

## **Kwang-Ho Lee, Ph. D.**

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### **EDUCATION**

- Ph.D., University of Missouri-Columbia, Hospitality Management, USA (May 2013)  
Dissertation: *A study of explicit and implicit cognitions towards image attributes of destination country: application of the single-target implicit association test (the ST-IAT)*

### **POSITION**

- Associate Professor of Hospitality Innovation and Leadership, Department of Applied Business Studies, Miller College of Business, Ball State University, Muncie, Indiana (July 2020 - present)

### **TEACHING**

#### **Hospitality and Food Management, Ball State University, IN, USA (Fall 2015 - Present)**

- FCFN/HOSP 210 Customer Service (3 credits)
- FCFN/HOSP 262 Facilities Plan Layout and Des (3 credits)
- FCFN/HOSP 300 Hospitality Cost Control (3 credits)
- FCFN/HOSP369 Internship (3 credits)
- HOSP 225 Hospitality Innovation and Technology (3 credits)

#### **RESEACH INTERESTS – TOURSIM AND HOSPITALITY**

- Implicit Association Test (IAT) - Implicit Measures
- Customer Loyalty
- Online Travel Communities
- Employee's Psychological Wellbeing

#### **WORK EXPERIENCES**

- Research and Teaching Assistance, Hospitality Management, University of Missouri-Columbia, USA (August 2008 – July 2013)
- Educational Technology Liaison, College, Agricultural, Food and Natural Resources (CAFNAR) , University of Missouri-Columbia, USA (May 2010 – May 2013)
- World Dream Tour Inc., S. Korea (December 2002 – January 2005)
- Lotte Hotel Busan., S. Korea

#### **SELECTED RECENT PUBLICATION (SINCE 2015)**

- **Lee, K.-H., & Yen, C. L. A.** (2022). Implicit and explicit attitudes toward service robots in the hospitality industry: Gender Differences. *Cornell Hospitality Quarterly*, 19389655221102381. (ABDC list: A)
- Jin, N., **Lee, K.-H., & Lee, S. M.** (2022). Customer loyalty in the kids café business: the role of relationship benefits. *Journal of Foodservice Business Research*, 1-21. (ABDC list: B)

- Hall, S. S., & Lee, K.-H. (2021). Marital Attitudes and Implicit Associations Tests (IAT) among Young Adults. *Journal of Family Issues*, 42(7), 1443-1465.
- Lee, K.-H., Hyun, S. S., Park, H., & Kim, K. (2020). The antecedents and consequences of psychological safety in airline firms: focusing on high-quality interpersonal relationships. *International Journal of Environmental Research and Public Health*, 17(7), 2187.
- Lee, K.-H., Kim, D. (2019). A peer-to-peer (P2P) platform business model: The case of Airbnb. *Service Business*. 13(4), 647-669. (ABDC list: B)
- Lee, K.-H., Hyun, S. (2018). The effects of tourists' knowledge sharing motivation on online tourist community loyalty: The moderating role of ambient stimuli. *Current Issues in Tourism*, 21(13), 1541-1546. (ABDC list: A)
- Stoica, S.-D., Lee, K.-H., Kim, I., Kang, S., Hyun, S.S. (2018). Attitude toward luxury cruise, fantasy, and willingness to pay a price premium. *Asia Pacific Journal of Tourism Research*, 4(23), 325-343. (ABDC list: A)
- Lee, K.-H., Kim, D.-Y. (2017). Explicit and implicit image cognitions toward destination: Application of the Single-Target Implicit Association Test (ST-IAT). *Journal of Destination Marketing and Management*, 6(4), 396-406. (ABDC list: A)
- Choo, S.-W., Lee, K.-H., Park, J.-Y. (2017). Development of rural accommodation selection criteria: The case of South Korea. *European Journal of Tourism Research*, 17, 246-260.
- Lee, K.-H., Hyun, S. (2016). A model of value-creating practices, trusting beliefs, and online tourist community behavior: Risk aversion as a moderating variable. *International Journal of Contemporary Hospitality Management*. 28(9), 1868 - 1894. (ABDC list: A)
- Lee, K.-H., Hyun, S. (2016). An extended model of employees' service innovation behavior. *International Journal of Contemporary Hospitality Management*, 28(8), 1622-1648. (ABDC list: A)
- Lee, K.-H., Hyun, S. (2016). The effects of perceived destination ability and destination brand love on tourists' loyalty to post-disaster tourism destinations: The case from Korean tourists to Japan. *Journal of Travel and Tourism Marketing*, 33(5), 613-627. (ABDC list: A)
- Lee, K.-H., Choo, S.-W., Hyun, S. (2016). Effects of recovery experiences on hotel employees' subjective well-Being. *International Journal of Hospitality Management*, 52, 1-12. (ABDC list: A\*)
- Lee, K.-H., & Hyun, S. S. (2015). A model of behavioral intentions to follow online travel advice based on social and emotional loneliness scales in the context of online travel communities: The moderating role of emotional expressivity. *Tourism Management*, 48, 426-438. (ABDC list: A\*)
- Lee, K.-H., Alexander, A. C & Kim, D.-Y. (2014). A Study of Geographical Distance Groups (GDGs) on Length of Visitors' Stay in the Local Food Festival. *Journal of Vacation Marketing*, 20(2), 125-136. (ABDC list: A)

