

Ki-Joon Back, Ph.D.

Associate Dean for Research and Graduate Studies
Eric Hilton Distinguished Chair Professor
Conrad N. Hilton College of Hotel and Restaurant Management
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CAREER HIGHLIGHTS

- Published over 170 manuscripts, book chapters, and proceedings in the area of hospitality and tourism research (consumer behaviors, gambling-related research);
- Citations 7570; h-index 42; I10-index 69
- Received over 26 research awards at the international level of conferences and journals, including the highest research achievement award in the hospitality and tourism discipline, the ICHRIE Lifetime Research Achievement Award;
- Founded the Consortium of Global Sustainability including 55 global academic members (the-consortium.net);
- Successful development and management of large, multidisciplinary research projects and grants (generated research fund of over \$4 million as a PI or Co-PI);
- Served as a chair or a committee member for more than 20 Ph.D. students who are currently all tenured or tenure track faculty members in premier hospitality programs;
- Strong ties with industry and government which generate multiple numbers of research projects for students and fellow faculty (received UH Global Faculty Award);
- Invited to serve as an expert for the United Nations, Korean Ministry of Tourism, and Hong Kong University Grant Council (serves as a business panel member for Hong Kong University Grant Council which examines grant proposals submitted by 13 public universities in Hong Kong);
- Recognized as one of the top 15 hospitality/tourism researchers based on the research impact score (Dev et al., 2015, <http://dx.doi.org/10.1080/15313220.2015.1026471>);
- Served as a chair of multiple education conferences;
- Serve as a managing editor, associate editor, guest editor, and editorial board member of top-tier hospitality and tourism journals

EDUCATION

Ph.D. Pennsylvania State University, 2001

Major: Hotel, Restaurant, and Institutional Management Emphasis: Brand Image, Brand Loyalty, Customer Satisfaction

Doctoral Dissertation (Chaired by Dr. Sara Parks): “The Effects of Image Congruence on Customer Satisfaction and Brand Loyalty in the Lodging Industry.”

M.S. University of Nevada, Las Vegas, 1994

Major: Hotel Administration with Best Paper Award Emphasis: Service Quality, Customer Satisfaction

B.S. with distinction. University of Nevada, Las Vegas, 1992 Major: Hotel Administration with High Distinction Emphasis: Hotel Management

ADMINISTRATIVE EXPERIENCE

2015-Present

Associate Dean for Research and Graduate Studies

Eric Hilton Distinguished Chair Professor

Conrad N. Hilton College of Hotel and Restaurant Management

University of Houston

Focus Areas: Admissions, Recruitment/Retention, Diversity, Program Development, Globalization, Student Orientation, Fund Development, Budget Management, Research, Alumni Engagement

2006-2015

Graduate Program Director

Conrad N. Hilton College of Hotel and Restaurant Management

University of Houston

Focus Areas: Admissions, Recruitment/Retention, Diversity, Program Development, Student Orientation, Fund Development, Budget Management, and Research

ACADEMIC AND PROFESSIONAL EXPERIENCE

2015-Present

Eric Hilton Distinguished Chair Professor

Conrad N. Hilton College of Global Hospitality Leadership, University of Houston

2014-2015	<p>Endowed Professor – Donald H. Hubbs Professorship Conrad N. Hilton College of Hotel and Restaurant Management University of Houston</p>
2011-2014	<p>Professor Conrad N. Hilton College of Hotel and Restaurant Management University of Houston</p>
2006 – 2011	<p>Associate Professor Conrad N. Hilton College of Hotel and Restaurant Management University of Houston</p>
2001 – 2006	<p>Assistant Professor (Early Tenured and Promoted in 2006 as Associate Professor) Department of Hotel, Restaurant, Institution Management, and Dietetics Kansas State University, Manhattan, KS</p>
1997 - 2001	<p>Instructor/ Graduate Teaching Assistant School of Hotel, Restaurant, and Institution Management Pennsylvania State University, University Park, PA</p>
1996 – 1997	<p>Research Associate Conrad N. Hilton College of Hotel & Restaurant Management University of Houston, TX.</p>
1995 – 1996	<p>International Casino Marketing Manager MGM Grand Hotel & Casino, Las Vegas, NV</p>
1994 – 1995	<p>Asian Casino Marketing Manager Imperial Palace Hotel & Casino, Las Vegas, NV</p>
1988 – 1992	<p>Numerous Hospitality Industry Experiences: Ramada Olympia Hotel, Seoul, Korea; Sheraton Hong Kong & Towers; Hyatt Regency, Perth, Australia</p>

Academic Honors:

- **ICHRIE Lifetime Research Achievement Award (2022).** The Lifetime Research Achievement Award recognizes an International CHRIE member for lifetime contributions to outstanding scholarship and research in hospitality and tourism. The award honors an International CHRIE member who has significant scholarly research published in hospitality and non-hospitality journals over an extended period.
- **Article of the year award (2022).** Integrating technology to service innovation: key issues and future research directions in hospitality and tourism. *Journal of Hospitality and Tourism Technology*
- **Distinguished Faculty Award (2021).** Conrad N. Hilton College Alumni Association
- **UH Global Faculty Award (2021).** This award is given to tenured or tenure-track faculty who have demonstrated excellence in the promotion of globalization of teaching, research, and/or service.
- **Best Research Award (2021).** Is hotel technology a double edged sword on customer experience? An integrated approach with business analytics and asymmetry analysis. The 26th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX (with a Ph.D. student, Hyekyung Park).
- **Best Research Award (2020).** Inferring Luxury from Idleness Displays in Travel Settings. The 25th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, NV. (with a Ph.D. student, Minjung Shin)
- **Best Research Award (2020).** Determinants and Interaction Effects on Restaurant Review Helpfulness: Drawing on Dual Process and Social Influence Theory. The 25th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, NV. (with a Ph.D. student, Wooseok Kwon and colleagues Drs. Minwoo Lee and Kyung Young Lee)
- **Best Research Award (2019).** Time Rethink Brand Loyalty and Brand Love: Developing and validating hospitality brand love scale. The 24th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX. (with a Ph.D. student, Minjung Shin)
- **The Michael D. Olsen Research Achievement Award (2018).** The award recognizes someone who has made a significant contribution through sustained and focused research leading to important contributions to the body of knowledge in hospitality and tourism; graduate education and mentoring of graduate students; and overall contribution to the academy, including serving on editorial review boards, international symposia and conferences. The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism.
- **Best Research Award (2015).** How Do Potential Medical Tourists Expect? Assessing Expectation Based on Gap Analysis and Structural Equation Modeling. The 78th TOSOK International Tourism Conference, Seoul, Korea (with Hwang, Y., & Park, J.)

- **The Best Research Award in the Social Science Section of the Korean National Research Fund among recipients of the last 10 years in KNRF (2012).**

Analysis of Structural Relationships among Gambling Motivation, Passion, Affect, and Behavioral Intention between Recreation and Problem Gamblers. NRF-2009-32A- B00268

- **Best Research Award in Social Science Section of the Korean National Research Fund (2011).** Analysis of Structural Relationships among Gambling Motivation, Passion, Affect, and Behavioral Intention between Recreation and Problem Gamblers. NRF-2009-32A-B00268:

- **Best Paper Award (2010).** Antecedents and Consequences of Gambling Passion. Gaming Section in International CHRIE Conference, San Juan, Puerto Rico. (with Lee, C.K.)

- **Best Paper Award (2008).** Antecedents of Casino Employees Job Satisfaction and Organizational Commitment. Gaming Section in International CHRIE Conference, Atlanta, Georgia. (with Lee, C.K, and Abbott, J)

- **Best Paper Award(2008).** Social Image Congruence and Tourist' Visiting Intention to Conspicuous Destination. Tourism Section in International CHRIE Conference, Atlanta, Georgia. (with Philips, W., and Canter, D.)

- **Martin Opperman Memorial Award (2008).** Best Article of the Year 2007, Assessing Customers' Emotional Experiences Influencing Their Satisfaction in the Lodging Industry. Journal of Travel and Tourism Marketing. (with Han, H).

- **Stephen Rushmore HVS Faculty Research Award (2008).** Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston.

- **Best Paper Award (2007).** The Sage Best Paper Award. 12th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX. (with A. Asperin and C. Shanklin).

