



Chulmo Koo, Ph.D.

**Kyung Hee Fellow Professor (2018-2020)
Professor of Hotel and Tourism Management**

Assistant Professor of College of Business, Chosun University, South Korea

Faculty Member (Full time Instructor), College of Business, Marshall University, West Virginia, USA

Post-doc. Management Information Systems Research Center (MISRC), Carlson School of Management, University of Minnesota, Minnesota, USA

Ph.D (Management Information Systems), Business Administration, College of Business, Sogang University, South Korea

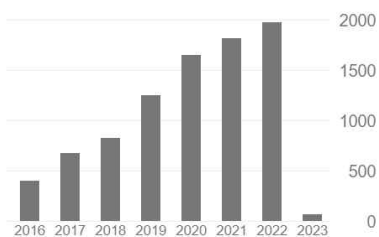
Master of Science (Management Information Systems), Business Administration, College of Business, Ajou University, South Korea

Bechelor of Arts (English Literature and Linguistics), Liberal Arts, Ajou University, South Korea

인용

모두 보기

	전체	2018년 이후
서지정보	9559	7636
h-index	48	42
i10-index	100	86



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Smart Tourism Education Platform (STEP)

College of Hotel & Tourism Management

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Dr. Chulmo Koo is a Professor of Smart Tourism Education Platform (STEP), College of Hotel and Tourism Management at Kyung Hee University, South Korea. Dr. Koo has a strong record of research and scholarship in smart tourism with significant contributions to both education and service. Dr. Koo received prestigious research award such as the Kyung Hee Research Fellowship (2018-2020) and Excellent Professor of Kyung Hee (2019) at the university level and the Best Research Paper Award in the ENTER (2015) conference at the IFITT (International Federation of IT and Travel & Tourism). Prior to joining Kyung Hee University, Dr. Koo was an Assistant Professor at Chosun University, South Korea, a full-time instructor at Marshall University, USA, Research Fellow at Inha University and Yonsei University, and Post-Doctorate in the MISRC at Carlson School of Management, University of Minnesota, Minnesota, USA. The Board Member of Director, IFITT (2020-Current). He has h-index 44 and i10-index 90. Overall performance (2016-2021): Scholarly Output (50), Field-Weighted Citation Impact (3.11), Citation Count (798), Citations per Publication (16), Outputs in Top Citation Percentiles (34%), Publications in Top Journal Percentiles (45.7%), International Collaboration (34%).

As a leading scholar in smart tourism research, Dr. Koo launched the Journal of Smart Tourism in 2021 and has been in charge as a co-Editor. Thus far, three issues have been published (Vol.1, Issue 1 in March), Vol.1, Issue 2 in June, Vol.1, Issue 3 in September, Vol.1, Issue 4 in December 2021), (Vol.2, Issue 1 in March, Vol. 2, Issue 2 in June) internationally. He has managed many special issues of "Smart Tourism" in various international journals including Electronic Markets, Information and Management, Computers in Human Behaviour, International Journal of Information Management, International Journal of Tourism Cities, Industrial Management and Data Systems, Technological Forecasting and Social Change, Asia Pacific Journal of Information Systems, Asia Pacific Journal of Tourism Research, Sustainability, Tourism Review, Information Processing and Management, and International Journal of Contemporary Hospitality Management. He is an author of more than one hundred refereed publications. He is conducting research projects concerning Information Technology in the context of tourism & hospitality management.

● Research Interest

eTourism/Smart Tourism

● Education

Ph. D. in College of Business Administration, Sogang University, Seoul, South Korea
Master Degree in Management Information Systems, Ajou University, Suwon, South Korea
Bachelor degree in English Linguistics and Literature, Ajou University, Suwon, South Korea

● Employment

(Sep. 1 2020-Aug. 1 2021), Chair, Professor, Smart Tourism Education Platform, Kyung Hee University.
(Feb. 1. 2020 –Aug. 31 2021) Department Chair of Exhibition & Convention Management, College of Hotel & Tourism Management, Kyung Hee University
(Mar. 1 2019 - Current) Professor, College of Hotel & Tourism Management, Kyung Hee University
(Feb. 2018 - Jan. 2019) Visiting Professor, College of Hospitality and Tourism, University of Surrey, England
(Mar. 2015 - Feb. 2017) Department Chair of Convention Management, College of Hotel & Tourism Management, Kyung Hee University
(Sep. 2016) Tenured Associate Professor of Convention Management, College of Hotel & Tourism Management, Kyung Hee University
(Mar. 2014 - Aug. 2016) Associate Professor of Convention Management, College of Hotel & Tourism Management, Kyung Hee University
(Mar. 2012 - Feb. 2014) Assistant Professor of Convention Management, College of Hotel & Tourism Management, Kyung Hee University, South Korea
(Mar. 2008 - Feb. 2014) Assistant Professor of College of Business, Chosun University, South Korea
(Jan. 2008 - Feb. 2008) Researcher of Graduate School of Information, Yonsei University, South Korea
(Jan. 2007 - Dec. 2007) Research Professor of BK (Brain Korea) 21, Computer & Information Technology Research Group, Inha University, South Korea
(Aug. 2004 - May 2006) Faculty Member (Full time instructor), College of Business, Marshall University, West Virginia, USA
(Mar. 2004 - Aug 2004) Postdoctoral researcher, Management Information Systems Research Center (MISRC), Carlson School of Management, University of Minnesota, Minnesota, USA

● Academic Activities

(2021-Current) Editor-in-Chief, Journal of Smart Tourism
(2020-Current) Board member of director, IFITT <https://www.ifitt.org/>
(2020-Current) Asia Chapter Chair of IFITT
(2019 - Current) Editor-in-Chief, The Journal of Internet Electronic Commerce Research
(2017 – 2019) Vice-chairman, The Tourism Sciences Society of Korea

(2017) Vice-chairman, Business Society
(2017) Vice-chairman, The Korea Society of Management Information Systems
(2017) Vice-chairman, The Knowledge Management Society of Korea
(2016 – 2018) Editor-in-chief, Journal of Korea Service Management Society

Publications 100 papers were published in SSCI journals

Selected Publications

Koo, C., Kwon, J., Chung, N. and Kim, J. (2022). Metaverse Tourism: Conceptual Framework and Research Propositions. *Current Issues in Tourism*. Online Version.

