

Hyun-Woo Lee, PH.D.

Curriculum Vitae

(May, 2022)

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

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

EDUCATION

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

Assistant Professor at Texas A&M University August 2018-present
- Faculty Affiliate, Center for Sport Management Research and Education
- Faculty Affiliate, Huffines Institute for Sports Medicine & Human Performance
Adjunct Professor at Texas A&M International University May 2022-present
Assistant Professor at Georgia Southern University August 2014-2018

RESEARCH INTERESTS

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

PUBLICATIONS

* Publication was joint-authored with student(s)	Google Scholar Profile:		
# denotes student under direct supervision		All	Since 2017
† denotes postdoctoral/visiting scholars	Citations	582	546
<u>Underlined</u> are corresponding authors	h-index	13	13
Total: 48 refereed & 2 other publications	i10-index	17	15

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

36. **#Uhm, J.-P., #Kim, S., #Do, C., & Lee, H.-W.** (accepted for publication). How augmented reality (AR) experience affects purchase intention in sport e-commerce: Roles of perceived diagnosticity, psychological distance, and perceived risks. *Journal of Retailing and Consumer Services*, 62, 102653. [SSCI; IF = 7.135] *
35. **#Park, S., Nite, C., & Lee, H.-W.** (accepted for publication). The impact of sport

- organization employees' justice perceptions on organizational citizenship and dysfunctional behavior: The affect-based model. *Sport Management Review*. [SSCI; IF = 6.577] *
34. #Park, S., Lee, S., & Lee, H.-W. (advance online publication). Competence inference from muscle: How and when trainers' muscle mass impacts service purchase of personal fitness training. *International Journal of Sports Marketing and Sponsorship*. <https://doi.org/10.1108/IJSMS-08-2021-0162> [SSCI; IF = 2.938] *
 33. Lee, H.-W., Cho, H., & Kim, M. (advance online publication). Campus sport experience as catalyst for college student adjustment and well-being. *Asia Pacific Journal of Education*. <https://doi.org/10.1080/02188791.2021.2013160> [SSCI; IF = 1.057]
 32. Cho, H., & Lee, H.-W. (advance online publication). Development and validation of a volunteer nostalgia scale: Assessing measurement invariance across cultures and types of volunteering. *Current Issues in Tourism*. <https://doi.org/10.1080/13683500.2021.1978946> [SSCI; IF = 7.430]
 31. †Jun, I., Sung, H., †Park, J., & Lee, H.-W. (2022). Determinants of Competitive Advantage for Sport Firms: An Analysis Using Public Big Data in Korea. *Journal of Applied Sport Management*, 14(1), 28-38. [ESCI] *
 30. #Do, C., #Uhm, J.-P., Cho, H., & Lee, H.-W. (2022). Bringing students with low agreeableness to attend collegiate sports: Moderated mediation effect of team identification and student involvement. *Journal of Applied Sport Management*, 14(1), 8-18. [ESCI] *
 29. †Park, J., #Uhm, J.-P., #Kim, S., Kim, M., Sato, S., & Lee, H.-W. (2022). Sport community involvement and life satisfaction during COVID-19: A moderated mediation of psychological capital (PsyCap) by distress and Generation Z. *Frontiers in Psychology*, 13, 861630. [SSCI; IF = 2.990] *
 28. #Kim, S., Yo, H., & Lee, H.-W. (2022). Motivational determinants of digital ticketing: The mediating effect of service satisfaction and the moderating effect of psychological discomfort. *International Journal of Sports Marketing and Sponsorship*, 23(2), 326-345. [SSCI; IF = 2.938] *
 27. #Do, C., Brison, N. T., †Park, J., & Lee, H.-W. (2022). Social identity complexity, corporate social responsibility (CSR), and brand love of multiple leagues in professional sport. *Frontiers in Psychology*, 13, 861656. [SSCI; IF = 2.990] *
 26. #Uhm, J.-P., Lee, H.-W., Han, J.-W., & Kim, D.-K. (2022). Effect of background music and hierarchy-of-effects in watching women's running shoes advertisements. *International Journal of Sports Marketing and Sponsorship*, 23(1), 41-58. [SSCI; IF = 2.938] *
 25. Lee, H.-W., #Kim, S., #Uhm, J.-P. (2021). Social virtual reality (VR) involvement affects depression when social connectedness and self-esteem are low: A moderated mediation on well-being. *Frontiers in Psychology*, 12, 753019. [SSCI; IF = 2.990] *
 24. Lee, H.-W., Brison, N. T., Cho, H., Pyun, D. Y., & Ratten, V. (2021). Editorial: Adopting new technologies in sports marketing. *Frontiers in Sports and Active Living*, 3, 777841. [ESCI]

