

# KAWON (KATHY) KIM

School of Hospitality and Tourism Management  
College of Hospitality, Retail and Sport Management  
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## EDUCATION

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**Doctor of Philosophy** 08/2013 – 05/2017

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

Dissertation Research

Do I Deserve to Spend? Social Support and Spending Pleasure

Co-Chair: Melissa Baker & Linda Shea  
Committee Members: David Piercey, Lisa Keller

**Master of Science** 08/2009 – 01/2012

Hotel and Restaurant Management  
Conrad N. Hilton College, University of Houston, Houston, TX

Thesis: 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 (*Suma Cum Laude*)  
Ewha Womans University, Seoul, South Korea

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## RESEARCH INTERESTS

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

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## RESEARCH METHODS

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

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## PUBLICATIONS

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**Kim, K.**, Lee, M., & Kim, W. (Accepted). Impact of dark patterns on consumers' perceived fairness and attitude: moderating effects of types of dark patterns, social proof, and moral identity, *Tourism Management*.

Jin, D., Dipietro, R., **Kim, K.**, Meng, F., & Torres, E. (In press). Influence of customer value mind-set on affective and behavioral service outcomes: role of the score and scale of service offerings at various touchpoints. *Journal of Hospitality Marketing and Management*. (HTRM journal ranking: A+; SSCI indexed; Acceptance rate: 10%; 5-year impact factor: 10.54, H-index: 136)

Jin, D., Dipietro, R., **Kim, K.**, Meng, F., & Torres, E. (In press). An interactive service recovery framework combining demand and supply approaches. *International Journal of Hospitality Management*.

Seo, S., **Kim, K.**, & Im, S. (2022). Determinants of satisfaction with imported Asian pears in the US: The moderating role of the country image of Korea. *International Journal of Emerging Markets*. (SSCI indexed; 5-year impact factor: 3.69; H-index: 30)

**Kim, K.**, & Baker, M. (2022). Do I Deserve to Spend? Online Social Support and Spending Pleasure. *Cornell Hospitality Quarterly*, 63(2), 152-168. (HTRM journal ranking: A+; SSCI indexed; Acceptance rate: 15%; 5-year impact factor: 3.851, H-index: 81)

**Kim, K.**, & Baker, M. (2022). Luxury branding in the hospitality industry: The impact of employee's luxury appearance and elitism attitude. *Cornell Hospitality Quarterly*. 63(1), 5-18. (HTRM journal ranking: A+; SSCI indexed; Acceptance rate: 15%; 5-year impact factor: 3.851, H-index: 81)

Jeong, M., **Kim, K.**, Dipietro, R., Ma, X. (2021). Key Factors Driving Customers' Restaurant Dining Behavior During the COVID-19 Pandemic. *International Journal Contemporary of Hospitality Management*, 34(2), 836-858. (HTRM journal ranking: A+; SSCI indexed; Acceptance rate: 10%; 5-year impact factor: 6.51; H-index: 100)

Baker, M., & **Kim, K.** (2021). Becoming cynical and depersonalized: how incivility, co-worker support and service rules affect employee job performance. *International Journal of Contemporary Hospitality Management*, 33(12), 4483-4504. (HTRM journal ranking: A+; SSCI indexed; Acceptance rate: 10%; 5-year impact factor: 6.51; H-index: 100)

Rosenbaum, M., Contreras, G., & **Kim, K.** (2021). From overt to covert: Exploring discrimination against homosexual consumers in service settings. *Journal of Retailing and Consumer Services*, 59, 102426 (Retail journal ranking: A; SSCI indexed; Impact factor: 11.10; H-index: 104)

Seo, S., **Kim, K.**, & Nurhidayati, V. (2020). Satisfaction with imported fruit and purchase intention in Taiwan based on familiarity: A case of Korean pears. *British Food Journal*, 122(9), 2895-2910. (HTRM journal ranking: A; SSCI indexed; Impact factor: 3.47; H-index: 86)

**Kim, K.**, & Baker, M. (2020). Paying it forward: The influence of other customer service recovery on future co-creation. *Journal of Business Research*, 121, 604-615. (Retail journal ranking: A+; SSCI indexed; Impact factor: 11.06; H-index: 217)

Baker, M., & **Kim, K.** (2020). 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*, 87, 102503. (HTRM journal ranking: A+; SSCI indexed; Acceptance rate: 10%; 5-year impact factor: 10.54, H-index: 136)

Jin, D., **Kim, K.**, & Dipietro, R. (2020). Workplace Incivility in Restaurants: Who's the Real Victim? Employee Deviance and Customer Reciprocity. *International Journal of Hospitality Management*, 86, 102459. (HTRM journal ranking: A+; SSCI indexed; Acceptance rate: 10%; 5-year impact factor: 10.54, H-index: 136)

Seo, S., & **Kim, K.** (2020). Mimicking menu choices: Menu choice failure and blame attribution of Korean customer. *International Journal of Hospitality Management*, 86, 102456. (HTRM journal ranking: A+; SSCI indexed; Acceptance rate: 10%; 5-year impact factor: 10.54, H-index: 136)

