



구철모  
*Chulmo Koo*

전공 : eTourism/Smart Tourism  
서강대학교  
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### 학력사항(EDUCATION Background)

Ph. D. in College of Business Administration, Sogang University, Seoul, South Korea  
Master in Management Information Systems, Ajou University, Suwon, South Korea  
Bachelor degree in English Linguistics and Literature, Ajou University, Suwon, South Korea

### 연구분야(Research Areas)

Smart Tourism/ eTourism

### 경력사항(PROFESSIONAL Experiences)

March 1 2019-Current, **Professor**, College of Hospitality & Tourism, Kyung Hee University, South Korea  
February 2018-January 2019, Visiting Professor, College of Hospitality and Tourism, University of Surrey, England  
March 2015-Feb 2017 Department Chair of Convention Management, College of Hotel & Tourism Management, Kyung Hee University, South Korea  
Sep 2016 – **Tenured Associate Professor** of Convention Management, College of Hotel & Tourism Management, Kyung Hee University, South Korea  
March 2014 – Aug 2016 Associate Professor of Convention Management, College of Hotel & Tourism Management, Kyung Hee University, South Korea  
March 2012-Feb. 2014 Assistant Professor of Convention Management, College of Hotel & Tourism Management, Kyung Hee University, South Korea  
March 2008-Feb. 2014 Assistant Professor of College of Business, Chosun University, South Korea  
Jan. 2008-Feb. 2008 Researcher of Graduate School of Information, Yonsei University, South Korea  
Jan. 2007-Dec. 2007 Research Professor of BK (Brain Korea) 21, Computer & Information Technology Research Group, Inha University, South Korea  
Aug. 2004-May 2006 Faculty of College of Business, Faculty Member (Full time instructor), Marshall University, West Virginia, USA  
Mar. 2004-Aug 2004 Postdoctoral researcher of Management Information Systems Research Center (MISRC), Carlson School of Management, University of Minnesota, Minnesota, USA

### 학회활동(Academic Activities)

경영학회 부회장 (2017)

관광학회 부회장 (2017-2019)

경영정보학회 부회장(2017)

지식경영학회 부회장(2017)

서비스경영학회 편집위원장 (2016-2018)

인터넷전자상거래학회 편집위원장(2019-2021)

### **초청편집장(GUEST Editorial Role)**

2020 Co-guest editor with Younghoon Chang, "New Technologies for the Tourism and Hospitality Industry," Industrial Management and Data Systems (SCIE).

2020 Co-guest editor with Zheng Xiang, Ulrike Gretzel, Marianna Sigala, "Artificial Intelligence (AI) and Robotics in Travel, Tourism and Leisure," Electronic Markets (SSCI).

2019 Co-guest editor with Brian Donnellan, Ulrike Gretzel, "Smart Tourism Cities," Asia Pacific Journal of Tourism Research (SSCI).

2018 Co-guest editor with Lorenzo Cantoni, "Informatics/Data Analysis in Smart Tourism," Information Processing & Management (SSCI).

2018 Co-guest editor with Ulrike Gretzel, "Mobile Technology and Smart Tourism Development," Sustainability (SSCI).

2018 Co-guest editor with Luiz Medes-Filho, Dimitrios Buhalis, "Smart Tourism and Competitive Advantage for Stakeholders," Tourism Research (Special Issue 2018).

2017 Co-guest editor with, Jae-Nam, Lee & Jaehyun Park, "Smart Tourism: Traveler, Business, and Organizational Perspectives," Information and Management (SSCI).

2017 Co-guest editor with, Lis Tussyadiah, "How Technology-Enhanced Tourism is Transforming Societies, Cultures, and Economics," Technological Forecasting & Social Change (SSCI).

2017 Co-guest editor with, Fevzi Okumus, Cihan Cobanoglu, Francesco Ricci, "Smart, Connected Hospitality and Tourism," Information Systems Frontiers (SCIE).

2017 Co-guest editor with, Ulrike Gretzel, Lina Zhong, "The Application of Smart Tourism to Cities," for International Journal of Tourism Cities.

2017 Co-guest editor with, Rob Law, Lawrence Hoc Nang Fong, Ben Haobin Ye, "Social Media in Hospitality and Tourism," for International Journal of Contemporary Hospitality Management (SSCI).

