

MISUN “SUNNY” KIM

Profile of Qualification

- Ten publications (Seven in A-level journals) with robust ongoing projects
- Four courses taught as the primary instructor with a teaching evaluation average of 4.8/5.0
- Eight years of work experience in the hospitality industry in Korea, Japan, and the U.S.

Education

Ph.D. in Management

University of Massachusetts Amherst, Amherst, MA, U.S.
Isenberg School of Management
Concentration: Hospitality and Tourism Management

Aug 2020 – May 2024
GPA: 3.96 / 4.0

Dissertation Title:

“Behind The Curtain of Mobile App Orders: The Negative Influences of Mobile Application Ordering Systems on Food Service Employees”

Master of Science in Hospitality Management (Thesis Track)

Kansas State University, Manhattan, KS, U.S.

Aug 2018 – May 2020
GPA: 4.0 / 4.0

Bachelor of Arts in Hospitality and Restaurant Management

Sookmyung Women’s University, Seoul, South Korea

Jun 2014
GPA: 3.7 / 4.0

Bachelor of Business in International Hospitality Management (Joint degree)

Le Cordon Bleu, Seoul, South Korea

Jun 2014

Study Abroad Program (Scholarship)

Northern Kentucky University, Newport, KY, U.S.

Jan 2013 – May 2013
GPA: 4.0 / 4.0

Research Interest

Topic

- Employee well-being
- Customer-employee Interactions
 - Customer misbehavior
- Technology Mediation
 - Mobile application orders
- Servicscape (The Physical Environment of the Workplace)

Analysis

- Mixed-Method approach
 - Quantitative (Online/ Lab Experiment)
 - Qualitative (Interviews, Critical Incident Technique, Content Analysis)

Publications

10. **Kim, M. S.**, Baker, M. A., Ma, E. (2023). From customers’ fingertips to employees’ well-being: The impact of mobile application ordering from a job demand-resource perspective. *Tourism Management*, 96, 104695 (ABDC: A*, IF: 12.7).
9. **Kim, M. S.**, Baker, M. A. (2023). From surviving to co-creating: The effects of the reshaped physical and social servicescape on customer citizenship behavior. *The Service Industries Journal*, 1-26 (ABDC: B, IF: 9.4).
8. **Kim, M. S.**, Ma, E, Wang, L. (2023). Work-family supportive benefits, programs, and policies and employee well-being: Implications for the hospitality industry. *International Journal of Hospitality Management*, 108, 103356 (ABDC: A*, IF: 11.7).
7. **Kim, M. S.**, Jang, J. (2022). You know me and I know you: The effects of customer empathy and server disclosure on customer citizenship behavior in a restaurant context. *Journal of Service Theory and Practice*, 33(1), 23-45 (ABDC: A, IF: 4.5).
6. Ma, E., **Kim, M. S.**, Yang, W., Wu, L., & Xu, S. T. (2022). On the bright side of motherhood—A mixed method inquiry. *Annals of Tourism Research*, 92, 103350 (ABDC: A*, IF: 12.9).
5. **Kim, M. S.**, & Jang, J. (2022). The effect of physical environment of the employee break room on psychological well-being through work engagement in the hospitality industry, *Journal of Human Resources in Hospitality and Tourism*, 21(2), 175-196 (ABDC: B, IF: 2.7).
4. **Kim, M.**, & Jang, J. (2022). The impact of employees’ perceived customer citizenship behaviors on organizational citizenship behaviors: The mediating roles of employee customer-orientation attitude, *International Journal of Hospitality & Tourism Administration*, 1-26 (ABDC: B, IF: 0.6).
3. Ma, E., Bao, Y., Huang, L., Wang, D., & **Kim, M. S.** (2021). When a robot makes your dinner: A comparative analysis of product level and customer experience between U.S. And Chinese robotic restaurants. *Cornell Hospitality Quarterly*, 19389655211052286 (ABDC: A, IF: 3.8)
2. Ma, E., Wang, S., Wang, D., Liu, A., & **Kim, M. S.** (2021). When the boundary between work and life is blurred—An investigation into P2P accommodation hosts’ work-life integration and consequences. *International Journal of Hospitality Management*, 99, 103074 (ABDC: A*, IF: 11.7).
1. Ma, E., Zhang, Y., Xu, F., Wang, D., & **Kim, M. S.** (2021). Feeling empowered and doing good? A psychological mechanism of empowerment, self-esteem, perceived trust, and OCBs, *Tourism Management*, 87, 104356 (ABDC: A*, IF: 12.7).