23. **#Kim, S., Cho, H.,** Newell, E., & **Lee, H.-W.** (2021). Who won the social media march madness bracket? Demand shifters for Twitter followers. *Telematics and Informatics*, 64, 101706. [SSCI; IF = 6.182] *
22. Cho, H., **Lee, H.-W.**, & **Chiu, W.** (2021). Satellite fans: Does sport nostalgia influence purchase intention toward sponsors' products? *Journal of Retailing and Consumer Services*, 62, 102653. [SSCI; IF = 7.135]
21. **Lee, H.-W.**, **#Kim, S.**, & Liew, J. (2021). Spectator sports as context for examining observers' agreeableness, social identification, and empathy in a high-stakes conflict situation. *Psychological Reports*, 124(4), 1788-1806. [SSCI; IF = 2.053] *
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 = 6.577]
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 = 2.938]
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 = 6.577] *
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 = 2.938] *
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 = 2.722]
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 = 3.677] *
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 = 2.409]
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 = 2.938]
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 = 1.762]

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 = 10.982]
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 = 3.691]
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 = 2.722]
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 = 3.691]
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 = .976]
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 = 3.078]
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.

Peer Reviewed: National or Regional Journal Articles & Case Studies

10. [Lee, H.-W.](#), [Hussain, U.](#), Park, S. S., Shin, S., Shim, W. T. (2021). Internal Workforce, Symbolism, and Licensed Products: 17th Asian Games. *Emerald Emerging Markets Case Studies*, 11(1), 1-20. [Scopus] *
9. [Lee, H.-W.](#), & [Kwon, W.](#) (2020). Personal and collective processes of spectator emotion experience: Effects on happiness and behavioral intention. *International Journal of Human Movement Science*, 14(2), 53-72. [Funded by NRF-2014S1A5B5A02014485]

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 & Other Professional Publication

2. 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.
1. **Lee, H.-W.** (2006). Sponsorship in motorsports. In S. Park (Ed.), *Synchro-G* (pp. 214-223).

Seoul, Korea: Prism House.

STUDENT ADVISORY

Doctoral Supervision as Committee Chair

Kun Chang, 2021-present (co-chair: Dr. Gregg Bennett)
Jun-Phil Uhm, 2019-present
Sangchul Park, 2019-present
Sanghoon Kim, 2018-present

Doctoral Supervision as Committee Co-Chair

Chanwook Do, 2021-present (chair: Dr. Minjung Kim)
Jasmine Hill, 2021-present (chair: Dr. Minjung Kim)

Dissertation Committee

Melody Alanis
Zahra Sharifzadehsaraei
Bo Yu
Daniel Springer, Ph.D., 2021
Umer Hussain, Ph.D., 2021
Nayoung Ahn, Ph.D., 2020
Sarah Brown, Ph.D., 2020

Master's Thesis Committee Chair

Chanwook Do, M.S., 2021 (co-chair: Dr. Natasha Brison)