2016 Co-guestw editors with Jae-Nam Lee, Kyung-Hyan Yoo, and Markus Zanker, "Generative Smart Tourism Systems: Man-Machine Interaction," for International Journal of Information Management (SSCI).

2015 Co-guest editor with, Hannes Werthner, Ulrike Gretzel, Carlos Lamsfus, "Smart Tourism Systems: Convergence of Information Technologies, Business Models and Experiences," for Computers in Human Behavior (SSCI).

2015 Co-guest editor with Ulrike Gretzel, Marianna Sigala, and Zheng Xiang, "Smart Tourism: Convergence of Information Technologies, Experiences, and Theories," Electronic Markets Journal (SSCI).

2013 Co-guest editor with, Johann Kranz, Lutz M. Klobe, and Marie-Claude Boudreau, "Smart Energy: Building Business Models, Best Practices, and Theories" for Electronic Markets (SSCI).

2013 Co-guest editor with Joseph Sarkis, Richard T. Watson, "Green Information Systems & Technologies: This Generation and Beyond," Information Systems Frontiers (SCIE).

### **초청발표(Invited Research and Professional Presentations, Seminars, and Lectures)**

Workshop Chair: "Smart Tourism City" in ENTER2020, Conference, International Federation for Information Technology in Travel & Tourism (IFITT). Guildford, England, 9-11 Jan, 2020.

Invited Speaker: "Smart Tourism City" in the Tourism Sciences Society of Korea, Hanman University, Daejeon, July

4-5, 2019.

Workshop Chair: "AI enabled Smart Tourism Experiences" in ENTER 2019

Conference, International Federation for Information Technology in Travel & Tourism (IFITT). Nicosia, Cyprus, 30 Jan-1 February, 2019.

Invited Speaker: "Smart Tourism & Artificial Intelligence" Bournemouth University, England, 26-27 November, 2018.

Invited Speaker: "Smart Tourism: Challenges for the Future" APTA 2017 Annual Convergence, Busan Korea, 18-21 June, 2017.

Invited Speaker: "Innovative, Convergent, Valuable Tourism" Asia Pacific Forum 2017, Deagu Korea, 22-24 June, 2017.

Workshop Chair: "2017 Bilateral Korea-Japan Research Colloquium: Smart City & Tourism Framework," Okinawa, Japan, 19-21 Feb, 2017.

Presenter: "2015 Winter Collaboration Research Colloquium: China-Korea Smart Tourism," Nankai University, China, 29 Dec, 2015.

Presenter: "2015 Summer Collaboration Research Colloquium: Discovering Meanings and Directions on Tourism, IT, and Design," Tokyo Institute of Technology (Ookayama Campus), Japan, Aug 27, 2015.

Presenter: "Where Are We Now and Where Are We Heading" Presenter, "Smart and Connected Tourism Technologies." Industry Focus Workshop, ENTER 2015.

Conference, International Federation for Information Technology in Travel & Tourism (IFITT). Lugano, Swiss, February 3-5, 2015.

Presenter: "Smart Tourism Competitiveness Index Development" Beijing China, Dec. 29.2014.

Workshop Chair: Smart Tourism Ecosystems. Workshop, ENTER 2014 Conference, International Federation for Information Technology in Travel & Tourism (IFITT), Dublin, Ireland, January 24th, 2014.

Invited Speaker: "Smart Destinations", IFITTS' Google+ Hangout and YouTube Channels, International Federation for Information Technology in Travel & Tourism (IFITT), June 9, 2014. Invited Speaker: 1st UNWTO Regional Conference on Tourism Partnerships Future Tourism for Asia and the Pacific, "Smart Tourism Theory and KTO's Smart Tourism Marketing Case Study," InterContinental Seoul COEX, Seoul, Republic of Korea, 1-2 June 2013.