Ongoing Research

For papers under review:

4. **Kim, M. S.**, Baker, M. A, Sustainable tourism employment: A comprehensive overview of sustainable employment from a tourist-employee interaction perspective. *Journal of Hospitality and Tourism Management*. [Stage: 2nd round revision]

3. **Kim, M. S.,** Jang, J., Kim, H., & Gabel, S. Exploring the role of the employee break room on hospitality employees as a caravan passageway: A mixed-method study. *Journal of Quality Assurance in Hospitality & Tourism*. [Stage: Manuscript submitted]
2. **Kim, M. S.,** Vaughan, Y., Ma, E, Employees' new perspective of work and family after crisis. *Journal of Hospitality and Tourism Research*. [Stage: Manuscript submitted]
1. **Kim, M. S.,** Baker, M. A, The effects of modifying customer misbehavior: Misbehaving and observing customer perspectives. *Annals of Tourism Management*. [Stage: Manuscript submitted]

For papers in progress:

5. **Kim, M. S.,** Behind The Curtain of Mobile App Orders: The Negative Influences of Mobile Application Ordering Systems on Food Service Employees. [Dissertation, Targeting for Journal of the Academy of Marketing Science]
4. Vaughan, Y., **Kim, M. S.,** Ma, E., The systematic study on the service profit chain [Stage: Manuscript Drafting, Targeting for Journal of Hospitality and Tourism Research]
3. **Kim, M. S.,** Baker, M. A, What does service sustainability mean?. [Stage: Manuscript Drafting, Targeting for Journal of Hospitality and Tourism Research]
2. **Kim, M. S.,** Baker, M. A, A qualitative study on employees' dehumanization of customers [Stage: Manuscript Drafting, Targeting for Journal of Business Research]
1. **Kim, M. S.,** Jeon, Y., Baker, M. A, How to correct customer misbehavior: The impact of service scripts and other customers' positive feedback on role breadth self-efficacy. [Stage: Manuscript Drafting, Targeting for International Journal of Contemporary Hospitality Management]

Book Chapters

- Jang, J., **Kim, M.,** & Oh H. (2020). Hotel market analysis: The case of Beijing in China. The Routledge Companion to International Hospitality Management. Routledge.

Referred Presentation

11. **Kim, M. S.,** Baker, M. A. (2024). Employees' emotional reactions to mobile Application ordering using cognitive appraisal theory of emotions (CAT). *International Council on Hotel, Restaurant, and Institutional Education Conference*, Montreal, Canada.
12. **Kim, M. S.,** Ma, E. (2024). Employees' new outlook of work and family after crisis and the needed support from a SHRM perspective. *Asia-Pacific International Council on Hotel, Restaurant, and Institutional Education Conference*, Seoul, Korea.