- **The Emerging Professional Award (2006).** — An award recognizing individuals who have achieved exceptional career growth, outstanding professional excellence and demonstrated exemplary community service within 10 years of graduating from Penn State's hospitality program—by the Penn State Hotel & Restaurant Society

- **Best Presentation Award (2006).** (2nd Place in Social Science). The 11th Graduate Research Forum, Kansas State University (with A. Asperin & C. Shanklin)

- **Best Presentation Award (2006).** (3rd Place in Social Science). The 11th Graduate Research Forum, Kansas State University (withH.Han)

- **Best Presentation Award (2006).** (1st Place in Social Science). The 10th Graduate Research Forum, Kansas State University (withM. Lee)

- **Best Paper Award (2005).** The 11th Annual Asia Pacific TourismAssociation Conference, Korea (with J. Lee)

- **Best Paper Award (2005).** (1st place in Foodservice area). The 10th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Myrtle Beach, South Carolina. (With C. Ok, and C. Shanklin).

- **Best Teaching Award (2004).** Marvel Maunder Young Educator Award – KOMA CHRIE, July.

- **Best Paper Award (2003).** The 58th Annual International CHRIE Conference, Palm Springs, CA.
- **Best Presentation Award (2001).** (The Third Place Winner), the Sixteenth Annual Graduate Exhibition, Penn State University.
- **Edward R. and Helen S. Hintz Graduate Educational Enhancement Fellowship, PSU, 1999- 2000.**
- **Outstanding Graduate Research Award (1994).** University of Nevada, Las Vegas.
- Weisberg Scholarship, UNLV, 1991
- Dean's List, UNLV, 1990-1992.

ACADEMIC AND PROFESSIONAL LEADERSHIP

College Level

- Associate Dean for Research and Graduate Studies (2015- Present)
- Director of Graduate Programs (2006-2015)
- College Representative/Liaison (2015-Present), Eric Hilton Distinguished Club
- College Representative for UH Global Initiatives
- Chair, Graduate Curriculum Committee (2006-2015)
- Faculty Advisor, Doctoral Student Organization (2015-Present)
- Co-Chair, Dean Search Committee (2014)
- Co-Advisor, Graduate Student Association (2006-Present)
- College Hearing Officer (2006-2015)
- Promotion and Tenure Committee (2006-2015)
- Faculty search committees (UH & KSU)
- Graduate Faculty (KSU)

University Level

- Selection Committee member – UH's Highest Endowed Professor Selection Committee
- Special Task Force Member – Provost's Strategic Initiative Committee (2019-Present)
- Search Chair – Vice Provost/Dean of Graduate School, University of Houston (2018)
- College Representative – Global Strategic Program Advisory Board (2015-Present)
- College Representative, Associate Dean Council for Research (2015-Present)

- Member – Faculty Senate, Graduate Program Studies Council (2006-Present)
- Selection committee member – Moores Professorship (2013- 2015)
- Graduate Student Task Force Member (2013- 2015)
- Representative of the Hilton College, University Promotion and Tenure Committee (2010-2015)

Industry/Academic Level

- Associate Editor, Cornell Hospitality Quarterly (2018 – present)
- Managing Editor, International Journal of Hospitality Management (2013-present).
- Co-Guest Editor, Special issue in ESG and SDGs, Journal of Travel and Tourism Marketing (2024 issue)
- Co-Guest Editor, Special issue in Luxury Hospitality Services, Cornell Hospitality Quarterly (2020 issue)
- Co-Editor, Special issues in Casino Industry, Journal of Travel and Tourism Marketing (2008).
- Co-Editor, Gaming Theme - Worldwide Hospitality & Tourism Themes (WHATT) (2008).
- Co-Planning Chair, 12th, 15th, 19th, 21st Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX (2007, 2010, 2014, 2017).
- Non-Local Member, Business Studies Panel, Hong Kong Research Grants Council (2018- present)
- Regional Representative for the USA, Asia Pacific Tourism Association. (2010- Present)
- Advisor, Problem Gambling Center, Kangwon Land Casino, Korea (2003, 2010).
- Advisor, Kangwon Land Casino, Korea (2015-Present)
- Advisor, Sheraton Houston Brookhollow Hotel, Houston, TX (2007 to 2008).
- Project Leader – MD Anderson Cancer Center, Leukemia center for advancing non-medical services (2019-present).
- Capstone Project Leader – Intercontinental Texas Medical Center (2019), developing a sales strategy for wellness travelers
- Capstone Project Leader – Revenue Management Strategy Project with Melia International Hotel (2017)
- Project Leader – Red Coat Project (Patient Satisfaction Project), The Memorial Hermann-Texas Medical Center (2017)
- Director – Garden of Love, Non-Profit Organization for Diverse Families and Refugees (2014-present)

- Member, Editorial Board, Gaming Research and Review (2004 to present).
- Member, Editorial Board, Journal of Travel and Tourism Marketing (2006 to present).
- Member, Editorial Board, Korean Academy of Marketing Science Association (2007 to present).
- Member, Editorial Board, Internal Journal of Contemporary Hospitality Management (2016 to present).
- Track Chair, Lodging, Hospitality Graduate Conference (2006~2009).
- Reviewer, Journal of Hospitality and Tourism Research (2001 to present).
- Reviewer, Journal of Convention and Event Management (2003 to present).
- Reviewer, Asian Pacific Tourism Association (APTA) Conference (2003 – present).
- Reviewer, Asian Pacific (APAC) CHRIE conference(2003).
- Reviewer, International CHRIE conference (2003 to present).
- Reviewer, Hospitality Graduate Conference (2001 to present).
- Reviewer, Journal of Tourism and Leisure Marketing (2002 to present).
- Reviewer, The Service Industries Journal (2007 to present).
- Reviewer, Tourism Management (2008 to present).
- Reviewer, Cornell Hospitality Quarterly (2008 to present).
- Reviewer, Geoforum (2008 to present)
- Active member, ICHRIE, APAC CHRIE, & APTA.

SCHOLARLY CONTRIBUTION

Research Interests:

- Brand loyalty and customer satisfaction in the service/hospitality/tourism industry
- Image studies in the tourism and hospitality industry
- Residents' perceptions toward casino development
- Problem gambling behaviors
- Brand personality in the hospitality industry
- Service recovery strategies in the restaurant industry

Projects (Selected):

- Hospitality Executive Program in Quito, Ecuador (2019). \$45,000.
- Restaurant Entrepreneurship Certificate program (2018, 2019). \$30,000 from the Korea Foundation.

- MD Anderson Cancer Center, Leukimia department. (2019- present). Advancing non-medical services.
- Intercontinental Hotel, Texas Medical Center (2019) Sales project.
- Memorial Hermann Hospital, Texas Medical Center, Houston, TX. (2017-2018). Patient Satisfaction Project – developing a “Red Coat” conciergesystem.
- Sysco Executive Project 2017 (\$40,000)
- The 7th Korean Texas Residents’ Satisfaction in Voting Behavior Study, Houston, TX
- Funded by Korea National Election Commission (\$10,000) 2019.
- The 6th Korean Texas Residents’ Satisfaction in Voting Behavior Study, Houston, TX – Funded by Korea National Election Commission (\$10,000) 2018
- The 5th Korean Texas Residents’ Satisfaction in Voting Behavior Study, Houston, TX – Funded by Korea National Election Commission (\$10,000) 2017.
- The 4th Korean Texas Residents’ Satisfaction in Voting Behavior Study, Houston, TX – Funded by Korea National Election Commission (\$10,000) 2016.
- Kangwon Land, Korea – 2015 Executive program (\$93,800)
- The 3rd Korean Texas Residents’ Satisfaction in Voting Behavior Study, Houston, TX – Funded by Korea National Election Commission (\$10,000) 2014.
- The 2nd Korean Texas Residents’ Satisfaction in Voting Behavior Study, Houston, TX – Funded by Korea National Election Commission (\$25,000) 2013- 2014.
- Songdo Branch Campus Project (2010 - 2013) – US \$7,500,000 for four years from Korean government – Canceled Project.
- Quail Valley Country Club, Missouri City, TX – Service Improvements through Loyalty Program (2013-2014).
- Hotel Icon, Hong Kong – Evaluation of Current Marketing Strategies (2013-2015)
- Korean Texas Residents’ Satisfaction in Voting Behavior, Houston, TX – Funded by Korea National Election Commission (\$10,000) 2012.
- Gattitown Entertainment and Restaurant , Sugar Land, TX – Marketing plan (2012)
- Ambassador Hotel Group, Seoul, Korea (2010- 2017) – Student internship programs
- Employee Job Satisfaction, Seven Luck Casino, Seoul, Korea (2010)
- Houston Convention and Visitor’s Bureau – Membership Service Improvement (2009-2010)
- MD Anderson Medical Center, Rotary House Project (2009- 2010)
- Sheraton Brook hollow Hotel, Houston, TX – Service Quality Management (2008)

