

Hyunsu Kim

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

- Customer Experience
- Customer Engagement
- Service and Technological Innovation
- Bibliometric Analysis
- Advanced Qualitative and Quantitative Methods

TEACHING EXPERTISE

- Hospitality and Tourism Marketing and Management
- Foundations of Hospitality and Tourism
- Services Management for Hospitality and Tourism
- Hotel Management
- Resort Development and Management
- Conference and Meeting Planning

EDUCATION

Doctor of Philosophy in Hospitality Management Exp. May 2022
School of Hotel, Restaurant & Tourism Management, College of Hospitality, Retail and Sport Management, University of South Carolina, USA

Dissertation Title: Customer Touchpoints: Conceptualization, Scale Development, and Nomological Validation

Major Advisor: Dr. Kevin Kam Fung So (Oklahoma State University)
Internal Advisor: 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/hrrsm/about/news/2021/kim_henry.php
- Role: The Principal Investigator
- Amount awarded: \$4,937

2020 Research Grant for Hotel, Restaurant and Tourism Management Ph.D. Student

- College of Hospitality, Retail, and Sport Management, University of South Carolina
- Research Title: Customer Touchpoints: Conceptualization, Scale Development, and Nomological Validation
- Role: The Principal Investigator
- Amount awarded: \$3,000

2019-2020 Teacher of the Year

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

2020 Finalist for Hilton College Hospitality Hackathon

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

2020 Finalist for Researcher of the Year Award and Outstanding Doctoral Student Award

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

2020 Outstanding Graduate Student Researcher Award Nomination

- Graduate School, University of South Carolina

SCHOLARSHIPS

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

- Scholarship amount for four-years: \$89,544 August 2018 – Present

Kyung Hee University Full Tuition Scholar for Bachelor and Master Programs

- Merit-based scholarship for the student with the highest academic distinction March 2010 – December 2010
March 2013 – February 2018
- Scholarship amount for six-years: \$46,200

REFEREED JOURNAL ARTICLES

1. **Kim, H.**, So, K. K. F., Mihalik, B. J., & Lopes, A. P. (2021). Millennials' virtual reality experiences pre- and post-COVID-19. *Journal of Hospitality and Tourism Management*, 48, 200-209.
2. So, K. K. F., **Kim, H.**, & King, C. (2021). The thematic evolution of customer engagement research: A comparative systematic review and bibliometric analysis. *International Journal of Contemporary Hospitality Management*. (In press).
3. 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*. (In press).
4. 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*, 60(5), 1018-1038.
5. 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.
6. **Kim, H.**, & Kim, C. (2018). A study on influencing factors and outcomes for cooperative governance of the Toureodore: Perspective on moderating effects of Toureodore producers' roles. *International Journal of Tourism and Hospitality Research*. 32(7), 35-50 (Korea Citation Index).
7. 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).

8. **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).
9. **Kim, H.,** & Kim, C. (2016). The impact of servicescapes on employees' customer orientation participating in exhibition. *International Journal of Trade Fairs and Exhibition Studies*. 3(25), 139-161 (Korea Citation Index).

REFEREED JOURNAL MANUSCRIPTS UNDER REVIEW

1. **Kim, H.,** & So, K. K. F. (Under second review). Two decades of customer experience research in hospitality and tourism: A bibliometric analysis and thematic content analysis. *International Journal of Hospitality Management*.
2. **Kim, H.,** Li, J., & So, K. K. F. (Invited to revise and resubmit). Enhancing consumer confidence and response efficacy in tourism: Typology and effectiveness of the hotel industry's responses to COVID-19. *Journal of Travel Research*.
3. **Kim, H.,** So, K. K. F., & Mihalik, B. J. (Invited to revise and resubmit). A triadic perspective on service failure and service recovery in peer-to-peer accommodations. *International Journal of Hospitality Management*.
4. **Kim, H.,** So, K. K. F., & Wirtz, J. (Under review). Service robots: The effects of human-robot interaction on rapport, trust, uniqueness neglect, and behavioral intention. *Tourism Management*
5. So, K. K. F., **Kim, H.,** He, Y., & Li, X. R. (Under review). Mapping service innovation research in hospitality and tourism: An integrative bibliometric analysis and research agenda. *Cornell Hospitality Quarterly*.

