

# Hyun-Woo Lee, PH.D.

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Curriculum Vitae

(November, 2020)

Assistant Professor in the Division of Sport Management  
Department of Health & Kinesiology, College of Education & Human Development  
Texas A&M University  
E-mail: [hwlee@tamu.edu](mailto:hwlee@tamu.edu)

Sport eXperience Management Laboratory (SXMLAB): <https://sites.google.com/tamu.edu/sxmlab/>

## EDUCATION

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Ph.D., Sport Management, Florida State University, Tallahassee, FL August 2014

M.S., Sports and Leisure Studies, Yonsei University, Seoul, Korea February 2010

B.S., Sports and Leisure Studies, Yonsei University, Seoul, Korea February 2008

## ACADEMIC APPOINTMENTS

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Assistant Professor at Texas A&M University August 2018-present

- Faculty Affiliate, Center for Sport Management Research and Education

Assistant Professor at Georgia Southern University August 2014-2018

## RESEARCH INTERESTS

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- Human Emotions and Fan Behavior
- Interaction of Mind, Body, and the Environment in Sporting Experiences
- Neurophysiological Approaches to Behavioral Science
- Marketing and Communication Strategies for Sport Organizations
- Sport Consumer Well-Being

## STUDENT ADVISORY

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### Doctoral Supervision & Committee Chair

Jun-Phil Uhm, 2019-present

Sangchul Park, 2019-present

Sanghoon Kim, 2018-present

### Dissertation Committee

Zahra Sharifzadehsaraei

Umer Hussain

Bo Yu

Suhan Ku

Daniel Springer

Nayoung Ahn

Sarah Brown (2020 summer graduate)

## Master's Thesis Committee Chair

Chanwook Do, 2019-present

## Student Awards and Grants

Jun-Phil Uhm, Dean's Graduate Award *by the College of Education and Human Development*: \$4,000 Research Advancement Scholarship, January 2020.

Sangchul Park, Dean's Graduate Award *by the College of Education and Human Development*: \$4,000 Research Advancement Scholarship, January 2020.

Jun-Phil Uhm, Graduate Research Grant *by the College of Education and Human Development*: \$1,132 Internal Grant, October 2019.

Sangchul Park, Graduate Research Grant *by the College of Education and Human Development*: \$1,132 Internal Grant, October 2019.

Sanghoon Kim, Graduate Research Grant *by the College of Education and Human Development*: \$1,132 Internal Grant, October 2019.

Sanghoon Kim, Dean's Graduate Award *by the College of Education and Human Development*: \$4,000 Research Advancement Scholarship, March 2019.

## Undergraduate Directed Research

Joe Lizcano, Spring 2019

## PUBLICATIONS

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* Publication was joint-authored with <b>student(s)</b>	Google Scholar Profile (November 2020):		
# denotes student under direct supervision	All	Since 2015	
<u>Underlined</u> are corresponding authors	Citations	289	276
	h-index	9	9
Total: 31 peer reviewed & 2 other publications	i10-index	9	8

### International Peer Reviewed Journal Articles [Recent Impact Factors in Brackets]

21. Lee, H.-W., #Kim, S., & Liew, J. (Advance online publication). Spectator sports as context for examining observers' agreeableness, social identification, and empathy in a high-stakes conflict situation. *Psychological Reports*. <https://doi.org/10.1177/0033294120948228> [SSCI; IF = 1.535] \*
20. Kim, M., Kim, Y. D., & Lee, H.-W. (2020). It is time to consider athletes' well-being and performance satisfaction: The roles of authentic leadership and psychological capital. *Sport Management Review*, 23(5), 964-977. [SSCI; IF = 3.337]
19. Lee, H.-W., Cho, H., Newell, E., & Kwon, W. (2020). How multiple identities shape behavioral intention: Place and team identification on spectator attendance. *International Journal of Sports Marketing and Sponsorship*, 21(4), 719-734. [SSCI; IF = 1.075]
18. #Uhm, J.-P., Lee, H.-W., & Han, J.-W. (2020). Creating sense of presence in a virtual reality

