

Yeonjung Kang, Ph.D.

303B Erikson Hall, 135 Graham Avenue, Lexington, KY 40506
1-859-257-7633 | y.kang@uky.edu

PROFESSIONAL EXPERIENCE

- Assistant Professor (2023-Present), Retailing and Tourism Management, University of Kentucky, Lexington, KY

EDUCATION

- Ph.D. in Management (Concentration: Hospitality and Tourism Management) (2023), University of Massachusetts Amherst, USA [GPA: 3.98/4.0]
Dissertation:
An Ounce of Prevention is Worth a Pound of Cure: The Effects of Customer Incivility and Employee Support Messages
- Master of Hospitality Management (2018), University of Houston, USA [GPA: 3.94/4.0]
- Bachelor of Business Administration in Hospitality (2016), Magna Cum Laude, Sejong University, South Korea [GPA: 4.14/4.5]
- Bachelor of Hotel and Restaurant Management (2015), Summa Cum Laude, University of Houston, USA [GPA: 3.91/4.0]

RESEARCH INTERESTS

- Branding
 - Internal brand management
 - Corporate Social Responsibility (CSR) branding
 - Sustainability branding
- Service experience management
 - Service encounter
 - Service employee well-being

TEACHING INTERESTS

- Customer experience management
- Food service management
- Human resource management
- Social marketing
- Research methodology in human sciences

PEER-REVIEWED JOURNAL PUBLICATIONS

- **Kang, A. Y.** & Baker, M. A. (2022). Which CSR Message Most Appeals to You? The Role of Message Framing, Psychological Ownership, Perceived Responsibility and Customer Altruistic Values. *International Journal of Hospitality Management*, 106, 103287. [SSCI Indexed & Australian Business Deans Council (ABDC) Journal Quality List – **A+ Level**]
- Legendre, T. S., Jarvis, N., **Kang, A. Y.**, Jamal, G., & Jackson, J. (2020). Rescuing imperfect produce: The effects of stigma disclosure strategies, controllability, and aesthetics. *International Journal of Hospitality Management*, 85, 102443. [SSCI] [SSCI Indexed & Australian Business Deans Council (ABDC) Journal Quality List – **A+ Level**]
- **Kang, A. Y.**, Legendre, T. S., & Cartier, E. A. (2019). Personality Congruence Among Brands, Recruiters, and Applicants During the Anticipatory Socialization Process. *Journal of Hospitality & Tourism Research*, 43(8), 1302-1325. [SSCI] [SSCI Indexed & Australian Business Deans Council (ABDC) Journal Quality List - **A Level**]

BOOK CHAPTER

- **Kang, A. Y.** & Legendre, T. S. Managing tourist experience through social media: Evidence from South Korea. *The Routledge Handbook of Tourism Experience Management and Marketing*. Routledge.

CONFERENCE PRESENTATIONS

- **Kang, A. Y.** & Baker, M. A. Human versus technology provider smiles: Not all smiles are equal. The 2022 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference. August, 2022.
- **Kang, A. Y.** & Baker, M. A. Creating memorable experience in service encounters: The moderating role of technology fatigue. The 2022 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference. August, 2022.
- **Kang, A. Y.**, Baker, M. A., & Legendre, T. S. Service encounter research: An integrative bibliometric review. The 2022 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference. August, 2022.
- **Kang, A. Y.** & Baker, M. A. How Do Customers Perceive Corporate Social Responsibility Messages during COVID-19?: The Moderating Role of Customer Altruistic Values. The 2021 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference. July, 2021.
- **Kang, A. Y.**, Legendre, T. S., Lee, A. S., & Baker, M. A. Sharing the Pain: The Role of Ethical Idealism and Firm Responses to the Covid-19 Pandemic. WFCHRIE Conference. Feb, 2021.

- **Kang, A. Y.** & Baker, M. A. Viewing the Customer as a Potential Employee: The Application of Brand-centered Training to Customers. The 2020 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference. July, 2020.
- **Kang, A. Y.** & Legendre, T. S. The Effect of Purchase Motivation and Consumption Setting on Restaurant Brand Choice: Consumption Values Theory Perspectives. APacCHRIE and EuroCHRIE Conference, Hong Kong, China. May, 2019.
- **Kang, A. Y.** & Legendre, T. S. Personality Congruence among Brands, Recruiters, and Applicants: Internal Brand Management during the Anticipatory Socialization Process. The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX. Jan, 2019.
- **Kang, A. Y.** & Legendre, T. S. The Role of Mature Employees in the Quality and Brand Evaluation. The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Fort Worth, TX. Jan, 2018.
- **Kang, A. Y.** & Legendre, T. S. The Role of Personality Congruence among Brands, Recruiters, and Applicants: Internal Brand Management during the Anticipatory Socialization Process. Poster presented at: 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX. Jan, 2017.

