WEBINAR ANNOUNCEMENT

The Impact of Volunteers on Sustainable Rural Community Development

Dr. SoJung Lee and Dr. Linda Niehm (Iowa State University)
Dr. MiRan Kim (Michigan State University)
Dr. Jichul Jang (Kansas State University)

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Present the role and impact of festival volunteers on sustainable rural community development. The project conducted surveys to about 400 volunteers in 12 rural festivals in Iowa, Michigan, and Kansas between fall 2018 and fall 2019. Findings will portray the current opportunities and challenges of managing volunteers in rural festivals and provide a feasible and practicable perspective for developing a volunteer training program.

Presented by:

SoJung Lee is an Associate professor at the Department of Apparel, Events, and Hospitality Management, Iowa State University. Her disciplinary research focuses on consumer behavior in the tourism, including pop culture tourists’ psychological characteristics and behaviors, club members’ group identity and psychological ownership, tourists’ pro-environmental behaviors, and rural festival volunteers' impact on community development and sustainability.

MiRan Kim is an Associate professor in the School of Hospitality Business at Michigan State University. She studies consumer behavior in the context of the hospitality and tourism industry.

Jichul Jang is an Associate Professor in the Department of Hospitality Management at Kansas State University. His primary research focus is in leadership, employee retention, supervisor-subordinate relationships and managing employee engagement, and linking employee attitude and behaviors to customer experiences in hospitality organizations using a variety of research methods such as big data analysis, and social network analysis.

Linda S. Niehm is a Professor in the Department of Apparel, Events, and Hospitality Management at Iowa State University. Dr. Niehm’s research interests include rural and community business, retailer-consumer relationships, small retailer competitive strategies, family business, and experiential marketing.

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