



Heewon Kim  
Assistant Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none"> <li>● Food and Beverage Management</li> <li>● Marketing and Consumer Behavior</li> <li>● Technology Adoption</li> </ul>	<ul style="list-style-type: none"> <li>● Food and Beverage Management</li> <li>● Marketing and Consumer Behavior</li> <li>● Research Methods</li> </ul>

## Qualifications

### *[Academic Qualifications]*

Aug 2018 - Aug 2022	Ph.D.	School of Hospitality and Tourism Management, Purdue University, West Lafayette, Indiana, United States
Mar 2014 - Feb 2016	M.S.	Department of Food and Nutrition, Yonsei University, Seoul, South Korea
Mar 2008 - Feb 2014	B.S.	Department of Food and Nutrition, Yonsei University, Seoul, South Korea

### *[Teaching Experience]*

Aug 2022 - Present	Assistant Professor	Faculty of Hospitality and Tourism Management, Macau University of Science and Technology
Aug 2018 - Aug 2021	Teaching Assistant	School of Hospitality and Tourism Management, Purdue University

### *[Professional Experience]*

- Associate Consultant**, Evermint Partners, Seoul, Korea Jun 2017 – Jan 2018
- Built marketing strategies within the hospitality & tourism industry by assessing latest consumer trends and conducting qualitative and quantitative research
  - Selected Project:
    - TUVAn (2017), Concept Development & Branding for a New F&B Business
    - Korea Agro-Fisheries and Food Trade Corporation & Sempio Foods (2017), Korean Packaged Food Product Indonesian Market Entry Strategy
    - Korean National Tourism Organization (2017), Marketing Strategy to Attract GCC Region Outbound Tourists
- Research Scientist**, Korea Food Research Institute, Seong-nam, Korea Jun 2016 – Jun 2017
- Compared the organic farming requirements of South Korea and foreign countries ahead of bilateral agreements
  - Assessed economic conditions, trade issues and agricultural conditions with regard to organic products, and provided annual reports to the Ministry of Agriculture, Food and Rural Affairs

- Selected Project:
  - Korea Food Research Institute (2017), Annual Report on Organic Farming Bilateral Agreements

### ***[Editorial Experience]***

Reviewer, Academic Journals

- International Journal of Contemporary Hospitality Management (2021 – Present)
- Annals of Tourism Research (2022 - Present)

Reviewer, Conference Paper Presentations

- Asia-Pacific Council on Hotel, Restaurant, and Institutional Education (APac-CHRIE) (2019 – Present)
- Asia Pacific Tourism Association (APTA) (2018 – Present)

## **Research & Publications**

### ***[Journal Articles]***

- **Kim, H., & Jang, S. S.** (2022). Restaurant-visit intention: Do anthropomorphic cues, brand awareness and subjective social class interact?. *International Journal of Contemporary Hospitality Management*, <https://doi.org/10.1108/IJCHM-09-2021-1185> [SSCI]
- **Kim, H., & Jang, S. S.** (2022). Does Social Class Matter in Recovering Self-Service Technology Failures?. *International Journal of Contemporary Hospitality Management*, 34(3), 1135-1153. <https://doi.org/10.1108/IJCHM-06-2021-0741> [SSCI]
- **Kim, H., & Jang, S. S.** (2021). Is Differential Treatment in Response to Service Failures Effective?: The Roles of Social Comparison, Scarcity Messages, and Loyalty. *International Journal of Hospitality Management*, 95, 102952. <https://doi.org/10.1016/j.ijhm.2021.102952> [SSCI]
- **Kim, H., & Jang, S. S.** (2020). Do Status Discrepancy and Socioeconomic Immobility Really Drive Compensatory Consumption?. *International Journal of Hospitality Management*, 90, 102615. <https://doi.org/10.1016/j.ijhm.2020.102615> [SSCI]
- **Kim, H., Kim, Y., Choi, H. M., & Ham, S.** (2018). Relationships among behavioral beliefs, past behaviors, attitudes and behavioral intentions toward healthy menu selection. *Nutrition Research and Practice*, 12(4), 348-354. <https://doi.org/10.4162/nrp.2018.12.4.348> [SCIE]

### ***[Conference Papers]***

- **Kim, H., & Jang, S. S.** (2022, May). Millennial consumers' unusual spending: Focusing on the role of financial insecurity. Oral presentation at the 2022 Asia Pacific-CHRIE Conference (Virtual).
  - **Kim, H., & Jang, S. S.** (2021, June). Do Anthropomorphic Cues, Brand Awareness, and Subjective Social Class Interact? Their Joint Effect on Attitude and Restaurant Visit Intention. Oral presentation at the 2021 Asia Pacific-CHRIE Conference, Singapore (Virtual).
  - \* **Kim, H., & Jang, S. S.** (2021, January). Can Restaurants' Preventive Measures Improve Customers' Dine-in Intentions during the COVID-19 Pandemic?. Oral presentation at the 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas, United States (Virtual).
- \* *Received the Best Conference Paper Award*

- **Kim, H., & Jang, S. S.** (2020, January). Does Social Class Matter in Recovering Self-Service Technology Failures?. Oral presentation at the 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, Nevada, United States.
- \* **Kim, H., & Jang, S. S.** (2019, May). Do Status Discrepancy and Socioeconomic Immobility Really Drive Compensatory Consumption?. Oral presentation at the 2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong SAR.  
\* *Received the 1st Runner-up Best Paper Award*
- **Kim, H., & Jang, S. S.** (2019, January). Anthropomorphic Cues on SNSs and the Effects on Customers. Oral presentation at the 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas, United States.
- **Kim, H., Jeong, Y., Kim, J., Cha, J., & Yang, I.** (2015, November). Enablers and barriers to perform nutrition education for public school nutrition teachers. Poster presented at the 2015 The Korean Society of Community Nutrition, Seoul, South Korea.
- Jeong, J., Jeong, Y., Kim, S., Joe, M., Lee, H., **Kim, H.**, Park, J, Park, S., & Yang, I. (2015, June) Motives, social capital and satisfaction toward social dining. Poster presented at the 14th Asia Pacific-CHRIE, Auckland, New Zealand, June 9-12, 2015

## Awards and Grants

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| Howard B Rosfeld Scholarship   | 2022 |
| <ul style="list-style-type: none"> <li>• White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management, Purdue University</li> <li>• A scholarship given to graduate students based on academic achievements, and contribution to the School of Hospitality and Tourism Management</li> <li>• Amount awarded: \$1,000 USD</li> </ul> |      |
| Arthur Avery Foodservice Research Lab Research Grant   | 2021 |
| <ul style="list-style-type: none"> <li>• Funded by White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management &amp; Division of Consumer Science, Purdue University</li> <li>• Amount awarded: \$ 399 USD</li> </ul>  |      |
| Best Conference Paper Award  | 2021 |
| <ul style="list-style-type: none"> <li>• The 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas, United States (Virtual Conference), January 7-9, 2021.</li> </ul>   |      |
| 1st Runner-up Best Paper Award   | 2019 |
| <ul style="list-style-type: none"> <li>• 2019 APacCHRIE &amp; EuroCHRIE Joint Conference, Hong Kong SAR, May 22-25, 2019.</li> </ul>   |      |
| Compton Graduate Research Travel Award   | 2019 |
| <ul style="list-style-type: none"> <li>• College of Health and Human Sciences, Purdue University</li> </ul>  |      |
| 3rd place in Yonsei Scholarly Journal  | 2015 |
| <ul style="list-style-type: none"> <li>• Yonsei University Graduate School Student Association, Yonsei University</li> </ul>   |      |