Master's Non-Thesis Committee Chair

Reagan Anderson, M.S., 2022
Chien-Hung Tsai, M.S., 2022
Chun-Kai Lin, M.S., 2021

Master's Non-Thesis Committee

Ryan Reck, M.S. (co-chair)
Suhan Ku, M.S., 2021

Student Awards and Grants

- Sanghoon Kim, Dean's Graduate Award *by the College of Education and Human Development*: \$4,000 Scholarship additional to graduate assistantship, February 2022.
- Sangchul Park, Finalist for the 2021 Sport Marketing Association Conference's Best Student Paper Award, November 2021.
- Sangchul Park, Winner of the 2021 Lee Jeoung Hak Award *by the Korean American Association of*

- Sport Management*. \$500, June 2021.
- Sanghoon Kim, Winner of the 2021 Graduate Student Research Competition *by the Applied Sport Management Association*: Award & \$100 Stipend, February 2021.
 - Jun-Phil Uhm, Dean's Graduate Award *by the College of Education and Human Development*: \$4,000 Scholarship additional to graduate assistantship, January 2020.
 - Sangchul Park, Dean's Graduate Award *by the College of Education and Human Development*: \$4,000 Scholarship additional to graduate assistantship, January 2020.
 - Jun-Phil Uhm, Graduate Research Grant *by the College of Education and Human Development*: \$1,132, October 2019.
 - Sangchul Park, Graduate Research Grant *by the College of Education and Human Development*: \$1,132, October 2019.
 - Sanghoon Kim, Graduate Research Grant *by the College of Education and Human Development*: \$1,132, October 2019.
 - Chanwook Do, Graduate Strategic Scholarship *by the College of Education and Human Development*: \$2,000, August 2019.
 - Sanghoon Kim, Dean's Graduate Award *by the College of Education and Human Development*: \$4,000 Scholarship additional to graduate assistantship, March 2019.

Undergraduate Research Advisor

- Jaime Cepeda, Honors Thesis, Spring 2022 (2021-2022 Undergraduate Research Scholars)
- Joe Lizcano, Spring 2019 (Directed Research)

GRANTS & CONTRACTS

Total amount of grant attributed at Texas A&M: \$71,200 [\$1,700 External, \$69,500 Internal]

Total amount attributed to the investigator: \$29,200 [\$1,700 External, \$27,500 Internal]

Funded as Principal Investigator (PI)

8. PI: **Lee, H.-W.** (Funding Dates: November 2021). "Social virtual reality (VR) involvement affects depression when social connectedness and self-esteem are low: A moderated mediation on well-being." *Texas A&M Open Access to Knowledge Fund* (\$2,000).
7. PI: **Lee, H.-W.** (Funding Dates: August 2021 to May 2022). "Resource integration among the university, the athletic program, and the fan community: Impact on Fund-Raising." *Texas A&M CEHD Undergraduate Student Research Initiative* (\$3,500).
6. PI: **Lee, H.-W.**; Co-PIs: Brison, N., Ahn, C. R. (Funding Dates: January 2021 to December 2022). "Social AR/VR Environment Experience as Preventive Intervention for Underserved Youths' Suicide Risk." *Texas A&M T3 Grant* (\$32,000).
5. PI: **Lee, H.-W.**; Co-PIs: Brison, N., Ettetal, I. (Funding Dates: January to June 2021). "Social AR/VR Experience as Preventive Intervention for Youth Suicide Risk in Underserved Communities." *Texas A&M CEHD Catapult Grant* (\$30,000).
4. PI: **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).

