

CURRICULUM VITAE

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EDUCATION

2012 Pennsylvania State University
School of Hospitality Management, University Park, Pennsylvania
Ph.D. in Hospitality Management,
2005 University of Strathclyde
Strathclyde Business School, Glasgow, U.K.
M.S. in International Hospitality Management
2000 Sejong University
Department of Economics and Trade, Seoul, Korea
B.S. in Economics

ACADEMIC EXPERIENCE

2025 Visiting Scholar
University of French Polynesia, Tahiti, French Polynesia
2023 – Present Graduate Program Director
University of Hawaii, Manoa, School of Travel Industry Management
2019 Visiting International Scholar
Kyung Hee University, College of Hotel & Tourism Management, Seoul, Korea
2019 Visiting Associate Professor
Hong Kong Polytechnic University, School of Hotel and Tourism Management,
Hong Kong, China
2019 Visiting Scholar
Rikkyo University, College of Tourism, Tokyo, Japan
2017 – Present Associate Professor
University of Hawaii, Manoa, School of Travel Industry Management
2012 – 2017 Assistant Professor
University of Hawaii, Manoa, School of Travel Industry Management
2007 – 2012 Graduate Assistant and Instructor
Pennsylvania State University, School of Hospitality Management
2006 – 2007 Lecturer
Kyonggi University, College of Tourism Sciences, Seoul, Korea

PROFESSIONAL EXPERIENCE

2006 – 2007	Night Manager Riviera Hotel, Daejeon, Korea.
2005 – 2006	Assistant Banquet Manager Holiday Inn Hotel, Glasgow, U.K.
2004 – 2005	Restaurant Supervisor OKO Restaurant, Glasgow, U.K.
2000 – 2003	Stockbroker/Futures and Options Trader Seoul Securities, Co. Ltd., Seoul, Korea

TEACHING EXPERIENCE

SP 2025	Revenue Management University of French Polynesia, Tahiti, French Polynesia
FA 2012 – Present	TIM 305: Financial Management for the Travel Industry University of Hawaii, Manoa
FA 2012 – Present	TIM 403: Revenue Management in Travel Industry University of Hawaii, Manoa
SU 2014 – Present	TIM 305: Financial Management for the Travel Industry (online) University of Hawaii, Manoa
SU 2014 – Present	TIM 403: Revenue Management in Travel Industry (online) University of Hawaii, Manoa
FA 2015 – FA 2016	TIM 601: Research Applications in Hospitality, Tourism, and Transportation University of Hawaii, Manoa
FA 2016	Introduction to Revenue Management TIM Professional Program, Manoa
SU 2014 – 2018	Revenue Management The Executive Development Institute of Tourism Program (EDIT), Manoa
SU 2013	Asset Management The Executive Development Institute of Tourism Program (EDIT), Manoa
FA 2010 – FA 2011	HM 435: Financial Management in Hospitality Operations The Pennsylvania State University
FA 2009	HM 336: Hospitality Managerial Accounting The Pennsylvania State University
SP 2007	Introduction to Tourism Management Kyonggi University, Korea
FA 2006	Introduction to Hospitality Management Kyonggi University, Korea

RESEARCH SPECIALIZATION / INTERESTS

- Franchising and Strategic Management
- Revenue and Profit Optimization
- Hotel Development and Operations
- Managerial Behavior and Decision Making
- Executive Compensation and Agency Problem
- Strategic Human Resource Management
- Cost-benefit Analysis of Decisions Associated with Food Service Environments