- experience: Impact on neurophysiological arousal and attitude towards a winter sport. *Sport Management Review*, 23(4), 588-600. [SSCI; IF = 3.337] \*
17. **Lee, H.-W.**, **Cho, H.**, Lasko, E., Kim, J. W., & Kwon, W. (2020). From knowing the game to enjoying the game: EEG/ERP assessment of emotional processing. *International Journal of Sports Marketing and Sponsorship*, 21(2), 305-323. [SSCI; IF = 1.075] \*
  16. **Kim, Y.**, Magnusen, M. J., Kim, M., & **Lee, H.-W.** (2019). Meta-analytic review of sport consumption: Factors affecting attendance to sporting events. *Sport Marketing Quarterly*, 28(3), 117-134. [SSCI; IF = .744]
  15. Cho, H., Koh, E. C., & **Lee, H.-W.** (2019). Nostalgia, motivation, and intention for international football stadium tourism. *Asia Pacific Journal of Tourism Research*, 24(9), 912-923. [SSCI; IF = 2.017] \*
  14. Shin, S., **Chiu W.**, & **Lee, H.-W.** (2019). Impact of the social benefits of intramural sports on Korean students' quality of college life and loyalty: A comparison between lowerclassmen and upperclassmen. *Asia-Pacific Education Researcher*, 28(3), 181-192. [SSCI; IF = .744]
  13. Cho, H., **Lee, H.-W.**, & Pyun, D. Y. (2019). The influence of stadium environment on attendance intentions in spectator sport: The moderating role of team loyalty. *International Journal of Sports Marketing and Sponsorship*, 20(2), 276-290. [SSCI; IF = 1.075]
  12. Kwon, W., **Lee, H.-W.**, & **Kim, Y.** (2018). Global marketing of F1: Local variations and geocentric marketing mix. *International Journal of Applied Sports Sciences*, 30(2), 134-148.
  11. Shin, S, Chiu W., & **Lee, H.-W.** (2018). For a better campus sporting experience: Scale development and validation of the collegiate sportscape. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 22, 22-30. [SSCI; IF = 1.439]
  10. Cho, H., **Lee, H.-W.**, Moore, D., Norman, W., & Ramshaw, G. (2017). A multilevel approach to scale development in sport tourist nostalgia. *Journal of Travel Research*, 56(8), 1094-1106. [SSCI; IF = 7.027]
  9. **Kim, J. W.**, Magnusen, M. J., & **Lee, H.-W.** (2017). Existence of mixed emotions during consumption of a sporting event: A real-time measure approach. *Journal of Sport Management*, 31(4), 360-373. [SSCI; IF = 2.359]
  8. **Lee, H.-W.**, Gipson, C., & Barnhill, C. R. (2017). Experience of spectator flow and perceived stadium atmosphere: Moderating role of team identification. *Sport Marketing Quarterly*, 26(2), 87-98. [SSCI; IF = .744]
  7. **Kim, Y.**, **Lee, H.-W.**, Magnusen, M. J., & Kim, M. (2015). Factors influencing sponsorship effectiveness: A meta-analytic review and research synthesis. *Journal of Sport Management*, 29(4), 408-425. [SSCI; IF = 2.359]
  6. Kwon, W., **Lee, H.-W.**, & Kim, Y. (2015). Creating shared values between national team identity and global event brand equity. *Social Behavior and Personality*, 43(2), 177-192. [SSCI; IF = .676]

5. Kim, A. C. H., **Lee, H.-W.**, & Kim, Y. (2014). Sponsorship network portfolio of corporate partners in the national basketball association. *International Journal of Sport Management and Marketing*, 15(5/6), 340-359. [SCOPUS]
4. **Lee, H.-W.**, Shin, S., Bunds, K. S., Kim, M., & Cho, K. M. (2014). Rediscovering the positive psychology of sport participation: Happiness in a ski resort context. *Applied Research in Quality of Life*, 9(3), 575-590. [SSCI; IF = 1.683]
3. **Lee, H.-W.**, & Kim, Y. (2013). Discovering a GEM: Development of the group emotions model of sport fan experience. *International Journal of Applied Sports Sciences*, 25(2), 130-149.
2. **Lee, H.-W.**, Kim, Y. D., Newman, J. I., & Kim, Y. (2013). Group emotion in spectator sport: An interdisciplinary approach to affective qualia. *Journal of Multidisciplinary Research*, 5(2), 49-66.
1. **Lee, H.-W.**, Magnusen, M. J., & Cho, S. (2013). Strength coach-athlete compatibility: Roles of coaching behaviors and athlete gender. *International Journal of Applied Sports Sciences*, 25(1), 55-67.

#### National or Regional Peer Reviewed Journal Articles

8. Melton, B., **Lee, H.-W.**, Gipson, C., & Lewis, M. (2018) Motivation of Rural Parents for Youth Recreational Sports Programs. *GAHPERD Journal*, 50(2), 13-19. \*
7. Kwon, W., & **Lee, H.-W.** (2016). Difference in P300 latency by levels of involvement to sport: Interdisciplinary approach to sport consumer behavior using embodied cognition theory and EEG/ERP technique. *Korean Journal of Sport Management*, 21(6), 45-56. [Funded by NRF-2014S1A5B5A02014485]
6. Kwon, W., & **Lee, H.-W.** (2015). How does stadium atmosphere affect spectator behavior, flow, and revisit intentions? Implications from embodied cognition theory and environmental psychology. *Korean Journal of Sport Management*, 20(4), 67-80. [Funded by NRF-2014S1A5B5A02014485]
5. Flanagan, K., & **Lee, H.-W.** (2013). Motivational factors influencing exercise identity. *Applied Recreational Research and Programming Annual*, 3, 1-30.
4. Kwon, W., Shin, S., **Lee, H.-W.**, & Kim, S.-K. (2013). Service quality dimensions and image of a public gambling enterprise: In a context of cycle and boat racing consumption. *Korean Journal of Sport Management*, 18(4), 1-16.
3. Kwon, W., **Lee, H.-W.**, & Kim, M. (2013). F1 in a global context: A cross-cultural examination of marketing activities and behavioral intentions. *The Korean Journal of Physical Education: Social Science*, 52(3), 251-266. [Funded by NRF-2012S1A5B5A07035615]
2. **Lee, H.-W.**, Kim, A. C. H., & Kim, Y. (2013). Roles of cultural context in the formations of national team identity and brand equity of global sporting events. *Korean Journal of Sport Science*, 24(2), 292-307.
1. Kim, S.-K., **Lee, H.-W.**, & Kwon, W. (2013). Relationships among service quality, image,

satisfaction, and WOM: An empirical examination of boat racing. *Korean Journal of Sport Science*, 24(1), 135-147.

