

KYUNG-HYAN ANGIE YOO

Communication Department, William Paterson University
Hamilton Hall 108, 300 Pompton Road, Wayne, NJ 07470
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ACADEMIC POSITIONS

Director, SMART (Social Media Applications, Research, and Teaching) Lab, William Paterson University (Fall 2020 – Present)

Professor, William Paterson University (Fall 2019 – Present)

Interim Assistant Chair, Department of Communication, William Paterson University (Spring 2021)

Graduate Program Director, M.A. in Professional Communication, William Paterson University (Fall 2015 – Spring 2020)

Associate Professor, William Paterson University (Fall 2015 – Spring 2019)

Assistant Professor, William Paterson University (Fall 2010 – Spring 2015)

Adjunct Instructor, University of Houston, Houston, TX (Fall, 2009)

EDUCATION

Texas A&M University, College Station, TX (May 2010)

Ph. D. in Tourism Science focusing on online communication and information technology.

Advisor: Dr. Ulrike Gretzel

Dissertation: Effects of Virtual Agents on Travel Recommender System Credibility and Liking

New York Institute of Technology, New York, NY (May 2001)

M.A. in Communication focusing on Advertising & Public Relations

Kyung Hee University, Korea (Feb. 1998)

B.A. in French Language and Literature

RESEARCH

GRANTS

Fulbright-Hays Group Projects Abroad (GPA) to South Korea (2024)

- Co-PI, Funded by the U.S. Department of Education.
- \$168,280

The Seed for Engagement, Education, and Development (SEED) of the Korean Studies at WPUNJ (2020 – 2023)

- Collaborative Researcher
- Korean Studies Promotion Service (KSPS) by the Academy of Korean Studies, the Ministry of Education in South Korea.
- 3-year Total Fund: KRW 240,000,000 (=Approximately US \$248,930)

Center for Creative Activity & Research Summer Grant, William Paterson University (2017~2020)

- \$1200 for two research projects- Online review credibility & COVID-19 and Tourism (2020)
- \$1,458 for the 2018 Winter Olympic research project conference presentation (2019)
- \$1,500 for two research projects - Social media in event experience & crisis responses on Twitter (2018)
- \$1,000 for PR ethic research project data collection (2017)

Career Development, William Paterson University (2018).

- \$1,295.60 grant for the research project about Quiet Quitting Trends of PR professionals (2023).
- \$1,076.21 grant for two research projects (Social media in tourist experience & fake review).

Alumni Association's Distinguished Visiting Professorship Award (2015)

- \$6,000 grant for the inaugural Social Media Research Summit on April 10, 2015

Korean Culture Festival Grant by Korea Foundation (2014; 2016)

- \$4,000 grant (\$2,000 for 2014 and 2016 respectively) to support Korea-related events and activities.

PUBLICATIONS

Google Scholar profile: <https://scholar.google.com/citations?user=XykHfU0AAAAJ&hl=en>

H-index: 23, i10-index: 29, Citation: 5813

Journal Articles**Published**

- Oh, S. K., Yoo, K.-H., & Owlett, J. (2021). Focusing on the public in public relations: The importance of person-centered messages (PCMs) in crisis communication. *Journal of International Crisis and Risk Communication Research*, 4(1), 93–128. <https://doi.org/10.30658/jicrcr.4.1.4>
- Lee, S., Lee, W. & Yoo, K.-H. (2020). Millennial Ride-Share Passengers' Pro-Sustainable Behaviors: Norm-Activation Perspective. *Asia Pacific Journal of Tourism Research*, 25(1), 15-26.
DOI: 10.1080/10941665.2019.1578811 – Journal's 5-Year Impact Factor: 4.9
- Koo, C., Yoo, K. H., Lee, J. N., & Zanker, M. (2016). Special section on generative smart tourism systems and management: Man-machine interaction. *International Journal of Information Management*, 6(36), 1301-1305. – Journal's 5- Year Impact Factor: 19
- Yoo, K.-H., & Lee, W. (2015). Use of Facebook in the U.S. Heritage Accommodations sector: An Exploratory Study. *Journal of Heritage Tourism*, 10 (2), 191-201. – Journal's 5-Year Impact Factor: 3.2

- Yoo, K.-H., & Kim, J.R. (2013) How the U.S. state tourism offices use online newsrooms and social media in media relations. *Public Relations Review*, 39, 534-541 – Journal's 5- Year Impact Factor: 4.7
- Yoo, K.- H., & Gretzel, U. (2011). Influence of Personality on Travel-Related Consumer Generated Media Creation. *Computers in Human Behavior*, 27(2), 609-621. – Journal's 5-Year Impact Factor: 6.8
- Yoo, K.-H., & Gretzel, U. (2010). Antecedents and Impacts of Trust in Travel-Related Consumer Generated Media. *Information Technology & Tourism*, 12(2), 153-173. – Journal's 5-Year Impact Factor: 6.2
- Yoo, K. -H., & Gretzel, U. (2008). What Motivates Consumers to Write Online Travel Reviews? *Information Technology & Tourism*, 10(4), 283-295– Journal's 5-Year Impact Factor: 6.2
- Yoo, K. -H., & Gretzel, U. (2008). The Influence of Perceived Credibility on Recommendation Source Preference. *Information Technology & Tourism*, 10(2), 133-146. – Journal's 5-Year Impact Factor: 6.2

In Progress

- Yoo, K.-H., Gretzel, U, Jiang, H. & Kim, J.R. (in progress). PR Ethics: Western vs. Non-western Perspectives. To be submitted to *Journal of Business Ethics*.
- Yoo, K. -H., Gretzel, U., & Lee, W. (in progress) Cues Travelers Look for when Processing Online Travel Reviews. To be submitted to *Journal of Travel & Tourism Marketing*.
- Yoo, K.-H. (in progress). Effects of Virtual Agents on Travel Recommender System Evaluations. To be submitted to *Computers in Human Behavior*.

