
Chihyung Ok, Ph.D.

Department of Hospitality Management and Dietetics
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Education:

Doctor of Philosophy

August 2004 Kansas State University, Manhattan, Kansas
Department of Hospitality Management and Dietetics
Major: Hospitality Marketing and Service Management
Dissertation Title: *The Effectiveness of Service Recovery and Its Role in Building Long-term Relationships with Customers in a Restaurant Setting*
Committee Co-Chair: Dr. Carol W. Shanklin and Dr. Ki-Joon Back

Master of Science

December 1998 Florida International University, North Miami, Florida
School of Hospitality and Tourism Management
Also earned degree of Bachelor of Science (2000)

Bachelor of Science

February 1995 Sejong University, Seoul, Korea
Department of Tourism Management

Teaching & Research Experiences:

Fall 2006 – Present

Assistant Professor
Dept. of Hospitality Management and Dietetics
Kansas State University, Manhattan, Kansas
HMD 985 Advances in Foodservice and Hospitality Management
HMD 975 Research and Applied Theories in Consumer Behavior in Foodservice and Hospitality Management
HMD 895 Cost Controls in Hospitality and Foodservice Systems
HMD 885 Seminar in Foodservice and Hospitality Management
HMD 820 Strategic Management and Case Studies in Hospitality Management
HMD 810 Research Methods for Foodservice and Hospitality Management
HMD 664 Lodging Management Theory
HMD 424 Hospitality Marketing and Sales
HMD 422 Cost Controls in Hospitality Operations

Fall 2005 – Summer 2006

Visiting Assistant Professor

Fall 2004 – Summer 2005

Research Associate
Information Technology Assistance Center
Kansas State University, Manhattan, Kansas
Converted an on-site course to an online format

Fall 2003 – Spring 2004

Graduate Teaching Assistant
Dept. of HMD, Kansas State University, Manhattan, Kansas
HMD 340 Contemporary Issues in Controlled Beverages
HMD 341 Principles of Food Production Management
HMD 342 Food Production Management (Lab)
HMD 424 Hospitality Marketing and Sales

Fall 2000 – Summer 2003

Graduate Research Assistant
Dept. of HMD, Kansas State University, Manhattan, Kansas
Assisted in development of web-based interdisciplinary modules to teach solid waste/residue management in the food chain.

Teaching Interests:

- Hospitality and Tourism Marketing
- Research Methods
- Hospitality Management Strategies (Case Studies)
- Cost Controls (Managerial Accounting) in Hospitality Operations
- Lodging Management using the Hotel Operational Training Simulation

Industry Experience:

- Cook, Outback Steakhouse, PembrokePines, Florida (1998 – 1999)
- Tour Guide, Koram Tour and Travel Co., Miami, Florida (1997 – 1998)
- Military Service, Youn-Chun Kun, Korea (1989 – 1992)
- Volunteer Service, 1988 Seoul Olympic Games, Seoul, Korea Trained and served as a bell staff at the Olympic Family Town (July – Sep 1988)

Research Interests:

- Customer Satisfaction/Dissatisfaction and Relationship Marketing
- Customer Complaint, Service Recovery, and Switching Behavior
- Customer and Employee Relationships – Rapport
- Customer Orientation of Service Employee
- Organizational Commitment –Social Responsibility
- Consumers' Responses to Organizations' Environmental Concerns
- Seniors' Attitudes and Behaviors in Hospitality Product/Service Consumption
- Residents' Satisfaction and Well-being in Continuing Care Retirement Communities

Research Grants:

May 2009 – June 2010

- Co-Investigator with Ainul Abu Bakar
- Title: *Customer Orientation of Service Employees, Rapport and Social Relationship: Influences on Residents' Satisfaction Well-being*
- Funded by the Perry & Virginia Peine Excellence for Aging Initiative

May 2009 – June 2010

- Co-Investigator with Wen-Shen Yen
- Title: *The Effects of Customer Orientation of Service Employees on Job Satisfaction, Commitment and Organizational Citizenship Behaviors in Continuing Care Retirement Communities*
- Funded by the Perry & Virginia Peine Excellence for Aging Initiative

Oct 2008 – Sept 2013

- Principal Investigator
- Title: *Senior Residents' Satisfaction and Well-being in Continuing Care Retirement Communities*
- Funded by Agricultural Experiment Station, Kansas State University

May 2008 – Aug 2009

- Principal Investigator
- Title: *Retiring to a College Town: Identification of Motivation Factors & Assessment of the Attractiveness of Communities in Proximity to a College Town*
- Funded by College of Human Ecology, Kansas State University

May 2008 – June 2009

- Co-Investigator with Sanghyeop Lee
- Title: *Foodservice Employees' Job Satisfaction and Dissatisfaction in Continuing Care Retirement Communities.*
- Funded by the Perry & Virginia Peine Excellence for Aging Initiative

Aug 2007 – Current

- Principal Investigator
- Title: *Exploring the Roles of Residents' Interpersonal Relationships with Employees and Socializing with Other Residents at the Senior Service Facilities*
- Funded by the Center on Aging, Kansas State University