### Peer Reviewed Book Chapters

2. Kim, A., Qian, T. Y., **Lee, H.-W.**, Mastromartino, B., & Zhang, J. J. (2020). Growth in Sport Media and the Rise of New Sport Fandom. In Dunn, R. A. (Ed.), *Multidisciplinary perspectives on media fandom* (pp. 150-171). Hershey, PA: IGI Global. \*
1. Chiu, W., Shin, S., & **Lee, H.-W.** (2017). Value co-creation in fitness centers: The role of customer citizenship behavior in perceived value, satisfaction, and repurchase intention. In S. Rozenes & Y. Cohen (Eds.), *Handbook of research on strategic alliance and value co-creation in the service industry* (pp. 420-435). Hershey, PA: IGI Global.

### Book Review

1. Kim, Y. D., & **Lee, H.-W.** (2017, January). [Review of the book, *The secret lives of sports fans: The science of sports obsession*, by E. Simons]. *Journal of Sport Management*, 31, 111-112.

### Other Professional Publication

1. **Lee, H.-W.** (2006). Sponsorship in motorsports. In S. Park (Ed.), *Synchro-G* (pp. 214-223). Seoul, Korea: Prism House.

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## WORKS IN PROGRESS

5 Manuscripts Submitted

15 Works in Progress

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## GRANTS & CONTRACTS

Total amount of grant attributed at Texas A&M = \$1,700

### Proposals Under review

1. Principle Investigator: Brison, N.; Co-Investigators: McCollough, B. P., **Lee, H.-W.** (Funding Dates: January 2021 to December 2021). "Multiple Levels of Social Connection: Impact of Social VR Experiences." *Facebook Research Grant*. External Grant Submitted (\$75,000 USD).

### Funded as Principal Investigator

4. Principle Investigator: **Lee, H.-W.** (Funding Dates: April 2019 to June 2020). "Fostering the Optimal Game Day Experience for SEC Communities: Technology and Generation Gap". *2019-2020 Southeastern Conference Faculty (SEC) Travel Grant Program Award*. External Grant Funded (\$1,700 USD).

3. Principle Investigator: **Lee, H.-W.**; Collaborators: Kim, J. W., & Kim, Y. (Funding Dates: October 2013 to October 2014). “Neurophysiological Evidence of Fan Attention to Emotional Stimuli: Investigating Sports and Sponsorships.” *Sport Marketing Association Research Grant Award*. External Grant Funded (\$1,000 USD).
2. Principle Investigator: **Lee, H.-W.** “Neurophysiological and Psychometric Assessment of Spectator Emotion: An Interdisciplinary Approach.” *Florida State University 2013-2014 Dissertation Research Grant Award*. Grant Funded (\$750 USD).
1. Principle Investigator: **Lee, H.-W.** “An analysis of motorsport sponsorship characteristics and customer loyalty.” *Local Organizing Committee grant for outstanding young investigators*. 2008 ICSEMIS Conference (Guangzhou, China). External Grant Funded (Approx. \$250 USD).

### Other Funded Grants

4. Principle Investigator: Cho, H.; Consultant: Pyun, D. Y.; Collaborator: **Lee, H.-W.**, Joo, D. (Funding Dates: March 2018 to February 2021). “The Influence of Compulsory Volunteer Experience on Future Behavioural Intentions” (NIE AcRF-RI 8/17 CHI). *Singapore National Institute of Education*. Grant Funded (\$70,000 Singapore\$).
3. Principle Investigator: Kwon, W.; Consultant: **Lee, H.-W.** (Funding Dates: July 2014 to June 2017). “Embodied Cognition and Emotion of Spectators: An Interdisciplinary Approach to Fan Experience and Behavior” (NRF-2014S1A5B5A02014485). *National Research Foundation of Korea*. Grant Funded (Approx. \$110,000 USD).
2. Travel Grants for Graduate Students at Florida State University. Internal Grants Funded (Total of \$2,350 USD).
1. Principle Investigator: Kwon, W.; Consultant: **Lee, H.-W.**; Collaborator: Kim, M. (Funding Dates: September 2012 to August 2013). “F1 in a Global Context: A Cross-Cultural Examination of Marketing Activities and Behavioral Intentions” (NRF-2012S1A5B5A07035615). *National Research Foundation of Korea*. Grant Funded (Approx. \$10,000 USD).

### Not Funded

7. Principle Investigator: Magnusen, M.; Co-Investigators: **Lee, H.-W.**, Todd, S., Qi, J. C. (Funding Dates: January 2021 to December 2021). “Pursuing the Dream: Exploring How EEG Data Captures the Unconscious Emotion Embedded in the Future Work Identities of Sport Industry Job Seekers.” *Bitbrain Research Projects Grant*. (\$30,000 USD), 2020. [External]
6. **Lee, H.-W.** (PI); Joshua, H. (Co-PI); Vess, M. (Co-PI). “Building Social Capital Through Social Emotions.” *Texas A&M T3 Grant* (\$30,000), 2019.
5. **Lee, H.-W.** (PI); Brison, N. (Co-PI); Liew, J. (Co-PI). “Building Social Capital Through Social Emotions.” *Texas A&M CEHD Catapult Grant* (\$30,000), 2019.
4. Brison, N. (PI); **Lee, H.-W.** (Co-PI); Hanik, M. (Co-PI); Harvey, I. S. (Co-PI). “Personal Branding Strategies of High School Coaches.” *Texas A&M CEHD Catapult Grant* (\$30,000),

2019.