- Kangwon Land, Korea – Development of feasibility study and legalizing casino for Korean residents (1996)

Grants Awarded (principal investigator or co-PI):

- PI. Korean Food Promotion Institute (2022) Education fund for \$12,000.
- PI. The Eurasia Foundation, Japan \$12,000 (2022) –Operating global hospitality leadership education series.
- PI. Korean Food Promotion Institute (2021) Education fund for \$12,000.
- PI. The Eurasia Foundation, Japan \$14,000 (2021) –Operating global hospitality leadership education series.
- Co-PI. Ministry of Science and Technology, Korea. The Development of Interoperable Block-Chain Platform Technology. \$2.9 million (2019-2021).
- PI. Korean Food Promotion Institute (2019) Education fund for \$15,000.
- PI. Korea Food Foundation \$20,000 (2018) Education fund to maintain Korean Cuisine, Culture and Tourism class at University of Houston
- PI. One Asia Foundation, Japan \$120,000 (2017-19) – Developing global hospitality leadership education series.
- PI. Korea Food Foundation \$20,000 (2017) Education fund to develop Korean Cuisine, Culture and Tourism class at University of Houston
- PI. Korea Foundation \$25,000 (2016) – Developing Globalizing Korean Food to N. American Market.
- PI. Korea Research Foundation’s 2016 Global Research Network Program Grant sum of \$200,000 (2016) - Scale Development of Gambling Fallacy and Its Effect on Problem Gambling Behaviors: A Cross-Cultural Study among Korea, USA, and Switzerland.
- PI. Korea Food Foundation \$14,000 (2016)– Education fund to develop Korean Cuisine, Culture and Tourism class at University of Houston
- PI. FDIP \$50,000 in 2015 at the University of Houston for developing Online Executive Master’s Program (for completing course materials).
- PI. FDIP \$25,000 in 2012 at the University of Houston for developing Online Executive Master’s Program.
- Co-PI. Prevalence Study of Gambling Addiction: Cross-Validation Study – Canada and Korea (2011) CA\$ 150,000, Co-PI. Alberta Gambling Research Institute.
- PI. Korean Food Event Fund at the Hilton College – Korean Ministry of Agriculture and Food (2011): \$18,000.
- PI. Korean Food Event Fund at the Hilton College – Korean Ministry of Agriculture and Food (2010): \$18,000.
- Co-PI. Analysis of Structural Relationships among Gambling Motivation, Passion,

Affect, and Behavioral Intention: Comparison of Type of Gamblers (2009) (\$45,000) was awarded by the Korea Research Foundation.

- PI. Hong Kong Polytechnic University Global Research Grant (2008). Sum of \$25,000 was awarded.
- PI. Faculty Development Awards, KSU (2005). Sum of \$1,500 was awarded for travel support to attend a conference in Korea.
- PI. CES Fellowship, Korea (2004). Sum of \$5,190 was awarded for research development of brand loyalty.
- PI. Faculty Development Small Grant, KSU (2003). Sum of \$2,500 was awarded to support brand personality research.
- PI. HRIMD Faculty Fellowship, KSU (2003). Sum of \$1,250 was awarded for research development.
- PI. Problem Gambling Fund, Kangwon Land Casino, Korea (2003). Sum of \$6,500 was awarded to support travel to problem gambling symposium.
- PI. Big 12 Faculty Fellowship, KSU (2002). Total of \$1,771 was awarded to support collaborative work (class development and research) with Iowa State University.
- PI. Small Grant Fellowship (2002). Sum of \$1,000 was awarded to support a brand image study.

Accepted and Published (Peer Reviewed) Papers:

Back, K.J., Lee, C.K., Shin, M.J. (2022). A cross-country study of gambling fallacies: South Korea, the U.S., and Switzerland. *International Journal of Tourism and Hospitality Research*. In-press.

Kim, J., Lee, M., Kwon, W., Park, H., & **Back, K.J.** (2021) Why am I satisfied? See my reviews – Price and location matter in the restaurant industry. *International Journal of Hospitality Management*. In-Press.

Shin, M.J., **Back, K.J.**, Lee, C.K., & Lee, Y (2021). The Loyalty Program for Our Self- Esteem: The Role of Collective Self-Esteem in Luxury Hotel Membership Programs, *Cornell Hospitality Quarterly*. In-Press.

Lee, M., Kwon, W., & **Back, K.J.** (2021), Artificial intelligence for hospitality big data analytics: Developing a prediction model of restaurant review helpfulness for customer decision making, *International Journal of Contemporary Hospitality Management*. In-Press.

Park, H.K., Lee, M., & **Back, K.J.** (2021). Exploring the Roles of Hotel Wellness Attributes on Customer Satisfaction and Dissatisfaction: Application of Kano Model through Mixed Method, *International Journal of Contemporary Hospitality Management*. 33(1), 263-285.

- Lee, M.W., Kwon, W.S., Shin, M.J., & **Back, K.J.** (2021). Integrating technology to service innovation: Key issues and future research directions in hospitality and tourism. *Journal of Hospitality and Tourism Technology*. 12(1), 19-38.
- Shin, M., **Back, K.J.**, Lee, C.K., & Lee, Y (2020). Enhancing customer-brand relationship by leveraging loyalty program experiences that foster customer-brand identification. *International Journal of Contemporary Hospitality Management*. 13(12), 3991-4016.
- Park, S.H., & **Back, K.J.** (2020). Modified scales for organizational identification and organizational disidentification for the foodservice industry. *International Journal of Hospitality Management*. 91, 102667. <https://doi.org/10.1016/j.ijhm.2020.102667>
- Kwon, W., Lee, M., & **Back, K.J.** (2020). Exploring the underlying factors of customer value in restaurants: a machine learning approach. *International Journal of Hospitality Management*. 91 (2020), Article 102643, 10.1016/j.ijhm.2020.102643
- Lee, M., Hong, J. H., Chung, S., & *Back, K.J.* (2020). Exploring social media efforts and traveler engagement in smart tourism from big data: Empirical analysis on Facebook event pages. *Journal of Travel Research*. 60(3), 670–686.
- Lee, S., Park, J.K., **Back, K.J.**, Hyun, H., & Lee, S. (2020). The Role of Personality Traits toward Organizational Commitments and Service Quality Commitments for Hotel Managers. *Frontiers in Psychology*. 11, 631-650.
- Ahn, J., **Back, K.J.**, Barisic, P., & Lee, C.K. (2020). Co-creation and integrated resort experience in Croatia: The application of service-dominant logic. *Journal of Destination Marketing and Management*. 17, 100443.
- Shin, M.J., & **Back, K.J.** (2020). Effect of Cognitive Engagement on the Development of Brand Love in a Hotel Context. *Journal of Hospitality and Tourism Research*. 44 (2), 328– 350
- Mahnoharan, A., Lee, C.K., Abbott, J., **Back, K.J.**, Guchait, P. (2019). The influence of perceived forgiveness climate on service recovery performance: The mediating effect of psychological safety and organizational fairness. *Journal of Hospitality and Tourism Management*. 9, 94-102
- Ahn, J., **Back, K.J.**, & Boger, C. (2019). Effects of Integrated Resort Experience on Custom'rs' Hedonic and Eudaimonic Well-being. *Journal of Hospitality and Tourism Research*. 43(8), 1225–1255
- Ahn, J., Lee, C.K., **Back, K.J.**, & Schmitt, A. (2019). Brand experiential value for creating integrated resort customers' co-creation behavior. *International Journal of Hospitality Management*. 81, 104–112.

