KYUNG-HYAN ANGIE YOO

Communication Department, William Paterson University
Hamilton Hall 108, 300 Pompton Road, Wayne, NJ 07470
yook2@wpunj.edu

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 (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

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, Funded by the 2020 Korean Studies Promotion Service (KSPS) by the Academy of Korean Studies, the Ministry of Education in South Korea.
- 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, 2023).
- $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 and Fake review (2018).

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 campus events and activities.

PUBLICATIONS

Google Scholar profile: https://scholar.google.com/citations?user=XykHfU0AAAAJ&hl=en
H-index: 24, i10-index: 30, Citation: 6425

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* (5-year Impact Factor: 4.9)*, 25*(1), 15-26. DOI: 10.1080/10941665.2019.1578811

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*, (5-Year Impact Factor: 19) *6*(36), 1301-1305.

Yoo, K.-H., & Lee, W. (2015). Use of Facebook in the U.S. Heritage Accommodations sector: An Exploratory Study. *Journal of Heritage Tourism* (5- Year Impact Factor: 3.2), *10* (2), 191-201

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.* (5- Year Impact Factor: 4.7), *39*, 534-541

Yoo, K.- H., & Gretzel, U. (2011). Influence of Personality on Travel-Related Consumer Generated Media Creation. *Computers in Human Behavior.* (5- Year Impact Factor: 6.8), *27*(2), 609-621

Yoo, K.-H., & Gretzel, U. (2010). Antecedents and Impacts of Trust in Travel-Related Consumer Generated Media. *Information Technology & Tourism* (5- Year Impact Factor: 6.2)*, 12*(2),153-173

Yoo, K. -H., & Gretzel, U. (2008). What Motivates Consumers to Write Online Travel Reviews? *Information Technology & Tourism* (5- Year Impact Factor: 6.2), *10*(4)*,* 283-295

Yoo, K. -H., & Gretzel, U. (2008). The Influence of Perceived Credibility on Recommendation Source Preference. *Information Technology & Tourism* (5- Year Impact Factor: 6.2)*, 10*(2), 133-146.

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*.

Book

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-indued Paracrisis. *Proceedings of the Korea Advertising Society Conference 2021.* South Korea

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. (2015). Using Facebook to Promote a Culture of Engagement in the Hospitality Industry. *Eastern Communication Association*, Panel Session, Philadelphia, PA

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. (2014). The Role of Social Media in Student Engagement and Learning. *Eastern Communication Association*, Panel Session, Providence, RI

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

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.

Research Presentations

Yoo, K.-H., Park, K., & Hong, C. E. (Accepted). Leveraging Generatvie AI to Bridge Cultural Gaps: A Case Study on Intercultural Communication Between U.S. and Korean Educators. *2ⁿᵈ Annual Korean American Communication Association (KACA) Conference*. Washington DC, May 8-10, 2025.

Hong, C. E., **Yoo, K.-H.**, & Park, K. (Accepted). Bridging Cultures and Crossing Education: U.S. Teachers' Cross-Cultural Explorations Through a Study Trip to South Korea. *The Korean Association for Multicultural Education International Conference*, Korea, May 30-31, 2025

Wondoloski, M., **Yoo, K.-H.,** & Won, J. (Accepted). Expanding DEI with Missing Pieces: Examining Employees' Awareness and Social Support for Neurodiversity Through the Lens of Diversity, Equity, and Inclusion. *28th Annual International Public Relations Research Conference*. Orlando, FL, March 6-8.

Linder, M. & **Yoo, K.-H.** (Accepted). AI in Business Communication: Usage, Benefits, and Challenges for Professionals. *116ᵗʰ Annual Eastern Communication Association Convention*. Buffalo, NY, March 26–30 (Poster presentation).

Majumder, S. & **Yoo, K.-H.** (Accepted). News Consumption on Social Media in the Age of AI-Generated Fake News. *116ᵗʰ Annual Eastern Communication Association Convention*. Buffalo, NY, March 26–30 (Poster presentation).

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-indued Paracrisis. *Korea Advertising Society Conference.* South Korea, November, 2021

Won, J., **Yoo, K.-H.**, Park, H. & Hammick, J. (2020). Beyond Finding Social Media Influencers: Predicting Publics' Responses in the Context of Paracrisis caused by Influencers. *23rd Annual International Public Relations Research Conference*. Orlando, FL, March 5-7.