3. Hong, S. (PI), **Lee, H.-W.** (Co-I), Magnuesen, M. (Co-I), & Kellison, T. (Co-I). "Determinant Factors of Sports Spectator Attendance Demand: A Systematic Review and Meta-Analysis." *Hong Kong Government's General Research Fund (GRF) (HK\$330,992)*, 2019. [External]
2. **Lee, H.-W.** (PI). "Sport Spectators' VR Experience." *Looxid Labs: LooxidVR Happiness Challenge (\$2,999.99)*, 2018. [External]
1. **Lee, H.-W.** (PI); Lee, D.-J. (Co-PI); Mittal, C. (Co-PI). "Fostering The Optimal Game Day Experience For Aggies: An Interdisciplinary Approach." *Texas A&M T3 Grant (\$30,000)*, 2018.

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## HONORS & AWARDS

- Kay and Jerry Cox STaR Fellow, College of Education & Human Development, Texas A&M University (awarded \$2,000). April 2019.
- Florida State University, Department of Sport Management Program Student Scholarship Doctoral Award Winner (awarded \$3,000). Spring 2013.
- Research & Teaching Assistant at Florida State University. August 2010 to May 2014.
- Research assistant at the Korea Institute of Sport Science. March to May, 2010.
- Korean Government Project BK21 Researcher Scholarship. Spring 2009 to Spring 2010.
- Department of Sports and Leisure Studies Graduate Student Scholarship, Yonsei University. Spring 2008 to Spring 2010.

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## REFEREED CONFERENCE PRESENTATIONS

\* Presentation was joint-authored with student(s)

# denotes student under direct supervision

57. #**Kim, S., Lee, H.-W.,** & Park, K. (2020, December). *Determinants of consumers' adoption of digital ticketing via Self-Service Technology*. Accepted for presentation at the Sport Management Association of Australia & New Zealand (SMAANZ) Conference (online only). \*
56. #**Uhm, J.-P., Lee, H.-W.,** & Cho, H. (2020, November). *Overcoming Compatibility Barriers In Sports VR For Gamer Interactivity, Character Identification, and Enjoyment*. Accepted for presentation at the biannual Global Marketing Conference, Seoul, Korea (changed to online only). \*
55. #**Park, S., Lee, S., & Lee, H.-W.** (2020, November). *The Effect of Trainers' Physical Appearance on Fitness Program Registration Intention: The Moderating Role of Regulatory Focus*. Accepted for presentation at the biannual Global Marketing Conference, Seoul, Korea (changed to online only). \*
54. Cho, H., Chiu, W., **Lee, H.-W.,** & Tan, X. D. (2020, November). *Nostalgia, Attitude toward Sponsors, and Purchase Intention for Sponsors' Products*. Accepted for presentation at the biannual Global Marketing Conference, Seoul, Korea (changed to online only).

53. **#Park, S., Lee, S., & Lee, H.-W.** (2020, October). *Personal Trainers' Physical Appearance and Service Registration Intention: Desire to Resemble as an Underlying Mechanism*. Accepted for presentation at the annual Association for Consumer Research conference, Paris, France (changed to online only). \*
52. **#Uhm, J.-P., & Lee, H.-W.** (2020, September). *Augmented Reality Experience in Sports Commerce: Effects of Proximity Sensing and Diagnosticity*. Accepted for presentation at the annual European Association for Sport Management Conference (changed to online only). \*
51. **#Park, S., #Kim, S., & Lee, H.-W.** (2020, September). Talent vs. Effort? The Impact of Trainer Performance Attribution on Fitness Service Registration. Accepted for presentation at the annual European Association for Sport Management Conference (changed to online only). \*
50. **#Uhm, J.-P., Lee, H.-W., & Han, J.-W.** (2020, May). *The effect of background music in sports advertisements on emotional arousal, attention, and purchase intention*. Presented at the annual North American Society for Sport Management Conference, San Diego, CA (changed to online only). \*
49. **#Park, S., Lee, S., & Lee, H.-W.** (2020, May). *Giving Empowerment and Gaining Compliance: The Effect of Dietary Prescription Types on Customers' Compliance in Sport Service*. Presented at the annual North American Society for Sport Management Conference, San Diego, CA (changed to online only). \*
48. **#Kim, S., & Lee, H.-W.** (2020, May). *Understanding the Effects of Team- or Fan-generated Content and Communication on Fan Engagement and Relationship Quality*. Presented at the annual North American Society for Sport Management Conference, San Diego, CA (changed to online only). \*
47. **Lee, H.-W., #Kim, S., Do, C., & Newell, E.** (2020, May). *Who Won the March Madness Bracket in Social Media?* Presented at the annual North American Society for Sport Management Conference, San Diego, CA (changed to online only). \*
46. **#Do, C., Lee, & H.-W.** (2020, May). *The mediating role of social media influencers in the development of awareness, engagement, and purchase intention towards professional sports*. Presented at the annual North American Society for Sport Management Conference, San Diego, CA (changed to online only). \*
45. **Lee, H.-W., #Kim, S., & Liew, J.** (2019, November). *Tennis Fans' Empathic Concern to the US Open Finals: Roles of Agreeableness and Identification with Athlete*. Presented at the annual Sport Marketing Association Conference, Chicago, IL. \*
44. **Lee, H.-W., Cho, H., #Park, S., & #Uhm, J.-P.** (2019, November). *Cognitive Processes in the Game Day Experience: Roles of Game-Induced and Spectator-Induced Effects*. Presented at the annual Sport Marketing Association Conference, Chicago, IL. \*
43. **#Kim, S., & Lee, H.-W.** (2019, November). *The Consumer's Journey in Purchasing a Ticket via Smart Devices: Technology Acceptance and Readiness of Sport Spectators*. Presented at the annual Sport Marketing Association Conference, Chicago, IL. \*