### **프로젝트 및 연구비(PROJECTS & GRANTS)**

- 스마트관광도시의 지속가능 발전을 위한 실천과 확산, 한국연구재단, 기간: 2019.09.01~2023.08.31, KRW 2,000,000,000
- 스마트관광 경제적 파급효과 연구 용역, 한국관광공사, 2019.07.06~2019.10.15, KRW 40,000,000
- Kyung Hee Fellowship Award, Kyung Hee University, 2018.12.01~2020.11.30, KRW 60,000,000
- Smart Tourism: Concepts and Cases (스마트 관광: 개념과 사례중심으로). (PI. Chulmo Koo), National Research Foundation, 2018.05.~2020.04.30, KRW 20,000,000
- LG Group, "In AirBnB We Trust: Understanding Consumers' Trust-Attachment Building Mechanisms in the Sharing Economy", 2018.01.01~2019.01.31, KRW 40,000,000
- 글로벌 박사 양성사업 성과분석 및 추진전략 수립, (PI. Chulmo Koo), 한국연구재단, 2017.11.01~2018.02.28, KRW 30,000,000
- 빅데이터 플래그십 시범 사업 연구 용역, (PI. Chulmo Koo), 제주테크노파크, 기간: 2017.11.01-2017.12.31, KRW 15,000,000.
- 국내 도보여행을 위한 안전정보 제공 B2B 플랫폼 개발. (Sub PI: Chulmo Koo), 한국문화관광연구원, 기간: 2017.04.03-2017.12.29, KRW 70,000,000.
- Building Competitive Advantage through Creating Smart Tourism Ecosystems. (PI: Namho Chung), Chulmo Koo, William Hunter, Sung-Byung Yang, Taeho Hong, National Research Fund of Korea. Project Total Period: 2016.09.01-2019.08.31(3 years), National Research Foundation, KRW 900,000,000.

- The Investigation on Train Transportation Use of Quality of Life (PI: Chulmo Koo), Namho Chung. 2015.08.03-2015.10.31. Project Total Period 3 months, Korea Railroad Research Institute, KRW 25,650,000.
- Korea-China Global Smart Tourism Competitiveness Index Development (PI: Chulmo Koo). Namho Chung, Ulrike Gretzel, Bihu Wu, and Alastair Morrison. 2014.09.01-2015.08.31. Project Total Period 3 years, National Research Foundation, KRW 240,000,000.
- Performance Analysis and Development for Research System of Global Research Network (PI: Chulmo Koo). 2014.08.29-2014.11.28. Project Total Period 3 months, National Research Foundation, KRW 30,000,000.
- Smart Tourism Competitiveness Index Development (PI: Chulmo Koo). 2014.3-12. Project Total Period 10 months, Kyung Hee University, KRW 5,000,000.
- Building Competitive Advantage through Creating Smart Tourism Ecosystems. (PI: Namho Chung), Chulmo Koo, Ulrike Gretzel, and William Hunter. 2013-2016. National Research Fund of Korea. Project Total Period: 2013.06.01-2015.05.31(3 years), National Research Foundation, KRW 300,000,000.
- Smart Tourism Survey for International Visitors (PI; Chulmo Koo). Project Total Period. 2013.01-02.28.(2 months), Korea Tourism Organization, KRW 3,000,000.
- The Use of Social Media in Travel Information Searches: A Value-Based Adoption and Rejection Dichotomy Perspectives (PI; Chulmo Koo). Project Total Period: 2012.03.01-2013.02.28.(1 year), Kyung Hee University, KRW 20,000,000
- International R&D Effectiveness Evaluation for Performance Management (PI: Chulmo Koo). Project Total Period: 2011.12.01-2012.03.31.(4 months), National Research Foundation, KRW 20,000,000.
- Green IT Behavior and its Device Usage (PI: Chulmo Koo). Project Total Period:2011.04.01-2012.03.30.(1 year). Chosun University, KRW 15,000,000.
- Ubiquitous Computing Environment & Smart Service Systems Implementation (PI; Chulmo Koo). Project Total Period. 2010.08.30-2011.05.30 (10 months). National Research Foundation, KRW 2,000,000.
- The Effective Approach for u-IT Health Project(u-IT Adoption, Information Presentation, Sensing Technology Development) (PI: Chulmo Koo). Project Total Period.2010.09.01-2011.08.30.(1 year), National Research Foundation, KRW 7,000,000.
- Cluster Effects: Focusing on CoP and Absorptive Capacity (PI: J. Bae). Project Total Period. 2010.09.01-2012.08.30. KRW 54,000,000.
- Firm Performance Impact of Green Practice Coordination in Supply Chain (PI: Chulmo Koo). Project Total Period. 2010.01.01-2010.12.31(1 year). Jeogseok Logistics Foundation, KRW 20,000,000.
- New Subject and Course Developments of IT Convergence for Undergraduate Majoring [Curriculum Vitae of Prof. Chulmo Koo] Business Administration & Dual Degree Engineering Students (PI: Chulmo Koo). Project Total Period. 2009.07.01-2011.06.30.(2 years). National Research Foundation, KRW 100,000,000.
- The Satisfaction Model of e-Banking Channels in Indonesia (PI: Chulmo Koo). Project Total Period. 2009.04.01-2010.03.31.(1 year). Chosun University. KRW 15,000,000.
- A Study on Information System Interoperability Based on Indirect Mapping Between Multilingual Ontologies) (PI: Jason, J. Jung). Project Total Period. 2008.10.01-2010.09.30. (2 years). KOSEF (Korea-Sweden Research Collaboration Program), KRW 30,000,000.
- The Change of Social Relationship among Inter Generations based on the Evolution of Communication Methods (PI: Chulmo Koo). Project Total Period.2008.07.01-2008.11.30.(4 months). Korea Information Strategy Development Institute.KRW 10,000,000.
- A Holistic Approach on IT Service & IT Governance Management and its Effects: A Conceptual Research Model and its Empirical Test (PI: Chulmo Koo). Project Total Period. 2008.07.01-2009.06.30.(1 year). Korea Research