Lee, H., Koo, C., & Yang, S. B. (2022). Spatial and social distances between US domestic travelers in restaurant review assessment. *Tourism Management*, 93, 104609.

Jo, H., Chung, N., Hlee, S., & Koo, C. (2022). Perceived Affordances and Regret in Online Travel Agencies. *Journal of Travel Research*, 61(5), 1024-1042.

Kim, T., Jo, H., Yhee, Y., & Koo, C. (2022). Robots, artificial intelligence, and service automation (RAISA) in hospitality: sentiment analysis of YouTube streaming data. *Electronic Markets*, 32(1), 259-275.

Gretzel, U. and Koo, C. (2021). Smart tourism cities: a duality of place where technology supports the convergence of touristic and residential experiences, *Asia Pacific Journal of Tourism Research*, 26(4), 352-364.

Shin, S., Chung, N., Xiang, Z., & Koo, C. (2019). Assessing the impact of textual content concreteness on helpfulness in online travel reviews. *Journal of Travel Research*, 58(4), 579-593.

Lee, H., Yang, S. B., & Koo, C. (2019). Exploring the effect of Airbnb hosts' attachment and psychological ownership in the sharing economy. *Tourism Management*, 70, 284-294.

Han, H., Shin, S., Chung, N., & Koo, C. (2019). Which appeals (ethos, pathos, logos) are the most important for Airbnb users to booking? *International Journal of Contemporary Hospitality Management*. Vol. 31 No. 3, pp. 1205-1223.

Hlee, S., Lee, J., Yang, S. B., & Koo, C. (2019). The moderating effect of restaurant type on hedonic versus utilitarian review evaluations. *International Journal of Hospitality Management*, 77, 195-206.

Yang, S. B., Lee, K., Lee, H., & Koo, C. (2019). In Airbnb we trust: Understanding consumers' trust-attachment building mechanisms in the sharing economy. *International Journal of Hospitality Management*, 83, 198-209.

Yang, S. B., Lee, H., Lee, K., & Koo, C. (2018). The application of Aristotle's rhetorical theory to the sharing economy: an empirical study of Airbnb. *Journal of Travel & Tourism Marketing*, 35(7), 938-957.

Chung, N., Lee, H., Kim, J. Y., & Koo, C. (2018). The role of augmented reality for experience-influenced environments: The case of cultural heritage tourism in Korea. *Journal of Travel Research*, 57(5), 627-643.

Koo, C., Park, J., & Lee, J. N. (2017). Smart tourism: Traveler, business, and organizational perspectives. *Information and Management*, Volume 54, Issue 6, Pages 683-836.

Yang, S. B., Hlee, S., Lee, J., & Koo, C. (2017). An empirical examination of online restaurant reviews on Yelp.com. *International Journal of Contemporary Hospitality Management*, 29(2), 817-839.

Yang, S. B., Shin, S. H., Joun, Y., & Koo, C. (2017). Exploring the comparative importance of online hotel reviews' heuristic attributes in review helpfulness: a conjoint analysis approach. *Journal of Travel & Tourism Marketing*, 34(7), 963-985.

Gretzel, U. Werthner, H. Chulmo Koo, & Lamsfus, C (2015). Conceptual Foundations for Understanding Smart Tourism Ecosystems. *Computers in Human Behavior*, 50(1), 558-563.

Goo, J., Huang, C. D., & Koo, C. (2015). Learning for healthy outcomes: Exploration and exploitation with electronic medical records. *Information & Management*, 52(5), 550-562.

Gretzel, U., Sigala, M., Xiang, Z. & Chulmo Koo (2015). Smart Tourism: Foundations and Developments. *Electronic Markets*, 25(1), 179-188.

Chung, N., & Koo, C. (2015). The use of social media in travel information search. *Telematics and Informatics*, 32(2), 215-229.

Koo, C., Wati, Y., Park, K., & Lim, M. K. (2011). Website quality, expectation, confirmation, and end user satisfaction: the knowledge-intensive website of the Korean National Cancer Information Center. *Journal of medical Internet research*, 13(4), 1-13.

Koo, C., Wati, Y., & Jung, J. J. (2011). Examination of how social aspects moderate the relationship between task characteristics and usage of social communication technologies (SCTs) in organizations. *International Journal of Information Management*, 31(5), 445-459.

Lee, S. G., Koo, C., & Nam, K. (2010). Cumulative strategic capability and performance of early movers and followers in the cyber market. *International Journal of Information Management*, 30(3), 239-255.

Kim, Y. J., Song, J., & Koo, C. (2008). Exploring the effect of strategic positioning on firm performance in the e-business context. *International Journal of Information Management*, 28(3), 203-214.

Koo, C., Koh, C. E., & Nam, K. (2004). An examination of Porter's competitive strategies in electronic virtual markets: A comparison of two on-line business models. *International Journal of Electronic Commerce*, 9(1), 163-180.

