



김명자  
*Kim, Myung Ja*

전공 : Tourism Marketing  
Hanyang University  
연구실 : 704 / 연락처 : 02-961-0549  
E-mail : silver@khu.ac.kr

### 학력

Ph.D.: Tourism marketing in Hanyang University  
MBA: Tourism Management in Kyung Hee University  
B.A.: Physics in Chonnam University

### 주요경력

Present: Assistant Professor, The College of Hotel & Tourism Management, Kyung Hee University  
Present: Research fellow, The Center for Tourism Industry Research, Kyung Hee University  
Present: Director, Restaurant business "Midam" Corporation, Seoul, Korea  
Present: Section Board Member of "Journal of Risk and Financial Management"

Editorial board of "Visions in Leisure and Business"

Present: Reviewer service for over 20 SSCI journals; Annals of Tourism Research, Tourism Management, International Journal of Hospitality Management, Cornell Hospitality Quarterly, Journal of Hospitality and Tourism Research, International Journal of Contemporary Hospitality Management, Journal of Travel & Tourism Marketing, Asia Pacific Journal of Tourism Research, Information Development, Scandinavian Journal of Hospitality and Tourism, Tourism Geographies, Current Issues in Tourism, Computers in Hamun Behavior, International Journal of Tourism Research, The Service Industries Journal, Journal of Vacation Marketing, Behaviour & Information Technology, Journal of Hospitality and Tourism Management, Journal of Risk and Financial Management, Industrial Management & Data Systems, etc.

Before: Taught tourism-related courses in Hanyang University, Kyung Hee University, and Sukmyung University

Before: Visiting Scholar, The George Washington University

Before: Secretary-General, International Committee of the Senior Citizens' Culture Association

Before: Senior Researcher, Global Management Institute

Before: Senior Researcher, Korean Institute of Gerontology

Before: Director, Tourism and Entertainment Research Institute, Hanyang University

### 수상경력

2018.11.17. Selected for 2019 Albert Nelson Marquis Lifetime Achievement Award.

2018.11.17. Listed on Marquis "Who's Who in the World" in 2019.

2018.05 - 2021.04: National Research Foundation of Korea, "The effect of motivation and deterrent on perceived trust and risk for crowdfunding participation in tourism-related fields: Focusing on the moderating role of funders' herding behavior" Grant 76,572,000 Korean Won, Principal investigator (No.: NRF-2018S1A5A8026985).

2017.12.27. Selected for 2018 Albert Nelson Marquis Lifetime Achievement Award.

2017.08.31. Listed on Marquis "Who's Who in the World" in 2018.

2017.05: National Research Foundation of Korea, "Exploring an extended stimulus-organism-response model on virtual reality tourism and the moderating role of big five personality traits" Grant 25,644,000 Korean Won, Principal investigator (No.: NRF- 2017S1A5A8020242).

2015.12: Selected as an excellent paper by National Research Foundation of Korea: Kim, M. J., Lee, C. K., Chung, N., & Kim, W. G. (2014). Factors Affecting Online Tourism Group Buying and the Moderating Role of Loyalty. *Journal of Travel Research*, 53(3) 380-394 (SSCI), Award 5,000,000 Korean Won, Principal investigator (No.: NRF-2015S1A5A2A02047254).

2015.11: National Research Foundation of Korea, "Effects of intrinsic and extrinsic motivation on flow experience of social network sites for seniors and the moderating role of anxiety attachment," Grant 57,005,000 Korean Won, Principal investigator (No.: NRF-2015S1A5A2A03049328).

2015.03: One of the most cited articles in *Tourism Management* (top tier journal), "The effect of perceived trust on electronic commerce: Shopping online for tourism products and services in South Korea."

2014.05: National Research Foundation of Korea, "What makes seniors loyal to social network sites? Focusing on social network theory," Grant 24,635,000 Korean Won, Principal investigator (No.: NRF-2014S1A5A8012589).

2010.02. Kyung Hee University, "Investigating the role of trust and gender in online tourism shopping in South Korea," 16,000,000 Korean Won, Collaborator (KHU-20100681),.