Foundation, Research Fund for New Faculty. KRW 18,450,000.

•Electronic Strategy and Performance for Online Business Model (PI: Chulmo Koo).Project Total Period.

2008.04.01-2009.03.31.(1 year), Chosun University Annual Academic Fund, KRW 11,000,000.

•Absorptive Capacity for Supply Chain Management and Firm Performance (PI: G. Jo).Project Total Period.

2007.08.01-2007.12.31. (4 months), Jeongseok Research Institute of International Logistics and Trade, KRW 7,500,000.

•DEA (Data Envelopment Analysis) for Software Project Productivity: Software Development and Maintenance

Comparison (PI: Chulmo Koo). Project Total Period. 2004.04.01-2005.03.31.(1 year) MIS Research Center,

Information and Decision Science, Carlson School of Management, The University of Minnesota, Host Professor:

Dr. Robert J. Kauffman. KRW 26,800,000 from Korea Research Foundation.

### **수상내역(HONORS AND RECOGNITIONS)**

2019 Excellent Professor of Kyung Hee University

2018-2020 A Fellow Professor of Kyung Hee University (경희 펠로우 교수)

2017 Research Excellent Award(경희대학교 학술성취우수상), President from Kyung Hee University(경희대학교 총장 조인원).

2017 LG 연암문화재단 2017 국제공동연구 학술교수 선정, LG 연암문화재단, 구분무 회장

2017 Best Research Paper Award, "Rationality and Search Information in Tourism Decisions: Sina Weibo" The

2017 TOSOK International Conference, Co-authored with HLee SY, Cheng Ao, Koo Chulmo, Kim Taekyung.

2016 Best Research Paper Award. Smart Tourism Congress Barcelona (STCB) (Barcelona,e: "The Effect of Price

Vs. Safety Features Information On Consumer Decisions in AirBnB," Co-authored with Shin, Seunghun, Namho Chung.

2015 Best Research Paper Award. The 78th TOSOK International Tourism Conference (Seoul Korea), Title: "The

Antecedents of Business Collaboration and its Consequences in an Exhibition Context: Perspective of Exhibitor,"

Co-authored with Hlee SY, Lee, Jimin, and Namho Chung.

2015 Best Research Paper Award. World Hospitality & Tourism Forum (Seoul Korea), Title: "Smart Tourism

Destination Competitiveness." Co-authored with Shin, Seunghun, Namho Chung

2015 1st Place, Best Research Paper Award. ENTER 2015 eTourism Conference (Switzerland), International

Federation for Information Technology in Travel &Tourism (IFITT). Title: "Mediating Roles of Self-Image Expression:

Sharing Travel Information on SNSs." Co-authored with Younhee Joun, Heejeong Han, Namho Chung.