2023

1. Zhang, J., Kim, M. J. and Koo, C. eSports Games: How To Make Fans to Actually Engage with Offline Games and Visit their Destinations?

2022

2. Koo, C., Kwon, J., Chung, N. and Kim, J. (2022). Metaverse Tourism: Conceptual Framework and Research Propositions. *Current Issues in Tourism*. Online Version
3. Hong, M., Koo, C., & Chung, N. (2022). DSER: Deep-Sequential Embedding for single domain Recommendation. *Expert Systems with Applications*, 208, 118156.
4. Lee, H., Koo, C., & Yang, S. B. (2022). Spatial and social distances between US domestic travelers in restaurant review assessment. *Tourism Management*, 93, 104609.
5. Lee, E., Kim, J. Y., Kim, J., & Koo, C. (2022). Information Privacy Behaviors during the COVID-19 Pandemic: Focusing on the Restaurant Context. *Information Systems Frontiers*, 1-17.
6. Jo, H., Chung, N., Hlee, S., & Koo, C. (2022). Perceived Affordances and Regret in Online Travel Agencies.

Journal of Travel Research, 61(5), 1024-1042.

7. Hlee, S., Park, J., Park, H., Koo, C., & Chang, Y. (2022). Understanding customer's meaningful engagement with AI-powered service robots. *Information Technology & People*, (ahead-of-print).
8. Lee, K., Ham, J., Cantoni, L., & Koo, C. (2022). Identifying the nature of authentic and fake reviews in restaurant context. *Journal of Travel & Tourism Marketing*, 39(3), 353-369.
9. Kim, T., Jo, H., Yhee, Y., & Koo, C. (2022). Robots, artificial intelligence, and service automation (RAISA) in hospitality: sentiment analysis of YouTube streaming data. *Electronic Markets*, 32(1), 259-275.
10. Goo, J., Huang, C. D., Yoo, C. W., & Koo, C. (2022). Smart Tourism Technologies' Ambidexterity: Balancing Tourist's Worries and Novelty Seeking for Travel Satisfaction. *Information Systems Frontiers*, 1-20.
11. Lee, P., Koo, C., & Chung, N. (2022). Can a negative destination image be improved through hosting a mega sports event?: the case of smart tourism city Pyeong Chang. *Journal of Sport & Tourism*, 26(1), 85-100.
12. Kim, S. S., Choi, J. Y., & Koo, C. (2022). Effects of ICTs in mega events on national image formation: the case of PyeongChang Winter Olympic Games in South Korea. *Journal of Hospitality and Tourism Technology*.

2021

13. Kwon, J. and Koo, C. (2021). TechTalk with Dr. Hannes Werthner: The First President of the International Federation for IT and Travel & Tourism, *Journal of Smart Tourism*, Vol. 1, No. 3, pp. 1-2.
14. Cheng, A., Koo, C. and Yoon, H.(2021). The Use of Travel-Related WeChat Mini-Programs in China: An Affordance Theory Perspective, *Journal of Smart Tourism*, Vol.1, No. 2, pp. 37-46.
15. Koo, C., Xiang, Z., Gretzel, U. and Sigala, M. (2021). Artificial intelligence (AI) and robotics in travel, hospitality and leisure, *Electronic Markets*, Vol.31, pp. 1-4.
16. Kim, H., Koo, C. and N, Chung. (2021). The role of mobility apps in memorable tourism experiences of Korean tourists: Stress-coping theory perspective, *Journal of Hospitality and Tourism Management*, Vol.49, pp. 548-557.
17. Lee, H., Yang, S-B, and Koo, C. (2021). Dyadic communication in online review platforms: an exploratory approach. *Current Issues in Tourism*, 1-18.
18. Koo, C. and Chang, Y. (2021). Guest editorial: New technologies for the tourism and hospitality industry, *Industrial Management & Data Systems*, 121(6), 1145-1151.
19. Zhou J, Yhee, Y,m Kim, E, Kim, JY, and Koo, C. (2021). Sustainable tourism cities: Linking idol attachment to sense of place, *Sustainability*, 13(5), 2763
20. Gretzel, U. and Koo, C. (2021). Smart tourism cities: a duality of place where technology supports the convergence of touristic and residential experiences, *Asia Pacific Journal of Tourism Research*, 26(4), 352-364.
21. Role of the leisure attributes of shared bicycles in promoting leisure benefits and quality of life. *Sustainability*, 13(2), 739
22. Hee, S., Lee, H., Koo, C. and Chung, N. (2021). Fake Reviews or Not: Exploring the relationship between time trend and online restaurant reviews, *Telematics and Informatics*, 59, 1015-1060.
23. Hlee, S. Lee, H., Koo, C. and Chung, N.(2021). Will the relevance of review language and destination attractions be helpful? A data-driven approach, *Journal of Vacation Marketing* 27(1), 61-81
24. Koo, C.m Xiang, Z., Gretzel, U. and Sigala, M. (2021). Artificial intelligence (AI) and robotics in travel, hospitality and leisure. <https://doi.org/10.1007/s12525-021-00494-z>
25. Koo, C., Gretzel, U. and Donnellan, B. (2021). Special issue on smart tourism cities, *Asia Pacific Journal of Tourism Research*, 26, 349-351.
26. Lee, P., Koo, C., & Chung, N. (2021). Can a negative destination image be improved through hosting a mega sports event?: The case of smart tourism city Pyeong Chang. *The Journal of Sport Tourism*, 1-16.
27. Kim, H., Koo, C., & Chung, N. (2021). The role of mobility apps in memorable tourism experiences of Korean tourists: Stress-coping theory perspective. *Journal of Hospitality and Tourism Management*, 49, 548-557.
28. Kwon, J., Koo, C. (2021). TechTalk with Dr. Hannes Werthner: The First President of the International Federation for IT and Travel & Tourism. *Journal of Smart Tourism*, 1(3), 1-2.
29. Cheng, A., Koo, C., & Yoon, H. (2021). The Use of Travel-Related WeChat Mini-Programs in China: An Affordance Theory Perspective. *Journal of Smart Tourism*, 1(2), 37-46.
30. Park, S., Yoon, H., Koo, C., & Lee, W. (2021). Role of the leisure attributes of shared bicycles in promoting leisure benefits and quality of life. *Sustainability (Basel, Switzerland)*, 13(2), 1-11.

