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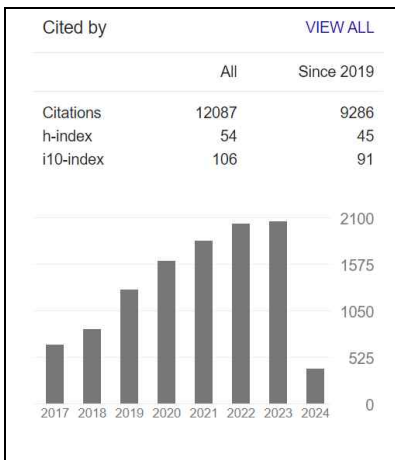
Chulmo Koo

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Dr. Chulmo Koo is a Professor of the Smart Tourism Education Platform (STEP) at the College of Hotel and Tourism Management, Kyung Hee University in South Korea. With a focus on smart tourism, Dr. Koo has an impressive track record of research and scholarly contributions in the fields of education and service. His outstanding work has earned him prestigious accolades, including the Kyung Hee Research Fellowship (2018-2020) and the Excellent Professor of Kyung Hee award in 2019 at the university level. Furthermore, 2021, 2022, 2023 is chosen at top 2% researcher by Standform Universty and Elsevier Publisher.

Prior to joining Kyung Hee University, Dr. Koo held positions as an Assistant Professor at Chosun University in South Korea, a full-time instructor at Marshall University in the USA, a Research Fellow at Inha University and Yonsei University, and completed his Post-Doctorate at the MISRC, Carlson School of Management, University of Minnesota.

Dr. Koo's contributions extend beyond his individual research efforts. In 2021, he launched the Journal of Smart Tourism and currently serves as a co-Editor. Since its 2021, the journal has published three Volume 3, Issue 4 in December 2023. Dr. Koo has also overseen numerous special issues on "Smart Tourism" in esteemed international journals, including Electronic Markets, Information and Management, Computers in Human Behavior, 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. Furthermore, he has authored over one hundred refereed publications.

● **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**

(Jan. 1 2023-Current), Department Chair, Professor, Global Graduate Hospitality and Tourism Management, Kyung Hee University.

(Sep. 1 2020-Aug. 1 2021), Department 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**

(2022-2023) Vice-chairman, The Korea Society of Management Information Systems

(2021-Current) Editor-in-Chief, Journal of Smart Tourism

(2020-2022) Board member of director, IFITT <https://www.ifitt.org/>

(2020-Current) Asia Chapter Chair of IFITT

(2019 - 2022) 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 Over 100 papers were published in SSCI journals

Selected Publications

Eunji Lee, Jungkeun Kim, Seunghun Shin, Chulmo Koo, (2024), Unlocking revenue: Psychological pricing effect for airlines' upselling strategies, *International Journal of Hospitality Management*, Volume 119, <https://doi.org/10.1016/j.ijhm.2024.103720>.

Joo Young Kim, Jungkeun Kim, Chulmo Koo, (2024), Understanding compensatory travel, *Annals of Tourism Research*, Volume 105, <https://doi.org/10.1016/j.annals.2023.103712>.

Jeong Hyun Kim, Jungkeun Kim, Namho Chung & Chulmo Koo (2024) The Netflix effect: exploring the nexus of content exposure, destination appeal, and behavioural intention, *Journal of Travel & Tourism Marketing*, 41:3, 433-450, DOI: [10.1080/10548408.2024.2323944](https://doi.org/10.1080/10548408.2024.2323944)

Yerin Yhee, Jahyun Goo, Chulmo Koo, Namho Chung (2023), Meme-affordance tourism: The power of imitation and self-presentation, *Decision Support Systems*, Volume 179, <https://doi.org/10.1016/j.dss.2024.114177>.

Shin, S., Kim, J., Lee, E., Yhee, Y., & Koo, C. (2023). ChatGPT for Trip Planning: The Effect of Narrowing Down Options. *Journal of Travel Research*, 0(0). <https://doi.org/10.1177/00472875231214196>

Yhee, Y., Kim, H., Kim, J., & Koo, C. (2023). Trust In Managerial Response Offsets Negative Review. *Annals of Tourism Research* .Forthcoming.