- Corporate Social Responsibility (CSR)
- Tourism Development and Tourism Impact

PUBLICATIONS

REFERRED JOURNAL ARTICLES

- Seo, K., & Soh, J.** (2025). Examining the impact of workforce reductions on firm performance. *Tourism Management*, 108, 105095. **(Shidler A; ABDC: A*)**
- Seo, K., & Shulga, L.** (2024). Mapping tourist's evaluations of a hotel: An analysis of branded vs. non-branded hotels. *Cornell Hospitality Quarterly*. 19389655241300468 **(Shidler B; ABDC: A)**
- Seo, K., Jordan, E., Lee, C.K., & Jung, H.** (2024). Associations of employment changes during the COVID-19 pandemic with stress, quality of life, and life satisfaction. *Journal of Smart Tourism*, 4(3), 23-33.
- Woo, L., Mun, S., & Seo, K.** (2024). Building resilience to crisis through slack resources: A longitudinal analysis of US hotels. *Annals of Tourism Research*, 106, 103762. **(Shidler A; ABDC: A*)**
- Woo, L., Mun, S., & Seo, K.** (2023). How do hotels expand into new markets? The relationship between hotel agglomeration and entry mode. *Tourism Economics*, 29(8), 2183-2199. **(ABDC: A)**
- Seo, K., & Soh, J.** (2023). Examining the effects of sales and marketing on performance: An exploratory study of the timeshare industry. *Tourism Economics*, 29(7), 1947-1953. **(ABDC: A)**
- Soh, J., & Seo, K.** (2023). An analysis of the impact of short-term vacation rentals on the hotel industry. *Journal of Hospitality & Tourism Research*, 47(4), 760-771. **(Shidler A-/B+; ABDC: A)**
- Kim, E.E., Seo, K., & Choi, Y.** (2022). Compensatory travel post COVID-19: Cognitive and emotional effects of risk perception. *Journal of Travel Research*, 61(8), 1895-1909. **(Shidler A; ABDC: A*)**
- Seo, K., Jordan, E., Woosnam, K., Lee, C.K., & Lee, E.** (2021). Effects of emotional solidarity and tourism-related stress on residents' quality of life. *Tourism Management Perspectives*, 40, 100874. **(ABDC: A)**
- Seo, K.** (2021). Asset-light business model: Strategies for hotels during the pandemic. *Boston Hospitality Review*.
- Seo, K., Woo, L., Mun, S., & Soh, J.** (2021). Asset-light business model and firm performance in complex and dynamic environments: The dynamic capabilities view. *Tourism Management*, 85, 104311. **(Shidler A; ABDC: A*)**
- Seo, K., Choi, Y., & Shin, J.** (2021). Homelessness in destinations: Tourists' visit intention. *Annals of Tourism Research*, 89, 103249. **(Shidler A; ABDC: A*)**
- Mun, S., Woo, L., & Seo, K.** (2020). The importance of F&B operation in luxury hotels: The case of Asia versus the U.S. *International Journal of Contemporary Hospitality Management*, 33(1), 125-144. **(Shidler A-/B+; ABDC: A)**
- Seo, K.** (2019). Same-day discounting's effect on consumers' evaluations of a hotel. *Journal of Revenue and Pricing Management*, 18(2), 107-111. **(ABDC: B)**
- Seo, K., & Soh, J.** (2019). Asset-light business model: An examination of investment-cash flow sensitivities and return on invested capital. *International Journal of Hospitality Management*, 78, 169-178. **(Shidler A; ABDC: A*)**
- Seo, K., Soh, J., & Sharma, A.** (2018). Do financial constraints affect the sensitivity of investment to cash flow? New evidence from franchised restaurant firms. *Tourism Economics*, 24(6), 645-661. **(ABDC: A)**
- Seo, K.** (2018). Excessive leverage and firm performance in competitive casino markets. *Tourism and Hospitality Research*, 18(4), 498-504. **(ABDC: B)**

- Seo, K., & Sharma, A.** (2018). CEO overconfidence and the effects of equity-based compensation on strategic risk-taking in the U.S. restaurant industry. *Journal of Hospitality & Tourism Research*, 42(2), 224-259. **(Shidler A-/B+; ABDC: A)**
- Seo, K., Kim, E. E., & Sharma, A.** (2017). Examining the determinants of long-term debt in the U.S. restaurant industry: Does CEO overconfidence affect debt maturity decisions? *International Journal of Contemporary Hospitality Management*, 29(5), 1501-1520. **(Shidler A-/B+; ABDC: A)**
- Seo, K.** (2016). The effect of franchising on debt maturity in the U.S. restaurant industry. *Tourism Economics*, 22(6), 1404-1422. **(ABDC: A)**
- Seo, K., Moon, J., & Lee, S.** (2015). Synergy of corporate social responsibility and service quality for airlines: The moderating role of carrier type. *Journal of Air Transport Management*, 47, 126-134. **(ABDC: A)**
- Sharma, A., Moon, J., Baig, J., Choi, J., **Seo, K., & Donatone, L.C.** (2015). Cost-benefit framework for K-12 foodservice outsourcing decisions. *International Journal of Hospitality Management*, 45, 69-72. **(Shidler A; ABDC: A*)**
- Kim, E.E., **Seo, K., & Schrier, T.R.** (2014). The perceived credibility of positive and negative word of mouth. *Pan-Pacific Journal of Business Research*, 5(2), 37-48.
- Seo, K., & Sharma, A.** (2013). Does executive equity-based compensation encourage strategic risk-taking? Examining the effects of equity-based compensation in the U.S. restaurant industry. *International Journal of Tourism Sciences*, 13(2), 76-101. **(ABDC: C)**
- Lee, S., **Seo, K., & Sharma, A.** (2013). Corporate social responsibility and firm performance in the airline industry: The moderating role of oil prices. *Tourism Management*, 38, 20-30. **(Shidler A; ABDC: A*)**
- Basak, D. G., **Seo, K., Kucukusta, D., & Lee, S.** (2013). CEO duality and firm performance in the U.S. restaurant industry: Moderating role of restaurant type. *International Journal of Hospitality Management*, 33, 339-346. **(Shidler A; ABDC: A*)**
- Seo, K., & Sharma, A.** (2012). Performance analysis of lodging REITs in relation to market segments. *International Journal of Hospitality and Tourism Administration*, 13(3), 215-232. **(ABDC: B)**
- Sharma, A., Roberts, K. R., & **Seo, K.** (2011). HACCP cost analysis in retail food establishments. *Food Protection Trends*, 31(12), 834-844.

