

Sang Gon (Edward) Lim

School of Sport, Tourism and Hospitality Management
Fox School of Business, Temple University
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EDUCATION

Temple University, Philadelphia, PA 08/2018 - Present
Enrolled, Ph.D. in Business Administration with a concentration in Tourism and Sport

Expected Dissertation Defense: 04/2023

Tentative Title: Two meta-analytic studies to understand creativity and innovation of hospitality organizations and employees

Kyung Hee University, Seoul, Korea 09/2016 - 07/2018
Coursework Completed, Ph.D. program in College of Hotel and Tourism
Department of Food Service Management, Graduate School

Kyung Hee University, Seoul, Korea 09/2014 - 08/2016
Master of Culinary & Foodservice Management
Department of Food Service Management, Graduate School

Emory University, Atlanta, GA 09/2006 - 12/2012
Bachelor of Arts in Economics, Minor: Visual Arts
Emory College of Liberal Arts and Sciences

RESEARCH EXPERIENCE

TEMPLE UNIVERSITY, Philadelphia, PA 08/2018 - Present
Graduate Research Assistant

Assisted the following graduate faculty members in conducting literature reviews:

- Dr. Linsey Lee: Warmth and competency of service employees
- Dr. Ceridwyn King: Brand portfolios and orientations of firms
- Dr. Lu Lu: Artificial intelligence and robots in hospitality settings, Issues/solutions of data collected via online platforms

KYUNG HEE UNIVERSITY, Seoul, Korea 09/2014 - 08/2018
Research Assistant

Customers' perceptions related to whisky consumption (05/2017 - 08/2017)

Diners' variety seeking, perceived price, and behavioral intentions (03/2017 - 07/2017)

Diners' variety seeking and attitudinal/behavioral responses (09/2016 - 12/2016)

Forecasting tourism demand for Mapo by visit experience rate and estimating the economic impact of inbound tourism (12/2015)

AREAS OF RESEARCH INTEREST

- Hospitality service management
- Organizational innovation
- Firm performance
- Knowledge management
- Employee creativity and innovation
- Pricing

PUBLICATION

Journals (English)

Ok, C., & **Lim, S.** (2022). Job crafting to innovative and extra-role behaviors: A serial mediation through fit perceptions and work engagement. *International Journal of Hospitality Management*. <https://doi.org/10.1016/j.ijhm.2022.103288>

Lim, S., & Ok, C. (2022). Meta-analytically linking the marketing mix to hospitality organizations' performance. *Journal of Hospitality and Tourism Research*. <https://doi.org/10.1177/10963480221112052>

Lim, S., & Ok, C. (2022). A percentage-off discount versus free surcharge: The impact of promotion type on hotel consumers' responses. *Tourism Management*. <https://doi.org/10.1016/j.tourman.2022.104504>

Lim, S., & Ok, C. (2021). Gift card types and willingness to spend more. *Journal of Services Marketing*, 36(5), 710-724. <https://doi.org/10.1108/JSM-10-2020-0422>

Lim, S., & Ok, C. (2021). Knowledge sharing in hospitality organizations: A meta-analysis. *International Journal of Hospitality Management*, 95, 102940. <https://doi.org/10.1016/j.ijhm.2021.102940>

Lim, S., & Ok, C. (2021). A meta-analytic review of antecedents of hospitality and tourism firms' performance: A cross-cultural comparison. *Tourism Management*, 86, 104325. <https://doi.org/10.1016/j.tourman.2021.104325>

Lim, S., & Ok, C. (2021). Fostering absorptive capacity and facilitating innovation in hospitality organizations through empowering leadership. *International Journal of Hospitality Management*, 94, 102780. <https://doi.org/10.1016/j.ijhm.2020.102780>

Journals (Korean)

Jung, S., **Lim, S.**, & Lee, S. (2018). A study on the difference in customers' perceived value depending on whisky-related prior knowledge and involvement. *Korean Journal of Hospitality and Tourism*, 27(3), 27-40.

Lim, S., & Lee, S. (2017). The structural relationship among diners' variety seeking, loyalty, and switching intentions: The moderating effect of perceived price. *International Journal of Tourism and Hospitality Research*, 31(8), 239-254.

Lim, S., & Lee, S. (2016). The effect of diners' variety seeking on the relationship among perceived value, customer satisfaction, and loyalty. *International Journal of Tourism and Hospitality Research*, 30(12), 209-224.

