



# Yelim (Erin) Kim

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## EDUCATION

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Oct. 2022 ~	<b>Virginia Polytechnic Institute and State University</b> Department of Hotel and Tourism Management <i>Ph.D. in Business</i> (Expected Graduation: May, 2026)	Blacksburg, VA, USA
Sep. 2020 ~ Oct. 2022	<b>Kyunghee University</b> Department of Hotel and Tourism Management <i>M.A. in Tourism Science</i>	Seoul, Republic of Korea
Mar. 2013 ~ Feb. 2019	<b>Hankuk University of Foreign Studies</b> Department of Economics <i>B.A. in Economics</i>	Seoul, Republic of Korea

## RESEARCH INTERESTS

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- Tourism Economics and Policy
- Destination Branding Marketing
- Business Events (MICE)
- Culture-induced Tourism
- Revenue and Strategic Management in Tourism

## PUBLICATIONS

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### ■ Published Articles

1. Campayo-Sanchez, F., Sharma, A., **Kim, Y. E.**, Jung, H., Santa-María, M. J., & Nicolau, J. L. (2026). The ideological recipe: CEO politics as the secret ingredient in boosting restaurant market value through promotions. *International Journal of Hospitality Management*, 132, 104379.
2. **Kim, Y. E.**, & Nicolau, J. L. (2025). Deploying popular culture for international expansion: Effect of operational strategies on hotel firms' performance. *Tourism Management*, 111, 105240.
3. Yun, S., Jeong, A., **Kim, Y.**, & Nam, Y. (2025) A longitudinal study of VR, AR, and metaverse tourism: Analyzing temporal topic evolution using dynamic topic modeling of news media (2016-

2023). *Journal of Tourism Sciences*, 49(5).

4. **Kim, Y.**, Nicolau, J. L. (2025). Effect of popular culture on tourism firms' market value: A destination brand equity perspective. *Tourism Management*, 107, 105060.
5. **Kim, Y.**, Kim, M., Lee, C. K., & Reisinger, Y. (2024). The influence of climate change and environmental concerns on participation in new voluntourism by younger generations. *International Journal of Tourism Research*, 26(4), e2724.
6. Miseong Kim, **Yelim Kim**, & Hwasung Song. (2023). Exploration of citizen-friendly operating factors for sustainable exhibition and convention center operation. *Korea Trade Exhibition Review*, 18(1), 1-21.
7. Kyuri Seo, **Yelim Kim**, & Yooshik Yoon. (2022). A Study on the Acceptance Attitude and Intention of Continuous According to the UTAUT Model Factors of Meeting Technology. *Journal of MICE & Tourism Research*, 22(2), 193-212.
8. Yoo, C., **Kim, Y.**, & Sohn, J. H. (2021). Evaluating the Social Cost of Conflict between New Media and Society: The Case of Gaming Disorder in South Korea. *Sustainability*, 13(14), 8106.
9. Yeonwoo Joo, Yooshik Yoon, & **Yelim Kim**. (2021). The effect of the perception of MICE city brand value on recognition of competitiveness and support for development. *Korea Trade Exhibition Review*, 16(1), 113-132.
10. Changsok Yoo, **Yelim Kim**, & Juhie Lee. (2021). Estimation of social cost for the inclusion of gaming disorder in public disease category. *Korea Society of Innovation*. 16(4). 131-156.
11. **Yelim Kim**, Miseong Kim, & Yooshik Yoon. (2021). Economic value estimation of smart tourism using Augmented Reality(AR). *Academic Society of Event & Convention*. 17(4). 179-199.

## TEACHING EXPERIENCES

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### ■ Instructor

- Intro to International Business (in-person & online), Virginia Tech, 2023–2025
- Revenue Management (in-person), Virginia Tech, 2025

### ■ Teaching Assistant

- Virginia Tech, 2022–2025
  - Intro to International Business
  - Introduction to Service
  - Hospitality Revenue Management
  - Hospitality Financial Management
  - International Tourism
- Kyung Hee University, 2021–2022
  - Culture and Tourism Contents Policy Using STATA
  - Digital Contents Industry with R
- Sungshin Women's University, 2017
  - Introduction to MICE Industry

