

# Sang Gon (Edward) Lim

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Fox School of Business, Temple University  
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## **EDUCATION**

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- TEMPLE UNIVERSITY, Philadelphia, PA** 08/2018 - Present  
*Enrolled*, Ph.D. in Business Administration with a concentration in Tourism and Sport
- KYUNG HEE UNIVERSITY, Seoul, Korea** 09/2016 - 08/2018  
*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**

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- TEMPLE UNIVERSITY, Philadelphia, PA** 08/2018 - Present  
*Research Assistant*
- KYUNG HEE UNIVERSITY, Seoul, Korea** 09/2014 - 08/2018  
*Research Assistant*
- Customers' perceived value, knowledge, involvement in the whisky consumption (05/2017 - 08/2017)
- Diners' variety seeking, loyalty, and switching 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 using a regional input-output model (12/2015)

## **AREAS OF RESEARCH INTEREST**

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- Hospitality service management
- Organizational innovation
- Employee creativity
- Knowledge sharing

## **PUBLICATION**

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### *Journals (English)*

**Lim, S., & Ok, C.** (2021) Knowledge sharing in hospitality organizations: A meta-analysis. *International Journal of Hospitality Management*. <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*.  
<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*.  
<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.

### **RESEARCH FUNDING**

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**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*. 21st Fox Young Scholars Interdisciplinary Forum. Funding: \$500

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

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

### **PRESENTATION**

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**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**

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**TEMPLE UNIVERSITY, Philadelphia, PA** 01/2021 - 05/2021  
*Teaching*

Course Teaching: THM 2313 – Financial Issues in Tourism and Hospitality

**TEMPLE UNIVERSITY, Philadelphia, PA** 01/2020 - 05/2020  
*Co-teaching*

Course Taught: THM 2313 – Financial Issues in Tourism and Hospitality  
SSF Instructor Report: Avg. 4.05 (3.5 – 4.5)

**TEMPLE UNIVERSITY, Philadelphia, PA**

08/2018 - 12/2020

*Teaching Assistant*

- Courses Assisted: 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**

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**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.

**MILITARY SERVICE**

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**REPUBLIC OF KOREA ARMY, Dongdaegu, Korea**

09/2008 - 08/2010

*Sergeant***SERVICE ACTIVITIES**

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**Journal Reviewer**

International Journal of Hospitality Management 08/2020 - Present

**Student Appeal and Grievance Committee**

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

**MEMBERSHIPS**

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**iCHRIE**

06/2021 - Present