ADHOC REVIEWER

- Ad Hoc Journal Reviewer, Journal of Hospitality Marketing and Management (2023-Present)
- Ad Hoc Journal Reviewer, Journal of Hospitality and Tourism Research (2023-Present)
- Ad Hoc Journal Reviewer, Journal of Sustainable Tourism (2023-Present)
- Ad Hoc Journal Reviewer, International Journal of Hospitality Management (2020-Present)
- Conference Paper Reviewer, West Federation CHRIE Conference (2021)

RESEARCH GRANT EXPERIENCE

- Research Grant, University of Houston (2017 – 2018) (Applied and received)
Research Assistant — Primary investigator: Legendre, T. S. University of Houston New Faculty Grant (\$5,990) Commercialization of Edible Insect Food Product

TEACHING EXPERIENCES

- **University of Kentucky**, KY, USA (2023-Present)

Assistant Professor

- Human Resource Management (RTM 425) – Module: Face-to-face

- **University of Massachusetts Amherst, MA, USA (2021-2023)**

Instructor

- Food Service Management (HTM 250) – Module: Face-to-face
- Customer Experience Management (HTM 386) – Module: Face-to-face

- **University of Massachusetts Amherst, MA, USA (2021)**

Guest Speaker

- Services Experience Management (HTM 397) – Module: Online

- **University of Massachusetts Amherst, MA, USA (2019-2023)**

Research/Teaching Assistant

- Services Experience Management (HTM 397) – Module: Online & Face-to-face
- Hospitality & Tourism Leadership (HTM 492) – Module: Online & Face-to-face
- Hospitality Merchandising, Advertising, and Promotion (HTM 383) – Module: Face-to-face
- Club Management (HTM 336) – Module: Face-to-face
- Department service activities
 - Managed and participated in MGM field trip, wine pairing session, AHLA meeting

- **University of Houston, TX, USA (2016 – 2018)**

Research/Teaching Assistant – Module: Face-to-face

INDUSTRY EXPERIENCES

- **Aramark Foodservice Restaurant at Hilton UH, TX, USA (2018 – 2019)**

Supervisor

- **Aramark Foodservice Restaurant/Banquet at Hilton UH, TX, USA (2014 – 2015)**

Host, Server, Bartender

- **Culinary School of Korea History and Culture, Gyeongju, South Korea (2012 – 2013)**

Assistant Manager

HONORS AND AWARDS

- All But Dissertation Fellowship, University of Massachusetts (2022)
- Dissertation Research Support Fellowship, University of Massachusetts (2022)
- ICHRIE Conference Funding Scholarship, NENA Board (2022)
- Graduate Student Assistance Funds, University of Massachusetts (2020)
- Outstanding Doctoral Applicants Fellowship, University of Massachusetts (2019)
- Graduate Assistantship, University of Massachusetts (2019 – 2023)
- Dean's Academic Excellence Scholarship, University of Houston (2018)

- Brinker International Scholarship, University of Houston (2017 – 2018)
- Graduate Assistantship, University of Houston (2016 – 2018)
- Par Excellence Scholarship, University of Houston (2016 – 2017)
- Magna Cum Laude, Sejong University (2016)
- Summa Cum Laude, University of Houston (2015)
- Conrad N. Hilton Scholarship, University of Houston (2013 – 2015)
- Dean's List Recipient, University of Houston (2013 – 2015)
- Foreign Exchange Student Scholarship, Sejong University (2013 – 2015)
- Outstanding in Foreign Language Scholarship, Sejong University (2013)

CERTIFICATIONS/TRAINING

- Customer Relationship Management (CRM), Hilton Hotel
- Diversity & Inclusion, Hilton Hotel
- Preventing Human Trafficking: Recognizing the Signs, Hilton Hotel
- Inclusive & Respectful Workplace Acknowledgement, Hilton Hotel
- Your Role in Workplace Diversity, Skillsoft