**JINYOUNG IM, Ph.D.**

Assistant Professor

School of Hospitality and Tourism Management

Spears School of Business

Oklahoma State University

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EDUCATION

**Ph.D. in Human Sciences with a specialization in Hospitality Administration**

Oklahoma State University, Oklahoma, May 2016

**M.S. in Tourism Science**

Jeju National University, Jeju, South Korea, August 2009

Thesis: *Domestic tourists’ motivation and satisfaction of visiting TV drama locations*

**B.B.A. in Tourism Management**

Jeju National University, Jeju, South Korea, February 2005

**ACADEMIC POSITIONS**

2021-Present **Assistant Professor**

School of Hospitality and Tourism Management

Oklahoma State University

2017-2021 **Assistant Professor of Hospitality Management**

The Pennsylvania State University, Berks Campus (Penn State Berks)

**RESEARCH & TEACHING INTERESTS**

* Consumer co-creation
* Sustainable food consumption
* Service employee engagement
* Event management
* Hospitality marketing
* Hospitality information technology
* Organizational behavior and human resource management

**REFEREED JOURNAL ARTICLES**

Fan, X., **Im, J**., Miao, L., Tomas, S., & Liu, H. (2021). Silk and steel: A gendered approach to career and life by upper echelon women executives in the hospitality and tourism industry in China. *International Journal of Hospitality Management*, *97*, 103011.

Kim, H., **Im, J**., & Shin, Y. H. (2021). The impact of transformational leadership and commitment to change on restaurant employees’ quality of work life during a crisis. *Journal of Hospitality and Tourism Management*, *48*, 322-330.

Jung, S. E., Shin, Y. H., **Im, J**., Hermann, J., Ellis, A., & Crowe-White, K (2021). Understanding low-income older adults' intention to consume fruits and vegetables*. Journal of Hunger and Environmental Nutrition, 16*(2),255-270.

Miao, L., **Im, J**., Fu, X., Kim, H., & Zhang, Y. E. (2021). Proximal and distal post-COVID travel behavior. *Annals of Tourism Research*, *88*, 103159.

**Im, J**., Qu, H., & Beck, J. (2021). Antecedents and the underlying mechanism of customer intention of co-creating a dining experience. *International Journal of Hospitality Management*, 92, 102715.

**Im, J**., Kim, H., & Miao, L. (2021). CEO letters: Hospitality corporate narratives during the COVID-19 pandemic. *International Journal of Hospitality Management*, 92, 102701.

Shin, Y. H., Jung, S. E., **Im, J**., & Severt, K. (2020). Applying an extended theory of planned behavior to examine a state-branded food product purchase behavior: The moderating effect of gender. *Journal of Foodservice Business Research*, *23*(4), 358-375.

Shin, Y. H., **Im, J.,** & Severt, K. (2020). Qualitative assessment of key beliefs in regards to consumers' food truck visits. *Journal of Quality Assurance in Hospitality & Tourism*, *21*(2), 129-145.

Shin, Y. H., **Im, J**., & Severt, K. (2019). Consumers' intention to patronize food trucks: An application of an extended theory of planned behavior. *Journal of Foodservice Business Research*, *22*(6), 582-599.

Shin, Y. H., **Im, J.**, Jung, S. E., & Severt, K. (2019). Motivations behind consumers' organic menu choices: The role of environmental concern, social value, and health consciousness. *Journal of Quality Assurance in Hospitality & Tourism*, *20*(1), 107-122.

Kim, H., **Im, J.**, Qu, H. (2018). Exploring antecedents and consequences of job crafting. *International Journal of Hospitality Management*, *75*, 18-26.

Shin, Y.H., **Im, J.**, Jung, S.E., & Severt, K. (2018). The theory of planned behavior and the norm activation model approach to consumer behavior regarding organic menus. *International Journal of Hospitality Management*, 69, 21-29.

Kim, H., **Im,** **J.**, Qu, H., & Namkoong, J. (2018). Antecedents and consequences of job crafting: An organizational level approach. *International Journal of Contemporary Hospitality Management, 30*(3),1863-1881.

