
Chihyung Ok, Ph.D.

Department of Hospitality Management and Dietetics
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Kansas State University
Manhattan, Kansas 66506
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Education:

Doctor of Philosophy

August 2004 Kansas State University, Manhattan, Kansas
Department of Hospitality Management and Dietetics
Major: Hospitality Marketing and Service Management
Dissertation Title: *The Effectiveness of Service Recovery and Its Role in Building Long-term Relationships with Customers in a Restaurant Setting*
Committee Co-Chair: Dr. Carol W. Shanklin and Dr. Ki-Joon Back

Master of Science

December 1998 Florida International University, North Miami, Florida
School of Hospitality and Tourism Management
Also earned the Bachelor of Science degree (2000)

Bachelor of Science

February 1995 Sejong University, Seoul, Korea
Department of Tourism Management

Teaching & Research Experiences:

Fall 2006 – Present

Assistant Professor

Dept. of Hospitality Management and Dietetics

Kansas State University, Manhattan, Kansas

HMD 985 Advanced Research Methods

HMD 975 Research and Applied Theories in Consumer Behavior in Foodservice and Hospitality Management

HMD 990 Dissertation Proposal Seminar

HMD 895 Cost Controls in Hospitality and Foodservice Systems

HMD 885 Seminar in Foodservice and Hospitality Management

HMD 820 Strategic Management and Case Studies in Hospitality Management

HMD 810 Research Methods for Foodservice and Hospitality Management

HMD 664 Lodging Management Theory

HMD 424 Hospitality Marketing and Sales

HMD 422 Cost Controls in Hospitality Operations

Certified Graduate Faculty (2009)

Academic advising: (40 undergraduate students; 7 doctoral students)

Fall 2005 – Spring 2006

Visiting Assistant Professor

Dept. of Hospitality Management and Dietetics

Kansas State University, Manhattan, Kansas

Fall 2004 – Summer 2005

Research Associate

Information Technology Assistance Center

Kansas State University, Manhattan, Kansas

Converted an on-site course to an online format

Fall 2003 – Spring 2004

Graduate Teaching Assistant

Dept. of HMD, Kansas State University, Manhattan, Kansas

HMD 340 Contemporary Issues in Controlled Beverages

HMD 341 Principles of Food Production Management

HMD 342 Food Production Management (Lab)

HMD 424 Hospitality Marketing and Sales

Fall 2000 – Summer 2003

Graduate Research Assistant

Dept. of HMD, Kansas State University, Manhattan, Kansas

Assisted in developing web-based interdisciplinary modules to teach solid waste/residue management in the food chain.

Teaching Interests:

- Hospitality and Tourism Marketing
- Research Methods
- Hospitality Management Strategies (Case Studies)
- Cost Controls (Managerial Accounting) in Hospitality Operations
- Lodging Management using the Hotel Operational Training Simulation

Research Interests:

- Customer Satisfaction/Dissatisfaction and Relationship Management
- Customer Complaint, Service Recovery, and Switching Behavior
- Customer and Employee Relationships – Rapport, Customer Orientation of Service Employee, and Interpersonal Citizenship Behavior
- Seniors' Attitudes and Behaviors in Hospitality Product/Service Consumption
- Residents' Satisfaction and Well-being in Continuing Care Retirement Communities

Industry Experiences:

- Cook, Outback Steakhouse, PembrokePines, Florida (1998 – 1999)
- Tour Guide, Koram Tour and Travel Co., Miami, Florida (1997 – 1998, part time)
- Military Service, Youn-Chun Kun, Korea (1989 – 1992)
- Volunteer Service, 1988 Seoul Olympic Games, Seoul, Korea
 - Trained and served as a bell staff at the Olympic Family Town (Jul. – Sept. 1988)

