

JOO YOUNG (Chloe) KIM

Postdoc at Copenhagen Business School
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PROFESSIONAL WORK EXPERIENCES

Postdoctoral researcher, Department of Marketing
Copenhagen Business School, *Copenhagen, Denmark* Jul 2025 – Current

EDUCATION

Kyung Hee University, *Seoul, Korea* Sep 2020 – Aug 2025
Ph.D. in Hospitality Management

University of Portsmouth, *Portsmouth, United Kingdom* Sep 2024 – Aug 2025
Visiting Scholar at the Faculty of Business and Law

The Chinese University of Hong Kong, *Hong Kong* Sep 2015 – Aug 2016
M.S. in Management of Real Estate and Hospitality Assets

University of Houston, *Houston, TX, USA* Sep 2011 – May 2013
B.S. in Hotel and Restaurant Management (dual degree)

Kyung Hee University, *Seoul, Korea* Mar 2009 – Aug 2013
Bachelor's degree in Convention Management

RESEARCH INTERESTS

Consumer psychology, Consumer behavior, Evolutionary psychology, Tourism technology, Experimental design

PUBLICATIONS

- Yerin Yhee, **Kim, Joo Young**, Jungkeun Kim, and Chulmo Koo (online first), “Generative AI-Destination Marketing: Do Privacy Concerns and Justification Matter?”, *Journal of Travel Research*, <https://doi.org/10.1177/00472875251349235> (SSCI, IF:7.0)
- **Kim, Joo Young**, Shynar Dyussebayeva, Giampaolo Viglia, and Chulmo Koo (2025), “Sleepy travelers on holidays: How social jetlag affects tourism activity participation”, *Tourism Management*, <https://doi.org/10.1016/j.tourman.2025.105250> (SSCI, IF: 12.4)
- **Kim, Joo Young**, Yerin Yhee, Jungkeun Kim, and Chulmo Koo (2025), “The emotional consumer: Sustainable luxury choices amid climate change”, *International Journal of Hospitality Management*, <https://doi.org/10.1016/j.ijhm.2025.104290> (SSCI, IF:8.3)
- Jungkeun, Kim, Seunghun, Shin, **Kim, Joo Young**, Chulmo, Koo (2024), “Effect of ChatGPT’s Answering Style on Users’ Acceptance in a Trip Planning Context”, *International Journal of Tourism Research*, <https://doi.org/10.1002/jtr.2746> (SSCI, IF: 5.7)
- **Kim, Joo Young**, Jungkeun, Kim, and Chulmo, Koo (2024), “Understanding compensatory travel”, *Annals of Tourism Research*, <https://doi.org/10.1016/j.annals.2023.103712> (SSCI, IF: 7.8)

WORKING PAPERS

- **Kim, Joo Young**, Yerin Yhee, Jungkeun Kim, and Chulmo Koo, “When AI feels fair: Transparency as

a fairness heuristic in tourist decision making”

- **Kim, Joo Young**, Eunji Lee, and Chulmo Koo, “Travel with peace of mind: How growing environments affect travel insurance decision.”
- Humphrey Chola, Shynar Dyussebayeva, and **Kim, Joo Young**, “Dissecting Customer Engagement in AI-related service failures”
- **Kim, Joo Young**, Florian Kock, “Conspicuous consumption and mating strategies.”
- Olaf Reinhold, **Kim, Joo Young**, Yerin Yhee, Rainer Alt, and Chulmo Koo, “A Conceptual Model for Understanding the Role of IS for Building Smart Traveler Service Systems”
- **Kim, Joo Young**, Florian Kock, “Social stability and leisure time spending on mental well-being”
- Eunji Lee, **Kim, Joo Young**, Michael (Chihyung) Ok, Winning or Withdrawing?: A Social Psychological Perspective on Product Scarcity

CONFERENCES PARTICIPATION AND PRESENTATIONS (*presented)