- Ahn, J., **Back, K.J.** (2019). Cruise brand experience: Functional and wellness value creation in tourism business. *International Journal of Contemporary Hospitality Management*. 31 (5), 2206-2223.
- Ahn, J., **Back, K.J.**, & Barisic, P. (2019). The effect of dynamic integrated resort experience on Croatian customer behavior. *Journal of Travel and Tourism Marketing*. 36 (1) 1-13
- Ju, Y., **Back, K.J.**, Lee, J., Choe, Y. (2019). Exploring Airbnb service quality attributes and their asymmetric effects on customer satisfaction. *International Journal of Hospitality Management*. 77, 342-352.
- Ahn, J., & **Back, K.J.** (2019). The role of autonomy, competence, and relatedness: Applying self-determination theory to the integrated resort setting. *International Journal of Contemporary Hospitality Management*. 31, (1) 87-104
- Back, K.J.**, Lee, C.K., Ahn, J., Schmitt, A., & Kim, H. (2018). A mixed-method approach of developing a multidimensional scale for gambling fallacy in the Korean context. *International Gambling Studies*. 19 (2), 220-240.
- Ahn, J., **Back, K.J.**, and Lee, C.K. (2018). A new dualistic approach to brand attitude: The role of passion among integrated resort customers. *International Journal of Hospitality Management*. 78, 261-267
- Ahn, J., & **Back, K.J.** (2018). Antecedents and consequences of customer brand engagement in integrated resorts. *International Journal of Hospitality Management*, 75, 144-152.
- Ahn, J., & **Back, K.J.** (2018). The Structural Effects of Affective and Cognitive Elaboration in Formation of Customer-Brand Relationship. *The Service Industries Journal*, 40 (3-4), 226-242
- Ahn, J., & **Back, K.J.** (2018). Beyond gambling: mediating roles of brand experience and attitude. *International Journal of Contemporary Hospitality Management*, 30 (10), 3026- 3039
- Ahn, J., & **Back, K.J.** (2018). Integrated Resort: A Review of Research and directions for Future Study. *International Journal of Hospitality Management*, 69, 94-101.
- Ahn, J., & **Back, K.J.** (2017). Influence of Brand Relationship on Customer Attitude toward Integrated Resort Brands: A Cognitive, Affective, and Conative Perspective. *Journal of Travel & Tourism Marketing*, 35(4) 449-460.
- Koh, Y., DeFranco, A., & **Back, K.J.** (2017). Modelling Average Daily Rate (ADR) Volatility Index and Room Price Positioning Index. *Tourism Economics*, 23(7), 1476- 1483.
- Lee, A.J., **Back, K.J.**, & Park, J.K. (2016). Effects of customer personal characteristics on the satisfaction-loyalty link: a multi-method approach, *Service Business*, 11(2), 279-297.

- Lee, C.K., **Back, K.J.**, Williams, R.J., and Ahn, S. (2015). Comparison of telephone RDD and online panel survey modes on CPGI scores and comorbidities. *International Gambling Studies*. 15(3), 435-449
- Back, K.J.**, & Lee, C.K. (2015). Determining the Attributes of Casino Customer Satisfaction: Applying Impact-Range Performance and Asymmetry Analyses. *Journal of Tourism and Travel Marketing*. 32(6), 747-760.
- Lee, J.S., & **Back, K.J.**, & Chan (2015). Quality of Work Life and job satisfaction among frontline hotel employees: A self-determination and need satisfaction theory approach. *International Journal of Contemporary Hospitality Management*. 27(5), 768-789
- Back, K.J.**, Williams, R., & Lee, C.K. (2015). Reliability and Validity of Three Instruments (DSM-IV, CPGI, and PPGM) in the Assessment of Problem Gambling in South Korea. *Journal of Gambling Studies*. 31(3), 775-786.
- Lee, C.K., **Back, K.J.**, Hodgins, D., & Lee, T.K. (2013). Examining Antecedents and Consequences of Gambling Passion: The Case of Gambling on Horse Races. *Psychiatry Investigation*. 10(4), 365-372.
- William R., Lee, Ck., & **Back, K.J.** (2013). The prevalence and nature of gambling and problem gambling in South Korea. *Social Psychiatry and Psychiatric Epidemiology*, 48(5), 821-834.
- Back, K.J.** (2012). Impact-Range Performance Analysis and Asymmetry Analysis for Improving Quality of Korean Food Attributes. *International Journal of Hospitality Management*. 31(2), 535-543.
- Kim, Y.K., **Back, K.J.** (2012). Antecedents and consequences of flight attendant's job satisfaction. *The Service Industries Journal*, 32(16), 2565-2584.
- Back, K.J.**, Lee, C.K., & Stinchfield, R. (2011). Gambling Motivation and Passion. *Journal of Gambling Studies*. 27(3), 355-370.
- Back, K.J.**, Lee, C.K., & Abbott, J (2011). Internal Relationship Marketing: Casino Employees' Job Satisfaction and organizational Commitment. *Cornell Hospitality Quarterly*. 52, 111-124
- Han, H.S., & **Back, K.J.** (2011). A Multi-Dimensional Scale of Switching Barriers in the Full-Service Restaurant Industry: A Hierarchical Approach. *Cornell Hospitality Quarterly*. 52, 54-63.
- Phillips, W., & **Back, K.J.** (2011). Conspicuous Consumption Applied to Tourism Destinations. *Journal of Travel and Tourism Marketing*. 28(6). 583-597.
- Han, H.S., **Back, K.J.**, & Barrett, B. (2010). A Consumption Emotion Measurement Development: A Full-Service Restaurant Setting. *The Service Industries Journal*, 30(2) 299- 320. Gamblers in the Structural Relationships among Gambling Motivation, Passion, Affect, and Behavioral Intention. *Journal of Korean Tourism Research*, 34 (6), 375-396.

- Lee, J.S., & **Back, K.J.** (2010). Reexamination of Attendee-Based Brand Equity. *Tourism Management*. 31, 395-401.
- Lee, J.S. & **Back, K.J.** (2010). Examining Antecedents and Consequences of Brand Personality in the Upper-Upscale Business Hotel Industry. *Journal of Travel and Tourism Marketing*. 27, 132-145.
- Back, K.J.**, & Lee, J.S. (2009). Country Club Members' Perceptions of Value, Image Congruence, and Switching Costs: an Exploratory Study of Country Club Members' Loyalty. *Journal of Hospitality and Tourism Research*. 33(4) 258-546.
- Han, H.S., **Back, K.J.**, & Barrett, B. (2009). Influencing factors on restaurant customers' revisit intention: The roles of emotions and switching barriers. *International Journal of Hospitality Management*. 28(4), 563-572.
- Kwon, E., & **Back, K.J.** (2009). A Content Analysis of Gaming Research: 1994-2008. *Worldwide Hospitality and Tourism Themes*. 1(4), 367-378.
- Lee, C.K., & **Back, K.J.** (2009). An Overview of residents' Perceptions toward Gaming Development in Local Community: Theory and Practice. *Worldwide Hospitality and Tourism Themes*. 1 (4) 300-319.
- Lee, J.S., & **Back, K.J.** (2009). Examining the Effect of Self-Image Congruence, Relative to Education and Networking, on Conference Evaluation through Its Competing Models and Moderating Effect. *Journal of Convention and Event Tourism*. 10(4), 10(4), 256-275.
- Lee, J.S., & **Back, K.J.** (2009). An Examination of Attendee Brand Loyalty: Understanding the Moderator of Behavioral Brand Loyalty. *Journal of Hospitality & Tourism Research*, 33 (1), 3-29
- Lee, Y.K., **Back, K.J.**, & Kim, J.Y. (2009). Family Restaurant Brand Personality and Its Impacts on Customer's Emotion, Satisfaction, and Brand Loyalty. *Journal of Hospitality and Tourism Research*, 33(3), 305-328.
- Lee, J.S., & **Back, K.J.** (2008). Attendee-Based Brand Equity. *Tourism Management*. 29(2) 331-344
- Han, H., & **Back, K.J.** (2008). Relationships Among Image Congruence, Consumption Emotions, and Customer Loyalty in the Lodging Industry. *Journal of Hospitality & Tourism Research*. 32, 467-490.
- Ok, C.H., Shanlin, C., & **Back, K.J.** (2008). Generalizing Survey Results from Student Samples: Implications from Service Recovery Research. *Journal of Quality Assurance in Hospitality and Tourism (JQAHT)*. 8(4) 1-23.

Han, H., & **Back, K.J.**, (2007). Investigating the effects of consumption emotions on customer satisfaction and repeat visit intentions in the lodging industry. *Journal of Hospitality Marketing and Management*, 15(3) 5-30.

Han, H., & **Back, K.J.**, (2007). Assessing customers' emotional experiences influencing customer satisfaction in the lodging industry. *Journal of Travel & Tourism Marketing*. 23(1), 43-56.

Lee, J., S. & **Back, K. J.** (2007). Association Meeting Participation: A Test of Competing Models, *Journal of Travel Research*, 46 (3), 300-310.

Lee, M., & **Back, K.J.** (2007). Association Members' Meeting Participation Behaviors: Development of Meeting Participation Model. *Journal of Travel and Tourism Marketing*. 22(2) 15-3.