Shin, Y.H., **Im, J.,** Jung, S.E., & Severt, K. (2018). An examination of locally sourced restaurant patronage intention*. Journal of Quality Assurance in Hospitality & Tourism, 19*(1), 126-149*.*

**Im, J.,** & Chung, Y. (2017). The effect of insider ownership and board composition on firm performance in the restaurant industry. *The Journal of Hospitality Financial Management*, *25*(1), 4-16.

**Im, J.,** & Qu, H. (2017). Drivers and resources of customer co-creation: A scenario-based case in the restaurant industry. *International Journal of Hospitality Management*, *64*, 31-40.

Shin, Y.H., **Im, J.**, Jung, S.E., & Severt, K. (2017). Locally sourced restaurants: Consumers’ willingness to pay. *Journal of Foodservice Business Research*, *21*(1), 68-82.

Shin, Y.H., **Im, J.**, Jung, S.E., & Severt, K. (2017). Consumers’ willingness to patronize locally sourced restaurants: The impact of environmental concern, environmental knowledge, and ecological behavior. *Journal of Hospitality Marketing & Management*, *26*(6), 644-658.

**Im, J.**, & Hancer, M. (2017). What fosters favorable attitude toward using travel mobile application? *Journal of Hospitality Marketing & Management, 26*(4), 361-377

**Im, J.,** & Hancer, M. (2014). Shaping travelers' attitude toward travel mobile applications. *Journal of Hospitality and Tourism Technology*, *5*(2), 177-193.

Ozturk, A., Hancer, M., & **Im, J.** (2014). Job characteristics, job satisfaction, and organizational commitment for hotel workers in Turkey. *Journal of Hospitality Marketing & Management*, *23*(3), 294-313.

**MANUSCRIPTS UNDER REVIEW/REVISION**

Kim, H., **Im, J**., & Shin, Y. The impact of restaurant employees’ perceived innovativeness on their adaptive behavior: The mediating role of job engagement. Under review at *International* *Journal of Contemporary Hospitality Management.*

Miao, L., **Im, J**., So, K., & Jiang, T. The pandemic’s effects on customer-to-customer engagement in hospitality consumption: A multi-country investigation. Under review at *International Journal of Hospitality Management*.

Miao, L., **Im, J**., So, K., & Cao, Y. Post-pandemic tourism and post-traumatic growth. Under review at *Annals of Tourism Research*.

**REFEREED CONFERENCE PROCEEDINGS AND PRESENTATIONS**

Kim, H., **Im, J**., & Shin, Y. (2021). Promoting restaurant employees’ safety behavior during COVID-19: The role of psychosocial safety climate and psychological capital. *2021 Annual ICHRIE Conference & Marketplace*, Virtual conference.

Kim, H., **Im, J**., & Severt, K. (2021). Employee perception of innovativeness and adaptive behaviors. NENA federation CHRIE 2020. **Best Poster Award**

Shin, Y. H., **Im, J**., Moon, H., & Severt, K. (2020). The effect of state-branded food products' marketing mix on brand equity. *Annual ICHRIE Summer Conference & Marketplace*, Phoenix, Arizona, Accepted. **Due to the COVID-19, the conference was not held.**

**Im, J**., & Shin, Y. (2020). The role of language styles and food ingredient traceability on customer perceptions at a locally sourced restaurant. *APacCHRIE 2020*, Kaohsiung, Taiwan, Accepted. **Due to the COVID-19, the conference was not held.**

**Im, J.Y**., Kim, H., & Chung, Y. (2018). The joint effect of regulatory focus and perceived organizational support on employees’ job crafting in the hotel industry. *EuroCHRIE 2018*, Dublin, Ireland.

Fan, X., **Im, J.Y**., Miao, L., Tomas, S. (2018). Having it all without doing it all: An identity theory approach to upper echelon females in the hospitality industry. *Asia Pacific CHRIE*, Guangzhou, China.

**Im, J.Y**., Kim, H., & Qu, H. (2017). An examination of hotel employees’ job crafting behavior: Application of job demands-resources model. *2017 Annual ICHRIE Conference & Marketplace,* Baltimore,MD.

Shin, Y., **Im, J.Y**., Jung, S.E., & Kimberly S. (2017). Consumer motives regarding organic restaurant menus. *2017 Annual ICHRIE Conference & Marketplace,* Baltimore,MD.

Kim, H., **Im, J.Y**., & Qu, H. (2017). The antecedents of job crafting: organizational-, task-and individual-related factors. *The 2nd Central Federation CHRIE Regional Conference*, Stillwater, OK.