### 연구실적

- Referred Journal Articles (over 40 papers in internationally reputed journals)

Kim, M. J., & Petrick, J. F. (2020). The Effect of Herding Behaviors on Dual-Route Processing of Communications aimed at Tourism Crowdfunding Ventures. *Journal of Travel Research*, Accepted

Kim, M. J., & Hall, C. M. (2020). Can sustainable restaurant practices enhance customer loyalty? The roles of value theory and environmental concerns. *Journal of Hospitality and Tourism Management*, Accepted.

Kim, M. J., Lee, C. K., & Preis, W. M. (2020). The impact of innovation and gratification on authentic experience, subjective well-being, and behavioral intention in virtual reality: The moderating role of technology readiness. *Telematics and Informatics*, 49, 101349.

Kim, M. J., & Hall, C. M. (2020). What drives visitor economy crowdfunding? The effect of digital storytelling on unified theory of acceptance and use of technology. *Tourism Management Perspectives*, 34, 100638.

Kim, M. J., & Hall, C. M. (2020). Investment crowdfunding in the visitor economy : the roles of venture quality , uncertainty , and funding amount of venture quality , uncertainty , and funding amount. *Current Issues in Tourism*, in press. <https://doi.org/10.1080/13683500.2019.1656178> (SSCI).

Kim, M. J., Hall, C. M., & Kim, D. K. (2020). Why do investors participate in tourism incentive crowdfunding? The effects of attribution and trust on willingness to fund. *Journal of Travel & Tourism Marketing*, 37(2), 141-154.

Kim, M. J., Hall, M. C., & Kim, D. K. (2020). Predicting environmentally friendly eating out behavior by value-attitude-behavior theory: Does being vegetarian reduce food waste? *Journal of Sustainable Tourism*, 28(6), 797-815 (SSCI).

Kim, M. J., Lee, C. K., & Jung, T. (2020). Exploring consumer behavior in virtual reality tourism using an

- extended stimulus-organism-response model. *Journal of Travel Research*, 59(1), 69-89(SSCI).
- Kim, M. J., Bonn, M., & Lee, C. K. (2020). The effects of motivation, deterrents, trust, and risk on tourism crowdfunding behavior. *Asia Pacific Journal of Tourism Research*, 25(3), 244-260  
<https://www.tandfonline.com/eprint/IGQ7VQ3ZHMNGPUQIYJEN/full?target=10.1080/10941665.2019.1687533> (SSCI).
- Kim, M. J., & Hall, C. M. (2019). Can co-creation and crowdfunding types predict funder behavior? An extended model of goal-directed behavior. *Sustainability*, 11, 7061 (SSCI).
- Kim, M. J., Bonn, M., Lee, C. K., & Kim, J. S. (2019). Effects of employees' personality and attachment on job flow experience relevant to organizational commitment and consumer-oriented behavior. *Journal of Hospitality and Tourism Management*, 41(0), 156-170 <https://authors.elsevier.com/c/1a5eA59AUIV2PT> (SSCI).
- Kim, M. J., & Hall, C. M. (2019). Can climate change awareness predict pro-environmental practices in restaurants? Comparing high and low dining expenditure. *Sustainability*, 11(6777) (SSCI).
- Kim, M. J., Lee, C.-K., Kim, J. S., & Petrick, J. F. (2019). Wellness Pursuit and Slow Life Seeking Behaviors: Moderating Role of Festival Attachment. *Sustainability*, 11(7), 2020.<https://doi.org/10.3390/su11072020> (SSCI).
- Kim, M. J., Preis, W. M., & Lee, C. K. (2019). The effects of helping, self-expression, and enjoyment on social capital in social media: The moderating effect of avoidance attachment in the tourism context. *Behaviour & Information Technology*, 38(8), 760-781 (SSCI).
- Kim, M. J., & Hall, C. M. (2019). A hedonic motivation model in virtual reality tourism: Comparing visitors and non-visitors. *International Journal of Information Management*, 46, 236-249 (SSCI).
- Kim, M. J., Lee, C. K., & Contractor, N. S. (2019). Seniors' usage of mobile social network sites: Applying theories of innovation diffusion and uses and gratifications. *Computers in Human Behavior*, 90, 60-73.<https://doi.org/10.1016/j.chb.2018.08.046> (SSCI).
- Hahn, S. S., Preis, M. W., Lee, C. K., & Kim, M. J.\* (2018). Effects of affective and cognitive responses on loyalty of mega-event visitors and the moderating role of big five personality traits. *International Journal of Tourism and Hospitality Research*, 32(10), 87-101 (KCI).
- Kim, M. J., Lee, C., Petrick, J. F., & Hahn, S. S. (2018). Factors affecting international event visitors' behavioral intentions: the moderating role of attachment avoidance. *Journal of Travel & Tourism Marketing*, 35(8), 1027-1042. <https://www.tandfonline.com/doi/pdf/10.1080/10548408.2018.1468855?needAccess=true>(SSCI).
- Kim, M. J., Bonn, M., Lee, C., & Hahn, S. S. (2018). Effects of personality traits on visitors attending an exposition: the moderating role of anxiety attachment. *Asia Pacific Journal of Tourism Research*, 23(5), 502-519. <https://www.tandfonline.com/doi/pdf/10.1080/10941665.2018.1468346?needAccess=true>(SSCI).
- Kim, M. J., Park, J. Y., Reisinger, Y., & Lee, C. K. (2018). Predicting responsible tourist behavior: Exploring pro-social behavior and perceptions of responsible tourism. *International Journal of Tourism and Hospitality Research*, 32(4), 5-20(KCI).
- Chung, J. Y., Kim, S. J., Lee, C. K., & Kim, M. J.(2018). Slow-food-seeking behaviour, authentic experience, and perceived slow value of a slow-life festival. *Current Issues in Tourism*, 21(2), 123-127. DOI: 10.1080/13683500.2017.1326470 (SSCI).
- Kim, M. J., Bonn, M., & Lee, C.K. (2017). Seniors' dual-route of persuasive communications in mobile social media and the moderating role of discretionary time. *Asia Pacific Journal of Tourism Research*. 22(8), 799-818,<http://dx.doi.org/10.1080/10941665.2017.1331925> (SSCI).
- Kim, M. J., Lee, C. K., & Bonn M. (2017). Obtaining a better understanding about travel-related purchase intentions among senior users of mobile social network sites. *International Journal of Information Management*.37(5), 484-496, <https://authors.elsevier.com/sd/article/S0268401216307691> (SSCI).
- Kim, M. J., Park, J. Y., Lee, C. K., & Chung, J. Y. (2017). The role of perceived ethics in the decision-making