Aug 2006 – Sept 2008

- Co-Principle Investigator with Carol W. Shanklin, Ph.D.
- Title: *Food as an Essential Contributor to the Quality of Life for Older Adults: Evaluating Service Quality in the Institutional Foodservice Establishments.*
- Funded by Agricultural Experiment Station, Kansas State University

Dec 2004 – Jul 2005

- Project team member with Rebecca Gould, Ph.D., R.D. and Laura McKnight, M.S.
- Title: *Conversion of First Choice to First Choice Online*.
- Sponsored by the National Food Service Management Institute.
- Major Responsibilities:
 - Developing instructional materials
 - Designing delivery methods (content, audio and video files)
 - Developing an evaluation form for instructors

Aug 2000 – July 2003

- Project team member with Carol W. Shanklin, Ph.D., R.D., Kyung-Eun Lee, Ph.D.; Hui-Chun Huang, M.S.; Sunny (Sunhee) Seo, M.S. and Sandra, Flores, Ph.D.
- Title: *Development of web-based interdisciplinary modules to teach waste management in the food chain*.
- Sponsored by the United States Department of Agriculture (USDA) Challenge Grant.
- Major responsibilities:
 - Content development for the cost analysis of waste management
 - Case study development (5 cases)
 - Web-site development and Web content accessibility (<http://www.oznet.ksu.edu/swr/home/welcome.htm>)

Publications:

- Kim, W., **Ok**, C., & Canter, D.D. (accepted). Contingency variables for customer share of visits to full-service restaurants. *International Journal of Hospitality Management*.
- Kim, W., **Ok**, C., & Gwinner, K. (2010). The antecedent role of customer-to-employee relationships in the development of customer-to-firm relationships. *The Service Industries Journal*.
- Kim, W., & **Ok**, C. (2009). Customer orientation of service employees and rapport: Influences on service outcome variables in full-service restaurants. *Journal of Hospitality & Tourism Research*.
- Kim, W., **Ok**, C., & Lee, M.J. (2009). Antecedents of service employee's organizational citizenship behaviors in full-service restaurant in Korea. *Cornell Hospitality Quarterly*, 50(2), 180-197.
- Kim, W., & **Ok**, C. (2009). The effects of relational benefits on customers' perception of favorable inequity, affective commitment, and repurchase intention in full-service restaurants. *Journal of Hospitality & Tourism Research*, 33(2), 227-244.
- Ok**, C., Shanklin, C.W., & Back, K. (2008). Generalizing survey results from student samples: Implications from service recovery research. *Journal of Quality Assurance in Hospitality & Tourism*, 8(4), 1-23.

- Ok, C., Back, K., & Shanklin, C.W. (2007).** Mixed findings on the service recovery paradox. *The Service Industries Journal*, 27(6), 671-686.
- Ok, C., Back, K., & Shanklin, C.W. (2006).** Service recovery paradox: Implications from an experimental study in a restaurant setting. *Journal of Hospitality & Leisure Marketing*, 14(3), 17-33.
- Ok, C., Back, K., & Shanklin, C.W. (2006).** Dimensional roles of justice on post-recovery overall satisfaction and behavioral intentions: Tests of casual dining experiences. *Journal of Foodservice Business Research*, 8(3), 3-22.
- Ok, C., Back, K., & Shanklin, C.W. (2005).** Modeling roles of service recovery strategy: A relationship-focused view. *Journal of Hospitality and Tourism Research*, 29(4), 484-507.
- Shanklin, C.W., Huang, H., Lee, K.E, **Ok, C.**, Seo, S., & Flores, S.A (2003). Developing web-based interdisciplinary modules to teach solid waste/residue management in the food chain. *Journal of Food Science Education*, 2, 46-52.

Book/Chapter in Book:

- Ok, C., & Shanklin, C.W. (2005).** Environmental Impacts of Travel and Tourism. In J. M. Poynter (Ed.), *TRAVEL AND TOURISM (Vol. 2)*. Denver, CO: Leromi Publishing.
- Shanklin, C., Huang, H., & **Ok, C.W.** (2004). *Environment issues impacting foodservice & lodging operations (3rd)*. Kansas State University. Manhattan, Kansas.

Conference Proceedings and Presentations:

- Ok, C., & Kim, W. (2009).** Attributional influences in the formation of post-recovery overall satisfaction and behavioral intentions. *2009 Asia Pacific Tourism Association*. Incheon, Korea
- Bakar, A., & **Ok, C.** (2009). The role of customer orientation of service employees on senior residents' satisfaction and psychological well-being. *The 14th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.
- Kim, W., **Ok, C.**, & Canter, D.D. (2009). Service recovery expectation, disconfirmation, and recovery satisfaction: Moderating role of a priori relationship. *The 14th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.
- Lee, J.H., & **Ok, C.** (2009). Effects of the situational variables on managers' leadership and employees' organizational citizenship behavior. *The 14th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.
- Kim, W., **Ok, C.**, & Lee, M.J. (2008). Antecedents of service employee's organizational citizenship behaviors in foodservice businesses. *2008 I-CHRIE Annual Conference and*

Expo. Invited presentation as the best conference paper winner at the 13th Annual Graduate Education and Graduate Students Research Conference.

