

## Dr. Kevin Kam Fung So, Ph.D.

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As the recipient of 37 research awards, Dr. Kevin Kam Fung So brings extensive academic experience to Purdue University as a [Moveable Dream Hire](#), a university-wide talent-based strategic hiring program. He currently serves as the C.B. Endowed Professor of Hospitality and Tourism Management with the White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management. Dr. So previously served as the William S. Spears Chair (Endowed) in Business, Professor, and Ph.D. Program Coordinator with the School of Hospitality and Tourism Management at the Spears School of Business at Oklahoma State University, where he led the Master of Science in Hospitality and Tourism Management with over 500% enrolment increase within just 2 years. Before this, he was a tenured Associate Professor in the College of Hospitality, Retail and Sport Management at the University of South Carolina, Columbia. Dr. So's research expertise lies in services marketing with an emphasis on future-oriented research topics that examine human factors and service innovations, branding, customer engagement, digital marketing, the rise of the sharing economy, and human-AI interactions. Dr. So is internationally recognized as a thought-leader in hospitality and tourism management. He is ranked among the Top 10 scholars globally in major research topics, including Hospitality Marketing (#6), Customer Engagement (#6), Sharing Economy (#5), and Customer Experience (#7), as well as Tourism Marketing (#11) based on citations from Google Scholar. To date, Dr. So has published more than 100 scientific publications in leading business journals such as the *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *Journal of Business Research*, and *European Journal of Marketing*, as well as internationally acclaimed A or A+ journals in the tourism and hospitality management discipline including *Annals of Tourism Research*, *Journal of Travel Research*, *Tourism Management*, *Journal of Hospitality & Tourism Research*, *International Journal of Hospitality Management*, *International Journal of Contemporary Hospitality Management*, and *Cornell Hospitality Quarterly*. At present, his scholarly work has been cited over 13,000 times according to Google Scholar. He is one of few researchers in his discipline to have been named on the list of Highly Cited Researchers from Clarivate™ for 2021-2024. He has also been listed by Stanford University as among The World's Top 2% of scientists in the single year category in the broader field of "Sport, Leisure & Tourism" every year since Stanford University established the database in 2020. Many of his publications have been ranked among the most highly cited and most frequently downloaded articles in leading hospitality and tourism journals. Dr. So is also a Coordinating Editor of the *International Journal of Hospitality Management* and Associate Editor of the *Journal of Hospitality Marketing and Management*. He served as a Guest Editor of the *Journal of Hospitality & Tourism Research* (special issue on "Customer Engagement in Tourism and Hospitality Services"), *Cornell Hospitality Quarterly* (special issue on "Service Innovation and Emerging Technologies in Tourism and Hospitality"), and *International Journal of Contemporary Hospitality Management* (special issue on "The Sharing Economy in a Post-pandemic World"). He serves on the editorial board of 12 international journals in his field, including the *Journal of Travel Research*, *Tourism Management*, *Journal of Hospitality & Tourism Research*, *Cornell Hospitality Quarterly*, and *International Journal of Contemporary Hospitality Management*. Additionally, he serves as a reviewer for 13 academic journals, including the *Journal of Business Research*, *European Journal of Marketing*, and *Industrial Marketing Management*. He has chaired or served on the dissertation committees of 20 Ph.D. students.

Dr. So has received numerous prestigious awards, including the Nicosia Best Competitive Paper Award at the 2025 Association for Consumer Research Annual Conference and the Best in Track Award at the 2023 Summer American Marketing Association Conference. Dr. So was awarded the Emerald Literati Network Award for Excellence: Highly Commended Paper Award from *International Journal of Contemporary Hospitality Management* in 2011 and 2018; the *Journal of Travel & Tourism Marketing* Martin Oppermann Best Article of the Year Award in 2014; and the *Journal of Hospitality & Tourism Research* Article of the Year Award in 2015. His doctoral dissertation won the internationally prestigious Emerald/EFMD Outstanding Doctoral Research Award in the category of Hospitality Management in 2014. He was the recipient of the 2018 William Bradford Wiley Memorial Best Research Paper of the Year Award in the field of hospitality and tourism management. He was also the recipient of the 2018 Patricia G. Moody Researcher of the Year Award in the College of Hospitality, Retail and Sport Management in recognition of his consistent and outstanding scholarly achievements. In 2018, his article “The role of customer engagement in building consumer loyalty to tourism brands,” published in *Journal of Travel Research* (HTM A+ journal), was ranked the no. 1 most downloaded article and no. 2 most cited article published in the journal. In 2022, his article “Customer engagement with tourism brands: Scale development and validation,” published in *Journal of Hospitality & Tourism Research* (HTM A+ journal), was named the no. 1 most highly cited article published in this outlet within the past 10 years (2011–2021). Most recently, his article titled “Two decades of customer experience research in hospitality and tourism: A bibliometric analysis and thematic content analysis” was named as the No. 1 most highly cited article of 898 articles published in the *International Journal of Hospitality Management* from 2022 to 2025 based on citation metrics produced by Google Scholar, Web of Science, and SCOPUS. In 2019, Dr. So was named a Breakthrough Star of the University of South Carolina, a university-wide research award that “recognizes faculty members who exceed expectations in their fields, demonstrate exceptional potential, and have made outstanding contributions to research and scholarship during a short time at the university.” Three years in a row (2022, 2023, and 2024), his outstanding research performance earned him the Richard W. Poole Research Excellence Award, a college-level research award from the Spears School of Business at Oklahoma State University.

While extramural funding is not common for the hospitality and tourism management discipline, Dr. So has submitted 45 competitive research grant proposals to state, federal, and international funding agencies, requesting a total of \$6,697,660, of which 21 have been successfully funded with a total award of nearly \$900,000 on projects that aims to utilize tourism as an economic development strategy for destinations and rural communities. Many of these projects were funded by prestigious state and federal government agencies, such as the following: the United States Department of Commerce; the American Hotel and Lodging Association; the South Carolina Department of Parks, Recreation & Tourism; the City of Columbia, South Carolina; and peer institutions in the United States, Australia, and Hong Kong.

Dr. So earned his Ph.D. in Hospitality and Tourism Management from the Griffith Business School (AACSB-accredited), Griffith University, Australia, where he also obtained a Bachelor of Business with First Class Honors. Dr. So pursued graduate studies in mathematical sciences, majoring in statistics and statistical modeling at Queensland University of Technology, Australia. Before entering academia, he gained extensive industry experience in hotel operations at Sheraton Mirage Resort and Spa on the Gold Coast and Sheraton Perth Hotel.

## Curriculum Vitae

Dr. Kevin Kam Fung So, Ph.D.

[Moveable Dream Hire](#)

[C.B. Smith Endowed Professor of Hospitality and Tourism Management](#)

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White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management

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### Areas of Research Expertise

- Services Marketing
- Human Factors in Service Innovations
- Customer Engagement
- Advanced Quantitative Methods
- Sharing Economy
- AI and Human Interactions

### Areas of Teaching Expertise

- Hospitality and Tourism Marketing
- Advanced Quantitative Methods
- Research Methods
- Business Statistics
- Foundations of Tourism
- Resort Management

### Education

- February 2010–  
December 2013     **Doctor of Philosophy in Hospitality and Tourism Management**  
Department of Tourism, Sport, and Hotel Management,  
Griffith Business School (*AACSB Accredited*), Griffith University, Australia  
Dissertation title: An Investigation of the Role of Customer Engagement in  
Strengthening Service Brand Loyalty  
  
This research was chosen by the editorial team of the *International  
Journal of Contemporary Hospitality Management* for the  
2014 Emerald/EFMD Outstanding Doctoral Research Award in the  
Hospitality Management category
- July 2009–  
December 2010     **Graduate Certificate of Mathematical Science**  
Major: Statistics and Statistical Modelling  
School of Mathematical Sciences, Science and Engineering Faculty  
Queensland University of Technology, Australia  
Overall GPA: 6.71/7.0
- July 2006–  
June 2009         **Bachelor of Business in Hotel Management (First Class Honors)**  
Department of Tourism, Sport, and Hotel Management, Griffith Business  
School (*AACSB Accredited*), Griffith University, Australia  
  
Thesis title: An Empirical Investigation of Hotel Brand Equity  
Awarded the Griffith University Medal (2 out of approx. 5,000 students)  
Overall Undergraduate GPA: 6.88/7.0

## **Academic Experience**

- December 2024–  
Present      **C.B. Smith Endowed Professor (tenured)**, White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management, College of Health and Human Sciences, Purdue University, West Lafayette, IN, USA
- August 2024–  
Present      **Full Professor (tenured)**, White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management, College of Health and Human Sciences, Purdue University, West Lafayette, IN, USA
- July 2023–  
August 2024      **William S. Spears Chair in Business (Endowed, College-wide appointment) and Full Professor (tenured, research-intensive track)**, Spears School of Business, Oklahoma State University, Stillwater, OK, USA
- January 2022–  
August 2024      **Ph.D. Program Coordinator**, School of Hospitality and Tourism Management, Spears School of Business, Oklahoma State University, Stillwater, OK, USA
- January 2022–  
July 2023      **Master of Science Program Coordinator**, School of Hospitality and Tourism Management, Spears School of Business, Oklahoma State University, Stillwater, OK, USA
- August 2022–  
June 2023      **William S. Spears Chair in Business (Endowed, College-wide appointment) and Associate Professor (tenured, research-intensive track)**, Spears School of Business, Oklahoma State University, Stillwater, OK, USA
- August 2020–  
June 2022      **William E. Davis Professor (Endowed) and Associate Professor (tenured, research-intensive track)**, School of Hospitality and Tourism Management, Spears School of Business, Oklahoma State University, Stillwater, OK, USA
- August 2019–  
May 2020      **Associate Professor (tenured)**, School of Hotel, Restaurant and Tourism Management, College of Hospitality, Retail and Sport Management, University of South Carolina, Columbia, SC, USA
- August 2014–  
May 2019      **Assistant Professor**, School of Hotel, Restaurant and Tourism Management, College of Hospitality, Retail and Sport Management, University of South Carolina, Columbia, SC, USA
- August 2014–  
May 2020      **Research Associate**, The Center of Economic Excellence in Tourism and Economic Development, College of Hospitality, Retail and Sport Management, University of South Carolina, Columbia, SC, USA

February 2014–  
July 2014      **Senior Research Assistant**, Griffith Institute for Tourism, Griffith Business School, Griffith University, Australia

July 2008–  
January 2014      **Research Assistant**, Department of Tourism, Sport and Hotel Management, Griffith Business School, Griffith University, Australia

July 2008–  
November 2013      **Sessional Instructor/Head Instructor/Guest Lecturer (Multiple roles)**, Department of Tourism, Sport and Hotel Management, Griffith Business School, Griffith University, Australia

## **Awards and Honors**

2025 Nicosia Best Competitive Paper Award, 2025 Association for Consumer Research Annual Conference

Honor description: Established in 1998, the Franco Nicosia Best Competitive Paper Award is presented to the author/s of the best competitive paper presented at the ACR Annual conference. The winners, selected by the conference chairs, receive a plaque and a financial award funded by the Sheth Foundation.

2025 No. 1 most highly cited article published in the *International Journal of Hospitality Management*, published from 2022 to 2025 (Out of 898 articles)

Honor description: The article titled “Two decades of customer experience research in hospitality and tourism: A bibliometric analysis and thematic content analysis” was named as the No. 1 most highly cited article of 898 articles published in the *International Journal of Hospitality Management* from 2022-2025 based on citation metrics produced by Google Scholar, Web of Science, and SCOPUS.

2025 No. 4 most highly cited article published in the *Journal of Hospitality & Tourism Research*, published from 2022 to 2025 (Out of 357 articles)

Honor description: The article “Artificial intelligence in hospitality and tourism: Insights from industry practices, research literature, and expert opinions” was named as the No. 4 most highly cited article of 357 articles published in *Journal of Hospitality & Tourism Research* from 2022-2025 based on citation metrics produced by Sage Publications.

2024 The World’s Top 2% scientists in the field of “Sport, Leisure & Tourism” in 2024, Stanford University (September 2024)

Honor description: Stanford University released the newest list of the World's Top 2% of the most-cited scientists in various disciplines based on citation data from 2023. Scientists are classified into 22 scientific fields and 174 sub-fields according to the standard Science-Metrix classification. Field- and subfield-specific percentiles are also provided for all scientists with at least 5 papers. Career-long data are updated to end-of-2023 and single recent year data pertain to citations received during calendar year 2023. The selection is based on the top 100,000 scientists by c-score (with and without self-citations) or a percentile rank of 2% or above in the sub-field.

2024 No. 37 in the world in the field of “Sport, Leisure & Tourism” based on total citations in 2023, Stanford University (September 2024)

Honor description: Stanford University released the newest list of the World's Top 2% of the most-cited scientists in various disciplines based on citation data from 2023. Scientists are classified into 22 scientific fields and 174 sub-fields according to the standard Science-Metrix classification. Field- and subfield-specific percentiles are also provided for all scientists with at least 5 papers. Career-long data are updated to end-of-2023 and single recent year data pertain to citations received during calendar year 2023. The selection is based on the top 100,000 scientists by c-score (with and without self-citations) or a percentile rank of 2% or above in the sub-field.

2024 Highly Cited Researchers 2024 list from Clarivate (featured in [Purdue Today](#))

Honor description: Dr. So is one of eight Purdue researchers who have been named on the annual Highly Cited Researchers 2024 list from Clarivate. According to Clarivate, “Each year, Clarivate™ identifies the small fraction of the global research scientists and social scientists who have demonstrated significant and broad influence in their field(s) of research. This select group contribute disproportionately to extending the frontiers of knowledge and gaining for society innovations that make the world healthier, more sustainable and more secure. Each researcher selected has authored multiple Highly Cited Papers™ which rank in the top 1% by citations for their field(s) and publication year in the Web of Science over the past decade. However, citation activity is not the sole selection indicator. A preliminary list based on citation activity is then refined using qualitative analysis and expert judgement....Of the world’s population of scientists and social scientists, Highly Cited Researchers are 1 in 1,000.”

2024 The Richard W. Poole Research Excellence Award, Spears School of Business, Oklahoma State University

Honor description: Significant achievements in publications in top-tier journals.

2023 Highly Cited Researchers 2023 list from Clarivate (featured in [OSU Headlines](#))

Honor description: Dr. So is one of two Oklahoma State University researchers who have been named on the annual Highly Cited Researchers 2023 list from Clarivate. According to Clarivate, “Each year, Clarivate™ identifies the small fraction of the global research scientists and social scientists who have demonstrated significant and broad influence in their field(s) of research. This select group contribute disproportionately to extending the frontiers of knowledge and gaining for society innovations that make the world healthier, more sustainable and more secure. Each researcher selected has authored multiple Highly Cited Papers™ which rank in the top 1% by citations for their field(s) and publication year in the Web of Science over the past decade. However, citation activity is not the sole selection indicator. A preliminary list based on citation activity is then refined using qualitative analysis and expert judgement.”

2023 The Richard W. Poole Research Excellence Award, Spears School of Business, Oklahoma State University

Honor description: Significant achievements in publications in top-tier journals.

2023 No. 1 most highly cited article published in *International Journal of Hospitality Management* published in 2022

Honor description: The article “Kim, H., & So, K. K. F. (2022). Two decades of customer experience research in hospitality and tourism: A bibliometric analysis and thematic content analysis. *International Journal of Hospitality Management*, 100, 103082” was named as the No. 1 most highly cited article of 220 articles published in *International Journal of Hospitality Management* in 2022 based on citation metrics produced by Google Scholar, Web of Science, and SCOPUS.

