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ACADEMIC APPOINTMENTS

- 08/2010– present **Professor and Robert H. Dedman Professor of Hospitality Management,**
Dedman School of Hospitality, College of Business, Florida State University
– Director of International Center for Hospitality Research & Development,
08/2007 – present
- 08/2007– 08/2010 **Associate Professor and Robert H. Dedman Professor of Hospitality**
Management, Florida State University
Dedman School of Hospitality, College of Business, Tallahassee, Florida
- 12/2000– 07/2007 **Assistant Professor, Associate Professor**
Oklahoma State University
School of Hotel and Restaurant Administration, Stillwater, Oklahoma
– Master Program Coordinator, 09/2006 – 07/2007
- 08/1995–12/2000 **Assistant Professor**
Sejong University
College of Business, School of Hospitality and Tourism Management, Seoul,
Korea

EDUCATION

- 1995 Ph.D. in Restaurant, Hotel, Institutional and Tourism Administration
Concentration: Finance
Purdue University, West Lafayette, Indiana
- 1990 Master of Hotel, Restaurant, and Travel Administration
Concentration: Finance
University of Massachusetts, Amherst, Massachusetts
- 1988 Master of Business Administration
Concentration: Marketing
University of Houston, Houston, Texas

1986

Bachelor of Arts
Major: Linguistics
Seoul National University, Seoul, Korea

RESEARCH AND PUBLICATIONS

Refereed Journal Publications

Kim, W. G., Stoneseifer, W., Han, J. S. Accommodating the Needs of Disabled Hotel Guests: Implications for Guests and Management, *International Journal of Hospitality Management*, In Press.

Kim, M. S., Moon, Y. J., & Kim, W. G. How User-Created-Content (UCC) Service Quality Influence User Satisfaction and Behavior, *Canadian Journal of Administrative Sciences*, In Press.

Ryu, K., Lee, H., & Kim, W. G. (2012). Influence of the Quality of Physical Environment, Food, and Service on Restaurant Image, Value, Customer Satisfaction, and Behavioral Intentions, *International Journal of Contemporary Hospitality Management*, 24(2), 200-223.

Lynn, M., Jabbour, P., & Kim, W. G. (2012). Who Uses Tips as a Reward for Service and When? An Examination of Potential Moderators of the Service-Tipping Relationship, *Journal of Economic Psychology*, 33, 90-103.

Kim, S. H., & Kim, W. G. (2011). Re-examining the Determinants of Executive Compensation in the Restaurant Industry: a quantile regression approach, *Tourism Economics*, 17(5), 1035-1054.

Kim, W. G., Rachjaibun, N., Han, J. S., & Lee, G. (2011). The Influence of Hotel Website Factors on E-loyalty in a B2C Context, *Tourism Economics*, 17(5), 1103-1127.

Jang, Y. J., Kim, W. G., & Bonn, A. M. (2011). Generation Y Consumers' Selection Attributes and Behavioral Intentions Concerning Green Restaurants, *International Journal of Hospitality Management*, 30(4), 803-811.

Kim, W. G., Kim, T., Gazzoli, G., Kim, T., Park, S., & Sheng, E. (2011). Factors Affecting Travel Expenditure of Visitors to Macau, China, *Tourism Economics*, 17(4), 857-883.

Kim, W. G., & Brymer, R. A. (2011). The effects of ethical leadership on manager job satisfaction, commitment, behavioral outcomes, and firm performance, *International Journal of Hospitality Management*, 30, 1020-1026.

Kim, W. G., Gazzoli, G., Park, Y & Sheng, E. (2011). Benefits Segmentation of International Travelers to Macau, China, *Journal of Quality Assurance in Hospitality & Tourism*, 12, 28-57.

Kim, W. G., Jackson, L., & Zhong, J. (2011). Performance Comparison of Lodging REITs, Hotel C-Corporations, and Resorts & Casinos, *Tourism Economics*, 17(1), 91-106.

Jang, Y. J., Kim, W. G., & Yang, I. (2011). Mature Consumers' Patronage Motives and the Importance of Attributes Regarding HMR Based on the Food-Related Lifestyles of the Upper Middle Class, *International Journal of Hospitality Management*, 30(1), 55-63.

