Skylar (Sugyeong) Kim

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Education

Cornell University — **USA**
- Ph.D. in Service Management (Marketing) — **2023 – Present**
- M.S. in Hotel Administration (Marketing) — **2021 - 2023**

Gachon University — **Republic of Korea (ROK)**
- M.S. in Tourism Management (Hospitality Management) — **2017 - 2019**
- B.S. in Tourism Management (Hospitality Management) — **2012 - 2017**

Research Interests

Hospitality Management, Service Marketing, Consumer Behavior, Customer Incivility, Organizational Frontlines, Conversational AI

Publications

[5] Lee, K. J., **Kim, S. G.**, & Lee, S. Y. (2024). Family support, managerial self-efficacy, and performance of micro-firms in tourism destinations during the COVID-19 pandemic. *Journal of Quality Assurance in Hospitality & Tourism, 25*(5), 1488-1511.

[4] Lee, K. J., & **Kim, S. G.** (2022). Structural Review of Customer Incivility and Social Competences of Frontline Employees for Prevention and Mitigation. *Journal of Quality Assurance in Hospitality & Tourism, 23*(1), 196-216.

[3] Lee, K. J., Yoo, M. S., Lee, H. J., & **Kim, S. G.** (2019). Predicting innovative information systems (IS) behavior of frontline employees in hotels. *Journal of Quality Assurance in Hospitality & Tourism, 20*(4), 424-444.

[2] **Kim, S. G.**, & Kim, S. H. (2018). Examining the Investment Determinants on the Regional Tourism Performance Using Panel Data Analysis. *Journal of Tourism Studies, 30*(3), 23-44. *(in Korean)*.

[1] Lee, K. J., Yoo, M. S., & **Kim, S. G.** (2018). Internal Training, Organizational Learning Culture, and Innovative Information System (IS) Use of Hotel Front Office Employees: Mediation Effect of Self-Learning. *Journal of Tourism Science, 42*(7), 85-103. *(in Korean).*

Conference Presentations

[4] **Kim, S.**, Kim, E., & Chun, H. (2026, May) "Should Online Wine Retailers Adopt Generative AI? Behavioral Compliance and Attitudinal Decoupling in Conversational Recommendations." Oral presentation at the 8th Edition Workshop of the Alliance for Research on Wine and Hospitality Management Workshop, Ithaca, NY.

[3] **Kim, S.** & Kwortnik, R. (2025, July). "Unpacking Cognitive and Emotional Mechanisms of Customer Incivility: A Linguistic Approach." Oral presentation at the Frontiers in Service Conference, Montreal, QC, Canada.

[2] **Kim, S.** & Kwortnik, R. (2025, February). "Why Customers Snap: Psychological Pathways to Incivility in Service Contexts." Oral presentation at the 10th Anniversary Organizational Frontlines Research (OFR) Symposium, Phoenix, AZ.

[1] **Kim, S.,** Kim, E., & Kwortnik, R. (2023). "*Determinants of Customer Incivility in Service Context.*" Poster presented at the Association for Consumer Research (ACR) Conference, Seattle, WA.

Working Papers

[6] **Kim, S.**, Kim, E., & Chun, H. *Should Online Wine Retailers Adopt Generative AI? Behavioral Compliance and Attitudinal Decoupling in Conversational Recommendations.* Manuscript under preparation for journal submission (CQ).

[5] Kim, E., Chun, H., & **Kim, S.** *Borrowed Equity, Local Identity: Consumer Sentiment and Strategic Positioning of Soft Brand Hotels*. Manuscript under preparation for journal submission (IJHM).

[4] Kim, E., **Kim, S.**, & Chun, H. *The Persuasive Role of Conversational AI in Travel Decision Making.* Under review at *Journal of Travel Research*.

[3] Lee, K. & **Kim, S.** *Multi-dimensional Conceptualization of Organizational Hospitableness of Hotels: Social Exchange Theory and Computer-Aided Text Analysis*. Manuscript under preparation for journal submission.

[2] **Kim, S.** & Kwortnik, R., *Why customers snap: Understanding Customer Incivility in Frontline Service Encounters*. Manuscript under preparation for journal submission.

[1] **Kim, S.** & Kwortnik, R., *The Hidden Hierarchy of Dissatisfaction: Attribute–Consequence–Value Structures in One-Star Hotel Reviews*. Based on a revised version of Study 2 from the master's thesis. Manuscript under preparation for journal submission (IJCHM).

Research Experience

Cornell University, Nolan School of Hotel Administration **USA**
Research Assistant **2022 - Present**
- Conducting collaborative research in service marketing and consumer behavior with Prof. Kwortnik.

Gachon University, Sujeong-gu, Seongnam **ROK**
Research Assistant, Dept. of Tourism Management **2016 - 2020**
- Contributed to multiple research projects on customer incivility, frontline employee behavior, and tourism performance.

Korea Institute of Public Administration **ROK**
Research Assistant **2020**
- Contributed to a national research project on social conflict patterns and management strategies in the Fourth Industrial Revolution.

District Office, Dongdaemun-gu, Seoul **ROK**
Research Assistant **2019**
- Contributed to tourism marketing and local branding strategy projects.

Teaching Experience

Cornell University, Nolan School of Hotel Administration **USA**
Course Assistant
- HADM 7430 – Marketing Management for Services (both residential and online formats) **2022-2025**
- HADM 4490/6490 – Integrated Marketing Communication and Digital Media **2023**
- HADM 6491 – Integrated Marketing Communications for the Hospitality Industry **2023-2025**
- HADM 2430 - Marketing Management for Services **2024, 2026**
- HADM 4425/6425 – Introduction to the Global Leisure Cruise Industry **2025**
- AEM 4480 – Brand Management **2025**

Leadership Experience

Cornell University, Nolan School of Hotel Administration **USA**
President, Nolan Research Student Association (NRSA) **Fall 2024 – Spring 2025**
- Organized and led the Services Management Journal Club
- Hosted social events to foster community among Nolan MS and PhD students