- **Kim, Joo Young***, Yerin Yhee, and Chulmo Koo, “AI transparency and travel decision: Applying fairness heuristic theory,” The 85th Annual Meeting of the Academy of Management (AOM), July 2025, Copenhagen, Denmark
- **Kim, Joo Young***, Jungkeun Kim, and Chulmo Koo, “How childhood socioeconomic status influences travel insurance decision,” The 55th Travel and Tourism Research Association (TTRA) Annual International Conference, June 2025, Galway, Ireland
- **Kim, Joo Young***, Jungkeun Kim, and Chulmo Koo, “AI transparency and tourist’s decision-making,” ENTER2025, February 2025, Wrocław, Poland
- **Kim, Joo Young**, Yerin Yhee, Jungkeun Kim, and Chulmo Koo, “Luxury tourism in climate change: Affective perspectives,” Australian & New Zealand Marketing Academy (ANZMAC) Conference 2024, December 2024, Tasmania, Australia
- **Kim, Joo Young**, and Chulmo Koo, “Influence of childhood socioeconomic status and sociospatial distance on sustainable tourism activity participation,” The 29th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, January 2024, Miami, FL, USA
- **Kim, Joo Young***, Jungkeun Kim, and Chulmo Koo, “The Influence of Childhood Socioeconomic Status on Compensatory Travel Behavior,” International Council on Hotel, Restaurant, and Institutional Education Conference 2023, July 2023, Phoenix, AZ, USA
- **Kim, Joo Young*** and Chulmo Koo, “Travel Compensatory Consumption for International Travel during the Endemic Stage,” PhD Workshop paper, ENTER2023, January 2023, Johannesburg, South Africa
- Yerin Yhee, Eunji Lee, **Kim, Joo Young**, and Chulmo Koo, “Tourist movement patterns understanding from the perspective of restaurant choice using navigation tracking data,” 2022 Post-International Conference on Information Systems Korean Chapter of the Association for Information Systems Research Workshop, December 2022, Copenhagen, Denmark
- **Kim, Joo Young***, Yerin Yhee, Sung-Byung Yang, and Chulmo Koo, “An application of brand personality to hotels: The relationship of hotel personality to self-congruity,” The Korea Society of Management Information Systems Conference 2022, May 2022, Busan, Korea

TEACHING EXPERIENCES

Guest lecturer, Marketing Research Project Seminar (BSc), University of Portsmouth (English)	2025-1
Guest lecturer, Smart Tourism Cities (Msc), Kyung Hee University (Korean)	2024-2
Instructor, Understanding Big Data in Hospitality (BSc), Kyung Hee University (English)	2024-1
Instructor, Management Information Systems (BSc), Kyung Hee University (English)	2023-1
Instructor, Hospitality Data Science (BSc), Kyung Hee University (English)	2023-1

AWARDS, FUNDINGS, AND HONORS

- Korea-Germany R&D Network Program (funding agencies: NRF & DFG) 2025
- *Project: Gen AI-powered CRM in Hospitality & Tourism, KRW 20,000,000 (approx. USD 14,500)*
- Research stays funding in the UK, BK 21 FOUR fund via Kyung Hee University 2024 – 2025
- *KRW 30,000,000 (approx. USD 22,400)*
- National Research Scholarship (BK21 FOUR fund), Korea 2022 – 2024
- *KRW 29,400,000 (approx. USD 22,000)*
- Korea-Germany R&D Network Program (funding agencies: NRF & DFG) 2023
- *Project: Social CRM in Hospitality & Tourism, KRW 20,000,000 (approx. USD 14,500)*
- Smart Tourism Education Platform Research Best Paper Award, Kyung Hee University 2023
- Seoul Tourism Organization “Seoul Smart Tourism Platform Innovation” project 2022
- *Research assistant, KRW 90,000,000 (approx. USD 65,300)*
- Summa Cum Laude, University of Houston 2013
- Academic Merit Scholarship, Kyung Hee University 2010 – 2013

NEWS & MEDIA MENTIONS

- Sleepy travelers on holidays: How social jetlag affects tourism activity participation (Tourism Management) Featured by the University of Portsmouth; republished by phys.org.
<https://phys.org/news/2025-08-clocked-social-jetlag-fatigue-holiday.html>

SELECTED INDUSTRY EXPERIENCES

Front Desk Officer / Account Receivable May 2019 – Jan 2022

Four Seasons Hotel Seoul Seoul, Korea

- Trained 10+ new staffs, interns, and apprentices in customer service skills, front desk knowledge, room assignment, and operation standards in preparation for the peak seasons.
- Oversaw the night shift by checking rates and credit limits, ensuring all transactions were processed, and preparing the necessary business reports for the following day.
- Regularly communicated with the ownership group to provide detailed monthly updates on the hotel's accounts receivable status.

Guest Relations Officer Apr 2017 – Apr 2019

Four Seasons Resort Maldives at Kuda Huraa Huraa, Maldives

- Handled all guest interactions, accommodating special requests, resolving customer complaints, and assisting customers in all inquiries in connection with resort services and products.
- Assisted major resort events such as surfing championships, and Private Jet tours by preparing billing, collaterals, executing daily schedules, and provoking guests to pay attention on the events.

Assistant Account Executive Jun 2013 – May 2014

e.Style LMC GmbH Bad Soden am Taunus, Germany

- Developed Below-the-Line marketing plans which included marketing concept and programs, covering detailed operation plans, staffing plans, venue selection, F&B plans, and logistics plans.
- Assisted on-site promotional marketing events held in Berlin, Frankfurt, Hannover, and Sochi (Russia)

which including Winter Olympic Games 2014 and many more with a scope of up to 50,000 guests while working closely with business partners from diverse countries from Germany, France, Russia, United States, United Kingdom, and Korea

International Sales and Tourism Intern

Jan 2012– Apr 2012

Greater Houston Convention and Visitors Bureau *Houston, USA*

- Involved in organizing Chinese and Russian familiarization tour groups.
- Sorted and reported up to 100 tourism and convention statistic data from International Congress and Convention Association database.