

---

---

**Chihyung “Michael” Ok, Ph.D.**

School of Sport, Tourism, & Hospitality Management  
Temple University  
331 Speakman Hall  
1810 N 13<sup>th</sup> Street (006-68)  
Philadelphia, PA 19122  
Michael.ok@temple.edu  
Tel: 215-204-0361; Fax: 215-204-8705

---

---

**Education:**

Doctor of Philosophy

August 2004      Kansas State University, Manhattan, Kansas  
Department of Hospitality Management and Dietetics  
Concentration: Hospitality Services Management  
Dissertation Title: *The Effectiveness of Service Recovery and Its Role in Building Long-term Relationships with Customers in a Restaurant Setting*  
Committee Co-Chair: Dr. Carol W. Shanklin and Dr. Ki-Joon Back

Master of Science

December 1998      Florida International University, North Miami, Florida  
School of Hospitality and Tourism Management

Bachelor of Business Administration

February 1995      Sejong University, Seoul, Korea  
Department of Tourism Management

**Teaching & Research Experiences:**

Fall 2019 – Present

*Associate Professor*

School of Sport, Tourism and Hospitality Management  
Director of Tourism & Sport Ph.D. Concentration, Fox School of Business  
Temple University, Philadelphia, Pennsylvania

*Courses Teaching:*

Ph.D. Seminar  
THM 3312 Strategic Decision Making in Tourism and Hospitality  
THM 2313 Financial Issues in Tourism and Hospitality

Fall 2013 – Present

*Associate Professor*

School of Sport, Tourism and Hospitality Management  
Temple University, Philadelphia, Pennsylvania

*Courses Taught:*

THM 5313 Financial Management for Tourism and Hospitality  
THM 5311 Service Management for Tourism and Hospitality Industry  
THM 4396 Hospitality Management Systems (Hotel simulation and writing-intensive course)  
THM 3312 Strategic Decision Making in Tourism and Hospitality

Fall 2012 – Spring 2013

*Associate Professor*

Dept. of Hospitality Management and Dietetics  
Kansas State University, Manhattan, Kansas

*Three-Tenths Appointment – Kansas Agricultural Experiment Station*

*Courses taught:*

HMD 985 Advanced Research Methods

HMD 975 Research and Applied Theories in Foodservice and Hospitality Management

HMD 820 Strategic Management and Case Studies in Hospitality Management

HMD 664 Lodging Management Theory (Hotel Simulation)

HMD 464 Lodging Management Systems (Revenue Management)

Fall 2006 – Spring 2012

*Assistant Professor*

Dept. of Hospitality Management and Dietetics  
Kansas State University, Manhattan, Kansas

*Graduate Faculty Member (2006); Certified Graduate Faculty (2009)*

*Course taught:*

HMD 985 Advanced Research Methods\*

HMD 975 Research and Applied Theories in Foodservice and Hospitality Management\*

HMD 990 Dissertation Proposal Seminar

HMD 895 Cost Controls in Hospitality and Foodservice Systems

HMD 885 Seminar in Foodservice and Hospitality Management

HMD 820 Strategic Management and Case Studies in Hospitality Management

HMD 810 Research Methods for Foodservice and Hospitality Management

HMD 664 Lodging Management Theory

HMD 464 Lodging Management Systems

HMD 424 Hospitality Marketing and Sales

HMD 422 Cost Controls in Hospitality Operations

\* New course developed and offered

Fall 2005 – Spring 2006

*Visiting Assistant Professor*

Dept. of Hospitality Management and Dietetics  
Kansas State University, Manhattan, Kansas

Fall 2004 – Summer 2005

*Research Associate*

Information Technology Assistance Center  
Kansas State University, Manhattan, Kansas

*Converted an on-site course to an online format*

Fall 2000 – Spring 2004

*Graduate Research Assistant/Graduate Teaching Assistant*

Dept. of Hospitality Management & Dietetics  
Kansas State University, Manhattan, Kansas

- Assisted in developing web-based interdisciplinary modules to teach solid waste/residue management in the food chain

**Teaching Interests:**

- Strategic Decision Making
- Hospitality Services Management
- Lodging Management (Simulation)
- Research Methods
- Hospitality Management Strategies (Case Studies)
- Revenue Management in Hospitality Operations

**Research Interests:**

- Customer Satisfaction, Customer Complaint, Service Recovery, and Relationship Management
- Customer and Employee Relationships – Rapport and COSE
- Emotional Labor and Emotional Intelligence
- Food and Travel Experience
- Seniors' Attitudes and Behaviors in Hospitality Product/Service Consumption
- Residents' Satisfaction and Well-being in Continuing Care Retirement Communities

**Industry Experiences:**

- Cook, Outback Steakhouse, Pembroke Pines, Florida (1998 – 1999, part & full time)
- Tour Guide, Koram Tour and Travel Co., Miami, Florida (1997 – 1998, part-time)
- Military Service, Youn-Chun Kun, Korea (1989 – 1991)
- Volunteer Service, 1988 Seoul Olympic Games, Seoul, Korea (Jul. – Sept. 1988)