BOOK CHAPTERS

- Seo, K.** (2019). Financial decision-making in the foodservice industry: Economic costs and benefits. In Sharma, A., Hema, K., Dipietro, R., Motta, V., Saulais, L., Jaykumar, A., Quyang, Y., Soh, J., & Roberts, K., *The influence of managerial traits and behaviors in the foodservice industry*. CRC Press.

MANUSCRIPTS UNDER REVIEW

- Yan, W., **Seo, K., & Meng, Y.** (2024). Unraveling reward policies to enhance user-generated travelogues: A Pareto optimal approach. *Decision Sciences* (under review).

RESEARCH IN PROGRESS

- Kim, E.E., Lee, J., & **Seo, K.** (2023). The impact of power distance on service evaluations. Target journal: *Journal of Service Research*.
- Lee, S.H., **Seo, K., & Kim, E.E.** (2023). Living in a bubble: How power impacts customer entitlement and complaint behaviors. Target journal: *Journal of Hospitality & Tourism Research*

- Shulga, L. V., Berbekova, A., **Seo, K.**, & Lin, I. (2024). Assessing competencies required for Master students in hospitality and tourism: A comparative study. Target journal: *Journal of Hospitality & Tourism Education*.
- Shin, J., Choi, Y., & **Seo, K.** (2024). Tipping intention and customer satisfaction. Target journal: *International Journal of Hospitality Management*.
- Woo, L., Mun, S., Park, Y., & **Seo, K.** (2024). The impact of hotel policies on performance. Target journal: *International Journal of Hospitality Management*.
- Seo, K.**, & Spencer, D.M., Lesar, L. (2022). The impact of homelessness on tourists' perceptions. Target Journal: *Annals of Tourism Research*.
- Soh, J., & **Seo, K.** (2022). Asset-light or asset-right? A comparison analysis of lodging firms and REITs. Target journal: *International Journal of Hospitality Management*.

CONFERENCE PROCEEDINGS

- Seo, K.**, & Soh, J. "The impact of labor leverage on performance" Proceedings of *The TTRA Asia Pacific Chapter Annual Conference*, Bangkok, Thailand. Nov 2024.
- Shulga, L. V., Berbekova, A., **Seo, K.**, & Lin, I. "Assessing Competencies Required for Master Students in Hospitality and Tourism: A Comparative Study" Proceedings of *The International Council on Hotel, Restaurant, and Institutional Education Conference*. Montreal, Quebec, Canada. July 2024.
- Seo, K.**, & Shulga, L. "A content analysis of tourists' evaluations of a hotel." Proceedings of *The 96th Tourism Sciences Society of Korea International Tourism Conference*, Yeosu, Korea. July 2024.
- Seo, K.**, & Park, Y. "The impact of policies on hotel performance" Proceedings of *The 2024 Asia Pacific Tourism Association Annual Conference*, Macau, China, July 2024.
- Kim, E.K., Lee, S.H., & **Seo, K.** "The impact of status on service recovery evaluations in high power distance cultures" Proceedings of *The 2024 Asia Pacific and Euro Council on Hotel, Restaurant, and Institutional Education Joint Conference*, Seoul, Korea. May 2024.
- Wangcheng, Yan., **Seo, K.**, & Yueyue Meng. "Exploring the impacts of reward policies on travelogues: A Pareto optimal approach." Proceedings of *The IMPACT2023 Conference*, Hong Kong, China, Dec 2023.
- Seo, K.**, & Soh, J. "The effects of labor leverage on firm performance" Proceedings of *The TTRA Asia Pacific Chapter Annual Conference*, Seoul, Korea. Dec 2023.
- Lee, S.H., **Seo, K.**, & Kim, E.E. "Living in a bubble: How power impacts customer entitlement and complaint behaviors." Proceedings of *The 2023 Annual Euro Council on Hotel, Restaurant, and Institutional Education Conference*, Vienna, Austria. October 2023.
- Wangcheng, Yan., Yueyue Meng, & **Seo, K.** "Optimal reward policy for travelogues." Proceedings of *The 29th Asia Pacific Tourism Association Annual Conference*, Chiangmai, Thailand, July 2023.
- Woo, L., Mun, S., & **Seo, K.** "How can hotels manage their slack resources to cope with crises?" Proceedings of *The 29th Asia Pacific Tourism Association Annual Conference*, Chiangmai, Thailand, July 2023
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- Seo, K.**, Woo, L., Mun, S., & Soh, J. "The asset-light business model and firm performance in complex and dynamic environments: The dynamic capabilities view." Proceedings of *The Impact 2022 Conference*, Hong Kong, China. Nov 2022.
- Soh, J., & **Seo, K.** "The effects of search costs on food-away-from-home decisions." Proceedings of *The 92nd Tourism Sciences Society of Korea International Tourism Conference*, Busan, Korea. July 2022.