- Camillo, A., Kim, W. G., Moreo, P. J., & Ryan, B. (2010). A Model of Historical Development and Future Trends of Italian Cuisine in America, *International Journal of Hospitality Management*, 29(4), 549-558.
- Chen, M. H., & Kim, W. G. (2010). Hotel Valuation in China: A Case Study of State-Owned Hotel, *Cornell Hospitality Quarterly*, 51(3), 429-445.
- Loi, K. I., & Kim, W. G. (2010). Macao's Casino Industry: Reinventing Las Vegas in Asia, *Cornell Hospitality Quarterly*, 51(2), 268-283.
- Yang, J., Kim, W. G., & Qu., H. (2010). Post-merger Stock Performance of Acquiring Hospitality Firms, *Tourism Economics*, 16(1), 185-195.
- Yang, J., Qu., H., & Kim, W. G. (2009). Merger Abnormal Returns and Payment Methods of Hospitality Firms, *International Journal of Hospitality Management*, 28(4), 579-585.
- Lee, S., & Kim, W. G. (2009). EVA, Refined EVA, MVA, or Traditional Performance Measures for the Hospitality Industry?, *International Journal of Hospitality Management*, 28(3), 439-445.
- Kim, S. H., Kim, W. G., & Hancer, M. (2009). Effect of IT Investment Announcements on the Market Value of Hospitality Firms Using Event Study Methodology, *Tourism Economics*, 15(2), 397-411.
- Kim, H., Tavitiyaman, P., & Kim, W. G. (2009). The Effect of Management Commitment to Service on Employee Service Behaviors: the Mediating Role of Job Satisfaction, *Journal of Hospitality & Tourism Research*, 33(3), 369-390.
- Chen, M., Kim, W. G., & Liao, C. N. (2009). The Impact of Government Weekend Policy Changes and Foreign Institutional Holdings on Weekly Effect of Tourism Stock Performance, *Journal of Hospitality & Tourism Research*, 33(2), 139-160.
- Kim, D. J., Kim, W. G., & Way, K. A. (2009). Adopting the Customer Satisfaction Index to the Lodging Industry: Foreign Customers' Evaluations, *FIU Hospitality and Tourism Review*, 27(1), 18-36.
- Bonn, M. A., Chang, H., Agrusa, J., Furr, L., Kim, W. G., & Lee, H. Y. (2009). Visitor Reactions to an "Olympic Age" China: Demographic, Behavioral and Perceptual Comparisons of U.S. Visitor Experiences with Group Package Tours and Free Independent Travel to China, *FIU Hospitality & Tourism Review*, 27(1), 58-76.
- Kim, W. G., Zhong, J., Chen, M., & Karadag, E. (2009). Risk-adjusted Performance of Three Restaurant Segments in the U.S., *Tourism Economic*, 15(1), 139-152.
- Kim, T. G., Kim, W. G., Kim, H. B. (2009). The Effects of Perceived Justice on Recovery Satisfaction, Trust, Word-of-Mouth, and Revisit Intention in Upscale Hotels, *Tourism Management*, 30, 51-62.
- Kim, W. G., Ng, C. N., & Kim, Y. (2009). Influence of institutional DINESERV on customer satisfaction, return intention, and word-of-mouth, *International Journal of Hospitality Management*, 28, 10-17.
- Kim, W. G., & Moon, Y. J. (2009). Customers' Cognitive Perception, Emotional Pleasure, and Reaction to the Servicescape: Restaurant Type as a Moderator, *International Journal of Hospitality Management*, 28, 144-156.