42. **Lee, H.-W.**, Cho, H., & Shin, S. (2019, May). *Campus Sport Experience as Catalyst for College Student Adjustment and Well-Being*. Presented at the annual North American Society for Sport Management Conference, New Orleans, LA.
41. Kim, M., Kim, Y. D., **Lee, H.-W.**, Kim, H. S., & Kwak, M. (2019, May). *It is Time to Consider Student-Athletes' Well-Being and Performance Satisfaction: The Roles of Authentic Leadership and Psychological Capital*. Presented at the annual North American Society for Sport Management Conference, New Orleans, LA.
40. **#Kim, S.**, & **Lee, H.-W.** (2019, May). *The Sport Crowd Movement Experience Model: Mediation Effect of Perceived Speed, Density, and Flow*. Presented at the annual North American Society for Sport Management Conference, New Orleans, LA. \*
39. Cho, H., Joo, D., Pyun, D. Y., & **Lee, H.-W.** (2019, March). *A Quantitative Look Into Sport Tourists' Nostalgia*. Presented at the annual Advances in Hospitality and Tourism Marketing and Management, Portsmouth, United Kingdom.
38. Yu, B., **Lee, H.-W.**, & Bennett, G. (2019, February). *Measuring Sponsorship Effectiveness in eSports*. Presented at the 2019 American Marketing Association (AMA) Winter Conference, Austin, TX. \*
37. Chung, Y., Chung, J., Kwon, W., Magnusen, M. J., & **Lee, H.-W.** (2018, October). *Brand-Consumer Personality Congruence: Aligning Ideal Self-Image with Brand Attributes*. Presented at the annual Sport Marketing Association Conference, Dallas, TX.
36. Cho, H., Joo, D., & **Lee, H.-W.** (2018, April). *Does nostalgia feed on the negative future? Exploring the impact of negative anticipation on sport tourists' nostalgia*. Presented at the annual Greater Western Chapter of the Travel & the Tourism Research Association Conference, Seattle, WA.
35. **Lee, H.-W.**, Lasko, E., Kim, J. W., Cho, H., & Kwon, W. (2017, September). *Introducing Neurophysiological Methods for Sport Management Science*. Presented at the annual European Association for Sport Management Conference, Bern, Switzerland. \*
34. Kim, J. W., **Lee, H.-W.**, & Kim, Y. D. (2017, September). *When Losing Feels Better Than Winning: Counterfactual Thinking and Satisfaction Reversal*. Presented at the annual European Association for Sport Management Conference, Bern, Switzerland.
33. **Lee, H.-W.**, Kwon, W., Lasko, E., Kim, M., Shin, S., & Kim, Y. D. (2017, June). *Difference in P300 Latency by Levels of Involvement to Sport: Using EEG ERP Evidence in Sport Consumer Behavior*. Presented at the annual North American Society for Sport Management Conference, Denver, CO. \*
32. Kim, M., **Lee, H.-W.** & Paek, B. (2017, June). *Student-Athletes' Psychological Well-Being in Intercollegiate Sports: Authentic Leadership and Athletes' PsyCap (ASAP) Model*. Presented at the annual North American Society for Sport Management Conference, Denver, CO.
31. Poudevigne, M., & **Lee, H.-W.** (2017, March). *Genesis of the United States Government's Involvement in Sport for Development and Social Change*. Presented at the annual Sport and Recreation Law Association Conference, Las Vegas, NV. \*