2023 No. 64 in the world in the field of “Sport, Leisure & Tourism” based on total citations in 2023, Stanford University (October 2023)

Honor description: Stanford University released the newest list of the World's Top 2% of the most-cited scientists in various disciplines based on citation data from 2022. Scientists are classified into 22 scientific fields and 174 sub-fields according to the standard Science-Metrix classification. Field- and subfield-specific percentiles are also provided for all scientists with at least 5 papers. Career-long data are updated to end-of-2022 and single recent year data pertain to citations received during calendar year 2022. The selection is based on the top 100,000 scientists by c-score (with and without self-citations) or a percentile rank of 2% or above in the sub-field.

2023 The World’s Top 2% scientists in the field of “Sport, Leisure & Tourism” in 2023, Stanford University (October 2023)

Honor description: Stanford University released the newest list of the World's Top 2% of the most-cited scientists in various disciplines based on citation data from 2022. Scientists are classified into 22 scientific fields and 174 sub-fields according to the standard Science-Metrix classification. Field- and subfield-specific percentiles are also provided for all scientists with at least 5 papers. Career-long data are updated to end-of-2022 and single recent year data pertain to citations received during calendar year 2022. The selection is based on the top 100,000 scientists by c-score (with and without self-citations) or a percentile rank of 2% or above in the sub-field.

2023 Best Track Chair Award, 2023 Global Marketing Conference in Seoul, Korea, The Global Alliance of Marketing & Management Associations

Award description: The 2023 Global Marketing Conference, hosted in Seoul Korea (July 20th–23rd), attracted 825 submissions with around 580 attendees from more than 60 countries. Our conference track “Envisioning the Digital Future of Tourism and Hospitality” focusing on tourism and hospitality management is the one of the largest tracks of the Global Marketing Conference, which has more than 50 tracks. Authors of papers presented in this track included marketing and tourism and hospitality scholars from around world.

2022 The Richard W. Poole Research Excellence Award, Spears School of Business, Oklahoma State University

Honor description: Significant achievements in publications in top-tier journals.

2023 Best in Track Award, 2023 Summer American Marketing Association Conference

Honor description: The Summer AMA Conference has long been recognized as one of the largest annual events for marketing professionals and scholars in the world. The AMA leads an unparalleled discussion on marketing excellence and strives to be the most relevant force and voice shaping marketing around the world, an essential community for marketers.

2023 Highly Cited Researchers 2022 list from Clarivate (featured in [OSU Headlines](#))

Honor description: Dr. So is one of two Oklahoma State University researchers who have been named on the annual Highly Cited Researchers 2022 list from Clarivate. According to Clarivate, “Each year, Clarivate™ identifies the world's most influential researchers — the select few who have been most frequently cited by their peers over the last decade. In 2022, fewer than 7,000, or about 0.1%, of the world's researchers, in 21 research fields and across multiple fields, have earned this exclusive distinction. You are among this elite group recognized for your exceptional research influence, demonstrated by the production of multiple highly-cited papers that rank in the top 1% by citations for field and year in the Web of Science™. Of the world’s population of scientists and social scientists, Highly Cited Researchers™ are 1 in 1,000.”

2022 No. 62 in the world in the field of “Sport, Leisure & Tourism” based on total citations in 2021, Stanford University (October 2022)

Honor description: Stanford University released the newest list of the World's Top 2% of the most-cited scientists in various disciplines based on citation data from 2021. Scientists are classified into 22 scientific fields and 176 sub-fields. Field- and subfield-specific percentiles are also provided for all scientists who have published at least 5 papers. Career-long data are updated to end-of-2020. The selection is based on the top 100,000 by c-score (with and without self-citations) or a percentile rank of 2% or above.

2022 The World’s Top 2% scientists in the field of “Sport, Leisure & Tourism” in 2022, Stanford University (October 2022)

Honor description: Stanford University released the newest list of the World's Top 2% of the most-cited scientists in various disciplines based on citation data from 2021. Scientists are classified into 22 scientific fields and 176 sub-fields. Field- and subfield-specific percentiles are also provided for all scientists who have published at least 5 papers. Career-long data are updated to end-of-2020. The selection is based on the top 100,000 by c-score (with and without self-citations) or a percentile rank of 2% or above.

2022 No. 1 most highly cited article published in *Journal of Hospitality & Tourism Research* in the past 10 years (2011–2021) (featured in [OSU Headlines](#))

Honor description: The article was named as the No. 1 most highly cited article published in *Journal of Hospitality & Tourism Research* in the past 10 years (2011–2021) based on citation metrics produced by Google Scholar, Web of Science, and SCOPUS. The article has now been downloaded more than 12,000 times (7,101 times on Sage and 4,919 times on ResearchGate) and has been cited 558 times based on Google Scholar. Several of the articles that cited our work have now been cited over 500 times (one exceeded 1000 times).

2022 The Best Conference Paper Award, 27<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism

Honor description: Our coauthored paper titled “Can service robots build intimate relationships with customers? A social exchange theory perspective?” was selected for the Best Conference Paper Award. Over 420 registered attendees participated in the conference, and a total of 229 presentations were delivered at the conference.

2021 Highly Cited Researchers 2021 list from Clarivate (featured in [OSU Headlines](#))

Honor description: Dr. So is one of four Oklahoma State University researchers who have been named on the annual Highly Cited Researchers 2021 list from Clarivate. According to Clarivate, “Each year, Clarivate™ identifies the world’s most influential researchers — the select few who have been most frequently cited by their peers over the last decade. In 2021, fewer than 6,700, or about 0.1%, of the world’s researchers, in 21 research fields and across multiple fields, have earned this exclusive distinction. This elite group recognized for your exceptional research influence, demonstrated by the production of multiple highly-cited papers that rank in the top 1% by citations for field and year in the Web of Science™.”

2021 No. 51 in the world in the field of “Sport, Leisure & Tourism” based on total citations in 2020, Stanford University (November 2021)

Honor description: Stanford University released the newest list of the World's Top 2% of the most-cited scientists in various disciplines based on citation data from 2020. Scientists are classified into 22 scientific fields and 176 sub-fields. Field- and subfield-specific percentiles are also provided for all scientists who have published at least 5 papers. Career-long data are updated to end-of-2020. The selection is based on the top 100,000 by c-score (with and without self-citations) or a percentile rank of 2% or above.

2021 The World’s Top 2% scientists in the field of “Sport, Leisure & Tourism” in 2020, Stanford University (November 2021)

Honor description: Stanford University released the newest list of the World's Top 2% of the most-cited scientists in various disciplines based on citation data from 2020. Scientists are classified into 22 scientific fields and 176 sub-fields. Field- and subfield-specific percentiles are also provided for all scientists who have published at least 5 papers. Career-long data are updated to end-of-2020. The selection is based on the top 100,000 by c-score (with and without self-citations) or a percentile rank of 2% or above.

2021 The Richard D. Poole Best Paper Award (nominee), Spears School of Business, Oklahoma State University

Award description: The Best Paper Award is presented to the faculty member who has the best paper accepted or published during the academic year.

2020 Best Track Chair Award, 2020 Global Marketing Conference in Seoul, Korea, The Global Alliance of Marketing & Management Associations

Award description: The 2020 Global Marketing Conference, hosted in Seoul Korea (November 5-8), The track that I co-chaired “Service Innovation & Emerging Technologies in Hospitality and Tourism” received a total of over 20 submissions. Authors of papers presented in this track included marketing and tourism and hospitality scholars from around world.

2020 No. 64 in the world in the field of “Sport, Leisure & Tourism” based on total citations in 2019, Stanford University (November 2020)

Honor description: Stanford University released the newest list of the World's Top 2% of the most-cited scientists in various disciplines based on citation data from 2019. Scientists are classified into 22 scientific fields and 176 sub-fields. Field- and subfield-specific percentiles are also provided for all scientists who have published at least 5 papers. Career-long data are updated to end-of-202. The selection is based on the top 100,000 by c-score (with and without self-citations) or a percentile rank of 2% or above.

2020 The World's Top 2% scientists in the field of "Sport, Leisure & Tourism" in 2020, Stanford University (November 2020)

Honor description: Stanford University released the newest list of the World's Top 2% of the most-cited scientists in various disciplines based on citation data from 2019. Scientists are classified into 22 scientific fields and 176 sub-fields. Field- and subfield-specific percentiles are also provided for all scientists who have published at least 5 papers. Career-long data are updated to end-of-2019. The selection is based on the top 100,000 by c-score (with and without self-citations) or a percentile rank of 2% or above.

2020 *[Emerald Literati Network Awards for Excellence 2020: Highly Commended Paper Award, International Journal of Culture, Tourism and Hospitality Research](#)*

Award description from the journal: Selected by IJCTHRs editorial team, these papers demonstrate the highest quality of research, and they contribute to the scholarship and practice of hospitality management.

2019 *[Breakthrough Star Award, Office of the Vice President for Research, University of South Carolina](#)*

Award description from the University of South Carolina: Each spring, the Office of the Vice President for Research names selected faculty as Breakthrough Stars. These awards recognize a small group of peer-nominated and reviewed faculty members from the Columbia, Comprehensive, and Palmetto College campuses. These faculty members exceed expectations in their fields, demonstrate exceptional potential, and have made outstanding contributions to research and scholarship during a short time at USC. The Breakthrough Star Award recognizes faculty for these achievements and celebrates their contributions to the University of South Carolina.

2018 *[William Bradford Wiley Memorial Best Research Paper of the Year Award, the International Council on Hotel, Restaurant & Institutional Education \(I-CHRIE\)](#)*

Award description from I-CHRIE: The Research Award is given to a superior research publication on a topic relevant to the field of hospitality or tourism management by an International CHRIE member.

2018 *[Best Track Chair Award, 2018 Global Marketing Conference in Tokyo, Japan, The Global Alliance of Marketing & Management Associations](#)*

Award description: The 2018 Global Marketing Conference, hosted in Tokyo, Japan (July 26-29), attracted more than 1300 attendees. The track that I co-chaired, “Customer Engagement in Tourism and Hospitality Services,” received a total of 109 submissions with 10 sessions of presentation at the conference, the largest of the 58 tracks in the conference. Authors of papers presented in this track included marketing and tourism and hospitality scholars from around world.

2018 Emerald Literati Network Awards for Excellence 2018: Highly Commended Paper Award, *International Journal of Contemporary Hospitality Management*

Award description from the journal: Selected by IJCHM's editorial team, these papers demonstrate the highest quality of research, and they contribute to the scholarship and practice of hospitality management.

2018 The Patricia G. Moody Researcher of the Year Award 2018, College of Hospitality, Retail, and Sport Management, University of South Carolina

Award description from the University of South Carolina: This award is recognized as the most prestigious annual award in recognition of scholarly achievement given by the College. Accomplishments are assessed against the following criteria:

- 1) Research and productive scholarship activities have been performed over the past four years during which time the candidate has been a faculty member of this College,
- 2) The importance of the research and scholarship to the discipline, the College, and the University, and,
- 3) Indications of creativity, originality, and quality in research as indicated by the number of publications in A and A+ journals in the last four years.

2018 Merit Award, College of Hospitality, Retail, and Sport Management, University of South Carolina

2017 Outstanding Contribution in Reviewing, in recognition of the contributions made to the quality of the journal, *International Journal of Hospitality Management*

2017 Merit Award, College of Hospitality, Retail, and Sport Management, University of South Carolina

2015 Journal of Hospitality & Tourism Research Article of the Year Award

Award description from the journal: Each year, an award-winning article is selected by the JHTR Article of the Year Award Selection Committee and the Co-Editors-in-Chief based on the following criteria:

- 1) Originality of the contribution,
- 2) Critical review of the literature,
- 3) Methodological quality,
- 4) Theoretical implications,
- 5) Practical implications,

- 6) Quality of communication, and
- 7) Overall value of the article

2015 Emerald/EFMD Outstanding Doctoral Research Award 2015 in the Hospitality Management category

Award description from Emerald: The research must address an issue that is of importance to one of the various subject areas listed. The awards were open to those who have completed and satisfied examination requirements for a doctoral award, between 1 October 2011 and 1 October 2014. The entries were judged by the Editor(s) and at least one Editorial Advisory Board member of the sponsoring journal. Entries were judged on the following criteria:

- 1) Significance/implications for theory and practice,
- 2) Originality and innovation,
- 3) Appropriateness and application of the methodology, and
- 4) Quality of data/research.

2014 Journal of Travel & Tourism Marketing Martin Oppermann Best Article of the Year Award

Award description from the journal: Each year, an award-winning article is selected by the Editorial Board based on four criteria:

- 1) Originality of concepts, methods, and/or contribution,
- 2) Sophistication of conceptual development and/ or methodology,
- 3) Clarity of writing, and
- 4) Overall contribution to the field of travel and tourism marketing.

2011 Emerald Literati Network Awards for Excellence 2011: Highly Commended Paper Award, International Journal of Contemporary Hospitality Management

Award description from the journal: Selected by IJCHM's editorial team, these papers demonstrate the highest quality of research, and they contribute to the scholarship and practice of hospitality management.

2011 Second Prize, Griffith Business School Higher Degree Research Poster Competition

2010– Griffith University Postgraduate Research Scholarship (GUPRS) (AUD22,000 each  
2014 year for 3.5 years of PhD candidature equivalent to a total of AUD77,000)

2010– Griffith Business School Top-Up Scholarship (GBSTOP) (AUD10,000 each year  
2013 for the first 3 years of PhD candidature equivalent to a total of AUD30,000)

2010– International Postgraduate Research Scholarship (IPRS) (Tuition Scholarship for  
2014 3.5 years of PhD candidature equivalent to a total of AUD63,000)

2009 Griffith University Medal (2 of approximately 5000 graduates received the award)

Award description from Griffith University: The University Medal is an award of rare excellence and is not necessarily awarded in any year. To be eligible for the award of the University medal, a graduate must gain a bachelor's degree with first class honors at the University and meet other specified criteria.

