

MISUN “SUNNY” KIM

Profile of Qualification

- Ten publications (Seven in A-level journals), Three under review including *Journal of Service Research*
- Three new teaching preps experience and a teaching evaluation average of 4.9/5.0
- Eight years of work experience in the service industry in Korea, Japan, and the U.S.

Education

Ph.D. in Management (ABD) Aug 2020 – May 2024 (expected)
University of Massachusetts Amherst, Amherst, MA, U.S. GPA: 3.96 / 4.0
Isenberg School of Management
Concentration: Hospitality and Tourism Management

Dissertation Title:

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

Master of Science in Hospitality Management (Thesis Track) Aug 2018 – May 2020
Kansas State University, Manhattan, KS, U.S. GPA: 4.0 / 4.0

Bachelor of Arts in Hospitality and Restaurant Management Jun 2014
Sookmyung Women’s University, Seoul, South Korea GPA: 3.7 / 4.0

Bachelor of Business in International Hospitality Management (Joint degree) Jun 2014
Le Cordon Bleu, Seoul, South Korea

Study Abroad Program (Scholarship) Jan 2013 – May 2013
Northern Kentucky University, Newport, KY, U.S. GPA: 4.0 / 4.0

Research Interest

Topic

- Employee well-being
 - Customer-employee Interaction in Hospitality Services
 - Technology Mediation
 - Servicescape (The Physical Environment of The Work Place)

Analysis

- Quantitative (Online/ Lab Experiment)
- Qualitative (Interviews, 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:

3. **Kim, M. S.**, Baker, M. A, The effects of correcting problem customer behavior: Problem and observing customer perspectives. *Journal of Service Research*. [Stage: 1st round revision]
2. **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. *International Journal of Hospitality Management*. [Stage: Manuscript submitted]
1. **Kim, M. S.**, Baker, M. A, Rethinking sustainable employment: A conceptual framework from a tourist-employee interaction perspective. *Journal of Hospitality and Tourism Management*. [Stage: Manuscript submitted]

For papers in progress:

3. **Kim, M. S.**, Behind The Curtain of Mobile App Orders: The Negative Influences of Mobile Application Ordering Systems on Service Employees. [**Dissertation, Targeting for Journal of Applied Psychology**]
2. **Kim, M. S.**, Ma, E, Employees' new perspective of work and family after crisis. *International Journal of Hospitality Management*. **Stage: Manuscript Drafting, Targeting for Journal of Hospitality and Tourism Research]**
1. **Kim, M. S.**, Baker, M. A, What does service sustainability mean?. [**Stage: Manuscript Drafting, Targeting for Journal of Hospitality and Tourism Research]**

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., 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

Course Instruction:

Instructor, *University of Massachusetts Amherst, Amherst, MA, U.S.*

- **HT-MGT 250 Foodservice Management** Fall 2022
 - 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
 - Teaching Evaluation: **4.8 / 5.0** (*Highest in the department*)
- **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** (*Highest in the department*)
- **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
 - 36 Students

Teaching Assistant Experience:

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

- HT-MGT 397M Service Experience Management Fall 2020 – Fall 2021
- HT-MGT Customer Experience Management Spring 2022

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 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
- 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
- Certificate of Outstanding Contribution to the Poster Celebration, 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

- Journal of Service Theory and Practice
- International Journal of 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)

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

Nov 2017 – Mar 2018

Human Resource/Operation Manager, Gaudium Associates, Seoul, Korea

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)