**Research Funding and Grant Activities:**

**Proposals Funded:**

- Lim\*, S., & Ok, C. (2019). *Value-added gift cards: The effect of types of gift cards on consumers' perception*. 18<sup>th</sup> Fox Young Scholars Interdisciplinary Forum. Funding: \$600
- Lin, M.C., & Ok, C. (Jan. 2019 – Dec. 2021). *Dining in the sharing economy: What does it mean for Hong Kong?* Research Grant Council – 2019/2020 General Research Fund, The Hong Kong Polytechnic University. Funding: HKD 387,360 (USD 49,352)
- Li, X., Yang, Y., Ok, C., Zou, S., Tan, K., Zhang, Y., & Roehl, W. (Mar. 2018 – Mar. 2019). *The role of brand equity in US traveller's path to purchase*. Canadian Tourism Commission. Funding: CAD 124,937 (USD 95,028)
- Baek\*, J., Ok, C., & Lin, P. (2016). *For a happy life: Rewarding the self through the conspicuous consumption*. 13<sup>th</sup> Fox Young Scholars Interdisciplinary Forum. Funding: \$500
- Baek\*, J., Ok, C., & Wu, L. (2016). *Does design matter for your purchasing decision?* 12<sup>th</sup> Fox Young Scholars Interdisciplinary Forum. Funding: \$1,500
- Baek\*, J., Lee, C., Ok, C., & Morrin, M. (2015). *I deserve it: The effects of subjective waiting time on consumption*. 11<sup>th</sup> Fox Young Scholars Interdisciplinary Forum. Funding: \$1,500
- Lee\*, J., Ok, C., Roehl, W.S., & Davey, A. (2015). *Measuring the effectiveness of responsible gambling strategy from the customer perspective: A longitudinal study*. 10<sup>th</sup> Fox Young Scholars Interdisciplinary Forum. Funding: \$1,000
- Ok, C. (2014). *Building and enhancing relationships with partners in Korea*. Temple University Internationalization Grant. Funding: \$2,000

- Lee\*, J., Chen, C.C., & **Ok**, C. (2014). *Promoting responsible gambling: Structural relationships among fundamental human needs, gambling passion, and responsible gambling*. Fox Young Scholars Interdisciplinary Forum. Funding: \$1,800
- Roberts, K.R., **Ok**, C., & Pesci, P.H. (2010). *Development of a hospitality model for application to the military sector*. SAF-America and American Dream Development. Funding: \$15,000
- Bakar\*, A.A., & **Ok**, C. (2009). *Customer orientation of service employees, rapport and social relationship: Influences on residents’ satisfaction and well-being*. Perry & Virginia Peine Excellence for Aging Initiative. Funding: \$4,227
- Yen\*, W.S., & **Ok**, C. (2009). *The effects of customer orientation of service employees on job satisfaction, commitment and organizational citizenship behaviors in continuing care retirement communities*. Perry & Virginia Peine Excellence for Aging Initiative. Funding: \$4,227
- Ok**, C. (Oct. 2008 – Sept. 2013). *Senior residents’ satisfaction and well-being in continuing care retirement communities*. Agricultural Experiment Station, Kansas State University. Funding: \$250,000 (estimated)
- Ok**, C. (2008). *Retiring to a college town: Identification of motivation factors & assessment of the attractiveness of communities in proximity to a college town*. College of Human Ecology, Kansas State University. Funding: \$4,517
- Yen\*, W.S., & **Ok**, C. (2008). *Foodservice employees’ job satisfaction and dissatisfaction in continuing care retirement communities*. Perry & Virginia Peine Excellence for Aging Initiative. Funding: \$3,180
- Ok**, C. (2007). *Exploring the roles of residents’ interpersonal relationships with employees and socializing with other residents at the senior service facilities*. Center on Aging, Kansas State University. Funding: \$2,500
- \* doctoral students under my direct supervision

**Other Grant Activities (As a team member):**

Aug. 2006 – Sept. 2008

- Co-Principle Investigator with Carol W. Shanklin, Ph.D.
- Title: *Food as an Essential Contributor to the Quality of Life for Older Adults: Evaluating Service Quality in the Institutional Foodservice Establishments*
- Funded by Agricultural Experiment Station, Kansas State University

Dec. 2004 – Jul. 2005

- Project team member with Rebecca Gould, Ph.D., R.D. and Laura McKnight, M.S.
- Title: *Conversion of First Choice to First Choice Online*
- Funded by the National Food Service Management Institute.
- Major Responsibilities:
  - Developing instructional materials
  - Designing delivery methods (content, audio and video files)
  - Developing an evaluation form for instructors

Aug. 2000 – Jul. 2003

- Project team member with Carol W. Shanklin, Ph.D., R.D., Kyung-Eun Lee, Ph.D.; Hui-Chun Huang, M.S.; Sunny (Sunhee) Seo, M.S. and Sandra, Flores, Ph.D.
- Title: *Development of web-based interdisciplinary modules to teach waste management in the food chain*
- Funded by the United States Department of Agriculture Challenge Grant.

