Strategies to Attract and Promote Cooperation of International Organizations** (October 2016 – May 2017)

- Research director: Chulwon Kim (Former Dean of College of Hotel & Tourism Management at Kyung Hee University)
- Party of support: Global Urban Partnership Division of Seoul Metropolitan Government
- The purpose of the project: to strengthen Seoul city's status as an international city
- Duties: analysis of the current status and operational impacts on major international organizations in Seoul city, systematic strategies development considering international major agenda
- Role: Assistant Researcher • Project budget: \$67,000

### **Proposal of Strategies to Promote City Tour for Each Providence and Exclusive Content**

#### **Development** (June 2016 – December 2016)

- Research director: Chulwon Kim (Former Dean of College of Hotel & Tourism Management at Kyung Hee University)
- Party of support: Korean Tourism Organization
- The purpose of the project: to develop contents of city tour programs and invigorate local government
- Duties: to conduct satisfaction surveys analysis on city tour programs and data gathering on domestic/overseas city tour bus programs
- Role: Assistant Researcher • Project budget: \$42,500

### **UNWTO Asia/Pacific Newsletter: Contemporary Tourism Issues in Asian Pacific** (April 2016 – January 2017)

- Research director: Chulwon Kim (Former Dean of College of Hotel & Tourism Management at Kyung Hee University)
- Party of support: UNWTO
- The purpose of the project: to search and report contemporary tourism issues in 'UNWTO AsiaPacific Newsletter'

- Duties: to research, interview, and write tourism news (innovative tourism technology, international tourism policy and news from UNWTO members).
- Role: Assistant Researcher • Project budget: \$78,000

**Report on Exhibition Convention of Global Business Center (GBC): Market analysis and Content and Operational Management** (Mar 2016 – October 2016)

- Research director: Chulwon Kim (Former Dean of College of Hotel & Tourism Management at Kyung Hee University)
- Party of support: COEX Convention Center and Hyundai Motor Company
- The purpose of the project: to analyze operational requirements of exhibition convention center in Hyundai motor's global business center
- Duties: to conduct analysis of similar domestic and oversea facilities and operational and environmental factors, and marketing strategy development
- Role: Assistant Researcher • Project budget: \$53,000

**The Knowledge Management Society of Korea (Korean Citation Index Journal)** (May 2016 – February 2018)

- Duties: to organize academic conference schedule twice a year, handle administrative requests and queries about conference
- Role: Secretariat Assistant

**New Kopi Coffee in Korea** (December 2013 – May 2014)

- Duties: to conduct market analysis in Gangnam area in Seoul, provide business consulting, establish strategies based on trend, blog, and profit analysis
- Role: Consultant

**Presidential Committee on Young Generation** (June 2013 – December 2013)

- Party of support: Presidential Advisory Committee in Korea
- The purpose of the project: directed talk concert twice and overall promotional activities
- Duties: in charge of selecting topics, hiring speakers and getting corporate sponsorship for the event
- Role: Director

## TEACHING EXPERIENCES

**Instructor:** University of South Carolina

- HRTM 388 Resort Development & Management [In-person course], Fall 2021
- HRTM 388 Resort Development & Management [In-person course], Spring 2021
- HRTM 388 Resort Development & Management [In-person course], Fall 2020
- HRTM 110 Introduction to Hospitality Industry [In-person course], Spring 2020 • HRTM 110 Introduction to Hospitality Industry [In-person course], Fall 2019

**Teaching Assistant:** University of South Carolina

- HRTM 280 Foundations of Tourism, Spring 2021
- HRTM 364 Global Travel and Tourism, Fall 2020
- HRTM 280 Foundations of Tourism, Fall 2020
- HRTM 388 Resort Development & Management, Spring 2020
- HRTM 597 Global Travel and Tourism, Spring 2020
- HRTM 288 Foundations of Tourism, Spring 2020

- HRTM 781 Seminar on the Olympic Games, Fall 2019
- HRTM 450 Hospitality & Tourism Marketing, Spring 2019
- HRTM 388 Resort Development & Management, Spring 2019

## **CERTIFICATES, SKILLS, AND ASSOCIATIONS**

### **Certificates**

- Preparing Future Faculty Certificate
- Teaching Toward Inclusive Excellence Certificate
- Diversity, Equity, and Inclusion in the Workplace Certificate
- Online International Programming Certificate

### **Computer Skills**

- SmartPLS, AMOS, R, SPSS, Mplus, Bibexcel, Gephi, VOSviewer, NVivo, Leximancer
- Microsoft Office

### **Associations**

- Member of International CHRIE Association (ICHRIE)
- Member of Travel and Tourism Research Association (TTRA)
- Member of National Restaurant Association (NRA)
- Member of American Hotel & Lodging Association (AHLA) • Member of Hospitality Financial and Technology Professionals (HFTP) • Member of Professional Convention Management Association (PCMA)
- Member of HRSM Global Community Club • Member of Graduate Student Association

### **Languages**

- Fluent in English, Native in Korean

## **SERVICES**

### **Korean Airforce Military**

- Completing military service as a sergeant (2011.1 – 2013.1)

### **Korean School of Columbia**

- Consulate General of Korea in Atlanta
- Korean Teacher
- Fall 2019 – Current