Park, J., Lee, E., Kim, J., & Koo, C. (2023). "Platform Stress": Exploring a New Type of Stress in the Sharing Economy. *Current Issues in Tourism*. Forthcoming.

Lee, E., Koo, C., & Chung, N. (2023). Exploring Touristic Experiences on Destination Image Modification *Tourism Management Perspectives*. 47.101114.

Kang, S. Koo, C. & Chung, N. (2023). Creepy vs. Cool: Switching from Human Staff to Service Robots in the Hospitality Industry, *International Journal of Hospitality Management*, Vol. 111, 103479.

Kim, J., Kim, S. S., Jhang, J., Lee, J., & Koo, C. (2023). Effects of price sorting display on extreme option choice aversion: The role of ease of comparison in multiple option displays. *Tourism Management*, 97, 104741.

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

Koo, C., Kim, J.-W., & Rainer Alt. (2023). Spatial is Special: Special Issue on Exploration for Spatial Approach in Smart Tourism Cities. *Information Processing and Management*. 60 (4), 103401.

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.

Under Review

1. Shin, S., Kim, J. Kim, J. & Koo, C. (2023). Effect of ChatGPT's Answering Style on Users' Acceptance in Trip Planning Context, *Journal of Hospitality and Tourism Research*.
2. Shin, S., Kim, J., Rainer, A., Jansen, B. & Koo, C. (2023). The Impact of Generative AI Chatbot on Tourists' Decision-Making: Implications for Future Research, *Current Issues in Tourism*.
3. Kim, J., Yhee, Y., Yang, S-B., & Koo, C. (2023). Hotel Personality Revisited: Scale Development and Traveler's Cognitive Interpretation. *International Journal of Hospitality Management*.
4. Lee, E., Kim, J., & Koo, C. (2023). The Impact of Premium Economy Class Option Availability on Traveler Choice: The Moderating Role of Price Preciseness. *Journal of Travel Research*

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5. Jo, H., Koo, C., & Chung, N. (2023). COVID-19 Pandemic Crisis Response and Airbnb Hosts' Withdrawal Intention. *Journal of Hospitality & Tourism Research*. 1st round.
6. Lee, E., Kim, J. Shin, S., Yhee, Y. & Koo, C. (2023). The Impact of Intermediate Option Availability on Travelers' Choice: The Moderating Role of Price Roundness, *Journal of Travel Research*.

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7. Jungkeun Kim, Eunji Lee, Suh-Young Irene Park, Namho Chung & Chulmo Koo (2024) Compensatory consumption and unplanned purchases: the moderating role of the decision frame effect, *Journal of Travel & Tourism Marketing*, 41:2, 186-207, DOI: 10.1080/10548408.2024.2309195
8. Eunji Lee, Jungkeun Kim, Seunghun Shin, Chulmo Koo, (2024), Unlocking revenue: Psychological pricing effect for airlines' upselling strategies, *International Journal of Hospitality Management*, Volume 119, <https://doi.org/10.1016/j.ijhm.2024.103720>.
9. Joo Young Kim, Jungkeun Kim, Chulmo Koo, (2024), Understanding compensatory travel, *Annals of Tourism Research*, Volume 105, <https://doi.org/10.1016/j.annals.2023.103712>.
10. Jeong Hyun Kim, Jungkeun Kim, Namho Chung & Chulmo Koo (2024) The Netflix effect: exploring the nexus of content exposure, destination appeal, and behavioural intention, *Journal of Travel & Tourism Marketing*, 41:3, 433-450, DOI: [10.1080/10548408.2024.2323944](https://doi.org/10.1080/10548408.2024.2323944)

11. Yerin Yhee, Jahyun Goo, Chulmo Koo, Namho Chung (2023), Meme-affordance tourism: The power of imitation and self-presentation, *Decision Support Systems*, Volume 179, <https://doi.org/10.1016/j.dss.2024.114177>.