RESEARCH IN PROGRESS

1. **Kim, H.,** Shin, H. H., & So, K. K. F. (Preparing for submission). Actor value formation in a peer-to-peer accommodation: A mixed-methods approach. Targeted *Journal of Hospitality & Tourism Research*.
2. So, K. K. F., **Kim, H.,** & Liu, S. Q. (Preparing for submission). Artificial intelligence in service management. Targeted *Journal of Business Research*.
3. So, K. K. F., Li, J., & **Kim, H.** (Preparing for submission). Scale development in tourism and hospitality research: Cross-sectional versus longitudinal data. Targeted *Journal of Travel Research*.
4. **Kim, H.,** & So, K. K. F. Customer journey and customer touchpoints: Theoretical foundations and research directions. Targeted. *Journal of Service Management*.
5. **Kim, H.,** & So, K. K. F. Customer touchpoints: Scale development and validation of accommodations. Targeted *Journal of Travel Research*.
6. **Kim, H.,** & So, K. K. F. Customer touchpoints, customer engagement, and co-creation experience: Findings from symmetric and asymmetric approaches. Targeted *Tourism Management*.
7. **Kim, H.,** & So, K. K. F. A meta-analysis of the antecedents and consequences of customer experience. Targeted *Journal of Business research*.
8. **Kim, H.,** & So, K. K. F. Post-disaster recovery strategies in tourism destinations. Targeted *Tourism Management*.

9. **Kim, H.**, Li, J., & So, K. K. F. The effects of social influencers and argument quality on online engagement and behavior. Targeted *International Journal of Hospitality Management*.
10. Li, J., **Kim, H.**, & So, K. K. F. Exploring antecedents and outcomes of destination psychological ownership. Targeted *Tourism Management*.

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 51st TTRA International Conference*, held virtually, 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*, held virtually, July 29-31, 2021.
3. **Kim, H.**, & So, K. K. F., & Mihalik, B. J. (2021). A bibliometric analysis and thematic analysis of 21 years of customer experience research in hospitality and tourism. *The 90th 2021 TOSOK Seoul International Tourism Conference*, Seoul, Korea, July 7-9, 2021.
4. **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 26th Annual Graduate Education Graduate Student Research Conference in Hospitality and Tourism*, Houston, Texas, January 7-9, 2021.
5. **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 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, Nevada, January 3-5, 2020.
6. Mihalik, B. J., Lopes A. P., & **Kim, H.** (2019). Tracking public opinion of the United States Olympic committee (USOC), *3rd World Association for Sport Management*, Santiago, Chile. October 16.
7. So, K. K. F., & **Kim, H.**, & Oh, H. (2019). Environmental stimuli of Airbnb experiences, perceived enjoyment, and repurchase intention: Findings from multiple studies. *The 50th TTRA International Conference*. Melbourne, Australia. June 25, 2019.
8. 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.
9. **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, Texas, January 3-5, 2019.
10. **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.
11. **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.
12. 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.

RESEARCH PROJECTS AND INDUSTRY GRANTS

Post-Disaster Recovery Strategies in Tourism Destinations

- Funded by the Office of the Vice President for Research, University South Carolina
- The purpose of the project: to propose a framework for post-disaster recovery strategies and tests the effects of post-disaster recovery strategies in tourism destinations
- May 2021 – July 2022
- Role: The Principal Investigator
- Amount awarded: \$4,937

Attracting “Hot” Asian Tourist Markets to the Real Southern Hotspot

- Funded by the Columbia Metropolitan Convention & Visitors Bureau
- The purpose of the project: to investigate Asian visitors in terms of their motivations, perceptions, activities, preferences, and constraints in visiting Columbia
- June 2017 – September 2018
- Role: Assistant Researcher
- Amount awarded: \$25,000

The Effect of Lodging Tax Increases on U.S. Destinations

- Funded by the American Hotel & Lodging Educational Foundation
- The purpose of the project: to examine the effects of lodging tax increases on tourism destinations in the US
- November 2017 – April 2018
- Role: Assistant Researcher
- Amount awarded: \$56,177

An Interdisciplinary Investigation of Chinese Outbound Tourism to Oman: Insights from Traditional Data Collection Methods and Big Data Analytics

- Proposal submitted to University of South Carolina ASPIRE II in February 2019
- The purpose of the project: identify travel perceptions in the form of destination image as compared with regional tourism competitors.
- Role: Assistant Researcher
- Amount requested: \$59,144 (unfunded)

Social Media Listening Software Lease Proposal

- Proposal submitted to University of South Carolina ASPIRE III in February 2019
- The purpose of the project: to request the University’s research and teaching infrastructure by funding an initial 12-month lease for the College of Hospitality, Retail and Sport Management faculty and students to access a robust social media listening software package, Crimson Hexagon
- Role: Assistant Researcher
- Amount requested: \$9,542 (unfunded)