PRESENTATION

- Lim, S., & Ok, C.** (2022). Realizing potential through absorptive capacity to create competitive advantage in hospitality organizations. *2022 Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students, Philadelphia, Pennsylvania*. **[Best-paper award: 3rd place]**
- Lim, S., & Ok, C.** (2022). Meta-analytically linking the marketing mix to hospitality organizational performance. *The 27th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, Texas*.
- Lim, S., & Ok, C.** (2021). A meta-analytic review of antecedents of firms' performance: A cross-cultural comparison. *The 26th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, Texas*. **[Best-paper nomination]**
- Lim, S., & Ok, C.** (2020). Gift card received: Are you willing to spend more? *The 25th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, Nevada*.
- Lim, S.** (2016). The effect of diners' variety seeking on the relationship among perceived value, customer satisfaction, and loyalty. *Fall Korea Tourism Research Association Symposium, Cheonan, Korea*.

TEACHING EXPERIENCE

- TEMPLE UNIVERSITY, Philadelphia, PA** 01/2021 - 05/2021
Teaching
Course Taught: THM 2313 – Financial Issues in Tourism and Hospitality
Student Feedback Form Instructor Report: N/A (COVID-19)
- TEMPLE UNIVERSITY, Philadelphia, PA** 01/2020 - 05/2020
Co-teaching
Course Taught: THM 2313 – Financial Issues in Tourism and Hospitality
Student Feedback Form Instructor Report: Avg. 4.05 (3.5 – 4.5)
- TEMPLE UNIVERSITY, Philadelphia, PA** 08/2018 - 12/2020
Teaching Assistant
THM 3325 – Food and Beverage Management (08/2018 - 12/2018)
THM 1311 – Business of Tourism and Hospitality (01/2019 - 05/2019)
THM 2313 – Financial Issues in Tourism and Hospitality (08/2019 - 12/2019)
THM 3312 – Strategic Decision Making in Tourism and Hospitality Management (08/2020 - 12/2020)
- Fox Online Teaching Certificate** 06/2020

WORK EXPERIENCE

BOLIM INDUSTRIAL CO., LTD, Seoul, Korea

01/2014 - 07/2018

Associate, General Affairs Division

- Managed revenue accounts, P/L accounts, and accounts receivable.
- Conducted various research tasks on companies, including analysis of financial statements, competitors, and relevant market trends.

OpenTide, Seoul, Korea

09/2013 - 12/2013

Intern, Project Consultant

- Coordinated efforts with the project site to handle foreign clients' requests; worked closely with PLM developers to ensure that requests were completed in a timely and accurate manner.

KPMG, Seoul, Korea

07/2012 - 08/2012

Intern, Financial Advisory Service

- Assisted in the preparation of several KPMG's NPL investment cases and translation of prospectus drafting of Korean NPL market review and outlook for investors.

Biomet, Seoul, Korea

09/2010 - 10/2010

Intern, Biomet 3i Division

- Assisted in the translation of English version of Biomet 3i's product pamphlets into Korean for Korean dentists' better understanding.
- Identified and selected target customers for each specific product and appealed dental offices to use Biomet 3i's products.

AWARDS AND RESEARCH GRANTS

Cochran Award for Excellence in Research, Temple University

11/2021

21st Fox Young Scholars Interdisciplinary Forum, Temple University. Grants: \$500
Lim, S., & Ok, C. (2020). *There's more than one way to skin a cat: The effects of promotional type on consumer perceptions and choices.* 11/2020

19th Fox Young Scholars Interdisciplinary Forum, Temple University. Grants: \$1,000
Lim, S., & Ok, C. (2019). *How to foster absorptive capacity and facilitate hotel innovation through empowering leadership.* 11/2019

18th Fox Young Scholars Interdisciplinary Forum, Temple University. Grants: \$600
Lim, S., & Ok, C. (2019). *Value-added gift cards: The effect of types of gift cards on consumers' perception.* 05/2019

MILITARY SERVICE

REPUBLIC OF KOREA ARMY, Dongdaegu, Korea

09/2008 - 08/2010

Sergeant

SERVICE ACTIVITIES

Ad-hoc Reviewer

Journal of Sustainable Tourism	01/2022 - Present
Tourism Management	08/2021 - Present
International Journal of Contemporary Hospitality Management	07/2021 - Present
International Journal of Hospitality Management	08/2020 - Present

Student Appeal and Grievance Committee

School of Sport, Tourism and Hospitality Management	08/2020 - Present
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MEMBERSHIPS

International Council on Hotel, Restaurant, and Institutional Education	06/2021 - Present
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