- Major responsibilities:  
 Content development for the cost analysis of waste management  
 Case study development (5 cases)  
 Web-site development and Web content accessibility

### Publications (Peer-Reviewed):

30. Baek\*, J., Choe, Y., & Ok, C. (2020). Determinants of hotel guests' service experiences: An examination of differences between lifestyle and traditional hotels. *Journal of Hospitality Marketing & Management*, 29(1), 88-105.
29. Park\*, S., Kim, H., & Ok, C. (2018). Linking emotion and place on Twitter at Disneyland. *Journal of Travel and Tourism Marketing*, 35(3), 664-677.
28. Jeon\*, H., Ok, C., & Choi\*, J. (2018). Destination marketing organization website visitors' flow experience: An application of Plog's model of personality. *Journal of Travel and Tourism Marketing*, 35(4), 397-409.
27. Lee, J., Ok, C., Lee, S.H., & Lee, C.K. (2018). Relationship between emotional labor and customer orientation among airline service employees: Mediating role of depersonalization. *Journal of Travel Research*, 57(3), 324-341.
26. Baek\*, J., & Ok, C. (2017). The power of design: How do consumers respond to hotel design? *International Journal of Hospitality Management*, 65, 1-10.
25. Choi\*, Y., Ok, C., & Hyun, S.S. (2017). Relationships between brand experiences, personality traits, prestige, relationship quality, and loyalty: An empirical analysis of coffeehouse brands. *International Journal of Contemporary Hospitality Management*, 29(4), 1185-1202.
24. Park\*, S., Jang, J., & Ok, C. (2016). Analyzing Twitter to explore perceptions of Asian restaurants. *Journal of Hospitality and Tourism Technology*, 7(4), 405-422.
23. Park\*, S., Ok, C., & Chae, B. (2016). Using Twitter data for cruise tourism marketing and research. *Journal of Travel and Tourism Marketing*, 33(6), 885-898.
22. Lee\*, J., Ok, C., & Hwang, J. (2016). An emotional labor perspective on the relationship between customer orientation and job satisfaction. *International Journal of Hospitality Management*, 54, 139-150.
21. Choi\*, J., Ok, C., & Choi\*, S. (2016). Outcomes of DMO website navigation: The role of telepresence. *Journal of Travel and Tourism Marketing*, 33(1), 46-62.
20. Lee\*, J., & Ok, C. (2016). Hotel employee work engagement and its consequences. *Journal of Hospitality Marketing & Management*, 25(2), 133-166.
19. Lee\*, J., & Ok, C. (2015). Examination of factors affecting hotel employees' service orientation: An emotional labor perspective. *Journal of Hospitality & Tourism Research*, 39(4), 437-468.
18. Lee\*, J., & Ok, C. (2015). Drivers of work engagement: An examination of core self-evaluations and psychological climate among hotel employees. *International Journal of Hospitality Management*, 44, 84-98.
17. Lee\*, J., & Ok, C. (2014). Understanding hotel employees' service sabotage: Emotional labor perspective based on conservation of resources theory. *International Journal of Hospitality Management*, 36(1), 176-187.
16. Choi\*, J., Lee, A.J., & Ok, C. (2013). The effect of consumers' perceived risk and benefit on attitude and behavioral intention: A study of consumption of street foods. *Journal of Travel and Tourism Marketing*, 30(3), 222 – 237.
15. Hwang\*, J., & Ok, C. (2013). The antecedents and consequence of consumer attitudes toward restaurant brands: A comparative study between casual and fine dining restaurants. *International*

*Journal of Hospitality Management*, 32(1), 121-131.

14. Lee\*, J., & Ok, C. (2012). Reducing burnout and enhancing job satisfaction from emotional labor: The critical role of hotel employees' emotional intelligence. *International Journal of Hospitality Management*, 31(4), 1101-1112.
  13. Kim\*, W., Ok, C., & Canter, D.D. (2012). Value-driven customer share of visits. *The Service Industries Journal*, 32(1), 37-58.
  12. Kim\*, W., Ok, C., & Canter, D.D. (2012). Moderating role of a priori customer-firm relationship in service recovery situations. *The Service Industries Journal*, 32(1), 59-82.
  11. Kim\*, W., & Ok, C. (2010). Customer orientation of service employees and rapport: Influences on service outcome variables in full-service restaurants. *Journal of Hospitality & Tourism Research*, 34(1), 34-55.
  10. Kim\*, W., Ok, C., & Gwinner, K. (2010). The antecedent role of customer-to-employee relationships in the development of customer-to-firm relationships. *The Service Industries Journal*, 30(7), 1139-1157.
  9. Kim\*, W., Ok, C., & Canter, D.D. (2010). Contingency variables for customer share of visits to full-service restaurants. *International Journal of Hospitality Management*, 29(1), 136-147.
  8. Kim\*, W., & Ok, C. (2009). The effects of relational benefits on customers' perception of favorable inequity, affective commitment, and repurchase intention in full-service restaurants. *Journal of Hospitality & Tourism Research*, 33(2), 227-244.
  7. Kim\*, W., Ok, C., & Lee, M.J. (2009). Antecedents of service employee's organizational citizenship behaviors in full-service restaurant in Korea. *Cornell Hospitality Quarterly*, 50(2), 180-197.
  6. Ok, C., Shanklin, C.W., & Back, K. (2008). Generalizing survey results from student samples: Implications from service recovery research. *Journal of Quality Assurance in Hospitality & Tourism*, 8(4), 1-23.
  5. Ok, C., Back, K., & Shanklin, C.W. (2007). Mixed findings on the service recovery paradox. *The Service Industries Journal*, 27(6), 671-686.
  4. Ok, C., Back, K., & Shanklin, C.W. (2006). Dimensional roles of justice on post-recovery overall satisfaction and behavioral intentions: Tests of casual dining experiences. *Journal of Foodservice Business Research*, 8(3), 3-22.
  3. Ok, C., Back, K., & Shanklin, C.W. (2006). Service recovery paradox: Implications from an experimental study in a restaurant setting. *Journal of Hospitality & Leisure Marketing*, 14(3), 17-33.
  2. Ok, C., Back, K., & Shanklin, C.W. (2005). Modeling roles of service recovery strategy: A relationship-focused view. *Journal of Hospitality and Tourism Research*, 29(4), 484-507.
  1. Shanklin, C.W., Huang, H., Lee, K.E, Ok, C., Seo, S., & Flores, S.A (2003). Developing web-based interdisciplinary modules to teach solid waste/residue management in the food chain. *Journal of Food Science Education*, 2, 46-52.
- \* doctoral student under my direct supervision. Publications with the asterisk are the outcomes of research conducted during their doctoral program.