- Seo, K.,** & Soh, J. “The effects of sales and marketing strategies on firm performance: An exploratory study of the timeshare industry.” Proceedings of *The 28th Asia Pacific Tourism Association Annual Conference*, Jeju, Korea. July 2022.
- Kim, E.E., Lee, J., & **Seo, K.** “The impact of power distance on service evaluations.” Proceedings of *The Frontiers in Services Conference*, Boston, U.S. June 2022.
- Seo, K.** “Asset-light or asset right? An evaluation of performance of lodging firms through economic cycles.” Proceedings of *The 90th Tourism Sciences Society of Korea International Tourism Conference*, Seoul, Korea. July 2021.
- Seo, K.,** & Lee, C.K., “The impact of tourism-related stress on residents’ emotional solidarity and the quality of life” Proceedings of *The 2019 Pan Asia International Tourism Conference*, Daejeon, Korea. July 2019.
- Seo, K.,** & Soh, J. “An analysis of the impact of Airbnb on hotel performance: The influence of price differences” Proceedings of *The 2019 Pan Asia International Tourism Conference*, Daejeon, Korea. July 2019.
- Seo, K.,** & Soh, J. “The effect of marketing and sales expenditures on firm value and performance among timeshare firms” Proceedings of *The 2019 Asia Pacific and Euro Council on Hotel, Restaurant, and Institutional Education Joint Conference*, Hong Kong, China. May 2019.
- Seo, K.,** & Soh, J. “An examination of hotel same-day discount strategies via mobile channels.” Proceedings of *The 24th Asia Pacific Tourism Association Annual Conference*, Cebu, Philippines. July 2018.
- Seo, K.** “A performance of asset-light strategy across market segments and economic cycles.” Proceedings of *The 8th Advances in Hospitality and Tourism Marketing and Management Conference*, Bangkok, Thailand. June 2018.
- Seo, K.** “An examination of the asset ownership structure and firm performance in the U.S. lodging industry.” Proceedings of *The 15th Annual Asia Pacific Council on Hotel, Restaurant, and Institutional Education Conference*, Bali, Indonesia. June 2017.
- Seo, K.,** & Soh, J. “Asset ownership, investment-cash flow sensitivity, and return on invested capital in the US lodging industry.” Proceedings of *The 2017 Academy of Global Hospitality & Tourism Conference*, Cheongju, Korea. May 2017.
- Seo, K.** “Same-day discounting’s effect on consumers’ evaluations of a hotel.” Proceedings of *The 2016 Annual Euro Council on Hotel, Restaurant, and Institutional Education Conference*, Budapest, Hungary. October 2016.
- Seo, K.** “Franchising and investment-cash flow sensitivities: An examination of the U.S. restaurant firms.” Proceedings of *The 2016 Academy of Global Hospitality & Tourism Conference*, Seoul, Korea. May 2016.
- Seo, K.,** & Soh, J. “Franchising and investment-cash flow sensitivities during the recent financial crisis.” Proceedings of *The 14th Annual Asia Pacific Council on Hotel, Restaurant, and Institutional Education Conference*, Bangkok, Thailand. May 2016.
- Seo, K.,** & Kim, E. E. “Leverage, competition and firm value in the U.S. casino industry” Proceedings of *The 6th Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV. April 2016.
- Seo, K.** “Does leverage really help create value?: Growth strategy in the U.S. casino industry.” Proceedings of *The 78th Tourism Sciences Society of Korea International Tourism Conference*, Seoul, Korea. July 2015.
- Seo, K.** “Franchising and investment-cash flow sensitivities in the U.S. restaurant industry.” Proceedings of *The 13th Annual Asia Pacific Council on Hotel, Restaurant, and Institutional Education Conference*, Auckland, New Zealand. June 2015.
- Ordonez, S., & **Seo, K.** “An examination of deep discounting based on online reviews: Does last-minute discounting affect reviewers’ evaluation of the hotel?” Proceedings of *The 5th Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV. April 2015.