Books

- Gretzel U. & Yoo, K.-H. (Under Contract). *The Reputation Economy in Tourism*. Channel View Publications.
- Yoo, K., -H., Gretzel, U., & Zanker, M. (2012). *Persuasive Recommender Systems: Conceptual Background and Implications*. New York, NY: Springer

Book Chapters

- Yoo, K.-H. & Choi, J.-A. (2021). Trust in E-Tourism: Antecedents and Consequences of Trust in Travel-Related User-Generated Content. *Handbook of E-Tourism*. (pp. 1-27). Springer.
- Yoo, K.-H. & Lee, W. (2018). Facebook Marketing by Hotel Groups: Impacts of post content and media type on fan engagement. In Sigala, M., Christou, E. & Gretzel, U. (Eds.). *Advances in Social Media for Travel, Tourism and Hospitality: New Perspectives, Practice and Cases* (pp.131-146). Ashgate Publishing Group
- Kim, J. R., & Yoo, K.-H. (2017). Going Nuts Over Nuts: The Korean Air Ramp Return Crisis. In A.M. George & K. Kwansah-Aidoo (Eds). *Culture and Crisis Communication: Transboundary Cases from Nonwestern Perspectives* (pp.225-239). Hoboken, NJ: John Wiley & Sons, Inc.

- Gretzel, U., & Yoo, K.-H. (2017). Social Media in Hospitality and Tourism. In S. K. Dixit (Ed.). *The Routledge Handbook of Consumer Behaviour in Hospitality and Tourism* (pp.339-346). New York: Routledge.
- Yoo, K.-H., & Gretzel, U. (2016). The Role of Information and Communication Technologies (ICTs) in Marketing Tourism Experiences. In M. Sotiriadis & D. Gursoy (Eds.). *The Handbook of Managing and Marketing Tourism Experiences* (pp.409-428). UK: Emerald Group Publishing Limited.
- Yoo, K.-H., Sigala, M., & Gretzel, U. (2016). Exploring TripAdvisor. In Egger R., & Gula I. (Eds.), *Open Tourism – Open Innovation, Crowdsourcing and Collaborative Consumption challenging the tourism industry* (pp.239-255). New York: Springer
- Yoo, K.-H., Gretzel, U. & Zanker, M. (2015). Source Factors on recommender system credibility evaluations. In F. Ricci, L. Rokach, B. Shapira & P. B. Kantor (Eds.), *Recommender Systems Handbook 2nd edition* (pp.689-714). New York: Springer.
- Gretzel, U. & Yoo, K.-H. (2014). Premises and Promises of Social Media Marketing in Tourism. In McCabe, S. (Ed), *The Routledge Handbook of Tourism Marketing*. (pp.491-504). New York: Routledge
- Yoo, K. -H., & Gretzel, U. (2012). Use and Creation of Social Media by Travelers. In Sigala, M., Gretzel, U., & Christou, E. (Eds.), *Social Media in travel, tourism and hospitality: theory, practice and cases* (pp.189-205). Ashgate Publishing Group
- Yoo, K.-H. & Gretzel, U. (2011). Creating more credible and persuasive recommender systems: The influence of source characteristics on recommender system evaluations. In F. Ricci, L. Rokach, B. Shapira & P. B. Kantor (Eds.), *Recommender Systems Handbook* (pp. 455-477). New York: Springer.

Non-Refereed Articles, Reviews & Commentaries

Book Reviews

- Yoo, K., -H. (2013). Tourism Informatics: Visual Travel Recommender Systems, Social Communities, and User Interface Design. *Information Technology & Tourism*, 13(2)
- Yoo, K., -H. (2012) *Alternative Media in Marketing and Advertising*. Thousand Oaks, CA: SAGE publications

Published Abstracts and Proceedings

- Park, H., Won, J., & Yoo, K.-H. (2021) Public Perception During an Influencer-induced Paracrisis. *Proceedings of the Korea Advertising Society Conference 2021*. South Korea
- Yoo, K.-H. (2019). International Travelers' Social Media Use and Impacts during 2018 Pyeng Chang Winter Olympics. *Asia Pacific Tourism Association Conference 2019*, Danang, Vietnam.
- Yoo, K.-H. & Mera, G. (2018). Real-time Social Media Engagement and Millennials' Event Experience. *Proceedings of the 2018 25th International Public Relations Research Symposium BLEDCOM2018*. Slovenia