**Kim, K.**, & Baker, M. (2020). The Customer Isn't Always Right: The Implications of Illegitimate Complaints. *Cornell Hospitality Quarterly*. 61(2), 113-127. (HTRM journal ranking: A+, SSCI indexed, acceptance rate: 15%; 5-year impact factor: 3.851; H-index: 81)

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*, 41(3-4), 223-247. (Retail journal ranking: A; SSCI indexed; 5-year impact factor: 4.61; H-index: 70)

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*. 31(4), 1956-1976. (HTRM journal ranking: A+, SSCI indexed, Acceptance rate: 10%; 5-year impact factor: 6.51; H-index: 100)

**Kim, K.**, & Baker, M. (2019). How the employee looks and looks at you: Building employee-customer rapport. *Journal of Hospitality and Tourism Research*. 43(1), 20-40. (HTRM journal ranking: A+; SSCI indexed; Acceptance rate: 5%; 5-year impact factor: 5.20; H-index: 76)

Seo, S., **Kim, K.**, & Jang, J. (2018). Uncertainty avoidance as a moderator for the influences on foreign residents' dining out behaviors. *International Journal of Contemporary Hospitality Management*. 30(2), 900-918. (HTRM journal ranking: A+, SSCI indexed, Acceptance rate: 10%; 5-year impact factor: 6.51; H-index: 100)

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. (HTRM journal ranking: A+; SSCI indexed; Acceptance rate: 10%; 5-year impact factor: 10.54, H-index: 136)

Baker, M., & **Kim, K.** (2018). Other customer service failures: Emotions, impacts, and attributions. *Journal of Hospitality and Tourism Research*. 42(7), 1067-1085. (HTRM journal ranking: A+; SSCI indexed; Acceptance rate: 5%; 5-year impact factor: 5.20; H-index: 76)

**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. (HTRM journal ranking: A+; SSCI indexed; Acceptance rate: 15%; 5-year impact factor: 3.851; H-index: 81)

Oh, H., & **Kim, K.** (2017). Customer satisfaction, service quality, and customer value: Years 2000-2015. *International Journal of Contemporary Hospitality Management*. 29(1), 2-29. (HTRM journal ranking: A+; SSCI indexed; Acceptance rate: 10%; 5-year impact factor: 6.51; H-index: 100)

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.

**Kim, K.**, O'Bryan, C. A., Crandall, P. G., Ricke, S. C., & Neal Jr, J. A. (2013). Identifying baseline food safety training practices for retail delis using the Delphi expert consensus method. *Food control*, 32(1), 55-62.

Seo, S., Phillips, W.M, Jang, J., & **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. (HTRM journal ranking: A+; SSCI indexed; Acceptance rate: 10%; 5-year impact factor: 10.54, H-index: 136)

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## BOOK CHAPTERS

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**Kim, K.**, & Baker, M. (2020). Managing Service Failure and Recoveries. In Saurabh Kumar Dixit (Eds.), *The Routledge Handbook of Tourism Experience Management and Marketing* (pp.352-360). London, U.K.: Routledge.

Baker, M., & **Kim, K.** (2020). Service Experiencescapes. In Dixit, S. K. (Eds.), *The Routledge Handbook of Tourism Experience Management and Marketing* (pp.150-158). 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.

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### CONFERENCE PROCEEDING

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Shams, G., & **Kim, K.** (March, 2023). The effect of conversation and interaction repair strategies on organizational performance: Drawing on task-fit technology theory. SECSA-ICHIRE, Orlando.

Shams, G., & **Kim, K.** (January, 2023). Impact of humor of chatbots on service recovery satisfaction mediated by trustworthiness: Moderating role of communication style and brand equity. Annual Graduate Student Research Conference in Hospitality and Tourism, Anaheim.

**Kim, K.,** Jin, D., & Dipietro, R. (August, 2022). Employee Incivility toward Customers as a Result of Workplace Incivility: The role of type of reprimand and explanation. ICHRIE, Washington D.C.

Shams, G., & **Kim, K.** (August, 2022). Impacts of Informal Communication Style and Humor of Chatbots on Tolerance of Service Failure: Moderating role of brand equity. ICHRIE, Washington D.C.

Baker, M., & **Kim, K.** (October, 2021). The detrimental mindset of the customer is always right: Impacts of customer incivility and firm support on employee mental health and vulnerability. EuroCHRIE, Aalborg, Denmark.

**Kim, K.** & Baker, M. (October, 2021) Luxury branding in the hospitality industry: The impact of employee's luxury appearance and elitism attitude. EuroCHRIE, Aalborg, Denmark.

**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. EuroCHRIE, 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.

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## INVITED PRESENTATIONS

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**Kim, K.** (2019). Alumni panel for the Department of Hospitality and Tourism Management. The Isenberg Doctoral Program's 50th Anniversary Celebration. University of Massachusetts



Amherst. Amherst, MA. April 5, 2019.