Research Funding and Grant Activities:**Proposals Funded:**

- Roberts, K.R., **Ok**, C., & Pesci, P.H. (2010). *Development of a hospitality models for application to the military sector*. SAF-America and American Dream Development. Funding: \$15,000
- Bakar, A.A., & **Ok**, C. (2009). *Customer orientation of service employees, rapport and social relationship: Influences on residents' satisfaction and well-being*. Perry & Virginia Peine Excellence for Aging Initiative. Funding: \$4,227
- Yen, W.S., & **Ok**, C. (2009). *The effects of customer orientation of service employees on job satisfaction, commitment and organizational citizenship behaviors in continuing care retirement communities*. Perry & Virginia Peine Excellence for Aging Initiative. Funding: \$4,227
- Ok**, C. (2008). *Senior residents' satisfaction and well-being in continuing care retirement communities*. Agricultural Experiment Station, Kansas State University (Oct. 2008 – Sept. 2013). Funding: \$ 250,000 (estimated)
- Ok**, C. (2008). *Retiring to a college town: Identification of motivation factors & assessment of the attractiveness of communities in proximity to a college town*. College of Human Ecology, Kansas State University. Funding: \$4,517
- Yen, W.S., & **Ok**, C. (2008). *Foodservice employees' job satisfaction and dissatisfaction in continuing care retirement communities*. Perry & Virginia Peine Excellence for Aging Initiative. Funding: \$3,180
- Ok**, C. (2007). *Exploring the roles of residents' interpersonal relationships with employees and socializing with other residents at the senior service facilities*. Center on Aging, Kansas State University. Funding: \$2,500

Proposals Submitted:

- Ok**, C. (2011). *Share or not to share: Understanding of employee knowledge sharing*. Harrah Research Grant Program. Fund requested: \$23,547, not supported
- Ok**, C. (2010). *Hotel guests' attitude and behaviors and green brand equity in the hospitality management*. Harrah Research Grant Program. Fund requested: \$38,500, not supported
- Ok**, C. (2008). *Retiring to a college town: Identification of motivation factors & assessment of the attractiveness of communities in proximity to a college town*. College of Human Ecology, Kansas State University. Fund requested: \$17,508, not supported

Grant Activities (As a team member):

Aug. 2006 – Sept. 2008

- Co-Principle Investigator with Carol W. Shanklin, Ph.D.

- Title: *Food as an Essential Contributor to the Quality of Life for Older Adults: Evaluating Service Quality in the Institutional Foodservice Establishments.*
- Funded by Agricultural Experiment Station, Kansas State University

Dec. 2004 – Jul. 2005

- Project team member with Rebecca Gould, Ph.D., R.D. and Laura McKnight, M.S.
- Title: *Conversion of First Choice to First Choice Online.*
- Sponsored by the National Food Service Management Institute.
- Major Responsibilities:
 - Developing instructional materials
 - Designing delivery methods (content, audio and video files)
 - Developing an evaluation form for instructors

Aug. 2000 – Jul. 2003

- Project team member with Carol W. Shanklin, Ph.D., R.D., Kyung-Eun Lee, Ph.D.; Hui-Chun Huang, M.S.; Sunny (Sunhee) Seo, M.S. and Sandra, Flores, Ph.D.
- Title: *Development of web-based interdisciplinary modules to teach waste management in the food chain.*
- Sponsored by the United States Department of Agriculture Challenge Grant.
- Major responsibilities:
 - Content development for the cost analysis of waste management
 - Case study development (5 cases)
 - Web-site development and Web content accessibility
(<http://www.ksre.ksu.edu/swr/home/welcome.htm>)

Publications (Peer-Reviewed):

- Lee, J., & **Ok**, C. (accepted). Reducing burnout and enhancing job satisfaction from emotional labor: The critical role of hotel employees' emotional intelligence. *International Journal of Hospitality Management*.
- Kim, W., **Ok**, C., & Canter, D.D. (2012). Value-driven customer share of visits. *The Service Industries Journal*, 32(1), 37-58.
- Kim, W., **Ok**, C., & Canter, D.D. (2012). Moderating role of a priori customer-firm relationship in service recovery situations. *The Service Industries Journal*, 32(1), 59-82.
- Kim, W., **Ok**, C., & Gwinner, K. (2010). The antecedent role of customer-to-employee relationships in the development of customer-to-firm relationships. *The Service Industries Journal*, 30(7), 1139-1157.
- Kim, W., & **Ok**, C. (2010). Customer orientation of service employees and rapport: Influences on service outcome variables in full-service restaurants. *Journal of Hospitality & Tourism Research*. 34(1), 34-55.
- Kim, W., **Ok**, C., & Canter, D.D. (2010). Contingency variables for customer share of visits to full-service restaurants. *International Journal of Hospitality Management*, 29(1), 136-147.

