



Jinkyung Jenny Kim
Assistant Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none"> ● Hospitality and tourism management ● Innovation in hospitality and tourism ● Sustainable hospitality and tourism ● Branding and marketing strategy ● Customer experience and behavior 	<ul style="list-style-type: none"> ● Hotel management and system ● Sales, distribution, and revenue management ● Hospitality and tourism marketing ● Consumer behavior ● Research in hospitality and tourism

Qualifications

2019 Ph.D. / Hotel and Tourism Management / Sejong University / South Korea
 2016 Master / Tourism Management / Sejong University / South Korea
 2002 Diploma / Hotel Management / Cesar Ritz / Switzerland
 2000 Bachelor / Business Administration / Inha University / South Korea

Sept 2023 ~ Present Assistant Professor / Faculty of Hospitality and Tourism Management
 Macau University of Science and Technology, Macau

Sept 2019 ~ Aug 2023 Assistant Professor / College of Hotel and Tourism Management
 Youngsan University, Busan, South Korea

Mar 2018 ~ June 2019 Adjunct Professor / Department of Tourism
 Hanyang University, Seoul, South Korea

Mar 2013 ~ Feb 2018 Adjunct Professor and Part-time Lecturer / Division of Hotel and Tourism
 Baeseok Arts University, Seoul, South Korea

Aug 2015 ~ Apr 2019 Area Director of Sales & Distribution (South Korea) and Director of Sales &
 Marketing Projects (Asia Pacific excl. China) / Brand, Marketing, Sales and
 Consumer Services

Marriott International, Hong Kong

Jan 2015 ~ Aug 2015 Director of Sales & Marketing / Sales & Marketing
 Hyatt Regency Jeju, Jeju Island, South Korea

Jul 2012 ~ Dec 2014 Director of Sales & Marketing / Sales & Marketing
 Grand Hyatt Incheon, Incheon, South Korea

Oct 2011 ~ Jul 2012 Director of Sales & Marketing / Sales & Marketing

The Westin & Sheraton Changbaishan Resort, Jilin Province, China

Jan 2008 ~ Oct 2011 Director of Sales, Director of Revenue Management, and Assistant Director of
 Sales / Sales and Revenue Management

The Westin Beijing Chaoyang, Beijing, China

Apr 2006 ~ Dec 2007 Senior Sales Manager / Sales

Shangri-La's China World Hotel, Beijing, China

Mar 2004 ~ Apr 2006 Sales Manager / Sales
Swissotel Hong Kong Macau Center, Beijing, China

Sep 2002 ~ Jan 2004 Intern / Front Office
Marriott Downtown Indianapolis, Indiana, United States

Oct 2001 ~ Mar 2002 Service Trainee, Food & Beverage
Hôtel Mövenpick, Genève, Switzerland

Sep 2000 ~ Mar 2001 Service Trainee, Food & Beverage
Hôtel La Barcarolle, Nyon, Switzerland

May 2022 ~ Present Ad hoc reviewer of the Journal of Retailing and Consumer Services

Mar 2022 ~ Present Ad hoc reviewer of the Tourism Review

Nov 2021 ~ Present Ad hoc reviewer of the Journal of Vacation Marketing

Mar 2021 ~ Nov 2021 Guest Editor / Special issue “Contemporary issues and phenomenon in the hospitality and tourism / Sustainability

Jul 2021 ~ Present Ad hoc reviewer of the Journal of Hospitality and Tourism Technology

Jun 2021 ~ Present Ad hoc reviewer of the Tourism Management

May 2021 ~ Present Ad hoc reviewer of the Journal of Travel & Tourism Marketing

Apr 2021 ~ Present Ad hoc reviewer of the Current Issues in Tourism

Sept 2020 ~ Present Ad hoc reviewer of the International Journal of Contemporary Hospitality Management

Sept 2020 ~ Present Ad hoc reviewer of the International Journal of Hospitality Management

Aug 2020 ~ Present Ad hoc reviewer of the Journal of Hospitality Marketing & Management

Aug 2020 ~ Present Ad hoc reviewer of the Costal Management Journal

Jun 2020 ~ Present Ad hoc reviewer of the Journal of Hospitality and Tourism Management

Dec 2019 ~ Present Ad hoc reviewer of the Journal of Sustainable Tourism

Sept 2017 ~ Aug 2019 Editorial Advisory Board of the Korean Journal of Hospitality and Tourism