2015 2nd Place, PhD Proposal Awards. ENTER 2015 eTourism Conference (Switzerland), International Federation

for Information Technology in Travel &Tourism (IFITT). Title: "Online Tourism Review: Three Phases for Successful

Destination Relationships." Co-authored with Sunyoung Lee, Seunghun Shin, Namho Chung.

2015 Best Research Paper Award. World Hospitality & Tourism Forum (Seoul Korea), Title: "Effects of Media

Experience on Destination Contents and Intention to Visit." Peripheral Route," Asia Pacific Journal of Information

Systems.

2015 Best Paper 2nd place, "IT Usage and Task Performance in Hospitality Industry." Journal of Information

Technology and Management.

2003 Full Scholarship of Doctoral Students for Post-Doc. National Research Foundation, Korea.MIS Research

Center, Information and Decision Science, Carlson School of Management, The University of Minnesota, Host

Professor: Dr. Robert J. Kauffman. KRW 26,800,000

### **PUBLICATIONS (International Journal Articles)**

#### **Submitted**

Lee, Kyungmin, Tami Nguyen, Koo, Chulmo, "The Empirical Test of Complement of Destination and Convention Relationship: Applying Balance Theory, Journal of Travel and Tourism Marketing.

Hlee, Sunyoung, Lee, HA, Koo, Chulmo, Chung Namho, "Review language-attraction congruity in attraction reviews: cognitive fit theory perspective," Tourism Management.

## **2020**

1. Ham, Juyeon, Chung Namho, Koo, Chulmo, "Configurational Patterns of Competitive Advantage Factors for Smart Tourism: An Equifinality Perspective," Current Issues in Tourism, Accepted (SSCI, IF. 3.462).

## **2019**

1. Tami Nguyen, Lee, Kyungmin, Chung, Namho, Koo, Chulmo, "The Way of Generation Y Enjoying Jazz Festival: A Case of the Korea (Jarasum) Music Festival, " Aisa Pacific Journal of Tourism Research, Online (SSCI, IF 1.352).

2. Lee, H. Yang, S-B. and Chulmo Koo. (2019). "Exploring the effect of Airbnb hosts' attachment and psychological ownership in the sharing economy," Tourism Management, Vol.70, 284-294. (SSCI, IF 5.921).

3. Han, HJ, Shin, SH, Chung, NH. And Chulmo Koo.(2019). "Which appeals (ethos, pathos, logos) are the most important for Airbnb users to booking?" International Journal of Contemporary Hospitality Management, Vol. 31 No. 3, pp. 1205-1223 (SSCI, IF 3.196).

4. Chulmo Koo and Lorenzo Cantoni (2019). "Special issue on informatics/data analytics in smart tourism" (SSCI, IF. 3.444).

5. Shin SH, Chung NH, Zheng Xiang, & Koo.C. (2019). "Assessing the Impact of Textual Content Concreteness on Helpfulness in Online Travel Reviews," Journal of Travel Research, forthcoming.(SSCI, IF 5.169)

6. Hlee, S, Lee, J., Yang, SB, and Chulmo Koo. (2019). "The moderating effect of restaurant type on hedonic versus utilitarian review evaluations," International Journal of Hospitality Management., Vol. 77, 195-206 (SSCI, IF 3.445).

7. Ham, JY, Lee, KM, Kim, TK, & Chulmo Koo (2019), "Subjective perception patterns of online reviews: A comparison of utilitarian and hedonic values," Information Processing and Management. (SSCI, IF 3.444).

8. Chulmo Koo, Mendes-Filho, Luiz, Buhalis, D. (2019). "Smart tourism and competitive advantage for stakeholders," Tourism Review, Vol. 74(1), 1-4. (SSCI)

9. Ao Cheng, Gang Ren, Taeho Hong, Chulmo Koo. (2019), "The WeChat Mini Program for Smart Tourism" Asia Pacific Journal of Information Systems, Vol.29(3), SCOPUS.

10. Han, JH. Joun, Y, Chulmo Koo, & Chung, NH. (2019). "The Role of Creativity, Altruism, and Social Relationship in Sharing Travel Information Using Social Networking Services" Asia Pacific Journal of Information Systems, Vol.29(3), SCOPUS.