- process for responsible tourism using an extended model of goal-directed behavior. *International Journal of Tourism and Hospitality Research*, 31(4), 5-25 (KCI).
- Kim, M. J., Lee, C. K., & Preis, M. W. (2016). Seniors' Loyalty to Social Network Sites: Effects of Social Capital and Attachment. *International Journal of Information Management*, 36(6), 1020-1032 (SSCI).
- Kim, M. J., Kim, W. G., Kim, J. M., & Kim, C. (2016). Does knowledge matter when considering seniors' motivations toward use of mobile information appliances? *International Journal of Contemporary Hospitality Management*, 28(8), 1702-1727 (SSCI).
- Kim, M. J., Chung, N., Lee, C. K., & Preis, M. W. (2016). Why do smartphone shoppers help others on websites? The effects of attachments on reciprocal altruism. *Information Development*, 32(4), 920-936 (SSCI).
- Kim, M. J., & Preis, M. W. (2016). Why seniors use mobile devices: Applying an extended model of goal-directed behavior. *International Journal of Travel and Tourism Marketing*, 33(3), 404-423 (SSCI).
- Kim, M. J., Lee, C. K., & Bonn, M. (2016). The effect of social capital and altruism on senior attachment to social network sites for tourism-related purposes. *Tourism Management*, 53, 96-107 (SSCI).
- Kim, M. J., Lee, C. K., Chung, N., & Preis, M. W. (2016). Dual-route communication of mobile tourism shopping: The moderating role of social network involvement. *Telematics & Informatics*, 33, 293-308 (SSCI).
- Kim, M. J., Jung, T., Kim, W. G. & Fountoulaki, P. (2015). Factors affecting British tourists' revisit intention to Crete island in Greece: High vs. low spending tourists, *Tourism Geographies*, 17(5), 815-841 (SSCI).
- Kim, M. J., Chung, N., Lee, C. K., & Preis, M. W. (2015). Online group buying of tourism products: Effects of value and trust on site attachment, altruism, and loyalty. *Journal of Travel and Tourism Marketing*, 32(8), 935-952.
- Kim, M. J., Lee, C. K., Chung, N., & Preis, M. W. (2015). Motivations and use context in mobile tourism shopping: Applying contingency and task technology fit theories. *International Journal of Tourism Research*, 17(1), 13-24 (SSCI).
- Kang, S., Lee, C. K., Kim, M. J., & Shin, C. Y. (2014). The Effect of Community Attachment and Interest and Event Awareness on Impact and Support for the Wellbeing Food Festival: Difference between Visitors and Volunteers. *International Journal of Tourism and Hospitality Research*, 28(10), 31-46 (KCI).
- Lee, C. K., Reisinger, Y., Kim, M. J., Yoon, S. M. (2014). The influence of volunteer motivation on satisfaction, attitudes, and support for a mega-event. *International Journal of Hospitality & Management*, 40, 37-48 (SSCI).
- Kim, M. J., Lee, C. K., Chung, N., & Kim, W. G. (2014). Investigating the relationships among transaction cost, preview, trust, satisfaction, and repurchase intention with emotional loyalty groups in online tourism group buying. *Journal of Travel Research*, 53(3) 380-394 (SSCI).
- Lee, C. K., Song, H. J., Kim, M. J., Bendle, L. J., & Shin, C. Y. (2014). Investigating relationships among festival quality, satisfaction, trust, and support: The case of an Oriental medicine festival. *Journal of Travel & Tourism Marketing*, 31(2), 211-228 (SSCI).
- Kim, M. J., Lee, C. K., & Chung, N. (2013). Investigating the role of trust and gender in online tourism shopping in South Korea. *Journal of Hospitality & Tourism Research*, 37(3), 377-401 (SSCI).
- Kim, H. J., Park, J., Kim, M. J., & Ryu, K. (2013). Does perceived restaurant food healthiness matter? Its influence on value, satisfaction and revisit intentions in restaurant operations in South Korea. *International Journal of Hospitality Management*, 33(3), 397-405 (SSCI).
- Kim, M. J., Lee, C. K., Kim, W. G., & Kim, J. M. (2013). Relationships between lifestyle of health and sustainability and healthy food choices for seniors. *International Journal of Contemporary Hospitality*