- Owlett, J., Oh, S.-K., & Yoo, K.-H. (2018). Evaluating Crisis Responses on Twitter: Perspectives from Situational Crisis Communication Theory and Person-centered Messages. *Proceedings of the 2018 25th International Public Relations Research Symposium BLEDCOM2018*. Slovenia
- Yoo, K.-H., Lee, W. & Mera, G. (2017). The effect of real-time social media engagement on millennials' event experience: An exploratory study. *Abstract Proceedings for 23rd Asia Pacific Tourism Association Conference*. Busan, Korea.
- Ai Zhang & Yoo, K.-H. (2016). Creating an Authentic and Engaged Learning Community via Twitter: Insights from a Cross-Institutional Twitter Activity. *Proceedings of the 2016 23rd International Public Relations Research Symposium BLEDCOM2016*. Slovenia
- Yoo, K.-H., Lee, W., Kim, E., & Carson, K. (2014). An Analysis of Facebook Communication in the U.S. Heritage Accommodations: An Exploratory Study. *Proceedings of the 2014 TOSOK International Tourism Conference*, Gangneung, Korea.
- Yoo, K.-H., Moussab, J., Stewart, J., & Lee, W. (2013). The World's Top 10 Hotel Groups' Facebook Communication. *Proceedings of the 2013 TOSOK International Tourism Conference*, Seoul, Korea.
- Yoo, K. -H. (2012). Making Online Class More Social with Facebook. *The 13th Annual NJEDGE.Net Faculty Showcase*, Wayne, NJ
- Yoo, K.-H. & Kim, J. R. (2012). Use of Online Newsrooms in the US State Tourism Websites. *The 15th Annual International Public Relations Research Conference*. Miami, FL.
- Yoo, K. -H, Gretzel, U., & Zach, F. (2011). Travel Opinion Leaders and Seekers, In R. Law, Baggio, R. & Govers, R. (Eds.), *Information and Communication Technologies in Tourism 2011*, Vienna, Austria: Springer Verlag.
- Yoo, K. -H, & Gretzel, U. (2010). Web 2.0: New Rules for Tourism Marketing, *Proceedings of the 41th Annual Conference of the Travel and Tourism Research Association*, San Antonio, TX.
- Yoo, K. -H, & Gretzel, U. (2009). The Influence of Virtual Representatives on Recommender System Evaluation, *Proceedings of the 15th Americas Conference on Information Systems*, San Francisco, California
- Yoo, K. -H., & Gretzel, U. (2009). Generational Differences in CGM Perceptions and Use for Travel Planning. *Proceedings of the 40th Annual Conference of the Travel and Tourism Research Association*, Honolulu, HI.
- Yoo, K.-H., Lee, Y.-J., Gretzel, U. & Fesenmaier, D. R. (2009). Trust in Travel-Related Consumer Generated Media. In W. Höpken, U. Gretzel & R. Law (Eds.), *Information and Communication Technologies in Tourism 2009*, pp. 49-60. Vienna, Austria: Springer Verlag.
- Yoo, K.-H., & Gretzel, U. (2009). Comparison of Deceptive and Truthful Travel Reviews. In W. Höpken, U. Gretzel & R. Law (Eds.), *Information and Communication Technologies in Tourism 2009*, pp. 37-48. Vienna, Austria: Springer Verlag.

- Yoo, K. -H., & Gretzel, U. (2009). Detection of Deceptive Hotel Reviews: Influences of Length and Type of Review. *Proceedings of the 14th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, NV, January 4-6, 2009.
- Lee, Y., Yoo, K.-H., & Gretzel, U. (2009). Social Identity Formation Through Blogging: Comparison of U.S. and Korean Travel Blogs. *Proceedings of the 14th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, NV, January 4-6, 2009.
- Yoo, K. -H., & Gretzel, U. (2008). The Influence of Involvement on Use and Impact of Online Travel Reviews. *Hospitality Information Technology Association (HITA) Conference*, Austin, TX, June 15-16, 2008.
- Gretzel, U. & Yoo, K. -H. (2008). Use and Impact of Online Travel Reviews. O'Connor, P., Höpken, W. & Gretzel, U. (2008). *Information and Communication Technologies in Tourism 2008*, 35-46. Vienna, Austria: Springer.
- Yoo, K. -H., & Gretzel, U. (2008). Understanding Differences Between Online Travel Review Writers and Non-Writers. *Proceedings of the 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Orlando, FL, January 3-5, 2008, pp. 21-29.
- Lee, W., Yoo, K. -H., & Gretzel, U. (2007). Effectiveness of Community-Based Visitor Information Centers. *Proceedings of the 38th Annual Conference of the Travel and Tourism Research Association*, Las Vegas, NV.
- Yoo, K. -H., Lee, K. S., & Gretzel, U. (2007). The role of Source Characteristics in eWOM: What Makes Online Travel Reviewers Credible and Likeable? In M. Sigala, L. Mich, J. Murphy, and A. Frew (Eds.), *Proceedings of the 14th International ENTER Conference in Ljubljana, Slovenia*, January 24-26, 2007, pp. 23-34. UK, Axon Imprint.
- Yoo, K. -H., & Gretzel, U. (2007). The Influence of Perceived Credibility and Likeability on Preferences for Online Travel Recommendation Sources. In Hsu, C. and -H., Tsai (Eds.), *Proceedings of the 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, January 4-6, 2007, pp. 1454-1458.
- Yoo, K. -H., Lee, W., & Gretzel, U. (2006). Role of the Internet in the Travel Planning Process. *Proceedings of the 37th Annual Conference of the Travel and Tourism Research Association*, Dublin, Ireland.
- Yoo, K. -H., & Gretzel, U. (2006). Measuring the Credibility of Recommender Systems. In Hitz, M. Sigala, M. and J. Murphy (Eds.), *Information and Communication Technologies in Tourism 2006*, pp. 285-295. Vienna, Austria: Springer Verlag. (Nominated for Best Paper Award).