- 2009 Griffith Business School Honors Scholarship (AUD5,000)
- 2009 Department of Tourism, Leisure, Hotel and Sport Management Honors Scholarship (AUD 2,500)
- 2009 Full Tuition Scholarship for Honors Degree (Full year tuition equivalent to AUD18,000)
- 2009 Griffith Award for Academic Excellence, 2008–2009
- 2008 Griffith Award for Academic Excellence, 2007–2008
- 2007 Griffith Award for Academic Excellence, 2006–2007
- 2007 Scholarship for Griffith – Pukyong National University (Korea) Cultural Exchange Program (Winter)
- 2007 Golden Key Honor Society Award

## **Editorial Service:**

### **[Associate/Coordinating Editor]**

Coordinating Editor, *International Journal of Hospitality Management (2020–Present)* (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.0) (Q1 Impact Factor, Best Quartile) (ABDC: A\*)

Associate Editor, *Journal of Hospitality Marketing & Management (2023–Present)* (Purdue HTM Tier 2 Journal) (SSCI) (2-year IF: 11.9) (Q1 Impact Factor, Best Quartile) (ABDC: A)

Regional Editor (America), *The Service Industries Journal (2021–Present)* (2-year IF: 7.4) (SSCI) (Q1 Impact Factor, Best Quartile) (ABDC: A)

### **[Guest Editor]**

Special Issue on “Influencer Marketing for the Greater Good: How to encourage sustainable and prosocial behavior”  
*Psychology and Marketing (2023-2024)*

(Marketing Top 15 Journal) (SSCI) (2-year IF: 8.9) (Q1 Impact Factor, Best Quartile) (ABDC: A)

Special Issue on “The Sharing Economy in a Post-Pandemic World”  
*International Journal of Contemporary Hospitality Management (2021–2023)*  
(Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 9.1) (Q1 Impact Factor, Best Quartile)  
(ABDC: A)

Special Issue on “Service Innovation and Emerging Technologies in Hospitality and Tourism”  
*Cornell Hospitality Quarterly (2019–2022)*  
(HTM A) (Spears School of Business A) (ABDC: A)

Special Issue on “Customer Engagement in Hospitality and Tourism Management”  
*Journal of Hospitality & Tourism Research (2017–2020)*  
(HTM A+) (Spears School of Business A) (ABDC: A)

### **[Editorial Review Board]**

*Tourism Management (2020–Present)*  
(Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.9) (Q1 Impact Factor, Best Quartile)  
(ABDC: A\*)

*Journal of Travel Research (2016–Present)*  
(Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 8.0) (Q1 Impact Factor, Best Quartile)  
(ABDC: A\*)

*Journal of Hospitality & Tourism Research (2015–Present)*  
(Purdue HTM Tier 1+ Journal) (2-year IF: 4.4) (Q1 Impact Factor, Best Quartile) (ABDC: A)

*International Journal of Contemporary Hospitality Management (2015–Present)*  
(Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 9.1) (Q1 Impact Factor, Best Quartile)  
(ABDC: A)

*Cornell Hospitality Quarterly (2020–Present)*  
(Purdue HTM Tier 1 Journal) (SSCI) (2-year IF: 3.4) (Q1 Impact Factor, Best Quartile) (ABDC: A)

*Psychology & Marketing (2021–Present)*  
(Marketing Top 15 Journal) (SSCI) (2-year IF: 8.9) (Q1 Impact Factor, Best Quartile) (ABDC: A)

*Journal of Service Management (2021–Present)*  
(SSCI) (2-year IF: 7.8) (Q1 Impact Factor, Best Quartile) (ABDC: A)

*Tourism Economics (2018–Present)*  
(Purdue HTM Tier 2 Journal) (SSCI) (2-year IF: 3.6) (Q1 Impact Factor, Best Quartile) (ABDC: A)

*Journal of Vacation Marketing (2020–Present)*  
(Purdue HTM Tier 2 Journal) (SSCI) (2-year IF: 4.5) (Q1 Impact Factor, Best Quartile) (ABDC: A)

*Journal of Destination Marketing & Management (2015–Present)*  
(Purdue HTM Tier 1 Journal) (SSCI) (2-year IF: 8.9) (Q1 Impact Factor, Best Quartile) (ABDC: A)

*Journal of Travel & Tourism Marketing (2021–Present)*  
(Purdue HTM Tier 2 Journal) (SSCI) (2-year IF: 8.2) (Q1 Impact Factor, Best Quartile) (ABDC: A)

*Journal of China Tourism Research (2021–Present)*  
(ABDC: B)

*Tourism Analysis (2014–2020, term completed)*  
(ABDC: A)

**[Ad Hoc Reviewer]**

*Journal of Sustainable Tourism (2022–Present)*  
*Industrial Marketing Management (2020–Present)*  
*Tourism Review International (2020–Present)*  
*Journal of Business Research (2015–Present)*  
*Annals of Tourism Research (2014–Present)*  
*European Journal of Marketing (2014–Present)*  
*Journal of Asia Pacific Tourism Research (2014–Present)*  
*Journal of Hospitality and Tourism Insight (2014–Present)*  
*Journal of Hospitality Marketing & Management (2014–Present)*  
*Journal of Leisure Research (2014–Present)*  
*Journal of Marketing Management (2014–Present)*  
*Journal of Service Theory and Practice (2014–Present)*  
*Tourism Management Perspectives (2014–Present)*

**Conference Reviewer/Scientific Committee Member:**

- 2023 Member of Committee, *Journal of Travel Research* Charles R. Goeldner Article of Excellence Award Review Committee
- 2022 Member of Selection Committee, the American Marketing Association' SERVSIQ Best Ph.D. Dissertation Award
- 2021 Member of Committee, *Journal of Hospitality & Tourism Research* Strategic Positioning Task Force

- 2021 Member of Committee, *Journal of Travel Research* Charles R. Goeldner Article of Excellence Award Review Committee
- 2021 Member of Committee, *Journal of Hospitality & Tourism Research* Best Article of the Year Review Committee
- 2021 Member of Scientific Committee, the Council for Australasian Tourism and Hospitality Education (CAUTHE)
- 2020 The 26<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, USA.
- 2019 The 25<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV, USA.
- 2019 The 2019 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, New Orleans, USA.
- 2019 The 24<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, USA.
- 2018 The 2018 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, Palm Springs, CA, USA.
- 2017 The 23<sup>rd</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Dallas-Fort Worth, TX, USA.
- 2017 Scientific Committee Member for the 4<sup>th</sup> World Research Summit for Tourism and Hospitality, Orlando, FL, USA.
- 2017 The 2017 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, Baltimore, MD, USA.
- 2016 *Journal of Hospitality & Tourism Research* Article of the Year Committee
- 2016 The 22<sup>nd</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, USA.
- 2016 The 2016 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, Dallas, TX, USA.
- 2015 The 2015 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, Orlando, FL, USA.
- 2015 The 21<sup>st</sup> Asia Pacific Tourism Association Annual Conference, Kuala Lumpur, Malaysia.

2015 Scientific Committee Member for the 3<sup>rd</sup> World Research Summit for Tourism and Hospitality, Orlando, FL, USA.

**Conference Chair/Moderator:**

- 2025 Co-Chair of Global Marketing Conference - Tourism & Hospitality Track “Envisioning the Future of Hospitality and Tourism Research: Innovative Theorization, Advanced Data, and New Insights” at the 2025 Global Marketing Conference (GMC) in Hong Kong, China.
- 2023 Co-Chair of Global Marketing Conference - Tourism & Hospitality Track “Envisioning the Digital Future of Tourism and Hospitality” at the 2023 Global Marketing Conference (GMC) in Seoul, South Korea.
- 2023 Co-Chair of Academic Program for the 53<sup>rd</sup> Annual Travel and Tourism Research Association International Conference: Regenerative Tourism: Building Resilience, St. Louis, Missouri, United States.
- 2023 The 28<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Anaheim, CA, USA.
- 2022 Co-Chair of Academic Program for the 52<sup>nd</sup> Annual Travel and Tourism Research Association International Conference: Regenerative Tourism: Building Resilience, Victoria, British Columbia, Canada.
- 2020 Co-Chair of Global Marketing Conference - Tourism & Hospitality Track “Service Innovation and Emerging Technologies” at the 2020 Global Marketing Conference (GMC) in Seoul, South Korea.
- 2020 The 25<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV, USA.
- 2018 Co-Chair of Global Marketing Conference - Tourism & Hospitality Track “Customer Engagement in Hospitality and Tourism” at the 2018 Global Marketing Conference (GMC) in Tokyo, Japan.
- 2017 The 3<sup>rd</sup> Global Tourism & Hospitality Conference, Hong Kong, China.
- 2017 The 22<sup>nd</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, USA.
- 2016 The 2016 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, Dallas, TX, USA.
- 2016 The 2<sup>nd</sup> Global Tourism & Hospitality Conference, Hong Kong, China.

- 2015 The 2015 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, Orlando, FL, USA.
- 2015 The 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Tampa, FL, USA.
- 2011 The First World Research Summit for Tourism and Hospitality, Hong Kong, China.

## **Refereed Publications**

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

#### **\*Former or Current Graduate Students**

#### **Publications in Business/Marketing Journals:**

1. Wu, Y., **So, K. K. F.**, & Fang, X. (Equal contributions) (Conditionally accepted). Beyond money: How service providers' social motives in the sharing economy shape their subsequent green consumption. *Journal of Service Research*. (Marketing Top 15 Journal) (SSCI) (2-year IF: 9.8) (ABDC: A\*)
2. Fang, X., Yang, Z., **So, K. K. F.**, Shao, Y., Zhang, Z., & Yu-Buck, G. (2025). Stay or leave? How corporate responses to economic sanctions shape consumer reactions. *Journal of the Academy of Marketing Science*. (Financial Times Top 50 Journal) (Marketing Top 15 Journal) (SSCI) (2-year IF: 9.5) (ABDC: A\*)
3. **So, K. K. F.**, \*Li, J., King, C., & Hollebeek, L. (2024). Social media marketing activities, customer engagement, and stickiness: A longitudinal investigation. *Psychology and Marketing*. (Marketing Top 15 Journal) (SSCI) (2-year IF: 8.9) (ABDC: A)
4. **So, K. K. F.**, \*Kim, H., Liu, S. Q., Fang, X., & Wirtz, J. (2024). Service robots: The dynamic effects of anthropomorphism and functional perceptions on consumer responses. *European Journal of Marketing*. (Marketing Top 15 Journal) (Purdue CSR Tier 1+ Journal) (SSCI) (2-year IF: 3.7) (ABDC: A\*)
5. \*Kim, H., \*Li, J., & **So, K. K. F.** (2024). Psychological ownership research in business: A bibliometric overview and future research directions. *Journal of Business Research*. (Marketing Top 15 Journal) (SSCI) (2-year IF: 10.5) (ABDC: A)
6. J. Yu, A. Dickinger, **K. K. F. So**, and R. Egger. (2023). "Artificial intelligence-generated virtual influencer: Examining the effects of emotional displays on user engagement". *Journal of Retailing and Consumer Services*. (Purdue CSR Tier 1 Journal) (SSCI) (2-year IF: 11.0) (ABDC: A)
7. Shuqair, S., Guerreiro, P. D. F., Pinto, D. C., Cruz-Jesus, F., Mattila, A., & **So, K. K. F.** (2022). Can customer relationships backfire? How relationship norms shape moral

- obligation in cancelation behavior. *Journal of Business Research*, 151, 463-472. (Marketing Top 15 Journal) (SSCI) (2-year IF: 10.5) (ABDC: A)
8. Xu, Y., Hazée, S., **So, K. K. F.**, & Li., K., & Malhouse, E. (2021). An evolutionary perspective on the dynamics of service platform ecosystems for the sharing economy. *Journal of Business Research*, 135, 127-136. (Equal contributions) (Marketing Top 15 Journal) (SSCI) (2-year IF: 10.5) (ABDC: A)
  9. **So, K. K. F.**, Wei, W., & Martin, D. (2021). Understanding customer engagement and social media activities in tourism service: A latent profile analysis and cross-validation. *Journal of Business Research*, 129, 474-483. (Marketing Top 15 Journal) (SSCI) (2-year IF: 10.5) (ABDC: A)
  10. Mody, M., Wirtz, J., **So, K. K. F.**, Chun, H., & Liu, S. (2020). Two-directional convergence of platform and pipeline business models. *Journal of Service Management*, 31(4), 693-721. (SSCI) (2-year IF: 7.8) (ABDC: A)
  11. Wirtz, J., **So, K. K. F.**, Liu, S., Mody, M., & Chun, H. (2019). Platforms in the peer-to-peer sharing economy. *Journal of Service Management*, 30(4), 452-483. (SSCI) (2-year IF: 7.8) (ABDC: A) **This article has been nominated for the American Marketing Association's 2020 SERVSIG Best Services Article Award.**
  12. **So, K. K. F.**, King, C., Sparks, B. A., & Wang, Y. (2016). Enhancing customers' relationships with retail service brands: The role of customer engagement. *Journal of Service Management*, 27(2), 170-193. (SSCI) (2-year IF: 7.8) (ABDC: A). **This article was downloaded over 1300 times in 2016, making it the second most downloaded article published in the journal in 2016.**

#### **Publications in Hospitality and Tourism Management Journals:**

13. Qi, R., Mou, X., Liu, H., Dogru, T., & **So, K. K. F.** (2026). An evolutionary approach: Assessing dynamic vulnerability and mapping resilience trajectories across hospitality subsectors. *International Journal of Hospitality Management*. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.0) (ABDC: A\*)
14. Dogru, T., **So, K. K. F.**, Wu, L., & Lee, M. (Equal contributions) (2025). The dark side of social media: Critical reflection and future research. *International Journal of Contemporary Hospitality Management*. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 9.1) (ABDC: A)
15. Lin, B., Fu, X., Wang, Y., Hancer, M., & **So, K. K. F.** (2025). Development and validation of the entertainment destination experience scale: A mixed-methods approach. *International Journal of Contemporary Hospitality Management*. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 9.1) (ABDC: A)

16. Tran Thi My, L., Kim, M.J., Yoon, J.H., & So, K. K. F. (2025). How do visitors perceive digitized hotel reservations? Theories of behavioral reasoning and innovation resistance with UTAUT2. *International Journal of Hospitality Management*. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.0) (ABDC: A\*)
17. Huang, D., So, K. K. F., Huang, J., & Huang, S. (2025). Exploring digital human influencers' attractiveness in destination marketing: The allure of two-path meaning transfer. *Tourism Management*. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.9) (ABDC: A\*)
18. Cao, Q., Zhang, J., Li, C., & So, K. K. F. (2025). From tradition to transaction: The effect of commercialization on tourism experience in cultural heritage attractions. *Journal of Hospitality and Tourism Management*. (Purdue HTM Tier 2 Journal) (2-year IF: 7.6) (SSCI) (ABDC: A)
19. Nunkoo, R., Sharma, A., So, K. K. F., \*Hu, H., & Alrasheedi, A. (2025). Two decades of research on customer satisfaction: Future research agenda and questions. *International Journal of Contemporary Hospitality Management*. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 9.1) (ABDC: A)
20. Miao, L., Im, J., Xu, J., So, K. K. F., Huang, Z., & Fu, X. (2025). Estrangement behavior in travel and tourism. *Tourism Management*. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.9) (ABDC: A\*)
21. \*Kim, H., So, K. K. F., Shin, S., & \*Li, J. (2025). Artificial intelligence in hospitality and tourism: Insights from industry practices, research literature, and expert opinions. *Journal of Hospitality & Tourism Research*, 49(2), 366-385. (Purdue HTM Tier 1+ Journal) (2-year IF: 4.4) (ABDC: A)
22. Wang, Y., Zou, Z., & So, K. K. F. (2025). Uncovering heterogeneity in customers' cleanliness perceptions and its impact on visit intentions: Findings from a multi-method analysis. *Journal of Travel and Tourism Marketing*, 42(2), 208-221. (Purdue HTM Tier 2 Journal) (SSCI) (2-year IF: 8.2) (ABDC: A)
23. So, K. K. F., Yang, Y., & Li, X. R. (2024). Fifteen years of research on customer loyalty formation: A meta-analytic structural equation model. *Cornell Hospitality Quarterly*. (Purdue HTM Tier 1 Journal) (SSCI) (2-year IF: 3.4) (ABDC: A)
24. Du, H., Li, J., So, K. K. F., & King, C. AI in hospitality services: Examining consumers' receptivity to unmanned smart hotels. *Journal of Hospitality and Tourism Insights*.
25. \*He, Y., Qi, R., So, K. K. F., & Li, Y. (2024). The unintended consequences of ESG in the hospitality industry: Evidence from the cost of debt. *International Journal of Hospitality Management*. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.0) (ABDC: A\*)

