

Woody G. Kim

OFFICE ADDRESS:

Florida State University
Dedman College of Hospitality
B4115 University Center
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ACADEMIC APPOINTMENTS

- 01/2017 – present **Professor and Robert H. Dedman Professor of Hospitality Management,**
Dedman College of Hospitality, Florida State University
– **Director of the International Center for Hospitality Research &
Development (ICHD), 08/2007 – present**
- 08/2010 – 12/2016 **Professor and Robert H. Dedman Professor of Hospitality Management,**
Dedman School of Hospitality, College of Business, Florida State University
– **Director of MBA-HTM Program, 01/2015 – 05/2017**
– **Director of the International Center for Hospitality Research &
Development (ICHD), 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, Florida State University
- 08/2006 – 07/2007 **Associate Professor, Oklahoma State University**
12/2000 – 07/2006 **Assistant Professor, Oklahoma State University**
School of Hotel and Restaurant Administration,
– Master Program Coordinator, 09/2006 – 07/2007
- 08/1995 – 12/2000 **Assistant Professor, Sejong University**
College of Business, School of Hospitality and Tourism Management

EDUCATION

- 1995 Ph.D. in Hospitality and Tourism Management
Concentration: Service Marketing
Purdue University, West Lafayette, Indiana
- 1990 Master of Hotel, Restaurant, and Travel Administration
Concentration: Service Marketing
University of Massachusetts, Amherst, Massachusetts

- 1988 Master of Business Administration
 Concentration: Finance
 University of Houston, Houston, Texas
- 1986 Bachelor of Arts
 Major: Linguistics
 Seoul National University, Seoul, Korea

BIBLIGORAPHY Quantitative Summary:

As of February 13, 2026, cited a total of 33,727 times, h-index of 80, and i10-index of 161 from Google Scholar.

ACADEMIC EXPERIENCE

- Summers 2010–2025 **Korea University as a Visiting Professor**
Courses Taught
 – Consumer Behavior (ISC 319)
 – International Marketing (ISC 306)
 – Service Marketing (ISC 389)
- Summers 2014–2015 **University of Macau as a Visiting Professor**
Course Taught
 – Managerial Finance (FINC 713)
- 08/2007 – present **Florida State University**
Courses Taught
 – Managing Revenues and Expenses (HFT 4471)
 – Hospitality Services Marketing & Research (HFT 4502)
 – Intro to Hospitality & Tourism (HFT 1000)
 – Directed Individual Study (HFT 4905)– Honors Thesis (HFT 4907)
- Services**
 – **College:**
 08/2007– present Diversity Committee
 09/2010 – 12/2012 Promotion and Tenure Committee
 11/2008 – 08/2010 Undergraduate Policy Committee
- **School:**
 09/2007 – present Scholarship Committee Chair
 09/2007 – present Finance Committee
 11/2008 – 12/2009 Florida Lodging Association Advisor
- 12/2000 – 07/2007 **Oklahoma State University**
Courses Taught
 – Hospitality Industry Financial Analysis (HRAD 2283)
 – Hospitality Industry Internship (HRAD 3443)
 – International Hospitality Studies (HRAD 4090)

- Hospitality Financial Management (HRAD 4333)
- Hospitality Information Technology (HRAD 4413)
- Hotel Feasibility Study (Special project of HRAD 4333)
- Master's Thesis (HRAD 5000)
- Master's Creative Component (HRAD 5030)
- Hospitality & Tourism Management (HRAD 5213)
- Critical Issues in Hospitality & Tourism (HRAD 5523)
- Hospitality Accounting & Finance (HRAD 5850)
- Research Seminar in Hospitality & Tourism (HRAD 5870)
- Doctoral Dissertation (HRAD 6000)

Services

- | | |
|-------------------|--|
| 08/2002 – 07/2004 | - University: Academic Reinstatement Appeals Review Board |
| 08/2003 – 07/2004 | - University: Korean Student Association Advisor |
| 08/2005 – 07/2007 | - College: Academic Affairs Committee Chair |
| | - School: |
| 12/2000 – 05/2003 | Hospitality Society Advisor |
| 12/2000 – 07/2007 | Academic Affairs Committee |
| 01/2002 – 05/2002 | Consultant to School Operations Committee |
| 08/2002 – 07/2004 | Curriculum Committee Chair |
| 01/2003 – 07/2007 | Scholarship Committee |
| 08/2005 – 12/2005 | PGA (Professional Golf Association) Task Force Chair |
| 08/2004 – 12/2005 | Accreditation Committee Chair |