Lee, M., & **Back, K.J.** (2007). Effects of destination image on association members' meeting participation intentions: Empirical findings from a professional association and its annual meeting. *The Service Industries Journal*. 27(1), 59 – 74.

Ok, C., **Back, K.J.**, & Shanklin, C. (2007). Mixed findings on the Service Recovery Paradox. *The Service Industries Journal*. 27 (6) 671.

Ok, C., **Back, K.J.**, & Shanklin, C. (2006). Service recovery paradox: Implications from an experimental study in a restaurant setting. *Journal of Hospitality & Leisure Marketing*. 14(3), 17-33.

Ok, C., **Back, K.J.**, & Shanklin, C. (2006). Dimensional roles of justice on post-recovery overall satisfaction and behavioral intentions. *Journal of Foodservice Business Research*. 8(3), 3-22.

Lee, C.K., & **Back, K.J.** (2006). Examining Structural Relationships among Perceived Impact, Benefit, and Support for Casino Development based on 4 Year Longitudinal Data. *Tourism Management*. 27(3), 466-480.

Back, K.J. (2005). The Effects of Image Congruence on Hotel Customers' Brand Loyalty. *Journal of Hospitality and Tourism Research*, 28(4), 448-467.

Back, K.J., & Lee, C.K. (2005). Residents' Perception Toward Casino Development in Korea: A Kangwon Land Casino Case. *Gaming Research and Review Journal*. 9(2). 45-54.

Chiang, C.F., **Back, K.J.**, & Canter, D.D. (2005). The Impact of Employee Training on Job Satisfaction and Intention to Stay in the Hotel Industry. *Journal of Human Resources in Hospitality and Tourism*. 4(2), 99-118.

Lee, M., & **Back, K.J.** (2005). A review of economic value drivers in convention and meeting management research. *International Journal of Contemporary Hospitality Management*, 17(5), 409-420.

Lee, M., & **Back, K.J.** (2005). A review of convention and meeting management research 1990-2003: Identification of statistical methods and subject areas. *Journal of Convention & Event Tourism*, 7(2), 1-20.

Estepa, A., Shanklin, C., & **Back, K.J.** (2005). Residents' Perceived Service Quality and Customer Satisfaction in a Midwestern University Foodservice Operation. *Journal of Foodservice Research and Education*. http://www.fsme.org/journal_current.html.

Ok, C.H., **Back, K.J.**, & Shanklin, C. (2005). Modeling roles of service recovery strategy: A relationship-focused view. *Journal of Hospitality and Tourism Research*, 28(4), 484-507.

Ok, C., **Back, K.J.**, & Shanklin, C. (2005). Service recovery paradox: Implications from an experimental study in a restaurant setting. *Journal of Hospitality & Leisure Marketing*. 14 (3), 17-33.

Back, K.J., & Parks, S.C. (2003). A Brand Loyalty Model Involving Cognitive, Affective and Conative Brand Loyalty and Customer Satisfaction. *Journal of Hospitality and Tourism Research*, 27(4), 419-435.

Lee, C.K., & **Back, K.J.** (2003). Pre-and Post-Impact Study of Residents' Perceptions toward Casinos: A Structural Equation Modeling Approach. *Annals of Tourism Research*, 30(4), 868-885.

Mount, D.J., & **Back, K.J.** (1999). A Factor-Analytic Study of Communication Satisfaction in the Lodging Industry. *Journal of Hospitality and Tourism Research*, 23(4), 401-418.

Guest Co-editor:

Lee, J.S., Back, K.J., & Park, J.K. (2024). Special issue on ESG and SDGs, *Journal of Travel and Tourism Marketing*.

Back, K.J., Park, J.K., & Lature, K. (2020). Special issue of *Luxury Hospitality Services*, *Cornell Hospitality Quarterly*.

Park, J.K., & Back, K.J. (2019). Special issue of *Emotional Labor in the Service Industry*, *Frontiers in Psychology*.

Back, K.J., & Lee, C.K. (2009). Special issue of *Gambling*, *Journal of Travel and Tourism Marketing*, Sage.

Back, K.J., & Bowen, J.T. (2009). *Gambling Theme, Worldwide Hospitality and Tourism Themes*, Emerald Press.

Book Chapters (invited and peer-reviewed):

Back, K.J. (2017). Critiques and Innovative Strategies for the Korean Tourism Policy and Operations. In S. Ham (Eds) *Change the World V*. Seoul: Forum Orae Press.

Anh, J., **Back, K.J.**, & Park, J.K. (2016). Medical Tourism Trend, In F. Demicco (Eds) *Global Medical Tourism*. Apple Press Book. In-press

Back, K.J., & Bernhard, B. (2008). Social Environments of Casino Industry. In K. Hashmoto (Eds.) *Casino Management: A Strategic Approach*, New York: Prentice Hall.

Back, K.J., & Lee, C.K. (2006). Korean Casino Impact Study. In C.Hsu (Eds.) *Asian- Pacific Casino Industry*. New York, Haworth.

Lee, C.K., & **Back, K.J.** (2006). Korean Casino History. In C.Hsu (Eds.) *Asian-Pacific Casino Industry*. New York, Haworth.

Refereed Conference Proceedings and Presentations:

Park, H.K, Lee, M.W., Hao, F., Back, K.J. (2022). Discovering the Untold Story of Older Adults' Technology-Driven Service Experience: An integrated approach of socioemotional selectivity and appraisal and coping theories. The 75th Annual ICHRIE Conference. Washington D.C.

Park, H.K., Lee, M.W., Back, K.J. (2022). Coping with e-service in times of crisis: How customers cope with online food delivery service during COVID 19. The 27th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism. Houston, TX.

Kwak, S., Shin, M.J., Lee, M.W., and Back, K.J. (2022). Two Sides of a Story: Mixed- method approach to investigate reviewer and readers' perspectives on negative online reviews. The 27th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism. Houston, TX.

Cho, M., Lee, M.W., Back, K.J. (2022). Service Innovation for Accessible Hospitality Services: A Computer-Assisted Qualitative Analysis Approach. The 27th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism. Houston, TX.

Park, H.K., Lee, M.W., Back, K.J., and DeFranco, A. (2021). Is hotel technology a double edged sword on customer experience? An integrated approach with business analytics and asymmetry analysis. **Best Research Award** The 26th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism. Houston, TX.

Shin, M.J., & Back, K.J. (2020). Inferring Luxury from Idleness Displays in Travel Settings. **Best Research Award**. The 25th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, NV.

Kwon, W.S., Lee, M.W., Back, K.J., & Lee, K.Y. (2020). Determinants and Interaction Effects on Restaurant Review Helpfulness: Drawing on Dual Process and Social Influence Theory. **Best Research Award**. The 25th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, NV.

Park, H.K., Lee, M.W., & Back, K.J. (2020). Exploring Asymmetric Effects of Wellness Attributes on Customer Satisfaction in the Lodging Industry: Testing a Two-Factor Theory through Big Data Analytics. The 25th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, NV.

Lee, C.K., Back, K.J., Shin, M.J., Ahn, J., Lim, J.P. (2019). Gambling Fallacy between Recreational and Problem Gamblers: A Cross-Cultural Study. 2019 Asia Pacific Tourism Association. Da Nang, Vietnam.

Shin M.J., Back, K.J. (2019). Is Hospitality Brand Love a Sum or a Whole? Comparing the Quadripartite Model of Brand Love Across Hotel and Airline Contexts. The 24th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, New Orleans, LO.

Lee, M.W., Kim, J.W., Park, H.K., Back, K.J. (2019). Does Price Matter for Customer Service Experience and Satisfaction? Exploring Online Restaurant Reviews through a Multi-Method Approach. The 24th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, New Orleans, LO.

Shin, M.J., & Back, K.J. (2019). Time Rethink Brand Loyalty and Brand Love: Developing and validating hospitality brand love scale. **BEST PAPER AWARD**. The 24th Annual Graduate

Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX.

Kwon, W.S., Lee, M.W., Back, K.J. (2019). Exploring customer value perceptions from big data: A natural language processing approach with machine learning. The 24th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX.

Park, S.H., & Back, K.J. (2019). Roles of organizational identification and disidentification on intention to stay: Using the dual factor approach. The 24th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX.

Hyun, D.H., & Back, K.J. (2019). Effects of perceived medical service experience quality on patient satisfaction. The 24th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX.

Lee, C.K., Ahn, J., Back, K.J., Choe, Kim, H. (2018). Effects of Gambling Fallacy and Gambling Motivation on Problem Gambling, 2018 Asia Pacific Tourism Association Conference, Cebu, Philippines.