#### **Conference Proceedings and Presentations (Peer-Reviewed):**

67. Choe, Y., Lee, J., & Ok, C. (2019). Are domestic and international travels complements or substitutes? A case of South Korea. *25th Asia Pacific Tourism Association Conference, Danang, Vietnam*.
66. Kim, H., Park, S., Park, K., & Ok, C. (2019). Monitoring service failures in the airline industry by analyzing social media comments. *2019 THEREPS Conference, Las Vegas, Nevada*.

65. Jeon, H., **Ok**, C., Choi, J., & Park, K. (2019). An investigation of visitors’ attitudes toward a tourism destination’s logo. *2019 THEREPS Conference, Las Vegas, Nevada.*
64. Park, K., Park, J.Y., Park, S., & **Ok**, C. (2018). Social media analytics in marathon events: Psycholinguistic approaches. *Pan-Asia International Tourism Conference 2018, Seoul, Korea.*
63. Baek\*, J., Choe, Y., & **Ok**, C. (2018). The detrimental impact of waiting experience evidence from online reviews in a restaurant context. *2018 KAHTEA Annual Conference, Las Vegas, Nevada. **Best Conference Paper Award***
62. Jeon\*, H., Kwon, J., & **Ok**, C. (2018). The effects of existential authenticity, festival satisfaction, and affective commitment on the Renaissance festival attendees’ customer citizenship behavior. *The 23rd Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Fort Worth, Texas.*
61. Baek\*, J., **Ok**, C., Wu, L., & Lu, L. (2018). Granularity effects of time spent waiting on numerical cognition and balking behavior. *The 23rd Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Fort Worth, Texas.*
60. Park, S., **Ok**, C., & Park, K. (2017). Consumer online engagement in Facebook. *23rd Asia Pacific Tourism Association Conference, Busan, Korea.*
59. Baek\*, J., & **Ok**, C. (2017). You deserve it: The effects of subjective waiting time on consumption. *The 22nd Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, Texas.*
58. Baek\*, J., & **Ok**, C. (2017). Hope to “show off”: How do consumer consumers react to visual aesthetics? The moderating role of generations. *The 22nd Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, Texas.*
57. Jeon\*, H., Kwon, J., **Ok**, C., & Choi, J. (2017). Exploration of relationships among festival experience, need satisfaction, and revisit intention. *The 22nd Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, Texas.*
56. Lee\*, J., & **Ok**, C. (2016). Unintended effects of responsible gambling strategies on non-problem gamblers. *International Conference on Tourism Dynamics and Trends (May 4-7). Antalya, Turkey.*
55. Baek\*, J., Choe, Y., & **Ok**, C. (2016). What do lifestyle hotels uniquely offer to their customers? A future research agenda. *The 2016 Academy of Global Hospitality & Tourism Conference, Seoul, Korea. **Best Conference Paper Award***
54. Jeon\*, H., **Ok**, C., & Choi, J. (2016). DMO website visitors’ flow experience: An application of Plog’s allocentric-psychocentric dimension of personality. *2016 KAHTEA Annual Conference, Las Vegas, Nevada.*
53. Baek\*, J., & **Ok**, C. (2016). Does design matter for your purchasing decision? The impact of hotel design on booking intention and willingness to pay. *The 21st Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Philadelphia, Pennsylvania.*
52. Jeon\*, H., Kwon, J., & **Ok**, C. (2016). Perceived attributes of incentive travel: From the viewpoint of participants. *The 21st Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Philadelphia, Pennsylvania.*
51. Bakar\*, A., & **Ok**, C. (2015). The roles of interpersonal relationship and dining need satisfaction in CCRC residents’ quality of life. *The 13<sup>th</sup> Asia-Pacific CHRIE 2015, Auckland, New Zealand.*
50. Baek\*, J., & **Ok**, C. (2015). Exclusivity or popularity: A question of the lifestyle brands. *2015 WHTER & ICES conference, Seoul, Korea.*
49. Choi\*, S., **Ok**, C., & Choi\*, J. (2015). Travelers’ information adoption from travel review websites: Effects of review quality and website reputation. *2015 KAHTEA Annual Conference, Las Vegas, Nevada. **Best Conference Paper Award (second place)***