- Ham, S., Kim, W. G., & Forsythe, H. W. (2008). Determinants of Restaurant Employees' Technology Use Intention: Validating Technology Acceptance Model with External Factors via Structural Equation Modeling. *Journal of Hospitality Marketing & Management*, 17(1/2), 78-98.
- Njite, D., Kim, W. G., & Kim, L. H. (2008). Theorizing Consumer Switching Behavior: A General Systems Theory Approach, *Journal of Quality Assurance in Hospitality & Tourism*, 9(3), 185-218.
- Camillo, A., Connolly, D. J., & Kim, W. G. (2008). Critical Success Factors for Independent Restaurants in Northern California, *Cornell Hospitality Quarterly*, 49(4), 364-380.
- Gazzoli, G., Kim, W. G., & Palkurthi, R. (2008). Online Distribution: Are the Global Hotel Companies Getting It Right? *International Journal of Contemporary Hospitality Management*, 20(4), 375-387.
- Kim, D. J., & Kim, W. G. (2008). The Relationship between the Use of Hospitality Firms' Financial Derivatives and Cash Flow/Earnings Volatility, *Tourism Economics*, 14(3), 469-482.
- Hu, S. M., Leong, J. K., Kim, W. G., Ryan, B., & Warde, W. D. (2008). Senior Citizens' Perceived Service Levels in Three Restaurant Sectors, *Journal of Foodservice Business Research*, 11(2), 124-137.
- Camillo, A., Connolly, D. J., & Kim, W. G. (2008). Thinking about starting a Restaurant: Think Again!, *EHLITE*, 21, 25-28.
- Kim, W. G., Jin-Sun, B., & Kim, H. J. (2008) Multidimensional Customer-based Brand Equity and Its Consequences in Mid-Priced Hotels, *Journal of Hospitality & Tourism Research*, 32(2), 235-254.
- Kim, W. G., Lee, S., & Lee, H. Y. (2007). Co-Branding and Brand Loyalty, *Journal of Quality Assurance in Hospitality & Tourism*, 8(2), 1-24.
- Kim, W. G., & Kim, H. J. (2007). Determinants of Mid-scale Hotel Brand Equity, *FIU Hospitality and Tourism Review*, 25(1), 61-69.
- Kim, W. G., Ryan, B., & Ceschini, S. (2007). Factors Affecting Systematic Risk in the Restaurant Industry, *Tourism Economics*, 13(2), 197-208.
- Kim, W. G., & Ham, S. (2007). The Impact of Information Technology Implementation on Service Quality in the Hotel Industry, *Information Technology in Hospitality*, 4(4), 143-151.
- Chen, M. H., & Kim, W. G., & Chen, C. Y. (2007). An Investigation of the Mean Reversion of Hospitality Stock Prices, *International Journal of Hospitality Management*, 26(2), 453-467.
- Chen, M. H., Jang, S., & Kim, W. G. (2007). The Impact of SARS Outbreak on Taiwanese Hotel Stock Returns: An Event Study Approach, *International Journal of Hospitality Management*, 26(1), 200-212.
- Kim, D. J., Kim, W. G., & Han, J. (2007). A Perceptual Mapping of Online Travel Agencies and Preference Attributes, *Tourism Management*, 28(2), 591-603.
- Chen, M. H., & Kim, W. G. (2006). The Long-Run Equilibrium Relationship between Economic Activity and Hotel Stock Prices, *Journal of Hospitality Financial Management*, 14(1), 1-15.
- Lee, S., & Kim, W. G., & Kim, H. J. (2006). The Impact of Co-Branding on Post-purchase Behaviors in Family Restaurants, *International Journal of Hospitality Management*, 25(2), 245-261.