## WORK-IN-PROGRESS

- Food Sales in Student-Run Restaurants (SRRs): What Do We Really Know about Patrons' Food Spending? Plan to submit - Cornell Hospitality Quarterly (ABS elite journal) in July, 2022
- Money or Fit? The Tradeoff of Intrinsic and Extrinsic Stimuli in Hospitality Managers' Job Choice Decision. Plan to submit - Journal of Hospitality and Tourism Research (ABS elite journal) in August, 2022
- Hotel Employees' Implicit Peace Bias: The Peace Implicit Association Test (PIAT). Plan to submit - International Journal of Hospitality Management (ABS elite journal) in September, 2022
- Modeling for forecasting international tourism demand in S. Korea: the use of national panel data. Plan to submit - Tourism Management (ABS elite journal) in November, 2022

## SELECTED CONFERENCE PRESENTATION \* (STUDENTS)

- **Lee, K-H, & Yen, A.** (2022). Food Sales in Student-Run Restaurants (SRRs): What do we really know about patrons' food spending?, 2022 ICHRIE Summer Conference, Washington, D.C. USA (August 2022)
- Yen, A., & **Lee, K-H.** (2022). Money or Fit? The Tradeoff of Intrinsic and Extrinsic Stimuli in Hospitality Managers' Job Choice Decision, 2022 ICHRIE Summer Conference, Washington, D.C. USA (August 2022)
- **Lee, K-H, & Yen, A.** (2021). Hotel Employees' Implicit Peace Bias: The Peace Implicit Association Tests (IATs), The TOSOK International Tourism Conference 2021, Seoul, S. Korea (July 2021)
- **Lee, K-H, Hji-Avgoustis, S, & Yen, A.** (2020). Service-Learning Courses: Facilitating Experiential Learning, Virtual MOBTS 2020, Fort Wayne, IN (July 2020)
- **Lee, K.-H., Kang, S., Lee, B.** The dualistic model of passion for online travel community activities: The role of real-me and emotional loneliness", ENTER 2020 Conference, Guildford, UK (January 7, 2020)
- **Lee, K.-H., Yen, C.-L.,** Hotel Employees' Implicit Peace Bias: The Peaceful Implicit Association (IAT), 2019 Central CHRIE Conference, IUPUI, Indianapolis, USA (March 22, 2019).
- **Lee, K.-H., Hji-Avgoustis, S., Lee, B.,** Estimating the probability of tourists' destination image change: Data from the 2016 survey of inbound arrivals in South Korea, 8th International Conference on Tourism, Kavala, Greece (June 2018).
- \*Ung, A., **Lee, K.-H., Kim, D.,** A Model of Cyber-victimization Recovery Practices in Online Travel Communities, 17th Asia Pacific Forum (APF) Conference, University of Hawaii, Manoa, Honolulu, Hawaii (May 18, 2018).
- Hall, S. S., **Lee, K.-H.,** Conceptualizing and measuring implicit attitudes about marriage., Annual National Conference, National Council on Family Relations, Orlando, FL (November 2017).
- **Lee, K.-H., Kim, D., Park, J.-Y.,** A customer loyalty model for peer-to peer (P2P) accommodation platforms: Functional values and trusting beliefs, The 23rd Asia Pacific Tourism Association (APTA) Conference, Asia Pacific Tourism Association (APTA), Busan, Korea (June 20, 2017).
- **Lee, K.-H., Kim, D.-Y.,** Explicit and implicit image cognitions toward destinations and the prediction of behavioral intention, APac CHRIE conference, Bali, Indonesia (June 3, 2017).
- **Lee, K.-H., Kim, D.-Y.,** "The formation of employees' creative work involvement in the airline industry, 2016 EuroCHRIE Conference, Budapest, Hungary (October 27, 2016).
- \*Ioana-Daniela, S., Hyun, S., **Lee, K.-H.,** The Role of Fantasy in Luxury Cruise Decision-Making, The 2016 TOSOK (Tourism Sciences Society of Korea) International Tourism Conference, Korean Tourism Organization (KTO), Pyeongchang, South Korea (July 13, 2016).
- **Lee, K.-H., Webster, C., Yen, C.-L., Hji-Avgoustis, S.,** "A Conceptual Flow of Medical Tourism's Economic Contribution to India", International Conference on Tourism (ICOT), Naples, Italy (July 1, 2016).
- **Lee, K.-H.,** A Communication-Based Marketing Model for Post-Disaster Tourism Destinations, The 22nd Asia Pacific Tourism Association (APTA) Conference, Beijing International Studies University, Beijing, China (June 3, 2016).
- **Lee, K.-H., & Hyun, S.** (2014). A Model of Social and Emotional Loneliness in the Use of Online Travel Community. Proceedings of the 20th Asia Pacific Tourism Association Conference, June 2014, Ho Chi Minh City, Vietnam.
- Kim, K., **Lee, K.-H., & Kim, D.-Y.** (2013). Restaurant servers' expectation of tipping size towards customers' visible characteristics. Proceedings of 2013 International CHRIE Conference, St. Louis, Missouri.