**Im, J.Y**., & Qu, H. (2017). Drivers and resources of customer co-creation: A scenario-based case in the restaurant industry. *The 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism,* Houston, TX.

Kim, H., **& Im, J.Y**., & Qu, H.(2017).Job crafting and its relationships with perceived organizational support and person-organization fit*.**The 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism,* Houston, TX.

**Im, J.Y**., & Qu, H. (2016). Restaurant customers’ motivation to participate in value co-creation. *Proceedings of* *the 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Philadelphia, PA.

**Im, J.Y**., & Qu, H. (2016). The perceived justice and psychological process of restaurant customers’ participation in value co-creation. *Proceedings of* *the 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Philadelphia, PA.

**Im, J.Y**., & Qu, H. (2015). The effect of familiarity and self-efficacy on value co-creation process in the dining experience. *EuroCHRIE 2015*, Manchester, United Kingdom. **Best PhD Student Paper Award**

**Im, J.Y**., & Qu, H. (2015). The role of customer competence in value co-creation in the dining experience. *Proceedings of the* *2015 Annual ICHRIE Conference & Marketplace*, Orlando, FL.

**Im, J.Y**., & Qu, H. (2015). The moderating role of personal innovativeness in fostering travelers’ motivation of using travel mobile applications. *Proceedings of the* *2015 Annual ICHRIE Conference & Marketplace*, Orlando, FL.

**Im, J. Y**., & Hancer, M. (2015). The effects of image, personal innovativeness, and hedonic motivation toward attitude in using travel mobile applications. *Proceedings of the 20th Annual Graduate Student Research Conference*, Tampa, FL.

**Im, J. Y**., Kim, H., & Hancer, M. (2015). The relationship between work-related stress and job satisfaction in the hotel industry: The moderating effects of self-monitoring and service climate. *Proceedings of the 20th Annual Graduate Student Research Conference*, Tampa, FL.

Kim, H., **Im, J. Y**., & Hancer, M. (2015). The relationship between service climate, job crafting, and employee performance in the hotel industry. *Proceedings of the 20th Annual Graduate Student Research Conference*, Tampa, FL.

**Im, J.Y**., & Chung, Y. (2014). Board structure and firm performance in the U.S. restaurant industry. *Proceedings of the 2014 TOSOK (The Tourism Sciences Society of Korea) International Tourism Conference*, GangNeung-Wonju National University, Gangwon-do, Republic of Korea.

**Im, J.Y**., & Chung, Y. (2014). Managerial ownership and international diversification in the restaurant industry. *Proceedings of the 19th Annual Graduate Student Research Conference*, Houston, TX.

**Im, J.Y**., & Hancer, M. (2014). Travelers’ attitude towards using travel mobile applications: The role of utilitarian, hedonic motivation and self-identity. *Proceedings of the 19th Annual Graduate Student Research Conference*, Houston, TX. **Hospitality Technology Research Award**

Scott-Halsell, S., & **Im, J.Y**. (2013). Implications of college choice decision-making factors. *Proceedings of 2013 Annual ICHRIE Conference*, St. Louis, MO.

**Im, J.Y**., & Qu, H. (2013). The direct and indirect impact of price fairness on customer loyalty in the hotel industry. *Proceedings of the 18th Annual Graduate Student Research Conference,* Seattle, WA.

**Im, J.Y**., & Chung, Y. (2013). Ownership structure and international diversification in the hotel industry. *Proceedings of the 18th Annual Graduate Student Research Conference*, Seattle, WA.

**Im, J.Y**., Zou, W., Song, J., Hancer, N., & Qu, H. (2013). The relationship between eWOM motivations and eWOM behavior in the restaurant industry. *Proceedings of the 18th Annual Graduate Student Research Conference*, Seattle, WA.

**Im, J.Y**., & Hancer, M. (2012). Price sensitivity-based market segmentation and perceived fairness in the hotel industry. *Proceedings of 2012 Annual ICHRIE Conference*, Providence, RI.

**Im, J.Y**., & Hancer, M. (2012). Tourists’ motivation and satisfaction in visiting TV drama locations: Korean TV drama and Taiwanese tourists. *Proceedings of the 17th Annual Graduate Student Research Conference*, Auburn, AL.

