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HIGHER EDUCATION

UNIVERSITY OF FLORIDA **Gainesville, Florida**
Doctor of Philosophy August, 2008
Major: Sport Management
Dissertation: *“A Relationship Framework in Sport Management: How Relationship Quality Affects Sport Consumption Behaviors”*
Advisor: Dr. Galen T. Trail

SEOUL NATIONAL UNIVERSITY
Masters of Science in Exercise and Sport Science Seoul, Korea
Major: Sport Management ■ February, 2004
Thesis: *“The effect of perceived spectator sport product quality on spectator satisfaction according to sport loyalty of the spectators”*

SEOUL NATIONAL UNIVERSITY
Bachelor of Arts in Education Seoul, Korea
Major: Physical Education ■ February, 1998

ACADEMIC APPOINTMENT

Associate Dean, 2020-present
College of Education, Seoul National University

Professor, 2018-present
Department of Physical Education, Seoul National University

Associate Professor, 2014-2018

Department of Physical Education, Seoul National University

Associate Professor, 2013-2014

Department of Sport Management, Florida State University

Assistant Professor, 2008-2013

Department of Sport Management, Florida State University

REFEREED PUBLICATIONS

1. Kim, Y. D., Magnusen, M. J., **Kim, Y.**, & Kim, M. (2020). Developing a sport fan equity index. *International Journal of Sport Marketing and Sponsorship*, 21(2), 247-266. [SSCI]
2. Ko, Y. J., **Kim, Y.**, Kim, T., Arai, A., & Rhee, Y. J. (2020). The Impact of perceived trustworthiness on trust and commitment: A case of boosters in university athletic program. *Sport in Society*, 23(2), 180-203. [SSCI]
3. Kim, Y. D., **Kim, Y.**, Magnusen, M. J., & Kim, D. K. (2020). Relationship as strategic assets: A sport fan equity approach. *International Journal of Sport Management and Marketing*, 20 (1/2), 47- 63.
4. Kim, A. C., Chelladurai, **Kim, Y.**, & Lee, H. J. (2020). History of the field of sport management: Relationship between intellectual structure of sport management and business studies. *Journal of Multidisciplinary Research*, 12(1), 49-68.
5. Kim, J. K., & **Kim, Y.** (2020). Effects of attribution type, rumination, and distraction on sport fan's anger and negative word-of-mouth. *Korean Journal of Sport Management*, 25(6), 48-62.
6. Oh, J., & **Kim, Y.** (2020). The effects of team rivalry and schadenfreude on the intent to watch a rival team's game. *Korean Journal of Sport Management*, 25(2), 31-44.
7. Kim, J., & **Kim, Y.** (2020). The influence of customer participation on customer satisfaction in the sport service encounter: A Mediating effect of perceived staff competence. *Korean Journal of Sport Management*, 25(1), 60-75.
8. **Kim, Y.**, & Lee, L. (2019). Common mistakes in statistical and methodological practices of sport management research. *Measurement in Physical Education and Exercise Science*. 23(4), 314-324. [SSCI]
9. **Kim, Y.**, Magnusen, M. J., Kim, M., Lee, H. -W. (2019). A meta-analytic review of the factors affecting sport consumer consumption behaviors. *Sport Marketing Quarterly*, 28(3), 117-134. [SSCI]
10. Kellison, T. B., **Kim, Y.**, & James, J. D. (2019). Secondary outcomes of a legislated stadium subsidy. *Journal of Global Sport Management*, 4(1), 1-29.
11. Kim. K., & **Kim, Y.** (2019). Understanding online community culture: Netnography approach for #fitspiration on social media. *Korean Journal of Physical Education*,