Management, 25(4), 558-576 (SSCI).

Kim, M. J., Chung, N., Lee, C. K., & Kim, J. M. (2012). Do loyalty groups differ in the role of trust in online tourism shopping? A process perspective. *Journal of Travel & Tourism Marketing*, 29(4), 352-368 (SSCI).

Kim, M. J., Lee, M. J., Lee, C. K., & Song, H. J. (2012). Does gender affect Korean tourists' overseas travel? Applying the model of goal-directed behavior. *Asia Pacific Journal of Tourism Research*, 17(5), 509-533(SSCI).

Lee, C. K., Song, H. J., Bendle, L. J., Kim, M. J., & Han, H. (2012). The impact of non-pharmaceutical interventions for 2009 H1N1 influenza on travel intentions: A model of goal-directed behavior. *Tourism Management*, 33(1), 89-99 (SSCI).

Lee, C. K., Bendle, L. J., Yoon, Y. S., & Kim, M. J. (2012). Thanatourism or peace tourism: Perceived value at a North Korean resort from an indigenous perspective. *International Journal of Tourism Research*, 14(1), 70-90 (SSCI).

Kim, M. J., Chung, N., & Lee, C. K. (2011). The effect of perceived trust on electronic commerce: Shopping online for tourism products and services in South Korea. *Tourism Management*, 32(2), 256-265 (SSCI).

Kim, M. J., Chung, N. H., Lee, C. K., & Kim, J. M. (2011). Examining differences in values, satisfaction, and behavioral intention between senior tourists and tourists under fifty. *Korean Journal of Tourism Research*, 26(4), 47-72 (KCI).

- Proceedings

Kim, M. J., Lee, C. K., Chung, N., & Preis, M. W. (2012). Customer satisfaction for shoppers for tourism products using mobile devices. *Korean Scholars of Marketing Science Fall International Conference*, December 1, 2012, Yonsei University, Seoul Korea.

Kim, H. J., Lee, C. K., Kim, M. J., & Ryu, K. (2011). Restaurant healthy food quality, perceived value, and revisit intention: Testing a moderating role of green customers in South Korea. *2011 ICHRIE Conference*, July 27-30. Denver, Colorado, USA.