## **2018**

1. Kim, S., Lee, K. Y., Koo, C. and Yang, SB. (2018). "Examining the Influencing Factors of Intention to Share Accommodations in Online Hospitality Exchange Networks," Journal of Travel & Tourism Marketing, Vol.35(1), 16-31. (SSCI).

2. Yang, SB., Lee, K., Lee, H, & Chulmo Koo. (2018). "In AirBnB We Trust: Understanding Consumers' Trust-Attachment Building Mechanisms in the Sharing Economy," International Journal of Hospitality Management (SSCI, IF 3. 196).



3. Yang, SB, Lee H, Lee, K, & Koo, C. (2018). "The Application of Aristotle's Rhetorical Theory to the Sharing Economy: An Empirical Study of Airbnb, *Journal of Travel & Tourism Marketing*. forthcoming (SSCI, IF 1.453).
4. Lee, H. Lee, J. Chung, NH. & Koo, C. (2018). Tourists' happiness: are there smart tourism technology effects? *Asia Pacific Journal of Tourism Research*, Vol.23(5), 486-501.
5. Chung, N., Lee, H., Kim, J. Y., & Koo, C. (2018). "The Role of Augmented Reality for Experience-Influenced Environments: The Case of Cultural Heritage Tourism in Korea," *Journal of Travel Research*, Vol.57(5), 627-643.
7. Hlee, S. Lee, H. and Chulmo Koo. (2018). "Hospitality and Tourism Online Review Research: A Systematic Analysis and Heuristic-Systematic Model," *Sustainability* 2018, 10, 1141; doi:10.3390/su10041141, [www.mdpi.com/journal/sustainability](http://www.mdpi.com/journal/sustainability)

## **2017**

1. Chulmo Koo, Chung, NH, HY, Ham. (2017). "Assessing the User Resistance to Recommender Systems in Exhibition," *Sustainability* 2017, 9, 2041; doi:10.3390/su9112041. [www.mdpi.com/journal/sustainability](http://www.mdpi.com/journal/sustainability)
2. Hlee, S., Cheng, A., Koo, C., & Kim, T. (2017). "The difference of information diffusion for Seoul tourism destination according to user certification on Sina Weibo: through data crawling method," *International Journal of Tourism Sciences*, 1-14.
3. Chulmo Koo, Jae-Nam, Lee & Jaehyun Park (2017). "Smart Tourism: Traveler, Business, and Organizational Perspectives," *Information and Management*, Vol.54(6), 683-686. (Editorial).
4. Chulmo Koo, Iis Tussyadiah, William C. Hunter (2017). "How Technology-Enhanced Tourism is Transforming Societies, Cultures, and Economics," *Technological Forecasting & Social Change*, Vol.123(1), 327-329. (Editorial).
5. Chung, NH, Koo, C & Lee, K. (2017). "Assessing the Impact of Mobile Technology on Exhibition Attendees' Unplanned Booth Visit Behaviour," *Sustainability*, 9, 884, 1-15. (SSCI).
6. Chulmo Koo, Francesco Ricci, Cihan Cobanoglu, & Fevzi Okumus, "Smart, Connected Hospitality and Tourism," *Information Systems Frontiers*, Vo.19(1), 699-703. (SCIE). Editorial.
7. Rob Law, Lawrence Hoc Nang Fong, Chulmo Koo, & Ben Haobin Ye (2017), "Social Media in Hospitality and Tourism," for *International Journal of Contemporary Hospitality Management*, Vol. 29 Issue: 2, 646-647. (SSCI). Editorial.
8. Yang, S. B. Hlee, S., Lee, J., and Koo, C. (2017). "An empirical examination of online restaurant reviews on Yelp.com: a dual coding theory perspective," *International Journal of Contemporary Hospitality Management*, 29(2), 817-839. (SSCI).

