
DAVID J. KWUN

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REFERENTIAL DATA

- University: **University of Central Florida** **Orlando, Florida**
- Department: Hospitality Services, Rosen College of Hospitality Management
- Rank: Associate Professor

EDUCATION

Ph.D. **Iowa State University** **Ames, Iowa**

- Major: Foodservice & Lodging Management
- Minor: Family and Consumer Sciences Education and Studies
- Emphasis: Hospitality Marketing and Strategy

M.S. **Hanyang University** **Seoul, Korea**

- Major: Tourism Science
- Emphasis: Hospitality Industry & Management

B.S. **University of Hawai`i at Mānoa** **Honolulu, Hawai`i**

- Major: Travel Industry Management
- Emphasis: Hotel Management

RESEARCH INTERESTS

- Service Quality and Satisfaction
- Customer Value
- Brand & Brand Portfolio Management
- Consumer / Brand Experience
- Self-Image & Variety-Seeking Behavior
- Hospitality Education

TEACHING INTERESTS

- Strategic Marketing
- Marketing Management
- Strategic Management
- Brand Management

(in progress) Menu effects in authentic cuisine experience

(in progress) Self-service technologies

(in progress) Cruise and brand management

(in process) Student housing attributes

Gregory, A. M., Parsa, H. G., Nusair, K., **Kwun, D. J.**, & Putreyu, S. (2015). Examining the effects of vacation ownership product attributes on customer satisfaction: An investigation of product purchase and use. *International Journal of Contemporary Hospitality Management*, 27(1), 52-70.

Kim, G., Ro, H., & Hutchinson, J., & **Kwun, D. J.** (2014). The effect of jay-customer behaviors on employee job stress and job satisfaction. *Journal of Hospitality and Tourism Management Administration*, 15(4), 394-416.

Kwun, D. J., Ellen, E., & Choi, Y. (2013). Campus foodservice attributes and their effects on customer satisfaction, image and word-of-mouth. *Journal of Foodservice Business Research*, 16(3), 276-297.

Astatryan, V., Slevitch, L., Larzelere, R., Morosan, C., & **Kwun, D. J.** (2013). Effects of psychological ownership on students' commitment and satisfaction. *Journal of Hospitality and Tourism Education*, 25, 169-179.

Kwun, D. J., Hwang, J. H., & Kim, T. (2013). Eating-out motivations and variety-seeking behavior: An exploratory approach on customer loyalty. *Journal of Hospitality Marketing & Management*, 22(3), 289-312.

Kwun, D. J. (2012). Brand management in the hospitality industry. *Journal of Tourism & Hospitality*, 1: e104. doi:10.4172/jth.1000e104. [Editorial]

Bilgihan, A., Okumus, F., Nusair, K., & **Kwun, D. J.** (2011). Information technology applications and competitive advantage in hotel companies. *Journal of Hospitality & Tourism Technology*, 2(2), 139-153.

Kwun, D. J. (2011). The effects of campus foodservice attributes on perceived value, satisfaction, and consumer attitude: A gender difference approach. *International Journal of Hospitality Management*, 30(2), 252-261.

Walls, A., Okumus, F., Wang, Y. R., & **Kwun, D. J.** (2011). Understanding the consumer experience: An exploratory study of luxury hotels. *Journal of Hospitality Marketing & Management*, 20(2), 166-197.

Walls, A., Okumus, F., Wang, Y. R., & **Kwun, D. J.** (2011). An epistemological view of consumer experiences. *International Journal of Hospitality Management*, 30(1), 10-21.