**INVITED LECTURES AND PRESENTATIONS (NON-REFEREED)**

2019 **Creating interactive lectures that students love using Articulate Storyline**, 2019 Symposium for Teaching and Learning with Technology, The Pennsylvania State University, State College, PA, USA

2018 **Tourism safety and security issues in the United States and implications for the hospitality and tourism research**, HuaQiao University, Fujian, China.

2018 **Working with customers: Customer co-creation in the hospitality and tourism research**, HuaQiao University, Fujian, China.

**GRANTS AND PROJECTS FUNDED**

2020 Research Development Grant, Penn State Berks, Funding: $825.00.

2019 Research Development Grant, Penn State Berks, Funding: $3,000.00

2018 Research Development Grant, Penn State Berks. Funding: $2,700

2018 Berks assessment grant, Penn State Berks, Funding: $1,800, Co-PI

Project title: *Evaluating the effectiveness of existing curriculum strategy aimed at developing entrepreneurial thinking skills among hospitality management students enrolled at Penn State Berks*

2018 Teaching & Learning Innovation Grant Partnership Program, Penn State Berks,

Funding: $2,250

Project title:*Creating Online Interactive Tutorials for Flipped Teaching.*

**HONORS, AWARDS, AND RECOGNITIONS**

2021 **Best Poster Award**

NENA Federation CHRIE

2017 **Graduate Research Excellence Award**

Graduate College, Oklahoma State University

2016 **Outstanding Doctoral Student Award**

The Center for Hospitality and Tourism Research, Hotel and Restaurant Administration,

Oklahoma State University

2016 **Research Award**

The Center for Hospitality and Tourism Research, Oklahoma State University

2015 **Best PhD Student Paper Award**

EuroCHRIE 2015, Manchester, United Kingdom

2015 **Mildred H. and John W. Skinner Graduate Fellowship**

College of Human Sciences, Oklahoma State University

2015 **Hospitality Technology Research Award**

19th Graduate Student Research Conference in Hospitality and Tourism, Houston, TX

**TEACHING EXPERIENCE**

**Penn State Berks, Reading PA**

Hospitality Management Program

*Assistant Professor (Fall 2017- Present)*

* HM 201 Introduction to the Hospitality Industry and Hospitality Management
* HM 271 Introduction to Hospitality Technology
* HM 272 Introduction to Data Modelling for the Hospitality Industry
* HM 365 Organizational Behavior in the Hospitality Industry
* HM 442 Hospitality Marketing
* HM 435 Financial Management in Hospitality Operations
* HM 466 Human Resources Management in the Hospitality Industry

**Oklahoma State University, Stillwater OK**

School of Hotel and Restaurant Administration

*Instructor (Spring 2014- Spring 2016)*

HRAD 4163 Hospitality and Tourism Marketing and sales

*Graduate Teaching Assistant (Fall 2011, Fall 2012-Spring 2014)*

* HRAD 2533 Hospitality Information Technology

*Guest Lecturer*

* HRAD 1102 Introduction to Hotels, Restaurants, and Tourism (*Fall 2013*)
* HRAD 3783 Hospitality Industry Human Resources Management (*Fall 2012, Spring 2013*)

**INDUSTRY AND PROFESSIONAL EXPERIENCE**

**Secretariat**

Jeju Secretariat of Inter-Islands Tourism Policy (ITOP) Forum, Jeju Tourism Organization, Jeju, South Korea, August 2010-November 2010

* Coordinated entire programs, regulations, and communication among member regions
* Participated in the 14th ITOP Forum (Theme: *Low Carbon Economy and Island Tourism*), Hainan, China (November 2-4, 2010)
* Promoted the forum and managed public relations with various media
* Involved in promoting the destination in local festivals

**Reservation Associate/ Marketing Coordinator**

Reservation Office, Marketing Division, Ora Resort Co., Ltd. Jeju, South Korea, January 2005-July 2009

* Coordinated reservations of rooms, golf course, and banquets
* Analyzed customer database and developed promotional activities
* Coordinated groups of foreign guests and international conferences
* Made sales to online and offline travel agencies and local companies
* Worked on feasibility study for new hotel development as a member of the task force team in 2007
* A designated strategic workforce specializing in customer relationship management (CRM) in 2008-2009