48. Baek\*, J., & **Ok**, C. (2015). Reconceptualizing customer share of wallet: As a perspective of dynamic process. *The 20th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Tampa, Florida.*
47. Choi\*, J., & **Ok**, C. (2015). Food variety seeking behavior in uncertainty: Moderating roles of information. *The 20th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Tampa, Florida.*
46. Lee\*, J., **Ok**, C., & Lee, C.K. (2015). Examining the relationships among gambling involvement, gambling passion, and pathological gambling behavior. *The 20th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Tampa, Florida.*
45. Park\*, S., Jang, J., & **Ok**, C. (2015). Text mining and sentiment analysis with Tweet data referring Asian Restaurants. *The 20th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Tampa, Florida.*
44. Park\*, S., **Ok**, C., & Gould, R. (2015). Destination marketing research using big data analytics: A case for Florida. *The 20th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Tampa, Florida.*
43. Choi\*, Y.G., **Ok**, C., & Barrett, B. (2014). Understanding conference experience quality: The case of academic association conferences. *The Tourism Sciences Society of Korea 2014, Gangneung, Korea.*
42. Bakar\*, A., & **Ok**, C. (2014). COSE and relational benefits: Impact on CCRC residents’ satisfaction and behavioral intention towards dining. *The 12<sup>th</sup> Asia-Pacific CHRIE 2014, Kuala Lumpur, Malaysia. Best Paper Award* (Food Studies Research).
41. Baek\*, J., & **Ok**, C. (2014). Customer share of wallet: A measure of customer relationship. *2014 KAHTEA Annual Conference, Las Vegas, Nevada.*
40. Choi\*, J., Jeon\*, H., & **Ok**, C. (2014). Rethinking heritage site FFNHA: The role of destination loyalty. *2014 KAHTEA Annual Conference, Las Vegas, Nevada.*
39. Lee\*, J., & **Ok**, C. (2013). Core self-evaluations and psychological climate as antecedents of employee engagement. *The 2nd World Research Summit for Tourism and Hospitality, Orlando, Florida.*
38. Lee\*, J., & **Ok**, C. (2013). Consequences of employee engagement: Intrinsic rewards, leader-member exchange relationship, job satisfaction, and organizational commitment. *2013 I-CHRIE Annual Conference and Expo, St. Louis, Missouri.*
37. Jeon\*, H., Park, K., & **Ok**, C. (2013). Host residents’ perceptions and attitudes toward an event. *2013 Annual Travel & Tourism Research Association Conference, Kansas, Missouri.*
36. Park\*, S., & **Ok**, C. (2013). Hospitality students’ intention to work in senior services: Effects of knowledge about aging, experiences with seniors, and job attraction. *2013 KAHTEA Annual Conference, Las Vegas, Nevada.*
35. Choi\*, J., Choi\*, S., & **Ok**, C. (2013). Navigation outcomes of DMO website interface features. *The 18<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Seattle, Washington.*
34. Park\*, S., & **Ok**, C. (2013). Exploring attendee’s experience factors at the exposition. *The 18<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Seattle, Washington.*
33. Park\*, S., & **Ok**, C. (2012). Place attachment, quality of life, and intention to revisit in senior tourism. *2012 KAHTEA Annual Conference, Las Vegas, Nevada.*

32. Choi\*, S., & **Ok**, C. (2012). Travelers’ information adoption behaviors on travel review websites. *The 17<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Auburn, Alabama.*
31. Lee\*, J., & **Ok**, C. (2012). Empirical analysis of the relationships among core self-evaluations, psychological climate, and employee engagement in the hotel setting. *The 17<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Auburn, Alabama.*
30. Lee\*, J., & **Ok**, C. (2012). The moderating effect of employees’ emotional intelligence on the relationship between emotional labor and turnover intention in the hotel industry. *The 17<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Auburn, Alabama.*
29. Yen\*, W., & **Ok**, C. (2012). Moderating effects of leader-member exchange in relationships between value congruences and work outcomes in continuing care retirement communities. *The 17<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Auburn, Alabama.*
28. Choi\*, Y., & **Ok**, C. (2011). Effects of conference attendees’ perceived performance on behavioral consequences: An empirical study at PCMA conference. *2011 I-CHRIE Annual Conference and Expo.*
27. Lee\*, J., & **Ok**, C. (2011). The mediating role of burnout & moderating effect of emotional intelligence on the relationship between hotel employees’ emotional dissonance and service sabotage. *2011 I-CHRIE Annual Conference and Expo.*
26. **Ok**, C., Choi\*, Y., & Hyun, S.S. (2011). Roles of brand value perceptions in the development of brand credibility and brand prestige. *2011 I-CHRIE Annual Conference and Expo.*
25. Choi\*, J.W., & **Ok**, C. (2011). Food-related personality traits toward street food in Korea: Cross-cultural study. *2011 KAHTEA Annual Conference.*
24. Choi\*, J.W., & **Ok**, C. (2011). The effect of online restaurant reviews on diners’ visit intention: A comparative analysis of expert vs. peer reviews. *The 16<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism.*
23. Choi\*, S.Y., & **Ok**, C. (2011). The Kano’s method: Mature customers’ perceived service level and satisfaction with restaurant service. *The 16<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism.*
22. Choi\*, Y., **Ok**, C., & Hyun, S.S. (2011). Evaluating relationships among brand experience, brand personality, brand prestige, brand relationship quality, and brand loyalty: An empirical study of coffeehouse brands. *The 16<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism.*
21. Lee\*, J., & **Ok**, C. (2011). Effects of workplace friendship on employee job satisfaction, organizational citizenship behavior, turnover intention, absenteeism, and task performance. *The 16<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism.*
20. Lee\*, J., & **Ok**, C. (2011). *The Moderating effects of emotional intelligence on the relationship between emotional labor and service behavior among hotel employees.* Paper presented at the K-State Research Forum, Kansas State University.
19. Yen\*, W., & **Ok**, C. (2011). Effects of person-job fit and person-organization fit on work attitudes and organizational citizenship behaviors of foodservice employees in the continuing care retirement communities. *The 16<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism.*