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- Kwun, D. J.** (2010). How extended hotel brands affect the Lodging Portfolio? *Journal of Retail & Leisure Property*, 9(3), 179-191.
- Hwang, J. H., **Kwun, D. J.**, & Kim, T. (2010). Information usage and dependency patterns among restaurant customers with different consumer values. *Journal of Korean Academic Society of Hospitality Administration*, 19(5), 175-185.
- Kwun, D. J.**, & Oh, H. (2007). Consumers' evaluation of brand portfolios. *International Journal of Hospitality Management*, 27(1), 81-97.
- Tidwell, D.K., **Kwun, D.J.**, Knight, K.B., Chang, Y., Endo, S., Bomba, A.K., Wachter, K., & Oakley, C.B. (2007). Assessment of a HACCP Training Network. *The Journal of Child Nutrition & Management*. 31(1). Available at <http://docs.schoolnutrition.org/newsroom/jcnm/07spring/tidwell/index.asp>.
- Kwun, D. J.**, & Oh, H. (2007). Past experience and self-image in fine dining intentions. *Journal of Foodservice Business Research*, 9(4), 3-23.
- Kwun, J.**, & Oh, H. (2004). Effects of brand, price, and risk on customers' value perceptions and behavioral intentions in the restaurant industry. *Journal of Hospitality & Leisure Marketing*, 11(1), 31-49.
- Cho, M. H., & **Kwun, J.** (2000). Determinants of systematic risk in the Korean hotel industry. *Journal of Tourism Sciences*, 24(1), 75-92.

PRESENTATIONS & PROCEEDINGS AT PROFESSIONAL MEETINGS

- Farboudi Jahormi, M., & **Kwun, D. J.** (in process). Does SSTs Quality Influence Customers' Perceived Value in Full-Service Restaurants? 4th World Research Summit for Tourism and Hospitality. Orlando, Florida.
- Kim, S., **Kwun, D. J.**, Park, J., & Bufquin, D. (in process). Comparing Self-service technology and Human Interaction services in the hotel industry. The Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism. Dallas, Texas.
- Gajjar, T., & **Kwun, D. J.** (2017). Diversity Training and Employee Behaviors in the Lodging Industry. The Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, Texas.
- Kang, J., & **Kwun, D. J.** (2016). An investigation of cruisers' referral intentions. Academy of Global Hospitality & Tourism Conference (AGHTC), Seoul, Korea.
- Kang, J., & **Kwun, D. J.** (2015). Investigating cruisers' activity-based segmentation. World Conference on Business and Management & Global Great Debate (WCBM), Seoul, Korea.
- Khalilzadeh, J., & **Kwun, D. J.** (2015). Pictorial menu in authentic cuisine experience: An experimental approach to customer choice. The Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Tampa, Florida

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- Kwun, D. J.** (2014). Brand loyalty in casual dining restaurants. The Annual International Council on Hotel, Restaurant, and Institutional Education, San Diego, CA.
- Kwun, D. J.** (2012). On the performance evaluation of student housing attributes in satellite campuses. The Annual International Council on Hotel, Restaurant, and Institutional Education, Providence, LI.
- Kwun, D. J.,** Hwang, J. H., & Kim, T. (2011). Consumers' motivation and variety-seeking behavior in eating-out. 17th Asia Pacific Tourism Annual Conference, Seoul, Korea.
- Hwang, J. H., **Kwun, D. J.,** & Kim, T. (2011). Information source preference among consumers shopping for eating out places with different shopping motivation. The Annual International Council on Hotel, Restaurant, and Institutional Education, Denver, CO.
- Kwun, D. J.,** (2010). Evaluating the effects of quality, value, and satisfaction on consumer attitude: Managing gender-difference in campus foodservice. The Applied Business Research Conference, Orlando, FL.
- Bilgihan, A., Okumus, F., Nusair, K., & **Kwun, D. J.** (2010). Can Information Technology Applications Help Hotels Create a Competitive Advantage? The 17th International Hospitality Information Technology Association Research Conference, Orlando, FL
- Walls, A., Okumus, F., Wang, Y. R., & **Kwun, D. J.** (2009). Experiential consumption in a hospitality context - A qualitative approach in the luxury-hotel segment. *The Fourteenth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, 14*, Las Vegas, NV. [*Nominated for Best Paper*]
- Astatryan, V., Slevitch, L., **Kwun, D. J.,** & Morosan, C. (2008). This is my college: An application of psychological ownership for hospitality education. *The Annual International Council on Hotel, Restaurant, and Institutional Education*. Atlanta, Georgia.
- Son, E., Kim, T. H., & **Kwun, D. J.** (2008). Effects of interpersonal communication on brand loyalty in the Restaurant industry. *The Thirteenth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, 13*, Orlando, Florida.
- Kwun, D. J.,** Walter, P. W., & Oh, H. (2006, July). Effects of restaurant servicescapes, past experience, and self-image on dining behavior: A Fine dining perspective. *The Annual International Council on Hotel, Restaurant, and Institutional Education, Washington, D.C.*
- Kwun, D. J.** (2005, October). The effects of extended brands on the lodging portfolio. *Hospitality & Tourism: Driving National and International Development, Montego Bay, Jamaica.*
- Kwun, D. J.,** & Oh, H (2004, July). Consumer's evaluation of Brand Portfolio in the hotel industry. *The Annual International Council on Hotel, Restaurant, and Institutional Education, Philadelphia, Pennsylvania.*
- Walter, P. W., **Kwun, D. J.,** & Oh, H. (2004, July). Factors affecting fine dining decisions. *The Annual International Council on Hotel, Restaurant, and Institutional Education, Philadelphia, Pennsylvania.*
- Kwun, J.** (2003, August). A moderating role of quality variance in brand portfolio evaluations. *The Annual International Council on Hotel, Restaurant, and Institutional Education, Palm Springs, California.*