13. **Kim, M. S.,** Baker, M. A., Ma, E. (2023). Employees' dehumanization of customers: The negative impact of mobile orders and the moderating role of customer orientation. *International Council on Hotel, Restaurant, and Institutional Education Conference*, Phoenix, AZ.
10. **Kim, M. S.,** Baker, M. A. (2023). How to correct customer misbehavior: The impact of service scripts and other customers' positive feedback on role breadth self-efficacy. *International Council on Hotel, Restaurant, and Institutional Education Conference*, Phoenix, AZ. **The Best Poster Award.**
9. **Kim, M. S.,** Baker, M. A. (2023). No more heartwarming stories? A newly reshaped view of hospitality work through a transformative perspective. *Tourism Hospitality Event Conference for Researchers Educators Practitioners Students*, Las Vegas, Nevada.
8. **Kim, M. S.,** Baker, M. A. (2022). How misbehavior affects us all: Correcting customer misbehavior from problem and observing customer perspectives. *International Council on Hotel, Restaurant, and Institutional Education Conference*, Washington, D.C.
7. **Kim, M. S.,** Baker, M. A. (2022). A holistic overview of tourism destination employees: An interaction perspective. *The 92nd TOSOK International Tourism Conference*, Busan, South Korea. **The Best Paper Award.**
6. **Kim, M. S.,** Baker, M. A., Ma, E. (2022). Customers' usage of mobile application on employee well-being: From restaurant employee perspective. *The 27th Annual Graduate Student Research Conference in Hospitality and Tourism*, Virtual. **Finalist for the Best Paper Award.**
5. **Kim, M. S.,** Baker, M. A. (2021). The reshaped servicescape: The roles of signage and partitions on customer behavior intentions during the COVID-19 pandemic. In Proceedings of *International Council on Hotel, Restaurant, and Institutional Education Conference*, Virtual.
4. **Kim, M. S.,** Jang, J., Kim, H., & Gabel, S. (2020). Taking a break is not a guilty pleasure: Improving employee (Gen Y) well-being through work breaks using virtual reality. *The 25th Annual Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, Nevada.
3. **Kim, M. S.,** Jang, J., Kim, H., & Gabel, S. (2019). Let's make Kansas employee happy: Improving employee well-being through work breaks using virtual reality, *Research and the State*, Manhattan, Kansas.
2. **Kim, M. S.,** & Jang, J. (2019). We want nice customers! Empathy and Server disclosure as antecedents of Customer Citizenship Behavior. Pan Asia International Tourism Conference 2019, Deajun, South Korea.
1. **Kim, M. S.,** & Jang, J. (2019). Is customer citizenship behavior the secret sauce for fostering employee citizenship behavior toward customers?. *The 24th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, Texas.

Teaching Experiences

Primary Instructor, *University of Massachusetts Amherst, Amherst, MA, U.S.* Fall 2022 – Current

HT-MGT 250 Foodservice Management

Fall 2022, Spring 2024

- This course prepares students with a fundamental understanding of successful foodservice operations. It discusses management functions including marketing, leadership, beverage management, service, human resources, and cost control.
- In-person
- 32 Students (Fall 2022), 60 Students (Spring 2024)
- Teaching Evaluation: **4.8 / 5.0** (Fall 2022), **4.9 / 5.0** (Spring 2024)

HT-MGT 260 Human Resource Management in Hospitality Industry

Spring 2023

- This class aims to learn a series of human resource management functions including leadership motivation, job design, recruitment, wage and salary administration, performance appraisal as well as training.
- Hybrid (Two classes in person, One class over recording)
- 35 Students
- Teaching Evaluation: **5.0 / 5.0**

HT-MGT 444 Strategic Planning in the Hotel Industry

Fall 2023

- This course is a Capstone course designed to expose students to a strategic perspective that integrates all the functional disciplines from previous learning experiences (customer experiences, business communication, marketing, management, finance, and accounting).
- In-person
- 35 Students
- Teaching Evaluation: **4.6 / 5.0**

Teaching Assistant, *University of Massachusetts Amherst, Amherst, MA, U.S.*

Fall 2020 – Spring 2022

HT-MGT 397M Service Experience Management

HT-MGT Customer Experience Management

Awards and Grants

Conference Best Paper Awards:

- The Best Poster Award at International Council on Hotel, Restaurant, and Institutional Education Conference, 2023
- The Best Paper Award at the 92nd TOSOK International Tourism Conference, 2022
- The finalist for the Best Paper Award at the 27th Annual Graduate Student Research Conference in Hospitality and Tourism, 2022

Scholarships:

