

Kwang-Ho Lee, Ph. D.

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EDUCATION

- M.S. & Ph.D., University of Missouri-Columbia, Hospitality Management, USA (2010, 2013)
- M.S., Dong-A University, Tourism Management, College of Business, S. Korea (2008)

POSITION

Associate Professor of Hospitality and Food Management (2020 - present)
Ball State University, Muncie, Indiana

TEACHING EXPERIENCE

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

- HOSP 210 Customer Service
- HOSP 262 Facilities Plan Layout and Des
- HOSP 300 Cost Control in the Hospitality and Food Service Industry
- HOSP369 Internship

Dept. of Tourism and Convention Management, Pusan National University, Busan, S. Korea (2014 – 2015)

- Tourism Psychology
- Convention and Event Management
- Human Resource Management in Hospitality Organizations

Dept. of Hospitality Management, University of Missouri-Columbia, MO, USA (2008 – 2013)

- HRM 3273: Hospitality and Tourism Sales & Marketing Management,
- HRM 3420: Destination Management
- HSP_MGMT 4320/7320: Destination Management (Online Course)
- HSP_MGMT 4273/7273

RESEACH INTERESTS – TOURSIM AND HOSPITALITY

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

SELECTED RECENT PUBLICATION

- Hall, S. S., & Lee, K.-H. (2020). Marital Attitudes and Implicit Associations Tests (IAT) among Young Adults. *Journal of Family Issues*, 0192513X20949899. (IF: 1.489)

- **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. (IF: 2.62)
- **Lee, K.-H.**, Kim, D. (2019). A peer-to-peer (P2P) platform business model: The case of Airbnb. *Service Business*. 13(4), 647-669. (IF: 2.169)
- **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. (IF: 4.69)
- 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. (IF: 1.70)
- **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. (IF: 3.83)
- 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. (IF: 4.50)
- **Lee, K.-H.**, Hyun, S. (2016). An extended model of employees' service innovation behavior. *International Journal of Contemporary Hospitality Management*, 28(8), 1622-1648. (IF: 4.50)
- **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. (IF: 3.47)
- **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. (IF: 6.701)
- **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. (IF: 7.27)
- **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. (IF: 2.050)
- **Lee, K.-H.**, Alexander, A., & Kim, D.-Y. (2013). Motivational Factors Affecting Volunteer Intention in Local Events in the U.S.A. *Journal of Convention & Event Tourism*. 14(4), 271-292.
- **Lee, K-H** & Kim, D.-Y. (2013). A Comparison of Implicit and Explicit Attitude Measures: An Application of the Implicit Association Test (IAT) to Fast-Food Restaurant Brands. *Tourism Analysis*, 18(2), 119-131.

SELECTED CONFERENCE PRESENTATION * (STUDENTS)

- **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, peer-reviewed/refereed, International. (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

- 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. Ball State University Foundation. Title: East central regional partnership tourism project. Principal Investigator (funded, April 2019; Amount: \$447).

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, 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 - Present)
- 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

- Industry Advisory Board Committee Member. (August 2018 - Present).
- RPM Faculty Search Committee Member, Department of Management. (August 2018 – May 2019).
- Pre-Internship Coordinator, HFM Program at MMLL. (August 2018 - Present).
- Committee Member of Journal List (Non-AACSB HFM/RPM programs), Department of Management. (September 2017 - Present).
- 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

- Mission and Vision Taskforce Committee Member, Miller College of Business. (July 2020 - Present).
- Student Scholarship and Award Committee Member, Miller College of Business. (August 2018 - Present).
- Strategic Planning Committee Member, Miller College of Business. (August 2017 - Present).

University

- 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).
- PhD Pathway Program Mentor for the Miller College of Business (August 2017 - Present).

- Student Symposium Paper Judges, Sponsored Projects Administration (SPA), Ball State University. (April 2019).
- Moderator of the 2019 Student Symposium, Sponsored Projects Administration (SPA), Ball State University. (April 2018).
- Moderator of the 2018 Student Symposium, Sponsored Projects Administration (SPA), Ball State University. (April 2018).
- Moderator of the 2016 Student Symposium, Sponsored Projects Administration (SPA), Ball State University. (April 2016).

PEER-REVIEW JOURNAL REVIEWER

- 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, 2019 Central CHRIE Conference, Indiana University-Purdue University Indianapolis, Served as a paper reviewer. (January 2019)
- Ad-Hoc Reviewer, Technological Forecasting & Social Change. (July 2016 - December 2018)
- Ad-Hoc Reviewer, The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. (October 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, The 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. (September 2017 - December 2017)
- Reviewer/referee, 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)
- Ad-Hoc Reviewer, European Journal of Tourism Research. (July 2016 - September 2016)
- Reviewer/referee, 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)

PROFESSIONAL MEMBERSHIPS

- Journal of Tourism Sciences. (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).
- EURO Council on Hotel, Restaurant and Institutional Education (CHRIE). (2016 - 2017).
- Professional Convention Management Association (PCMA). (2016 - 2017).
- Korea Academic Society of Tourism Management. (2014 - 2016).
- Korean Journal of Hotel Administration. (2014 - 2016).

PROFESSIONAL CERTIFICATIONS/LICENSES

- Sponsored Projects Administration (SPA) Fellowship (September 2017 – April 2018)
- Microsoft Office Specialist (MOS), Access version 2002, Active. (January 10, 2006).
- Microsoft Office Specialist (MOS), 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.