Dissertation Supervision and Advising

- | | |
|-------------------|---|
| 12/2000 – 07/2007 | - Committee chair of 12 MSc Students |
| 12/2000 – 07/2007 | - Committee member of 19 MSc Students |
| 12/2000 – 07/2007 | - Thesis advisor for 5 Ph.D. Students |
| 12/2000 – 07/2007 | - Committee member of 15 Ph.D. Students |

08/1995 – 12/2000

Sejong University

Courses Taught

- Hospitality Financial Accounting (HTM 1510)
- Hospitality Managerial Accounting (HTM 2530)
- Hospitality Financial Management (HTM 3530)
- Tourism Management (HTM 1005)
- Hospitality and Tourism Marketing (HTM 3005)
- Food and Beverage Revenue and Cost Control (HTM 4005)
- Hotel and Restaurant Feasibility Study (HTM 4350)

Curriculum Development Committee

- Member, Doctoral of Hotel and Tourism Management Program
- Member, MSc of Hotel and Tourism Management Program
- Member, BSc of Hotel and Tourism Management Program

Dissertation Supervision

- | | |
|-------------------|---|
| 03/1999 – 12/2000 | - Committee member of two Ph.D. Students |
| 03/1997 – 12/2000 | - Committee chair of three Ph.D. Students |

- 03/1997 – 12/2000 – Committee chair of thirty MBA Students
03/1997 – 12/2000 – Committee chair of eighteen MSc Students
- Academic and Administrative Services**
- 09/1999 – 12/2000 – Director of Job Placement Center
03/1997 – 12/2000 – Member, Doctoral of Hotel and Tourism Management Program
03/1997 – 12/2000 – Member, MSc of Hotel and Tourism Management Program
08/1995 – 12/2000 – Member, BSc of Hotel and Tourism Management Program
- 03/1998 – 02/1999 – Director of Student Counseling Center
- 03/2000 – 10/2000 **Advisory Committee:** Tourism division of World Tourism Organization (WTO) in Korea
- 04/1999 – 02/1999 **Advisory Committee:** Tourism division of Organization for Economic Cooperation and Development (OECD) in Korea
- 08/1/1998 – 08/28/1998 **Professor of Finance:** Sheraton Walker Hill Hotel in Seoul, Korea
- 1994 **Instructor:** Hospitality Management Accounting
Department of Restaurant, Hotel, Institutional and Tourism Management
Purdue University
- 1988 – 1989 **Teaching Assistant:** Hospitality Law
Department of Hotel, Restaurant, and Travel Administration,
University of Massachusetts at Amherst

RESEARCH AND PUBLICATIONS

Refereed Journal Publications

Lee, J., Kim, W. G., & Haldorai, K., Song, C.S., & Parvez, M.O. (2025). A health-oriented decision model of insect protein bars: Moderated by age and sensory appeal. *International Journal of Hospitality Management* 131, 104317.

Parvez, M. O., Kim, W. G., Amin, M., Lasisi, T. T., & Dang. A. QR code usage and tipping behavior: does gender influence consumer decisions in limited-service restaurants? *British Food Journal*, In Press.

Alam, M. N., Parvez, M. O., Kim, W. G., LA Silva, L. A., & Dang. A. Understanding consumer behavior in organic food restaurants: insights from the push-pull-mooring framework. *Environment, Development and Sustainability*, In Press.

Haldorai, K., Kim, W. G., & Li, J.J. (2025). Fitting in or standing out: How neurodivergence, gender, and diversity policies shape hiring decisions. *International Journal of Hospitality Management*, 131, 104339.
Parvez, M. O., Eluwole, K. K., Lasisi, T. T., & Kim, W. G. GenAI in hotel operations: ChatGPT adoption among front-office employees. *Current Issues in Tourism*, In Press.

Parvez, M. O., Rahimzhan, S., Alam, M. N., Irani, F., & Kim, W. G. A magical cruise journey: service robots for entertainment on board. *Journal of Hospitality and Tourism Technology*, In Press.

