

Yeon Sook (Angie) Im

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EDUCATION

Doctor of Philosophy 2022

Hospitality Management, University of Missouri, U.S.A.

- Dissertation title: "Predicting disrespectful tourist behavior: The role of stereotypes about residents, social influence, and psychological entitlement"
- Committee: Dae-Young Kim (chair), Amanda Alexander (co-chair), Pei Liu, Matthew Easter
- Won 2nd place at the STR marketing analysis competition

Master of Business Administration 2009

Sauder School of Business, University of British Columbia, Vancouver, Canada

- Won 1st place at the UBC Green Dragon's Den (Green Business Plan Competition)

Graduate Certificate 2005

Exposition, Convention and Trade Show Management

George Brown College, Toronto, Canada

- Graduated with honor

Bachelor of Arts 2004

French Language and French Literature (major)

English Language and English Literature (minor)

Chonnam National University, Gwangju, South Korea

- Won 2nd place in graduation thesis presentation competition

PUBLICATIONS

Im, A. Y., & Kim, D. Y., (2023). Understanding Disrespectful Tourist Behavior through Tourists' Stereotyped Perceptions, *Journal of Travel Research*, 00472875231209978, Accepted in November 2023.

Im, A. Y., Cho, S., & Kim, D. Y., (2023). The Cost of Rude Customers: Customer incivility and employee performance in the hospitality industry. *Current Issues in Tourism*. <https://doi.org/10.1080/13683500.2023.2294482>, Accepted in December 2023.

Im, A. Y., & Cho, S. (2021). Mediating mechanisms in the relationship between supervisor incivility and employee service delivery in the hospitality industry. *International Journal of Contemporary Hospitality Management*, 34(2), 642-662.

WORKING PAPERS

Im, A. Y., & Kim, D. Y., Feeling envious or disgusted? The contagious effect of tourist misbehavior and the role of shared nationality.

Im, A. Y., & Kim, D. Y., Entitled tourists and moral disengagement: The role of affective response and perceived familiarity towards a destination.

Park, O., Im, A. Y., & Kim, D. Y., Antecedents of Residents' Support for Cruise Tourism in the Bahamas During the Era of COVID-19 Pandemic.

BOOK CHAPTERS

Im, A.Y., & Kim, D. Y. (2023). *The Emerging Workforce in the Hospitality and Tourism: The Idiosyncratic Characteristics of Generation Z in the Workplace*. Routledge Handbook of Trends and Issues in Global Tourism (p. 352-362), New York, NY: Routledge. doi: 10.4324/9781003260790-35

CONFERENCE PRESENTATIONS

Im, A.Y., & Cho, S. (2020). *Students' Perspectives on Experiential Learning in Hospitality Education*. Paper presented at the 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, AZ.

Im, A. Y., & Cho, S. (2020). *Hospitality Employees' Sensemaking of Workplace Incivility*. Poster session presented at the 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, AZ.

Cho, S & Im, A. Y., (2019). *Identifying Customer Delights by Hotel Employees: From Guests Online Reviews*. Paper presented in 2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong, China.

Im, A. Y., & Cho, S. (2019). *The Impact of Customer Delight on Financial Performance in Economy Hotels*. Poster session presented at the 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

RESEARCH EXPERIENCE

Graduate Research Assistant

2018-2022

Hospitality Management, University of Missouri

- Participated in research grant program competition by the Olympic Studies Centre
 - Project title: *Understanding volunteer motivation and experience in the Beijing Olympics 2022: Volunteer segmentation in the cultural context*

Graduate Research Assistant

2017-2018

Asian Affairs Center, University of Missouri

- Enhanced educational program operation by assisting in logistical preparations for incoming international visiting scholars
- Supported global leadership seminars by producing communication materials for visiting scholars, helping them understand the content, and encouraging their active participation
- Assisted in the promotion of cultural diversity and inclusion through researching and providing resources that considered various cultural norms and values of Asian countries

Brand Researcher

2008-2009

Sauder School of Business, University of British Columbia, Vancouver, Canada

- Successfully evaluated marketing campaigns through designing and implementing a brand awareness study, involving three different methodologies and targeting five diverse groups
- Achieved efficiency and accuracy in research survey results through hiring, coordinating, and supervising surveyors
- Effectively analyzed and summarized survey data from various perspectives that considered multiple stakeholder viewpoints to provide an enhanced understanding of customer perceptions of business schools in Canada