Shin, M., & Back, K.J. (2018). Effects of cognitive Engagement in the Development of Brand Loyalty and Brand Love in a hotel context. 2018 Global Marketing Conference, Tokyo, Japan

Ahn, J. & Back, K.J. (2018). Hedonic and Eudaimonic Well-being: Integrated Resort Brand Experience. The 23rd Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Fort Worth, TX.

Park, S. & Back, K.J. (2018). Organizational Identification between Franchisor and Franchisee and its Impact on the Attitudes and Behaviors of Restaurant Franchises. The 23rd Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Fort Worth, TX.

Shin, M. & Back, K.J. (2018). Connecting the Dots between Brand Passion and Brand Love: Mediating Effects of Cognitive Engagement in the Hotel Industry. The 23rd Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Fort Worth, TX.

Kwon, W., Lee, M., & Back, K.J. (2018). Three-Way Interaction effect of Experience of Self-Service Technology, Technology Anxiety and Personal Interaction on Perceived Value: A

Service-Dominant Logic Perspective. The 23rd Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Fort Worth, TX.

Back, K.J., Lee, C.K., & Ahn, J. (2017). Gambling Fallacy: Scale Development. Asia Pacific Tourism Association Conference, Busan, Korea.

Ahn, J., Back, K.J., Lee, C.K. (2017) Gambling passion and motivation: Investigating attitude formation of the recreational gamblers. Asia Pacific CHRIE conference, Bali, Indonesia.

Ahn, J., & Back, K. J. (2017). Development of the Integrated Resort Brand Experience Scale and Assessment of Its Roles in Predicting Customer Post-purchase Behaviors. The 22nd Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX.

Back, K.J., Ahn, J., Lee, C.K., & Williams, R. (2016) Gambling Fallacies and Problem Gambling Behaviors: Moderating Role of Gambling Motivation and Demographics. International CHRIE conference, Dallas, TX.

Luo, Shu & Back, K.J. (2016). A content analysis of Chinese traveler related research. Asia Pacific Tourism Conference, Beijing China

Guchait, P., Back, K.J., & Lee, C.K. (2015). The influence of organizational error management culture on organizational citizenship behaviors and service recovery performance. The 78th TOSOK International Tourism Conference, Seoul, Korea.

Hwang, Y., Back, K.J., & Park, J.K. (2015). How Do Potential Medical Tourists Expect? Assessing Expectation Based on Gap Analysis and Structural Equation Modeling. **BEST PAPER AWARD**. The 78th TOSOK International Tourism Conference, Seoul, Korea.

Park, J.K., Back, K.J., Ahn, J., & Yoo, W. (2015). The role of consumer multi-consciousness and satisfaction on wellness travel service. The 32nd Annual Pan-Pacific Conference, Hanoi, Vietnam.

Hwang, Y., and Back, K.J. (2015). Applying a Net Valence Model to Medical Tourism to South Korea. 20th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Tampa, Florida.

Back, K.J., Park, J.K., Hwang, Y., Anh, J., and Hwang, E. (2014). Medical Tourism and User-generated Content: Approach from the Lodging Industry in the TripAdvisor Case: The 31st Pan-Pacific Business Conference, Sakai, Japan.

Park, J.K., and Back, K.J. (2014). The Role of Emotional Links as Mediators in the Relationship between Hotel Managers' Personality Traits and Commitment. 2014 International CHRIE Conference, San Diego, CA.

Guchait, P., and Back, K.J. (2014). Effects of Perceived Organizational and Supervisor Support on Commitment, Citizenship Behaviors, and Turnover Intentions, 2014 Asia Pacific Tourism Conference, Ho Chi Minh City, Vietnam

Potter, M.J., & Back, K.J. (2014). Customer Perception of LEED Certified Hotels: Is it Really Worth it? 18th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX.

Kuehn, S., Back, K.J., & Kapoor, C. (2014). How to Maintain Restaurant Brand Community by Utilizing Traditional Marketing Strategies within the Realm of Social Media. 18th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX.

Kim, J.W., Lee, S.J., & Back, K.J. (2014). Effects of Job Stress and Job Satisfaction on Gambling Intention of Casino Employees. 18th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX.

Back, K.J., Williams, R., & Lee, C.K. (2013). The Reliability and Validity of Three Instruments for the Assessment of Problem Gambling: The Case of South Korea. APAC CHRIE, Macau, China.

Lee, J.K., Back, K.J., & Lee, C.K. (2013). Positive and negative consequences of organizational citizenship behaviors: Korean casino dealer case. TOSOK conference, Seoul, Korea.

Park, C.W., & Back, K.J. (2013). Online Gambling Problems among US College Students. APAC CHRIE, Macau, China.

Sadeghini, A., & Back, K.J. (2013). The Effects of Atmospherics on Customer Satisfaction and Customer Loyalty. 17th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Seattle, WA.

Back, K.J. (2012). Hotel Brand Loyalty: A Longitudinal Analysis of Four Stage Brand Loyalty Model. 18th Annual Asian Pacific Tourism Association Conference in Seoul, Korea.

Kim, J., & Back, K.J. (2012). Impact of Job Stress and Job Satisfaction on Gambling Intention and Problem Gambling Behavior of Casino Employees. 16th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Auburn, AL.

Back, K.J., & Lee, C.H. (2011). Asymmetry analysis of internal service quality attributes for casino employees. **Best Paper Nominee**. 17th Annual Asian Pacific Tourism Association Conference in Seoul, Korea.

Liang, Q., & Back, K.J. (2011). Communication Satisfaction in the Hospitality Industry: A Case Study of Employees at a Theme Park in China. 16th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX.

Kang, E., Boger, C., Back, K.J., & Madera, J. (2011). The Impact of Sensory Environments on Customer Emotion and Behavioral Intentions in Spas. 16th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX.

You, S., & Back, K.J. (2011). Effects of Food Image on Tourists' Destination Image and Visit Intention. 16th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, TX.

Back, K.J., & Lee, C.K. (2010). Gambling Passion. A Comparison Study of Recreational and Pathological Gamblers. BEST PAPER AWARD. 2010 International CHRIE Conference, San Juan, Puerto Rico.

Kang, E., Boger, C., Back, K.J., & Madera, J. (2010). Sensory Analysis of the Spa Experience. 15th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Washington, D.C.

Kwon, E., Lee, J., Back, K.J., & Lee, C.K. (2010). Residents' perception toward Recent Casino Development. 15th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Washington, D.C.

Lew, S., & Back, K.J. (2010). Antecedents and Consequences of Consumption Emotions in the Restaurant Industry. 15th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Washington, D.C.

Oberoi, V., & Back, K.J. (2010). Negative Consequences of Organizational Citizenship Behaviors. 15th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Washington, D.C.

Wu, S., & Back, K.J. (2010). Discover Senior Customers' Decision-Making Factors for Patronizing Casino Hotels. 15th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Washington, D.C.

Back, K.J., Lee, J.S., Bowen, J.T., & Chan, E. (2009). The two-factor theory of job satisfaction: A Hong Kong Hotel Front-Line Employee Case. 15th Annual Asian Pacific Tourism Association Conference in Incheon, Korea.

Liu, P., & Back, K.J. (2009). Healthy Food: A marketing analysis in the U.S. Restaurant Industry. 14th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, NV.

Kim, J.Y., & Back, K.J. (2009). An Analysis on Burnout and Job Satisfaction among Luxury Resort Employee. 14th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, NV.

Kim, M.S., & Back, K.J. (2009). Evaluation of Good Night's Sleep Program in an Upper- mid-Scaled Hotel for Business Travelers. 14th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, NV.

Kwon, E.J., & Back, K.J. (2009). Investigating the Relationship between Destination Image and Behavioral Intention: the Case of the Korean War Veterans. 14th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, NV.

Back, K.J., Lee, C.K., & Abbott, J. (2008). Antecedents of Casino Employees Job Satisfaction and Organizational Commitment. Best Paper Award. 2008 International CHRIE Conference, Atlanta, Georgia.

Philips, W., Back, K.J., & Canter, D. (2008). Social Image Congruence and Tourist' Visiting Intention to Conspicuous Destination. **Best Paper Award**. 2008 International CHRIE Conference, Atlanta, Georgia.

Han, H., Back, K.J., & Barrett, B. (2008). Consumption emotions and Switching Barriers in the Full-Service Restaurant Industry. **Best Paper Award Nominee** (Eight nominees out of 303 submitted abstracts) 13th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Orlando, FL.