Yoo, K. -H. (2019). International Travelers' Social Media Use and Impacts during 2018 PyeongChang Olympics. *The 25th Asia Pacific Tourism Association Conference*. DaNang, Vietnam.

Kim, J. R., **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 Annual International Public Relations Research Conference*. Orlando, FL, March 7-9.

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).

TEACHING

Teaching Interests
Public Relations, Social Media, Internet Marketing, Tourism/Hospitality Marketing, Information Technology in Tourism/Hospitality. Research Methodology, Human-Computer Interaction, Online Consumer Behaviors

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 (Developed)
PCOM 7150 Social Media Communication (Developed; Taught as an Online, a Hybrid, and an offline Course)
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)

Courses Developed and Taught in an Online Program
COMM1200 Media & Society
COMM3580 Digital & Social Media Communication

Invited lectures

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)

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.

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

SERVICE

Service to the Department

- Assessment coordinator for undergraduate and graduate programs (Spring 2020 – Present)
- Director, SMART (Social Media Applications, Research, and Teaching) Lab (Fall 2020 – Present) – Story on **WP News**
    - Internal Internship Positions: Hands-on work experience for students
    - PRO SMART Speaker Series: In collaboration with PR faculty colleagues, guest speakers are invited to campus to offer students valuable learning and networking opportunities. (Visit this **IG page** for more details)
    - StudentConnect Program: In partnership with the Small Business Development Center, student teams assist local small business with their social media communication strategies. (Read the story at **WP News**)
- Established new B.A. in PR (both main campus and WP online) and M.A. in IMC in collaboration with PR faculty colleagues. (Fall 2022 – Spring 2024)
    - B.A. in PR (main campus) has grown 250% since its official launch in Fall 2023.
- Chair of DAC Committee (Fall 2022 – Spring 2023)
- Interim Assistant Chair (Spring 2021)
    - Supported college integration process
    - Prepared Middle States review
    - Leadership role in a challenging time of the department
- Graduate Director, MA in Professional Communication (Fall 2015-Spring 2020)
    - Reviewed and updated the curriculum.
    - Marketing efforts => Significant increase of enrollment
    - Prepared and presented at the graduate admission webinar
    - Planned and coordinated various events including the new student welcome reception, Dinner & Discuss.
    - Attended the graduate open houses (3 times /year)
    - Advised graduate students and supervised graduate assistants
    - Reviewed new graduate students' applications
- 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)
- Chair of PR faculty search committee (Fall 2013-Spring 2014)
- Department Executive Council (Spring 2013 – Fall 2013)
- PR faculty search committee member (Spring 2013)
- Attended several admission events to represent the department.
- 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 M.A. Professional Communication marketing plan (Fall 2011)
- Department Graduate Program Committee (Fall 2010 – Present)
- Multimedia Faculty Position Search Committee (Fall 2010 – Spring 2012)
- Undergraduate student advisement (Fall 2011 – Present)

- Prepared department faculty meeting minutes (Fall 2010 – Fall 2011)
- Attended and helped Admitted Student Day (Sp., 2011) and Scholarship Brunch (Sp. 2011; Sp. 2013)

Service to the College and University

- CONTEXT conference committee member (2024, 2025)
- Co-Chair, UCC 2.0 Digital Literacy Panel (Spring 2024 – Present)
- Faculty Senator at Large, William Paterson University (Fall 2022 – Present)
- Advisor of *Korea Club,* the Student Government Association (SGA) at William Paterson University (Fall 2013- Present)
- Mentor for a new faculty mentorship program (Fall 2023 – Present)
- Served for the Asian Cultural Celebration Committee (Fall 2010 – Present)
- Supported the launch of a new Korean Studies minor through SEED grant (2020-2023)
- Co-coordinated interdisciplinary cross-cultural collaboration event, "Korean-Language Song Evening" (**Press release; News coverage**) (F22)
- College representative, Faculty Senate ART Committee (Fall 2020 – Spring 2021)
- College representative, Faculty Senate UFRAC Committee (Fall 2018 – Spring 2019)
- 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 the "Sounds of Korea" performance.
    - Media coverage in several 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 – Spring 2018)
- 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)

Service to the Discipline and Community

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

Reviewer for
- National Science Foundation (NSF): Partnerships for Innovation: Building Innovation Capacity in Smart Service Systems (2017)
- 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)

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)