TEACHING EXPERIENCE

Instructor

2023

Asian Affairs Center, University of Missouri

- Developed courses for the global leadership program designed for international professionals and government officials
- Instructed topics of sustainable tourism development, destination marketing, and consumer behavior

Instructor

2021-2022

Hospitality Management, University of Missouri

Course: Instructor - Human Resources in Hospitality Management (writing intensive, hybrid)

Course: Co-instructor - Destination Management (in-person)

- Enhanced the student learning experience by developing teaching materials depending on the mode of the class: in-person, online, and hybrid
- Received good evaluations from the students as to having a positive attitude toward students and providing important discussion topics and resources

Teaching Assistant

2018-2021

Hospitality Management, University of Missouri

Course: Human Resources in Hospitality Management (Writing intensive, in-person, online, hybrid)

Course: Finance Management in Hospitality Management (in-person and online)

Course: Introduction to the Lodging Industry (in-person and online)

- Monitored students' progress and assisted students in accomplishing learning objectives
- Updated teaching materials and class activities in accordance with current issues
- Graded research papers, group projects, individual assignments, and exams
- Assisted students in reviewing materials and solving problems

Course: Intersession – Hotel Job Shadowing Program

- Supported program coordination and operation, serving as a liaison between hotels and students
- Coordinated student job shadowing schedules and communication with hotels
- Ensured the achievement of program satisfaction for the participating hotels and students by communicating responsibilities and expectations to both parties
- Graded project assignments and provided feedback to students after collecting comments from hotel managers

Adjunct Instructor of Korean Language

2006-2007

University of Missouri

- Instructed college students in the Korean language while creating effective teaching methods
- Developed curriculum and a framework for instruction to facilitate greater student involvement
- Provided opportunities and resources to assist students in understanding Korean culture, resulting in enhanced learner interest and motivation

OTHER PROFESSIONAL EXPERIENCE

Drury Hotel, Columbia, MO

Intern

2019

- Successfully completed a personalized manager training program by working in multiple departments, shadowing managers
- Ensured guest satisfaction by exceeding service expectations, answering inquiries, and solving problems, which were identified by the general manager

Nokia Networks Korea, Seoul, Korea

Cost and Progress Analyst

2013-2017

- Ensured project profitability by prudently designing budgets, monitoring actual costs, and updating expenditure forecasts for eight different projects

- Received the highest marks on annual performance reviews with commendations for excellence in multiple areas, including report quality, accuracy, and work ethic

Account Operations Manager 2011-2013

- Monitored and updated sales forecasts, cash flow, and budget plans on a biweekly basis by working closely with other departments, including sales, finance, logistics, and service
- Provided logistics support for various events entailing an annual customer workshop for three leading Korean telecom providers, international visitors, and a CEO press conference
- Enhanced team communication by translating customer proposals, technical descriptions, and CEO briefings and creating email messages and presentation materials

Asian Affairs Center, University of Missouri, Columbia, MO

Program Coordinator 2005-2007

- Organized, facilitated and instructed career enhancement and cultural immersion programs for college students, public officials, and journalists
- Enhanced program operation by recruiting and managing staff members and local mentors
- Ensured program quality by recruiting, selecting, and evaluating program participants
- Increased cultural awareness by coordinating cultural activities and creating multimedia materials and publications for cultural events
- Promoted economic development initiatives related to Asia by arranging annual conferences and site visits for over 50 visiting scholars and state public officials
- Enhanced educational opportunities through the creation of promotional materials including brochures and films for Korean and other Asian universities, businesses, and government entities
- Strengthened alumni relationships by developing online communication methods

IIDEX NeoCon Canada, Toronto, Canada

Trade Show Management Intern 2005

- Assisted in events preparation by researching potential clients, and creating newsletters
- Ensured stability in office operation by providing support to leadership and staff

CERTIFICATION

Certification in Hotel Industry Analytics (CHIA), STR 2018

Certification in Online Teaching, University of Missouri 2020

PROFESSIONAL DEVELOPMENT

- Completed The Science of Well-being 2021
 - Online course authorized by Yale University

COMMUNITY INVOLVEMENT

Columbia Public Schools, Columbia, MO 2017-2022

Volunteer - Korean Interpreter

Young professional Amateur Theater, Seoul, South Korea 2011-2016

Actor and staff

WorldSkills International Competition

Volunteer - Korean interpreter

- *Calgary, Canada* 2009
- *London, United Kingdom* 2011
- *Leipzig, Germany* 2013