- Kim, W., **Ok**, C., & Lee, M.J. (2008). Antecedents of service employee's organizational citizenship behaviors in foodservice businesses. *The 13th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, pp. 1657-1669. **Best Paper Award.**
- Lee, S., & **Ok**, C. (2008). Foodservice employees' job satisfaction and dissatisfaction in continuing care retirement communities. *The 13th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, pp. 1536-1538.
- Ok**, C., & Barrett, B. (2007). The need of education on college student alcohol consumption: A proposal for contribution from hospitality/tourism programs. *2007 I-CHRIE Annual Conference and Expo.*
- Kim, W., & **Ok**, C. (2007). The moderating role of relationship communality in the customer satisfaction and repurchase intention formation process. *2007 I-CHRIE Annual Conference and Expo.*
- Kim, W., & **Ok**, C. (2007). An empirical investigation on the transformation model from the customer-to-employee relationship to the customer-to-firm relationship. *Proceedings of the 12th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, pp. 707-718.
- Lee, S., & **Ok**, C. (2007). Exploring the role of dining experiences on residents' satisfaction with assisted living facilities. *Proceedings of the 12th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, pp. 1257-1261.
- Ok**, C., Back, K., & Shanklin, C.W. (2006). Using college students as subjects in experimental study: Do student responses reflect those of other consumers? *Proceedings of the I-CHRIE Annual Conference and Expo*, pp. 284-292.
- Ok**, C., Back, K., & Shanklin, C.W. (2005). Tests of dimensional roles of justice on post-recovery overall satisfaction and behavioral intentions. *Asia Pacific Tourism Association 11th Annual Conference*, Goyang, South Korea.
- Ok**, C., Back, K., & Shanklin, C.W. (2005). Service Recovery Paradox: Implications from an experimental study in a restaurant setting. *Proceedings of the 10th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, pp. 713-721. **Best Paper Award in Foodservice Area.**
- Ok**, C., Back, K., & Shanklin, C.W. (2004). The updating role of service recovery on customers' overall satisfaction and behavioral intentions. *Proceedings of the 9th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, pp. 597-607.

Ok, C., Shanklin, C.W., & Back, K. (2003). Restaurant customer reactions to service recovery and behavioral intentions. *Proceedings of the 8th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, pp. 522-526.

Shanklin, C.W., Huang, H., Lee, K.E, Ok, C., & Seo, S. (2003). Development of web-based interdisciplinary modules to teach waste management in foodservice management courses. *Proceedings of the 8th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, pp. 604-607.

Work in Progress:

- What do external customers' complaints mean to internal customers?
- Customer - employee interpersonal relationship and rapport
- Employee's job satisfaction, organizational commitment, and customer orientation
- Senior residents' satisfaction in continuing care retirement communities

Academic Honors and Awards:

- Who is Who in America , 63rd ed., Marquis Who's Who in America , 2009
- **Best conference paper** at the 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Orlando, FL, 2008
- **Best conference paper** in foodservice area at the 10th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Myrtle Beach, SC, 2005
- The Lois Mae and Charles H. Beasley Scholarship, 2003.
- The Elizabeth Perry Miles Memorial Scholarship, 2002, 2003.
- The Merna M. Zeigler and Val Zeigler Student Grant Fund, 2002.
- Dean's Honor List, Florida International University, Miami, Florida, 2000.
- Employee of the month, Outback Steakhouse, PembrokePines, Florida, 1998.
- The Outstanding Student Scholarship by the Korean Tourism Association, 1994.

Committee and Services:

- Committee on Technology, College of Human Ecology (2008 – Current)
- Faculty Senate Committee on Technology, Kansas State University (2007 – current)
- Information Resource Management Council, Kansas State University (2007 – current)
- International CHRIE Conference Paper Reviewer (2006 – 2007)
- Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism Paper Reviewer (2006 – 2009)
- The Academic Affairs Committee (2006 – 2007)
- Webmaster, HMD, Kansas State University (2005 – current)

Professional Memberships and Activities:

- Editorial Board, Korean Academic Society of Hospitality Administration
- Asia Pacific Tourism Association (APTA) (2008 – current)
- The International Council on Hotel, Restaurant, and Institutional Education (CHRIE) (2005 – current)

- President, Graduate Foodservice and Hospitality Management Organization, Kansas State University (2001 – 2002)
- Vice President, Graduate Foodservice and Hospitality Management Organization, Kansas State University (2000 – 2001)
- President, Korean Student Association, Florida International University (1997 – 1998)
- Vice President, Korean Student Association, Florida International University (1996 – 1997)
- Event Planner, Tourism Management Student Counsel, SeJong University, Seoul, Korea (1993)