- Kim, W. G., Ma, X., & Kim, D. J. (2006). Determinants of Chinese Hotel Customers' E-satisfaction and Purchase Intentions, *Tourism Management*, 27(5), 890-900.
- Karadag, I., & Kim, W. G. (2006). Comparing Market-segment-profitability Analysis with Department-profitability Analysis as Hotel Marketing-decision Tools, *Cornell H.R.A. Quarterly*, 47(2), 155-173.
- Lee, H. Y., Kim, W. G., & Lee, Y. G. (2006). Testing the Determinants of CRS Users' Intention to Use via a Structural Equation Model, *Journal of Hospitality and Tourism Research*, 30(2), 246-266.
- Kim, W. G., Lee, Y., & Yoo, Y. (2006). Predictors of Relationship Quality and Relationship Outcomes in Luxury Restaurants, *Journal of Hospitality and Tourism Research*, 30(2), 143-169.
- Kim, W. G. (2006). EVA and Traditional Accounting Measures: Which Metric Is a Better Predictor of Market Value of Hospitality Companies, *Journal of Hospitality & Tourism Research*, 30(1), 34-49.
- Kim, W. G., & Ayoun, B. A. (2005). Comparison of Financial Ratios between Four Segments of the Hospitality Industry, *Journal of Hospitality Financial Management*, 13(1), 59-78.
- Kim, W. G., Leong, J. K., & Lee, Y. K. (2005). Effect of Service Orientation on Job Satisfaction, Organizational Commitment, and Intention of Leaving in a Casual Dining Chain Restaurant, *International Journal of Hospitality Management*, 24(2), 171-193.
- Ham, S., Kim, W. G., & Jeong, S. (2005). Effect of Information Technology on Performance in Upscale Hotels, *International Journal of Hospitality Management*, 24(2), 281-294.
- Chen, M., Kim, W. G., & Kim, H. J. (2005). The Impact of Macroeconomic and Non-macroeconomic Forces on Hotel Stock Returns, *International Journal of Hospitality Management*, 24(2), 243-258.
- Kim, H., & Kim, W. G. (2005). Relationship between Brand Equity and Financial Performance in Luxury Hotels and Chain Restaurants, *Tourism Management*, 26(4), 549-560.
- Tantawy, A., Kim, W. G., & Pyo, S. (2004). Evaluation of Hotels to Accommodate Disabled Visitors, *Journal of Quality Assurance in Hospitality & Tourism*, 5(1), 91-101.
- Kim, W. G. (2004). The Distinctive Characteristics of South Korea's Chinese Casino Visitors: Implications for Marketing, *Journal of Quality Assurance in Hospitality & Tourism*, 5(1), 27-41.
- Kim, W. G., DiMicelli, P. & Kang, J. (2004). Using Conjoint Analysis to Measure Brand Equity of Restaurant Chains, *FIU Hospitality Review*, 22(2), 28-41.
- Kim, W. G., & Lee, H. Y. (2004). Comparison of Web Service Quality between Online Travel Agencies and Online Travel Suppliers, *Journal of Travel and Tourism Marketing, Journal of Travel & Tourism Marketing*, 17(2/3), 105-116.
- Kim, W. G., & Cai, L., & Jung, K. (2004). A Profile of the Chinese Casino Vacationer to South Korea, *Journal of Hospitality & Leisure Marketing*, 11(2/3), 65-79.
- Kim, W. G., & Kim, D. J. (2004). Factors Affecting Online Hotel Reservation Intention between Online and Non-online Customers, *International Journal of Hospitality Management*, 23(4), 381-395.