- Seo, K.,** Kim, E. E., & Sharma, A. “Examining corporate debt maturity structure in the U.S. restaurant industry: Do CEO behaviors matter in debt maturity decisions?” Proceedings of *The 5th Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV. April 2015.
- Chui, T.Y., & **Seo, K.** “Cultural influence on perceived web reviews, impression and booking intention of hotel potential customers: A cross-cultural conceptual framework.” Proceedings of *The 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Tampa, FL. January 2015.
- Seo, K.** “The maturity structure of corporate debt in the lodging industry: Exploring the impact of timeshare on the debt maturity decisions.” Proceedings of *The 2014 Annual Euro Council on Hotel, Restaurant, and Institutional Education Conference*, Dubai, UAE. October 2014.
- Seo, K.** “Franchising and corporate investment: examining investment cash-flow sensitivities in the U.S. restaurant industry.” Proceedings of *The 2014 Annual International Council on Hotel, Restaurant, and Institutional Education Summer Conference*, San Diego, CA. July 2014.
- Seo, K.** “Financing constraints and investment-cash flow sensitivities in the U.S. timeshare industry.” Proceedings of *The 20th Asia Pacific Tourism Association Annual Conference*, Ho Chi Minh City, Vietnam. July 2014.
- Seo, K.** “Examining the maturity structure of corporate debt: does franchising affect debt maturity?” Proceedings of *The 2014 World Hospitality and Tourism Forum*, Seoul, Korea. June 2014.
- Borge, C., & **Seo, K.** “Exploring the economic impact of the University of Hawaii on Oahu’s tourism and local economy.” Proceedings of *the 4th Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV. April 2014.
- Chui, T.Y., & **Seo, K.** “The effect of customized services and products on consumers’ willingness to pay for hotel rooms.” Proceedings of *The 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX. January 2014.
- Seo, K.,** & Sharma, A. “Does executive equity-based compensation encourage strategic risk-taking?: Examining the effects of equity-based compensation in the U.S. restaurant industry.” Proceedings of *The 76th International Tourism Conference*, Seoul, Korea. July 2013.
- Seo, K.,** & Sharma, A. “Factors affecting the debt maturity structure of U.S. restaurant firms: Exploring the effects of managerial overconfidence.” Proceedings of *The 19th Asia Pacific Tourism Association Annual Conference*, Bangkok, Thailand. July 2013.
- Moon, J., Sharma, A., & **Seo, K.** “Factors influencing dividend decisions in the U.S. airline industry.” Proceedings of *The 18th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Seattle, WA. January 2013.
- Seo, K.,** & Sharma, A. “The effect of franchising on the strategic investment in the U.S. restaurant industry.” Proceedings of *The 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Auburn, AL. January 2012.
- Seo, K.,** & Sharma, A. “The effect of managerial overconfidence on the use of long-term debt in the U.S. restaurant industry.” Proceedings of *The 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Auburn, AL. January 2012.
- Seo, K.,** & Sharma, A. “Overconfident managers and capital structure in the hospitality firms.” Proceedings of *the 16th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX. January 2011.
- Seo, K.,** & Sharma, A. “Self-rationing efficiency of college students’ food-related credit card expenses.” Proceedings of *the 15th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Washington, D.C. January 2010.
- Sharma, A., Bartlett, A., & **Seo, K.** “Individual characteristics and adoption of self-rationing.” *The Association of Hospitality Financial Management Educators’ Annual Meeting*, New York City. November 2008.
- Sharm, A. & **Seo, K.** “Impact of self-rationing behavior on educational experience.” *International Council on Hotel, Restaurant, and Institutional Education Annual Congress*, Atlanta, GA. July 2008.

Seo, K., & Sharma, A. “The effect of brand equity on the performance of lodging REIT companies.” Proceedings of the 3rd *International Conference on Services Management*, State College, PA. May 2008.