Kwun, J., & Oh, H. (2003, January). Brand portfolio characteristics and behavioral intentions. *The Eighth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, 8, Las Vegas, Nevada.

Kwun, J., & Oh, H. (2002, August). Effects of brand, price, and risk on customers' value perceptions and behavioral intentions in the restaurant industry. *The Annual International Council on Hotel, Restaurant, and Institutional Education*, Orlando, Florida.

Kwun, J., & Gregoire, M. (2002, January). A hotel feasibility study: An extended-stay market for apartment style accommodation. *The Seventh Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, 7, Houston, Texas.

Kwun, J., & Cho, M. H. (2001, January). Market risk and its determinants in the hotel industry. *The Sixth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, 6, Atlanta, Georgia.

RESEARCH GRANTS

- Consumer's Evaluation and Expectation in the Club Management Industry (in process)
- Consumer's Brand Experience in the Cruise Industry (2016)
 - Investigators: Kang, J., & **Kwun, D. J.** (Co-Principle investigator)
 - Amount: \$8,600 (submitted external grant – Not funded)
- Pürilin Sheets and Pillowcases Project: Customer perceptions of energy saving linen products (2016).
 - Investigators: Croes, R., Ro, H., **Kwun, D. J.**, & Omer Tatari
 - Amount: \$91,976 (submitted external grant - Not funded)
- Brand Management and the Cruise Industry (2016)
 - Investigators: Kang, J., & **Kwun, D. J.** (Co-Principle investigator)
 - Granting Agency: The UCF 2014 In-House Research Grants
 - Amount: \$7,450
- Brand Management in the Hospitality Industry (2011 - 2012)
 - Investigators: **Kwun, D. J.**
 - Granting Agency: Rosen College Research Grant
 - Amount: \$2,500
- Kissimmee Old Town Project (2012)
 - Investigators: Chen, P., Dickson, D., **Kwun, D. J.**, Nusair, K., Okumus, F., & Terry, M. (Co-Principle investigator)
 - Granting Agency: Kissimmee Old Town
 - Amount: Not Funded

- Merchandise Survey: Customer's point of view (2010 - 2011)
 - Investigators: Dickson, D., **Kwun, D. J.**, Nusair, K. (Co-Principle investigator)
 - Granting Agency: Areas USA
 - Amount: \$20,000

- Incentive Travel: The participant's viewpoint (2010)
 - Investigators: **Kwun, D. J.** & Choi, Y. (Co-Principle investigator)
 - Granting Agency: Incentive Research Foundation
 - Amount: \$38,860 (Not Funded)

- Perception and experiences of professional meeting planners from corporations and associations (2010)
 - Investigators: Okumus, F., Severt, K., **Kwun, D. J.** & Nusair, K. (Co-Principle investigator)
 - Granting Agency: Hilton Orlando
 - Amount: \$20,000

- Florida Vacation Influencers (2007)
 - Investigators: **Kwun, D. J.**, & Wang, Y. (Co-Principle investigator)
 - Granting Agency: Visit Florida
 - Amount: \$3,000