2020

31. Nguyen, T., Lee, K., Chung, N., & Koo, C. (2020). The way of generation Y enjoying Jazz festival: a case of the Korea (Jarasum) music festival. *Asia Pacific Journal of Tourism Research*, 25(1), 52-63. (SSCI, IF 1.352).
32. Ham, J., Koo, C., & Chung, N. (2020). Configurational patterns of competitive advantage factors for smart tourism: an equifinality perspective. *Current Issues in Tourism*, 23(9), 1066-1072.

2019

33. Ham, J., Koo, C., & Chung, N. (2019). Configurational patterns of competitive advantage factors for smart tourism: an equifinality perspective. *Current Issues in Tourism*, 1-7. (SSCI, IF 3.462)
34. Lee, H., Yang, S. B., & Koo, C. (2019). Exploring the effect of Airbnb hosts' attachment and psychological ownership in the sharing economy. *Tourism Management*, 70, 284-294. (SSCI, IF 5.921)
35. Han, H., Shin, S., Chung, N., & Koo, C. (2019). Which appeals (ethos, pathos, logos) are the most important for Airbnb users to booking?. *International Journal of Contemporary Hospitality Management*. (SSCI, IF 3.196)
36. Koo, C., & Cantoni, L. (2019). Special issue on informatics/data analytics in smart tourism. *Information Processing and Management*, 57(1), 102-154 (SSCI, IF 3.444)
37. Shin, S., Chung, N., Xiang, Z., & Koo, C. (2019). Assessing the impact of textual content concreteness on helpfulness in online travel reviews. *Journal of Travel Research*, 58(4), 579-593. (SSCI, IF 5.169)
38. Hlee, S., Lee, J., Yang, S. B., & Koo, C. (2019). The moderating effect of restaurant type on hedonic versus utilitarian review evaluations. *International Journal of Hospitality Management*, 77, 195-206. (SSCI, IF 3.445)
39. Ham, J., Lee, K., Kim, T., & Koo, C. (2019). Subjective perception patterns of online reviews: A comparison of utilitarian and hedonic values. *Information Processing & Management*, 56(4), 1439-1456. (SSCI, IF 3.444)
40. Koo, C., Mendes Filho, L., & Buhalis, D. (2019). Smart tourism and competitive advantage for stakeholders. *Tourism Review*, 74(1), 1-128. (SSCI)
41. Cheng, A., Renb, G., Hongc, T., & Kood, C. (2019). The WeChat Mini Program for Smart Tourism. *Asia Pacific Journal of Information Systems*, 29(3), 489-502. (SCOPUS)
42. Han, H., Joun, Y., Um, T., Koo, C., & Chung, N. The Role of Creativity, Altruism, and Social Relationship in Sharing Travel Information Using Social Networking Services. *Asia Pacific Journal of Information Systems*, 29(3), 359-381. (SCOPUS)
43. Hlee, S., Yhee, Y., Chung, N., & Koo, C. (2019). Service Innovation by Design Thinking Methods: A Case of Seoul Children's Grand Park (SCGP). *E-review of Tourism Research*, 17(2). (SCOPUS)

2018

44. Kim, S., Lee, K. Y., Koo, C., & Yang, S. B. (2018). Examining the influencing factors of intention to share accommodations in online hospitality exchange networks. *Journal of Travel & Tourism Marketing*, 35(1), 16-31. (SSCI)
45. Yang, S. B., Lee, K., Lee, H., & Koo, C. (2019). In Airbnb we trust: Understanding consumers' trust-attachment building mechanisms in the sharing economy. *International Journal of Hospitality Management*, 83, 198-209. (SSCI, IF 3.196)
46. Yang, S. B., Lee, H., Lee, K., & Koo, C. (2018). The application of Aristotle's rhetorical theory to the sharing economy: an empirical study of Airbnb. *Journal of Travel & Tourism Marketing*, 35(7), 938-957. (SSCI, IF 1.453).
47. Salehan, M., Kim, D. J., & Koo, C. (2018). A study of the effect of social trust, trust in social networking services, and sharing attitude, on two dimensions of personal information sharing behavior. *The Journal of Supercomputing*, 74(8), 3596-3619. (SCIE)
48. Lee, H., Lee, J., Chung, N., & Koo, C. (2018). Tourists' happiness: are there smart tourism technology effects?. *Asia Pacific Journal of Tourism Research*, 23(5), 486-501.
49. Chung, N., Lee, H., Kim, J. Y., & Koo, C. (2018). The role of augmented reality for experience-influenced environments: The case of cultural heritage tourism in Korea. *Journal of Travel Research*, 57(5), 627-643.
50. Hlee, S., Lee, H., & Koo, C. (2018). Hospitality and tourism online review research: A systematic analysis and heuristic-systematic model. *Sustainability*, 10(4), 1141.