3. PI: **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).
2. PI: **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).
1. PI: **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 Projects

4. PI: 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 CHT). *Singapore National Institute of Education*. Grant Funded (\$70,000 Singapore\$).
3. PI: 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).
1. PI: 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

8. Brison, N. (PI), McCollough, B. P., **Lee, H.-W.** “Multiple Levels of Social Connection: Impact of Social VR Experiences.” *Facebook Research Grant* (\$75,000), 2020. [External]
7. Magnusen, M. (PI), **Lee, H.-W.**, Todd, S., Qi, J. C. “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), 2020. [External]
6. **Lee, H.-W.** (PI), Joshua, H., Vess, M. “Building Social Capital Through Social Emotions.” *Texas A&M T3 Grant* (\$30,000), 2019.
5. **Lee, H.-W.** (PI), Brison, N., Liew, J. “Building Social Capital Through Social Emotions.” *Texas*

A&M CEHD Catapult Grant (\$30,000), 2019.

4. Brison, N. (PI), **Lee, H.-W.**, Hanik, M., Harvey, I. S. "Personal Branding Strategies of High School Coaches." *Texas A&M CEHD Catapult Grant* (\$30,000), 2019.
3. Hong, S. (PI), **Lee, H.-W.**, Magnuesen, M., & Kellison, T. "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., Mittal, C. "Fostering The Optimal Game Day Experience For Aggies: An Interdisciplinary Approach." *Texas A&M T3 Grant* (\$30,000), 2018.

Grant Development Support

- *2020-2021 NIH Grant Proposal-Writing Program*. Total of \$4,493.56 supported by HLKN, CERD, and the Division of Research at Texas A&M to participate in Grant Writer's Seminars and Workshops.

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.

REFEREED CONFERENCE PRESENTATIONS

* Presentation was joint-authored with student(s)

denotes student under direct supervision

87. **#Park, S.-J.**, Kim, Y., **Lee, H.-W.** (2022, October). The Categorization Effect on Goal Progress Perception and Motivation: Moderating Role of Self-Efficacy. Accepted for the annual Sport Marketing Association Conference, Charlotte, NC.*
86. **#Chang, K.**, **#Uhm, J.-P.**, **Lee, H.-W.**, & Bennett, G. (2022, October). The Effect of Toxicity on Brand Service Tolerance: Mediating Role of Positive Coping Response. Accepted for the annual Sport Marketing Association Conference, Charlotte, NC.*
85. **#Uhm, J.-P.**, **#Kim, S.**, **#Chang, K.**, **#Park, S.**, & **Lee, H.-W.** (2022, October). The Legitimacy of Virtual Sports in the Olympics. Accepted for the annual Sport Marketing

