

Ki-Joon Back, Ph.D.

Senior Associate Dean for Research and Graduate Studies
& Moores Chair Professor
Conrad N. Hilton College of Global Hospitality Leadership
University of Houston
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SUMMARY

- Development and redesign of curricula and area studies - Developed and managed M.S. in Global Hospitality Business program, Online Master's program, Ph.D. in Hospitality Management program and Doctorate in Global Hospitality Leadership Program; Developed 4+1 program; developed numerous dual degree programs with international partners.
- Founder and Chairman of the International Education Organization - Founded the Consortium of Global Sustainability (CGS), including 68 global academic members in 17 countries (the-consortium.net) to promote ESG and sustainable development activities.
- Promoting and Enhancing Meaningful Strategic Partnerships – Besides the collaboration with HKPU and EHL for the MSGHB program, I have been working with various government entities (i.e., Hong Kong, Japan, Korea) to support numerous innovative academic/research programs and engaging with multinational companies (e.g., Hilton Worldwide, Melia International, Intercontinental Hotels) to provide capstone projects and internship opportunities for our students.
- Ability to develop and manage funds to support various graduate, research, executive, and international programs (managing a \$1.5 million annual operating budget excluding faculty salary and benefits)
- Successful development and management of large, multidisciplinary global research projects and grants (generated funds of over \$4.6 million as a P.I. or Co-PI);
- Leader of hospitality education in both teaching and research: Multiple research award winners and developed numerous students: one of the World's Top 2% Most Cited Scientists for Entire Career by Stanford University; one of the World's Top 1% of scientists in the Business and Management Section by Research.com; elected National Honor Society, Phi Kappa Phi member
 - Published over 170 manuscripts, book chapters, and proceedings in the area of hospitality and tourism research (consumer behaviors, gambling-related research);
 - Citations 10,351; h-index 53; I10-index 81
 - Received 28 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, and the Founder's Award for the Lifetime Hospitality Graduate Education
 - Recipient of 2023 UH Moores Professorship Award - The Moores Chair Professor's Program was established to honor full-time tenured faculty who have achieved the rank of full professor at the University of Houston and have made outstanding contributions in teaching, research, and service. It is the second highest-ranked chair professorship at the university level.

- Recipient of 2021 U.H. Global Faculty Award - the award given to faculty who have demonstrated excellence in the promotion of internationally focused teaching, research, and service
- 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 consulate offices and U.N. - create multiple events; conduct collaborative research activities
- 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) 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. in Hotel, Restaurant, and Institutional Management. Pennsylvania State University, 2001

- 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. in Hospitality Administration. University of Nevada, Las Vegas, 1994

- Emphasis: Customer Behavior Studies (received the Best Paper Award)

B.S. in Hospitality Administration with High Distinction. University of Nevada, Las Vegas, 1992

- Emphasis: Hotel Management

ADMINISTRATIVE EXPERIENCE

2025 – Present	Senior Associate Dean for Research and Graduate Studies & Moores Chair Professor Conrad N. Hilton College of Global Hospitality Leadership, University of Houston In Charge of Graduate, Research, International, and Executive Programs Focus Areas: Admissions, Recruitment/Retention, Diversity, Program Development, Globalization, Student Orientation, Fund Development, Budget Management, Research, Alumni Engagement
2015-Present	Associate Dean for Research and Graduate Studies & Moores Chair Professor (since 2023) /Eric Hilton Distinguished Chair Professor (2015-2023) Conrad N. Hilton College of Global Hospitality Leadership, University of

Houston
In Charge of Graduate, Research, International, and Executive Programs

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

2023-Present Moores Chair Professor
Conrad N. Hilton College of Global Hospitality Leadership, University of Houston

2015-2023 Eric Hilton Distinguished Chair Professor
Conrad N. Hilton College of Global Hospitality Leadership, University of Houston

2014-2015 Endowed Professor - Donald H. Hubbs Professorship
Conrad N. Hilton College of Hotel and Restaurant Management
University of Houston

2011-2014 Professor - Conrad N. Hilton College of Hotel and Restaurant Management
University of Houston

2006 - 2011 Associate Professor- Conrad N. Hilton College of Hotel and Restaurant
Management University of Houston

2001 - 2006 Assistant Professor (Early Tenured and Promoted in 2006 as Associate
Professor)- Department of Hotel, Restaurant, Institution Management,
and Dietetics Kansas State University, Manhattan, KS

1997 - 2001 Instructor/ Graduate Teaching Assistant
School of Hotel, Restaurant, and Institution Management Pennsylvania
State University, University Park, PA

1996 - 1997 Research Associate - Conrad N. Hilton College of Hotel & Restaurant
Management University of Houston, TX.