Research and Contract Reports

- Global Communications Report (2018). The Evolution of Ethics, USC Annenberg Center for Public Relations – *I participated as a researcher and my name is included in the 'Acknowledgements' of the report.*
- Yoo, K.-H. (2012). Consultant's Report: Review of the A.A.S. in Web Design & Development at Camden County College. Wayne, NJ: William Paterson University

- Gretzel, U., Purifoy, M., & Yoo, K. -H. (2007). Changes in the US Group Tour Planner Market. College Station, TX: Laboratory for Intelligent Systems in Tourism.
- Hardy, A., Gretzel, U., Kutzner, D., Simic, J., Yoo, K.-H., Rasch, L., Purifoy, M. and K. S. Lee (2007). RV Travelers Study. College Station, TX: Laboratory for Intelligent Systems in Tourism.
- Gretzel, U., Yoo, K. -H., & Purifoy, M. (2007). Trip Advisor Online Travel Review Study: The role and impacts of online travel review for trip planning. College Station, TX: Laboratory for Intelligent Systems in Tourism.
- Yoo, K. -H., & Gretzel, U. (2006). The Influence of Source Characteristics on the Persuasiveness of Recommendations. White Paper. College Station, TX: Laboratory for Intelligent Systems in Tourism.
- Gretzel, U., Yoo, K. -H., Lee, W., Swaroop, M., Lee, K. S., & Park, Y. (2006). Northern Indiana Visitor Center Study: Factors Influencing Unplanned Travel Behavior. College Station, TX: Laboratory for Intelligent Systems in Tourism.
- Gretzel, U., Yoo, K. -H., Lee, W., Swaroop, M., & Lee, K. S. (2006). Northern Indiana Visitor Center Study: Visitor Center Perceptions and Impacts. College Station, TX: Laboratory for Intelligent Systems in Tourism.
- Gretzel, U., Lee, W., Yoo, K. -H., Lee, K. S., & Swaroop, M. (2006). Midwest Travel Survey 2005: Technology Use and Impacts on Travel Planning. College Station, TX: Laboratory for Intelligent Systems in Tourism.
- Gretzel, U., Swaroop, M., Yoo K. -H., & Lee, W. (2006). Northern Indiana Visitor Center Study: On-site Evaluations. College Station, TX: Laboratory for Intelligent Systems in Tourism.

Peer-reviewed Conference Presentations

- Won, J., Yoo, K.-H., Brown, L. (2023). Neither “Hustle Culture” nor “Quiet Quitting” But to Build a Win-win Work Culture. *26th Annual International Public Relations Research Conference*. Orlando, FL, March 2-4.
- Park, H., Won, J., & Yoo, K.-H. (2021). Public Perception During an Influencer-induced Paracrisis. *Korea Advertising Society Conference*. South Korea, November, 2021
- Cabrera, A. & Yoo, K.-H. (2021). Hotels’ Response to COVID-19: Top 50 Worldwide Hotel Groups’ Online Communication Amid COVID-19 Pandemic. *24th Annual International Public Relations Research Conference*, Virtual.
- Won, J., Yoo, K.-H., Park, H., & Kwon Hammick, J. (2020). Beyond Finding Social Media Influencers: Predicting Publics’ Responses in the Context of Crisis caused by Influencers. *23rd Annual International Public Relations Research Conference*, Orlando, FL.
- Yoo, K.-H. (2019). International Travelers' Social Media Use and Impacts during 2018 Pyeng Chang Winter Olympics. *Asia Pacific Tourism Association Conference 2019*, Danang, Vietnam.