## **2016**

1. Yang, S. B., Shin, S. H., Joun, Y., & Koo, C. (2016). Exploring the comparative importance of online hotel reviews' heuristic attributes in review helpfulness: a conjoint analysis approach. *Journal of Travel & Tourism Marketing*, 1-23. (Online, SSCI).
2. Gretzel, U., Zhong, L. and Chulmo Koo (2016), "Application of Smart Tourism to Cities," *International Journal of Tourism Cities*, 2(2), 1-3.
3. Chulmo Koo, Yoo, K. H., Lee, J. N. and Zanker, M. (2016), "Special Section on Generative Smart Tourism Systems and Management: Man-Machine Interaction," *International Journal of Information Management*, 36(6), 1301-1305.(SSCI).
4. Salehan, M., Kim, D. J. and Chulmo Koo. (2016). "A Study of the Effect of Social Trust, Trust in Social Networking Services, and Sharing Attitude, On Two Dimensions of Personal Information Sharing Behavior," *Journal of Supercomputing*, Forthcoming (Online, 2016 SCIE).
5. Chulmo Koo, Chung, NH, Kim, D. and Hlee, SY. (2016). "The Impact of Destination Website and Cultural

Exposure: A Comparison Study of Experienced and Inexperienced Travelers," *International Journal of Tourism Cities*, 2(1), 1-16.

6. Chulmo Koo, Joun, YH, Han, HJ. and Chung, NH. (2016). "A Structural Model for Destination Travel Intention as a Media Exposure: Belief-Desire-Intention Model Perspective," *International Journal of Contemporary Hospitality Management*, 28(7), 1338-1360. (SSCI).

7. Chung, NH, Nam, KC. and Chulmo Koo (2016), "Examining Information Sharing in Social Networking Communities: Applying theories of Social Capital and Attachment," *Telematics and Informatics*, 33(1), 77-91.(SSCI).

8. Koo, C., Shin, S., Gretzel, U., Hunter, W. C., & Chung, N (2016). Conceptualization of Smart Tourism Destination Competitiveness. *Asia Pacific Journal of Information Systems*, 26(4), 561-576. (Scoups)

## **2015**

1. Chung, NH, Lee, HA., Lee, SJ. and Chulmo Koo (2015) "The Influence of Tourism Website on Tourists' Behavior to Determine Destination Selection: A Case Study of Creative Economy in Korea," *Technological Forecasting & Social Change*, 96(1), 130-143.(SSCI).

2. Werthner, H., Chulmo Koo, Gretzel, U. and Lamsfus, C (2015). "Special Issue on Smart Tourism Systems: Convergence of Information Technologies, Business Models, and Experiences," *Computers in Human Behavior*, 50(1), 556-557.(SSCI).

3. Gretzel, U. Werthner, H. Chulmo Koo, and Lamsfus, C (2015). "Conceptual Foundations for Understanding Smart Tourism Ecosystems" *Computers in Human Behavior*, 50(1), 558-563.(SSCI).

4. Goo, J., Huang, C. D. and Chulmo Koo (2015). "Learning for Healthy Outcomes: Exploration and Exploitation with Electronic Medical Records," *Information & Management*, 52(5), 550-562.(SSCI).

5. Chung, NH. Han, HJ. and Chulmo Koo (2015). "Adoption of Travel Information in User-generated Content on Social Media: The Moderating Effect of Social Presence," *Behavior & Information Technologies*, 34(9), 902-919. (SSCI).

6. Chulmo Koo, Chung, N. H. and Kim, D. J (2015). "How does Social Media Transform Politics? The Role of a Podcast, "Naneun Ggomsuda" in South Korea," *Information Development*, 31(5), 421-434.(SSCI).

7. Gretzel, U., Chulmo Koo, Sigala, M. and Xiang, Z. (2015). "Special Issue on Smart Tourism: Convergence of Information Technologies, Experiences, and Theories," *Electronic Markets*, 25(1), 175-177.(SSCI).

8. Gretzel, U., Sigala, M., Xiang, Z. and Chulmo Koo (2015). "Smart Tourism: Foundations and Developments," *Electronic Markets*, 25(1), 179-188.(SSCI).

9. Chung, NH. And Chulmo Koo (2015). "The Use of Social Media in Travel Information Search" *Telematics and Informatics*, 32(2), 215-229.(SSCI).

10. Kranz, J., Klobe, L. M., Chulmo Koo. and Boudreau, M. C (2015). "Smart Energy: Where Do We Stand and Where Should We Go?" *Electronic Markets*, 25(1),7-16. (SSCI).

11. Chulmo Koo, Chung, N. H. and Kim, H-W (2015). "Examining Explorative and Exploitative Uses of Smartphone: A User Competence Perspective," *IT and People*,28,.133-162.(SSCI).

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