- **Lee, K.-H., & Kim, D.-Y.** (2013). What does implicit cognition tell us about destination image? Application of single-target implicit association test (ST-IAT). Proceedings of 18th Annual Graduate Education & Graduate Student Conference in Hospitality & Tourism, Seattle, Washington.

#### **SELECTED RESEARCH GRANT (SINCE 2015)**

- 2022 Summer Immersive Learning Research Grant (funded, May 2022)
- External Grant. Kyonggi University. Title: Leisure-time physical activities and psychological well-being among the elderly: The role of self-determination. Principal Investigator (funded, May 2019 – November 2019; Amount: \$2,000)
- External Grant. East Central Regional Partnership Tourism. Title: East central regional partnership tourism project. Principal Investigator (funded, April 2019).
- Internal Grant. ASPIRE Hollis Grant. Ball State University. Title: Explicit and Implicit Image Cognitions toward Destinations and the Prediction of Behavioral Intention. Principal Investigator (funded, May 2017).

#### **MASTER'S THESIS COMMITTEE – MEMBER**

- Watts, Julie, Master's Thesis Committee Member, Interior Design. Fall 2018 - June 30, 2019.
- Wiley, Kaitlin, Master's Thesis Committee Member, Department of Nutrition and Health Science. Fall 2017 - March 18, 2019.
- Alshhree, Fatima Zuhair A, Master's Thesis Committee Member, Family and Consumer Sciences. Fall 2016 - December 16, 2017.
- Alali, Raghad Mubarak M, Master's Thesis Committee Member, Family and Consumer Sciences. Fall 2016 - January 23, 2017.