30. **Lee, H.-W.**, Park, S. S., Shin, S., Kim, Y. D., Kwon, W., & Chon, T. J. (2016, June). *Licensed Sport Product Purchase Behavior: Analysis of the 2014 Asian Games Sales Revenue*. Presented at the annual North American Society for Sport Management Conference, Orlando, FL.
29. Kim, Y. D., **Lee, H.-W.**, & Nita, U. (2016, June). *Community Value Innovation: The Role of Minor-League Sport Teams in Rural Communities*. Presented at the annual North American Society for Sport Management Conference, Orlando, FL.
28. **Lee, H.-W.**, Park, S. S., Shin, S., Kwon, W., Chon, T. J., & Cho, S. (2015, October). *Internal Sales of Licensed Products: A Case Study of the XVII Asian Games Licensee Revenue*. Presented at the annual Sport Marketing Association Conference, Atlanta, GA.
27. Shin, S., Cho, H., **Lee, H.-W.**, & Cho, K. M. (2015, October). *How Can Sport Related Experience Affect Behaviors of College Students?* Presented at the annual Sport Marketing Association Conference, Atlanta, GA.
26. Kim, Y. D., **Lee, H.-W.**, Kwon, W., & Chon, T. J. (2015, October). *The Role of Pride in Place: In the Context of Professional Baseball in Korea*. Presented at the annual Sport Marketing Association Conference, Atlanta, GA.
25. **Lee, H.-W.**, LaPointe, L. L., Ferris, G. R., & Kim, Y. (2015, June). *Neurophysiological and Psychometric Assessment of Spectator Emotion: An Interdisciplinary Approach*. Presented at the annual North American Society for Sport Management Conference, Ottawa, ON, Canada.
24. Shin, S., Palmer, G., Kim, Y. D., & **Lee, H.-W.** (2015, June). *Leveraging the Olympic Game's Brand Equity through Social Interaction and Team Identity*. Presented at the annual North American Society for Sport Management Conference, Ottawa, ON, Canada. \*
23. **Lee, H.-W.**, Kim, D. H., Son, H., & Kim, Y. (2014, October). *Roles of Flow and Involvement in Generating Positive Spectator Emotions*. Presented at the annual Sport Marketing Association Conference, Philadelphia, PA.
22. Kim, A. C. H., Sung Y. T., Kim, M., **Lee, H.-W.**, Kim, Y. D. (2014, October). *Sponsorship as a Partnership Opportunity in the Network Economy*. Presented at the annual Sport Marketing Association Conference, Philadelphia, PA.
21. Cho, H., & **Lee, H.-W.** (2014, September). *Effect of Environmental Factors on Sport Spectator Behavior in Korean Professional Baseball League: Revisiting the Sportscape Model*. Presented at the annual World Leisure Congress, Mobile, AL.
20. Kim, A. C. H., Kim, M., Cho, S., Koo, K., Newman, J. I., & **Lee, H.-W.** (2014, September). *Youth Sport Leagues and Social Well-Being at Community Level: Network Formation Patterns of Community Members through Youth Sport Leagues*. Presented at the annual World Leisure Congress, Mobile, AL.
19. **Lee, H.-W.**, Kim, Y. D., Kim, M., & Kim, Y. (2014, May). *Positive Psychology of Spectator Sport: Implications to Strategic Management of Fan Equity*. Presented at the annual North American Society for Sport Management Conference, Pittsburgh, PA.

18. **Lee, H.-W.**, Kwon, W., Lee, H. J., & Kim, Y. (2013, October). *Global Marketing of F1: Cultural Context and Geocentric Marketing Mix*. Presented at the annual Sport Marketing Association Conference, Albuquerque, NM.
17. Kim, J., **Lee, H.-W.**, & Kim, Y. (2013, October). *Impact of Mega Sport Event and Its Games Operation on the Host Country's Destination Image*. Presented at the annual Sport Marketing Association Conference, Albuquerque, NM.
16. **Lee, H.-W.**, Lee, Y., & Kim, Y. (2013, May). *Antecedents and Consequences of Relationship Quality: Empirical Examination in Participant Sports*. Presented at the annual North American Society for Sport Management Conference, Austin, TX.
15. Kim, Y., **Lee, H.-W.**, & Magnusen, M. J. (2013, May). *A Meta-Analytic Review of The Factors Affecting Sport Consumer Consumption Behaviors*. Presented at the annual North American Society for Sport Management Conference, Austin, TX.
14. **Lee, H.-W.**, Kim, Y. D., & Kim, Y. (2012, November). *Classification of Sport Fans: Multidimensional Mixture CFA of Team Identity*. Presented at the annual conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
13. Kim, Y. D., **Lee, H.-W.**, & Kim, Y. (2012, November). *A Conceptual Framework for Understanding Sport Consumer Equity*. Presented at the annual conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
12. **Lee, H.-W.**, Magnusen, M. J., & Kim, Y. (2012, October). *Outburst of Group Emotions in Spectator Sport: The Role of Scale of Consumption*. Presented at the annual Sport Marketing Association Conference, Orlando, FL.
11. **Lee, H.-W.**, Kim, Y., & Millio, D. (2012, May). *Group Emotions: Toward a Synthesized Framework for Fan Experience*. Presented at the annual North American Society for Sport Management Conference, Seattle, WA.
10. Kim, Y., **Lee, H.-W.**, James, J. D., & Park, S. H. (2012, May). *How Sponsorship Works: A Meta-Analytic Review*. Presented at the annual North American Society for Sport Management Conference, Seattle, WA.
9. Magnusen, M. J., DeLay, L., Evans, J., & **Lee, H.-W.** (2012, April). *Are We Compatible? Roles of Coaching Behaviors and Athlete Gender in Strength Coach-Athlete Relationships*. Presented at the annual conference of the College Sport Research Institute, Chapel Hill, NC.
8. **Lee, H.-W.**, Bunds, K. S., & Kim, Y. D. (2011, November). *Social Identification and Brand Equities on Global Sporting Events*. Presented at the annual Sport Marketing Association Conference, Houston, TX.
7. Bunds, K. S., **Lee, H.-W.**, & Kim, Y. (2011, November). *A Baudrillardian Introduction to the Highlight Culture*. Presented at the annual Sport Marketing Association Conference, Houston, TX.
6. **Lee, H.-W.**, Cho, K. M., & Kim, Y. (2011, June). *Beyond Cultural Context in Global Sport Events:*

*The Effects on Brand Equities*. Presented at the annual North American Society for Sport Management Conference, London, ON, Canada.