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12. Shin, S., Kim, J., Lee, E., Yhee, Y., & Koo, C. (2023). ChatGPT for Trip Planning: The Effect of Narrowing Down Options. *Journal of Travel Research*, 0(0). <https://doi.org/10.1177/00472875231214196>
Lee, K, Hong, T., Ahn, H., Kim, T., & Koo, C (2023) . Special Topic: The Impact of ChatGPT in Society, Business, and Academia *Asia Pacific Journal of Information Systems*, Volume: 33 Issue 4, pp. 957-976.
13. Yhee, Y., Kim, H., Kim, J., and Koo, C. (2023). Trust in managerial response offsets negative review, *Annals of Tourism Research*, 102, 103641.
14. Nong, S., Z., Fong, L. H. N., Hao, R. R., and Koo, C. (2023). Why do Chinese tourists post selfie and who are they? An exploratory study, *Tourism Management Perspectives*, 48, 101174.
15. Kyoungmin Lee, Minsung Kim, Jin Young Kim & Chulmo Koo (2023) Exploring a pent-up travel: constraint-negotiation model, *Journal of Travel & Tourism Marketing*, 40:4, 345-361, DOI: 10.1080/10548408.2023.2245415.
16. Shin, S., Kim, T. H., Lee, S., & Koo, C. (2023). Destination Advertising on YouTube: Combined Effects of Native Advertising and Comment Management on Tourists' Perception. *Journal of Hospitality & Tourism Research*. Forthcoming,
17. Park, J., Lee, E., Kim, J., & Koo, C. (2023). "Platform Stress": Exploring a New Type of Stress in the Sharing Economy. *Current Issues in Tourism*. Forthcoming.
18. Lee, E., Yoo, C.W., Goo, J. et al. Is Contact Tracing for Pandemic Relief or Privacy Menace?: a Lens of Dual-Calculus Decision. *Information Systems Frontiers* (2023). <https://doi.org/10.1007/s10796-023-10420-7>
19. Lee, E., Koo, C., & Chung, N. (2023). Exploring Touristic Experiences on Destination Image Modification *Tourism Management Perspectives*. 47.101114.
20. Kang, S. Koo, C. & Chung, N. (2023). Creepy vs. Cool: Switching from Human Staff to Service Robots in the Hospitality Industry, *International Journal of Hospitality Management*, Vol. 111, 103479.
21. Shin, S., Lee, E., Yhee, Y., Kim, J. and Koo, C. (2023), "Mapping changes in human mobility for dining activities: a perceived risk theory perspective ", *Tourism Review*, Vol. 78 No. 4, pp. 1164-1181. <https://doi.org/10.1108/TR-08-2022-0392>
22. Seunghun Shin, Eunji Lee, Yerin Yhee, Jungkeun Kim & Chulmo Koo (2023) Multi-method investigations of the impact of lockdown relaxation on tourists' and residents' movements, *Journal of Travel & Tourism Marketing*, 40:7, 619-638, DOI: [10.1080/10548408.2023.2277805](https://doi.org/10.1080/10548408.2023.2277805)
23. Koo, C., Kim, J.-W., & Rainer Alt. (2023). Spatial is Special: Special Issue on Exploration for Spatial Approach in Smart Tourism Cities. *Information Processing and Management*. 60(4).
24. Kim, J., Kim, S. S., Jhang, J., Lee, J., & Koo, C. (2023). Effects of price sorting display on extreme option choice aversion: The role of ease of comparison in multiple option displays. *Tourism Management*, 97, 104741.
25. Hong, M., Chung, N., Koo, C., & Koh, S. Y. (2023). TPEDTR: Temporal preference embedding-based deep tourism recommendation with card transaction data. *International Journal of Data Science and Analytics*, 1-16.
26. Zhang, J., Kim, M. J., & Koo, C. (2023). eSports Games: How To Make Fans to Actually Engage with Offline Games and Visit their Destinations? *Asia Pacific Journal of Information Systems*. Vol.33(1), p.227
27. Lee, K., Zhou, J. and Koo, C. (2023), "From fan to become tourist: watching online videos as seamlessly connecting travel", *Journal of Hospitality and Tourism Technology*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JHTT-11-2021-0314>.