26. Zhang, Z., **So, K. K. F.**, \*Li, J., Olya, H., & Huang, Z. (2024). Unpacking the complexity of cultural distance in inbound and outbound tourism: A case-oriented approach. *International Journal of Tourism Research*. (Purdue HTM Tier 2 Journal) (SSCI) (2-year IF: 4.1) (ABDC: A)
27. \*Shin, H. H., **So, K. K. F.**, & Jeong, M. (2024). Cross-validating the measurement scale for consumers' experience with hospitality and tourism technology: A multi-sector approach. *International Journal of Contemporary Hospitality Management*. (Purdue HTM Tier 1 Journal) (SSCI) (2-year IF: 9.1) (ABDC: A)
28. \*Kim, H., & **So, K. K. F.** (2024). Customer touchpoints: Conceptualization and formative index development. *Tourism Management*. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.9) (ABDC: A\*)
29. **So, K. K. F.**, \*He, Y., \*Li, J., & King, C. (2024). The role of customer engagement in sustaining subjective well-being after a travel experience: Findings from a three-wave study. *Journal of Travel Research*, 63(5), 1280-1303. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 8.0) (ABDC: A\*)
30. \*Li, J., \*Kim, H., & **So, K. K. F.** (2023). Psychological ownership in the access-based service context: A comparative assessment of hotels and Airbnb. *Journal of Hospitality Marketing and Management*. (Purdue HTM Tier 2 Journal) (2-year IF: 7.6) (SSCI) (ABDC: A)
31. \*Kim, H., & **So, K. K. F.** (2023). Service failure and service recovery in hospitality and tourism: An integrative review and research agenda. *International Journal of Hospitality Management*. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.0) (ABDC: A\*)
32. **So, K. K. F.**, & Li, X. (2023). Service innovation and emerging technologies in tourism and hospitality (Editorial). *Cornell Hospitality Quarterly*, 64(2), 140-142. (Purdue HTM Tier 1 Journal) (SSCI) (2-year IF: 3.4) (ABDC: A)
33. **So, K. K. F.**, Viglia, G., Liu, S., & Wang, D. (2023). Guest editorial: The sharing economy in a post-pandemic world. *International Journal of Contemporary Hospitality Management*. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 9.1) (ABDC: A)
34. **So, K. K. F.**, \*Kim, H., \*He, Y., & Li, X. R. (2022). Mapping service innovation research in hospitality and tourism: An integrative bibliometric analysis and a research agenda. *Cornell Hospitality Quarterly*, 19389655221102392. (Purdue HTM Tier 1 Journal) (SSCI) (2-year IF: 3.4)
35. \*Shin, H. H., Jeong, M., **So, K. K. F.**, & DiPietro, R. (2022). Consumers' experience with hospitality and tourism technologies: Measurement development and validation. *International Journal of Hospitality Management*, 106, 103297. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.0) (ABDC: A\*)

36. \*Li, J., **So, K. K. F.**, & Hudson, S. (2022). Customer responses to the Airbnb platform: The role of Airbnb experience and memorability. *International Journal of Contemporary Hospitality Management*. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 9.1)
37. Miao, L., Im, J., **So, K. K. F.**, & Cao, Y. (2022). Post-pandemic tourism and post-traumatic growth. *Annals of Tourism Research*, 96, 103410. Research note. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.4)
38. \*Kim, H., **So, K. K. F.**, & Wirtz, J. (2022). Service robots: Applying social exchange theory to better understand human-robot interaction. *Tourism Management*, 92, 104537. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.9) (ABDC: A\*)
39. \*Kim, H., Shin, H. H., & **So, K. K. F.** (2022). Actor value formation in Airbnb: Insight from multi-source data. *International Journal of Contemporary Hospitality Management*, 34(7), 2773-2797. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 9.1) (ABDC: A)
40. \*Kim, H., \*Li, J., & **So, K. K. F.** (2022). Enhancing consumer confidence and response efficacy in tourism: Typology and effectiveness of the hotel industry's responses to COVID-19. *Journal of Travel Research*, 62(4), 907-925. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 8.0) (ABDC: A\*)
41. \*Kim, H., & **So, K. K. F.** (2022). Two decades of customer experience research in hospitality and tourism: A bibliometric analysis and thematic content analysis. *International Journal of Hospitality Management*, 100, 103082. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.0) (ABDC: A\*) **This article was named the No. 1 most highly cited article published in this outlet within the past 3 years (2022–2025)**
42. Miao, L., **So, K. K. F.**, Im, J., & Jiang, T. (2022). The pandemic's effects on customer-to-customer engagement in hospitality consumption: A multi-country investigation. *International Journal of Hospitality Management*, 102, 103158. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.0) (ABDC: A\*)
43. \*Kim, H., **So, K. K. F.**, & Mihalik, B. J. (2022). Disentangling the dynamics of service failure and service recovery in peer-to-peer accommodations: A triadic perspective. *International Journal of Hospitality Management*, 100, 103086. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.0) (ABDC: A\*)
44. Shuqair, S., Pinto, D. C., **So, K. K. F.**, Rita, P., & Mattila, A. (2021). A pathway to consumer forgiveness in the sharing economy: The role of relationship norms. *International Journal of Hospitality Management*, 98, 103041. (Purdue HTM Tier 1+ Journal) (2-year IF: 10.0) (SSCI) (ABDC: A\*)
45. **So, K. K. F.**, \*Kim, H., & King, C. (2021). The thematic evolution of customer engagement research: a comparative systematic review and bibliometric analysis. *International Journal of Contemporary Hospitality Management*, 33(10), 3585-3609. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 9.1) (ABDC: A)

46. **So, K. K. F., \*Kim, H., & Min, S. (2021).** Creating customer value in the sharing economy: An investigation of Airbnb users and their tripographic characteristics. *International Journal of Contemporary Hospitality Management*, 34(1), 23-45. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 9.1) (ABDC: A)
47. \*Kim, H., **So, K. K. F.**, Mihalik, B. J., & Lopes, A. P. (2021). Millennials virtual reality experience pre- and post-COVID-19. *Journal of Hospitality and Tourism Management*, 48, 200-209. (Purdue HTM Tier 2 Journal) (2-year IF: 7.6) (SSCI) (ABDC: A)
48. \*Qi, R. **So, K. K. F.**, Cardenas, D., & Hudson, S. (2021). The missing link in resident support for tourism events: The role of tolerance. *Journal of Hospitality & Tourism Research*. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 4.4)
49. \*Li, J., Hudson, S., & **So, K. K. F.** (2021). Hedonic consumption pathway vs. acquisition-transaction utility pathway: An empirical comparison of Airbnb and hotels. *International Journal of Hospitality Management*, 94, 102844. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.0) (ABDC: A\*)
50. Yi, X., Fu, X., & **So, K. K. F.** (2021). Perceived authenticity and place attachment: New findings from Chinese world heritage sites. *Journal of Hospitality & Tourism Research*, 10963480211027629. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 4.4) (ABDC: A)
51. Chen, G., **So, K. K. F.**, Poomchaisuwan, M., & Hu, X. (2022). Travel for affection: A stimulus-organism-response model of honeymoon tourism experiences. *Journal of Hospitality & Tourism Research*, 46(6), 1187-1219. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 4.4) (ABDC: A)
52. Yang, W., Zhang, Y., & **So, K. K. F.** (2021). Tourism experiences vs. material purchases: Effects of eudaimonic consumption motive on consumers' reactions to invidious comparisons. *Tourism Management*, 83, 104247. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.9) (ABDC: A\*)
53. **So, K. K. F.**, \*Kim, H., & Oh, H. (2021). What makes Airbnb experiences enjoyable? The effects of environmental stimuli on perceived enjoyment and repurchase intention. *Journal of Travel Research*, 60(5), 1018-1038. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 8.0) (ABDC: A\*)
54. \*Zhang, P., Meng, F., & **So, K. K. F.** (2021). Co-creation experience in peer-to-peer accommodation: Conceptualization and scale development. *Journal of Travel Research*, 60(6), 1333-1351. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 8.0) (ABDC: A\*)
55. King, C., **So, K. K. F.**, Grace, D., & DiPietro, R. (2020). Enhancing employee voice to advance the hospitality organization's marketing capabilities: A multilevel perspective. *International Journal of Hospitality Management*, 91, 102657. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.0) (ABDC: A\*)

56. Chen, G., **So, K. K. F.**, Poomchaisuwan, M., & Hu, X. (2020). Examining affection-based travel: Development and validation of a measurement scale for honeymooners' motivation. *Journal of Destination Marketing and Management*, 17, 100452. (Purdue HTM Tier 1 Journal) (SSCI) (2-year IF: 8.9) (ABDC: A)
57. **So, K. K. F.**, Li, R. X., & \*Kim, H. (2020). A decade of customer engagement research in hospitality and tourism: A systematic review and research agenda (Invited paper). *Journal of Hospitality & Tourism Research*, 44(2), 178-200. (SSCI) (2-year IF: 4.4) (ABDC: A)  
**This article was named the No. 1 most highly cited article published in this outlet within the past 3 years (2020–2022)**
58. **So, K. K. F.**, & Li, R. X. (2020). Customer engagement in hospitality and tourism services (Editorial). *Journal of Hospitality & Tourism Research*, 44(2), 171-177. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 4.4) (ABDC: A)
59. Jang, S., Farajallah, M., & **So, K. K. F.** (2021). The effect of quality cues on travelers' demand for peer-to-peer ridesharing: A neglected area of the sharing economy. *Journal of Travel Research*, 60(2), 446-461. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 8.0) (ABDC: A\*)
60. \*Taylor, S., DiPietro, R., **So, K. K. F.**, Hudson, S., & Taylor, C. D. (2020). Will travel for beer: An assessment of beer focused and non-beer focused tourists' perceived similarity, brand loyalty & place loyalty. *Journal of Destination Marketing and Management*, 15, 100405. (Purdue HTM Tier 1 Journal) (SSCI) (2-year IF: 8.9) (ABDC: A)
61. Hudson, S., Meng, F., **So, K. K. F.**, Smith, S., \*Li, J., & \*Qi, R. (2021). The effect of lodging tax increases on US destinations. *Tourism Economics*, 27(1), 205-219. c
62. **So, K. K. F.**, Xie, K., & Wu, J. (2019). Peer-to-peer accommodation services: Effects of psychological distances on guest loyalty. *International Journal of Contemporary Hospitality Management*, 31(8), 3212-3230. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 9.1) (ABDC: A)
63. Hudson, S., **So, K. K. F.**, Cardenas, D., & Meng, F. (2019). Persuading tourists to stay – forever! A destination marketing perspective. *Journal of Destination Marketing and Management*, 12, 105-113. (Purdue HTM Tier 1 Journal) (SSCI) (2-year IF: 8.9) (ABDC: A)
64. Wu, L., **So, K. K. F.**, Xiong, L., & King, C. (2019). The impact of employee conspicuous consumption cue and physical attractiveness on consumers' behavioral responses to service failures. *International Journal of Contemporary Hospitality Management*, 31(1), 21-40. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 9.1) (ABDC: A)
65. \*Li, J., Hudson, S., & **So, K. K. F.** (2019). Exploring the customer experience with Airbnb. *International Journal of Culture, Tourism, and Hospitality Research*, 13(4), 410-429. (2-

year IF: 2.5) (ABDC: B) **This paper was awarded the Emerald Literati Network Awards for Excellence 2020: Highly Commended Paper Award.**

66. Xiong, L., **So, K. K. F.**, Wu, L., & King, C. (2019). Speaking up because it's my brand: Examining employee brand psychological ownership and voice behavior in hospitality organizations. *International Journal of Hospitality Management*, 83, 274-282. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.0) (ABDC: A\*)
67. **So, K. K. F.**, Oh, H., & \*Min, S. (2018). Motivations and constraints of Airbnb customers: Findings from a mixed methods approach. *Tourism Management*, 67, 224-236. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.9) (ABDC: A\*) **This article was awarded the 2018 William Bradford Wiley Memorial Best Research Paper of the Year Award. The article was ranked as one of the most highly downloaded articles published in *Tourism Management*.**
68. \*Min, S., **So, K. K. F.**, & Jeong, M. (2019). Consumer adoption of the Uber mobile application: Insights from diffusion of innovation theory and technology acceptance model. *Journal of Travel & Tourism Marketing*, 36(7), 770-783. (Purdue HTM Tier 2 Journal) (SSCI) (2-year IF: 8.2) (SSCI) (ABDC: A)
69. \*Cao, Y., Li, X. R., DiPietro, R., & **So, K. K. F.** (2019). The creation of memorable dining experiences: Formative index construction. *International Journal of Hospitality Management*, 82, 308-317. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.0) (ABDC: A\*)
70. Hudson, S., **So, K. K. F.**, Meng, F., Cardenas, D., & \*Li, J. (2020). Racial discrimination in tourism. The case of African-American travelers in South Carolina. *Current Issues in Tourism*, 23(4), 438-451. (Purdue HTM Tier 2 Journal) (SSCI) (2-year IF: 5.7) (ABDC: A)
71. Meng, F., \*Zhang, P., Li, H., & **So, K. K. F.** (2019). Modeling precursors of impulsive tourist shopping behavior: Evidence from long-haul Chinese outbound tourists. *International Journal of Tourism Research*, 21(3), 344-358. (Purdue HTM Tier 2 Journal) (SSCI) (2-year IF: 4.1) (ABDC: A)
72. \*Taylor, S., DiPietro, R., & **So, K. K. F.** (2018). Increasing experiential value and relationship quality: An investigation of pop-up dining experiences. *International Journal of Hospitality Management*, 74, 45-56. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.0) (ABDC: A\*)
73. **So, K. K. F.**, Wu, L., Xiong, L., & King, C. (2018). Brand management in the era of social media: Social visibility of consumption and customer brand identification. *Journal of Travel Research*, 57(6), 727-742. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 8.0) (ABDC: A\*)
74. Shapiro, S. L., Reams, L., & **So, K. K. F.** (2019). Is it worth the price? The role of perceived financial risk, identification, and perceived value in purchasing pay-per-view

- broadcasts of combat sports. *Sport Management Review*, 22(2), 235-246. (SSCI) (2-year IF: 3.7) (ABDC: A\*)
75. Xie, K., & So, K. K. F. (2018). The effects of expert reviewer expertise on future reputation, popularity, and financial performance of hotels: Insights from data analytics. *Journal of Hospitality & Tourism Research*, 42(8), 1187-1209. (The authors contributed equally to the research) (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 4.4) (ABDC: A)
  76. Zhu, G., So, K. K. F., & Hudson, S. (2017). Inside the sharing economy: Understanding consumer motivations behind the adoption of mobile applications. *International Journal of Contemporary Hospitality Management*, 29(9), 2218-2239. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 9.1) (ABDC: A) **This paper was awarded the Emerald Literati Network Awards for Excellence 2018: Highly Commended Paper Award.**
  77. \*Hwang, Y., Ballouli, K., So, K. K. F., & Heere, B. (2017). Effects of brand congruity and game difficulty on gamers' response to advertising in sport video games. *Journal of Sport Management*, 31(5), 480-496. (SSCI) (2-year IF: 3.5) (ABDC: A\*)
  78. Bui, H. T., So, K. K. F., Kwek, A., & Rynne, J. (2017). The impacts of self-efficacy on academic performance: An investigation of domestic and international undergraduate students in hospitality and tourism. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 20, 47-54. (SSCI) (2-year IF: 4.8) (ABDC: C)
  79. So, K. K. F., King, C., Hudson, S., & Meng, F. (2017). The missing link in building customer brand identification: The role of brand attractiveness. *Tourism Management*, 59, 640-651. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.9) (ABDC: A\*)
  80. Wang, Y., So, K. K. F., & Sparks, B. A. (2017). What technology-enabled services do travelers value? Investigating the role of technology readiness. *Journal of Hospitality & Tourism Research*, 41(7), 771-796. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 4.4) (ABDC: A)
  81. Xie, K., So, K. K. F., & Wang, W. (2017). Joint effects of management responses and online reviews on hotel financial performance: A data-analytics approach. *International Journal of Hospitality Management*, 62, 101-110. (The first and second authors contributed equally to the research) (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.0) (ABDC: A\*)
  82. Wang, Y., So, K. K. F., & Sparks, B. A. (2017). Technology readiness and customer satisfaction with travel technologies: A cross-country investigation. *Journal of Travel Research*, 56(5), 563-577. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 8.0) (ABDC: A\*)
  83. Nunkoo, R., & So, K. K. F. (2016). Residents' support for tourism: Testing alternative structural models. *Journal of Travel Research*, 55(7), 847-861. (Purdue HTM Tier 1+

Journal) (SSCI) (2-year IF: 8.0) (ABDC: A\*) This article was ranked the journal's eighth most highly cited article published in publication years 2015-2016.