- Kim, W., **Ok**, C., & Lee, M.J. (2009). Antecedents of service employee's organizational citizenship behaviors in full-service restaurant in Korea. *Cornell Hospitality Quarterly*, 50(2), 180-197.
- Kim, W., & **Ok**, C. (2009). The effects of relational benefits on customers' perception of favorable inequity, affective commitment, and repurchase intention in full-service restaurants. *Journal of Hospitality & Tourism Research*, 33(2), 227-244.
- Ok**, C., Shanklin, C.W., & Back, K. (2008). Generalizing survey results from student samples: Implications from service recovery research. *Journal of Quality Assurance in Hospitality & Tourism*, 8(4), 1-23.
- Ok**, C., Back, K., & Shanklin, C.W. (2007). Mixed findings on the service recovery paradox. *The Service Industries Journal*, 27(6), 671-686.
- Ok**, C., Back, K., & Shanklin, C.W. (2006). Service recovery paradox: Implications from an experimental study in a restaurant setting. *Journal of Hospitality & Leisure Marketing*, 14(3), 17-33.
- Ok**, C., Back, K., & Shanklin, C.W. (2006). Dimensional roles of justice on post-recovery overall satisfaction and behavioral intentions: Tests of casual dining experiences. *Journal of Foodservice Business Research*, 8(3), 3-22.
- Ok**, C., Back, K., & Shanklin, C.W. (2005). Modeling roles of service recovery strategy: A relationship-focused view. *Journal of Hospitality and Tourism Research*, 29(4), 484-507.
- Shanklin, C.W., Huang, H., Lee, K.E, **Ok**, C., Seo, S., & Flores, S.A (2003). Developing web-based interdisciplinary modules to teach solid waste/residue management in the food chain. *Journal of Food Science Education*, 2, 46-52.

Conference Proceedings and Presentations (Peer-Reviewed):

- Choi, S., & **Ok**, C. (2012). Travelers' information adoption behaviors on travel review websites. *The 17th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.
- Lee, J., & **Ok**, C. (2012). Empirical analysis of the relationships among core self-evaluations, psychological climate, and employee engagement in the hotel setting. *The 17th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.
- Lee, J., & **Ok**, C. (2012). The moderating effect of employees' emotional intelligence on the relationship between emotional labor and turnover intention in the hotel industry. *The 17th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.
- Yen, W., & **Ok**, C. (2012). Moderating effects of leader-member exchange in relationships between value congruences and work outcomes in continuing care retirement communities. *The 17th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.

- Choi, Y., & **Ok**, C. (2011). Effects of conference attendees' perceived performance on behavioral consequences: An empirical study at PCMA conference. *2011 I-CHRIE Annual Conference and Expo*.
- Lee, J., & **Ok**, C. (2011). The mediating role of burnout & moderating effect of emotional intelligence on the relationship between hotel employees' emotional dissonance and service sabotage. *2011 I-CHRIE Annual Conference and Expo*.
- Ok**, C., Choi, Y., & Hyun, S.S. (2011). Roles of brand value perceptions in the development of brand credibility and brand prestige. *2011 I-CHRIE Annual Conference and Expo*.
- Choi, J.W., & **Ok**, C. (2011). Food-related personality traits toward street food in Korea: Cross cultural study. *2011 KATHEA Annual Conference*.
- Choi, J.W., & **Ok**, C. (2011). The effect of online restaurant reviews on diners' visit intention: A comparative analysis of expert vs. peer reviews. *The 16th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.
- Choi, S.Y., & **Ok**, C. (2011). The Kano's method: Mature customers' perceived service level and satisfaction with restaurant service. *The 16th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.
- Choi, Y., & **Ok**, C. (2011). Evaluating relationships among brand experience, brand personality, brand prestige, brand relationship quality, and brand loyalty: An empirical study of coffeehouse brands. *The 16th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.
- Lee, J., & **Ok**, C. (2011). Effects of workplace friendship on employee job satisfaction, organizational citizenship behavior, turnover intention, absenteeism, and task performance. *The 16th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.
- Lee, J., & **Ok**, C. (2011). *The Moderating effects of emotional Intelligence on the relationship between emotional labor and service behavior among hotel employees*. Paper presented at the K-State Research Forum, Kansas State University.
- Yen, W., & **Ok**, C. (2011). Effects of person-job fit and person-organization fit on work attitudes and organizational citizenship behaviors of foodservice employees in the continuing care retirement communities. *The 16th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.
- Choi, J.W., Lee, A.J., & **Ok**, C. (2010). An examination of consumers' risk perception toward street foods and effects on attitude and repurchase intention. *The 15th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*. pp. 21-33.