Haldorai, K., Kim, W. G., Phetvaroon, K., & Gazzoli, G. (2025). Green synergy: Integrating green human resource management and green supply chain management for sustainable performance in the Thai hospitality industry. *International Journal of Hospitality Management*, 128, 104196.

Haldorai, K., Kim, W. G., & Li, J. J. (2025). A meta-analysis of W. G., & antecedents of hotel environmental performance. *International Journal of Hospitality Management*, 128, 104195.

Haldorai, K., Kim, W. G., Mussina, K., & Li, J. J. (2025). Walking the tightrope: The dark side of going above and beyond the call of duty. *International Journal of Hospitality Management*, 128, 104174.

Kim, T. T., Kim, W. G., Majeed, S., & Roh, H. (2025). The role of green shared vision in building organizational citizenship behavior for sustainability: A serial multiple mediation model. *International Journal of Hospitality Management*, 128, 104152.

Haldorai, K., Kim, W. G., & Phetvaroon, K. Top management commitment, institutional pressures and green supply chain practices: pathways to sustainable performance. *Journal of Hospitality and Tourism Insights*. In Press.

Williady, A., Kim, W. G., Haldorai, K., & Kim, H. S. Towards a Greener Bite: Unraveling Consumer Intentions to Embrace Sustainable Online Food Delivery Services. *Journal of Foodservice Business Research*. In Press.

Kang, S., Kim, W. G., & Lee, S. Using nostalgia to increase tourists' destination loyalty in heritage cities: from imagined to productive nostalgia. *International Journal of Urban Sciences*. In Press.

Lee, J., Kim, W. G., & Haldorai, K. (2025). Shaping the future of sustainable dining in the US: Marketing insect-based food using degree of visibility and consumer adventurousness. *International Journal of Hospitality Management*, 127, 104108.

Lee, J., Lim, H., & Kim, W. G. (2025). Gestalt food presentation: Its influence on visual appeal and engagement in the Instagram context. *Tourism Management*, 107, 105080.

Cho, B. K., Lee, D., Kim, W. G., Kim, E. J., & Lee, Y. K. (2024) Integrating green image with relationship marketing: A moderating role of green image. *Tourism and Hospitality Research*, 14673584241299735.

Sun, B. L., & Kim, W. G. (2024). Exploring the influence of cultural values on green purchasing and its consequence. *Journal of Vacation Marketing*, 13567667241270790.

Majeed, S., Kim, W. G., & Nimri, R. (2024). Conceptualizing the role of virtual service agents in service failure recovery: Guiding insights. *International Journal of Hospitality Management*, 123, 103889.

Kong, Y., Kim, W. G., Zhou, X., & Yang, Y. (2024). Customer value co-destruction behaviors in smart service encounters: Scale development and cross-cultural validation. *International Journal of Hospitality Management*, 122, 103854.

- Haldorai, K., Kim, W.G., Mussina, K., & Li, J. J. (2024). From personal convictions to collective action: Predicting employees' pro-environmental behaviors in public and private spheres. *International Journal of Hospitality Management*, 122, 103864.
- Majeed, S., Kim, W. G., & Ryu, K. (2024). Medical tourism and cognitive dissonance: exploring tourist choice behavior, post-choice pre-outcome regret, and visit intention. *Journal of Quality Assurance in Hospitality & Tourism*, 25(3), 514-544.
- Majeed, S., & Kim, W. G. (2024). Antecedents and consequences of conceptualizing online hyperconnected brand selection. *Journal of Consumer Marketing*, 41(3), 328-339.
- Majeed, S., Zhou, Z., & Kim, W. G. (2024). Destination brand image and destination brand choice in the context of health crisis: Scale development. *Tourism and Hospitality Research*, 24(1), 134-151.
- Haldorai, K., Kim, W. G., & Phetvaroon, K. (2024). Job insecurity and survivor workplace behavior following COVID-19 layoff. *International Journal of Contemporary Hospitality Management*, 36(1), 329-346.
- Camillo, A. A., Kim, W.G., & Asatryan, E. (2023). Consumption behavior of the internet active Armenian wine consumer. *Journal of International Food and Agribusiness Marketing*, 35(5), 622-650.
- Kim, K. K., Kim, W. G., & Lee, M. (2023). Impact of dark patterns on consumers' perceived fairness and attitude: Moderating effects of types of dark patterns, social proof, and moral identity. *Tourism Management*, 98, 104763.
- Haldorai, K., Kim, W. G., Agmapisarn, C., & Li, J. J. (2023). Who we are and what we do: The relevance of green organizational identity in understanding environmental performance. *International Journal of Hospitality Management*, 114, 103574.
- Majeed, S., Kim, W. G., & Kim, T (2023). Perceived green psychological benefits and customer pro-environment behavior in the value-belief-norm theory: The moderating role of perceived green CSR. *International Journal of Hospitality Management*, 113, 103502.
- Haldorai, K., Kim, W. G., & Agmapisam, C., & Li, J. J. (2023). Fear of COVID-19 and employee mental health in quarantine hotels: The role of self-compassion and psychological resilience at work. *International Journal of Hospitality Management*, 103491.
- Kim, T. T., Kim, W. G., Majeed, S., & Haldorai, K. (2023). Does green human resource management lead to a green competitive advantage? A sequential mediation model with three mediators. *International Journal of Hospitality Management*, 103486.
- Majeed, S., & Kim, W. G. (2023). Emerging trends in wellness tourism: A scoping review. *Journal of Hospitality and Tourism Insights*, 6(2), 853-873.
- Majeed, S., & Kim, W. G. (2023). A reflection of greenwashing practices in the hospitality industry: a scoping review. *International Journal of Contemporary Hospitality Management*, 35(3), 1125-1146.
- Majeed, S., & Kim, W. G. (2023). Toward understanding healthcare hospitality and the antecedents and outcomes of patient-guest hospital-hotel choice decisions: A scoping review. *International Journal of*