18. Choi\*, J.W., Lee, A.J., & **Ok**, C. (2010). An examination of consumers’ risk perception toward street foods and effects on attitude and repurchase intention. *The 15<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.
17. **Ok**, C., & Kim\*, W. (2009). Attributional influences in the formation of post-recovery overall satisfaction and behavioral intentions. *2009 Asia Pacific Tourism Association*. Incheon, Korea
16. Bakar\*, A., & **Ok**, C. (2009). The role of customer orientation of service employees on senior residents’ satisfaction and psychological well-being. *The 14<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.
15. Kim\*, W., **Ok**, C., & Canter, D.D. (2009). Service recovery expectation, disconfirmation, and recovery satisfaction: Moderating role of a priori relationship. *The 14<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.
14. Lee\*, J.H., & **Ok**, C. (2009). Effects of the situational variables on managers’ leadership and employees’ organizational citizenship behavior. *The 14<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.
13. Kim\*, W., **Ok**, C., & Lee, M.J. (2008). Antecedents of service employee’s organizational citizenship behaviors in foodservice businesses. *2008 I-CHRIE Annual Conference and Expo*. **Invited presentation as the best conference paper winner at the 13<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference.**
12. Kim\*, W., **Ok**, C., & Lee, M.J. (2008). Antecedents of service employee’s organizational citizenship behaviors in foodservice businesses. *The 13<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*. **Best Paper Award.**
11. Lee\*, S., & **Ok**, C. (2008). Foodservice employees’ job satisfaction and dissatisfaction in continuing care retirement communities. *The 13<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.
10. **Ok**, C., & Barrett, B. (2007). The need of education on college student alcohol consumption: A proposal for contribution from hospitality/tourism programs. *2007 I-CHRIE Annual Conference and Expo*.
9. Kim\*, W., & **Ok**, C. (2007). The moderating role of relationship communality in the customer satisfaction and repurchase intention formation process. *2007 I-CHRIE Annual Conference and Expo*.
8. Kim\*, W., & **Ok**, C. (2007). An empirical investigation on the transformation model from the customer-to-employee relationship to the customer-to-firm relationship. *The 12<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.
7. Lee\*, S., & **Ok**, C. (2007). Exploring the role of dining experiences on residents’ satisfaction with assisted living facilities. *The 12<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.
6. **Ok**, C., Back, K., & Shanklin, C.W. (2006). Using college students as subjects in experimental study: Do student responses reflect those of other consumers? *2006 I-CHRIE Annual Conference and Expo*.
5. **Ok**, C., Back, K., & Shanklin, C.W. (2005). Tests of dimensional roles of justice on post-recovery overall satisfaction and behavioral intentions. *Asia Pacific Tourism Association 11th Annual Conference*, Goyang, South Korea.
4. **Ok**, C., Back, K., & Shanklin, C.W. (2005). Service Recovery Paradox: Implications from an experimental study in a restaurant setting. *The 10<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*. **Best Paper Award in the Foodservice Area.**

3. **Ok, C., Back, K., & Shanklin, C.W.** (2004). The updating role of service recovery on customers' overall satisfaction and behavioral intentions. *The 9<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism.*
2. **Ok, C., Shanklin, C.W., & Back, K.** (2003). Restaurant customer reactions to service recovery and behavioral intentions. *The 8<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism.*
1. **Shanklin, C.W., Huang, H., Lee, K.E, Ok, C., & Seo, S.** (2003). Development of web-based interdisciplinary modules to teach waste management in foodservice management courses. *The 8<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism.*

\* doctoral student under my direct supervision. Presentations (either in stand-up and poster) with the asterisk are the outcomes of research idea developed during their doctoral program.

#### **Invited Presentations/Seminars:**

Trends, issues, and challenges in hospitality/tourism education and studies in the United States (July 2018). *The 84<sup>th</sup> Tourism Sciences Society of Korea International Conference, Seoul, Korea*

Hospitality service excellence: The players (May, 2016). *Hong Kong Polytechnic University, Kowloon, Hong Kong*

Linking customer-employee relationship to customer-firm relationships (June, 2015). *Dong-A University, Seoul, Korea*

Brand promise to customer share of wallets (May, 2015). *Kyung Hee University, Seoul, Korea.*

Service excellence and value creation: Roles of service employees and technology (May, 2015). *Smart Tourism Research Center, Kyung Hee University, Seoul, Korea*

#### **Book/Chapter in Book:**

**Ok, C., & Shanklin, C.W.** (2005). Environmental Impacts of Travel and Tourism. In J. M. Poynter (Ed.), *TRAVEL AND TOURISM (Vol. 2)*. Denver, CO: Leromi Publishing.

**Shanklin, C., Huang, H., & Ok, C.** (2004). *Environment issues impacting foodservice & lodging operations (3rd)*. Kansas State University. Manhattan, Kansas.