Association Conference, Charlotte, NC.*

84. **#Park, S., #Kim, S., Park, J., & Lee, H.-W.** (2022, October). When Does Trainer Performance Attribution Lead to Customer Service Participation? The Role of Customer Implicit Theories. Accepted for the annual Sport Marketing Association Conference, Charlotte, NC.*
83. Park, J., Cho, J., Kim, H. S., Gang, A. C., & **Lee, H.-W.** (2022, October). The Application of Machine Learning to Identify Major Factors for Attendance: In Context of individual MLB and NBA Teams. Accepted for the annual Sport Marketing Association Conference, Charlotte, NC.
82. **#Kim, S., #Uhm, J.-P., Park, J., & Lee, H.-W.** (2022, June). The Social Aspects of Sport AR/VR Gaming: The Relationship Between Game Involvement, Interpersonal Relationship, Psychological Capital, and Physical/Psychological Well-Being. Accepted for the annual North American Society for Sport Management Conference, Atlanta, GA. *
81. **#Kim, S., Yu, H., #Park, S., & Lee, H.-W.** (2022, June). Intentions to Use Mobile In-Seat Ordering Services at Stadiums: Integrating UTAUT2, Service Delivery, and Service Satisfaction Literature. Accepted for the annual North American Society for Sport Management Conference, Atlanta, GA. *
80. **#Park, S., Nite, C., & Lee, H.-W.** (2022, June). Understanding Organizational Justice and Job Satisfaction in Sport Organizations: A Moderated Mediation of Organizational Involvement and Perceived Mobility. Accepted for the annual North American Society for Sport Management Conference, Atlanta, GA. *
79. **#Chang, K., Lee, H.-W., & Bennett, G.** (2022, June). The Effect of Perceived Toxicity on Brand Development: An Empirical Examination of Esports First-Person Shooter Games. Accepted for the annual North American Society for Sport Management Conference oral presentation, Atlanta, GA. *
78. **#Do, C., #Hill, J., Kim, M., McCullough, B. P., & Lee, H.-W.** (2022, June). Increasing Sport Fans' Responsiveness to Sustainability Messaging through the Enhancement of Brand Trust. Accepted for the annual North American Society for Sport Management Conference, Atlanta, GA. *
77. **#Hill, J., #Do, C., Kim, M., & Lee, H.-W.** (2022, June). "Not like the rest of them": How to Increase Career Satisfaction and Psychological Well-Being among Generation Z Sport Employees. Accepted for the annual North American Society for Sport Management Conference, Atlanta, GA. *
76. Park, J., **#Uhm, J.-P., #Chang, K., Kim, M., & Lee, H.-W.** (2022, June). Sport Community Involvement and Life Satisfaction during COVID-19: A Moderated Mediation of PsyCap and Stress by Generation Z. Accepted for the annual North American Society for Sport Management Conference, Atlanta, GA. *
75. Yu, B., Bennett, G., Brison, N., **Lee, H.-W., & Petrick, J.** (2022, June). Athletes as gamers: Athlete personal branding on Twitch. Accepted for the annual North American Society for Sport Management Conference, Atlanta, GA. *
74. Yu, B., Bennett, G., Brison, N., **Lee, H.-W., & Petrick, J.** (2022, June). Athlete self-presentation on Twitch: Redefining frontstage and backstage performances. Accepted for the annual North American Society for Sport Management Conference, Atlanta, GA. *
73. Fulk, C., **Lee, H.-W., & Nite, C.** (2022, June). Examining Virtual Cycling Participation Amid COVID-19 Pandemic. Accepted for the annual North American Society for Sport Management Conference, Atlanta, GA. *
72. Park, J., Chung, Y., **#Uhm, J.-P., #Kim, S., & Lee, H.-W.** (2022, February). How sportswear's consumer brand relationship differs by brand identity: Applying self-determination and self-