2017

51. Koo, C., Chung, N., & Ham, J. (2017). Assessing the user resistance to recommender systems in exhibition. *Sustainability*, 9(11), 2041.
52. Hlee, S., Cheng, A., Koo, C., & Kim, T. (2017). The difference of information diffusion for Seoul tourism destination according to user certification on Sina Weibo: through data crawling method. *International Journal of Tourism Sciences*, 17(4), 262-275.
53. Koo, C., Park, J., & Lee, J. N. (2017). Smart tourism: Traveler, business, and organizational perspectives.
54. Koo, C., Tussyadiah, I. P., & Hunter, W. C. (2017). Special issue on how technology-enhanced tourism is transforming societies, cultures and economies.
55. Chung, N., Koo, C., & Lee, K. (2017). Assessing the impact of mobile technology on exhibition attendees' unplanned booth visit behaviour. *Sustainability*, 9(6), 884. (SSCI)
56. Koo, C., Ricci, F., Cobanoglu, C., & Okumus, F. (2017). Special issue on smart, connected hospitality and tourism. *Information Systems Frontiers*, 19(4), 699-703. (SCIE)
57. Law, R., Fong, L.H.N., Koo, C. & Ye, B.H. (2017). Guest editorial, Social Media in Hospitality and Tourism. *International Journal of Contemporary Hospitality Management*, 29(2), 646-647. (SSCI)
58. Yang, S. B., Hlee, S., Lee, J., & Koo, C. (2017). An empirical examination of online restaurant reviews on Yelp.com. *International Journal of Contemporary Hospitality Management*, 29(2), 817-839. (SSCI)
59. Yang, S. B., Shin, S. H., Joun, Y., & Koo, C. (2017). Exploring the comparative importance of online hotel reviews' heuristic attributes in review helpfulness: a conjoint analysis approach. *Journal of Travel & Tourism Marketing*, 34(7), 963-985. (SSCI)

2016

60. Gretzel, U., Zhong, L., & Koo, C. (2016). Application of smart tourism to cities. *International Journal of Tourism Cities*, 2(2), 1-3.
61. Koo, C., Yoo, K. H., Lee, J. N., & Zanker, M. (2016). Special section on generative smart tourism systems and management: Man-machine interaction. *International Journal of Information Management*, 36(6), 1301-1305. (SSCI).
62. Koo, C., Chung, N., Kim, D. J., & Hlee, S. (2016). The impact of destination websites and cultural exposure: a comparison study of experienced and inexperienced travelers. *International Journal of Tourism Cities*.
63. Koo, C., Joun, Y., Han, H., & Chung, N. (2016). A structural model for destination travel intention as a media exposure. *International Journal of Contemporary Hospitality Management*. (SSCI)
64. Chung, N., Nam, K., & Koo, C. (2016). Examining information sharing in social networking communities: Applying theories of social capital and attachment. *Telematics and Informatics*, 33(1), 77-91. (SSCI)
65. Koo, C., Shin, S., Gretzel, U., Hunter, W. C., & Chung, N. (2016). Conceptualization of smart tourism destination competitiveness. *Asia Pacific Journal of Information Systems*, 26(4), 561-576. (SCOPUS)

2015

66. Chung, N., Lee, H., Lee, S. J., & Koo, C. (2015). The influence of tourism website on tourists' behavior to determine destination selection: A case study of creative economy in Korea. *Technological Forecasting and Social Change*, 96, 130-143. (SSCI)
67. Werthner, H., Chulmo Koo, Gretzel, U. & Lamsfus, C (2015). Special Issue on Smart Tourism Systems: Convergence of Information Technologies, Business Models, and Experiences. *Computers in Human Behavior*, 50(1), 556-557. (SSCI)
68. Gretzel, U. Werthner, H. Chulmo Koo, & Lamsfus, C (2015). Conceptual Foundations for Understanding Smart Tourism Ecosystems. *Computers in Human Behavior*, 50(1), 558-563. (SSCI)
69. Goo, J., Huang, C. D., & Koo, C. (2015). Learning for healthy outcomes: Exploration and exploitation with electronic medical records. *Information & Management*, 52(5), 550-562. (SSCI)
70. Chung, N., Han, H., & Koo, C. (2015). Adoption of travel information in user-generated content on social media: the moderating effect of social presence. *Behaviour & Information Technology*, 34(9), 902-919. (SSCI)
71. Koo, C., Chung, N., & Kim, D. J. (2015). How do social media transform politics? The role of a podcast, 'Naneun

- Ggomsuda'in South Korea. *Information Development*, 31(5), 421-434. (SSCI)
72. Gretzel, U., Koo, C., Sigala, M., & Xiang, Z. (2015). Special issue on smart tourism: convergence of information technologies, experiences, and theories. *Electronic Markets*, 25(3), 175-177. (SSCI)
73. Gretzel, U., Sigala, M., Xiang, Z. & Chulmo Koo (2015). Smart Tourism: Foundations and Developments. *Electronic Markets*, 25(1), 179-188. (SSCI)
74. Chung, N., & Koo, C. (2015). The use of social media in travel information search. *Telematics and Informatics*, 32(2), 215-229.. (SSCI)
75. Kranz, J., Kolbe, L. M., Koo, C., & Boudreau, M. C. (2015). Smart energy: where do we stand and where should we go?. *Electronic Markets*, 25(1), 7-16. (SSCI)
76. Koo, C., Chung, N., & Kim, H. W. (2015). Examining explorative and exploitative uses of smartphones: a user competence perspective. *Information Technology & People*. (SSCI)
77. Chung, N., & Koo, C. (2015). The use of social media in travel information search. *Telematics and Informatics*, 32(2), 215-229. (SSCI)
78. Koo, C., Chung, N., & Nam, K. (2015). Assessing the impact of intrinsic and extrinsic motivators on smart green IT device use: Reference group perspectives. *International Journal of Information Management*, 35(1), 64-79. (SSCI)

