

SEOMGYUN LEE, PH.D.

Clinical Assistant Professor
 Department of Kinesiology and Sport Management
 School of Education and Human Development
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HIGHER EDUCATION

Ph.D., University of Mississippi	2023
Major: Sport and Recreation Administration	
Minor: Applied Statistics	
M.S., Seoul National University	2018
Major: Global Sport Management	
B.S., Jeonbuk National University	2016
Major: Physical Education	

ACADEMIC APPOINTMENTS

Texas A&M University	2023 – Present
Department of Kinesiology & Sport Management (KNSM) Clinical Assistant Professor	
University of Mississippi	2019 – 2023
Department of Health, Exercise Science, and Recreation & Sport Management (HESRM) Instructor for Sport Management courses Graduate Teaching & Research Assistant Statistical Consultant, School of Applied Sciences Analytics Laboratory Health and Sport Analytics Laboratory	
Gachon University	2018 – 2019
Department of Exercise Rehabilitation & Welfare Research Fellow	
Seoul National University	2016 – 2017
Department of Physical Education Graduate Teaching & Research Assistant	

RESEARCH STATEMENT

My principal research interest focuses on elucidating the unique function of sports in the modern business industry and understanding the attitudes and behaviors of sport consumers from multidisciplinary and empirical perspectives. Accordingly, I have devoted my efforts to explain the following domains: (1) **sport demand** (i.e., attendance and viewership); (2) **sport crises and scandals**, to identify effective crisis communication strategies and understand how to prevent negative attitudes and behaviors among sport consumers; and (3) **sport technology and innovation**, which provide opportunities to expand the boundaries of the relationships that fans are engaged in with professional sports teams and athletes.

REFEREED PUBLICATIONS

*** Corresponding author**

Oh, T., Lee, S., & *Jang, H. (2023). Outcome uncertainty and e-Sports viewership. *Journal of Sports Economics*. Advance online publication.

Jung, M., Lee, S., Kang, M., & *Allen, H.K. (2023). Age-varying association between depression and cognitive function among older adults: Moderation by physical activity. *Journal of Psychiatric Research*. 165, 115-122. <https://doi.org/10.1016/j.jpsychires.2023.07.025>

*Lee, S., Kim, K. R., & Kang, M. (2023). The importance of sports organization's reputation: The application of Rasch analysis to the Organizational Reputation Questionnaire for sports fans. *International Journal of Sport Communication*. 16(1), 21-31. <https://doi.org/10.1123/ijsc.2022-0118>

Lee, S., & *Oh, T. (2023). The role of trust in the crisis communication of sports organizations: The case of the Houston Astros' sign stealing scandal. *International Journal of Sports Marketing and Sponsorship*. 24(1), 90-107. <https://doi.org/10.1108/IJMSMS-12-2021-0231>

*Lee, S., Oh, T., & Lim, C. (2022). The impact of environmental barriers on attendance of outdoor and indoor professional sports: The case of the South Korean soccer, baseball, and basketball leagues. *Sport Business and Management: An International Journal*. 12(4), 496-516. <https://doi.org/10.1108/SBM-06-2021-0067>

*Lee, S., & Oh, T. (2020). The impact of air pollution on professional sports in South Korea. *Journal of Sport and Applied Science*, 4(4), 27-32. <http://dx.doi.org/10.13106/jsas.2020>

RESEARCH PRESENTATIONS

Ock, D., Lee, S., & Hwang, Y. (Accepted). *Sponsorship Effectiveness in Social Live Streaming Service: Examination of the Effects of Game Suspense, Live Chats, Streamers, and Advertisement Placement*. Presented at the annual conference of SMA. Petersburg, FL.