84. Sparks, B. A., So, K. K. F., & Bradley, G. L. (2016). Responding to negative online reviews: The effects of hotel responses on customer inferences of trust and concern. *Tourism Management*, 53, 74-85. (Lead author in drafting the manuscript) (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.9) (ABDC: A\*) **The article was ranked as one of the most highly cited articles published in *Tourism Management*.**
85. So, K. K. F., King, C., Sparks, B. A., & Wang, Y. (2016). The role of customer engagement in building consumer loyalty to tourism brands. *Journal of Travel Research*, 55(1), 64-78. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 8.0) (ABDC: A\*) **This article was ranked the No. 1 most downloaded article published in the *Journal of Travel Research* in 2018. It is also the journal's fourth most highly cited article published in publication years 2015-2016 based on the 2019 Annual Publisher Report.**
86. King, C., & So, K. K. F. (2015). Enhancing hotel employees' brand understanding and brand building behavior in China. *Journal of Hospitality & Tourism Research*, 39(4), 492-516. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 4.4) (ABDC: A\*)
87. \*Xiao, H., So, K. K. F., & Wang, Y. (2015). The university Student travel market: Motivations and preferences for activities. *Tourism Analysis*, 20(4), 399-412. (Authors listed alphabetically) (Purdue HTM Tier 2 Journal) (2-year IF: 1.4) (ABDC: A)
88. So, K. K. F., King, C., & Sparks, B. A. (2014). Customer engagement with tourism brands: Scale development and validation. *Journal of Hospitality & Tourism Research*, 38(3), 304-329. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 4.4) (ABDC: A). **This article was awarded the Article of the Year Award in 2015. It was named the No. 1 most highly cited article published in this outlet within the past 10 years (2011–2021) (featured in OSU Headlines).**
89. King, C., & So, K. K. F. (2014) Creating a virtual learning community to engage international students. *Journal of Hospitality & Tourism Education*, 26(3), 136-146. (Purdue HTM Tier 2 Journal) (2-year IF: 2.5) (ABDC: B)
90. McLennan, C. J., Becken, S., Battye, R., & So, K. K. F. (2014). Research note: Voluntary carbon offsetting: Who does it? *Tourism Management*, 45, 194-198. (Purdue HTM Tier 1+ Journal) (Spears School of Business A) (Virginia Tech Pamplin Elite Journal) (SSCI) (2-year IF: 10.9) (ABDC: A\*)
91. King, C., So, K. K. F., & Grace, D. (2013). The influence of service brand orientation on hotel employees' attitudes and behavior in China. *International Journal of Hospitality Management*, 34, 172-180. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.0) (ABDC: A\*)

92. **So, K. K. F.**, King, C., Sparks, B. A., & Wang, Y. (2013). The influence of customer brand identification on hotel brand evaluation and loyalty development. *International Journal of Hospitality Management*, 34, 31-41. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 10.0) (ABDC: A\*) This article was ranked as one of the most highly cited articles published in the *International Journal of Hospitality Management*.
93. Kwek, A., Bui, H., Rynne, J., & **So, K. K. F.** (2013). The impacts of self-esteem and resilience on academic performance of hospitality and tourism students. *Journal of Hospitality & Tourism Education*, 25(3), 110-122. (Purdue HTM Tier 2 Journal) (2-year IF: 2.5) (ABDC: B)
94. Browning, V., **So, K. K. F.**, & Sparks, B. A. (2013). The influence of online reviews on consumers' attributions of service quality and control for service standards in hotels. *Journal of Travel and Tourism Marketing*, 30(1-2), 23-40. (Authors listed alphabetically) (Purdue HTM Tier 2 Journal) (SSCI) (2-year IF: 8.2) (ABDC: A) **This article was awarded the “Martin Oppermann Best Article of the Year 2013” Award.**
95. **So, K. K. F.**, & King, C. (2010). “When experience matters”: Building and measuring hotel brand equity: The customers' perspective. *International Journal of Contemporary Hospitality Management*, 22(5), 589-608. (Purdue HTM Tier 1+ Journal) (SSCI) (2-year IF: 9.1) (ABDC: A) **This article was awarded the Emerald Literati Network Awards for Excellence 2011: Highly Commended Paper Award.**

#### [Book Chapters]

1. **So, K. K. F.**, Li, J., & Kim, H. (2024). Consumer Responses to Branding,” In Murillo, E. & King, C. (Eds.), *A Research Agenda for Brand Management*, Edward Elgar Publishing.
2. Hudson, S., & **So, K. K. F.** (In press). Music Festivals Engaging with Consumers Using Social Media,” In Robertson, M. & Page, S. (Eds.), *Routledge Handbook of Event Design*, Routledge.
3. Hudson, S., Meng, F., Cárdenas, D., & **So, K. K. F.** (2016). Knowledge Transfer: Can Research Centers Make a Difference?. In N. Scott, M. Van Niekerk, & M. De Martino (Eds.), *Knowledge Transfer to and within Tourism: Academic, Industry and Government Bridges*, Emerald.
4. **So, K. K. F.**, Liu, W., Wang, Y., & Sparks, B. A. (2015). Service Expectations of Chinese Outbound Tourists. In X. R. Li (Ed.), *Chinese Outbound Tourism 2.0.*, Apple Academic Press.
5. **So, K. K. F.**, King, C., & Sparks, B. A. (2015). Extending the Tourism Experience: The role of customer engagement, In R. J. Brodie, L. Hollebeek, & J. Conduit (Eds.), *Customer Engagement: Contemporary Issues and Challenges*, Routledge.

## [Conference Papers/Presentations]

1. Park, J. E., Fan, A., & So, K. K. F. (2025). Enhancing the Effectiveness of AI-Generated Travel Recommendations: Balancing Cognitive Load and Source Credibility. Paper presented at the 30th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, USA.
2. Liu, Z., So, K. K. F., & Miao, L. (2025). Post-pandemic Era: Examining Chinese Tourists' Post Traumatic Growth and Willingness to Travel. Paper presented at the 30th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, USA.
3. Fang, X., Yang, Z., So, K. K. F., Shao, Y., Zhang, Z., & Yu-Buck, G. (2023). Investigating firms' response strategies and response time during a War Crisis. 2023 Summer American Marketing Association Conference, San Francisco, CA, USA. **This paper was awarded the Best in Track Award at the 2023 Summer American Marketing Association Conference.**
4. Hu, H. & So, K. K. F. (2024). The Evolution of Smart Tourism: A thematic Analysis and Systematic Review. Poster presented at the 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Miami, FL, USA.
5. Hu, H. & So, K. K. F. (2024). Do social cues of artificial intelligence-powered voice assistants make a difference?. Poster presented at the 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Miami, FL, USA.
6. Terrah, A., Slevitch, L., & So, K. K. F. (2024). Building Interpersonal Attraction to Facilitate Human-Robot Interaction. Poster presented at the 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Miami, FL, USA.
7. He, Y., So, K. K. F., & Kim, H. (2023). *You need to tell a story! The effectiveness of travel influencers' posts: A synthesis of ELM and TIM.* Paper presented at the 28<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Anaheim, CA, USA.
8. He, Y., So, K. K. F., Li, J., & King, C. (2023). *Consequences of travel experiences: an investigation across time.* Paper presented at the 28<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Anaheim, CA, USA.
9. Hu, H., Yang, Y., & So, K. K. F. (2023). *In the eye of the beholder: Smart tourism destinations.* Paper presented at the 28<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Anaheim, CA, USA.

10. Terrah, A., **So, K. K. F.**, & Slevitch, L. (2023). *The role of aesthetic design in enhancing customers' experience in their interactions with service robots*. Paper presented at the 28<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Anaheim, CA, USA.
11. Hossin, M. Z., Slevitch, L., & **So, K. K. F.** (2023). *Micro-entrepreneurship and peer-to-peer accommodation: Predicting and explaining hosts' continuance participation in the P2P accommodations*. Paper presented at the 28<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Anaheim, CA, USA.
12. Li, J., Kim, H., & **So, K. K. F.** (2022). *Psychological ownership in the access-based service context: A comparative assessment of hotels and Airbnb*. Paper presented at the 2022 Annual International CHRIE Summer Conference, Washington D.C., USA.
13. Kao, W. K., L'Huillier, E. A., Tao, W., & **So, K. K. F.** (2022). *Social presence, warmth, and service robot adoption: The effect of nonverbal communication and customer commensality*. Paper presented the 75<sup>th</sup> Annual International CHRIE, Washington D.C., USA.
14. **So, K. K. F.**, Li, J., King, C., & Hollebeek, L. (2022). *The interrelationships between customer engagement, social media marketing activities, and consumer stickiness with a tourism destination: A longitudinal investigation*. Paper presented at the 2022 Travel and Tourism Research Association International Conference, Victoria, Canada.
15. Kim, H., & **So, K. K. F.** (2022). *Can service robots build intimate relationships with customers? A social exchange theory perspective*. Paper presented at the 27<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, held virtually, USA. **This paper was awarded the Best Paper Award.**
16. He, Y. & **So, K. K. F.** (2022). *The effects of affective transportation and cognitive elaboration from travel influencers: A synthesis of ELM and TIM*. Paper presented at the 27<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, held virtually, USA.
17. Jin, C., **So, K. K. F.**, & Cárdenas, D. A. (2022). *Traveling after the COVID-19 pandemic: effects of information exposure, negative emotions, and risk perceptions*. Paper presented at the 27<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, held virtually, USA.
18. Kim, H., Li, J., & **So, K. K. F.** (2021). *The hotel industry's responses to COVID-19: Insight from hybrid thematic analysis and experience research*. Paper presented at the 51<sup>st</sup> TTRA Annual International Conference, held virtually, USA.
19. Kim, H., & **So, K. K. F.**, & Mihalik, B. (2021). *A bibliometric analysis and thematic analysis of 21 years of customer experience research in hospitality and tourism*. Paper presented at the 90th TOSOK Seoul International Tourism Conference, Seoul, South Korea.

20. So, K. K. F., Li, J., & Kim, H. (2021). *A comparison of cross-sectional versus longitudinal data in scale development in tourism and hospitality research*. Paper presented at the 2021 I-CHRIE Conference, held virtually, USA.
21. He, Y. & So, K. K. F. (2021). *A Longitudinal investigation of the reciprocal relationships between remembered destination brand experience, emotions, and brand attachment*. Paper presented at the 2021 I-CHRIE Summer Conference, held virtually, USA.
22. Li, J., So, K. K. F., & Hudson, S (2021). *How does Airbnb experience transfer to memorability and platform loyalty? Findings from a sequential mixed method approach*. Paper presented at 2021 ICHRIE Summer Conference, held virtually, USA.
23. Kim, H., & Shin, H. H., & So, K. K. F. (2021). *Actor interactive value formation in a peer-to-peer accommodation: Insight from text-mining*. Paper presented at the 26<sup>th</sup> Annual Graduate Education Graduate Student Research Conference in Hospitality and Tourism, held virtually. USA.
24. He, Y. & So, K. K. F. (2021). *Reciprocal relationships links between destination brand experience and social media stickiness: a three-wave longitudinal study*. Paper presented at the 26<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, held virtually, USA. **This paper was selected as a finalist for the Best Paper Award**
25. Kim, H., So, K. K. F., & Mihalik, B. (2020). *Who should we really blame? Service failure and recovery in peer-to-peer accommodations*. Paper presented at the 25<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV, USA.
26. He, Y. & So, K. K. F. (2020). *Examining the interrelationships between destination brand experience, customer engagement, subjective well-being, and intention to revisit*. Paper presented at the 25<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV, USA.
27. Li, J., Hudson, S. & So, K. K. F. (2020). *Rethinking the customer experience: an empirical comparison of Airbnb and hotels*. Paper presented at the 25<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV, USA.
28. Min, S., So, K. K. F., & Kim, K. (2020). *Sharing dining experiences on social network sites: The effect of company's response on customer's behavioral intention*. Paper presented at the 25<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV, USA.

29. Li., N., Meng, F., Zhang, X., **So, K. K. F.**, & Hudson, S. (2020). *Why retirees migrate: Application of importance – performance and gap analyses of retirement needs and destination image*. Paper presented at the 25<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV, USA. **This paper was selected as a finalist for the Best Paper Award**
  
30. **So, K. K. F.**, Kim, H., & Oh, H. (2019). *Environmental stimuli of Airbnb experiences, perceived enjoyment, and repurchase intentions: Findings from multiple studies*. Paper presented at the 2019 Travel and Tourism Research Association Annual Conference, Melbourne, Australia.
  
31. **So, K. K. F.**, Kim, H., & Zhu, G. *Artificial intelligence in service management: Testing the service robot acceptance model (sRAM)*. Paper presented at the 2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong.
  
32. Wirtz, J., Chun, H., Liu, S. Q., Mody, M., & **So., K. K. F.** (2019). *Platform business models in the sharing economy: integration, synthesis and research agenda*, Paper presented at QUIS16: The 16<sup>th</sup> International Research Symposium on Advancing Service Research and Practice, Karlstad, Sweden.
  
33. Mody, M., Liu, S. Q., Chun, H., **So., K. K. F.**, & Wirtz, J. (2019). *The convergence of business models: the formula for competing successfully in the new economy?* Paper presented at the Frontiers Conference, Singapore.
  
34. Kim, H., **So, K. K. F.**, & Oh, H. (2019). *The role of perceived enjoyment in Airbnb experiences and repurchase intention*. Paper presented at the 24<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, USA.
  
35. Min, S., & **So, K. K. F.** (2019). *Sharing dining experiences on social network sites: examining the sharer's perspective*. Paper presented at the 24<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, USA.
  
36. Li, J., Hudson, S. & **So, K. K. F.** (2019). *The lodging shared economy experience: scale development and validation*. Paper presented at the 24<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, USA.
  
37. Jang, S., Farajallah, M., & **So, K. K. F.** (2019). *Impacts of product quality cues on travelers' demand of peer-to-peer transportation sharing*. Paper accepted for presentation at the EMAC 2019 Conference Hamburg, Germany.
  
38. Min, S., **So, K. K. F.**, & Jeong, M. (2018). *Understanding consumer adoption of the Uber mobile application: Testing the moderating effects of technology readiness*. Paper presented at the 2018 I-CHRIE Summer Conference, Palm Springs, CA, USA.