2014

79. Koo, C., & Chung, N. (2014). Examining the eco-technological knowledge of Smart Green IT adoption behavior: A self-determination perspective. *Technological forecasting and social change*, 88, 140-155. (SSCI)
80. Koo, C., Chung, N., & Ryoo, S. Y. (2014). How does ecological responsibility affect manufacturing firms' environmental and economic performance?. *Total Quality Management & Business Excellence*, 25(9-10), 1171-1189. (SSCI)
81. Chung, N., Koo, C., & Kim, J. K. (2014). Extrinsic and intrinsic motivation for using a booth recommender system service on exhibition attendees' unplanned visit behavior. *Computers in Human Behavior*, 30, 59-68. (SSCI)

2013

82. Bae, J. K., & Koo, C. (2013). A study on the development of effective IT industrial cluster system: Teheran Valley and Daedeok Valley in Korea. *Journal of Convergence Information Technology*, 8(17), 105. (SCOPUS)
83. Sarkis, J., Koo, C., & Watson, R. T. (2013). Green information systems & technologies—this generation and beyond: Introduction to the special issue. *Information Systems Frontiers*, 15(5), 695-704. (SCIE)
3. Ryoo, S. Y., & Koo, C. (2013). Green practices-IS alignment and environmental performance: The mediating effects of coordination. *Information Systems Frontiers*, 15(5), 799-814. (SCIE)
84. Kim, Y. J., Lee, J. M., Koo, C., & Nam, K. (2013). The role of governance effectiveness in explaining IT outsourcing performance. *International Journal of Information Management*, 33(5), 850-860. (SSCI)

2012

85. Lee, N., Bae, J. K., & Koo, C. (2012). A case-based reasoning based multi-agent cognitive map inference mechanism: An application to sales opportunity assessment. *Information Systems Frontiers*, 14(3), 653-668. (SCIE)

2011

86. Koo, C., & Wati, Y. (2011). What Factors Do Really Influence the Level of Technostress in Organizations?: An Empirical Study. In *New Challenges for Intelligent Information and Database Systems* (pp. 339-348). Springer, Berlin, Heidelberg. (SCIE)
87. Koo, C., Wati, Y., Park, K., & Lim, M. K. (2011). Website quality, expectation, confirmation, and end user satisfaction: the knowledge-intensive website of the Korean National Cancer Information Center. *Journal of medical Internet research*, 13(4), 1-13. (SCIE)
88. Koo, C., Wati, Y., & Jung, J. J. (2011). Examination of how social aspects moderate the relationship between

task characteristics and usage of social communication technologies (SCTs) in organizations. *International Journal of Information Management*, 31(5), 445-459.

89. Lee, N., Bae, J. K., & Koo, C. (2011). An agent-based cognitive mapping system for sales opportunity analysis. *Expert Systems with Applications*, 38(6), 7016-7028.
90. Koo, C., Wati, Y., Lee, C. C., & Oh, H. Y. (2011). Internet-addicted kids and South Korean government efforts: boot-camp case. *Cyberpsychology, Behavior, and Social Networking*, 14(6), 391-394.

2010

91. Koo, C., & Wati, Y. (2010). Toward an Understanding of the Mediating Role of "Trust" in Mobile Banking Service: An Empirical Test of Indonesia Case. *J. UCS*, 16(13), 1801-1824.
92. Lee, S. G., Koo, C., & Nam, K. (2010). Cumulative strategic capability and performance of early movers and followers in the cyber market. *International Journal of Information Management*, 30(3), 239-255. (SSCI)

2009

93. Ryu, I., So, S., & Koo, C. (2009). The role of partnership in supply chain performance. *Industrial Management & Data Systems*. (SSCI)

2008

94. Song, J., Koo, C., & Kim, Y. (2008). Investigating antecedents of behavioral intentions in mobile commerce. *Journal of Internet Commerce*, 6(1), 13-34.
95. Kim, Y. J., Song, J., & Koo, C. (2008). Exploring the effect of strategic positioning on firm performance in the e-business context. *International Journal of Information Management*, 28(3), 203-214. (SSCI)

2007

96. Koo, C., Song, J., Kim, Y. J., & Nam, K. (2007). Do e-business strategies matter? The antecedents and relationship with firm performance. *Information Systems Frontiers*, 9(2-3), 283. (SCIE)

2004

97. Koo, C., Koh, C. E., & Nam, K. (2004). An examination of Porter's competitive strategies in electronic virtual markets: A comparison of two on-line business models. *International Journal of Electronic Commerce*, 9(1), 163-180. (SSCI)

● Guest Editorial Roles

No.	Year	Journal (Field, Publisher)	Index	Special Issue Theme
1	2015	Electronic Markets (Business/Management, Springer)	SSCI	Smart Tourism: Convergence of Information Technologies, Experiences, and Theories
2	2015	Computers in Human Behavior (Psychology, Multidisciplinary, Elsevier)	SSCI	Smart Tourism Systems: Convergence of Information Technologies, Business Models, and Experiences
3	2016	International Journal of Information Management (Information Science, Elsevier)	SSCI	Generative Smart Tourism Systems: Man-Machine Interaction
4	2016	International Journal of Contemporary Hospitality Management (Hospitality, Emerald)	SSCI	Social Media in Hospitality and Tourism
5	2016	International Journal of Tourism Cities (Tourism, Emerald)	SCOPUS	The Application of Smart Tourism to Cities
6	2017	Information & Management (Computer science, Information systems, Elsevier)	SSCI	Smart Tourism: Traveler, Business, and Organizational Perspectives
7	2017	Technological Forecasting and Social Change	SSCI	How Technology-Enhanced Tourism is