- Evaluation of Hazard Analysis Critical Control Point (HACCP) Training Program (2006)
 - Investigators: Tidwell, D., **Kwun, D. J.**, Knight, K., Bomba, A., Wachter, K., Endo, S., & Chang, Y. (Co-Principle investigator)
 - Granting Agency: National Food Service Management Institute
 - Amount: \$70,000

OTHER RESEARCH & INVITED PRESENTATIONS

- **Technical Report** & Presentation: Merchandise Survey: Customer's point of view AREAS USA (2011)

- Rosen Student Apartment Project & Presentation: Issues and Recommendations (2010)

- Three Pillars Café Project & Presentation: Issues and Recommendations (2009)

- PhD Program and the Candidacy Exam Presentation: Issues and Recommendations (2009)

- **Technical Report:** Florida Vacation Influencers, Visit Florida (2007)

- **Technical Report:** Evaluation of National School Foodservice Management institute (NSFMI) Hazard Analysis Critical Control Point (HACCP) Training Network, National School Foodservice Management institute (2006)

DISSERTATION & THESES DIRECTED

University of Central Florida

[*Ph.D. Dissertation*]

- Dissertation Committee member: Jill Plumer (Fall 2015 – **present**)
“Do hotel loyalty programs need to be restructured to appeal to all segments of travelers?”
- Dissertation Committee member: Valeriya Shapoval (Fall 2012 – Spring 2016)
“Organizational justice and emotional labor of hourly wage employees in the hospitality industry”
- Dissertation Committee member: Jenna Lee (Fall 2012 – Spring 2014)
“Managerial Process of Discounting Decision-Making in the Lodging Industry: The Role of Human Agency”
- Dissertation Committee member: Xu Li (Fall 2012 – Summer 2013)
“Consumer Engagement in Travel-Related Social Media”
- Dissertation Committee member: Anil Bilgihan (Spring 2011 – Fall 2012)
“*The Role of Flow in Creating E-Loyalty: The Case of Online Hotel Booking Websites*”
 - **Rosen College Outstanding Dissertation Award (2013)**
- Dissertation Committee member: Emily Ellyn Hummel (Fall 2010 – withdrew)
- Dissertation Committee member: Stephen J. Lee (Spring 2009 – Fall 2011)
“*Customer Relationship Marketing by Destination Marketing Organizations: Does it Lead to favorable Behavioral Intentions of Meeting Planners?*”
- Dissertation Committee member: Amy Gregory (Spring 2009 - Summer 2011)
“*Assessment of Product and Service Attributes and Consumers’ Willingness to Pay in the Vacation Ownership Industry using the Kano Model and Conjoint Analysis*”
- Dissertation Committee member: Andrew Walls (Spring 2008 - Summer 2009)
“*An Examination of Consumer Experience and Relative Effects on Consumer Values*”
 - **5th Annual Emerald/EFMD Highly Commended Doctoral Research Awards (2009)**

[*Master Theses*]

- Master Thesis Chair: Soona Park (Spring 2017 – **present**)
“*SST vs. HIS*”
- Master Thesis member: Gawon Kim (Fall 2011 – Fall 2012)
“*How does Jay-customer affect employee job stress and job satisfaction?*”

- Master Thesis member: Heidi Albus (Fall 2011 – Summer 2012)
 “The Effects of Corporate Social Responsibility on Service Recovery Evaluation in Casual Dining restaurant”
 - Rosen College Outstanding Master’s Thesis Award (2013)

[*Undergraduate Honors-in-Major Theses*]

- Undergraduate Thesis member: Tricia Tang (Spring 2011 – Spring 2012)
 - 2012 First place in Showcase for the Undergraduate Research Excellence
- Undergraduate Thesis member: Elizabeth Paulus (Fall 2010 – withdrew)