5. **Lee, H.-W.**, Bass, J., & Kim, Y. (2010, November). *A Conceptual Framework for Understanding the Cultural Context and Its Effects on Global Sports Events Brand Equity*. Presented at the annual conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
4. **Lee, H.-W.**, Cho, K. M., & Lee, K. Y. (2009, November). *An Analysis of Experiential Aspects on Motorsport Event*. Presented at the annual Sport Management Association of Australia & New Zealand Conference, Gold Coast, Australia.
3. **Lee, H.-W.**, & Rhee, S. L. (2009, August). *The Relevance of Hope in Aspects of Sports Spectating*. Presented at the annual International Congress of Korean Alliance for Health, Physical Education, Recreation, and Dance, Seoul, Korea.
2. **Lee, H.-W.**, Kim, B. H., & Lee, K. Y. (2008, August). *An Analysis of Motorsport Sponsorship Characteristics and Customer Loyalty*. Presented at the pre-Olympic congress of International Convention on Science, Education and Medicine in Sport, Guangzhou, China.
1. **Lee, H.-W.**, & Cho, K. M. (2008, August). *An Analysis of Motorsport Characteristics in Marketing Effect*. Presented at the annual International Congress of Korean Alliance for Health, Physical Education, Recreation, and Dance, Seoul, Korea.

## INVITED PRESENTATIONS

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### External Presentations

- *Technology-Mediated Communication and User Experience*. Presentation delivered to the Department of Sport Interaction Science at Sungkyunkwan University, Korea, November 2020. [Online]
- *New Approaches and Measures for Sport Fan Research*. Presentation to the Sport Management program at University of Georgia, August 2019.
- *Interdisciplinary Approach to the Big Questions in Sport Management*. Presentation delivered to the Division of Sport Management at Texas A&M University, November 2017.
- *Past, Present, and Future of Sport Marketing*. Presentation delivered to the Department of Sport Industry Studies at Yonsei University, September 2017.
- *Interdisciplinary Approach to Sport Consumer Emotion*. Presentation delivered to the Sport Management program at University of Michigan, February 2016.

### External Lectures

- *Careers in Sport Management*. Lecture delivered to an undergraduate course at Texas A&M International University, February 2020.

### Internal Presentations

- *Practical Guideline to Academic Research*. Presentation delivered in a doctoral seminar (Seminar in Research, SPMT 682), February 2019.
- *Using Physiological Methods for Psychological Sciences*. Presentation delivered in a doctoral seminar

(Motor Neuro Development Issues, KINE 641), March 2019.

## COURSES TAUGHT

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### **At Texas A&M University** (*Average overall instructor rating [up to most recent] = 4.4/5*)

- Sport Marketing (SPMT 423)
- Sport Finance (SPMT 422)
- Sport Marketing (SPMT 615, graduate)
- Theory of Research in Sport Management (SPMT 690, graduate)
- Seminar in Sport Marketing (SPMT 682, doctoral seminar)

### **At Georgia Southern University** (*Average overall instructor rating = 4.1/5*)

- Sport Promotion and Marketing (SMGT 3330)
- Financial Management of Sport (SMGT 3236)
- Economics of Sport (SMGT 3230)
- Sport Fan Behavior (SMGT 4090; SMGT 3130)
- Financial and Strategic Management in Sport (SMGT 7339, graduate)
- Sport Marketing (SMGT 7337, graduate)
- Sport Law & Risk Management (SMGT 7335, graduate)
- Sport Administration (SMGT 6335, graduate)
- Sport Sponsorship (SMGT 6134, graduate)
- Consumer Behavior in Sport (SMGT 6133, graduate)
- Management of Personnel in Sport (SMGT 6131, graduate)

### **At Florida State University** (*Average overall instructor rating = 4.4/5*)

- Sport Marketing (SPM4304)
- Sport Finance (SPM4505)
- Lifetime Activity Programs (Stretching and Relaxation, PEM1121; Self-Defense/Martial Arts, PEM1405; Basic Weight Training, PEM1131)

## INSTITUTIONAL SERVICE

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### **At Texas A&M University**

- Ph.D. Program Review Committee for the Division of Sport Management, Fall 2020
- Search Committee for an Assistant Professor of Sport Management position, Fall 2020
- Invited Dr. Minjung Kim at University of Mississippi to visit the SXMLAB via the SEC travel grant program, 2020-2021
- Ad Hoc Committee for the Department of Health & Kinesiology's nomination for the Carolyn S. Lohman/Heep Fellowship (recognizing an outstanding full-time doctoral student in the College of Education and Human Development), June 2020
- Ad Hoc Committee for the Department of Health & Kinesiology's nomination for the Jane and Collie Conoley Fellowship (recognizing an outstanding entry-level doctoral student in the College of Education and Human Development), June 2020

- Division of Sport Management A1 Committee, 2019-present
- Ad Hoc Committee for the Department of Health & Kinesiology Graduate Student Travel Award, 2019-present
- Ad Hoc Committee for the American Kinesiology Association Scholar Awards Nomination, February 2019
- Ad Hoc Volunteer for Division Undergraduate Curriculum (Re)Design, 2019
- Internal Committee to Evaluate Graduate Student Applications, 2018-present
- Graduate Committee Faculty, 2018-present

### **At Georgia Southern University**

- College Elections Committee, 2017-2018
- Advisor of the Sport Management Majors Club, 2015-2018
- Search Committee for two Assistant Professor of Sport Management positions, 2018
- Search Committee for two Assistant Professor of Sport Management positions, 2015
- Assistance in searches for three limited-term instructor positions, 2015; 2017
- Graduate Program Internal Committee to Evaluate Student Applications, 2016-2018
- Assistance in preparation for the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) accreditation, 2014
- Hosted three international exchange scholars

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## PROFESSIONAL SERVICE TO THE ACADEMIA

### **Editorial Board**

- International Journal of Sports Marketing and Sponsorship
- Sustainability

### **Ad Hoc Guest Editor**

- Frontiers in Sports and Active Living, Research Topic: “Adopting New Technologies and Changes in Sports Marketing”