#### **EDITORIAL BOARD MEMBER**

- Editorial Board Member, International Journal of Hospitality Administration (Dec. 21 - present)
- Editorial Board Member, Korea MICE Tourism Society (Mar. 20 - present)
- Editorial Board Member, Korean Hospitality and Tourism Academe (Sep. 19 - present)
- Editorial Board Member, Event and Convention Research. (Jun. 15 - Present)
- Editorial Board Member, Asian Social Science. (Dec. 2015 – May 2020)
- Executive Board Member (Secretary of Administration), Asia Pacific Tourism Association (APTA). (Jun. 2014 - Present)
- Guest Editor, The International Journal of Food Science, Nutrition and Dietetics (IJFS). (November 2015 - January 2017)

#### **INSTITUTIONAL SERVICE**

##### ***Department***

- Coordinator of Seminar Series, Department of Applied Business Studies (August 2021 - present).
- Secretary of P&T Committee, Department of Applied Business Studies (August 2021 - present).
- Chair of Curriculum Committee, Department of Applied Business Studies (August 2021 - May 2021).
- Chair of Mission and Vision Taskforce Committee, Department of Applied Business Studies (August 2020 – May 2021).
- Journal List Committee, Department of Applied Business Studies (August 2021 – December 2021)

- Industry Advisory Board Committee Member (August 2018 – May 2019).
- RPM Faculty Search Committee Member, Department of Management (August 2018 – May 2019).
- Pre-Internship Coordinator, HFM Program at MMLL (August 2018 – May 2020).
- Committee Member of Journal List (Non-AACSB HFM/RPM programs), Department of Management (September 2017 – May 2020).
- Self-Study Taskforce Committee Member. (August 2018 - December 2018).
- Sub-committee Member, Department of Nutrition and Health Science for the Nutrition and Health faculty search.(November 2018).
- Student organization advisor, Hospitality and Food Management Association (HFMA). (August 2017 - August 2018).
- Honors Writing Subcommittee Member, Department of Family and Consumer Sciences. (December 2015 - January 2017).
- Salary Committee Member, Department of Family and Consumer Sciences. (August 2016 – August 2017).

### ***College***

- Secretary of Curriculum Committee, Miller College of Business (August 2021 - present)
- REP committee, Miller College of Business (August 2021 – present)
- Mission and Vision Taskforce Committee Member, Miller College of Business. (July 2020 – December 2020).
- PhD Pathway Program Mentor for the Miller College of Business (August 2017 - Present).
- Member of MCOB Behavioral Research Grant Program Reviewers (January 2020- May 2022)
- Student Scholarship and Award Committee Member, Miller College of Business (August 2018 - May 2020).
- Strategic Planning Committee Member, Miller College of Business (August 2017 - Present).

### ***University***

- Secretary of Global Engagement Committee, Ball State University (August 2021 - present)
- Mentor of the Teacher-Scholar Program, Ball State University (August 2021 - present)
- Pathway Mentee-Mentor Member, Ball State University (August 2016 - present)
- Faculty Senate Committee, Ball State University (January 2020 – August 2020).
- Senate Agenda Committee, Ball State University (January 2020 - August 2020).
- Faculty Salary Committee, Ball State University (January 2020 - August 2020).
- Student Symposium Paper Judges, Sponsored Projects Administration (SPA), Ball State University. (April 2019).
- Judge of the 2019 Student Symposium, Sponsored Projects Administration (SPA), Ball State University. (2017 - present).
- Moderator of the 2016 Student Symposium, Sponsored Projects Administration (SPA), Ball State University. (April 2016 - present).

### **PEER-REVIEW JOURNAL REVIEWER (SINCE 2015)**

- Ad-Hoc Reviewer, Journal of Managerial Issues. (September 2021 - Present)
- Ad-Hoc Reviewer, Family & Consumer Sciences Research Journal (April 2021 - present)
- Ad-Hoc Reviewer, Asia Pacific Journal of Marketing and Logistics. (June 2021 - Present)
- Ad-Hoc Reviewer, Frontiers in Psychology. (February 2021 - Present)