Hospitality Management, 112, 103383103383.

Haldorai, K., Kim, W. G., & Phetvaroon, K. (2022). Beyond the bend: The curvilinear effect of challenge stressors on work attitudes and behaviors. *Tourism Management*, 90, 104482.

Haldorai, K., Kim, W. G., & Garcia, R. L. F. (2022). Top management green commitment and green intellectual capital as enablers of hotel environmental performance: The mediating role of green human resource management. *Tourism Management*, 88, 104431.

Majeed, S., & Kim, W. G. (2022). Toward understanding healthcare hospitality and the antecedents and outcomes of patient-guest hospital-hotel choice decisions: A scoping review. *International Journal of Hospitality Management*, 103383.

Majeed, S., Kim, W. G., & Ryu, K. (2022). Medical tourism and cognitive dissonance: exploring tourist choice behavior, post-choice pre-outcome regret, and visit intention. *Journal of Quality Assurance in Hospitality & Tourism*, 1-31.

Majeed, S., & Kim, W. G. A reflection of greenwashing practices in the hospitality industry: a scoping review. *International Journal of Contemporary Hospitality Management*, In Press.

Majeed, S., Zhou, Z., & Kim, W. G. (2022). Destination brand image and destination brand choice in the context of health crisis: Scale development. *Tourism and Hospitality Research*, 14673584221126798.

Camillo, A. A., Kim, W.G., & Asatryan, E. Consumption behavior of the internet active Armenian wine consumer. *Journal of International Food and Agribusiness Marketing*, In Press. Journal ISSN 1528-6983, DOI:10.1080/08974438.2022.2049948.

Majeed, S., & Kim, W. G. (2022). Emerging trends in wellness tourism: a scoping review. *Journal of Hospitality and Tourism Insights*, DOI.

Pillai, S. G., Kim, W. G., Haldorai, K., & Kim, H. (2022). Online food delivery services and consumers' purchase intention: Integration of theory of planned behavior, theory of perceived risk, and the elaboration likelihood model. *International Journal of Hospitality Management*, 105, 103275.

Touni, R., Kim, W. G., Haldorai, K., & Rady, A. (2022). Customer engagement and hotel booking intention: The mediating and moderating roles of customer-perceived value and brand reputation. *International Journal of Hospitality Management*, 104, 103246.

Haldorai, K., Kim, W. G., & Li, L. (2022). I'm broken inside but smiling outside: When does workplace ostracism promote pro-social behavior? *International Journal of Hospitality Management*, 101, 103088.

Yu, J., Kim, H. S., & Kim, W. G. (2021). Understanding customers' cognition of gamjatang restaurants in Busan area through big data analytics of online customer reviews. *Culinary Science & Hospitality Research*, 27(9), 1-10.