CONFERENCE PRESENTATIONS

- Seo, K., & Soh, J.** “The impact of labor leverage on performance” Presented at *The TTRA Asia Pacific Chapter Annual Conference*, Bangkok, Thailand. Nov 2024.
- Shulga, L. V., Berbekova, A., **Seo, K.**, & Lin, I. “Assessing Competencies Required for Master Students in Hospitality and Tourism: A Comparative Study” Presented at *The International Council on Hotel, Restaurant, and Institutional Education Conference*. Montreal, Quebec, Canada. July 2024.
- Seo, K., & Shulga, L.** “A content analysis of tourists’ evaluations of a hotel.” Presented at *The 96th Tourism Sciences Society of Korea International Tourism Conference*, Yeosu, Korea. July 2024.
- Seo, K., & Park, Y.** “The impact of policies on hotel performance” Presented at *The 2024 Asia Pacific Tourism Association Annual Conference*, Macau, China, July 2024.
- Kim, E.K., Lee, S.H., & **Seo, K.** “The impact of status on service recovery evaluations in high power distance cultures” Presented at *The 2024 Asia Pacific and Euro Council on Hotel, Restaurant, and Institutional Education Joint Conference*, Seoul, Korea. May 2024.
- Wangcheng, Yan., **Seo, K.**, & Yueyue Meng. “Exploring the impacts of reward policies on travelogues: A Pareto optimal approach.” Presented at *The IMPACT2023 Conference*, Hong Kong, China, Dec 2023.
- Seo, K., & Soh, J.** “The effects of labor leverage on firm performance” Presented at *The TTRA Asia Pacific Chapter Annual Conference*, Seoul, Korea. Dec 2023.
- Lee, S.H., **Seo, K.**, & Kim, E.E. “Living in a bubble: How power impacts customer entitlement and complaint behaviors.” Presented at *The 2023 Annual Euro Council on Hotel, Restaurant, and Institutional Education Conference*, Vienna, Austria. October 2023.
- Wangcheng, Yan., Yueyue Meng, & **Seo, K.** “Optimal reward policy for travelogues.” Presented at *The 29th Asia Pacific Tourism Association Annual Conference*, Chiangmai, Thailand, July 2023.
- Woo, L., Mun, S., & **Seo, K.** “How can hotels manage their slack resources to cope with crises?” Presented at *The 29th Asia Pacific Tourism Association Annual Conference*, Chiangmai, Thailand, July 2023
- Shulga, L., & Seo, K.** “Mapping tourists’ evaluations of a hotel: A case study of brand- and non-brand-affiliated hotels.” Presented at *The 2023 West Federation Council on Hotel, Restaurant, and Institutional Education Conference*, Las Vegas, NV, Feb 2023.
- Seo, K.**, Woo, L., Mun, S., & Soh, J. “The asset-light business model and firm performance in complex and dynamic environments: The dynamic capabilities view.” Presented at *The Impact 2022 Conference*, Hong Kong, China. Nov 2022.
- Soh, J., & **Seo, K.** “The effects of search costs on food-away-from-home decisions.” Presented at *The 92nd Tourism Sciences Society of Korea International Tourism Conference*, Busan, Korea. July 2022.
- Seo, K., & Soh, J.** “The effects of sales and marketing strategies on firm performance: An exploratory study of the timeshare industry.” Presented at *The 28th Asia Pacific Tourism Association Annual Conference*, Jeju, Korea. July 2022.
- Kim, E.E., Lee, J., & **Seo, K.** “The impact of power distance on service evaluations.” Presented at *The Frontiers in Services Conference*, Boston, U.S. June 2022.
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- Seo, K., & Lee, C.**, “The impact of tourism-related stress on residents’ emotional solidarity and the quality of life” Presented at *The 2019 Pan Asia International Tourism Conference*, Daejeon, Korea. July 2019.
- Seo, K., & Soh, J.** “An analysis of the impact of Airbnb on hotel performance: The influence of price differences” Presented at *The 2019 Pan Asia International Tourism Conference*, Daejeon, Korea. July 2019.
- Seo, K., & Soh, J.** “The effect of marketing and sales expenditures on firm value and performance among timeshare firms” Presented at *The 2019 Asia Pacific and Euro Council on Hotel, Restaurant, and Institutional Education Joint Conference*, Hong Kong, China. May 2019.
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- Seo, K., & Soh, J.** “Asset ownership, investment-cash flow sensitivity, and return on invested capital in the US lodging industry.” Presented at *The 2017 Academy of Global Hospitality & Tourism Conference*, Cheongju, Korea. May 2017.
- Seo, K.** “Same-day discounting’s effect on consumers’ evaluations of a hotel.” Presented at *The 2016 Annual Euro Council on Hotel, Restaurant, and Institutional Education Conference*, Budapest, Hungary. October 2016.
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- Seo, K., & Soh, J.** “Franchising and investment-cash flow sensitivities during the recent financial crisis.” Presented at *The 14th Annual Asia Pacific Council on Hotel, Restaurant, and Institutional Education Conference*, Bangkok, Thailand. May 2016.
- Seo, K., & Kim, E. E.** “Leverage, competition and firm value in the U.S. casino industry” Presented at *The 6th Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV. April 2016.
- Seo, K.** “Does leverage really help create value?: Growth strategy in the U.S. casino industry.” Presented at *The 78th Tourism Sciences Society of Korea International Tourism Conference*, Seoul, Korea. July 2015.
- Seo, K.** “Franchising and investment-cash flow sensitivities in the U.S. restaurant industry.” Presented at *The 13th Annual Asia Pacific Council on Hotel, Restaurant, and Institutional Education Conference*, Auckland, New Zealand. June 2015.
- Ordonez, S., & Seo, K.** “An examination of deep discounting based on online reviews: Does last-minute discounting affect reviewers’ evaluation of the hotel?” Presented at *The 5th Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV. April 2015.
- Seo, K., Kim, E. E., & Sharma, A.** “Examining corporate debt maturity structure in the U.S. restaurant industry: Do CEO behaviors matter in debt maturity decisions?” Presented at *The 5th Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV. April 2015.
- Seo, K., & Kim, E. E.** “Teaching revenue management using simulations in hospitality education.” Presented at *The 2015 West Federation Council on Hotel, Restaurant, and Institutional Education Conference*, San Francisco, CA. February 2015.
- Chui, T.Y., & Seo, K.** “Cultural influence on perceived web reviews, impression and booking intention of hotel potential customers: A cross-cultural conceptual framework.” Presented at *The 20th Annual*

- Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Tampa, FL. January 2015.
- Seo, K.** “The maturity structure of corporate debt in the lodging industry: Exploring the impact of timeshare on the debt maturity decisions.” Presented at *The 2014 Annual Euro Council on Hotel, Restaurant, and Institutional Education Summer Conference*, Dubai, UAE. October 2014.
- Seo, K.** “Franchising and corporate investment: examining investment cash-flow sensitivities in the U.S. restaurant industry.” Presented at *The 2014 Annual International Council on Hotel, Restaurant, and Institutional Education Summer Conference*, San Diego, CA. July 2014.
- Seo, K.** “Financing constraints and investment-cash flow sensitivities in the U.S. timeshare industry.” Presented at *The 20th Asia Pacific Tourism Association Annual Conference*, Ho Chi Minh City, Vietnam. July 2014.
- Seo, K.** “Examining the maturity structure of corporate debt: does franchising affect debt maturity?” Presented at *The 2014 World Hospitality and Tourism Forum*, Seoul, Korea. June 2014.
- Borge, C., & **Seo, K.** “Exploring the economic impact of the University of Hawaii on Oahu’s tourism and local economy.” Presented at *The 4th Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV. April 2014.
- Chui, T.Y., & **Seo, K.** “The effect of customized services and products on consumers’ willingness to pay for hotel rooms.” Presented at *The 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX. January 2014.
- Seo, K.,** & Sharma, A. “Does executive equity-based compensation encourage strategic risk-taking?: Examining the effects of equity-based compensation in the U.S. restaurant industry.” Presented at *The 76th International Tourism Conference*, Seoul, Korea. July 2013.
- Seo, K.,** & Sharma, A. “Factors affecting the debt maturity structure of U.S. restaurant firms: Exploring the effects of managerial overconfidence.” Presented at *The 19th Asia Pacific Tourism Association Annual Conference*, Bangkok, Thailand. July 2013.
- Moon, J., Sharma, A., & **Seo, K.** “Factors influencing dividend decisions in the U.S. airline industry.” Presented at *The 18th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Seattle, WA. January 2013.
- Seo, K.,** & Sharma, A. “The effect of franchising on the strategic investment in the U.S. restaurant industry.” Presented at *The 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Auburn, AL. January 2012.
- Seo, K.,** & Sharma, A. “The effect of managerial overconfidence on the use of long-term debt in the U.S. restaurant industry.” Presented at *The 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Auburn, AL. January 2012.
- Seo, K.,** & Sharma, A. “Overconfident managers and capital structure in the hospitality firms.” Presented at *The 16th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX. January 2011.
- Seo, K.,** & Sharma, A. “Self-rationing efficiency of college students’ food-related credit card expenses.” Presented at *the 15th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Washington, D.C. January 2010.
- Sharma, A., Bartlett, A., & **Seo, K.** “Individual characteristics and adoption of self-rationing.” Presented at *The Association of Hospitality Financial Management Educators’ Annual Meeting*, New York City. November 2008.
- Sharma, A. & **Seo, K.** “Impact of self-rationing behavior on educational experience.” Presented at *The International Council on Hotel, Restaurant, and Institutional Education Annual Congress*, Atlanta, GA. July 2008.
- Seo, K.,** & Sharma, A. “The effect of brand equity on the performance of lodging REIT companies.” Presented at *The 3rd International Conference on Services Management*, State College, PA. May 2008.

FUNDED RESEARCH PROJECTS

Granting Agency	Title	Role	Amount	Term
Rabmer Group	Eco-waterjet water efficiency project	Researcher co-investigator	\$85,000 (Not funded)	2024-2025
Hawaii Tourism Authority (HTA)	A study of the impact of homelessness impact on Hawaii’s tourism industry	Principal Investigator	\$24,999 (Not funded)	2018-2019
Hawaii Tourism Authority (HTA)	A marketing research study of potential Hawaii visitors from Korea	Principal Investigator	\$49,799 (Not funded)	2016-2017
Hawaii Tourism Authority (HTA)	A study of vacation rentals’ impact to Hawaii	Principal Investigator	\$49,922 (Not funded)	2016
United States Department of Agriculture (USDA)	Cost-benefit assessment of HACCP implementation in commercial retail foodservice operations	Researcher co-investigator	\$555,819	2008-2011
Social Science Research Institute (SSRI)	Dynamic efficiency of self-rationing and implications for young families’ financial well-being	Researcher co-investigator	\$18,070	2007-2008
Schreyer Institute for Teaching Excellence (SITE)	Improving undergraduate students’ reading compliance through behavioral change safe routes to school program	Researcher co-investigator	\$4,676	2007

STUDENT ADVISING

Master Thesis Committee Chair: Martina Kostalova, FA 2017 – SU2020
 Master Thesis Committee Chair: Ran Chen, FA 2014 – FA 2015
 Master Thesis Committee Chair: Ting Yan Chui, FA 2013 – FA 2014
 Honors Thesis Committee Chair: Chelsey Mei-Borge, FA 2013 – SP 2015

AWARDS, RECOGNITIONS, AND SCHOLARSHIPS

Highly Commended Paper Award at *the 2023 Asia Pacific Chapter Travel and Tourism Research Association Conference*, Seoul, Korea. Dec 2023
 Creative Eateries Singapore Endowed Faculty Fellow, University of Hawaii, Manoa, 2021 - Present
 Shidler College of Business Summer Research Fund, University of Hawaii, Manoa, 2019 – Present
 Shidler College of Business Faculty Development Fund, University of Hawaii, Manoa, 2019 - Present