- Ad-Hoc Reviewer, International Journal of Contemporary Hospitality Management. (May 2020 - Present)
- Ad-Hoc Reviewer, Journal of Consumer Marketing. (March 2020 - Present)
- Ad-Hoc Reviewer, Tourism Management Perspectives. (September 2019 - Present)
- Ad-Hoc Reviewer, Communication Studies. (August 2019 - Present)
- Ad-Hoc Reviewer, American Journal of Business. (August 2019 - Present)
- Ad-Hoc Reviewer, Journal of Travel & Tourism Marketing. (May 2019 - Present)
- Ad-Hoc Reviewer, Tourism Geographies. (March 2019 - Present)
- Ad-Hoc Reviewer, Journal of Hospitality & Tourism Research. (December 2018 - Present)
- Ad-Hoc Reviewer, Service Business (December 2017 - Present).
- Ad-Hoc Reviewer, International Journal of Hospitality Management. (September 2017 - Present)
- Ad-Hoc Reviewer, Technological Forecasting & Social Change. (July 2016 - December 2018)
- Ad-Hoc Reviewer, American Journal of Business. (October 2017 - September 2018)
- Ad-Hoc Reviewer, Journal of Quality Assurance in Hospitality & Tourism. (April 2018 - July 2018)
- Ad-Hoc Reviewer, Journal of Hospitality & Tourism Research. (March 2018 - April 2018)
- Reviewer/referee, Journal of Tourism Sciences. (March 2016 - December 2017)
- Ad-Hoc Reviewer, European Journal of Tourism Research. (July 2016 - September 2016)
- Ad-Hoc Reviewer, Tourism Management Research. (April 2016 - September 2016)
- Reviewer/referee, Korean Journal of Hotel Administration. (August 2015 - September 2016)
- Reviewer/referee, Asia Pacific Journal of Tourism Research. (January 2015 - December 2015)
- Reviewer/referee, Asia Pacific Tourism Association (APTA). (March 2015 - June 2015)

#### **CONFERENCE PEER REVIEWER**

- Conference Committee for Best Paper Selection, The TOSOK International Tourism Conference 2021. (June 2021 – July 2021)
- Ad-Hoc Reviewer, Midwest Academy of Management 2021 Conference (August 2021)
- Reviewer/referee, The 27th Asia Pacific Tourism Association (APTA) Conference. (March 2021)
- Reviewer/referee, The 26th Asia Pacific Tourism Association (APTA) Conference. (March 2020)
- Reviewer/referee, The 25th Asia Pacific Tourism Association (APTA) Conference. (March 2019)
- Ad-Hoc Reviewer, 2019 Central CHRIE Conference, Indiana University-Purdue University Indianapolis, Served as a paper reviewer. (January 2019)
- Reviewer/referee, 24th Asia Pacific Tourism Association (APTA) Conference. (March 2018)
- Ad-Hoc Reviewer, The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. (October 2018)
- Ad-Hoc Reviewer, The 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. (September 2017 - December 2017)
- Reviewer/referee, The 23rd Asia Pacific Tourism Association (APTA) Conference. (February 2017 - March 2017)
- Ad-Hoc Reviewer, The 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. (September 2016 - January 2017)

#### **PROFESSIONAL MEMBERSHIPS**

- Journal of Tourism Sciences. (2016 - Present).
- Council on Hotel, Restaurant and Institutional Education (CHRIE). (2016 - Present).
- Event and Convention Research. (2015 - Present).
- Asia Pacific Tourism Association. (2008 - present).
- Asia-Pacific Council on Hotel, Restaurant and Institutional Education (CHRIE). (2017 - 2018).

- Professional Convention Management Association (PCMA). (2016 - 2017).

#### **PROFESSIONAL CERTIFICATIONS/LICENSES**

- BSU Diversity Associates (since September 2022)
- Sponsored Projects Administration (SPA) Fellowship (since September 2017)
- Microsoft Office Specialist (MOS), Access version 2002/ Microsoft Word version 2002, Active. (January 10, 2006).
- Tour Conductor License, Active. (May 20, 2004).

#### **HONORS AND AWARDS**

- Outstanding Contribution in Reviewing, Technological Forecasting and Social Change, Elsevier, International. (February 2018)
- Outstanding Contribution in Reviewing, International Journal of Hospitality Management, Elsevier, International. (January 2018)
- Faculty Recognition, The National Residence Hall Honorary, Ball State University. (April 13, 2017)
- Best Paper Award, 15th by ApacCHRIE Conference – “Future of Hospitality and Tourism: Opportunities & Challenges” (June 3, 2017)
- Best Paper Award at the 62th Annual TOSOK Graduate Research Conference.
- Best Paper Award at the 29th Annual KASTM Graduate Research Conference.
- Best Paper Award at the 60th Annual TOSOK Graduate Research Conference.