- Kim, J., Yoo, K.-H., & Gretzel, U. (2019). Ready to deal with ethical dilemmas in the social media era? Comparison of PR professionals in the U.S. and South Korea. *22nd International Public Relations Research Conference*, Orlando, FL.
- Yoo, K.-H. & Mera, G. (2018). Real-time Social Media Engagement and Millennials' Event Experience. *25th International Public Relations Research Symposium BLEDCOM2018*. Slovenia
- Owlett, J., Oh, S.-K., & Yoo, K.-H. (2018). Evaluating Crisis Responses on Twitter: Perspectives from Situational Crisis Communication Theory and Person-centered Messages. *25th International Public Relations Research Symposium BLEDCOM2018*. Slovenia
- Oh, S.-K., Owlett, J., & Yoo, K.-H. (2018). Focusing on the "Public" in Public Relations: The Importance of Person-Centered Messages (PCMs) in Crisis Communication. *21st International Public Relations Research Conference*, Orlando, FL.
- Yoo, K.-H., Lee, W. & Mera, G. (2017). The effect of real-time social media engagement on millennials' event experience: An exploratory study. *The 23rd Asia Pacific Tourism Association Conference*. Busan, Korea.
- Ai Zhang & Yoo, K.-H. (2016). Creating an Authentic and Engaged Learning Community via Twitter: Insights from a Cross-Institutional Twitter Activity. *BLEDCOM2016*. Slovenia
- Yoo, K.-H. (2016). The Role of Social Media in Student Engagement and Learning. *MBAA International Conference*, Panel Session, Chicago, IL.
- Antonacci, J. & Yoo, K.-H. (2016). The Influence of Social Media on Sense of Belonging in College Students. *MBAA International Conference*, Panel Session, Chicago, IL.
- Yoo, K.-H. (2015). Using Facebook to Promote a Culture of Engagement in the Hospitality Industry. *Eastern Communication Association*, Panel Session, Philadelphia, PA, April 23-25
- Yoo, K.-H., Lee, W., Kim, E., & Carson, K. (2014). An Analysis of Facebook Communication in the U.S. Heritage Accommodations: An Exploratory Study. *Proceedings of the 2014 TOSOK International Tourism Conference*, Gangneung, Korea, July 2-4.
- Yoo, K.-H. (2014). The Role of Social Media in Student Engagement and Learning. *Eastern Communication Association*, Panel Session, Providence, RI, April 22-26.
- Yoo, K.-H., Moussab, J., Stewart, J., & Lee, W. (2013). The World's Top 10 Hotel Groups' Facebook Communication. *2013 TOSOK International Tourism Conference*, Seoul, Korea, July 3-5.
- Yoo, K.-H. (2013). Korea Today: Korean Wave and IT, *WPU Research and Scholarship Day*, Wayne, New Jersey.
- Yoo, K.-H. (2013). Before the Iron Chef: Asian Food, Culture, and Identity – Korean Foods, *Cross-Cultural Arts Festival: Northeast Asia*, Wayne, New Jersey.
- Yoo, K. -H. (2012). Making Online Class More Social with Facebook. *The 13th Annual NJEDge.Net Faculty Showcase*, Wayne, NJ, March 16.

- Yoo, K.-H. & Kim, J. R. (2012). Use of Online Newsrooms in the US State Tourism Websites. *15th Annual International Public Relations Research Conference*. Miami, FL, March 8-10.
- Yoo, K. -H, Gretzel, U., & Zach, F. (2011). Travel Opinion Leaders and Seekers, *18th International Conference on Information Technology and Travel & Tourism*, Innsbruck, Austria, January 26-28.
- Yoo, K. -H, & Gretzel, U. (2010). Web 2.0: New Rules for Tourism Marketing, *41st Annual Conference, Travel and Tourism Research Association*, San Antonio, TX, June 20-22.
- Yoo, K. -H, & Gretzel, U. (2009). The Influence of Virtual Representatives on Recommender System Evaluation, *15th Americas Conference on Information Systems*, San Francisco, CA, August 6-9.
- Yoo, K. -H., & Gretzel, U. (2009). Generational Differences in CGM Perceptions and Use for Travel Planning. *40th Annual Conference of the Travel and Tourism Research Association*, Honolulu, HI. June 21-24.
- Yoo, K. -H., Lee, Y., Gretzel, U. & Fesenmaier, D. (2009). Trust in Travel-Related Consumer Generated Media. *16th International Conference on Information and Communication Technologies in Tourism 2009*, Amsterdam, The Netherlands, January 28-30.
- Yoo, K. -H., & Gretzel, U. (2009). Comparison of Deceptive and Truthful Travel Reviews. *16th International Conference on Information and Communication Technologies in Tourism 2009*, Amsterdam, The Netherlands, January 28-30.
- Yoo, K. -H., & Gretzel, U. (2009). Detection of Deceptive Hotel Reviews: Influences of Length and Type of Review. *14th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, NV, January 4-6, 2009.
- Lee, Y., Yoo, K. -H., & Gretzel, U. (2009). Social Identity Formation Through Blogging: Comparison of U.S. and Korean Travel Blogs. *14th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, NV, January 4-6, 2009.
- Yoo, K. -H., & Gretzel, U. (2008). Consumers' Evaluation of Other Travelers' Reviews. *American Marketing Association Summer Marketing Educators' Conference*, San Diego, CA, August 8-11, 2008.
- Yoo, K. -H., & Gretzel, U. (2008). The Influence of Involvement on Use and Impact of Travel Reviews. *Hospitality Information Technology Association 2008 conference*, Austin, TX, June 15-16, 2008.
- Gretzel, U., & Yoo, K. -H. (2008). Use and Impact of Online Travel Reviews. *15th International Conference on Information and Communication Technologies in Tourism 2008*, Innsbruck, Austria, January 23-25, 2008
- Yoo, K. -H., & Gretzel, U. (2008). Understanding Differences Between Online Travel Review Writers and Non-Writers. *13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Orlando, FL, January 3-5, 2008.
- Lee, W., Yoo, K. -H., & Gretzel, U. (2007). Effectiveness of Community-Based Visitor Information Centers. *38th Annual Conference, Travel and Tourism Research Association*, Las Vegas, NV, June 17-19, 2007.

