



MACAU UNIVERSITY  
OF SCIENCE AND TECHNOLOGY  
澳門科技大學

Faculty of  
Hospitality and Tourism Management  
酒店與旅遊管理學院

## Heewon Kim, Ph. D.

Faculty of Hospitality and Tourism Management  
Macau University of Science and Technology  
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### CURRENT POSITION

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Aug 2022 - present	<b>Assistant Professor</b> <i>Macau University of Science and Technology, Taipa, Macau SAR</i>
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### EDUCATION

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Aug 2018 – Aug 2022	<b>Ph.D. in Hospitality and Tourism Management</b> <i>Purdue University, West Lafayette, IN, USA</i> <ul style="list-style-type: none"><li>• Advisor: Dr. SooCheong (Shawn) Jang</li><li>• Dissertation: "Millennial consumers' unusual spending: Focusing on the Role of Financial Insecurity"</li></ul>
Mar 2014 – Feb 2016	<b>M.S. in Food and Nutrition</b> <i>Yonsei University, Seoul, South Korea</i> <ul style="list-style-type: none"><li>• Advisor: Dr. Il-Sun Yang</li></ul>
Mar 2008 – Feb 2014	<b>B.S. in Food and Nutrition</b> <i>Yonsei University, Seoul, South Korea</i>

#### Research Interests

- Food and Beverage Management
- Marketing and Consumer Behavior
- Technology Adoption

#### Teaching Interests

- Food and Beverage Management
- Tourism Psychology
- Marketing and Consumer Behavior
- Research Methods

## PROFESSIONAL EXPERIENCE

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<b>Assistant Professor</b> , Macau University of Science and Technology	Aug 2022 – Present
<b>Graduate Teaching Assistant</b> , Purdue University	Aug 2018 – Aug 2021
<b>Associate Consultant</b> , Evermint Partners, Seoul, Korea	Jun 2017 – Jan 2018
<b>Research Scientist</b> , Korea Food Research Institute, Seong-nam, Korea	Jun 2016 – Jun 2017
<b>Graduate Assistant</b> , Food & Hospitality Research Lab, Yonsei University	Mar 2014 – Feb 2016

## PUBLICATIONS

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1. **Kim, H.**, Park, S., Gim, J., & Kim, S. (2024). Robots with Human Appeal: Unraveling the Impact of Anthropomorphism, Human Presence, and Perceived Financial Constraints on Consumer Behavior. *International Journal of Hospitality Management*, 122, 103849. [SSCI, Q1]
2. Kim, S., Gim, J., **Kim, H.**, & Park, S. (2024). How can hotels co-create value through the localized mini bar in the room: discrete choice modeling approach with CSR strategies with local products. *Journal of Travel & Tourism Marketing*, 41(7), 973-987. [SSCI, Q1]
3. **Kim, H.**, Hwang, Y., Gim, J., & Cheng, Y. (2024). When are vivid hotel photos effective? The moderating effects of resource scarcity and brand level. *International Journal of Hospitality Management*, 116, 103617. [SSCI, Q1]
4. **Kim, H.**, Jang, S. S., & Gim, J. (2023). To whom do restaurants' preventive measures matter more during a pandemic? The moderating effects of need-for-cognition and relationship strength. *International Journal of Contemporary Hospitality Management*, 35(9), 3360-3386. [SSCI, Q1]
5. **Kim, H.**, & Jang, S. S. (2022). Restaurant-visit intention: Do anthropomorphic cues, brand awareness and subjective social class interact?. *International Journal of Contemporary Hospitality Management*, 34(6), 2359-2378. [SSCI, Q1]
6. **Kim, H.**, & Jang, S. S. (2022). Does Social Class Matter in Recovering Self-Service Technology Failures?. *International Journal of Contemporary Hospitality Management*, 34(3), 1135-1153. [SSCI, Q1]
7. **Kim, H.**, & Jang, S. S. (2021). Is Differential Treatment in Response to Service Failures Effective?: The Roles of Social Comparison, Scarcity Messages, and Loyalty. *International Journal of Hospitality Management*, 95, 102952. [SSCI, Q1]
8. **Kim, H.**, & Jang, S. S. (2020). Do Status Discrepancy and Socioeconomic Immobility Really Drive Compensatory Consumption?. *International Journal of Hospitality Management*, 90, 102615. [SSCI, Q1]
9. **Kim, H.**, Kim, Y., Choi, H. M., & Ham, S. (2018). Relationships among behavioral beliefs, past behaviors, attitudes and behavioral intentions toward healthy menu selection. *Nutrition Research and Practice*, 12(4), 348-354. [SCIE]