1995 - 1996 International Casino Marketing Manager
MGM Grand Hotel & Casino, Las Vegas, NV

- 1994 - 1995 Asian Casino Marketing Manager
Imperial Palace Hotel & Casino, Las Vegas, NV
- 1988 - 1992 Numerous Hospitality Industry Operational Experiences:
Ramada Olympia Hotel, Seoul, Korea; Sheraton Hong Kong & Towers;
Hyatt Regency, Perth, Australia

Academic Honors:

- **Elected Faculty Member of National Honor Society, Phi Kappa Phi (2024).** Each year, six faculty members are elected based on research, creative activities, teaching, and service at the University.
- **UH Moores Professorship Award (2023).** The Moores Chair Professor's Program was established to honor full-time tenured faculty who have achieved the rank of full professor at the University of Houston and who have made outstanding contributions in teaching, research, and service areas. This recognition is the second-highest-ranked chair professorship at UH.
- **Founder's Award for the Lifetime Hospitality Graduate Education (2023).** The founder's award recognizes an individual who devotes lifelong support to hospitality graduate education and research.
- **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
- **U.H. Global Faculty Award (2021).** This award is given to tenured or tenure-track faculty who have demonstrated excellence in promoting the 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 (with H.Han)
- **Best Presentation Award (2006).** (1st Place in Social Science). The 10th Graduate Research Forum, Kansas State University (with M. Lee)
- **Best Paper Award (2005).** The 11th Annual Asia Pacific Tourism Association 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.**

TEACHING AREAS

Global Hospitality Leadership (Both Undergraduate and Graduate levels)

Ph.D. Colloquium Seminar

M.S. Colloquium Seminar

Statistics for the Hospitality Industry (Master Level)

Advanced Research Methods (Ph.D. Level)

Advanced Multivariate Analysis (Ph.D. Level)

Marketing Analysis (Both undergraduate and master levels)

Strategic Management (undergraduate level)

Consumer Behaviors (Both undergraduate and master levels)

Gaming Management (Both undergraduate and master levels)

ACADEMIC AND PROFESSIONAL LEADERSHIP

College Level

- Associate Dean for Research and Graduate Studies (2015- Present)

- Also, in charge of international and executive programs.
- Director of Graduate Programs (2006-2015)
- College Representative/Liaison (2015-Present), Eric Hilton Distinguished Club
- College Representative for U.H. 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 (U.H. & KSU)
- Graduate Faculty (KSU)

University Level

- Selection Committee member - U.H.'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

- Advisor, Jeju Development Center (Government Agency), Korea (2023- present)
- Visiting Chair Professor, School of Hospitality and Tourism Management, Hong Kong Polytechnic University (Fall 2023)
- Adjunct Faculty, Graduate School, Ecole Hotelier Lausanne, Lausanne, Switzerland (2022- present)
- Advisor and Visiting Faculty, Solbridge International Business School, Woosong University, Korea (2022- present)
- Adjunct Faculty, College of Tourism, Rikkyo University, Japan (2021-present)
- Founder & Chairman, Consortium for Global Sustainability (Nonprofit organization for ESG practices), USA (2021-present)

- Associate Editor, Cornell Hospitality Quarterly (2018 - present)
- Managing Editor, International Journal of Hospitality Management (2013-present)
- Co-Guest Editor, Special issue in Aging in the Tourism and Hospitality Industry, Journal of Work, Aging, and Retirement (2024 issue)
- 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 (2018-2023)
- Regional Representative for the USA, Asia Pacific Tourism Association. (2010-2022)
- Advisor, Problem Gambling Center, Kangwon Land Casino, Korea (2003, 2010)
- Advisor, Kangwon Land Casino, Korea (2015-2021)
- Advisor, Sheraton Houston Brookhollow Hotel, Houston, TX (2007 to 2008)
- Project Leader - MD Anderson Cancer Center, Leukemia Center for advancing non-medical services (2019-2021)
- 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, Nonprofit 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)
- Faculty Advisor, Women Soccer Club at Kansas State University (2002-2005)
- 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
- ESG issues
- Residents' Perceptions Toward Casino Development
- Problem gambling behaviors
- Brand personality in the hospitality industry
- Service recovery strategies in the restaurant industry

Projects (Selected):

- Global Hospitality Education Program, Rikkyo U. (2024). \$28,500.
- Hospitality Executive Program in Quito, Ecuador (2023). \$45,000.
- Hospitality Executive Program in Quito, Ecuador (2022). \$45,000.
- Hospitality Executive Program in Athens, Greece (2020). \$49,000.
- 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) - U.S. \$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
- 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)

International Academic Programs - Developed multiple international partnerships through faculty-led, reciprocal exchange, dual degree, micro-credential, foreign language, and executive programs.