## INDUSTRY EXPERIENCE

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- Research Assistant, Tourism & MICE Research Center, Kyung Hee University, 2020–2022
  - Sustainable City Strategy: Citizen-friendly Convention Center Planning, Suwon Research Institute, 2022
  - Chungbuk MICE Industry Master Plan, Chungbuk Government, 2022
  - Pet-friendly Travel Promotion Strategy, Korea National Tourism Organization, 2022
  - COVID-era Tourism Recovery Plan, Suwon Research Institute, 2021–2022
  - Gangneung MICE Development Plan, Gangneung City, 2021–2022
  - Suwon International Convention Complex Master Plan, Suwon City, 2021
  - Daejeon Convention Complex Master Plan, Daejeon Tourism Organization, 2021
  - National MICE Competitiveness Index Development, Korea National Tourism Organization, 2020–2021
  - Performance Index for International Convention Complexes, Daegu Convention Bureau, 2020
  - Business Ecosystem Strategy for Tourism & MICE in Suwon, Suwon Research Institute, 2020
- Professional Convention Manager, MWNETWORKS, 2019–2020
- Project Manager, National Overseas Koreans Foundation, 2018
- Assistant Manager, various international conferences and exhibitions, 2014–2018

## HONORS AND AWARDS

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- 1st Place, Global STR Market Study Competition, 2023
- 1st Place, US STR Market Study Competition, 2023
- Best Paper Award, Korea Entertainment Association Autumn Conference, 2021
  - “Hallyu (K-wave) effect on international tourism flows to South Korea: Panel analysis”
- Grand Prize, Creative Solution Project, Catholic University of Korea, 2017
  - “Foreign tourist trends analysis by country and customized strategies development”

## SCHOLARSHIPS AND FELLOWSHIPS

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- Michael D. Olsen Memorial Graduate Fellowship, Virginia Tech, 2023
- Graduate Assistantship, Virginia Tech, 2022–present
- Brain Korea 21 Plus Scholarship, Kyung Hee University & National Research Foundation, 2020–2022
- HUFSAN Scholarship, Hankuk University of Foreign Studies, 2013–2018
- Student President Scholarship, Hankuk University of Foreign Studies, 2013–2016

## CONFERENCES

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- Travel And Tourism Research Association (TTRA), 2025
  - Oral Presentation: “Geopolitical impact on tourism: Analyzing inter-Korean relations on tourism firms’ performance”
  - Poster Presentation: “Popular Culture and Hotel Performance: Evidence from Event Study on International Hotel Operations”
- APacCHRIE, 2024
  - Oral Presentation: “Popular Culture and International Hotel Firms' Performance and Strategies”

- Graduate Student Research Conference in Hospitality and Tourism, 2024
  - Oral Presentation: “Effect of popular culture on firms’ market value: Brand equity perspective”
- TOSOK Busan International Tourism Conference, 2022
  - Oral Presentation: “Hallyu (K-wave) effect on international tourism flows to South Korea”
- Kyung Hee University Graduate School Competition, 2022 (*Selected as Best 30 Paper*)
  - Poster Presentation: “Hallyu (K-wave) effect on international tourism flows to South Korea”
- Korea Entertainment Association Autumn Conference, 2021 (Best Paper Award)
  - Oral Presentation: “Hallyu (K-wave) effect on international tourism flows to South Korea”
- Korea MICE Tourism Society Autumn Conference, 2021
  - Oral Presentation: “Hallyu (K-wave) on international tourism flows to South Korea”
- TOSOK Seoul International Tourism Conference, 2021
  - Oral Presentation: “Evaluation of gamified experiential tourism”

## QUALIFICATIONS

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- CAHTA (Certification in Advanced Hospitality and Tourism Analytics), CoStar Group
- CHIA (Certification in Hotel Industry Analytics), CoStar Group
- Convention Meeting Planner II, Human Resources Development Service of Korea
- International Exhibition Planner Certificate, Korea Exhibition Organizers Association
- Excellence Award, Economic & Strategic business Test, Maeil Economic Daily
- MOS Master, MS Office
- Windsurfing instructor certificate III, Korea Windsurfing Kiteboarding Federation

## RELATED ACTIVITIES

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- President at ‘National College Student Society of MICE (SOM)’
  - Invited as an official representative student panel by National Tourism Organization
  - Collaboration with firms - Planned and operated events (conference, forum, and exhibition)
  - Got invested with a start-up business in MICE industry (\$9,000)
  - Experienced diverse practical affairs at tourism, international conference and exhibition industry