- Isenberg Outstanding Doctoral Student Teaching Award, 2024
- An Institute for Social Science Research Summer Workshop Award, 2024
- Isenberg Outstanding Doctoral Student Research Award, 2023
- The Management Education and Development Scholarship, Academy of Management Meetings & Conferences, 2023
- Northeast North American Federation (NENA) CHRIE Conference Summer Scholarships, 2023-2024
- Outstanding Engagement/Outreach Award, Kansas State University, 2019-2020
- Graduate Student Assistantship, Kansas State University, 2018-2020
- Magna Cum Laude, Sookmyung Women’s University, 2014
- Rising Star in the Food Service Industry Scholarship Award, Korea Foodservice Industry Management Institute, Seoul, South Korea, 2013
- President’s Honors List, Northern Kentucky University, 2013
- Study Abroad Scholarship, Sookmyung Women’s University, 2013
- President’s Scholarship (Awarded to the top student in the college of liberal arts), Sookmyung Women’s University, 2012
- Semester High Honors, Sookmyung Women’s University, 2009

Grants:

- Women for UMass (WFUM) Grants, University of Massachusetts Amherst, 2023
- The 2020 Arts, Humanities & Social Sciences Small Grant Program, Kansas State University, 2019

Service**Peer Reviewer**

- Tourism Management
- Journal of Service Theory and Practice
- International Journal of Hospitality Management
- International Journal of Contemporary Hospitality Management
- Journal of Hospitality and Tourism Management
- Journal of Hospitality Marketing and Management
- The IISE Transactions on Occupational Ergonomics and Human Factors
- The Routledge Handbook of Diversity, Equity, and Inclusion Management (*Editors: Prof. Juan Madera, and Prof. Manisha Singal, Prof. Ashokkumar Manoharan*)
- Academy of Management Conference, 2023
- International Council on Hotel, Restaurant, and Institutional Education Conference, 2024

Professional Experience

Student Manager, Lacy’s Fresh Fare and Catering, Manhattan, KS, U.S. Aug 2018 – May 2020

A student-run commercial kitchen lab in a department of hospitality management at Kansas State University

- Organized a variety of catering events that serve from 5 up to 400 people featuring Italian buffet, Taco buffet, and continental breakfast
- Assisted students in smoothly operating the lab for HM 351 Commercial Food Production Management

Human Resource/Operation Manager, Gaudium Associates, Seoul, Korea Nov 2017 – Mar 2018

An event company doing business in a range of fields such as exhibitions, publishing, culinary events, and more

- Selected, interviewed, and hired 50 employees for the exhibition ‘Muse of Paris: Marie Laurencin’
- Assisted with day-to-day HR/Operation-related questions in a timely manner

Food and Beverage Shift Leader, Wataya Besso Ryokan, Saga, Japan Apr 2017 – Nov 2017
Traditional Japanese-style inn with 132 rooms and 30,000 square feet of banquet space

- Oversaw a traditional multi-course dinner for customers and delivered presentations on traditional Japanese table manners

Marketing Project Manager, E-Land Group. Food Service Unit, Seoul, Korea Dec 2015 – Nov 2016
One of the largest food service companies in Korea with 30 restaurant brands and over \$160,000,000 in sales

- Participated in multiple consulting projects for the Food Service Unit
 - Developed long-term business plans and consequent marketing actions for each life phase of the brand
 - Achieved average 700,000 likes on Facebook by developing visually specialized menus for Social Media marketing

General/District Manager, E-Land Group. Food Service Unit, Seoul, Korea Jul 2014 – Dec 2015

- Managed all restaurant functions a general manager of Delabobo (a café) and Ashely (a buffet restaurant)
- As a district manager, supervised for nine full-time employees and 45+ part-time employees across seven dessert café stores

Skills

Certifications: Certification in Hotel Industry Analytics (AHLEI)

Certifications: Korean Entrepreneurship Consultant Level 2 (Samil)

Language: Korea (Native), English (Fluent), Japanese (Fluent, N1)