39. **So, K. K. F.**, Oh, H., & Min, S. (2018). *Creating consumer values in Airbnb: testing the effects of the underlying value dimensions*. Paper accepted for presentation at 2018 Global Marketing Conference at Tokyo, Japan.
40. Liu, H., **So, K. K. F.**, & Li, X. (2018). *Capturing unobserved heterogeneity in destination attribute evaluation and tourist satisfaction: A response-based segmentation using FIMIX-PLS*. Paper accepted for presentation at 2018 Travel and Tourism Research Association Annual Conference, Miami/Coral Gables, FL, USA.
41. Li, J., Hudson, S. & **So, K. K. F.** (2018). *The Airbnb experience scale development and validation*. Paper accepted for presentation at the Southeastern Travel and Tourism Research Association's Annual Conference in Myrtle Beach, SC, USA.
42. **So, K. K. F.**, Oh, H., & Min, S. (2017). *Motivations and constraints of Airbnb customers: Insights from a mixed-methods study*. Paper presented at the 4<sup>th</sup> World Research Summit for Tourism and Hospitality: Innovation, Partnerships and Sharing, Orlando, FL, USA.
43. Min, S., **So, K. K. F.**, & Jeong, M. (2017). *Consumer adoption of the Uber mobile application: Integrating the technology acceptance model and technology readiness*. Paper presented at the 23<sup>rd</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Dallas-Fort Worth, TX, USA.
44. **So, K. K. F.**, Yang, Y., & Li, X. R. (2017). *A meta-analytic structural equation model of brand loyalty formation: A synthesis of studies in the hospitality literature*. Paper presented at the 3<sup>rd</sup> Global Tourism & Hospitality Conference, Hong Kong.
45. **So, K. K. F.**, Xie, K., & Wu, J. (2017). *Repeat purchase in peer-to-peer accommodation services through the lens of construal level theory*. Paper presented at the 3<sup>rd</sup> Global Tourism & Hospitality Conference, Hong Kong.
46. Wang, Y., **So, K. K. F.**, & Sparks, B. A. (2017). *Effects of reciprocity and social proof on online customer engagement*. Paper presented at the 3<sup>rd</sup> Global Tourism & Hospitality Conference, Hong Kong.
47. **So, K. K. F.**, Xie, K., & Wu, J. (2017). *Customer loyalty in peer-to-peer accommodation services: Effects of psychological distances on repeat purchase with hosts*. Paper presented at the 2017 I-CHRIE Summer Conference, Baltimore, MD, USA.
48. Min, S., **So, K. K. F.**, & Jeong, M. (2017). *Factors affecting consumer adoption of Uber mobile application: Insights from innovation diffusion theory and technology acceptance Model*. Paper presented at the 2017 I-CHRIE Summer Conference, Baltimore, MD, USA.
49. Wu, L., **So, K. K. F.**, Xiong, L., & King, C. (2017). *Employee conspicuous consumption cue and consumers' responses to service failures*. Paper presented at the 2017 I-CHRIE Summer Conference, Baltimore, MD, USA.

50. Hudson, S., **So, K. K. F.**, Cárdenas, D., & Meng, F. (2017). *The symbiotic relationship between tourism and retirement migration*. Paper presented at INVTUR 2017: International Conference - Co-creating the Future of Tourism, Aveiro, Portugal.
51. Hudson, S., **So, K. K. F.**, Cárdenas, D., & Meng, F. (2017). *African-American travelers and racial discrimination*. Paper presented at 7<sup>th</sup> Critical Tourism Studies Conference, Palma de Mallorca, Spain.
52. Min, S., & **So, K. K. F.** (2016). *Factors affecting consumer adoption of food ordering mobile applications: Insights from Innovation Diffusion Theory and Technology Acceptance Model*. Paper presented at the 22<sup>nd</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, USA.
53. Zhang, P., Meng, F., & **So, K. K. F.** (2016). *Unobserved heterogeneity in tourism shopping: A Finite mixture segmentation approach*, Paper presented at the 22<sup>nd</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, USA.
54. **So, K. K. F.**, & King, C. (2016). *Engaged or disengaged? A latent profile analysis of customer engagement*. Paper submitted to the 2<sup>nd</sup> Global Tourism & Hospitality Conference, Hong Kong.
55. **So, K. K. F.**, Wu, L., Xiong, L., & King, C. (2016). *The role of customer brand identification in the era of social media*. Paper submitted to the 2016 I-CHRIE Summer Conference, Dallas, TX, USA.
56. Xie, K., **So, K. K. F.**, & Wang, W. (2016). *The joint effects of management responses and online reviews on financial performance: A data analytics approach*. Paper submitted to the 2016 I-CHRIE Summer Conference, Dallas, TX, USA.
57. Qi, R. **So, K. K. F.**, Cárdenas, D., Hudson, S., & Meng, F. (2016). *The mediator effects of tolerance on residents' support toward tourism events*. Papers submitted to Annual International Conference of the Travel and Tourism Research Association, Vail, CO, USA.
58. **So, K. K. F.**, & King, C. (2015). *Building customer brand identification: Examining the role of brand identity attractiveness*. Paper accepted for the 2015 I-CHRIE Summer Conference, Orlando, FL, USA.
59. **So, K. K. F.**, Li, R. X., & Wang, Y. (2015). *Travel motivations and constraints: segmentation using a finite mixture partial least squares (FMIX-PLS) analysis*. Paper accepted for the 2015 I-CHRIE Summer Conference, Orlando, FL, USA.
60. **So, K. K. F.**, Becken, S., McLennan, C. J., Marshall, J. and Pang, B. (2014). *Investigating drivers of overall trip satisfaction and expectations: An evaluation of Chinese visitors to Australia*, Paper presented at the G20 First East-West Dialogue on Tourism and the Chinese Dream Conference, Gold Coast, Australia.

61. **So, K. K. F.**, King, C., & Sparks, B. A. (2014). *Enhancing customer-brand relationship quality: The role of customer engagement*. Paper presented at the 2014 I-CHRIE Summer Conference, San Diego, CA, USA.
62. **So, K. K. F.**, King, C., Sparks, B. A., & Wang, Y. (2014). *An examination of factors affecting customer engagement behavior*. Paper presented at the 24<sup>th</sup> Annual CAUTHE Conference, Brisbane, Australia.
63. **So, K. K. F.**, King, C., & Sparks, B. A. (2012). *Building hotel brand loyalty: A social identity perspective*. Paper presented at the 2012 I-CHRIE Summer Conference, Providence, RI, USA.
64. **So, K. K. F.**, King, C., & Sparks, B. A. (2011). *Developing and validating a model of customer engagement with tourism and hospitality brands*. Paper presented at the World Research Summit for Tourism and Hospitality, Hong Kong.
65. **So, K. K. F.**, King, C., & Sparks, B. A. (2010). *Exploring the role of customer engagement in building service brand loyalty*. Paper presented at the Doctoral Colloquium of Australia and New Zealand Marketing Academy Conference, Christchurch, New Zealand.

#### **[Invited Presentations/Contributed Presentations at Professional Industry Meetings]**

1. **So, K. K. F.** (2020). Post-covid-19 recovery strategies in tourism, Presented at The Advisory Board Meeting of School of Hospitality and Tourism, Stillwater, Oklahoma.
2. **So, K. K. F.** (2019). Transitioning from a PhD Student to a Faculty Member, Presented at the 24<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Houston, Texas.
3. **So, K. K. F.** (2018). African-American tourism in South Carolina: A \$2.4 billion dollar business. Presented at the African American Tourism Conference, Charleston, South Carolina.
4. **So, K. K. F.**, Harrill, R., Meng, F. (2018). Attracting "Hot" Asian tourist markets to the real southern hotspot, Presented at Board of Directors Meeting of Columbia Convention and Visitors Bureau, Columbia, South Carolina.
5. Cárdenas, D.A., Hudson, S., **So, K. K. F.** & Meng, F. (2016). Increasing African-American tourism in South Carolina: Economic impact study, Presented at the Rural Resource Coalition Annual Meeting, West Columbia, South Carolina.
6. Hudson, S., Cárdenas, D.A., Meng, F., & **So, K. K. F.** (2016). Attracting retirees to South Carolina, Presented at the American Association of Retirement Communities Annual Conference, Asheville, Tennessee.

7. Hudson, S., Cárdenas, D.A., Meng, F., & **So, K. K. F.** (2016). Economic impact of African-American tourism in South Carolina, Presented at the 2016 Conference on African-American Tourism, Charleston, South Carolina.
8. Cárdenas, D.A., Hudson, S., & Meng, F., & **So, K. K. F.** (2016). Attracting retirees and pre-retirees to rural South Carolina. Presented at Rock Hill / York County Convention and Visitors Bureau, Rock Hill, South Carolina.
9. Cárdenas, D.A., Hudson, S., & Meng, F. & **So, K. K. F.** (2016). Evaluating the effectiveness of the usage of the H-Tax in the city of Columbia. Presented at Columbia SC City Council Meeting, Columbia, South Carolina.
10. Cárdenas, D.A., Hudson, S., & Meng, F. & **So, K. K. F.** (2015). Innovative approaches to sustainable tourism development: Stakeholders & trust. Presented at V Congreso Internacional de Desarrollo Competitividad III Seminario Internacional de Turismo, University of Medellín, Medellín Colombia.
11. **So, K. K. F.** Hudson, S., Cárdenas, D.A., & Meng, F. (2014). The Smartstate Center of Economic Excellence in Tourism and Economic Development, Presented at the 2014 Conference on African-American Tourism, Charleston, South Carolina.

#### **[Invited Research Seminars]**

1. **So, K. K. F.** (2025). Marketing in times of uncertainty: How corporate responses shape consumer reactions. Invited Speaker at the CUHK Business School, The Chinese University of Hong Kong, Hong Kong, China, August 4, 2025.
2. **So, K. K. F.** (2025). Advances in AI and automation in tourism and hospitality. Invited Speaker at the School of Management, Zhejiang University, Hangzhou, China, June 17, 2025.
3. **So, K. K. F.** (2024). Looking back and moving forward: Evolution, recent advances, and the future of the sharing economy. Invited Speaker at the CUHK Business School, The Chinese University of Hong Kong, Hong Kong, China, June 6, 2024.
4. **So, K. K. F.** (2024). It is more than money: How service providers' social motives in the sharing economy shape their subsequent consumption behaviors. Invited Speaker at the School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong, China, June 12, 2024.
5. **So, K. K. F.** (2023). The sharing economy: Evolution, consequences, and future directions. Invited Speaker at the School of Hospitality and Tourism Management, Purdue University, West Lafayette, USA, October 19, 2023.

6. **So, K. K. F.** (2023). The most updated perspective on the sharing economy: Evolution and unintended consequences. Invited Speaker at the College of Tourism, Sun Yat-sen University, Guangzhou, China, June 28, 2023.
7. **So, K. K. F.** (2023). The evolving landscape of the sharing economy: Looking back and moving forward. Invited Speaker at the Department of Integrated Resort and Tourism Management, University of Macau, Macau, China, February 15, 2023. (Virtual)
8. **So, K. K. F.** (2022). Scale development in tourism and hospitality research. Invited Speaker at the Department of Integrated Resort and Tourism Management, University of Macau, Macau, China, September 27, 2022. (Virtual)
9. **So, K. K. F.** (2022). The evolutionary dynamics of the sharing economy: Past, present, and future. Invited Speaker at the College of Hotel & Tourism Management, Kyung Hee University, Seoul, Korea, April 15, 2022. (Virtual)
10. **So, K. K. F.** (2022). The evolution of the sharing economy: The charted and uncharted territories. Invited Speaker at the School of Tourism and Hotel Management, Dongbei University of Finance and Economics, Dalian, China, April 13, 2022. (Virtual)
11. **So, K. K. F.** (2022). Grant writing. Invited Speaker at the Conrad N. Hilton College of Global Hospitality Leadership, University of Houston, Texas, USA, February 24, 2022. (Virtual)
12. **So, K. K. F.** (2022). Managing sustainable and meaningful careers. Invited Speaker at the Department of Tourism Sport and Hotel Management, Griffith Business School, Griffith University, Queensland, Australia, February 6, 2022. (Virtual)
13. **So, K. K. F.** (2021). Scale development in tourism and hospitality research: Cross-sectional versus longitudinal data. Invited Speaker at the College of Education and Human Ecology, Ohio State University, Ohio, USA, November 2, 2020. (Virtual)
14. **So, K. K. F.** (2020). An evolutionary perspective on the dynamics of platform ecosystems for the sharing economy. Invited Speaker at the Hospitality and Tourism Management Department, Isenberg School of Management, University of Massachusetts at Amherst, Massachusetts, USA, April 2, 2020. (Virtual)
15. **So, K. K. F.** (2020). Services marketing in the sharing economy: Recent advances and critical thoughts. Invited Speaker at the Howard Feiertag Department of Hospitality & Tourism Management, Pamplin College of Business, Virginia Tech, Virginia, USA, February 21, 2020. (Virtual)
16. **So, K. K. F.** (2020). A deeper look at the sharing economy: Insights from a program of research. Invited Speaker at the Department of Tourism, Sport and Hotel Management, Griffith Business School, Griffith University, Queensland, Australia, July 2, 2019.

17. **So, K. K. F.** (2020). Inside the sharing economy: Some recent advances and unanswered questions. Invited Speaker at the School of Hospitality and Tourism Management, Spears School of Business, Oklahoma State University, Oklahoma, USA, March 9, 2020.
18. **So, K. K. F.** (2019). The rise of the sharing economy: Findings from a program of research. Invited Speaker at School of Geographic and Oceanographic Sciences, Nanjing University, Jiangsu, China, June 17, 2019.
19. **So, K. K. F.** (2019). Artificial intelligence in service management: Factors affecting consumer acceptance of service robots. Invited Speaker at the College of Tourism, Nanchang University, Jiangxi, China, July 4, 2019.
20. **So, K. K. F.** (2019). The rise of the sharing economy: Insights from a program of research. Invited Speaker at the College of Tourism, Nanchang University, Jiangxi, China, July 4, 2019.
21. **So, K. K. F.** (2018). Motivations and constraints of Airbnb customers: Findings from a mixed methods approach. Invited Speaker at the College of Tourism, Huaqiao University, Quanzhou, China, July 10, 2018.
22. **So, K. K. F.** (2018). Co-variance-based structural equation modeling: Best practices and some recent advanced applications. Invited Speaker at the College of Tourism, Huaqiao University, Quanzhou, China, July 10, 2018.
23. **So, K. K. F.** (2018). Motivations and constraints of Airbnb customers: Findings from a mixed methods approach. Invited Speaker at the School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong, China, July 4, 2018.
24. **So, K. K. F.** (2018). Motivations and constraints of Airbnb customers: Findings from a mixed methods approach. Invited Speaker at the 2018 SYSU Tourism Research Symposium, College of Tourism, Sun Yat-sen University, Guangzhou, China, June 17, 2018.
25. **So, K. K. F.** (2018). Co-variance-based structural equation modeling: Best practices and some recent advanced applications. Invited Speaker at the College of Tourism, Sun Yat-sen University, Guangzhou, China, June 15, 2018.
26. **So, K. K. F.** (2018). Structural equation modeling: Best practices and some recent advanced applications. Invited Speaker at Guilin Tourism University, Guilin, China, June 6, 2018.
27. **So, K. K. F.** (2018). Co-variance-based structural equation modeling: Best practices and some recent advanced applications. Invited Speaker at the Professional Seminar at the School of Sport, Tourism & Hospitality Management, Fox School of Business, Temple University, Philadelphia, USA, February 23, 2018.

28. **So, K. K. F.** (2017). Broadening the scope of services branding: From customer experience to customer engagement. Invited Presentation at College of Tourism and Service Management, Nankai University, China, June 14, 2017.