Research & Publications

- Kim, J. J.*** (2023). Brand personality of global chain hotels, self-congruity, and self-discrepancy on customer responses. *Journal of Hospitality & Tourism Research*, 47(10), 103565.
- Hwang, J., Kim, H., & **Kim, J. J.*** (2023). Examining the importance of motivation and its impact on outcome variables in the context of edible insect restaurant. *Journal of Hospitality & Tourism Research*, 47(2), 21582440231180088.
- Hwang, J., **Kim, J. J.**, Choe, J. Y. J.*, & Kim, H. M. (2023). The importance of information quality according to the type of employee in the airline industry: Robot versus human. *Journal of Hospitality & Tourism Research*, 47(10), 103537.
- Kim, J. J.**, Lee, M. J., & Han, H.* (2023). The psychology of vacationers' hotel brand choice in a post-pandemic world. *Journal of Hospitality & Tourism Research*, 47(2), 206-221.
- Hwang, J., **Kim, J. J.**, Choe, J. Y. J.*, & Kim, H. M. (2023). Is a robot barista better than a human barista? A moderating role of type of service providers. *Journal of Hospitality & Tourism Research*, 47(10), 10963480231171324.
- Ariza-Montes, A., Quan, W., Radic, A., Koo, B., **Kim, J. J.**, Chua, B. L., & Han, H. (2023). Understanding the behavioral intention to use urban air autonomous vehicles. *Journal of Hospitality & Tourism Research*, 47(10), 122483.
- Kim, J. J.**, Kim, S., Hailu, T. B., Ryu, H. B., & Han, H. (2023). Does central bank digital currency (CBDC) payment create the opportunity for the tourism industry?. *Journal of Hospitality & Tourism Research*, 47(10), 10963480231158773.

- Kim, J. J.,** Lee, J. S., & Han, H.* (2023). Tangible and intangible hotel in-room amenities in shaping customer experience and the consequences in the with-corona era. *Journal of Hospitality & Tourism Research*, *46*(2), 657-681.
- Quan, L., **Kim, J. J.,** & Han, H.* (2022). Customer views on comprehensive green hotel selection attributes and analysis of importance-performance. *Journal of Hospitality & Tourism Research*, *45*(6), 535-554.
- Kim, J. J.,** Radic, A., Chua, B. L., Koo, B., & Han, H.* (2022). Digital currency and payment innovation in the hospitality and tourism industry. *Journal of Hospitality & Tourism Research*, *45*(10), 1033-1054.
- Kim, J. J.,** Kim, H. M., & Hwang, J.* (2022). Consequences of brand modernity in the coffee industry: the moderating role of human barista and robot barista. *Journal of Hospitality & Tourism Research*, *45*(5), 801-815.
- Kim, J. J.,** & Han, H.* (2022). Hotel service innovation with smart technologies: Exploring consumers' readiness and behaviors. *Journal of Hospitality & Tourism Research*, *45*(10), 5746.
- Hwang, J., Kim, H. M., Joo, K. H., & **Kim, J. J.*** (2022). The antecedents and consequences of brand authenticity in the restaurant industry: Robot service employees versus human service employees. *Journal of Hospitality & Tourism Research*, *45*(2), 256-270.
- Radic, A., Quan, W., Koo, B., Chua, B. L., **Kim, J. J.,** & Han, H.* (2022). Central bank digital currency as a payment method for tourists: application of the theory of planned behavior to digital Yuan/Won/Dollar choice. *Journal of Hospitality & Tourism Research*, *45*(2), 152-172.
- Radic, A., Koo, B., **Kim, J. J.,** & Han, H.* (2022). No jab, no international travel? Linking TRA, mass media, motivation, and experience. *Journal of Hospitality & Tourism Research*, *45*(13), 1356-1377.
- Han, H., Al-Ansi, A., Chua, B. L., Ahmad, N., **Kim, J. J.,** Radic, A., & Bobby Ryu, H. * (2022). Reconciling civilizations: eliciting residents' attitude and behaviours for international Muslim tourism and development. *Journal of Hospitality & Tourism Research*, *45*(1), 1-19.
- Radic, A., Koo, B., **Kim, J. J.,** Ariza-Montes, A., Vega-Muñoz, A., & Han, H. (2022). The effects of media encouragements on coronavirus vaccination decision and public interest in traveling abroad. *Journal of Hospitality & Tourism Research*, *45*(3), 157.
- Kim, J. J.,** & Han, H.* (2022). Redefining in-room amenities for hotel staycationers in the new era of tourism: A deep dive into guest well-being and intentions. *Journal of Hospitality & Tourism Research*, *45*(10), 103168.
- Kim, J. J.,** & Han, H.* (2022). Saving the hotel industry: Strategic response to the COVID-19 pandemic, hotel selection analysis, and customer retention. *Journal of Hospitality & Tourism Research*, *45*(10), 103163.
- Choe, J. Y., **Kim, J. J.,** & Hwang, J.* (2022). Innovative robotic restaurants in Korea: merging a technology acceptance model and theory of planned behaviour. *Journal of Hospitality & Tourism Research*, *45*(1), 1-24.
- Hwang, J., Choe, J. Y. J., Kim, H. M., & **Kim, J. J.*** (2021). The antecedents and consequences of memorable brand experience: Human baristas versus robot baristas. *Journal of Hospitality & Tourism Research*, *44*(5), 561-571.
- Hwang, J., Choe, J. Y. J., Kim, H. M., & **Kim, J. J.*** (2021). Human baristas and robot baristas: How does brand experience affect brand satisfaction, brand attitude, brand attachment, and brand loyalty?. *Journal of Hospitality & Tourism Research*, *44*(10), 103050.
- Kim, J. J.,** Yoon, Y., & Kim, E. J.* (2021). A comparison of faculty and student acceptance behavior toward learning management systems. *Journal of Hospitality & Tourism Research*, *44*(16), 8570.
- Ngah, A. H., Anuar, M. M., Rozar, N. N., Ariza-Montes, A., Araya-Castillo, L., **Kim, J. J.,** & Han, H.* (2021). Online sellers' reuse behaviour for third-party logistics services: An innovative model development and e-commerce. *Journal of Hospitality & Tourism Research*, *44*(14), 7679.