**Kim, K.** (2019). Mediation and Moderation Analysis: PROCESS macro application. Graduate Student Seminar. College of Science & Industry Convergence. Ewha Womans University. Seoul, Korea. July 1, 2019

**Kim, K.** (2018). Do I Deserve to Spend? Social Support and Spending Pleasure. New Scholar presentation session guest speaker. Tourism Sciences Society of Korea (TOSOK) Conference. Hanyang University. Seoul, Korea. July 6, 2018.

**Kim, K.** (2018). Career mentoring for undergraduate students at the Department of Nutritional Science and Food Management. Undergraduate Seminar. Department of Nutritional Science and Food Management. Ewha Womans University. Seoul, Korea. June 8, 2018.

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### GRANTS (Funded)

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**Kim, K.** & Woo, B. (2023). Principal Investigator. *Coping with workplace racial discrimination against Asian employees in the restaurant industry: Intervention strategies for targets and bystanders*. UofSC, EXCEL grant, \$23,000.

**Kim, K.** (2019). Principal Investigator. *Who's the victim? The effect of employee incivility following witnessing abusive supervision on customer behavior*. UofSC, College of Hospitality, Retail & Sport Management, Seed grant, \$4055.55.

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### PROFESSIONAL EXPERIENCE

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#### Assistant Professor

University of South Carolina, College of Hospitality, Sports, and Retail Management, School of Hotel, Restaurant and Tourism Management, 701 Assembly Street, Columbia, SC 29208

Employment Period: August 16, 2017 – Present

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

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

Employment Period: August, 2019 – October, 2019 & September, 2021 - October, 2019

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

#### Instructor

University of Massachusetts, Isenberg School of Management, Department of Hospitality and Tourism Management, 90 Campus Center Way, Amherst, MA 01003

Employment Period: January 18, 2016 – May 12, 2017

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**

University of Massachusetts, Amherst, Isenberg School of Management, Department of Hospitality and Tourism Management, 90 Campus Center Way, Amherst, MA 01003

Employment Period: August 23, 2013 – January 17, 2016

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)**

Be My Guest, Restaurant Consulting Company, 2F, 31 Hannam-daero 20-gil, Yongsan-gu, Seoul 04419, Korea

Employment Period: August 1, 2010 – December 30, 2010 & February 1, 2012 – July 31, 2013

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, 4450 University Drive, Houston, TX 77204

Employment Period: February 1, 2011 – Dec 1, 2011

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

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**OTHER EXPERIENCE**


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**Intern**

ALA' CARTE Foodservice Consulting Group, 14125 Memorial Suite 104, Houston, TX 77079  
Phone: (866) 293-0077

Employment Period: September 1, 2011 – Dec 1, 2011

Duties: Participate in various projects (i.e., Mexican Restaurant, Baby food shop, Houston Racquet club etc.); Develop business plan; conduct feasibility study; design and analyze survey to learn target customer behaviors; participate in FOH staff training

**Intern**

Greater Houston Convention Visitors Bureau, Tourism Department, 701 Avenida De Las Americas, Houston, TX 77010

Employment Period: March 1, 2011 – June 1, 2011

Duties: Participate in guiding FAM members/travel professionals around Houston; Assist in planning programs and preparing materials for "POW WOW (2011)" event

**Intern**

Hotel Shilla, Marketing Communication Department, 249, Dongho-ro, Jung-gu, Seoul 04605, Korea

Employment Period: May 15, 2010 – July 15, 2010

Duties: Analyze data of VIP customers of the Hotel; participate in planning promotion strategy for VIP customers

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## HONORS AND AWARDS

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<b>Best Paper Award</b>	Sept. 2021
2021 EuroChrie	
<b>Finalist for 2020 Best Paper Award</b>	Aug. 2021
Cornell Hospitality Quarterly	
<b>2018 Outstanding Reviewer Award</b>	Aug. 2019
Cornell Hospitality Quarterly	
<b>Academic Best paper finalist nominee</b>	June 2019
2019 Travel and Tourism Research Association International Conference	
<b>2018 Highly Commented Award</b>	Nov. 2018
International Journal of Contemporary Hospitality Management	

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## PROFESSIONAL DEVELOPMENT

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### Journal and Conference Reviewer Activities:

International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)  
 Euro Council on Hotel, Restaurant, and Institutional Education (EuroCHRIE)  
 The International Tourism and Retail Service Management Conference  
 Asia Pacific Tourism Association Conference  
 Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism  
 Global Marketing Conference  
 Journal of Business Research  
 The Service Industries Journal  
 Psychology and Marketing  
 Journal of Service Research  
 International Hospitality Review  
 Event Management  
 Journal of Foodservice Business Research  
 International Journal of Hospitality Management  
 International Journal of Contemporary Hospitality Management  
 Journal of Hospitality and Tourism Research  
 Journal of Hospitality & Tourism Education  
 Cornell Hospitality Quarterly  
 Anatolia

### Affiliations:

International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)  
 Meeting Professional International (MPI)  
 The Korea America Hospitality & Tourism Educators Association (KAHTEA)

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## SKILLS AND CREDENTIALS

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