

Faculty of

Kyong-Sik Sung  
Assistant Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none"><li>● CSR communication strategy on Social media</li><li>● Food &amp; Beverage Management</li><li>● Customer-Brand Engagement Behavior</li></ul>	<ul style="list-style-type: none"><li>● Hospitality Marketing &amp; Communication</li><li>● Consumer Behavior</li><li>● Crisis Management &amp; Regulations</li></ul>

**Qualifications**

*[Academic Qualification]*

Aug 2017 – May 2023	Ph.D. in Business Administration, Hospitality and Tourism Management, Spears School of Business, Oklahoma State University, Stillwater, OK, United States
Mar 2013 – Aug 2015	M.S. in Hotel, Restaurant and Institution Management, Yonsei University, Seoul, Korea
Mar 1991 – Aug 1998	B.S. in French Language and Literature, Yonsei University, Seoul, Korea

*[Teaching Experience]*

Aug 2023 – Present	Assistant Professor	Faculty of Hospitality and Tourism Management, Macau University of Science and Technology
Aug 2019 – May 2021	Instructor	School of Hospitality and Tourism Management, Oklahoma State University
Aug 2017 –Fall 2022	Teaching Assistant	School of Hospitality and Tourism Management, Oklahoma State University

*[Professional Experience]*

Director of Marketing Department, Asia Property Investment Corp., (APIC) Shanghai	2010 – 2013
Owner & General Manager, BELAGIA Foodservice Corp., Ltd. Shanghai	2006 – 2010
Assistant Manager of International Sales, Young-Hwan Distribution Corp., Korea	

Ad Hoc Reviewer for Academic Journal  
International Journal of Hospitality Management  
Journal of Hospitality and Tourism Research

Ad Hoc Reviewer for Referred Conference Proceedings  
APacCHRIE & EuroCHRIE Joint Conference (2019)

## Research & Publications

### [Journal Article]

Tao, C., Shafieizadeh, K., **Sung, K. S.**, & Kwon, J. (2023). Influential factors toward the quality of dining services at Continuing Care Retirement Communities: Manager's perspective. *Journal of Hospitality & Tourism Management*, 56, 60-68

**Sung, K. S.** & Lee, S. (2023). Interactive CSR campaign and symbolic brand benefits: The moderated mediation model of brand trust and self-congruity in the restaurant industry. *International Journal of Hospitality Management*.

**Sung, K. S.** & Lee, S. (2023). Customer brand co-creation behavior and brand sincerity through CSR interactivity: The role of psychological implications in service-dominant logic. *International Journal of Hospitality Management*, 108, 103388.

**Sung, K. S.**, Tao, C. W., & Slevitch, L. (2022). Do strategy and content matter? Restaurant firms' corporate social responsibility communication on Twitter: A social network theory perspective. *Technology & Hospitality Research*. 14673584221103177

**Sung, K. S.**, Tao, C. W. W., & Slevitch, L. (2020). Restaurant chain's corporate social responsibility messages on social networking sites: The role of social distance. *International Journal of Hospitality Management*, 85, 102429.

**Sung, K. S.**, Yang, I. S., & Jang, Y. J. (2015). The Effects of Brand Associations on Relationship Quality and Loyalty in Social Foodservice Enterprise: The moderating effect of Ethical Consumption Tendency. *Journal of Food Service Research*, 18(5), 103-130.

### [Conference Paper]

Tao, C., Shafieizadeh, K. & **Sung, K. S (2023, July)**. Tourist Motivations of Attending a Native American Festival: The Role of Food and Tribal Affiliation. Full paper presented at the 2023 APacCHRIE & EuroCHRIE Joint Conference, Phoenix, Arizona. **(Best Paper Award)**.

**Sung, K. S.**, & Tao, C. (2023, January). Restaurant firm's CSR communication and online brand advocacy: The role of social and psychological influence in dialogic principles. Full paper presented at the 28<sup>th</sup> APacCHRIE & EuroCHRIE Joint Conference, Anaheim, CA.

**Sung, K. S.**, & Tao, C. (2020, January). How Do Customers Respond To Different Types Of Corporate Social Responsibility Activities And Communication Strategies On Twitter? Evidence From The U.S.

Restaurant Firms. Full paper presented at the 25<sup>th</sup> Annual Graduate Education and Graduate Research Conference, Las Vegas, NV.

Zhang, Y., Sung, K. S., & Tao, C. (2019, May). Exploring Gender Impact On Career Identity Formation And Expression In Social Media Of Female Chefs. Paper presented at the 2019 APacCHRIE & ECHRIE Joint Conference, Hong Kong SAR, China.

Sung, K. S., & Tao, C. (2019, January). How does online CSR message on social media affect brand equity? The role of social distance. Paper presented at the 24<sup>th</sup> Annual Graduate Education and Graduate Research Conference, Houston, TX (**Best Paper Award Finalist**).

Sung, K. S. (2015, September). The Effects of Brand Associations on Relationship Quality and Loyalty in Social Foodservice Enterprise: The moderating effect of Ethical Consumption Tendency, Paper presented at the 2015 Annual Meeting of the Food Service Management Society, Seoul, Korea.

## Awards and Grants

Recipient, **Best Paper Award**, July, 2023 Annual ICHRIE Summer Conference, Phoenix, Arizona

Recipient, **Phillips Doctoral Dissertation Fellowship Award** (\$600, Awarded)  
Spears School of Business, Oklahoma State University, Mar 2023

Recipient, **Finalists for Best Poster Award**, CentralCHRIE Conference/Spirit of Hospitality Summit at Purdue University, September, 2022

Recipient, **Robberson Summer Research and Creative Activity Fellowship** (\$2,500, Funded)  
Graduate college, Oklahoma State University, June 2022

Recipient, **Robberson Summer Dissertation Fellowship** (\$2,500, Funded)  
Graduate college, Oklahoma State University, June 2021

Recipient, **Outstanding HTM Graduate Teaching Associate Award**,  
Spears School of Business, Oklahoma State University, March 2021

Recipient, **Graduate Assistant Outstanding Research Award** (\$1,000, Funded)  
Oklahoma State University, 2021/2022

Recipient, **Finalists for the Best Paper Award**, 24<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, 2019

Recipient, **College of Human Science Michael Carragher Endow Scholarship** (\$1,000, Awarded)  
Oklahoma State University, 2018-2019

Recipient, **Academic Excellence Award Scholarship**, Yonsei University, 2015

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