		(Business, Regional & Urban Planning, Elsevier)		Transforming Societies, Cultures, and Economics
8	2017	Information Systems Frontiers (Computer Science, Information Systems)	SCIE	Smart, Connected Hospitality, and Tourism
9	2017	Information Processing & Management (Computer Science, Information Systems, Elsevier)	SSCI	Informatics/Data Analysis in Smart Tourism
10	2018	Sustainability (Green & Sustainable Science & Technology, Environmental Studies, MDPI)	SSCI	Mobile Technology and Smart Tourism Development
11	2018	Journal of Business Research (Business, Elsevier)	SSCI	Value Co-destruction and Online Deviant Behavior in Tourism
12	2018	Tourism Review (Tourism, Emerald)	SSCI	Smart Tourism and Competitive Advantage for Stakeholders
13	2019	Asia Pacific Journal of Tourism Research (Tourism, Taylor & Francis Online)	SSCI	Smart Tourism Cities
14	2020	Electronic Markets (Business/Management, Springer)	SSCI	Artificial Intelligence (AI) and Robotics in Travel, Tourism and Leisure
15	2020	Industrial Management and Data Systems (Computer Science/Interdisciplinary Applications, Emerald)	SCIE	New Technologies for the Tourism and Hospitality Industry
16	2021	Information Processing and Management (Computer Science, Information Systems, Elsevier)	SSCI	Exploration for Spatial Approach in Smart Tourism Cities

● Invited Research and Professional Presentations, Seminars, and Lectures

Workshop Chair: "Shaping the Future of Tourism Education: Discuss Smart Tourism Research and Education," in ENTER2021, International Federation for Information Technology in Travel & Tourism (IFITT). Enter@yourplace, 19-21 Jan.2021. (Participants: Ulrike Gretzel, Cihan Cobanoglu, Lorenzo Cantoni, Iis Tussyadiah, Claudia Brözel, Sangwon Park, Pierre Benckendorff, Zheng Xiang)

Invited Speaker: "Big Data Approach for a Destination: Busan", Busan Tourism Organization, Forum, Busan, 15 May, 2020.

Workshop Chair: "Smart Tourism City" in ENTER2020, Conference, International Federation for Information Technology in Travel & Tourism (IFITT). Guildford, England, 9-11 Jan, 2020.

Invited Speaker: "Smart Tourism City" in the Tourism Sciences Society of Korea, Hanman University, Daejeon, July 4-5, 2019.

Workshop Chair: "AI enabled Smart Tourism Experiences" in ENTER 2019Conference, International Federation for Information Technology in Travel & Tourism (IFITT). Nicosia, Cyprus, 30 Jan - 1 Feb, 2019.

Invited Speaker: "Smart Tourism & Artificial Intelligence" Bournemouth University, England, 26-27 Nov, 2018.

Invited Speaker: "Smart Tourism: Challenges for the Future" APTA 2017 Annual Convergence, Busan Korea, 18-21 June, 2017.

Invited Speaker: "Innovative, Convergent, Valuable Tourism" Asia Pacific Forum 2017, Deagu Korea, 22-24 June, 2017.

Workshop Chair: "2017 Bilateral Korea-Japan Research Colloquium: Smart City & Tourism Framework," Okinawa, Japan, 19-21 Feb, 2017.

Presenter: "2015 Winter Collaboration Research Colloquium: China-Korea Smart Tourism," Nankai University, China, 29 Dec, 2015.

Presenter: "2015 Summer Collaboration Research Colloquium: Discovering Meanings and Directions on Tourism, IT, and Design," Tokyo Institute of Technology (Ookayama Campus), Japan, Aug 27, 2015.

Presenter: "Where Are We Now and Where Are We Heading" Presenter, "Smart and Connected Tourism Technologies." Industry Focus Workshop, ENTER 2015.Conference, International Federation for Information Technology in Travel & Tourism (IFITT). Lugano, Swiss, 3-5 Feb, 2015.

Presenter: "Smart Tourism Competitiveness Index Development" Beijing China, 29 Dec, 2014.

Workshop Chair: Smart Tourism Ecosystems. Workshop, ENTER 2014 Conference, International Federation for Information Technology in Travel & Tourism (IFITT), Dublin, Ireland, 24 Jan, 2014.

Invited Speaker: "Smart Destinations", IFITTS' Google+ Hangout and YouTube Channels, International Federation for Information Technology in Travel & Tourism (IFITT), 9 June, 2014.

Invited Speaker: 1st UNWTO Regional Conference on Tourism Partnerships Future Tourism for Asia and the

Pacific, "Smart Tourism Theory and KTO's Smart Tourism Marketing Case Study," InterContinental Seoul COEX, Seoul, Republic of Korea, 1-2 June 2013.