- Ok, C., & Kim, W.** (2009). Attributional influences in the formation of post-recovery overall satisfaction and behavioral intentions, pp. 324-327. *2009 Asia Pacific Tourism Association*. Incheon, Korea
- Bakar, A., & **Ok, C.** (2009). The role of customer orientation of service employees on senior residents' satisfaction and psychological well-being. *The 14th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.
- Kim, W., **Ok, C.**, & Canter, D.D. (2009). Service recovery expectation, disconfirmation, and recovery satisfaction: Moderating role of a priori relationship. *The 14th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.
- Lee, J.H., & **Ok, C.** (2009). Effects of the situational variables on managers' leadership and employees' organizational citizenship behavior. *The 14th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.
- Kim, W., **Ok, C.**, & Lee, M.J. (2008). Antecedents of service employee's organizational citizenship behaviors in foodservice businesses. *2008 I-CHRIE Annual Conference and Expo*. **Invited presentation as the best conference paper winner at the 13th Annual Graduate Education and Graduate Students Research Conference.**
- Kim, W., **Ok, C.**, & Lee, M.J. (2008). Antecedents of service employee's organizational citizenship behaviors in foodservice businesses. *The 13th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, pp. 1657-1669. **Best Paper Award.**
- Lee, S., & **Ok, C.** (2008). Foodservice employees' job satisfaction and dissatisfaction in continuing care retirement communities. *The 13th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, pp. 1536-1538.
- Ok, C.**, & Barrett, B. (2007). The need of education on college student alcohol consumption: A proposal for contribution from hospitality/tourism programs. *2007 I-CHRIE Annual Conference and Expo*.
- Kim, W., & **Ok, C.** (2007). The moderating role of relationship communality in the customer satisfaction and repurchase intention formation process. *2007 I-CHRIE Annual Conference and Expo*.
- Kim, W., & **Ok, C.** (2007). An empirical investigation on the transformation model from the customer-to-employee relationship to the customer-to-firm relationship. *Proceedings of the 12th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, pp. 707-718.
- Lee, S., & **Ok, C.** (2007). Exploring the role of dining experiences on residents' satisfaction with assisted living facilities. *Proceedings of the 12th Annual*

Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, pp. 1257-1261.

- Ok, C., Back, K., & Shanklin, C.W.** (2006). Using college students as subjects in experimental study: Do student responses reflect those of other consumers? *Proceedings of the I-CHRIE Annual Conference and Expo*, pp. 284-292.
- Ok, C., Back, K., & Shanklin, C.W.** (2005). Tests of dimensional roles of justice on post-recovery overall satisfaction and behavioral intentions. *Asia Pacific Tourism Association 11th Annual Conference*, Goyang, South Korea.
- Ok, C., Back, K., & Shanklin, C.W.** (2005). Service Recovery Paradox: Implications from an experimental study in a restaurant setting. *Proceedings of the 10th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, pp. 713-721. **Best Paper Award in Foodservice Area.**
- Ok, C., Back, K., & Shanklin, C.W.** (2004). The updating role of service recovery on customers' overall satisfaction and behavioral intentions. *Proceedings of the 9th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, pp. 597-607.
- Ok, C., Shanklin, C.W., & Back, K.** (2003). Restaurant customer reactions to service recovery and behavioral intentions. *Proceedings of the 8th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, pp. 522-526.
- Shanklin, C.W., Huang, H., Lee, K.E, **Ok, C.**, & Seo, S. (2003). Development of web-based interdisciplinary modules to teach waste management in foodservice management courses. *Proceedings of the 8th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, pp. 604-607.