- 58(4), 271-286.
12. Lee, D., Oh, J., **Kim, Y.** (2019). Impact of temporal distance on the spectator motivation. *Korean Journal of Sport Management*, 24(5), 36-48.
 13. Jang, N., & **Kim, Y.** (2019). *Sports spectators' experience of flow and its antecedents*. *Korean Journal of Sport Management*, 24(5), 72-87.
 14. Kim, Y.H., Jang, N., & **Kim, Y.** (2019). The influence of customer participation in new product development of a professional sport team on corporate image. *Korean Journal of Sport Management*, 24(6), 93-111.
 15. Kim, D. H., Oh, J., & **Kim, Y.** (2019). The role of hope in sport fans' BIRFing(Basking In Reflected Failure). *Korean Journal of Sport Management*, 24(2), 41-54.
 16. **Kim, Y.**, Smith, R. S., & Kwak, D. H. (2018). Feelings of gratitude: Mechanism for consumer reciprocity. *European Sport Management Quarterly*, 18, 307-329.[SSCI]
 17. Lee, S., & **Kim, Y.**, Heere, B. (2018). Sport Team Emotion: Conceptualization, scale development and validation. *Sport Management Review*, 21, 363-376. [SSCI]
 18. Lee, L, **Kim, Y.**, & Won, S. (2018). Sports brand positioning: Positioning congruence and consumer perceptions toward brands. *International Journal of Sport Marketing & Sponsorship*, 19, 450-471.[SSCI]
 19. Kim, M., **Kim, Y.**, & Won, D. (2018). From commanding to serving athletes: Nurturing the coach-athlete relationship. *International Journal of Sports Science and Coaching*, 13, 891-901. [SSCI]
 20. Lee, Y. H., Woo, B. Y., & **Kim, Y.** (2018). Transformational leadership and organizational citizenship behavior: Mediating role of affective commitment. *International Journal of Sports Science and Coaching*, 13, 373-382.[SSCI]
 21. Kim, J., & **Kim, Y.** (2018). Consumer Engagement and Sponsorship Effectiveness: Finding Flow in Sport. *International Journal of Human Movement Science*, 12, 15-31.
 22. Kwon, W., Lee, H. W., Lee, H. J., & **Kim, Y.** (2018). Global marketing of Formula One: Local variations and geocentric marketing mix. *International Journal of Applied Sport Sciences*, 30, 135-149.
 23. Ahn, J., & **Kim, Y.** (2018). The third person effect of match-fixing on fan's behavioral intention. *Korean Journal of Sport Management*, 23, 1-16.
 24. Kim, M., Parrewe, P., **Kim, Y.**, & Kim, A. (2017). Psychological capital (PsyCap) in sport organizations: Hope, efficacy, resilience, and optimism among employees in sport (HEROES). *European Sport Management Quarterly*, 659-680.[SSCI]
 25. Ha, J., Kang, S. J., & **Kim, Y.** (2017). Sport consumers in a 'smart sport' (SS) age: Drivers of smartphone use for sport consumption. *International Journal of Sport Marketing & Sponsorship*, 18, 281-297.[SSCI]
 26. Kim, J., **Kim, Y.**, & Kim, D. (2017). Understanding well-being through hedonic, eudaimonic, and social needs fulfilment in sport media consumption. *Sport Management Review*. 20, 309-321.[SSCI]

27. Kellison, T. B., & **Kim, Y.** (2017). Public attitude toward no-vote stadium subsidy: The development and validation of an ex post proxy referendum. *International Journal of Sport Policy and Politics*, 9, 469-489.
28. Kim, M., **Kim, Y.**, & Wells, J. (2017). Being a servant-leader in sport: Servant leadership as the key to the coach-athlete relationship. *International Journal of Sports Management*, 18, 19-43.
29. Rhee, Y. C., Wong, J., & **Kim, Y.** (2017). Becoming sport fans: Relative deprivation and social identity. *International Journal of Business Administration*, 8, 107-118.
30. Sodano, R. L., Rhee, Y., & **Kim, Y.** (2017). Policy development of pre-participatory procedure for fitness industry. *International Journal of Human Movement Science*, 11, 1-26.
31. **Kim, Y.**, & Whang, S. H. (2017). Does conspicuous consumption increase leisure satisfaction of mountain climbers? *Korean Journal of Physical Education*, 56, 377-387.
32. Park, J., Ahn, J., Moon, H.-Y., **Kim, Y.**, & Um, H. (2017). Analysis of relationship among physical measurement factors in high school students using PAPS. *Journal of Secondary Institute of Education*, 65, 809-827.
33. Kim, K., Kim, T., **Kim, Y.** (2016). Cultivation of sport fandom in social media: Interactive motivation, identification, and e-word of mouth of Facebook users. *International Journal of Sport Management*, 17, 479-499.
34. Rhee, Y., **Kim, Y.**, Kim, K. (2016). Relationship between community identification and team identification. *International Journal of Human Movement Science*, 10, 21-42.
35. Kim, K., & **Kim, Y.** (2016). The commercialism and sexualization of women in sports: The critical reading of Legends Football League national commercials. *Korean Journal of Sociology of Sport*, 29, 1-16.
36. Kim, K., & **Kim, Y.** (2016). Erotic capital for sporting women. *Journal of Korean Physical Education and Sport Association for Girls and Women*, 30, 233-251.
37. Lee, L., & **Kim, Y.** (2016). Measuring and tracing brand value of sport organization using Contingent Valuation Method (CVM). *Korean Journal of Sport Management*, 21, 111-116.
38. Kim, K., Kim, T., **Kim, Y.** (2016). Impact of organic sport fandom on sport consumption behaviors. *Korean Journal of Sport Management*, 21, 1-16.
39. **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, 408-425. [SSCI]
40. Park, S. H., Mahony, D. F., **Kim, Y.**, & Kim, Y. D. (2015). Curiosity generating advertisements and their impact on sport consumer behavior. *Sport Management Review*, 18, 359-369. [SSCI]
41. Kwon, W., Lee, H.-W., & **Kim, Y.** (2015). Creating shared values between national