- Ham, S., Hwang, J. H., & Kim, W. G. (2004). Household Profiles Affecting Food-Away-From-Home Expenditure: A Comparison of Korean and U.S. Households, *International Journal of Hospitality Management*, 23(4), 363-379.
- Kim, W. G., & Kim, H. B. (2004). Measuring Customer-based Restaurant Brand Equity: Investigating the Relationship between Brand Equity and Firms' Performance, *Cornell H.R.A. Quarterly*, 45(2), 115-131.
- Kim, W. G., & Kim, H. (2004). The Analysis of Seoul as an International Convention Destination, *Journal of Convention and Exhibition Management*, 5(2), 69-87.
- Kim, W. G., Lee, C., & Hiemstra, S. (2004). The Effects of an Online Virtual Community on Customer Loyalty and Travel Products Purchases, *Tourism Management*, 25(3), 343-355.
- Kim, W. G., Han, J. H., & Hyun, K. (2004). Multi-stage Synthetic Hotel Pricing, *Journal of Hospitality and Tourism Research*, 28(2), 166-185.
- Kim, W. G., Kim, S. U., & Leong, J. K. (2003). The Impact of Guest Reward Programs on the Firms' Performance, *Journal of Quality Assurance in Hospitality & Tourism*, 4(1/2), 87-109.
- Kim, H. B., Kim, W. G., & An, J. A. (2003). The Effects of Consumer-based Brand Equity on Firms' Financial Performance, *Journal of Consumer Marketing*, 20(4), 335-351.
- Kim, W. G., & Chon, K. S. (2003). Elements Affecting Survivorship in International Chain Restaurants in Korea, *FIU Hospitality Review*, 21(1), 22-32.
- Kim, S. H., Kim, H. B., & Kim, W. G. (2003). Impacts of Senior Citizens' Lifestyle on Their Choices of Elderly Housing, *Journal of Consumer Marketing*, 20(3), 210-226.
- Kim, W. G., & Qu, H. (2002). Determinants of Domestic Tourist Expenditure in South Korea, *Journal of Travel and Tourism Marketing*, 13(1/2), 85-97.
- Kim, W. G. & Cha, Y. (2002). Antecedents and Consequences of Relationship Quality in the Hotel Industry, *International Journal of Hospitality Management*, 21(4), 321-338.
- Leong, J. K., & Kim, W. G. (2002). Service Recovery Efforts in Fast Food Restaurants to Enhance Repeat Patronage, *Journal of Travel and Tourism Marketing*, 12(2/3), 65-93.
- Leong, J. K., Kim, W. G., & Ham, S. (2002). The Effects of Service Recovery on Repeat Patronage, *Journal of Quality Assurance in Hospitality & Tourism*, 3(1), 69-94.
- Kim, W. G., Han, J. S., & Lee, E. (2001). Effects of Relationship Marketing on Repeat Purchase and Word-of-Mouth, *Journal of Hospitality and Tourism Research*, 25(3), 272-288.
- Kim, W. G., & Jeong, S. W. (2001). Perception of Hotel Managers on the Use of Internet Information Technology, *Journal of Tourism Sciences*, 25(1), 43-60.
- Kim, W. G. (2000). Investigation of Student Satisfaction for High School Contract Foodservice, *Journal of Tourism Sciences*, 23(2), 189-206.
- Kim, W. G., & Yoon, W. H. (2000). Impact of Hotel Environmental Change for the Luxury Hotels, *Tourism Review*, 15(1), 326-340.

- Han, J. S., & Kim, W. G. (1999). Improving Hotel Performance Using Relationship Marketing, *Journal of Hotel Administration*, 1(1), 25-33.
- Kim, W. G., & Kim, S. J. (1999). Accuracy of Hotel Feasibility Study, *Hotel Administration Review*, 8(2), 55-65.
- Kim, W. G., & You, Y. J. (1999). A study of Preference and Satisfaction Levels of the Social Training Program in Korean Foodservice Industry, *Journal of Foodservice Management*, 2(1), 195-214.
- Kim, W. G. (1999). Anti-Takeover Strategies for the Korean Hospitality Industry, *Hotel and Tourism Management Review*, 14, 93-108.
- Kim, W. G. (1999). Factors Affecting Capital Structure Choice in the Korean Hotel Industry, *Journal of Tourism Sciences*, 23(1), 23-36.
- Cai, Liping A., Kim, W. G., Morrison, A. M., & O'Leary, J. T. (1998). A Comparative Analysis of the US Pleasure Travelers to South Korea and Its Neighbors, *Pacific Tourism Review*, 2(2), 121-134.
- Kim, W. G., & Arbel, A. (1998). Predicting Merger Targets of Hospitality Firms (A Logit Model), *International Journal of Hospitality Management*, 17, 303-318.
- Kim, W. G., Shin, H., & Chon, K. S. (1998). Korea's Lodging Industry: Problems, Profitability, and Regulations, *Cornell H.R.A. Quarterly*, 35(1), 60-67.
- Kim, W. G. (1997). The Determinants of Capital Structure Choice in the U.S. Lodging Industry, *Tourism Economics*, 3(4), 329-340.
- Kim, W. G., & Ham, S. (1997). Characteristics Affecting US Consumers' Food Away From Home Purchase Decision Using Logit Analysis, *Journal of Hotel Administration*, 5(2), 71-84.
- Kim, W. G., & Bok, B. K. (1997). Hotel Choice Process of Business Travelers: An Application of Reasoned Action Theory, *Journal of Tourism Sciences*, 21(1), 119-134.
- Kim, W. G. (1997). Analysis of Korean Convention Industry and Its Impact on Korean Economy, *Hotel and Tourism Management Review*, 12, 79-110.
- Kim, W. G. (1996). Hedging Foreign Exchange Risk in the Hospitality Industry, *Journal of Tourism Sciences*, 20(1), 260-281.
- Hiemstra, S. J., & Kim, W. G. (1995). Factors Affecting Expenditures for FAFH in Commercial Establishment, *Hospitality Research Journal*, 19(3), 15-31.