- **Asia:** Hanyang University (Seoul, Korea); Kyunghee University (Seoul, Korea); Sejong University (Seoul, Korea); Sungkyunkwan University (Seoul, Korea); Donga University (Busan, Korea); Woosong University (Daejeon, Korea); Rikkyo University (Tokyo, Japan); Vietnam National University (Ho Chi Minh, Vietnam); Hong Kong Polytechnic University (Hong Kong, China); Dusit Thani College (Bangkok, Thailand); Prince Songkla University (Phuket, Thailand)
- **Europe:** Ecole hotelier de Lausanne (Lausanne, Switzerland); Ecole Ferriere (Paris, France & Barcelona, Spain); Ferrandi (Paris, France); IULM (Milan, Italy); Le Monde (Athens, Greece); University of Zagreb (Zagreb, Croatia)
- **America:** Universidad Las Americas (Quito, Ecuador); Universidad San Ignacio de Loyola (Lima, Peru); Tecnológico de Monterrey (Monterrey, Mexico); Panama International Hotel School (Panama City, Panama)
- **Africa:** Dilla University (Dilla Town, Ethiopia)

Grants Awarded (principal investigator, Co-PI, or collaborator):

- P.I. The Eurasia Foundation, Japan \$12,000 (2024) -Operating global hospitality

- leadership education series.
- P.I. Jeju Development Center, Korea \$65,000 (2024) – Wellness leadership education program.
 - P.I. The Eurasia Foundation, Japan \$12,000 (2023) -Operating global hospitality leadership education series.
 - Collaborator. USDA Grant \$740,000 (2023). Beginning Farmer and Rancher Development Program, entitled "The 3Bs: Beginning Farmer and Beekeeper Training in Rural, Brazoria County, Texas."
 - Collaborator. The Natural Resources Conservation Service (NRCS) grant \$197,482 (2023). Conservation Training and Technical Assistance for Beginning, BIPOC, Asian and Military Veteran Producers in rural Brazoria County, Texas USDA-NRCS-TXZ-NOFO0001238
 - P.I. Korean Food Promotion Institute (2022) Education fund for \$12,000.
 - P.I. The Eurasia Foundation, Japan \$12,000 (2022) -Operating global hospitality leadership education series.
 - P.I. Korean Food Promotion Institute (2021) Education fund for \$12,000.
 - P.I. 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).
 - P.I. Korean Food Promotion Institute (2019) Education fund for \$15,000.
 - P.I. Korea Food Foundation \$20,000 (2018) Education fund to maintain Korean Cuisine, Culture and Tourism class at University of Houston
 - P.I. One Asia Foundation, Japan \$120,000 (2017-19) - Developing global hospitality leadership education series.
 - P.I. Korea Food Foundation \$20,000 (2017) Education fund to develop Korean Cuisine, Culture and Tourism class at University of Houston
 - P.I. Korea Foundation \$25,000 (2016) - Developing Globalizing Korean Food to N. American Market.
 - P.I. 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.
 - P.I. Korea Food Foundation \$14,000 (2016)- Education fund to develop Korean Cuisine, Culture and Tourism class at the University of Houston
 - P.I. FDIP \$50,000 in 2015 at the University of Houston for developing an Online Executive Master's Program (for completing course materials).
 - P.I. FDIP \$25,000 in 2012 at the University of Houston for developing an 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.
 - P.I. Korean Food Event Fund at the Hilton College - Korean Ministry of Agriculture and Food (2011): \$18,000.
 - P.I. 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.

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

Accepted and Published (Peer Reviewed) Papers:

Park, Y., Shin, M.J., & **Back, K.J.** (2025). Effectively Implementing Technology in Heritage Hotels: Balancing Tradition and Technology. *International Journal of Hospitality Management*. In-Press.

Park, Y., Shin, M.J., & **Back, K.J.** (2025). Effects of Message Concreteness and Self-Relevance on Willingness to Engage in ESG Goals: The Mediating Effects of Temporal Proximity Focus. *Journal of Hospitality and Tourism Management*. In-Press

Suh, T., Shin, M.J., & **Back, K.J.** (2025). Effects of Option Framing on the Purchase of Luxury Hotel Ancillary Amenities Mediated by Anticipated Inaction Regret. *Journal of Hospitality & Tourism Research*. In-Press.

Park, H., Lee, M., **Back, K.J.**, DeFranco, A., Suh, J. (2025). Dynamic roles of hotel mobile application in customer satisfaction and dissatisfaction: Integrating text analytics and impact asymmetry analysis. *International Journal of Contemporary Hospitality Management*. In-Press.