- Yoo, K. -H. (2007). What Motivates Consumers to Write Online Travel Reviews? *Student Research Week 2007*, Texas A&M University, March 27-30, 2007.
- Yoo, K. -H., Lee, K. S., & Gretzel, U. (2007). The Role of Source Characteristics in eWOM: What Makes Online Travel Reviewers Credible and Likeable? *14th International Conference on Information and Communication Technologies in Tourism 2007*, Ljubljana, Slovenia, January 24-26, 2007.
- Yoo, K. -H. (2007). Creating More Credible and Likeable Travel Recommender Systems. ENTER PhD Workshop, *14th International Conference on Information and Communication Technologies in Tourism 2007*, Ljubljana, Slovenia, January 24-26, 2007.
- Yoo, K. -H., & Gretzel, U. (2007). The Influence of Perceived Credibility and Likeability on Preferences for Online Travel Recommendation Sources. *12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, January 4-6, 2007 (Poster presentation).
- Yoo, K. -H., Lee, W., & Gretzel, U. (2006). Role of the Internet in Travel Planning, *37th Annual Conference, Travel and Tourism Research Association*, Dublin, Ireland, June 18-21, 2006 (Poster presentation).
- Yoo, K. -H., & Gretzel, U. (2006). Measuring the Credibility of Recommender Systems. *13th International Conference on Information and Communication Technologies in Tourism 2006*, Lausanne, Switzerland, January 18-20, 2006. (Nominated for Best Paper Award).

OTHER RESEARCH PROJECTS

Research Assistant, Laboratory for Intelligent Systems in Tourism, Texas A&M University

- Online social media use and impacts by American travelers, sponsored by the Travel Industry Association of America (Sep. 2009 – May 2010)
- Online hotel reviews study to understand brand images of Chinese hotels, supported by Hong Kong Polytechnic University (Jan. 2008 – Jan. 2009)
- RV travelers behaviors and perceptions study (Jan. 2007 - May 2007)
- Elkhart group travel study, supported by Elkhart County Convention and Visitors Bureau (Jan. 2007 - May 2007)
- Online travel review study, supported by Tripadvisor.com (Sep. 2006 - May 2007)
- Evaluating strategic issues for visitor centers and toll road offerings in Northern Indiana, supported by Northern Indiana Tourism Development Commission (Jan. 2005 - May 2007)

HONORS & RECOGNITIONS

IFITT/JITT Thesis Excellence Award (2011)

2nd Place, International Federation for Information Technology and Travel & Tourism (IFITT) & Journal of Information Technology & Tourism (JITT)

Nominated for Vice Chancellor's Awards in Excellence Program (2009)

Category: Graduate Student Research

College of Agriculture and Life Sciences, Texas A&M University

Graduate Scholarship (2009)

Office of Graduate Studies, Texas A&M University

International Education Fee Scholarship (2008-2009)

International Student Service, Texas A&M University

Best PhD Proposal Award (2007)

14th International ENTER Conference in Ljubljana, Slovenia

Nominated for Best Paper Award (2006)

13th International ENTER Conference in Lausanne, Switzerland

General Scholarship (2004 – 2005)

Department of Recreation, Park and Tourism Sciences, Texas A& M University

Honor Student Scholarship (1996-1998)

Kyung Hee University, Korea

TEACHING

COURSES TAUGHT

Courses Taught at the Undergraduate Level

William Paterson University of New Jersey (Fall 10- Present)

COMM1200 Media & Society

COMM2350 Film as Cross-Culture Communication

COMM2490 Research Methods in Applied Communications

COMM4480 Public Relations Case Studies

COMM3480 Introduction to Public Relations

COMM3580 Digital & Social Media Communication (Developed)

COMM3980 Global Strategic Communication (Developed)

COMM4490 Public Relations Workshop

University of Houston (Fall 2009)

HRMA 4397 Hospitality E-marketing & Consumer Choice (Developed)

Texas A&M University (Summer 2008)

RPTS 202 Foundations of Tourism

Courses Taught at the Graduate Level

William Paterson University (Fall10-Present)

PCOM 5100 Integrated Communications

PCOM 7150 Social Media Communication

PCOM 6150 Digital Communication Applications

PCOM7250 Introduction to Research Methodology

PCOM 7300 Master Projects

University of Houston (Fall 2009)

HRMA 6397 Hospitality E-marketing & Consumer Choice (Developed)

INVITED TALKS, WORKSHOPS, AND LECTURES

Kyung Hee University – Global Convergence Research Seminar (November 2023)

Lecture title: Trust in User-Generated Travel Content

Emerson College – Crisis Communication Class (November 2021)

Lecture title: Case study - South Korea: High Context Culture and Macadamia Nuts on Korean Air Flight 86 from JFK

Center for Teaching Excellence, William Paterson University (November 2018)

Lecture title: Creative and Engaging Assignments

Cognitive Science I, William Paterson University (December 2018)