### [Technical Reports]

1. Harrill, R., **So, K. K. F.**, Li, J., Kim, H., & He, Y. (2022). Columbia Metropolitan Convention Center (CMCC) expansion: Standards, practices, and projections. Prepared for Columbia Metropolitan Convention Center (CMCC). Columbia, South Carolina, 40 PP.
2. Hudson, S., Meng, F., **So, K. K. F.**, DiPietro, R., Martin, D., Li, J., Iskender, A. & Zhang, X. (2019). Workforce development: Challenges in the tourism & hospitality sector in South Carolina. *Prepared for the Department of Commerce's Economic Development Administration (EDA)*. Atlanta, Georgia, 64 pp.
3. Hudson, S., Meng, F., Nessen, J., **So, K. K. F.**, Koesters, T. Li, J., & Iskender, A. (2018). The economic impact of the equine sector on South Carolina. *Prepared for the South Carolina Department of Agriculture*. Columbia, South Carolina, 23 pp.
4. Hudson, S., Meng, F., **So, K. K. F.**, Smith, S., Li, J., Qi, R., & Iskender, A. (2018). The effect of lodging tax increases on U.S. Destinations. *Prepared for The American Hotel & Lodging Association*. Washington, D.C. 49 pp.
5. Harrill, R., **So, K. K. F.**, & Meng, F. (2018). Attracting hot Asian markets to the real southern hotspot. *Prepared for the Columbia Convention and Visitors Bureau*. Columbia, South Carolina, 24 pp.
6. Hudson, S., Meng, F., **So, K. K. F.**, & Cárdenas, D. (2016). Increasing African-American tourism in South Carolina. *Prepared for South Carolina Department of Parks, Recreation & Tourism (SCPRT)*. Columbia, South Carolina, 40 pp.
7. Hudson, S., Meng, F., Cárdenas, D., **So, K. K. F.**, Li, H., Qi, R., Zhang, P., Kreeger, J., & Wang, Y. (2015). Evaluation of the effectiveness of the usage of the hospitality tax in Columbia SC. *Prepared for City of Columbia H-Tax Committee*. Columbia, South Carolina, 49 pp.
8. Hudson, S., Cárdenas, D., Meng, F., & **So, K. K. F.** (2014). Analysis of the Front Street Village Development Beaufort, NC. *Prepared for Front Street Village, Beaufort*. Beaufort, South Carolina, 48 pp.

## **Research Grants:**

### **[Successfully Funded]**

**(21 research proposals with a total award of \$888,514)**

1. “Tourist Experience Management in the Context of Integrated Culture and Tourism,” Funded by The National Natural Science Foundation of China. September 2023. Role: Co-PI. PI: Xinyuan Zhao. Other Co-PIs: Bin Li, Xiaoyun Han, Pengbo Li, Gui Huang, Wenhui Liang, Huiming Gu, Min Lei, and Emily Ma, Amount awarded: **\$224,618**.
2. “An Economic Impact and Visitor Profile Study for the Five Points District, Columbia, South Carolina,” Funded by The Five Points Association Columbia, South Carolina. October 2022. Role: Co-PI. PI: Rich Harrill. Other Co-PIs: Joey Von Nessen and Hyunsu Kim. Amount awarded: **\$25,000**.
3. “Estrangement Behavior in Post-COVID Travel and Tourism,” Funded by Faculty of Business Administration, University of Macau. November 2021. Role: Co-PI. PI: Li Miao. Amount awarded: **\$13,000**.
4. “Columbia Metropolitan Convention Center (CMCC) Expansion: Standards, Practices, and Projections,” Funded by the Columbia Metropolitan Convention & Visitors Bureau. November 2021. Role: Co-PI. PI: Rich Harrill. Other Co-PIs: Jing Li, Hyunsu Kim, and Yueying He. Amount awarded: **\$15,000**.
5. “The Role of Physical Aspects for the Use of Service Robots: An Empirical Study of Anthropomorphic Factors on Adoption,” Funded by the Presidential Research Grant at Harrisburg University. March 1, 2021. Role: External Member (Study conceptualization and research design). PI: Wei-Kang Kao. Co-PI: E. André L’Huillier. Amount awarded: **\$18,700**.
6. “Developing a Tourism & Hospitality Employment Plan for South Carolina,” Funded by The Department of Commerce’s Economic Development Administration. March 2019. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Robin DiPietro, Drew Martin, and Fang Meng. Amount awarded: **\$88,244**.
7. “Technology-mediated Customer Experience: Conceptualization, Scale Development, and Nomological Network,” Funded by College of Hospitality, Retail, and Sport Management Faculty Seed Grant Program, University of South Carolina. May 2019. Role: PI and Sole Investigator. Amount awarded: **\$5,674**.
8. “The Economic Impact of the Equine Sector in South Carolina,” Funded by South Carolina Department of Agriculture. August 2018. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Joseph Von Nessen, Todd Koesters, and Fang Meng. Amount requested: **\$46,500**.

9. "The Effect of Lodging Tax Increases on U.S. Destinations," Funded by the American Hotel & Lodging Educational Foundation. May 2018. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Fang Meng and Scott Smith. Amount requested: **\$56,177**.
10. "Attracting "Hot" Asian Tourist Markets to the Real Southern Hotspot," Funded by the Columbia Metropolitan Convention & Visitors Bureau. June 2017. Role: Co-PI. PI: Rich Harrill. Other Co-PI: Fang Meng. Amount awarded: **\$25,000**.
11. "A Longitudinal Investigation of the Role of Sensory Brand Experiences in Building Customer Engagement," Funded by College of Hospitality, Retail, and Sport Management Interdisciplinary Faculty Grant Program, University of South Carolina. May 2017. Role: PI. Co-PIs: Khalid Ballouli and Bob Heere. Amount awarded: **\$9,758**.
12. "Why do People Choose Airbnb? An Examination of Emotional Motivations behind the Sharing Economy," Funded by the Office of the Executive Vice President for Academic Affairs and Provost, University of South Carolina. May 2017. Role: PI. Co-PI: Simon Hudson. Amount awarded: **\$9,542**.
13. "Increasing African American Tourism in South Carolina," Funded by South Carolina Department of Parks, Recreation & Tourism. February 2016. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: David Cárdenas and Fang Meng. Amount awarded: **\$60,840**.
14. "Examining the Priorities, Practices, and Effectiveness of Multi-National Hotel Groups Brand Internalization and Delivery in China," Funded by The Hong Kong Polytechnic University. December 2015. Role: Co-I. PI: Alice Hon. Other Co-I: Ceridwyn King. Amount awarded: **\$41,118**.
15. "Brand Associations of the Commonwealth Games: Perceptions of the Chinese Market," Funded by Griffith Business School, Griffith University. December 2015. Role: Co-PI. PI: Xin Jin. Other Co-PIs: Karin Weber and Xiang (Robert) Li. Amount awarded: **\$5,840**.
16. "Attracting Retirees and Pre-retirees to Rural South Carolina," Funded by The Department of Commerce's Economic Development Administration. July 2015. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: David Cárdenas and Fang Meng. Amount awarded: **\$72,690**.
17. "The Columbia Hospitality Tax-An Evaluation of Effectiveness," Funded by City of Columbia. March 2015. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Fang Meng and David Cárdenas. Amount awarded: **\$38,200**.
18. "A Triangulated Investigation of Online Customer Engagement," Funded by the Internal Research Grant (IRG), Griffith Business School, Griffith University. November 2014. Role: Co-PI. PI: Ying Wang. Other Co-PIs: Beverley Sparks and Xiang (Robert) Li. Amount awarded: **\$9,988**.

19. “Beaufort North Carolina Development Evaluation: Front Street Village,” Funded by the Front Street Village, Beaufort. October 2014. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Fang Meng and David Cárdenas. Amount awarded: **\$9,425**.
20. “Establishing a China U.S.-Travel Monitor Program: Gap Analysis,” Funded by the National Tour Association, Alfred P. Sloan Foundation Travel & Tourism Industry Center, Hawaii Tourism Authority, NYC & Company, California Tourism Commission, and Visit Orlando. September 2014. Role: Collaborator (survey design). PI: Xiang (Robert) Li. Co-PI: Rich Harrill. Amount awarded: **\$68,000**.
21. “Firm-led Strategies to Counter Negative Consumer Generated Reviews,” Funded by the Caesars Hospitality Research Centre Grant Award Program. June 2012. Role: Project Manager (survey design, data collection, data analysis, and manuscript drafting for the quantitative phase). PI: Beverley Sparks. Co-PI: Sarah Gardiner. Amount awarded: **\$45,200**.

**[Submitted but pending]**

22. “Overcoming Occupational Uncertainty in the Age of AI: Enhancing Employability through Hybrid Intelligence,” Proposal submitted to the Hong Kong University Grant Council in September 2024. Role: Co-PI. PI: Mahlagha Darvishmotevali. Amount requested: **\$97,654**. (pending)

**[Submitted but Unfunded]**

1. “Improving Well-Being Through Connecting Customers to Services,” Expression of Interest to UKRI-SBE lead agency opportunity, UK Research and Innovation, Co-funders: US National Science Foundation’s Social, Behavioral and Economic Sciences Directorate (NSF/SBE). December 2021. Role: Co-PI. PI: Hossein Olya. Other Co-PI: Fraser McLeay. Maximum award: **\$1,140,197**. (unfunded)
2. “Does Tourism Contribute to Economic Growth and Degrade Environmental Quality in Hong Kong? An Investigation of Sustainable Tourism Development,” Proposal submitted to the Hong Kong University Grant Council in January 2022. Role: Co-PI. PI: Chi-lok Tai. Amount requested: **\$40,014**. (unfunded)
3. “A Scientific and Research-Based Composite Satisfaction Assessment of the Overall Quality and Availability of Major Leisure Facilities and Activities,” Proposal submitted to the Division of Morale, Welfare and Recreation at Fort Jackson, South Carolina. December 2021. Role: Co-PI. PI: Rich Harrill. Amount requested: **\$28,000**. (unfunded)
4. “Evaluation and Development of the Performance Standards and Industry Metrics for the Destination Marketing Organization in the Town of Hilton Head Island,” Proposal submitted to The Town of Hilton Head Island, South Carolina. January 2020. Role: PI. Co-PIs: Rich Harrill, Jing Li, Hyunsu Kim, and Yueying He. Amount requested: **\$28,500**. (unfunded)

5. "A Holistic Approach to Protect Historic and Cultural Coastal Urban Systems from Increased," Proposal submitted to the National Science Foundation Convergence Program in February 2020. Role: PI for the tourism and hospitality component and Co-PI for the entire project. PI: Jasim Imran. Other Co-PI: Tamara Sheldon, Erfan Goharian, Austin Downey, David Cardenas, Nikolaos Vitzilaios, Allison Marsh, and Jason Bakos. Amount requested: **\$3,599,970**. (unfunded)
6. "The Economic Impact of and Future Investment in the Riverbanks Zoo and Garden in South Carolina. Proposal submitted to The Riverbanks Zoo and Garden in South Carolina. January 2020. Role: PI. Co-PIs: Rich Harrill, Joseph Von Nessen, Jing Li, and Hyunsu Kim. Amount requested: **\$38,000**. (unfunded)
7. "An Interdisciplinary Investigation of Chinese Outbound Tourism to Oman: Insights from Traditional Data Collection Methods and Big Data Analytics," Proposal submitted to University of South Carolina ASPIRE II in February 2019. Role: PI. Co-PIs: Rich Harrill and Zhenglong Li. Amount requested: **\$59,144**. (unfunded)
8. "Social Media Listening Software Lease Proposal," Proposal submitted to University of South Carolina ASPIRE III in February 2019. Role: Co-PI. PI: Brian Mihalik. Amount requested: **\$9,542**. (unfunded)
9. "Tourism Marketing Plan for Berkeley County," Proposal submitted to Berkeley County Government in August 2017. Role: Co-PI. PI: Simon Hudson. Other Co-PI: Fang Meng. Amount requested: **\$47,640**. (unfunded)
10. "A Study on the Economic Carrying Capacity for the Island of Aruba," Proposal submitted to the Aruba Tourism Authority in October 2017. Role Co-PI. PI: Simon Hudson and Robin DiPietro. Other Co-PIs: Fang Meng and Nicholas Wantanabe. Amount requested: **\$50,486**. (unfunded)
11. "Tourism in Appalachia: Trends and Strategies," Proposal submitted to Appalachian Regional Commission in August 2017. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Rich Harrill, Joseph Von Nessen, Fang Meng, Scott Smith, David Cárdenas, Jerry Mitchell, and Kevin Remington. Amount requested: **\$187,703**. (unfunded)
12. "The Impact of President Trump's Immigration Policies on the US Travel Industry," Proposal submitted to the Russell Foundation in August 2017. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Fang Meng and Scott Smith. Amount requested: **\$49,955**. (unfunded)
13. "Tourism Marketing Plan for Berkeley County," Proposal submitted to Berkeley County Government in August 2017. Role: Co-PI. PI: Simon Hudson. Other Co-PI: Fang Meng. Amount requested: **\$47,640**. (unfunded)

14. "Preservation of Culture Along the Gullah Geechee Heritage Corridor," Proposal submitted to University of South Carolina ASPIRE II in February 2017. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Elise Lewis, Joseph Von Nessen, David Cárdenas, and Fang Meng. Amount requested: **\$82,663**. (unfunded)
15. "Brand Assessment and Development to Promote Tourism: Floridablanca, Santander," Proposal submitted to Universidad Pontificia Bolivariana Seccional Bucaramanga, Bucaramanga, Colombia in June 2016. Role: Co-PI. PI: David Cárdenas. Other Co-PIs: Simon Hudson, Rich Harrill, and Fang Meng. Amount requested: **\$82,108**. (unfunded)
16. "Butler County Branding Initiative," Proposal submitted to the Butler County, Ohio in May 2016. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Fang Meng and David Cárdenas. Amount requested: **\$93,811**. (unfunded)
17. "Accelerating Accessible Tourism in the US," Proposal submitted to University of South Carolina ASPIRE II in February 2016. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Fang Meng, David Cárdenas, Suzanne McDermott, John Grady, and Anna Scheyett. Amount requested: **\$85,300**. (unfunded)
18. "An Experimental Investigation of Company-led Influences on Customer Engagement on Social Network Sites: A Triangulation of Self-report Data and Biometrical Data," Proposal submitted to the Office of Provost, University of South Carolina in November 2015. P.I.: Kevin Kam Fung So. Co-PIs: Ying Wang, Beverley Sparks, and Xiang (Robert) Li. Amount requested: **\$13,966**. (unfunded)
19. "Coping with Natural Disaster: Analyzing the Crisis Communication Strategies of Tourism Governmental Agencies and Organizations During and After The 2015 South Carolina Floods," Proposal submitted to the Office of Research, University of South Carolina in October 2015. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Fang Meng and David Cárdenas. Amount requested: **\$15,673**. (unfunded)
20. "Accelerating Accessible Tourism in the US," Proposal submitted to University of South Carolina ASPIRE II in February 2015. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: Fang Meng, David Cárdenas, Suzanne McDermott, John Grady, and Anna Scheyett. Amount requested: **\$99,550**. (unfunded)
21. "An Experimental Investigation of Company-led Influences on Customer Engagement on Social Network Sites: A Triangulation of Self-report Data and Biometrical Data," Proposal submitted to the Office of Provost, University of South Carolina in November 2014. Role: PI. Co-PIs: Ying Wang, Beverley Sparks, and Xiang (Robert) Li. Amount requested: **\$18,927**. (unfunded)
22. "Lake Greenwood South Carolina Master Plan," Proposal submitted to Lake Greenwood County in September 2014. Role: Co-PI. PI: David Sprinkle. Other Co-PIs: Simon Hudson, David Cárdenas, and Fang Meng. **Amount to be negotiated when proposal is funded**. (unfunded)

23. “Strategic Tourism Master Plan for the Island of Curacao,” Proposal submitted to Curaçao Tourism Board in April 2014. Role: Co-PI. PI: Simon Hudson. Other Co-PIs: David Cárdenas, Robin DiPietro, Rich Harrill, Xiang (Robert) Li, Fang Meng, Ryan R. Peterson, and Gilbert Cijnte. Amount requested: **\$214,975**. (unfunded)

