

# Seungho Kim

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## RESEARCH INTERESTS

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### Customer Experience Management

- Innovation in customer service strategies with a focus on optimizing customer interactions to increase customer satisfaction and brand loyalty

### Service Recovery

- Designing effective strategies to rebuild trust and satisfaction after service failures

### Service Operation Efficiency

- Data-driven management practices for streamlined operational processes to achieve cost reduction and service quality improvement

## EDUCATION

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### Ph.D. Student in Hospitality & Tourism Management

Isenberg School of Management, University of Massachusetts Amherst

09/2025 to Present

### Master of Science in Hotel Administration

William F. Harrah College of Hospitality, University of Nevada, Las Vegas

08/2023 to 12/2024

- Cumulative GPA: 4.0 out of 4.0
- Thesis Title: *"Exploring personalized service strategies: Insights in Korean upper-scale hotels"*  
Aiming to understand the effects and challenges of personalized services from the perspective of managers who develop service strategies and supervise the employees delivering those services.

### Bachelor of Business Administration in Global Hospitality Management with Entrepreneurship

Les Roches International Hotel Management School, Crans-Montana, Switzerland

09/2022 to 07/2023

Les Roches International Hotel Management School, Shanghai, China

09/2020 to 07/2022

- Total GPA: 83 out of 100
- Member of Les Roches Chapter of Eta Sigma Delta, The International Hospitality Management Honor Society (Awarded only to scholarship students with the top 20% grades)

## EXPERIENCE

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### University of Nevada, Las Vegas

#### Graduate Assistant- Teaching Assistant (Hourly Position)

01/2024 to 05/2024

- As a graduate teaching assistant for Dr. Renata F. Guzzo and Dr. Gail Sammon, organized lesson plans & materials, graded assignments, facilitated Q&A sessions and provided feedback to students

### JW Marriott Hotel in Seoul, South Korea

#### Temporary Associate- Front Office (Concierge Desk)

02/2022 to 09/2022

- Completed an internship program of Les Roches International Hotel Management School

**Guest Service Agent- Front Office (Concierge Desk, Executive Lounge)****09/2012 to 02/2019**

- Responsible for coordinating and executing all hotel concierge activities from the lobby concierge desk to deliver guest satisfaction, quality services and compliance with corporate policies
- Served as a dedicated VIP concierge, providing exclusive and personalized guest services for high-profile clients
- Assisted in planning major events at the hotel through research on required processes and negotiation with 3<sup>rd</sup> party vendors to optimize costs and ensure safety & compliance
- Developed a training program to educate new hires on hotel products, services, facilities, events, pricing, and policies to maintain a competent and transparent work environment
- Selected as a special task force member to Ritz-Carlton Resort in Okinawa, Japan (02/2018 to 05/2018) to introduce well-practiced concierge programs by leveraging multi-language capability
- Earned “Outstanding Employee Award” for more than 20 times from the hotel management based on guest and employee surveys

**The Global Hotel in Tokyo, Japan****Temporary Agent- Front Office (Front Desk)****03/2019 to 02/2020**

- Executed various hotel management tasks from front desk operation to concierge services, room control and development of customer response procedures as well as employee training programs

**SKILLS & INTERESTS**

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Languages: Native in Korean; Fluent in English; Fluent in Japanese

- New GRE: Verbal (158, 77%), Quantitative (167, 78%), Writing (5.0, 92%)
- JLPT (Japanese-Language Proficiency Test): N2

Interests: Reading, Working out, and Boxing