Lecture title: Social Media Research in Social Science

William Paterson University Social Media Round Table (March 2014)

Lecture title: Social Media in the Classroom

Invited Speech for Cross-Cultural Arts Festival Special Event: “Before the Iron Chef: Asian Food, Culture, and Identity”, William Paterson University (March, 2013)

Lecture title: Korean Foods

William Paterson University Social Media Round Table (June 2012)

Lecture title: Online Marketing Communication Today

Media in Asia, William Paterson University (April, 2011)

Lecture title: Media & New technologies in Korea

Media & Society, William Paterson University (November, 2010)

Lecture title: Introduction to Social Media

Tourism & Hospitality Marketing, Texas A&M University (February, 2010)

Lecture title: Direct & Online Marketing

Tourism & Hospitality Marketing, Texas A&M University (April, 2009)

Lecture title: Social Media Marketing

Tourism & Hospitality Marketing, Texas A&M University (April, 2008)

Lecture title: e-Word of Mouth & Consumer-Generated Media

Online Consumer Behavior, Texas A&M University (September, 2007)

Lecture title: Web 2.0

Tourism & Hospitality Marketing, Texas A&M University (March, 2007)

Lecture title: Distribution

Teaching Certificates

Graduate Teaching Academy, Texas A&M University (2006)

Teaching Certificate Program, Kyung Hee University, Korea (1995-1998)

Teacher's Certificate for Secondary School, Korea (1998)

SERVICE

SERVICE TO THE DEPARTMENT

- Chair of DAC Committee (Fall 2022 – Spring 2023)
- Assessment Coordinator (Spring 2021 – present)
- Interim Assistant Chair, Department of Communication (Spring 2021)
- Director, SMART (Social Media Applications, Research and Teaching) Lab (Fall 2020- present) – [News Release](#)
- Closely work with the graduate program director to develop a new graduate program proposal (Fall 2023 – Spring 2024)
- Developed a new B.A in Public Relations program collaborating with PR colleagues. (Fall 2022 – Spring 2023)
- Graduate Director, MA in Professional Communication (Fall 2015-Spring 2020)
- PR faculty search committee member (Fall 2018 – Spring 2019)
- Department retention committee member (Fall 2015- present)
- Strategic communication search committee member (Fall 2015-Spring 2017)
- Created, planned, and coordinated the NJ Social Media Summit to provide faculty and students with collaborative research opportunities and promote the department's undergraduate and graduate programs (Fall 2015-Spring 2017)
- Chair of PR faculty search committee (Fall 2013-Spring 2014)
- Department Executive Council (Spring 2013 – Fall 2013)
- PR faculty search committee member (Spring 2013)
- Represented the department at several admission events including Open House, Accepted Students Day, Scholarship Brunch, High School Visits and Transfer Student Registration
- Planned and coordinated Expert Roundtable event to promote the department graduate program as well as served as a panelist at the event. (Spring 2012)
- Developed an M.A. Professional Communication marketing plan (Fall 2011)
- Department Graduate Program Committee (Fall 2010 – Present)
- Multi-media Faculty Position Search Committee (Fall 2010 – Spring 2012)
- Undergraduate student advisement (Fall 2011 – Present)
- Prepared department faculty meeting minutes (Fall 2010 – Fall 2011)

SERVICE TO THE COLLEGE AND UNIVERSITY

- Faculty Senator at Large, William Paterson University (Fall 2022 – Present)
- Serve as a mentor for a new faculty mentorship program (Fall 2023 – Present)
- Advisor, Korea Club, the Student Government Association (SGA) at William Paterson University (Fall 2013- Present)
- Established a new Korean Studies minor program with the support of the SEED grant and promoted the program through various lectures, cultural events, and student activities.
- Closely worked with the university PR department to secure media coverage of a campus interdisciplinary event: Korea Daily on Dec. 15, 2022 – Collaboration Between Students at WPU and Students at Cheongju University in South Korea Results in Beautiful Music, New Friendships, and Cross-Cultural Appreciation. ([Press release; News Coverage](#))
- Member, Asian Cultural Celebration Committee (Fall 2010 – Present)
- Member, COAC/COHSS College Integration Marketing and Promotion Committee (Spring 2021).
- College representative, Faculty Senate UFRAC Committee (Fall 2020- Spring 2021)

