

Yeon Sook (Angie) Im

Assistant Professor | Hospitality and Food Industry management Program
Department of Agricultural & Applied Economics
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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, Ph. D. (chair), Amanda Alexander, Ph. D. (co-chair), Pei Liu, Ph. D., and Matthew Easter, Ph. D.
- 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

RESEARCH INTEREST

Consumer behavior, Organizational behavior, Business digital ethics, Positive psychology, Leadership, Marketing, Rural tourism, Community support

PUBLICATIONS (Referred Journal Articles)

Im, A. Y., & Kim, D. Y. (2024) Feeling envious or disgusted? The contagious effect of tourist misbehaviour and the role of shared nationality, *Current Issues in Tourism*, DOI: 10.1080/13683500.2024.2408577.

Park, O., **Im, A. Y., & Kim, D. Y.** (2024). Antecedents of Residents' Support for Cruise Tourism in the Bahamas During the Era of COVID-19 Pandemic, *International Journal of Tourism Cities*, 10(3), 957-973.

Im, A. Y., Cho, S., & Kim, D. Y. (2024). The cost of rude customers: customer incivility and employee performance. *Current Issues in Tourism*, 27(13) 2031-2047.

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

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.

EXTENSION AND OTHER PUBLICATIONS (*denotes student co-author)

Daniel, J., Im, A.Y., & Campbell, B. (2024). Georgia Farm Gate Value 20-Year Trends-Agritourism and U-Pick (AGECON-24-05-07).

Im, A.Y., Amusan*, M., Salazar, & J. Rema, D. (2024). Georgia Agritourism Economy Indicators (AGECON-24-04-PR).

Daniel, J., Im, A.Y., & Remar, D. (2024). 2022 Georgia Agricultural Census: Agritourism & Direct Marketing (AGECON-24-01-14).

Salazar, J., & Im, A.Y., (2024) 2024 Georgia AG Forecast Series: Agritourism, Hospitality, and Travel 2024, 2024 (AP130-2-140).

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

WORKING PAPERS

“Power Dynamics and Contagious Effect of Tourist Misbehavior”

“Entitled tourists and moral disengagement: The role of affective response and perceived familiarity towards a destination”

“Agritourism Intentions to participate in agritourism experiences as explained through constraints, the theory of planned behavior, and previous experience”

“Measuring corporate digital responsibility in the hospitality and tourism industry”

RESEARCH PRESENTATIONS

Im, A. Y., & Kim, D. Y. (July 2024). *Tourists' psychological entitlement and moral disengagement: the role of negative affectivity toward a destination*. Annual Conference of International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference, Montreal, Canada.

Im, A. Y., & Kim, D. Y. (May 2024). Echoes of tourist misbehavior: the role of affective responses and power dynamics. Annual Conference of APAC Council on Hotel, Restaurant, and Institutional Education (ApacCHRIE) Conference, Seoul, South Korea.

Im, A.Y., & Cho, S. (January 2020). *Students' Perspectives on Experiential Learning in Hospitality Education*. Paper presented the 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, AZ.

Im, A. Y., & Cho, S. (January 2020). *Hospitality Employees' Sensemaking of Workplace Incivility*. Poster session presented at the 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, AZ.

Cho, S & Im, A. Y., (May 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. (January 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.

EXTENSION / OUTREACH PRESENTATIONS

Agritourism: A Catalyst for Community Development (January 2024), 2024 Extension Conference

TEACHING AND RESEARCH EXPERIENCE

Global Leadership Program 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

Co-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)

Graduate Research Assistant

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)

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

Graduate Research Assistant

Hospitality Management, University of Missouri

2018-2022

- 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*

Asian Affairs Center, University of Missouri

2017-2018

- 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

Adjunct Instructor of Korean Language 2006-2007

2006-2007

University of Missouri, Columbia, 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, Missouri

Intern

2019

- Successfully completed a personalized manager training program by working in multiple departments, shadowing managers
- Ensured guest satisfaction by exceeding service expectations, answering inquires, 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

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

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
 - 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

COMMUNITY INVOLVEMENT

- Columbia Public Schools, Columbia, MO** 2017-2022
- Volunteer - Korean Interpreter

WorldSkills International Competition

- Volunteer - Korean interpreter 2009
- Calgary, Canada

- London, United Kingdom 2011
- Leipzig, Germany 2013

PROFESSIONAL SERVICE

Peer Reviewer for Journals: Journal of Food Distribution Research, Journal of Hospitality and Tourism Management, International Journal of Hospitality and Tourism Administration
Peer Reviewer for Conference: 2024 ICHRIE Conference, 2025 SECSA Conference

COURSES TAUGHT

Hospitality Human Resources Management (HFIM 3150)
Hospitality Law and Liability (HFIM 3180)
Hospitality Financial Management (HFIM 3210)
Lodging Sales and Revenue Management (HFIM 4670)
Hospitality Management Internship | Food and Beverage Management Internship | Facilities Management Internship | Hotel and Lodging Management Internship (HFIM 3910, 3912, 3913, 3914)
Mater's Thesis (AAEC 7000, 7300)

ADVISING

Faculty Advisor for 2024 STR & ICHRIE Americas Student Market Study Competition (November 2024)