TEACHING EXPERIENCE

University of Central Florida

- HFT 2500: Hospitality & Tourism Marketing [*B.S. class*]
- HFT 4295: Hospitality Leadership & Strategic Management [*B.S. class*]
- HFT 6251: The Management of Lodging Operations [*M.S. class*]
- HFT 6596: Strategic Marketing in Hospitality & Tourism [*M.S. class*]
- HFT 6296: Hospitality and Tourism Strategic Issues [*M.S. class*]
- HFT 6596: Strategic Marketing in Hospitality & Tourism [*M.S. class*]
- HFT 7258: Strategies and Tactics: Lodging [*Ph.D. class*]
- IDS 7938: Cluster Research Seminar [*Ph.D. class*]
 - Experiential Consumption (Spring 2010)
 - Theme Park Risk Management (Spring 2012)

[*Continuing Education*]

- Brand Management : **Disney Scholars Program** (Spring 2007 – Fall 2009)

University of Mississippi

- FCS 361: Front Office Administration
- FCS 464: Hospitality Services Promotion (Advanced Hospitality Marketing)
- FCS 468: Hospitality Management Study Tour (NRA Restaurant Show)
- FCS 484: Practicum in Hospitality Management
- FCS 493: Individual / Group Study
- FCS 566: Human Resource Management in Services

Iowa State University

- HRI 352: Lodging Operations Management I
- HRI 433: Hospitality Managerial Accounting
- FCEdS 160: Foundations of Family and Consumer Sciences
- FCEdS 460: Integrative Approaches in Family and Consumer Sciences

PROFESSIONAL EXPERIENCE

Assistant / Associate Professor **University of Central Florida** **Orlando, Florida**

- 2006 – present
- Teach hospitality management undergraduate, master, and PhD courses

Assistant Professor **University of Mississippi** **Oxford, Mississippi**

- 2003 – 2006
- Director, Hospitality Management Program
- Taught hospitality management undergraduate courses

Graduate Assistant **Iowa State University** **Ames, Iowa**

- 1999 – 2003
- Foodservice & Lodging Management / Family and Consumer Sciences Education & Studies
- Research / Teaching / Administrative Assistant

Administrative Assistant **Hanyang University** **Seoul, Korea**

- 1997 – 1998

Reception Desk Clerk **The Ritz-Carlton Hotel** **Seoul, Korea**

- 1996

Table Server **Akasaka Koko Marina** **Honolulu, Hawai'i**

- 1993 – 1994

RECOGNITIONS & AWARDS

- UCF **Research Incentive Award (RIA)**: 2016
- **Grant Writing Certification**: 2016
 - Institute for Strategic Funding Development
- **The Rosen College Awards for Excellence in Graduate Teaching**: 2015
- **The Rosen College Awards for Excellence in Research**: 2013
- **Rosen College Outstanding Dissertation Award**: 2013
 - Committee Member for Anil Bilgihan

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- **Rosen College Outstanding Master's Thesis Award: 2013**
 - Committee Member for Heidi Albus
 - **UCF Teaching Incentive Program (TIP): 2012**
 - University of Central Florida
 - One award was allocated to the Rosen College of Hospitality Management in 2012
 - **Certificate of Recognition: 2011**
 - In recognition of contribution (session Moderator) to 2011 17th Asia Pacific Tourism Association Annual Conference.
 - **Certificate of Presentation: 2011**
 - In recognition of contribution to 2011 17th Asia Pacific Tourism Association Annual Conference.
 - **The Rosen College Awards for Excellence in Graduate Teaching: 2011**
 - **Online Course Development Certification - IDL 6543: 2010**
 - Frank W. Berkman '**Best of the Best Award**' for Collegiate Chapters (2009). Hospitality Sales and Marketing Association International (HSMIAI). Central Florida Chapter
 - **5th Annual Emerald/EFMD Highly Commended Doctoral Research Awards: 2009**
 - Andrew Walls
 - An examination of consumer experience and relative effects on consumer values
 - <http://www.efmd.org/index.php/research-publications-a-awards/awards/doctoral-research-awards-2009/2009-award-winners>
 - Walls, A., Okumus, F., Wang, Y. R., & **Kwun, D.J.** (2009). Experiential consumption in a hospitality context - A qualitative approach in the luxury-hotel segment. 14th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV. [**Nominated for Best Paper**]
 - **The Rosen College Dean's Research Award: 2008**