- team identity and global event brand equity. *Social Behavior and Personality: An International Journal*, 43, 177-192. [SSCI]
42. Lee, Y. H., Chelladurai, P., & **Kim, Y.** (2015). Emotional labor in sports coaching: Development of a model. *International Journal of Sports Science and Coaching*, 10, 561-576. [SSCI]
 43. Park, S. H., **Kim, Y.** & Seo, W. J. (2015). The role of curiosity and openness to experience of the Big Five traits on sport media consumption behaviors. *South African Journal for Research in Sport, Physical Education and Recreation*, 37, 153-167. [SSCI]
 44. Kim, A., Chelladurai, P., & **Kim, Y.** (2015). Scholarly thrusts in the journal of sport management: Citation Analysis. *Global Sport Business Journal*, 3, 1-23.
 45. Kellison, T. B., & **Kim, Y.** (2014). Marketing pro-environmental venues in professional sport: Planting seeds of change among existing and prospective consumers. *Journal of Sport Management*, 28, 34-48. [SSCI]
 46. Kim, J. W., Magnusen, M. J., **Kim, Y.** (2014). A critical review of the theoretical and methodological issues in consumer satisfaction research and recommendation for future sport marketing scholarship. *Journal of Sport Management*, 28, 338-355. [SSCI]
 47. Magnusen, M. J., **Kim, Y.**, & Perrewe, P. (2014). Gaining a competitive edge when recruiting student-athletes: The role of political skill. *International journal of Sports Science and Coaching*, 9, 1291-1310. [SSCI]
 48. Magnusen, M. J., **Kim, Y.**, Perrewe, P., & Ferris, G. R. (2014). Critical review and synthesis of student-athlete college choice factors: Recruiting effectiveness in NCAA Sports. *International journal of Sports Science and Coaching*, 9, 1265-1286. [SSCI]
 49. Kim, J., Kang, J. H., & **Kim, Y.** (2014). The impact of mega sport events on destination and country images. *Sport Marketing Quarterly*, 23, 161-175. [SSCI]
 50. Ko, Y. J., & **Kim, Y.** (2014). Determinant of consumers' attitude toward a sport sponsorship: A tale from college athletics. *Journal of Non-profit and Public Sector Marketing*, 26, 185-207. [SSCI]
 51. Lee, L. J., James, J. D., & **Kim, Y.** (2014). A reconceptualization of brand image. *International Journal of Business Administration*, 5, 1-11.
 52. Ko, Y. J., Rhee, Y. C., **Kim, Y.**, & Kim, T. (2014). Perceived corporate social responsibility and donor behavior in college athletics: Mediating effects of trust and commitment. *Sport Marketing Quarterly*, 23, 73-85. [SSCI]
 53. Kim, A., Lee, H., & **Kim, Y.** (2014). Sponsorship network portfolio of corporate partners in the National Basketball Association. *International Journal of Sport Management and Marketing*, 15, 340-359.
 54. **Kim, Y.**, Trail, G. T., & Magnusen, M. J. (2013). Transition from motivation to behavior: Examining the moderating role of identification on the relationship between motives and attendance. *International Journal of Sports Marketing and Sponsorship*.