- Hwang, J., & **Kim, J. J.*** (2021). Edible insects: How to increase the sustainable consumption behavior among restaurant consumers. (12), 6520.
- Hwang, J., & **Kim, J. J.*** (2021). Expected benefits with using drone food delivery services: its impacts on attitude and behavioral intentions. (3), 593-606.
- Kim, J. J.**, Han, H.*, & Ariza-Montes, A. (2021). The impact of hotel attributes, well-being perception, and attitudes on brand loyalty: Examining the moderating role of COVID-19 pandemic. , 102634.
- Hwang, J., Choe, J. Y., Choi, Y. G., & **Kim, J. J.*** (2021). A comparative study on the motivated consumer innovativeness of drone food delivery services before and after the outbreak of COVID-19. (4), 368-382.
- Hwang, J., Kim, H., **Kim, J. J.**, & Kim, I.* (2021). Investigation of perceived risks and their outcome variables in the context of robotic restaurants. (3), 263-281.
- Han, H., Lee, K. S.*, Radic, A., Ngah, A. H., & **Kim, J. J.** (2021). The extended self-identify-based electric product adoption model and airline business strategy: A new theoretical framework for green technology products. (3), 247-262.
- Radic, A., Lück, M., Al-Ansi, A., Chua, B. L., Seeler, S., Raposo, A., ... **Kim, J. J.**, & Han, H.* (2021). To dine, or not to dine on a cruise ship in the time of the COVID-19 pandemic: The tripartite approach towards an understanding of behavioral intentions among female passengers. (5), 2516.
- Kim, J. J.**, Ariza-Montes, A., & Han, H.* (2021). The role of expected benefits towards smart hotels in shaping customer behavior: Comparison by age and gender. (4), 1698.
- Kim, E. J., **Kim, J. J.***, & Han, S. H.* (2021). Understanding student acceptance of online learning systems in higher education: Application of social psychology theories with consideration of user innovativeness. (2), 896.
- Choe, J. Y. J., **Kim, J. J.**, & Hwang, J.* (2021). Perceived risks from drone food delivery services before and after COVID-19. (4), 1276-1296.
- Choe, J. Y., **Kim, J. J.**, & Hwang, J.* (2021). Innovative marketing strategies for the successful construction of drone food delivery services: Merging TAM with TPB. (1), 16-30.
- Hwang, J., **Kim, J. J.**, & Lee, K. W. (2021). Investigating consumer innovativeness in the context of drone food delivery services: Its impact on attitude and behavioral intentions. , 120433.
- Hwang, J., Lee, J. S., **Kim, J. J.***, & Sial, M. S. (2021). Application of internal environmental locus of control to the context of eco-friendly drone food delivery services. (7), 1098-1116.
- Kim, J. J.**, Kim, I., & Hwang, J.* (2021). A change of perceived innovativeness for contactless food delivery services using drones after the outbreak of COVID-19. , 102758.
- Kim, J. J.**, Chua, B. L., & Han, H.* (2021). Mobile hotel reservations and customer behavior: Channel familiarity and channel type. (1), 82-102.
- Hwang, J., **Kim, J.J.**, Lee, J. S. H.*, & Sahito, N. (2020). How to form well-being perception and its outcomes in the context of elderly tourism: Moderating role of tour guide services. (3), 1029.
- Kim, J. J.**, & Han, H.* (2020). Hotel of the future: Exploring the attributes of a smart hotel adopting a mixed-methods approach. (7), 804-822.