Zhou, Y., Mistry, G. T., Kim, W. G., & Cobanoglu, C. (2021). Workplace mistreatment in the hospitality and tourism industry: A systematic literature review and future research suggestions. *Journal of Hospitality and Tourism Management*, 49, 309-320.

Ahmad, W., Kim, W. G., Choi, H., & Haq, J. U. (2021). Modeling behavioral intention to use travel reservation apps: A cross-cultural examination between US and China. *Journal of Retailing and Consumer Services*, 63, 102689.

Li, J., Kim, W. G., & Choi, H. (2021). Effectiveness of social media marketing on enhancing performance: Evidence from a casual-dining restaurant setting. *Tourism Economics*, 27(1) 3-22.

Camillo, A., & Kim, W. G. (2021). An assessment of the competitive position of the emergent Uruguayan wine industry: A preliminary netnographic baseline study. *Beverages*, 7(2), 26.

Kim, W. G., Pillai, S. G., Haldorai, K., & Ahmad, W. (2021). Dark patterns used by online travel agency websites. *Annals of Tourism Research*, 88, 103055.

Zhou, Y., Kim, W. G., Okumus, B., & Cobanoglu, C. (2021). Understanding online travel communities: A literature review and future research directions in hospitality and tourism. *Journal of Travel & Tourism Marketing*, 38(2), 194-212.

Kang, S., Park, D., & Kim, W. G. (2021). Understanding tourist information search behaviour: The power and insight of social network analysis. *Current Issues in Tourism*, 24(3), 403-423.

Pillai, S. G., Haldorai, K., Seo, W. S., & Kim, W. G. (2021). COVID-19 and hospitality 5.0: Redefining hospitality operations, *International Journal of Hospitality Management*, 94, 102869.

Haldorai, K., Kim, W. G., Seo, W. S., & Cai, X. (2021). Learning orientation and self-initiated expatriates' work performance: a moderated-mediation model. *International Journal of Hospitality Management*, 94, 102861.

Dagvadorj, A., Kim, H., & Kim, W. G. (2020). A study on the future direction of food tourism using semantic network analysis: focused on coronavirus infectious disease-19 (COVID-19) period. *Culinary Science & Hospitality Research*, 26(11), 272-282.

Zhou, Y., Berezina, K., Wu, H., & Kim, W. G. (2020). Commitment is an act, not a word: Examining members' commitment to travel-related online communities. *International Journal of Hospitality Management*, 91, 102689.

Haldorai, K., Kim, W. G., Phetvaroon, K., & Li, J. (2020). Left out of the office 'tribe': The influence of workplace ostracism on employee work engagement. *International Journal of Contemporary Hospitality Management*, 32(8), 2717-2735.

Dogru, T., McGinley, S., & Kim, W. G. (2020). The effect of hotel investments on employment in the tourism, leisure, and hospitality industries. *International Journal of Contemporary Hospitality Management*, 32(5), 1941-1965.

Kim, W. G., McGinley, S., Choi, H., Luberto, E., & Li, J. (2020). How does room rate and rate dispersion in U.S. hotels fluctuate? *Journal of Hospitality and Tourism Management*, 44, 227-237.

Ashraf, M. S., Hou, F., Kim, W. G., Ahmad, W., & Ashraf, R. U. (2020). Modeling tourists' visiting intentions toward ecofriendly destinations: Implications for sustainable tourism operators. *Business Strategy and the Environment*, 29(1), 54-71.

Kim, W. G., McGinley, S., Choi, H., & Agmapisarn, C. (2020). Hotels' environmental leadership and employees' organizational citizenship behavior. *International Journal of Hospitality Management*, 87, 102375.

Haldorai, K., Kim, W. G., Chang, H. S., & Li, J. (2020). Workplace spirituality as a mediator between ethical climate and workplace deviant behavior. *International Journal of Hospitality Management*, 86, 102372.

Touni, R., Kim, W. G., Choi, H., & Ali, M. (2020). Antecedents and an outcome of customer engagement with hotel brand community on Facebook. *Journal of Hospitality & Tourism Research*, 44(2), 278-299.

Ahmad, W., Kim, W. G., Anwer, Z., & Zhuang, W. (2020). Schwartz personal values, theory of planned behaviour and environmental consciousness: How tourists' visiting intentions towards eco-friendly destinations are shaped? *Journal of Business Research*, 110, 228-236.

