

Faculty Information

KIM, Youngsun (Sean)

■ Specialization:

Marketing and Management (MM)

■ Research Area:

Consumer Psychology, Employee Behavior, Service Experience Management, Experimental Research

■ Keywords:

Experimental Research, Consumer Emotions, Frontline Employee Emotions and Behavioral intentions, Social Influence & Interaction in the Shared Servicescape, Hospitality Marketing and Management

■ Seminar Topic:

Consumer and Employee Behavior

■ Seminar Teaching Method:

Although the consultation is tailored to the individual's needs, students are required to read assigned academic articles and give weekly presentations on their proposed topic or progress report. This practice is aimed at teaching students how to write a research article.

■ Possible Research Topics for Students:

Any topics related to my research area.

■ Research Method:

The seminar will primarily cover the quantitative research method, with a specific emphasis on experimental design. The seminar offers guidance on the experimental design research method, but it will not provide instruction on other statistical analyses and methodologies. Therefore, knowledge of basic statistics is required. Before applying for this seminar, students are expected to read at least the following papers and webpages to familiarize themselves with research methods and topics in this seminar.

- Kim, Y. S., & Baker, M. A. (2020). I earn it, but they just get it: Loyalty program customer reactions to unearned preferential treatment in the social servicescape. *Cornell Hospitality Quarterly*, 61(1), 84-97.
- Kim, Y. S., & Baker, M. A. (2019). Observer reactions to other customer incivility: Emotional labor, gratitude, loyalty to employee and tipping intention. *International Journal of Contemporary Hospitality Management*, 31(3), 1292-1308.
- <https://simplypsychology.org/experimental-designs.html>
- <https://www.sciencedirect.com/science/article/pii/B9780080449104004314>

■ Comments:

Experience the joy of learning how to write a research paper, and welcome individuals who intend to pursue a career as an academic professor.

■ APU Researcher Database:

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001652&Language=2>