## CONFERENCE PRESENTATIONS

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1. Gim, J., **Kim, H.**, & Park, S. (2024, May). Impact of CEO turnover on firm performance: An examination of the restaurant industry in North America. Poster presentation at the 2024 Asia Pacific-CHRIE Conference, Seoul, South Korea.
2. Hwang, Y., **Kim, H.**, Cheng, Y., Gim, J. (2024, May). The effects of hotel photo color saturation on leisure and business travelers. Oral presentation at the 2024 International Early-Career Researcher Conference in Hospitality and Tourism (IECR), Macau SAR
3. **Kim, H.**, Park, S., Gim, J., & Kim, S. I. (2023, November). Robots with Human Appeal: Unraveling the Impact of Anthropomorphism, Human Presence, and Perceived Financial Constraints on Consumer Behavior. Oral presentation at the 2023 Global Congress of Special Interest Tourism & Hospitality (GloSITH) conference, Macau SAR.
4. Gim, J., Kim, S. I., **Kim, H.**, & Park, S. (2023, July). What Matters More in Hotel Guests' Online Review Ratings? Assessing The Cultural Difference Between Eastern Vs Western Consumers Using Trip Advisor Data. Poster presentation at the 2023 Asia Pacific Tourism Association (APTA) Conference, Chiang Mai, Thailand.
5. **Kim, H.**, & Jang, S. S. (2022, May). Millennial consumers' unusual spending: Focusing on the role of financial insecurity. Oral presentation at the 2022 Asia Pacific-CHRIE Conference (Virtual).
6. **Kim, H.**, & Jang, S. S. (2021, June). Do Anthropomorphic Cues, Brand Awareness, and Subjective Social Class Interact? Their Joint Effect on Attitude and Restaurant Visit Intention. Oral presentation at the 2021 Asia Pacific-CHRIE Conference, Singapore (Virtual).
7. \* **Kim, H.**, & Jang, S. S. (2021, January). Can Restaurants' Preventive Measures Improve Customers' Dine-in Intentions during the COVID-19 Pandemic?. Oral presentation at the 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas, United States (Virtual).  
\* Received the Best Conference Paper Award
8. **Kim, H.**, & Jang, S. S. (2020, January). Does Social Class Matter in Recovering Self-Service Technology Failures?. Oral presentation at the 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, Nevada, United States.
9. \* **Kim, H.**, & Jang, S. S. (2019, May). Do Status Discrepancy and Socioeconomic Immobility Really Drive Compensatory Consumption?. Oral presentation at the 2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong SAR.  
\* Received the 1st Runner-up Best Paper Award
10. **Kim, H.**, & Jang, S. S. (2019, January). Anthropomorphic Cues on SNSs and the Effects on Customers. Oral presentation at the 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas, United States.
11. **Kim, H.**, Jeong, Y., Kim, J., Cha, J., & Yang, I. (2015, November). Enablers and barriers to perform nutrition education for public school nutrition teachers. Poster presented at the 2015 The Korean Society of Community Nutrition, Seoul, South Korea.
12. Jeong, J., Jeong, Y., Kim, S., Joe, M., Lee, H., **Kim, H.**, Park, J., Park, S., & Yang, I. (2015, June) Motives, social capital and satisfaction toward social dining. Poster presented at the 14th Asia Pacific-CHRIE, Auckland, New Zealand, June 9-12, 2015

## AWARDS

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- Howard B Rosfeld Scholarship 2022
- White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management, Purdue University
- Best Conference Paper Award 2021
- The 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas, United States (Virtual Conference), January 7-9, 2021.
- 1st Runner-up Best Paper Award 2019
- 2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong SAR, May 22-25, 2019.
- Compton Graduate Research Travel Award 2019
- College of Health and Human Sciences, Purdue University
- 3rd place in Yonsei Scholarly Journal 2015
- Yonsei University Graduate School Student Association, Yonsei University

## GRANTS

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- Arthur Avery Foodservice Research Lab Research Grant 2021
- Funded by White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management & Division of Consumer Science, Purdue University
  - Title: Millennial Consumers' Unusual Luxury Spending: Focusing on the Role of Financial Obsession
  - Role: Principal Investigator
  - Amount awarded: \$ 399 USD
- Project Grant for undergraduate Global Team Experience 2011
- Funded by Yonsei School of Business and the Hope Institute (a nonprofit organization in South Korea)
  - Won a competitive proposal presentation and granted the project budget
  - Established a feasible profit model and created gamification strategies of the nonprofit marketing campaigns for the Hope Institute
  - Role: Team member (among four members)
  - Amount awarded: approx. \$ 15,000 USD

## ACADEMIC SERVICES

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- Reviewer, Academic Journals
- International Journal of Contemporary Hospitality Management
  - International Journal of Hospitality Management
  - Journal of Hospitality and Tourism Research
  - Journal of Travel and Tourism Marketing
  - Annals of Tourism Research

Reviewer, Conference Paper Presentations

- Asia-Pacific Council on Hotel, Restaurant, and Institutional Education (APac-CHRIE)
- The Global Congress of Special Interest Tourism & Hospitality (GloSITH)
- Asia Pacific Tourism Association (APTA)

Moderator, Academic Conference

- 2024 Asia-Pacific Council on Hotel, Restaurant, and Institutional Education (APac-CHRIE)
- 2024 International Early-Career Researcher Conference in Hospitality and Tourism (IECR)

Invited Panel Speaker, Academic Conference

- 2024 Asia Pacific Tourism Association (APTA)

**CERTIFICATES**

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ServSafe Food Protection Manager Certification 2022

- The ServSafe Food Safety Manager Training Program, National Restaurant Association, United States

Dietitian License 2014

- Ministry of Health and Welfare, South Korea (Issue No. 135070)

**SKILLS**

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Languages: English: Fluent Korean: Native

Computers: SPSS, Python, R, STATA, AMOS, & SmartPLS