Lee, J.S., & Back, K.J. (2007). Study of Conference Attendee Behaviors. 2007 ICHRIE Annual Conference, Dallas, TX.

Amelia, A., Back, K.J., & Shanklin, C. (2007). Exploring the Measurement of Brand Personality Congruence in the Casual Dining Industry. **The Sage Best Paper Award**. 12th Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research, 12, 85-92.

Lee, J.S., & Back, K.J. (2007). The Effect of Conference Brand Knowledge on Attendee Behaviors. 12th Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research, 12, 1636-1642.

Philips, W., Back, K.J., & Canter, C. (2007). Causal Relationships of Destination Conspicuousness with Tourists' Image Congruity and Visiting Intention: exploratory Approach. 12th Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research, 12, 926-938.

Ryu, H., & Back, K.J. (2007). Effects of Brand Extension on Hotel Brand Personality. 12th Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research, 12, 1501-1507.

Back, K. J., Lee, K. E., & Lee, J. S. (2006). Antecedents and consequences of brand personality in the upper-upscale hotel industry. 2006 International CHRIE Conference, Crystal City, Arlington, Virginia, USA.

Han, H.S., & Back, K. J. (2006). Empirical Investigation of the Key Structural Antecedents of Word-of-Mouth in the Lodging Industry. 2006 International CHRIE Conference, Crystal City, Arlington, Virginia, USA.

Ok, C., Back, K. J., & Shanklin, C. (2006). Using college Students as Subjects in Experimental Study: Do Student Responses Reflect Those of Other Consumers? 2006 International CHRIE Conference, Crystal City, Arlington, Virginia, USA.

Lee, J. S., & Back, K. J. (2006). Relationship marketing in the academic conference: A model of conference brand equity. International Convention & Expo Summit, Hong Kong, China.

Asperin, A.A., Back, K.J., & Shanklin, C. (2006). Effects of Brand Personality Congruence on Satisfaction and Brand Loyalty. **2nd Best Presentation Award** in Social Science. 11th Annual Graduate Research Forum, Kansas State University.

Han, H.S., & Back, K.J. (2006). Image Congruence, Consumption Emotions, and Customer Loyalty in the Hotel Industry. **3rd Best Presentation Award** in Social Science. 11th Annual Graduate Research Forum, Kansas State University.

Lee, J., & Back, K.J. (2006). Relationship Marketing in the Academic Conference: A Model of Conference Brand Equity. International Convention & Expo Summit, Hong Kong, China.

Asperin, A.A., Back, K.J., & Shanklin, C. (2006). Brand Personality Congruence, Satisfaction and Brand Loyalty in the Casual Dining Restaurant Industry. 11th Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research, 11, 73-79.

Han, H.S., & Back, K.J. (2006). Determining Components Leading to the Development of Customer Loyalty in the Hotel Industry: A Theoretical Framework Involving Image Congruence and Consumption Emotions. 11th Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research, 11, 2-12.

Han, H.S., & Back, K.J. (2006). An Assessment of the Relationship among Service Performance, Customer Satisfaction, and Perceived Switching Barriers in the Lodging Industry: A Development of Switching Intention Model. 11th Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research, 11, 63-71.

Lee, J.S., & Back, K.J. (2006). Conference Brand Mechanism: Attendee-Based Brand Equity, Brand Trust, and Updated Expectation of Brand Value. 11th Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research, 11, 93-99.

Back, K.J., & Lee, J.S. (2005). A Customer Loyalty Model Involving Image Congruence and Customer Satisfaction: Implications for the Country Club Industry. **BEST PAPER AWARD**. Asia Pacific Tourism Association 11th Annual Conference. Koyang, Korea.

Chae, B., & Back, K.J. (2005). A Case Study of Enterprise Planning Systems in the Hospitality Industry. Asia Pacific Tourism Association 11th Annual Conference Koyang, Korea.

Lee, M.J., & Back, K.J. (2005). Effects of Attitude and Destination Image in Association Members' Meeting Participation Model. Asia Pacific Tourism Association 11th Annual Conference, Koyang, Korea.

Ok, C.H., Back, K.J., & Shanklin, C. (2005). Tests of Dimensional Roles of Justice on Post-recovery Overall Satisfaction and Behavioral Intentions. Asia Pacific Tourism Association 11th Annual Conference, Koyang, Korea.

Lee, S.H., & Back, K.J. (2005). Brand Loyalty in the Sports Management. The 20th annual conference of the North American Society for Sport Management, Regina, Canada.

Estepa, A., Shanklin, C., & Back, K.J. (2005). Developing a Web-based Multiple Item Scale for Measuring Perceived Service Quality in the University Foodservice Setting. 10th Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research, 10, 25-34.

Han, H.S., & Back, K.J. (2005). The Impact of Positive and Negative Emotions on Customers' Repeat Visit Intention in the Lodging Industry. 10th Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research, 10, 315-319.

Lee, J.S., & Back, K.J. (2005). Moderating Effects of Mood on Evaluation of Brand and Price: Determining Value in the Hotel Industry (Poster). 10th Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research, 10, 520-525.

Lee, M.J., Back, K.J. (2005). Association Members' Meeting Participation Behaviors: Development of Meeting Participation Model. 10th Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research, 10, 515-519.

Ok, C.H., Back, K.J., & Shanklin, C. (2005). Service Recovery Paradox: Implications from an Experimental Study in a Restaurant Setting. **BEST PAPER AWARD**. 10th Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research, 10, 713-721.

Back, K.J., & Lee, C.K. (2004). Longitudinal Study of Residents' Perceptions of Casino Development: Structural Equation Modeling Approach with Multi-Group Analysis. International CHRIE Conference.

Back, K.J., & Lee, C.K. (2004). The relationship among Personal Characteristics, Impacts, Support towards Casino Development. Asia Pacific Tourism Association 10th Annual Conference.

Estepa, A., Shanklin, C., & Back, K.J. (2004). Market Segmentation Influences on Service Quality and Customer Satisfaction. 9th Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research, 9, 203-206.

Han, H., Ryu, H., & Back, K.J. (2004). Problem Gambling and Development of Effective Employee Awareness Program (Poster). 9th Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research, 9, 249-252.

Ok, C.H., Back, K.J., & Shanklin, C. (2004). The Updating Role of Service Recovery Efforts on Customer's Overall Satisfaction and Behavioral Intentions. 9th Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research, 9, 597-607.

Back, K.J., & Lee, C.K. (2003). Structural Equation Modeling of Residents Perceptions toward Casinos: Pre-and Post- Casino Development. BEST PAPER AWARD. International CHRIE Conference.

Back, K.J., & Lee, K.E. (2003). Investigation of Antecedents and Consequences of Brand Personality (Poster). International CHRIE Conference.

Back, K.J., & Lee, K.E. (2003). Brand Personality Measurements and Its Impact on Brand Loyalty in the Hotel Industry. The 2nd Asia Pacific Annual Council of the Hospitality and Tourism Educators Proceedings, May.

Seo, S., & Back, K.J. (2003). Influence of Involvement and Ambiguity on the Diners' Satisfaction Process. The 2nd Asia Pacific Annual Council of the Hospitality and Tourism Educators Proceedings, May.

Lee, M.J., & Back, K.J. (2003). Measuring Association Members' Perceived Importance and Performance of Convention Attributes. The 2nd Asia Pacific Annual Council of the Hospitality and Tourism Educators Proceedings, May.

Ok, C., Back, K.J., & Shanklin, C. (2003). Restaurant Reaction to Service Recovery and Behavioral Intentions. 8th Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research, 8, 522-526.

Chiang, C., Back, K.J., & Canter, D. (2003). The Impact of Employee Training on Job Satisfaction and Intentions to Stay in the Hotel Industry. 8th Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research, 8, 81-85.

Back, K.J., & Parks, S.C. (2002). A Path Analytic Model of Brand Loyalty in the Lodging Industry. International CHRIE Conference.

Lee, C.K., & Back, K.J. (2002). Development of Casino Policy. Annual Conference of the Korean Travel Association.

Back, K.J., & Parks, S.C. (2001). The Effects of Image Congruence on Customer Satisfaction and Brand Loyalty. 6th Annual Graduate Student Research Conference: Advances in Hospitality and Tourism Research, 6, 13-18.

Back, K.J. (2001). Development of Brand Loyalty Model. **Third Place Award.** The Graduate Research Exhibition, The Pennsylvania State University.

Mount, D., & Back, K.J. (1999). Communication Satisfaction and Job Satisfaction. International CHRIE Conference.