#### **Academic Honors and Service Awards:**

- **Best conference paper (2018)**, first place, *the 2018 KAHTEA Conference*, Las Vegas, NV
- **Outstanding Faculty Service Award (2016)**, Faculty Senate and Office of the Provost, Temple University
- **Reviewer of the year award (2016)**, *Journal of Hospitality and Tourism Education*
- **Best conference paper (2016)**, *the 2016 Academy of Global Hospitality & Tourism Conference*, Seoul, Korea.
- **Best conference paper (2015)**, second place, *the 2015 KAHTEA Conference*, Las Vegas, NV
- **Best conference paper (2014)** in food studies research at *the 12<sup>th</sup> Asia-Pacific CHRIE 2014*, Bangkok, Thailand
- **Best conference paper (2008)**, *the 13<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Orlando, FL
- **Best conference paper (2005)** in the foodservice area at *the 10<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Myrtle Beach, SC.

## **Department, College, & University Services:**

### Department/School

- Chair, Ph.D. Committee in Tourism and Sport
- STHM Merit Committee (2019 – present)
- STHM Promotion and Tenure Committee (2019 – present)
- Chair, Student Appeal and Grievance Committee, School of Sport, Tourism and Hospitality Management, Temple University (2018 – 2019)
- Chair, THM Faculty Search Committee (2018)
- Conference Program Chair, Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Philadelphia, Pennsylvania (2016)
- STHM Ph.D. Committee, Temple University (2015 – 2018)
- Chairperson, School of Sport, Tourism and Hospitality Management Collegial Assembly, Temple University (2015 – 2016)
- Chair-Elect, School of Sport, Tourism and Hospitality Management Collegial Assembly, Temple University (2014 – 2015)
- STHM Faculty Search Committees, Temple University (2014 – 2016)
- STHM Faculty Responsibility and Student Grievance Committee, Temple University (2013 – 2018)
- Co-Advisor, Eta Sigma Delta, The International Hospitality Honor Society, Kansas State University (2011 – 2013)
- Chair, HMD Faculty Search Committee, Kansas State University (2012)
- HMD Department Head Search Committee, Kansas State University (2009, 2010)
- HMD Curriculum Committee, Kansas State University (2006 – 2013)
- Webmaster, Hospitality Management & Dietetics, Kansas State University (2005 – 2013)

### College & University

- The College of Human Ecology Diversity and Internationalization Committee, Kansas State University (2011 – 2013)
- Faculty Advisor, Korean Student Association, Kansas State University (2010 – 2012)
- Committee on Technology, College of Human Ecology, Kansas State University (2008 – 2013)
- Information Resource Management Council, Kansas State University (2007 – 2013)
- Judge, The K-State Research Forum, Kansas State University (2010, 2011)
- Faculty Senate Committee on Technology, Kansas State University (2007 – 2011)
- The Academic Affairs Committee, Kansas State University (2006 – 2007)

## **Graduate Education**

### Dissertation Committee Chair

- Joa Baek (2018). Dissertation chair. *Service waiting experience: The granularity effect of quantitative information on customer reactions to waiting*. Temple University
- Jaeseok Lee (2016). Dissertation Chair. *Understanding responsible gambling behavior of non-problem gamblers*. Temple University
- Seunghyun Park (2016). Dissertation Co-chair. *Tourist experiences and word-of-mouth: The mediating effect of memory*. Kansas State University
- Juwon Choi (2016). Dissertation Co-chair. *Consumer impulse buying behavior in foodservice: Understanding the role of sensory cues*. Kansas State University
- Sooyoung Choi (2015). Dissertation Co-chair. *Understanding roles of experiential value and perceived switching drivers on travelers' loyalty: An empirical study of third-party travel websites*. Kansas State University

- YoungGin Choi (2013). Dissertation Co-chair. *Understanding conference attendee’s experience quality and value perception: The case of academic association conference*. Kansas State University
- Ainul Abu Bakar (2012). Dissertation Co-chair. *The role of dining experience at continuing care retirement communities: A social interaction view*. Kansas State University
- Wen-Shen Yen (2012). Dissertation Chair. *Person-environment fit: Work-related attitudes and behavioral outcomes in continuing care retirement communities*. Kansas State University
- JungHoon (Jay) Lee (2012). Dissertation Chair. *Antecedents and consequences of employee engagement: Empirical study of hotel employees and managers*. Kansas State University
- Jinsoo Hwang (2011). Dissertation Chair. *Brand preference and its impacts on customer share of visits and word-of-mouth intention: An empirical study in the full-service restaurant segment*. Kansas State University
- Wansoo Kim (2009). Dissertation Co-chair. *Customer share of visits to full-service restaurants in response to perceived value and contingency variables*. Kansas State University

Dissertation Committee Member

- Hongbo Liu (2018). *#WishYouWereHere: Essays on travel bragging*. Temple University
- Wonseok Frank Ji (2018). *Dealing with uncertainty in the advanced sales market environment: A behavioral examination of the adaptive nature of inter-temporal choice and delay discounting in consumers’ advanced sales purchase decisions*. Temple University
- MiAe Lee (2018). *Being optimally distinct: The role of optimal fan distinctiveness on fan behavior*. Temple University
- Jason L. Stienmetz (2016). *Foundations for a network model of destination value creation*. Temple University

Preliminary Examination Committee Member

- Karen Tan (2019), Temple University
- Xingbao Hu (2018), Temple University
- Hongbo Liu (2017), Temple University
- Minsun Kim (2015), Temple University
- Jeongmi Kim (2014), Temple University

Fox Executive DBA Mentoring

- David Williamson (2016). Guided research project: *Impacts of brief psychotic disorder on crisis management: A case analysis*. Temple University