### **Ad Hoc Manuscript Reviewer**

- Journal of Sport Management
- Sport Management Review
- European Sport Management Quarterly
- International Journal of Sports Marketing and Sponsorship
- Sport Marketing Quarterly
- Current Issues in Tourism
- International Journal of Hospitality Management
- Communication and Sport
- Sport in Society
- Psychological Reports
- Journal of Community & Applied Social Psychology
- Journal of Applied Sport Management

- Journal of Consumer Marketing
- Journal of Global Sport Management
- Measurement in Physical Education and Exercise Science
- Asia Pacific Journal of Tourism Research
- Journal of Interactive Advertising
- International Journal of Applied Sports Sciences
- Revista de Administração de Empresas
- Sport Management Education Journal
- Journal of Korea Society for Wellness
- Korean Journal of Sport Science
- Journal of Amateur Sport
- Preventive Medicine Reports

### **Conference Abstract Reviewer**

- North American Society for Sport Management (NASSM) Conference
- American Marketing Association (AMA) Summer Academic Conference
- American Marketing Association (AMA) Winter Academic Conference

### **Ad Hoc Committee**

- Korean American Association for Sport Management, awarding scholarships, 2020

## OTHER PROFESSIONAL SERVICES

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### **Business Consulting Examples**

- Partnership benefits and impact analysis for a sports analytics firm. October 2020
- Marketing consulting for a sports analytics firm. November 2019

### **Contributions to Research Projects**

- “Report of Sport Facilities for Americans with Disabilities”, Korea Institute of Sport Science, Seoul, Korea, July 2018
- Statistical analysis for a funded research project: “Evaluating Georgia asphalt mixture properties using a Hamburg wheel-tracking device”, Asphalt Research Laboratory at Georgia Southern University, November 2016
- “Analyzing educational and training institutes for sport professionals”, Korea Institute of Sport Science, Seoul, Korea. September 2016
- “A comparison of sport facility safety standards and policies across nations”, Korea Institute of Sport Science, Seoul, Korea. October 2015
- “Developing versatile multi-sport complex usage plans”, Korea Institute of Sport Science, Seoul, Korea. November 2015

### **Volunteering**

- Co-organized and attracted sponsors for the 2016 Dr. Willie Burden Memorial Golf

Tournament (Raised Approx. US\$ 7,000). October 2016

## MEDIA COVERAGE AND CONTRIBUTIONS

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- Interviewed for an article in *The Globe and Mail*: "[Can sports fans enjoy the game without exuberant crowds?](#)", July 2020
- Interviewed for an article in *Discovery Magazine*: "[Empty Stadiums Are Boring. Here's How Sports Teams Hope They Can Keep Fans Interested From Home](#)", June 2020
- My research has been covered in a number of local, national, and international media outlets such as: *Adventure Journal, Alpha Galileo, Business Standard, Canoe.ca, Counsel & Heal, CTV News, Daily Health Headlines, Daily Mail, Detroit Free Press, Drugs.com, Emax Health, Eureka Alert, Euronews, Finger Lakes Health, Fitness, Good Health, Guttenberg Municipal Hospital, Happy Time, Health, Health Day, Health Medicine Network, Healthfinder, Huffington Post, Intellihealth, International Business Times, Marcum & Wallace Memorial Hosp., Medical Daily, Medical Xpress, Mercy Health System, Mom Psych, msn Healthy Living, msn Travel, New port Richey Surgey Center, News Medical, Newsday, Newsmax Health, Optimum Nutrition, Outside, Philly.com, Planet SKI, red Orbit, Redorbit, Rutherford Regional, Sathiyam.tv, Science Daily, Science Newsline, Singapore Tatler, Sun Daily, Sydney Morning Herald, The Malay Mail Online, The Telegraph, U.S. News & World Report, Weather Channel, Wellness, Wellness Today, Where to ski and snowboard, Winnipeg Free Press, Womanshealth.gov, Womens Health, Womens Movement, Wunderground, Yahoo! Health, Yahoo! Lifestyle India, Yahoo! News, Yahoo!, News Singapore, Yale School of Medicine, Yobeat (<https://www.altmetric.com/details/1949600>)*
- Internal newsletter: *College of Education & Human Development*
- Columnist for *Econonews.co.kr*. September 2015-Present

## PROFESSIONAL MEMBERSHIPS

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- North American Society for Sport Management
- Sport Marketing Association
- Korean Society for Sport Management
- Korean Alliance for Health, Physical Education, Recreation, and Dance
- Korea Automobile Racing Association

## GENERAL WORK EXPERIENCE

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- Marketing manager and race car driver at Synchro-G: July 2006 to February 2008.
  - o As a Manager: Attracted multiple sponsors, managed integrated marketing communication campaigns, created advertisements, and produced video broadcasting for races.
  - o As a Race car driver: Made multiple appearances on podium, including championships in national races.
  - o As a Racing instructor: Taught driving skills in motorsport events including driving schools and track days.
- Public relations intern and online reporter at Hyundai MOBIS (listed #297 on the Forbes



- Global 2000 List in 2016): January to December 2008.
- Sport news team assistant at Korea Broadcasting Systems (national public broadcaster): January to February 2007.
  - Customer service manager at Dae-Myoung Car Factory: September to December 2007.
  - Online customer service manager and developer at Siementech. March 2003 to July 2005.