Book/Chapter in Book:

- Ok, C., & Shanklin, C.W.** (2005). Environmental Impacts of Travel and Tourism. In J. M. Poynter (Ed.), *TRAVEL AND TOURISM (Vol. 2)*. Denver, CO: Leromi Publishing.
- Shanklin, C., Huang, H., & **Ok, C.W.** (2004). *Environment issues impacting foodservice & lodging operations (3rd)*. Kansas State University. Manhattan, Kansas.

Work in Progress:

- Customer - employee interpersonal relationship and rapport
- Employee's job satisfaction, organizational commitment, and customer orientation
- Senior residents' satisfaction in continuing care retirement communities
- Emotional labor and intelligence
- Employee knowledge sharing behavior

Academic Honors and Awards:

- Who is Who in America , 63rd ed., Marquis Who's Who in America , 2009

- **Best conference paper** at the 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Orlando, FL, 2008
- **Best conference paper** in foodservice area at the 10th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, 2005
- The Lois Mae and Charles H. Beasley Scholarship, 2003.
- The Elizabeth Perry Miles Memorial Scholarship, 2002, 2003.
- The Merna M. Zeigler and Val Zeigler Student Grant Fund, 2002.
- Dean's Honor List, Florida International University, Miami, Florida, 2000.
- Employee of the month, Outback Steakhouse, PembrokePines, Florida, 1998.
- The Outstanding Student Scholarship by the Korean Tourism Association, 1994.

Department, College, & University Services:

Department

- Co-Advisor, Eta Sigma Delta (The International Hospitality Honor Society, 2011 - present)
- Chair, HMD Faculty Search Committee (2012)
- HMD Curriculum Committee (2006 – present)
- Webmaster, Hospitality Management & Dietetics (2005 – present)
- HMD Faculty and Staff Search Committees (Four)
- HMD Department Head Search Committee (2010)
- HMD Department Head Review Committee (2009)

College & University

- The College of Human Ecology Diversity and Internationalization (2011 – present)
- Faculty Advisor, Korean Student Association at Kansas State University (2010 – present)
- Committee on Technology, College of Human Ecology (2008 – present)
- Information Resource Management Council, Kansas State University (2007 – present)
- Judge, The K-State Research Forum, Kansas State University (2010; 2011)
- Faculty Senate Committee on Technology, Kansas State University (2007 – 2011)
- The Academic Affairs Committee (2006 – 2007)

Professional Memberships and Service Activities:

Professional Membership

- Member, The Korea America Hospitality & Tourism Educators Association (KAHTEA, 2010 – present)
- Member, Asia Pacific Tourism Association (APTA, 2008 – present)
- Member, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE, 2005 – present)
- Member, Kansas, Oklahoma, Missouri, and Arkansas Chapter of ICHRIE (2005 – present)

Professional Services

- Secretary, KOMA chapter of the ICHRIE (2011 – present)
- General Secretary & Chief Administrative Officer, KAHTEA (2010 – present)

Editorship

- Book Review Editor, Journal of Hospitality Marketing and Management (2012 – present)
- Editor, Proceedings of 2011 KAHTEA Conference, Las Vegas, Nevada, USA
- Editorial Board, Journal of Hospitality Marketing and Management (2010 – 2011)
- Editorial Board, Korean Academic Society of Hospitality Administration (2009 – present)

Manuscript Reviewer

- Ad Hoc Reviewer, The Service Industries Journal (2011 – present)
- Ad Hoc Reviewer, Journal of Hospitality and Tourism Research (2011 – present)
- Ad Hoc Reviewer, Journal of Quality Assurance in Hospitality and Tourism (2011 – present)
- Ad Hoc Reviewer, Journal of Travel and Tourism Marketing (2010 – present)
- Ad Hoc Reviewer, International Journal of Hospitality Management (2009 – present)

Conference Paper Reviewer

- KAHTEA Conference (2011 – present)
- Asia Pacific Tourism Association (2010 – present)
- Asia Pacific CHRIE (2009)
- Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism (2006 – present)
- International CHRIE Conference (2006 – present)

Professional Development Activities

- Meeting Students Where They Are. Seventh Annual Teaching Retreat. Center of the Advancement of Teaching and Learning, Jan. 12., 2010
- James R. Coffman Leadership Institute. School of Leadership Studies, Kansas State University. Aug. 2009