Selected Invited Presentations (papers):

Back, K.J. (2022). Visiting Scholar, Rikkyo University, Tokyo, Japan.

Back, K.J. (2022). Best ESG practices. Samsung Life and Fire Insurance, Seoul, Korea.

Back, K.J. (2022). Global ESG practices. LG Fashion, Seoul, Korea.

Back, K.J. (2021). Guest lecturer on Innovative Hospitality Service Engagement, Rikkyo University, Tokyo, Japan.

Back, K.J. (2021). Key Note Speaker. ESG in Luxury Service Industry, Donga Forum, Seoul, Korea.

Back, K.J. (2021). Panel Speaker, New Normal in the Hospitality and Tourism Industry. Consul Corps of Greater Houston.

Back, K.J. (2021). Panel Speaker, ESG in Global Casino Industry. Jeju Forum.

Back, K.J. (2020). Commentary - Commentary: Policy Brief on COVID-19 and Transforming Tourism, UN Chronicle. September, 27. <https://www.un.org/en/commentary-policy-brief-covid-19-and-transforming-tourism>

Back, K.J. (2019). Emerging trends of global hospitality education. Universidad San Francisco de Quito, Ecuador.

Back, K.J. (2019). How to write a successful grant proposal? Hong Kong Polytechnic University.

Back, K.J. (2019). Developing a career path in the hospitality industry. Mayfield Hotel, Seoul, Korea.

Back, K.J. (2019). Luxury Hospitality Business. Keynote Speaker. Donga Forum, Seoul, Korea.

Back, K.J. (2018). Global Hospitality Leadership, Rikkyo University, Tokyo, Japan.

Back, K.J. (2018). Global Hospitality Research. Keynote speaker. Hanyang University, Seoul, Korea.

Back, K.J. (2017). Using Mixed Methods in Hospitality and Tourism Research. Hong Kong Polytechnic University.

Back, K.J. (2017). Global Hospitality Leadership. St. Mary's University, San Antonio, TX.

Back, K.J. (2017) Keynote Speaker – Global Hospitality Research, 2017 AGHTC conference, Chungju, Korea.

Back, K.J. (2017). Global Hospitality Education Trend. Vietnam National University, Ho Chi Minh, Vietnam.

Back, K.J. (2016). Hospitality Graduate and Undergraduate Education in US. Universidad San Ignacio de Loyola, Lima, Peru.

Back, K.J. (2016) Keynote Speaker – Global Hospitality Research, 2017 AGHTC conference, Seoul, Korea.

Back, K.J. (2015). Global Casino Industry Trend. DongA Ilbo & Channel A. Seoul, Korea.

Back, K.J. (2015). Understanding Integrated Resort Industry. Korea Casino Association, at Kangwon Land, Korea

Back, K.J. (2013). Understanding Global Hospitality Industry. Inha University, Incheon, Korea.

Back, K.J. (2013). Research Excellence. TOSOK conference, Seoul, Korea

Back, K.J. (2012). Current trends of research methods in the hospitality industry. Kyunghee University, Seoul, Korea.

Back, K.J. (2011). Hospitality Education System in US. The second colloquium of international hospitality scholars. Sejong University, Seoul, Korea.

Back, K.J. (2010). Structural Investigation of Problem Gamblers' Motivation to Gamble. Korea National Mental Hospital, Seoul, Korea.

Back, K.J. (2010). Understanding Structural Equation Modeling Analysis. Kyunghee University, Seoul, Korea.

Back, K.J. (2010). Relationship marketing in the hospitality industry. Woosong University, Daejeon, Korea.

Back, K.J. (2010). Hospitality Education System in US. The first colloquium of international hospitality scholars. Sejong University, Seoul, Korea.

Back, K.J. (2009). Gambling Passion Scale applied to Korean Problem Gamblers. The First Korean Gambling and Addiction Symposium.

Back, K.J. (2008). Current Trends in Hospitality Research. Hong Kong Polytech University.

Back, K.J. (2008). Service Employee Job Satisfaction and Their Behavioral Intention to Switch Career. Graduate Seminar at Sejong University, Seoul, Korea.

Back, K.J. (2007). "Casino Employees' Job Satisfaction and Organizational Commitment", International Conference on Casino Development and Strategy, 2nd Conference of the Asian Academic Network on Commercial Gaming. Seoul, Korea.

Back, K.J. (2007). Hospitality Research Trend – 1997-2007. Korean Hotel Educators Conference at Kyunghee University, Seoul, Korea.

Back, K.J. (2006). "The Korean Casino Impact Study." 2006 Social and Economic Costs and Benefits of Gambling Conference, Alberta Gaming Research Institute, Banff, Canada.

Back, K.J., & Lee, C.K. (2005). "History, Development, and Regulation of Korean Casino Gaming." Asia Pacific Casino Conference, Osaka University of Commerce, Japan.

Back, K.J. (2005). "Development of Preventive Program of Problem Gambling." The Problem Gambling Center, Seoul, Korea.

Back, K.J. (2004). "Practices of Responsible Gambling." Kangwon Land Casino, Korea.

Back, K.J. (2004). "Innovative Research Technique." Kyung Hee University in Korea.

Back, K.J. (2004). "Relationship Marketing in the Food Service Industry." Seoul Women's University.

Back, K.J. (2003). "Current Trend of the US Lodging Industry." Kyung Hee University.

Back, K.J. (2003). "Confronting Problem Gambling: Industry Perspectives." The 2nd Problem Gambling Symposium. Korea Problem Gambling Center and Kangwon Land Casino, Korea.

ADVISING ACTIVITIES

List of Graduate Student Advisees at UH

- Professional Paper (PP) or Thesis Committee Chair (degrees have been completed): Andres Bugois, Eliane Chiang, Nancy Hou, Po-Yu Hsu, Sutak (Terry Im), Peter Kang, K. Keakre, Jaewook Kim, Minsun Kim, Eunjin Kwon, Candice Lee, Jinkyung Lee, Pei Liu, Eve Little, Stuart Mann, Jennifer Moreno, Sanam Purohit, Yuanyuan Wang, Steve Wu, Hyunjeung Koh, Daisy Lam, Sun Lew, Quizi Liang, Benny Christiandy, Heather Hardee, Sharlene Tan, Sangmi Yoo, Vipra Oberoi, Eunmin Hwang, Luzma Zertuche, Rebecca Weeden, Christine Hsui, Meehee Hong, Kyungon Kim, Ju-Hung Chen, Danqian Xu, Donna Adlian, Yiqing Sun, Elizabeth Whaleen, Cortnee Braithwaite, Emily Burnett, Armaghan Sadeghini, Bai Bai, Yawen He, Xiaodan Mao, Sandy Fredrickson, Maruicio Gomez, Yun Tang, Joseph Siemen, Ye Zi, Marian Potter, Chulwan Park, Yvette Aquirre, William Hardee, Shannon Ward, M.J. Potter, Amber Khan, Jonathan Pacello, Yoohee Hwang, Gahee Yoo, Martin Luk, Qingya Hong, Jessica Sepulveda, Shu Luo, Kevin O'Brien, Pham Hyun, Dahee Hyun, Justin Spodek, Liac Lee, Emily Smith, Eunjoo Kang, George Jiodang, Danielle Park, Tom Ngueyen & Kelly Thomas
- Ph.D. dissertation Chair (completed): Jiseon Ahn, Sohee Park, Minjung Shin, and Wooseok Kwon
- Ph.D. Committee member (completed): Jookyung Kwon, Sungin Kim
- Ph.D. Dissertation Chair (ongoing): Danielle Park, Yoona Park
- Ph.D. Committee member (ongoing): Maryam Camichal,
- Post Doc. (completed): Hanlin Xu, Jinkyung Lee, Hyowon Hwang, Faye Hao

List of Graduate Student Advisees at KSU other Institutes

- Committee Chair (degrees have been completed): Ameilia Asperin (Co-chair, Ph.D.), Stephanie Chiang (Co-major for MS), Heesup Han (MS., and Ph.D.), Jinsoo Lee (Ph.D.), Myoung Jae Lee (Ph.D.), Chihyung Ok (Co-Chair for Ph.D.), and Bobby Ryu (MS).
- Committee member (degrees have been completed): Stephanie Chiang (Ph.D.), HuiChun Huang (Ph.D.), Lynn Riggins (Ph.D.), and Sunhee Seo (Ph.D.). Sue Lesson (Ph.D.), Laura McNight (Ph.D.), Jinkyung Lee (Ph.D.), Kiran Ommi (MS),