Faculty Research Travel Fund, University of Hawaii, Manoa, 2012 - 2018
Best Paper Award at *the 2017 Academy of Global Hospitality & Tourism Conference*, Cheongju, Korea. May 2017
Best Paper Award at *the 2016 Academy of Global Hospitality & Tourism Conference*, Seoul, Korea. May 2016
Distinguished Member, The National Society of Collegiate Scholars (NSCS), Manoa, Hawaii. Aug 2014
Excellent Paper Award at *the 2013 TOSOK International Tourism Conference*, Seoul, Korea. July 2013
Departmental Scholarship for International Students, University of Strathclyde, Glasgow, U.K. May 2004

SERVICE ACTIVITIES

Graduate Program Director, School of Travel Industry Management, Fall 2023-Present.
Associate Editor, *Global Business & Finance Review*, 2023-2024.
Board of Director, Korea Hospitality and Tourism Academe, Spring 2023-Present.
Chair, Faculty Search Committee, School of Travel Industry Management, Fall 2022-Spring 2023.
Member, Faculty Endowment Committee, School of Travel Industry Management, Fall 2022-Present.
Member, Faculty Search Committee, School of Travel Industry Management, Fall 2022-Spring 2023.
Member, Faculty Search Committee, School of Travel Industry Management, Fall 2021-Spring 2022.
Member, Department Personnel Committee, School of Travel Industry Management, Fall 2021.
Member, Tenure and Promotion Committee, Hong Kong Polytechnic University, Fall 2020.
Member, Study Abroad Personnel Committee, University of Hawaii, Manoa, Fall 2018-Spring 2020.
Member, Faculty Search Committee, School of Travel Industry Management, Fall 2017-Spring 2018.
Co-Chair, 17th Asia Pacific Forum for Graduate Student Research in Tourism, May 16-18, 2018.
Member, Study Abroad Council, University of Hawaii, Manoa, Fall 2017-Spring 2020.
Member, Committee of Administration and Budget, Manoa Faculty Senate, Fall 2017-Fall 2019.
Member, Faculty Search Committee, School of Travel Industry Management, Fall 2016-Spring 2017.
Chair, Faculty Research Committee, School of Travel Industry Management, Fall 2014-Spring 2015.
Faculty Representative, UHPA, University of Hawaii Professional Assembly, Fall 2013-Spring 2016.
Faculty Advisor, HSMAL, Hawaii Student Chapter, Fall 2013-Present.
Faculty Advisor, Young Skat International, Hawaii Student Chapter, Fall 2013-Fall 2014.
Secretary, Faculty Senate Committee, School of Travel Industry Management, Fall 2013-Spring 2014.
Chair, Faculty Search Committee, School of Travel Industry Management, Fall 2013-Spring 2014.
Member, Faculty Search Committee, School of Travel Industry Management, Fall 2012-Spring 2013.

EDITORIAL BOARD

Global Business & Finance Review
Journal of Hospitality & Tourism Research
Journal of Smart Tourism
Tourism Economics

AD HOC REVIEWER

Annals of Tourism Research
Asia Pacific Journal of Tourism Research
Cornell Hospitality Quarterly
International Journal of Contemporary Hospitality Management
International Journal of Hospitality Management

International Journal of Hospitality and Tourism Administration
Journal of Hospitality and Tourism Management
Journal of Travel & Tourism Marketing
Journal of Air Transport Management
Tourism Management

PROFESSIONAL AFFILIAIONS

Board Member, Hospitality Sales and Marketing Association International (HSMAI), Hawaii Chapter
Member, Hawaii Lodging & Tourism Association (HLTA)
Member, Association of Hospitality Financial Management Education (AHFME)
Member, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)
Member, Asia Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE)
Member, Skali International, Hawaii Chapter
Member, American Hotel & Lodging Association (AH&LA)
Member, Pacific Asia Travel Association (PATA)
Member, Asia Pacific Tourism Association (APTA)
Member, The Korea America Hospitality & Tourism Educators Association (KAHTEA)
Member, Travel and Tourism Research Association (TTRA)

PROFESSIONAL CERTIFICATIONS

Certified Revenue Management Executive (CRME), HSMAI

Content areas: Revenue opportunities maximization and profit optimization in the field of hotel revenue management.

Certification in Hotel Industry Analytics (CHIA), STR SHARE Center

Content areas: Hotel industry analytical foundations, Hotel math fundamentals, Property level benchmarking, and Hotel industry performance reports.

Certification in Advanced Hospitality and Tourism Industry Analytics (CAHTA), STR SHARE Center

Content areas: Hospitality and tourism research, Market study, Impact study, Economic study, and Feasibility study.

REFERENCES AVAILABLE UPON REQUEST