- Lee, S.,** Kim, H. S., Lee, K., & Berg, B. K. (2023, June). *The impact of perceived crisis response on sports fans' attitudinal and behavioral outcomes: the case of the Houston Astros' sign-stealing scandal*. Submitted to the annual conference of the North American Society for Sport Management (NASSM), Montréal, Canada.
- Lee, S.,** Lee, K., Kang, M., & Berg, B. K. (2023, June). *Developing a theoretical framework for non-fungible token (NFT) engagement: why and how do sports consumers engage with NFTs?* Submitted to the annual conference of the NASSM, Montréal, Canada.
- Ryu, M., **Lee, S.,** & Kim, H.S. (2023, February). *The effect of ESG activities of sports brands on brand equity and consumer behavioral intention*. Submitted to the annual conference of Applied Sport Management Association (ASMA), Birmingham, AL.
- Simmond, A., **Lee, S.,** Lee, K., Andre TL., & A, Kaitlyn. (2023, February). *Augmenting psychological safety in collegiate athletics*. Presented at the annual conference of Southeast American College of Sports Medicine, Greenville, SC.
- Lee, S.,** Lee, S., & Oh, T. (2022, June). *The Natural Experiment on the Spectator Effect of Game Performance*. Presented at the annual conference of NASSM, Atlanta, Ga.
- Allen, H.K., Jung, M., **Lee, S.,** & Kang, M. (2022, April). *Age-varying associations between depression and cognitive function among older adults: Moderation by modifiable health factors*. Presented at the annual conference of Society of Behavioral Medicine, Baltimore, MD.
- Lee, S.,** Kim, H. S., Kim, M., & Oh, T. (2021, Oct). *The application of service fairness in mediated sports for viewers' attitudes*. Presented at the annual conference of Sport Marketing Association (SMA), Las Vegas, NV.
- Kim, H. S., Dobbs, D., Simmond, A., **Lee, S.,** & Kim, M. (2021, Oct). *The effects of safety climate on the productivity and safety behaviors among sports employees in the COVID-19 pandemic*. Presented at the annual conference of SMA. Las Vegas, NV.
- Lee, S.,** & Oh, T. (2021, June). *The effect of crisis response appropriateness on the behavioral intentions of Major League Baseball fans*. Presented at the annual conference of NASSM, Virtual.
- Lee, S.,** & Oh, T. (2021, June). *Typology of eSports crowdfunding donors and their behavioral outcomes*. Presented at the annual conference of NASSM, Virtual.
- Lee, S.,** & Oh, T. (2020, September). *Environmental factors influencing attendance for professional soccer league: Case of Korean Professional Soccer League*. Presented at the annual conference of NASSM, Virtual.
- Lee, S.,** Akash, S., & Oh, T. (2020, September). *eSports viewership analyses*. Presented at the annual conference of NASSM, Virtual.

TEACHING EXPERIENCE

Graduate Level

Texas A&M University, KNSM

[SPMT 364] Financial Management in Sport
#[SPMT 611] Financial Management in Sport

University of Mississippi, HESRM

[SRA 270] The Business of Sport
[SRA 311] Marketing & Communication in Sport and Recreation
[SRA 330] Sport Governance and Policy
[SRA 370] Sports Economics and Finance
[SRA 375] Recreational Sports Programming
[HP 203] First Aid & CPR

GRANT ACTIVITIES

Research Grants:

University of Mississippi, School of Applied Science, Summer Graduate Research Program.
Principle investigator, Funding dates: May – June 2020 (\$3,000)

Conference Travel Grants:

University of Mississippi, HESRM
Conference: 2021 SMA conference (Las Vegas, NV); 2022 NASSM conference (Atlanta, GA);
2023 NASSM conference (Montréal, Canada) (\$2200)

Project Grants:

Ministry of Culture, Sports and Tourism, Research and Development (R&D): The Development of Universal Design for Sports Facilities (No. 2109-5297).

Research fellow, Funding dates: August 2019 – December 2021

National Research Foundation of Korea, The Development and Application of Sustainable Community Care Service (No. 2109-5275).

Research fellow, Funding dates: August 2019 – August 2020

Jeonbuk National University, Industrial Cooperation Foundation, Entrepreneurship projects for college students: The development of a one-stop platform for first-aid and rehabilitation in amateur sporting events.

Principle investigator, Funding dates: July 2014 – January 2015 (\$5,000)

HONORS AND RECOGNITIONS

Korean American Association for Sport Management Scholarship	2023
Applied Statistics Graduate Student Research Award, University of Mississippi	2023
Achievement Award, Seoul National University	2018
University President’s Honor Student Award, Jeonbuk National University	2016

INSTITUTIONAL SERVICE

University of Mississippi:

- Statistical Consultant, School of Applied Science (2021 – 2023)
- Statistical Consultant, Health and Sport Analytics Laboratory (2019 – 2023)

PROFESSIONAL SERVICE

Ad Hoc Reviewer:

- Communication & Sport
- Current Psychology

PROFESSIONAL MEMBERSHIP

- European Association for Sport Management (EASM)
- Korean American Association for Sport Management (KAASM)
- Mississippi Recreation & Park Association (MRPA)
- North American Society for Sport Management (NASSM)
- Sport Marketing Association (SMA)