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28. Hong, M., Koo, C., & Chung, N. (2022). DSER: Deep-Sequential Embedding for single domain Recommendation. *Expert Systems with Applications*, 208, 118156.
29. Koo, C., Kwon, J., Chung, N. and Kim, J. (2022). Metaverse Tourism: Conceptual Framework and Research Propositions. *Current Issues in Tourism*, Published online 1-7.
30. Lee, H., Koo, C., & Yang, S. B. (2022). Spatial and social distances between US domestic travelers in restaurant

review assessment. *Tourism Management*, 93, 104609.

31. 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.
32. 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.
33. Hlee, S., Park, J., Park, H., Koo, C., & Chang, Y. (2023). Understanding customer's meaningful engagement with AI-powered service robots. *Information Technology & People*, 36 (3), 1020-1047.
34. 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.
35. 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.
36. 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.
37. 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.
38. 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

39. 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.
40. 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.
41. 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.
42. 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.
43. Lee, H., Yang, S-B, and Koo, C. (2021). Dyadic communication in online review platforms: an exploratory approach. *Current Issues in Tourism*, 1-18.
44. Koo, C. and Chang, Y. (2021). Guest editorial: New technologies for the tourism and hospitality industry, *Industrial Management & Data Systems*, 121(6), 1145-1151.
45. 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
46. 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.
47. Role of the leisure attributes of shared bicycles in promoting leisure benefits and quality of life. *Sustainability*, 13(2), 739
48. 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.
49. 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
50. Koo, C., Gretzel, U. and Donnellan, B. (2021). Special issue on smart tourism cities, *Asia Pacific Journal of Tourism Research*, 26, 349-351.
51. 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.
52. 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.
53. 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.
54. 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.

55. 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

56. 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).
57. 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

58. 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)
59. 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)
60. 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)
61. 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)
62. 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)
63. 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)
64. Ham, J., Lee, K., Kim, T., & Koo, C. (2019). Subjective perception patterns of online reviews: A comparison of utilitarian and hedonic values. *Information Processing and Management*, 56(4), 1439-1456. (SSCI, IF 3.444)
65. Koo, C., Mendes Filho, L., & Buhalis, D. (2019). Smart tourism and competitive advantage for stakeholders. *Tourism Review*, 74(1), 1-128. (SSCI)
66. 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)
67. 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)
68. 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

69. 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)
70. 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)
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106. 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)

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117. 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 of Universal Computing Systems*, 16(13), 1801-1824.
118. 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)

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

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121. 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)

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123. 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)	SSCI	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 (Business, Regional & Urban Planning, Elsevier)	SSCI	How Technology-Enhanced Tourism is 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	Tourism Review (Tourism, Emerald)	SSCI	Smart Tourism and Competitive Advantage for Stakeholders
12	2019	Asia Pacific Journal of Tourism Research (Tourism, Taylor & Francis Online)	SSCI	Smart Tourism Cities
13	2020	Electronic Markets (Business/Management, Springer)	SSCI	Artificial Intelligence (AI) and Robotics in Travel, Tourism and Leisure
14	2020	Industrial Management and Data Systems (Computer Science/Interdisciplinary Applications, Emerald)	SCIE	New Technologies for the Tourism and Hospitality Industry
15	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. ChatGPT Artificial Intelligence, Robots, and Smart Tourism Experience Education and ResearchPI (2023.05.01~2024.05.30), National Research Foundation, 20,000,000(KRW), 15,680 (USD).

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

(2023) [IFITT Journal Paper of the Year Award 2023] 2nd Place presented to Hanna Lee, Chulmo Koo, Sung-Byung Yang, "Spatial and social distances between U.S. domestic travelers in restaurant review assessment"
(2023) [PhD proposal Award] 3rd Place presented to Eunji Lee, Chulmo Koo, "The psychological effects of red color price in platforms: A mixed-method approach"
(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."