Liu, J., Hao, F., **Back, K.J.**, Zhang, C., & Aman, A.M. (2025). Silver Travel in Golden Age: How GenAI-enabled Virtual Tours Boost Well-being for Older Adults. *Journal of Travel and Tourism Marketing*. In-Press

Mao-Clark, X., Koh, Y., DeFranco, A., & **Back, K.J.** (2024). The Impact of Economic Policies on Creating Restaurant Startups. *Journal of Hospitality and Tourism Research*. In-Press.

Hao, F., **Back, K.J.**, Chon, K. (2024). Age-Inclusive Hospitality and Tourism: Navigating the Metaverse Travel with Avatar. *International Journal of Contemporary Hospitality Management*. In-Press.

Park, Y., Hahn, S., Kim, J., Lee, C.K., & **Back, K.J.** (2024). Developing an integrated resort's (IR) environmental, social, and corporate governance (ESG) measurement scale. *Journal of Global Hospitality and Tourism*. In-Press.

- Back, K.J.** (2024). ESG for the Hospitality and Tourism Research: Essential Demanded Research Area for All. *Tourism Management*, In Press. <https://doi.org/10.1016/j.tourman.2024.104954>.
- Legendre, T., Ding, A., & **Back, K.J.** (2024). A bibliometric analysis of the hospitality and tourism environmental, social, and governance (ESG) literature. *Journal of Hospitality and Tourism Management*. 58, 309-321. <https://doi.org/10.1016/j.jhtm.2024.01.003>
- Park, H.K., Lee, M.W., & **Back, K.J.** (2023). A Critical Review of Technology-driven Service Innovation in Hospitality and Tourism: Current Discussions and Future Research Agendas. *International Journal of Contemporary Hospitality Management*. Vol. 35 No. 12, pp. 4502-4534. <https://doi.org/10.1108/IJCHM-07-2022-0875>
- Back, K. J.**, Lee, C. K., & Shin, M. (2022). A cross-country study of gambling fallacies: South Korea, USA, and Switzerland. *International Journal of Tourism and Hospitality Research*, 36(10), 5-15.
- Park, H., Lee, M., **Back, K.J.**, & DeFranco, A. (2022). Is hotel technology a double-edged sword on customer experience? A mixed-method approach using big data. *Journal of Hospitality & Tourism Research*, In Press. <https://doi.org/10.1177/10963480221132758>.
- Kim, J., Lee, M., Kwon, W., Park, H., & **Back, K.J.** (2022). Why am I satisfied? See my reviews - How online reviews of customers influence their satisfaction. *International Journal of Hospitality Management*, 101, 103111. <https://doi.org/10.1016/j.ijhm.2021.103111>.
- 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*. 63, 1, 19-32.
- 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*. 33, 6, 2117-2136.
- 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.
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Park, C.W., & Back, K.J. (2013). Online Gambling Problems among U.S. 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. (2024). Keynote speaker at the ICASM 2024 conference. ESG Strategies in Global Digitalization, Ulaanbaatar, Mongolia.

Back, K.J. (2024). Opening session speaker at the 2024 ESG Conference. Global Citizenship and ESG Practices. Jeju, Korea.

Back, K.J. (2023). Keynote speaker at IMPACT 2023. ESG and Tourism Development, SHTM, Hong Kong Polytechnic University.

Back, K.J. (2023). Visiting Chair Professor, School of Hospitality and Tourism Management, Hong Kong Polytechnic University.

Back, K.J. (2023). Global Hospitality Leadership sessions, Rikkyo University, Tokyo, Japan.

Back, K.J. (2023). Global Hospitality Leadership sessions, Solbridge International Business School, Daejeon, Korea

Back, K.J. (2023). ESG Strategies and Research, Vietnam National University, Ho Chi Minh, Vietnam

Back, K.J. (2023). ESG and Wellness Tourism, City of Jeju, Korea. Back, K.J. (2023). ESG and Job Satisfaction and Community Engagement, JDC, Jeju, Korea 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. L.G. 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, U.N. 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 U.S. 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 U.S. 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 U.S. 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 U.S. 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 U.H.

- Professional Paper (P.P.) 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 Nguyen, James Bonner, Mauricio Hernandez, Simon Hahn, & Kelly Thomas
- Ph.D. dissertation Chair (completed): Jiseon Ahn, Sohee Park, Minjung Shin, Wooseok Kwon, & Hyekeyung Park
- Ph.D. Committee member (completed): Jookyung Kwon, Sungin Kim, Annie Ding
- Ph.D. Dissertation Chair (ongoing): Yoona Park, Simon Hahn, Taehyun Suh,
- Ph.D. Committee member (ongoing): Maryam Camichal, Rachel Lee
- Post Doc. (completed): Hanlin Xu, Jinkyung Lee, Hyowon Hwang, Sungyoung Ahn, 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 M.S.), 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 (M.S.).
- 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 (M.S.)