Kang, H. J., Kim, W. G., Choi, H., & Li, Y. (2020). How to fuel employees' prosocial behavior in the hotel service encounter. *International Journal of Hospitality Management*, 84, 102333.

Invited Lecture/Speech and Keynote Speech

Invited Panel Member (2019). Restaurant Technology Panel Session: Global Food and Beverage Expo, October 8-10, Las Vegas, Nevada.

Invited Lecturer (2019). Pecking Order of A hospitality Firm, School of Tourism Management at South China Normal University, June 3, Guangzhou, China.

Invited Seminar (2017). PLS-SEM and Big Data Analytics, National Institute of Development Administration (NIDA) December 23-24, Bangkok, Thailand.

Keynote Speaker (2017). Who Comes First: Employees or Customers? at the 2017 International Interdisciplinary Business-Economics Advancement Conference, November 18-23, Ft. Lauderdale, Florida, USA.

Keynote Speaker (2017). Which Comes First: Employees or Customers in the Service Industry? at the 2017 Academy of Global Hospitality & Tourism Conference, May 26, Cheongju, South Korea.

Invited Lecturer (2016). Current Trends in Revenue Management Practices, Kyungsoong University, June 25, Busan, South Korea.

Invited Lecturer (2013). Current Trends in Hotel Management Contract. Kyungsoong University, Busan, Korea, December 12.

Invited Lecturer (2013). Environmental Changes and Current Foodservice Industry Trends. The CEO Summit, Shinhan University, Seoul, Korea, December 3.

Invited Lecturer (2013). Research Trends in Food-away-from-Home. Daegu Catholic University, Daegu, Korea, November 28.

Invited Lecturer (2013). Research Trends in Foodservice Industry. Youngnam University, Youngsan, Korea, November 27.

Invited Lecturer (2013). Introduction of American Hospitality and Tourism Programs. Chungju University, Chungju, Korea, November 26.

Invited Lecturer (2013). Hospitality Major and Future Career Opportunities. Dankuk University, Seoul, Korea, November 18.

Invited Lecturer (2013). American Graduate Hospitality Program and Its Development. Seoul National University, Seoul, Korea, October 28.

Keynote Speaker (2013). Revenue Management Applications in Restaurant Business at the 1st Hospitality/Tourism Colloquium. Heilbronn University, Hochschule Heilbronn, Germany, October 14.

Invited Panel Member (2012). Directions for Hospitality Management Research at the 3rd Colloquium for Overseas and Domestic Korean Scholars in Hospitality and Tourism and 1st HTM Young Scholar Conference. Sejong University, Seoul, S. Korea, July 2.

Invited Panel Member (2011). Directions for Improving Faculty Research Productivity at the 2nd Colloquium for Overseas and Domestic Korean Scholars in Hospitality and Tourism. Sejong University, Seoul, S. Korea, July 2.

Invited Panel Member (2010). Strategy Discussion Session: Global Standards of Research and Education at the 1st Colloquium for Overseas and Domestic Korean Scholars in Hospitality and Tourism, Sejong University, Korea, June 29.

Invited Lecturer (2009). Restaurant Brand Equity Management. Kyunggi University, Seoul, Korea, May 29.

Invited Lecturer (2009). Brand Equity Management and Hospitality Firms' Performance. Temple University, Philadelphia, Pennsylvania, USA, February 27.

Invited Speaker (2009). Determinants of Executive Compensation in the Restaurant Industry: A Quantile Regression Approach, Invited by the Department of Hospitality and Tourism Management. Virginia Tech., (For Annual Lecture Series for Graduate Education), Blacksburg, Virginia, USA, November 20.

Invited Lecturer (2008). Revenue Optimization Strategies of Hospitality Industry. Ehwa Women's University, Seoul, Korea, June 22.

Keynote Speaker (2008). Successful Strategies of American Hospitality Business. Invited by the Korean Academic Society of Hospitality Administration (KASHA) Annual Research Symposium. Seoul, South Korea, June 14.

Invited Lecturer (2008). Globalization and Culture- Impact of Globalization on Your Career. Sunchunhyang University, Seoul, Korea, June 7.

Keynote Speaker (2007). Current Trend in Hospitality and Tourism Research. Invited by the Korean Academic Society of Hospitality Administration (KASHA) Annual Research Symposium, Seoul, South Korea. June 8.