HONORS AND AWARD

Best Paper Award: Jang, Y. J., Kim, W. G., & Bonn, M. (2010). Consumers' Attitudes and Behavioral Intentions in Green Restaurants: Focused on food-related lifestyle segments of Generation Y. 2010 International CHRIE Conference, July 28-31, San Juan, Puerto Rico.

The Institute of Hospitality Education Research Award 2009, Best Paper Award: Kim, W. G., &

Brymer, R. A (2009). The Effects of Ethical Leadership on Manager Job Satisfaction, Commitment, Behavioral Outcomes and Firm Performance. 2009 EuroCHRIE Conference, October 22-24, Helsinki, Finland.

Outstanding Paper Award at the Literati Network Awards for Excellence 2009: Gazzoli, G., Kim, W. G., & Palkurthi, R. (2008). Online Distribution: Are the Global Hotel Companies Getting It Right? *International Journal of Contemporary Hospitality Management*, 20(4), 375-387.

Nominated as finalists for the **Best Paper Award:** Kim, W. G., & Lee, S. (2007). Developing a New Hotel Performance Measurement System: Application of the Balanced-Score Card and the Fuzzy-Analytical Hierarchy Process Model, 1st Hospitality & Leisure: Business Advances & Applied Reserach Conference, July 5-6, Lausanne, Switzerland.

Nominated for the **OSU Regents Distinguished Teaching Award**, College of Human Environmental Sciences, Oklahoma State University, 2007.

Marvel Maunder Young Educator Award. KOMA CHRIE (Council on Hotel Restaurant and Institutional Education), April 22, 2006, Fayetteville, Arkansas, USA.

Nominated for the **Marguerite Scruggs Meritorious Research Award** and the **OSU Regents Distinguished Research Award**, College of Human Environmental Sciences, Oklahoma State University, 2006.

Best Article of the Year Award by Sage Publication: Kim, W. G., Han, J. H., & Hyun K. (2004). Multi-stage Synthetic Hotel Pricing, Published in the *Journal of Hospitality & Tourism Research*, Volume 28, Issue 2, 2004, 2005 ICHRIE (International Council on Hotel, Restaurant, and Institutional Education), July 27-31, Las Vegas, Nevada, USA.

Best Paper Award: Kim, W. G., & Ham, S. (2004). The Impact of Information Technology on Service Quality in the Hotel Industry, 2004 HITA (Hospitality Information Technology Association), June 20-21, Dallas, Texas, USA.

Best Paper Award: Lee, H. Y., Kim. W. G., & Lee, Y. G. (2004). Extending the Technology Acceptance Model for Computer Reservation System (CRS) Context, 9th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 6-8, Houston, Texas, USA.

SERVICE

Editorial Board & Reviewer

09/2009 – Present	Editorial Board	<i>Journal of Hospitality and Tourism Research</i> , USA
01/2009 – Present	Editorial Board	<i>International Journal of Hospitality Management</i> , UK
11/2007 – Present	Editorial Board	<i>International Journal of Contemporary Hospitality Management</i> , USA

01/2011 – Present	Editorial Board	<i>Tourism Economics</i> , UK
02/2003 – Present	Editorial Board	<i>Journal of Quality Assurance in Hospitality & Tourism</i> , UK
01/2002 – Present	Editorial Board	<i>Journal of Human Resources in Hospitality and Tourism</i> , UK
01/2009 – Present	Editorial Board	<i>Journal of Hospitality and Tourism Technology</i> , USA
01/2002 – Present	Reviewer	<i>Tourism Management</i> , New Zealand
09/2003 – Present	Reviewer	<i>Annals of Tourism Research</i> , USA
05/2008 – Present	Reviewer	<i>Cornell Hospitality Quarterly</i> , USA