- Media coverage of research: New Jersey Business Magazine on July 19, 2021: [WPU Professors Share How Organizations Can Best Respond to Crisis on Twitter.](#)
- Member, University Career Development Committee (Spring 2020 – Fall 2020)
- Closely worked with the university PR department to coordinate a journalist’s visit to campus => [Media coverage in NJBIZ “Mind your memes”](#) on January 21, 2019 (Spring, 2019)
- Member, Strategic Mapping for the Center for Diversity & Inclusion. (November 5, 2019 - Present).
- College representative, Faculty Senate Assigned Release Time (ART) Committee (Fall 2018- Spring 2019)
- Faculty Marshal and Banner Bearer for College of Arts & Communication at new president investiture (October 5, 2018)
- Judge, 33rd Annual Orlando Saa Foreign Language Poetry Recitation Contest. (2017 & 2018).
- Member, Faculty Senate Research & Scholarship Council (Spring 2017)
- Member of Paterson Metropolitan Region Research Center Advisory Committee (Fall 2017 – Present)
- College associate dean search committee member (Fall 2015-Spring 2016)
- Co-Chair of Faculty Senate Graduate Program Council (Spring 2014 – Spring 2016)
- Served for Cross-Cultural Arts Festival (CCAF) Steering Committee
 - Proposed, planned, and coordinated “Korea Week” events (e.g. Korea Day, Korean Film Festival etc.)
 - Invited speaker for “Before the Iron Chef: Asian Food, Culture and Identity” organized by Shea Center for Performing Arts
 - Closely worked with Shea Center for Performing Arts to promote many CCAF events including “Sounds of Korea” performance.
 - Media coverage in a number of newspapers including Korea Daily and Korea Times.
- Coordinating a journalist’s visit to class => Media coverage in *Record* on April 12, 2013. (Spring, 2013)
- College representative, IRB Committee (Fall 2011 – Present)
- Department representative, Faculty Senate Graduate Programs Council (Fall 2011- Present)
- Member of Asian Studies Faculty Consortium (Fall, 2010 – Present)
- Advisory member of *the Korea Club*, the Student Government Association (SGA) at William Paterson University (Fall, 2010 – Summer 2012)

SCHOLARLY AND PROFESSIONAL CONTRIBUTIONS

Scholarly Contributions

Guest Editor

- International Journal of Information Management, Special Issue on Smart Tourism (2015)

Reviewer for

- Journal of Business Research (2011- Present)
- Annals of Tourism Research (2010 - Present)
- Tourism Management (2010 - Present)
- Computers in Human Behavior (2013- Present)
- AEJMC (Association for Education in Journalism and Mass Communication (2014)
- NCA- National Communication Association (2014)
- International Journal of Hospitality Management (2014-Present)
- Journal of Computer-Mediated Communication (2014 – Present)
- International Journal of Culture, Tourism, and Hospitality Research (2013)
- Journal of Theoretical and Applied Electronic Commerce Research (2012 –Present)

- International Journal of Tourism Sciences (2012)
- The Conference of Tourism Sciences Society of Korea (TOSOK). (2012, 2013)
- Journal of China Tourism Research (2012)
- Journal of Hospitality & Tourism Research (2011)
- Book chapter for Social media in travel, tourism and hospitality: theory, practice and cases. (2010)
- International Journal of Hospitality Management (2010)
- Hospitality Graduate Students Research Conference (2010, 2011)
- 2010 Academy of Marketing Science Annual Conference (2010)
- ENTER – International Conference on Information Technology in Travel & Tourism (2009 – Present)
- Health Communication (2009)
- Poster Competition, 12th Annual Student Research Week, Texas A&M University (2009)
- 2009 North America Association for Consumer Research Conference (2009)
- 15th Americas Conference on Information Systems (2009)
- E-review of Tourism Research (eRTR). (2009 - Present)
- Journal of Information Technology and Tourism (2006 - Present)
- Asian Pacific CHRIE conference (2015)
- Current Issues in Tourism (2015 – Present)
- International Journal of Information Management (2015- Present)
- Persuasive Technology Conference (2015- Present)
- Travel Behaviour and Society (2015- Present)
- Tourism Management Perspective (2015–Present)

Grant Reviewer

- York University Grant Clinic (2022): Peer Review of NSERC Discovery Grant Application
- National Science Foundation (NSF) Program Reviewer (2017): Reviewed 6 grant proposals and traveled to Washington D.C to participate in the review panel.

Consultant:

- Reviewed a new A.A.S. in WebDesign & Development Program at Camden County College and prepared a consultant report (January, 2012)

Conferences and Workshops:

- Scientific Committee (2013-2014), Persuasive Technology 2014: The 9th International Conference on Persuasive Technology, May 21-23, Padova, Italy
- Research Track Assistant (2008), 16th International Conference on Information and Communication Technologies in Tourism 2009, Amsterdam, The Netherlands

Scholarly Associations and Work Groups

- Member, Hospitality and Tourism Management Forum (2011- Present)
- Member, International Federation for Information Technology and Tourism (2005-Present)
- Member, Public Relations Society of America (2010 – Present)

PROFESSIONAL EXPERIENCE AND DEVELOPMENT

INDUSTRY EXPERIENCE

Public Relations Consultant, KorCom Porter Novelli, Seoul, Korea. (2001-2002)

- Account Executive for Citibank, Qualcomm, Singapore tourism board
- Planned and coordinated CitiGold Press Conference & Qualcomm World Cup Product Launching Event.

PROFESSIONAL DEVELOPMENT

Certifications

Brandwatch (2022)

Hootsuite (2020)

Google Analytics (2018)

Workshops

NodeXL Pro Workshop (Feb 2021)

University Diversity Training (Feb 2020)

Collaboration Online International Learning (COIL) Workshop (November 8, 2019)

Institute of Public Relations Research Talk (2019)

Social Media Week workshop (2014-2015)

CTE Teaching Workshop Series (2010)

Writing Across Curriculum Workshop (August 2010)

Blackboard Online Pedagogy Workshop, William Paterson University (Summer 2010)