**SERVICE**

**Program**

Fall 2019-present Student club adviser, Hotel and Restaurant Society, Penn State Berks

2018-2019 Coordinator, Hospitality Management program advisory board meeting,

Fall 2018/Fall 2019 Organizer, Student field trip to HX: The Hotel Experience

New York City, New York

Fall 2019 Organizer, Student field trip to Hotel Hershey and Hershey Lodge

Hershey, PA, Fall 2019

**College**

Fall 2020-Spring 2021 Associate Dean Search Committee, Penn State Berks

Fall 2019-present Committee member, Physical Facilities and Safety Committee

Faculty Senate, Penn State Berks

Fall 2020-present Vice chair, Physical Facilities and Safety Committee

Faculty Senate, Penn State Berks

**University**

Fall 2019/Fall 2020 Schreyer Scholar Selection Committee, Schreyer Honors College

Student recruitment and retention activities

* Faculty reception for new students, August 2018
* Presentation of Hospitality Management program at Penn State Day, October 2018
* Hospitality Management Discovery Week, October 31, 2018

Invited panelist/presenter

* Lunch & Learn Series: Pronunciation of Non-English Names, Diversity committee (January 29, 2021).
* Faculty Seminar on Teaching with Technology, Center for Learning & Teaching, Penn State Berks, November 2018
* EBC-Division Speaker Series Presentation, April 2018
* HTM Research Brown Bag Series, School of Hospitality and Tourism Management, Oklahoma State University, February 2018

**Professional services**

Fall 2019-Summer 2021 Committee member,ICHRIE 75th Anniversary Celebration Committee

Fall 2020-Summer 2021 Chair, Archive committee,

ICHRIE 75th Anniversary Celebration Committee,

2017 Co-Chair, Organizing Committee- Academic Affairs

The 2nd Central Federation CHRIE Conference, 2017

**Ad-hoc Reviewer**

* Current Psychology (2019-present)
* International Journal of Productivity and Performance Management (2018-present)
* Journal of Hospitality and Tourism Technology (2018-present)
* Journal of Hospitality Marketing & Management (2016-present)
* International Journal of Contemporary Hospitality Management (2016-present)
* Journal of Travel & Tourism Marketing (2015)
* International Journal of Hospitality Management (2014-present)

**Conferences Reviewer**

* APacCHRIE 2020
* North East North American Federation (NENA) CHRIE Conference 2020
* 2019 APacCHRIE & EuroCHRIE Joint Conference
* EuroCHRIE 2018
* 2017 Annual ICHRIE Summer Conference & Marketplace
* The 2nd Annual Central Federation CHRIE Conference 2017
* EuroCHRIE 2016
* 18th Graduate Student Research Conference in Hospitality and Tourism, 2013

**PROFESSIONAL DEVELOPMENT**

**Teaching and Learning with Technology, Penn State**

* Canvas day, May 2020-July 2020
* The TLT Summer Series, May 20-July 2020

**2020 Sustainable Agriculture Conference,** Lancaster, PA,February 2020

**Penn State Berks**

* Addiction Colloquium and Naloxone training, December 2019

**The Schreyer Conference 2020**

**Schreyer Honors College**

* Schreyer Honors College Reader Training, October 2019

**EuroCHRIE 2018**

* PhD & Early Careers Research symposium, November 2018

**Center for Learning and Teaching, Penn State Berks**

* Teaching wit iPad (April 2020)
* Zoom Training (March 2020)
* Faculty Seminar on Teaching with Technology (November 2019)
* Grading with Rubrics in Canvas (April 2019)
* Creating accessible Word and PowerPoint documents (April 2019)
* Berks Learning Technologies Certificate program (September 2017-May 2018)
* Teaching with Canvas Luncheon, April 2016
* Berks eLearning Academy, November 2017-January 2018
* Record a mini-lecture in the one button studio, December 2017
* Design an effective Canvas course, October 2017
* Canvas assessment + grading, August 2017
* Canvas basics workshop, August 2017

**American Society for Engineering Education**

* Effective peer evaluation of teamwork, October 2017
* Preparing students for research, October 2017

**PROFESSIONAL MEMBERSHIP AND CERTIFICATION**

International Council on Hotel, Restaurant, and Institutional Education

Mental Health First Aid USA, November 2019