- Kim, J. J.**, Choe, J. Y. J., & Hwang, J.* (2020). Application of consumer innovativeness to the context of robotic restaurants. (1), 224-242.
- Han, H., Koo, B., Chua, B. L., Sul, H. K., & **Kim, J. J.*** (2020). Travelers' intentions for green behaviors at airports: Exploring the effect of green physical surroundings using mixed methods. , 569-579.
- Han, H., Lee, S., **Kim, J. J.**, & Ryu, H. B.* (2020). Coronavirus disease (COVID-19), traveler behaviors, and international tourism businesses: Impact of the corporate social responsibility (CSR), knowledge, psychological distress, attitude, and ascribed responsibility, , 8639.
- Kim, J. J.**, Lee, M. J., & Han, H.* (2020). Smart hotels and sustainable consumer behavior: Testing the effect of perceived performance, attitude, and technology readiness on word-of-mouth. (20), 7455.
- Choe, J. Y. J., **Kim, J. J.**, & Hwang, J.* (2020). The environmentally friendly role of edible insect restaurants in the tourism industry: Applying an extended theory of planned behavior. (11), 3581-3600.
- Hwang, J., **Kim, J. J.***, & Lee, S. (2020). The importance of philanthropic corporate social responsibility and its impact on attitude and behavioral intentions: The moderating role of the barista disability status. (15), 6235.
- Hwang, J., Choe, J. Y. J., & **Kim, J. J.*** (2020). Strategy for enhancing the image of edible insect restaurants: Focus on internal environmental locus of control. , 48-57.
- Hwang, J., Kim, W. *, & **Kim, J. J.** (2020). Application of the value-belief-norm model to environmentally friendly drone food delivery services. (5), 1775-1794.
- Hwang, J., Kim, D., & **Kim, J. J.*** (2020). How to form behavioral intentions in the field of drone food delivery services: The moderating role of the COVID-19 outbreak. (23), 9117.
- Kim, J. J.**, & Hwang, J.* (2020). Merging the norm activation model and the theory of planned behavior in the context of drone food delivery services: Does the level of product knowledge really matter?. , 1-11.
- Han, H., Olya, H. G., Untaru, E. N., Ispas, A., **Kim, J. J. ***, & Kim, W. (2020). Impact of airport green atmospherics on mental health value, image, and loyalty among visitors and workers. (3), 1186-1198.
- Kim, H., **Kim, J. J.***, & Asif, M. (2019). The antecedents and consequences of travelers' well-being perceptions: Focusing on Chinese tourist shopping at a duty free. (24), 5081.
- Kim, J. J.**, Lee, Y., & Han, H.* (2019). Exploring competitive hotel selection attributes among guests: An importance-performance analysis. (9), 998-1011.
- Han, H., Lee, S., Al-Ansi, A., Kim, H. C., Ryu, H. B., **Kim, J. J.**, & Kim, W.* (2019). Convention tourism and sustainability: Exploring influencing factors on delegate green behavior that reduce environmental impacts. (14), 3903.
- Kim, J. J.**, Kim, K., & Hwang, J.* (2019). Self-enhancement driven first-class airline travelers' behavior: The moderating role of third-party certification. (12), 3285.
- Han, H., Thuong, P. T. M., Kiatkawsin, K., Ryu, H. B., **Kim, J. J.**, & Kim, W.* (2019). Spa hotels: Factors promoting wellness travelers' postpurchase behavior. (6), 1-13.
- Han, H., Olya, H. G., **Kim, J. J.**, & Kim, W.* (2018). Model of sustainable behavior: Assessing cognitive, emotional and normative influence in the cruise context. (7), 789-800.

* Corresponding Author

- Principle investigator for year 2022: Consumer confusion due to the brand portfolio extension of global chain hotel companies and consumer decision-making process (KRW20,000,000 funded by the Ministry of Education of the Republic of Korea and the National Research Foundation of Korea (NRF-2022S1A5A8051002))
- Principle investigator for year 2020: The role of expected b towards smart hotels in shaping customer behavior: Comparison by age and gender (KRW20,000,000 funded by the Ministry of Education of the Republic of Korea and the National Research Foundation of Korea (NRF-2020S1A5A8044923))