Master’s Student Project

- Shou Zhou (2014). Guided research project: *Analysis of customers’ feedback on hotel experience at on-line booking.com*. Temple University

Dissertation Outside Committee Member

- Hyeongjin Jeon (2018). *Exploring factors for sustainable success of festivals: Authenticity, customer satisfaction, and customer citizenship behavior*. Kansas State University

Dissertation External Examiner

- Young Ho Song (2017). *Three essays on customer interpersonal injustice and frontline employees’ corresponding attitudinal and behavioral outcomes*. McGill University, Montreal, Quebec, Canada

**Professional Memberships and Service Activities:**

Professional Membership

- Member, Travel and Tourism Research Association (2012 – 2014)
- Member, Korea-America Hospitality & Tourism Educators Association (2010 – present)
- Member, Asia Pacific Tourism Association (2008 – 2009, 2017 – present)
- Member, International Council on Hotel, Restaurant, and Institutional Education (2005 – 2013, 2017 – present)
- Member, Kansas, Oklahoma, Missouri, and Arkansas Chapter of ICHRIE (2005 – 2013)

Professional Services

- President, Korea-America Hospitality and Tourism Educators Association (June 2018 – current)
- Vice President, KAHTEA (2015 – 2016)
- General Secretary, KAHTEA (2010 – 2014)
- Secretary, KOMA chapter of the ICHRIE (2011 – 2013)

Editorship and Editorial Board

- Editor, Proceedings of 21st Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Philadelphia, Pennsylvania (2016)
- Coordinating Editor, International Journal of Hospitality Management (2014 – present)
- Book Review Editor, Journal of Hospitality Marketing and Management (2012 – 2013)
- Editor, Proceedings of 2012 KAHTEA Conference, Las Vegas, Nevada, USA
- Editor, Proceedings of 2011 KAHTEA Conference, Las Vegas, Nevada, USA
- Editorial Board, Journal of Hospitality and Tourism Research (2018 – present)
- Editorial Board, Tourism Economics (2017 – present)
- Editorial Board, Journal of Travel and Tourism Marketing (2013 – present)
- Editorial Board, Journal of Hospitality Marketing and Management (2010 – present)
- Editorial Board, International Journal of Tourism and Hospitality Research (2016 – present)
- Editorial Board, Korean Journal of Hospitality and Tourism (2017 – present)
- Editorial Board, Journal of Tourism Studies (2012 – present)
- Editorial Board, Foodservice Industry Journal (2010 – present)
- Editorial Board, Korean Academy Society of Hospitality Administration (2009 – 2012)

Journal Reviewer

- Journal of Humanistic Psychology (2019 – present)
- International Journal of Hospitality & Tourism Administration (2019 – present)
- European Management Journal (2018 – present)
- Tourism Management Perspectives (2018 – present)
- International Food Research Journal (2018 – present)
- Tourism Economics (2017 – present)
- Tourism Management (2017 – present)
- Asia Pacific Journal of Tourism Research (2016 – present)
- International Journal of Contemporary Hospitality Management (2015 – present)
- Advances in Hospitality and Tourism Research (2015 – present)
- Cornell Hospitality Quarterly (2013 – present)
- Journal of Hospitality and Tourism Education (2012 – present)
- The Service Industries Journal (2011 – present)

- Journal of Hospitality and Tourism Research (2011 – present)
- Journal of Quality Assurance in Hospitality and Tourism (2011 – present)
- Journal of Travel and Tourism Marketing (2010 – present)
- International Journal of Hospitality Management (2009 – present)

Conference Services and Paper Review

- Conference Co-chair, Tourism, Hospitality, Event Conference for Researchers, Educators, Practitioners, and Students, 2019, Las Vegas
- Track Chair, Service Management for the 2017 Academy of Global Hospitality & Tourism Conference, Cheongju, Korea.
- Track Chair, Service Management for the 2016 Academy of Global Hospitality & Tourism Conference, Seoul, Korea.
- Program Chair, 21<sup>st</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism 2016
- Track Chair, Management for the Graduate Education and Graduate Students Research Conference (2013 – 2015)
- KAHTEA Conference and Undergraduate Student Research Forum (2011 – present)
- Asia Pacific Tourism Association (2010 – 2011, 2014 – present)
- Asia Pacific CHRIE (2009)
- Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism (2006 – present)
- International CHRIE Conference (2006 – present)

**Selected Professional Development Activities**

- Fox Online Teaching Certificate, 2018. Fox School of Business, Temple University
- SafeZone Certified, 2018. Institutional Diversity, Equity, Advocacy and Leadership.
- Fox teaching Academy 2017-2018, Fox School of Business, Temple University
- **Visiting Associate Professor** (Summer 2016), Hong Kong Polytechnic University, Hong Kong
- 5th Planning for Qualitative Research. *Design, Analysis and Software Integration*. Research Talk, January 2014
- Michael Tilford Conference on Diversity and Multiculturalism. *Pathways to a Diverse and Inclusive Campus Climate*. October 2011, Kansas State University
- Seventh Annual Teaching Retreat. *Meeting Students Where They Are*. Center of the Advancement of Teaching and Learning, January 12, 2010, Kansas State University
- James R. Coffman Leadership Institute. School of Leadership Studies, Kansas State University. August 2009
- Teaching Workshop. *Grades, Assessment, and a Focus on Learning*, Kansas State University. October 2008