Proposal of Korean Content to Galaxy Macau

- Funded by the Galaxy Macau
- The purpose of the project: to propose Korean cultural contents for the 3rd and 4th business development plan of Galaxy Macau
- December 2016 – February 2017
- Role: Assistant Researcher
- Amount awarded: \$20,000

Strategies to Attract and Promote Cooperation of International Organizations

- Funded by the Global Urban Partnership Division of Seoul Metropolitan Government
- The purpose of the project: to strengthen Seoul city's status as an international city
- October 2016 – May 2017
- Role: Assistant Researcher
- Amount awarded: \$67,000

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

- Funded by the Korean Tourism Organization
- The purpose of the project: to develop contents of city tour programs and invigorate local government
- June 2016 – December 2016
- Role: Assistant Researcher
- Amount awarded: \$42,500

UNWTO Asia/Pacific Newsletter: Contemporary Tourism Issues in Asian Pacific

- Funded by the UNWTO and ministry of Culture, Sports and Tourism in Korea
- The purpose of the project: to search, report, and write contemporary tourism issues in 'UNWTO AsiaPacific Newsletter'
- April 2016 – January 2017
- Role: Assistant Researcher
- Amount awarded: \$78,000

Report on Exhibition Convention of Global Business Center (GBC): Market analysis and Content and Operational Management

- Funded by the COEX Convention Center and Hyundai Motor Company
- The purpose of the project: to analyze the operational requirements of an exhibition convention center in Hyundai motor's global business center
- March 2016 – October 2016
- Role: Assistant Researcher
- Amount awarded: \$53,000

INDUSTRY EXPERIENCES

Mayfield Hotel

March 2018 – July 2018

- Marketing & Sales Department, Korea

Convention and Exhibition Center (COEX)

May 2017 – July 2017

- Convention Team, Korea

Korea International Exhibition Center (KINTEX)

May 2016 – July 2016

- Exhibition Marketing Team, Korea

Ambassador Hotel Group

December 2015 – March 2016

- Grand Ambassador Seoul Associated with Pullman, Korea
- Front Office Department

TEACHING EXPERIENCES

Instructor: University of South Carolina

- HRTM 388 Resort Development and Management [In-person course], Fall 2021
- HRTM 388 Resort Development and Management [In-person course], Spring 2021,
Evaluation: 4.54/5
- HRTM 388 Resort Development and Management [In-person course], Fall 2020,
Evaluation: 4.39/5
- HRTM 110 Introduction to Hospitality Industry [Hybrid course], Spring 2020,
Evaluation: 4.59/5
- HRTM 110 Introduction to Hospitality Industry [In-person course], Fall 2019,
Evaluation: 4.23/5

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 364 Conference and Meeting Planning, Fall 2020
- HRTM 388 Resort Development and 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 and Tourism Marketing, Spring 2019
- HRTM 388 Resort Development & Management, Spring 2019

Guest Lectures: University of South Carolina

- HRTM 364 Global Travel and Tourism, Fall 2020
 - ✓ Lecture Title: Travel as an Economic Engine
- HRTM 280 Foundations of Tourism, Spring 2020
 - ✓ Lecture Title: Tourism Marketing
- HRTM 781 Seminar on the Olympic Games, Fall 2019
 - ✓ Lecture Title: The Economic Impact of Hosting Mega-events
- HRTM 110 Introduction to Hospitality Industry, Spring 2019
 - ✓ Lecture Title: Meetings, Conventions, and Expositions
- HRTM 388 Resort Development & Management, Spring 2019
 - ✓ Lecture Title: Cruise Ships: Floating Resorts

ACADEMIC SERVICES

Ad Hoc Reviewer

- *Anatolia*
- *Cornell Hospitality Quarterly*
- *International Journal of Contemporary Hospitality Management*
- *International Journal of Hospitality Management*
- *Journal of Hospitality and Tourism Technology*
- *Psychology & Marketing*
- *The Service Industries Journal*
- *Tourism Analysis*

SERVICES

Korean Airforce Military

- Completing military service as a sergeant (January 2011 – January 2013)

Korean School of Columbia

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

CERTIFICATES, SKILLS, AND ASSOCIATIONS

Certificates

- Diversity, Equity, and Inclusion in the Workplace Certificate, University of South Florida
- Teaching Toward Inclusive Excellence Certificate, University of South Carolina
- Preparing Future Faculty Certificate, University of South Carolina
- Introduction to Online Teaching for Teaching Assistants, University of South Carolina
- Online International Programming Certificate, University of South Carolina

Computer Skills

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

Associations

- Thinking Globally Ambassador, University of South Carolina
- 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