Invited Seminar (2007). Hospitality Financial Management: Advancement by the Numbers. Institute For Tourism Studies (IFT), Macau, China, June 5-6.

Invited Seminar (2007). Revenue Management for Hospitality Business. Mahidol University of International College (MUIC), Bangkok, Thailand, September 27-October 7.

MEMBERSHIPS

Member of:

International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE)
Association of Hospitality Financial Management Educators (AHFME)
Association of Hospitality Information Technology Association (HITA)
American Hotel & Lodging Association (AH&LA)

HONORS AND AWARD

Fulbright Research Scholarship Award by U.S. Department of State (**August 1, 2021-December 31, 2021**). The ASEAN Research Program titled “Toward Creating Green Initiatives of Hospitality Industry in ASEAN Region.” National Institute of Development Administration (NIDA) in Bangkok, Thailand and Vietnam National University (VNU) in Hanoi, Vietnam.

John Wiley and Sons Lifetime Research Achievement Award. 2017 International CHRIE Conference, July 26-28, Baltimore, Maryland, USA.

Best Paper Award: Kim, W. G., & Kim, Y. J. (2017). How to Enhance Hotel Employees’ Eco-Friendly Behavior and Environmental Performance via Green Human Resource Management?, 2017 Academy of Global Hospitality & Tourism Conference, May 26-28, Cheongju, South Korea.

Best Paper Award: Ali, F., and Kim, W. G. (2015). Creative Tourists’ Experience: Does It Predict Satisfaction, Nostalgia Intensity and Behavioral Intentions, 2015 5th International Interdisciplinary Business-Economics Advancement Conference, November 16-21, Ft. Lauderdale, Florida, USA.

Shortlisted for the Best Paper Award: Kim, W. G. (2015). Do Hotels’ Recently Emerged Amenities and Sustainability Practices Lead to Guests’ Price Premium and Loyalty ?, 2015 EuroCHRIE Conference, October 15-17, Manchester, UK.

Nominated for the **University Teaching Award and Honors Thesis Mentor Award**, Florida State University, 2011.

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*, 28(2), 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

03/2015 – Present

Associate Editor

Journal of Quality Assurance in Hospitality & Tourism, UK

01/2026 – Present	Editor-in-chief	<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
01/2009 – Present	Editorial Board	<i>Journal of Hospitality and Tourism Technology</i> , USA
01/2013 – Present	Editorial Board	<i>Asia-Pacific Journal of Innovation in Hospitality and Tourism</i> , Malaysia
01/2002 – Present	Editorial Board	<i>Tourism Management</i> , New Zealand

External Reviewer for Promotion and Tenure Candidates

University of Houston, 2025
 Macau University of Science and Technology, 2025
 University of Alabama, 2025
 Temple University, 2024
 University of Delaware, 2023
 University of Hawaii, 2021
 University of West Florida, 2021
 University of Central Florida, 2021.
 Northern Arizona University, 2020
 Texas Tech University, 2020
 University of Central Florida, 2020.
 Macau University of Science and Technology, 2020.
 Indiana University – Purdue University, 2020
 University of Macau, 2020.
 Hong Kong Polytechnic University, 2020
 Kansas State University, 2019
 University of Missouri, 2019
 Macau University of Science and Technology, 2019.
 University of Central Florida, 2019
 University of Mississippi, 2018
 University of North Texas, 2018.
 Oklahoma State University, 2018.
 Florida Atlantic University, 2018.
 University of Macau, 2018.
 Oklahoma State University, 2017.
 Michigan State University, 2017.
 Macau University of Science and Technology, 2017.
 Oklahoma State University, 2016
 University of Hawaii, 2016.

University of Central Florida, 2016.
University of Macau, 2016.
University of Nebraska, 2015
Coastal Carolina University, 2015.
University of Central Florida, 2015.
Cornell University, 2015.
Virginia Tech, 2013.
Michigan State University, 2013.
University of Houston, 2013.
Indiana University, 2013.
Arizona State University, 2013.
University of Nevada at Las Vegas, 2013.
Seoul National University, 2012.
Florida International University, 2012.
Auburn University, 2012.
George Washington University, 2011.
University of Nevada at Las Vegas, 2011.
Pennsylvania State University, 2010.
State University of New York at Oneonta, 2010.
University of Nevada at Las Vegas, 2009.
Robert Morris University, 2008.