● Projects

PI. Sustainable Smart Tourism & Hospitality Education Platform, National Research Foundation (2020.09.01~2027.08.31), 5.1 billion (KRW), 4.2 million (USD), 3,896,400 (EURO)

PI. Kyung Hee Fellowship Project 2019.04.01~2021.03.31. 60,000,000 (KRW), 49,679 (USD), 45,840 (EURO)
Practice and Issues for Sustainable Development of Smart Tourism City, National Research Foundation (2019.09.01 - 2023.08.31)

The Economic Effects of Smart Tourism, Korea Tourism Organization (2019.07.06 - 2019.10.15)

Smart Tourism: Concepts and Cases, National Research Foundation (2018.05.01 - 2020.04.30)

In AirBnB We Trust: Understanding Consumers' Trust-Attachment Building Mechanisms in the Sharing Economy, LG Group (2018.01.01 - 2019.01.31)

An analysis on performance and strategy development of Global Ph.D Fellowship, National Research Foundation (2017.11.01-2018.02.28)

The Investigation on the Pilot Project of Big Data Flagship, Jeju Techno Park (2017.11.01-2017.12.31)

Developing B2B Framework for Safety in Domestic Walking Tourism, Korea Culture & Tourism Institute, (2017.04.03 -2017.12.29)

Building Competitive Advantage through Creating Smart Tourism Ecosystems, National Research Foundation (2016.09.01 - 2019.08.31)

The Investigation on Train Transportation Use of Quality of Life, Korea Railroad Research Institute (2015.08.03 - 2015.10.31)

Korea-China Global Smart Tourism Competitiveness Index Development, National Research Foundation (2014.09.01 - 2015.08.31)

Performance Analysis and Development for Research System of Global Research Network, National Research Foundation (2014.08.29 - 2014.11.28)

Smart Tourism Competitiveness Index Development, Kyung Hee University (2014.03 – 2014.12)

Building Competitive Advantage through Creating Smart Tourism Ecosystems, National Research Foundation (2013.06.01 – 2015.05.31)

Smart Tourism Survey for International Visitors, Korea Tourism Organization (2013.01 – 2013.02.28)

The Use of Social Media in Travel Information Searches: A Value-Based Adoption and Rejection Dichotomy Perspectives, Kyung Hee University (2012.03.01 - 2013.02.28)

International R&D Effectiveness Evaluation for Performance Management, National Research Foundation (2011.12.01 - 2012.03.31)

Green IT Behavior and its Device Usage, Chosun University (2011.04.01 - 2012.03.30)

Ubiquitous Computing Environment & Smart Service Systems Implementation, National Research Foundation (2010.08.30 -2011.05.30)

The Effective Approach for u-IT Health Project (u-IT Adoption, Information Presentation, Sensing Technology Development), National Research Foundation (2010.09.01 - 2011.08.30)

Cluster Effects: Focusing on CoP and Absorptive Capacity (2010.09.01 - 2012.08.30)

Firm Performance Impact of Green Practice Coordination in Supply Chain, Jeogseok Logistics Foundation (2010.01.01 - 2010.12.31)

New Subject and Course Developments of IT Convergence for Undergraduate Majoring [Curriculum Vitae of Prof.Chulmo Koo] Business Administration & Dual Degree Engineering Students, National Research Foundation (2009.07.01 - 2011.06.30)

The Satisfaction Model of e-Banking Channels in Indonesia, Chosun University (2009.04.01 - 2010.03.31)

A Study on Information System Interoperability Based on Indirect Mapping Between Multilingual Ontologies, Korea-Sweden Research Collaboration Program (KOSEF) (2008.10.01 - 2010.09.30)

The Change of Social Relationship among Inter Generations based on the Evolution of Communication Methods, Korea Information Strategy Development Institute (2008.07.01 - 2008.11.30)

A Holistic Approach on IT Service & IT Governance Management and its Effects: A Conceptual Research Model and its Empirical Test, Korea Research Foundation (2008.07.01 - 2009.06.30)

Electronic Strategy and Performance for Online Business Model, Chosun University Annual Academic Fund (2008.04.01 - 2009.03.31)

Absorptive Capacity for Supply Chain Management and Firm Performance, Jeongseok Research Institute of International Logistics and Trade (2007.08.01 - 2007.12.31)

DEA (Data Envelopment Analysis) for Software Project Productivity: Software Development and Maintenance Comparison, Korea Research Foundation (2004.04.01 - 2005.03.31)

Awards

(2022) 1st Place, PhD Proposal Awards, ENTER 2022 eTourism Conference “The Different Level of Tourist Perception to Promotional Message according to the Psychological Distance in the COVID-19 Situation.”

(2019) Excellent Professor of Kyung Hee University

(2018 – 2020) Kyung Hee Fellowship Award, Kyung Hee University

(2017) Research Excellent Award, President from Kyung Hee University

(2017) Research professor of International Collaboration Research, LG YeonNam Foundation

(2017) Best Research Paper Award, The 2017 TOSOK International Conference, “Rationality and Search Information in Tourism Decisions: Sina Weibo.”

(2016) Best Research Paper Award, Smart Tourism Congress Barcelona (STCB), “The Effect of Price Vs. Safety Features Information On Consumer Decisions in AirBnB.”

(2015) Best Research Paper Award, The 78th TOSOK International Tourism Conference (Seoul Korea), Title: “The Antecedents of Business Collaboration and its Consequences in an Exhibition Context: Perspective of Exhibitor.”

(2015) Best Research Paper Award. World Hospitality & Tourism Forum, “Smart Tourism Destination Competitiveness.”

(2015) 1st Place, Best Research Paper Award, ENTER 2015 eTourism Conference, “Mediating Roles of Self-Image Expression: Sharing Travel Information on SNSs.”

(2015) 2nd Place, PhD Proposal Awards, ENTER 2015 eTourism Conference “Online Tourism Review: Three Phases for Successful Destination Relationships.”

(2015) Best Paper 2nd place, Journal of Information Technology and Management, “IT Usage and Task Performance in Hospitality Industry.”

(2014) Best Research Paper Award, World Hospitality & Tourism Forum, “Effects of Media Experience on Destination Contents and Intention to Visit.”