- discrepancy theories to brand personality. To be Presented at the annual Applied Sport Management Association Conference, Indianapolis, IN. *
71. **#Chang, K., Lee, H.-W., & Bennett G.** (2021, November). Uniqueness of eSports: Exploring the Omnichannel Consumption Experience Ecology. Presented at the annual Sport Marketing Association Conference, Las Vegas, NV. *
 70. **#Uhm, J.-P., Han, J.-W., & Lee, H.-W.** (2021, November). First-Person Experience in Virtual Reality Sport Advertisement: Transportation of Embodied Empathy. Presented at the annual Sport Marketing Association Conference, Las Vegas, NV. *
 69. **#Park, S. & Lee, H.-W.** (2021, November). Emphasizing Effort Versus Talent in Personal Trainers' Performance: Consumption Response of Personal Fitness Training Customers. Presented at the annual Sport Marketing Association Conference, Las Vegas, NV. *
 68. **#Do, C., #Uhm, J., #Chang, K., Brison, N., & Lee, H.-W.** (2021, November). Social Identity Complexity and Brand Authenticity Involving Multiple Professional Sport Leagues. Presented at the annual Sport Marketing Association Conference, Las Vegas, NV. *
 67. **#Do, C., #Kim, S., #Park, S., Cho, H., & Lee, H.-W.** (2021, November). Interaction effect of team identification and student involvement on intentions to attend football games: A moderated mediation model. Presented at the annual Sport Marketing Association Conference, Las Vegas, NV. *
 66. Grizzard, B., Brison, N., & **Lee, H.-W.** (2021, November). Under a Flag of Unity: Corporate Social Advocacy and Consumer Perceptions of the IOC's Refugee Olympic Team. Presented at the annual Sport Marketing Association Conference, Las Vegas, NV. *
 65. **Lee, H.-W., & Brison, N.** (2021, June). Multiple Levels of Social Connection: Impact of Social VR Experiences in Sports and Competitive Gaming. Presented at the annual North American Society for Sport Management Conference (online only). *
 64. **#Uhm, J.-P., & Lee, H.-W.** (2021, June). Gamification of Sport in Virtual Reality: Stimulating Uncertainty. Presented at the annual North American Society for Sport Management Conference (online only). *
 63. **#Kim, S., Yu, H., #Uhm, J., & Lee, H.-W.** (2020, June). Sport Consumers' Adoption of Digital Ticketing: The Moderating Effect of Technology Readiness. Presented at the annual North American Society for Sport Management Conference (online only). *
 62. **#Kim, S., #Park, S., & Lee, H.-W.** (2020, June). The Unbalanced Structure of College Football Causing Competitive (Im)balance: A Social Network Approach. Presented at the annual North American Society for Sport Management Conference (online only). *
 61. **#Park, S., Nite, C., & Lee, H.-W.** (2020, June). The Impact of Justice Perception in Non-Profit Sport Organization on Citizenship and Dysfunctional Behavior: The Intervening Role of Exchange Orientation. Presented at the annual North American Society for Sport Management Conference (online only). *
 60. **#Do, C., & Lee, H.-W.** (2021, June). How new updates influence eSports gamer's emotions. Presented at the annual North American Society for Sport Management Conference (online only). *
 59. Brown, S., Brison, N., **Lee, H.-W., & Bennett, G.** (2021, June). Virtual Influencers as Endorsers? Examining the Interactions between Consumers and Avatars on Instagram. Presented at the annual North American Society for Sport Management Conference (online only). *
 58. Bo, Y., Bennett, G., **Lee, H.-W., & Brison, N.** (2021, June). "There's No Crying in Baseball": The Effect of Emotional Behavior and Gender on Athlete Brand Authenticity. Presented at the annual North American Society for Sport Management Conference (online only). *
 57. **#Kim, S., Lee, H.-W., & Park, K.** (2020, December). *Determinants of consumers' adoption of*

- digital ticketing via Self-Service Technology*. Presented at the Sport Management Association of Australia & New Zealand 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*. Presented 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*. Presented 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*. Presented 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*. Presented 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*. Presented 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*. Presented 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

External Presentations

- *Measuring Sport Consumers' Biometric Responses: Possibilities and Challenges*. Presentation delivered to the School of Sport Sciences at Waseda University, Japan, May 2021. [Online]
- *Quantitative Scale Development and Validation*. Presentation delivered to the Department of Arts of Dance's Global Research Institute for Arts & Culture Education at Sangmyung University, Korea, May 2021. [Online]
- *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

- *Understanding Sport Products, Consumer Behavior, and Marketing Strategies*. Lecture delivered to an undergraduate course at Hanyang University, Korea, December 2021. [Online]
- *Careers in Sport Management*. Lecture delivered to an undergraduate course at Texas A&M International University, February 2020. [Online]

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

At Texas A&M University (*Average overall instructor rating [up to Fall 2021] = 4.5/5*)

- Sport Marketing (SPMT 423)
- Sport Finance (SPMT 422)
- Sport Marketing (SPMT 615, graduate)
- Theory of Research in Sport Management (SPMT 690, graduate)
- Reading & Understanding Sport Management Research (SPMT 681, doctoral seminar)
- Research Colloquium (SPMT 682, doctoral seminar)
- 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

At Texas A&M University

Standing Committees

- Graduate Committee Faculty, 2018-present
- Master's Student Admission Committee, 2018-present
- Division of Sport Management Ph.D. Admissions Committee, 2019-present
- Division of Sport Management A1 Committee, 2019-present