## **Research Supervision**

### **[Ph.D. Supervision]**

*Purdue HTM = White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management, Purdue University*

*HTM = School of Hospitality and Tourism Management, Oklahoma State University*

*HRTM = School of Hotel, Restaurant and Tourism Management, University of South Carolina*

*SPTE = Department of Sport and Entertainment Management, University of South Carolina*

*RCHM = Rosen College of Hospitality Management, University of Central Florida*

*DTSM = Department of Tourism and Service Management, Modul University Vienna*

Zhuo Liu (Purdue HTM) (Chair, 2024–expected graduation in May 2028)

Hongyuan Hu (Purdue HTM) (Chair, 2022–expected graduation in May 2027)

Hyunsu Kim (HRTM) (Chair, graduated in 2022)

Assistant Professor

Department of Management

California State University at Fullerton

Jing Li (HRTM) (Co-Chair, graduated in 2020)

Assistant Professor

Department of Hospitality and Retail Management

Texas Tech University

Jae Eun Park (Purdue HTM) (Committee Member, 2024–expected graduation in May 2026)

Alexis Lee (HTM) (Committee Member, graduated in 2023)

Assistant Professor

College of Business

California State University, Monterey Bay

Bardia Batala (HTM) (Committee Member, graduated in 2023)

Assistant Professor

Cofrin School of Business

University of Wisconsin- Green Bay

Bingna Lin (RCHM) (External Committee Member, 2021–expected graduation in 2023)

Assistant Professor

Faculty of International Tourism and Management,

City University of Macau

Joanne Yu (DTSM) (External Committee Member, 2022–expected graduation in 2024)  
Assistant Professor  
Faculty of International Tourism and Management,  
City University of Macau

Hailey Shin (HRTM) (Committee Member, graduated in 2021)  
Assistant Professor  
School of Hotel and Tourism Management  
The Hong Kong Polytechnic University

Chuhan Wang (HRTM) (Committee Member, graduated in 2020)  
Software Developer  
Wells Fargo

Walker Ross (SPTE) (Committee Member, graduated in 2019)  
First Placement:  
Assistant Professor  
Sport Business Management  
Florida Southern College

Current Affiliation:  
Lecturer (equivalent to Assistant Professor)  
Sport Management and Digital Marketing  
The University of Edinburgh

Kelly Evans (SPTE) (Committee Member, graduated in 2019)  
Assistant Professor  
Department of Human Performance and Sport  
Metropolitan State University of Denver

Katie Reifurth (SPTE) (Committee Member, graduated in 2019)  
Assistant Professor  
Department of Sport Management  
Aurora University

Rui Qi (HRTM) (Committee Member, graduated in 2018)  
Assistant Professor  
Kemmons Wilson School of Hospitality & Resort Management  
University of Memphis

Scott Taylor (HRTM) (Committee Member, graduated in 2018)  
First Placement:  
Assistant Professor  
Conrad N. Hilton College of Hotel and Restaurant Management  
University of Houston

Current Affiliation:  
Assistant Professor  
College of Hospitality, Retail and Sport Management,  
University of South Carolina

Yongjin Hwang (SPTE) (Committee Member, graduated in 2018)  
Assistant Professor  
Department of Sport and Entertainment Management  
University of South Carolina

Pei Zhang (HRTM) (Committee Member, graduated in 2017)  
First Placement:  
Assistant Professor  
School of Human Environmental Sciences  
University of Kentucky

Current Affiliation:  
Experience Industry Management Department  
California Polytechnic State University, San Luis Obispo

Henry Wear (SPTE) (Committee Member, graduated in 2017)  
Assistant Professor  
School of Journalism and Communication  
University of Oregon

Yang Cao (HRTM) (Committee Member, graduated in 2016)  
Financial Advisor  
Merrill Lynch

#### **[Master's Thesis Supervision/Advising]**

Nagesh Krupa (HTM) (Chair, graduate in Spring 2024)

Nanda Kishore Voggu (HTM) (Chair, graduate in Spring 2024)

Daniel Marroquin (HTM) (Chair, graduated in Spring 2023)

Ge Zhu (HRTM) (Chair, graduated in 2021)

Chunsheng Jin (HRTM) (Chair, graduated in 2021)

Andre Letang (HRTM) (Chair, graduated in 2016)

Khushee Dabholkar (HTM) (Committee Member, graduated in Fall 2023)

Madeline Baughman (HTM) (Committee Member, graduated in Fall 2023)

Rohit Bevin Peter (HTM) (Committee Member, graduated in Fall 2023)

Alexis Marroquin (HTM) (Committee Member, graduated in Spring 2022)

## **Teaching Experience**

### **[Purdue University]**

Spring 2024 HTM 23100 Marketing in Service Industries  
29 students,  $M = 4.64$  (Overall mean of all items, scaled 1–5, 5 = excellent)

### **[Oklahoma State University]**

Spring 2024 HTM3243 The Business of Tourism (online)  
50 students,  $M = 4.58$  (Overall mean of all items, scaled 1–5, 5 = excellent)

Spring 2024 HTM3243 The Business of Tourism  
18 students,  $M = 4.38$

Fall 2023 HTM5423 Hospitality & Tourism Marketing Management  
20 students,  $M = 4.72$

Fall 2023 HTM3243 The Business of Tourism  
24 students,  $M = 4.44$

Spring 2023 HTM6993 Advanced Hospitality and Tourism Research  
6 students,  $M = 4.98$

Spring 2023 HTM3243 The Business of Tourism (online)  
100 students,  $M = 4.58$

Fall 2022 HTM5423 Hospitality & Tourism Marketing Management  
18 students,  $M = 4.73$

Spring 2022 HTM3243 The Business of Tourism (online)  
68 students,  $M = 4.40$

Fall 2021 HTM5423 Hospitality & Tourism Marketing Management  
11 students,  $M = 4.64$

Fall 2021 HTM3243 The Business of Tourism  
6 students,  $M = 4.53$

Spring 2021 HTM4163 Hospitality and Tourism Marketing & Sales  
7 students,  $M = 4.66$

Fall 2020 HTM6713 Contemporary Hospitality and Tourism Theory  
5 students,  $M = 4.42$

**[University of South Carolina]**

Summer 2020 HRTM 388 Resort Development and Management  
2 students,  $M = 4.50$  (This instructor is an excellent teacher, scaled 1-5, 5 = Excellent)

HRTM 290 Practicum  
13 students,  $M = 4.23$

Spring 2020 HRTM 280 Foundations of Tourism  
79 students,  $M = 4.42$

HRTM 388 Resort Development and Management  
53 students,  $M = 4.06$

Fall 2019 HRTM 750 Hospitality Marketing and Social Media (New course name)  
9 students,  $M = 4.44$

HRTM 750 (Q01) Hospitality Marketing and Social Media (New course name)  
3 students,  $M = 5.00$

HRSM 700 Quantitative Methods in HRSM (Ph.D. Level)  
5 students,  $M = 5.00$

Spring 2019 HRTM 450 Hospitality and Tourism Marketing  
38 students,  $M = 4.29$

HRTM 388 Resort Development and Management  
52 students,  $M = 4.48$

HRSM 700 Quantitative Methods in HRSM (Master's Level)  
21 students,  $M = 4.81$

Fall 2018 HRSM 700 Quantitative Methods in HRSM (Ph.D. Level)  
5 students,  $M = 4.60$

HRSM 700 Quantitative Methods in HRSM (Master's Level)  
6 students,  $M = 4.50$

HRTM 750 Hospitality Marketing and Strategy  
10 students,  $M = 4.40$

Spring 2018 HRTM 450 Hospitality and Tourism Marketing  
36 students,  $M = 4.28$

- HRTM 388 Resort Development and Management  
67 students,  $M = 4.51$
- Fall 2017 HRTM 450 Hospitality and Tourism Marketing  
39 students,  $M = 4.32$
- HRSM 700 Quantitative Methods in HRSM (Ph.D. Level)  
5 students,  $M = 4.60$
- Spring 2017 HRTM 450 Hospitality and Tourism Marketing  
67 students,  $M = 3.91$
- HRTM 388 Resort Development and Management  
51 students,  $M = 4.41$
- Fall 2016 HRTM 798 Directed Study – Advanced Quantitative Methods in Hospitality,  
Tourism, and Sport Management (Ph.D. Level)  
9 students,  $M = 4.22$
- Spring 2016 HRTM 450 Hospitality and Tourism Marketing  
31 students,  $M = 4.34$
- Fall 2015 HRTM 388 Resort Development and Management  
40 students,  $M = 4.35$
- Spring 2015 HRTM 280 Foundations of Tourism  
49 students,  $M = 3.52$
- HRTM 450 Hospitality and Tourism Marketing  
49 students,  $M = 3.41$
- Fall 2014 HRTM 280 Foundations of Tourism  
78 students,  $M = 4.01$

**[Griffith University, Courses Taught as a Graduate/Ph.D. Student]**

- Semester 1, 2013 1002HSL Introduction to Research
- Semester 2, 2012 1002HSL Introduction to Research
- Semester 1, 2012 1002HSL Introduction to Research
- Semester 2, 2011 1002HSL Introduction to Research
- Semester 2, 2011 3203HSL Tourism Economics

Semester 1, 2011 2304HSL Hospitality Marketing

Semester 2, 2010 3203HSL Tourism Economics

Semester 1, 2010 2304HSL Hospitality Marketing

Semester 1, 2010 1304AFE Business Statistics

Semester 2, 2009 1304AFE Business Statistics

Semester 2, 2009 3203HSL Tourism Economics

Semester 2, 2009 3001 HSL Strategy and Change: A Service Industry Approach Strategy and Change

Semester 1, 2009 1304AFE Business Statistics

Semester 1, 2009 2304HSL Hospitality Marketing

Semester 2, 2008 1304AFE Business Statistics

**[Griffith University, Guest Lecturer for Tourism and Hospitality Courses]**

May 2013	7218HSL Understanding Research in Tourism, Hospitality, Sport and Events
October 2012	1002HSL Introduction to Research
May 2012	1002HSL Introduction to Research
Semester 1, 2011	3206HSL Hospitality Marketing
September 2010	3206HSL Hospitality Marketing <i>Griffith University Offshore Program with CUHK, Hong Kong</i>
November 2010	3203HSL Tourism Economics
December 2009	3206HSL Hospitality Marketing <i>Griffith University Offshore Program with CUHK, Hong Kong</i>

## **Faculty Service:**

### **[University Level]**

- 2023–  
Present      Search Committee for Dean of the Graduate College,  
Oklahoma State University
- 2022–  
Present      Vice Chair (elected), Group IV Social Sciences, University Graduate Council,  
Oklahoma State University
- 2022            Oklahoma State University Honorary Degree Committee,  
Oklahoma State University
- 2021–  
2022          Secretary (elected), Group IV Social Sciences, University Graduate Council,  
Oklahoma State University
- 2019–  
2020          University Faculty Senate (elected), University of South  
Carolina

### **[College Level]**

- 2025–  
Present      Research Advisory Committee, College of Health and Human Sciences,  
Purdue University
- 2025–  
Present      Moveable Dream Hires Committee, College of Health and Human Sciences,  
Purdue University
- 2021–  
2024          Reappointment, Promotion, and Tenure Committee,  
Spears School of Business, Oklahoma State University
- 2018–  
2020          Grants and Awards Committee, College of Hospitality, Retail, and Sport  
Management, University of South Carolina
- 2016–  
2020          International Activities Committee, College of Hospitality, Retail, and Sport  
Management, University of South Carolina
- 2017            Search Committee for Director of the Alfred P. Sloan Foundation Travel and  
Tourism Industry Center, College of Hospitality, Retail, and Sport Management,  
University of South Carolina
- 2016            Search Committee for the Associate Dean of Faculty and Operations, College of  
Hospitality, Retail, and Sport Management, University of South Carolina
- 2016            Chair of Panel Judges for Ph.D. Poster Competition, College of Hospitality,  
Retail, and Sport Management, University of South Carolina

2015–  
2016 Admission Committee, College of Hospitality, Retail, and Sport Management, University of South Carolina

2015 College Naming Task Force, College of Hospitality, Retail, and Sport Management, University of South Carolina

**[Department Level]**

2024–  
Present Member, Primary Promotion and Tenure Committee, The White Lodging-JW Marriott, Jr. School of Hospitality and Tourism Management, Purdue University

2024–  
Present Chair, Purdue HTM Experience and Service Symposium, The White Lodging-JW Marriott, Jr. School of Hospitality and Tourism Management, Purdue University

2024–  
2025 Chair, Search for Tenure Track Assistant/Associate Professor, The White Lodging-JW Marriott, Jr. School of Hospitality and Tourism Management, Purdue University

2024 Chair, Reappointment, Promotion, and Tenure Committee, School of Hospitality and Tourism Management, Spears School of Business, Oklahoma State University

2022–  
2024 Chair, Graduate Curriculum Committee, School of Hospitality and Tourism Management, Spears School of Business, Oklahoma State University

2022 Search Committee for HTM Administrative Assistant, School of Hospitality and Tourism Management, Spears School of Business, Oklahoma State University

2021–  
2024 Member, Reappointment, Promotion, and Tenure Committee, School of Hospitality and Tourism Management, Spears School of Business, Oklahoma State University

2021–  
2024 Strategic Visioning Committee, School of Hospitality and Tourism Management, Spears School of Business, Oklahoma State University

2021 Chair, Search for Professor of Professional Practice in Tourism, Community, and Economic Development, School of Hospitality and Tourism Management, Spears School of Business, Oklahoma State University

2021 Search Committee for Assistant Professor in Events and Entertainment Management, School of Hospitality and Tourism Management, Spears School of Business, Oklahoma State University

2020–  
2024 Marketing and Branding Committee, School of Hospitality and Tourism Management, Spears School of Business, Oklahoma State University

2020– Graduate Curriculum Committee, School of Hospitality and Tourism

- 2021 Management, Spears School of Business, Oklahoma State University
- 2020 Search Committee for the School Director, School of Hotel, Restaurant and Tourism Management, University of South Carolina
- 2018 Concentrations and Specializations Committee, School of Hotel, Restaurant and Tourism Management, College of Hospitality, Retail, and Sport Management, University of South Carolina
- 2017 Search Committee for Assistant Professor Faculty Position, School of Hotel, Restaurant and Tourism Management, College of Hospitality, Retail, and Sport Management, University of South Carolina
- 2017 Search Committee for Open Rank Faculty Position, Department of Sport and Entertainment Management, College of Hospitality, Retail, and Sport Management, University of South Carolina
- 2016 Search Committee for the School Director (Second Search), School of Hotel, Restaurant and Tourism Management, University of South Carolina
- 2015–  
2016 Search Committee for the School Director (First Search), School of Hotel, Restaurant and Tourism Management, College of Hospitality, Retail, and Sport Management, University of South Carolina
- 2015 Conference Organizing Committee, 2<sup>nd</sup> AMISTAD’s International Executive Forum on Tourism Innovation and Entrepreneurship Strategies, School of Hotel, Restaurant and Tourism Management, University of South Carolina
- 2014 Conference Organizing Committee, G20 First East-West Dialogue on Tourism and the Chinese Dream, Centre for Tourism, Sport and Services Research, Griffith Business School, Griffith University

### **Student Service:**

- 2010–  
2013 Management Committee, Centre for Tourism, Sport and Services Research, Griffith Business School, Griffith University

### **Professional Membership:**

Travel and Tourism Research Association (TTRA)  
International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)  
Association for Consumer Research (ACR)