Ad Hoc Committees

- Ph.D. Curriculum Revision Committee for the Division of Sport Management, Spring 2022
- Committee for the Division of Sport Management Competitive Scholarships for Master's, August 2021
- Search Committee for the Department Head of Health & Kinesiology position, 2021
- Search Committee for Health & Kinesiology, Accountability, Climate, Equity, and Scholarship Fellowship (ACES)-Academic Professional Track-Visiting Assistant Professor position, Fall 2020
- Search Committee for an Assistant Professor of Sport Management position, Fall 2020
- Ph.D. Program Review Committee for the Division of Sport Management, Fall 2020
- 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
- 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
- Committee for the Department of Health & Kinesiology Graduate Student Travel Award, 2019-present
- Committee for the American Kinesiology Association Scholar Awards Nomination, February 2019

Hosting International Visiting Scholars

- Dr. Juho Park, Visiting Research Scholar, September 2021 to present.
- Dr. Iksu Jun, Sabbatical Year from Chungbuk National University, February 2020 to January 2021.

Other Services

- Invited Dr. Minjung Kim at University of Mississippi to visit the SXMLAB via the SEC travel

- grant program, 2020-2021
- Volunteer for Division Undergraduate Curriculum (Re)Design, 2019

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 (Jinwook Han, Jung-Taek Shin, Niu Huiqing)

PROFESSIONAL SERVICE TO THE ACADEMIA

Editorial Service

- International Journal of Sports Marketing and Sponsorship, *Editorial Advisory Board*, 2020-present
- Journal of Applied Sport Management, *Editorial Review Board*, 2021-present
- Sustainability, *Topics Board*, 2020-2021

Ad Hoc Guest Editor

- Frontiers in Sports and Active Living, Research Topic: “Adopting New Technologies and Changes in Sports Marketing”, 2021

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
- Frontiers in Psychology
- Journal of Community & Applied Social Psychology
- International Journal of Sport Psychology
- Journal of Applied Sport Management
- Journal of Consumer Marketing
- Journal of Global Sport Management

- International Journal of Human-Computer Interaction
- Behaviour & Information Technology
- Measurement in Physical Education and Exercise Science
- Asia Pacific Journal of Tourism Research
- Journal of Interactive Advertising
- Managing Sport and Leisure
- International Journal of Sports Science & Coaching
- International Journal of Applied Sports Sciences
- Revista de Administração de Empresas
- Sport Management Education Journal
- Korean Journal of Sport Management
- Sports
- The Korean Journal of Physical Education: Social Science
- 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
- World Association for Sport Management (WASM) 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

MEDIA COVERAGE AND CONTRIBUTIONS

- 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
- Altmetric example: <https://www.altmetric.com/details/1949600>, reaching 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, Eurek Alert, Euronews, Finger Lakes Health, Fitness, Good Health, Gutenberg Municipal Hospital, Happy Time, Health, Health Day, Health Medicine Network, Healthfinder, Huffington Post, Intelibealth, 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 Newslane, 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

- Internal newsletter: *College of Education & Human Development*
- Columnist for *Econonews.co.kr*. September 2015-Present

PROFESSIONAL MEMBERSHIPS

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

OTHER PROFESSIONAL ACTIVITIES

Business Consulting Examples

- Consulting for the Annual Global Sports Industry Conference hosted by the Korea Sports Promotion Foundation. December 2021, 2022
- Partnership benefits and impact analysis for a sports analytics firm. October 2020
- Business strategy consulting for a sports analytics firm. November 2019

Research Project Consulting Examples

- “Report of Sport Facilities for Americans with Disabilities”, Korea Institute of Sport Science, Seoul, Korea, July 2018
- “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

Other Service & Volunteering

- 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
- Co-organized and attracted sponsors for the 2016 Dr. Willie Burden Memorial Golf Tournament (Raised Approx. US\$ 7,000). October 2016

GENERAL WORK EXPERIENCE

- 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 content 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.