- 14, 190-211. [SSCI]
55. 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), 127-146.
 56. 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, 49-66.
 57. Lee, H. -W., Kim, A. C., & **Kim, Y.** (2013). Roles of cultural context in the formations of national team identity and brand equity of global sporting events, *Korean Journal of Sports Science*, 24, 292-307.
 58. Kim, J. W., James, J. D., **Kim, Y.** (2013). A model of the relationship among consumer motives, spectator commitment, and behavioral intentions. *Sport Management Review*, 16, 173-185. [SSCI]
 59. Kim, M., Park, S., & **Kim, Y.** (2013). Sport with coworkers? How motivations for company community sport affect organization behavior. *Journal of International Management Studies*, 8, 175-186.
 60. Kellison, T. B., **Kim, Y.**, & Magnusen, M. J. (2013). Intergenerational differences in the workplace: A profile of millennials in the sport industry. Submitted to *Journal of Parks and Recreation Administration*, 31, 78-97.
 61. **Kim, Y.**, Trail, G. T., Kwon, H. H., Gacio-Harrolle, M., Braunstein, J., & Dick, R. (2012). The effects of vicarious achievement on BIRGing and CORFing: Testing moderating and mediating effects of team identification. *Sport Management Review*, 15, 345-354. [SSCI]
 62. Magnusen, M. J., Kim, J. W., & **Kim, Y.** (2012). Marketing relationships in sport: The effects of reciprocity, trust, and commitment on attendance intention. *European Sport Management Quarterly*, 12, 501-524. [SSCI]
 63. Kim, Y. D., Magnusen, M. J., **Kim, Y.** (2012). Sport Brand Personality: Scale development and validation. *Journal of Multidisciplinary Research*, 4, 65-80.
 64. Kim, A., Wells, J. E., **Kim, Y.**, & Chelladurai, P. (2012). Social network analysis of the model of multi-stakeholder network in mega-sport events: An issue-focused stakeholder management approach. *International Journal of Human Movement Science*, 6, 97-117.
 65. Bass, J.R., Gordon, B.S., & **Kim, Y.** (2012) University identification: A conceptual Framework. *Journal of Contemporary Athletics*, 7, 1-23.
 66. Magnusen, M. J., Kim, Y. D., **Kim, Y.** (2012). A brief review and perspective on the future of corporate social responsibility research in sport. *International Journal of Human Movement Science*, 6, 121-140.
 67. Alfaro-Barrantes, P., **Kim, Y.**, & James, J. D. (2012). A conceptual model of the relationship between employees' perceptions of and attitudes toward corporate social responsibility, organizational identification, commitment and employee behavior.

- Journal of International Academy of Business Disciplines*, 7, 1-21.
68. **Kim, Y.**, Trail, G. T., & Ko, Y. J. (2011). The influence of relationship quality on sport consumption behaviors: An empirical examination of the relationship quality framework. *Journal of Sport Management*, 25, 576-592. [SSCI]
 69. **Kim, Y.**, & Trail, G. T. (2011). A conceptual framework for understanding relationships between sport consumers and sport organizations: A relationship quality approach. *Journal of Sport Management*, 25, 57-69. [SSCI]
 70. **Kim, Y.**, & Trail, G. T. (2011). Factors influencing spectator sport consumption: A case of NCAA women's college basketball. *International Journal of Sports Marketing and Sponsorship*, 60-82[SSCI]
 71. **Kim, Y.**, Ko, Y. J., & James, J. D. (2011). The impact of relationship quality on attitude toward a sponsor. *Journal of Business & Industrial Marketing*, 26, 566-576. [SSCI]
 72. **Kim, Y.**, Trail, G. T., Zhang, J. J., & Woo, B. (2011). Sport consumer-team relationship quality: Development and psychometric evaluation of a scale. *International Journal of Sports Marketing and Sponsorship*, 12, 254-272. [SSCI]
 73. Park, S. H., Mahony, D. F., & **Kim, Y.** (2011). The role of sport fan curiosity: A new conceptual approach to the understanding of sport fan behavior. *Journal of Sport Management*, 25, 46-56. [SSCI]
 74. Kwak, D. H., **Kim, Y.**, & Hirt, E. R. (2011). Exploring the Role of Emotions on Sport Consumers' Behavioral and Cognitive Responses to Marketing Stimuli. *European Sport Management Quarterly*, 11, 225-250. [SSCI]
 75. Magnusen, M. J., Mondello, M., **Kim, Y.**, & Ferris, G. R. (2011). Roles of recruiter political skill, influence strategy, and organization reputation on recruitment effectiveness in college sports. *Thunderbird International Business Review*, 53, 687-700.
 76. Kim, J. W., Crow, B., & **Kim, Y.** (2011). Relationship between corporate image and purchase behavior: Moderating effects of personal characteristics and situational factors. *Event Management: An International Journal*, 15, 245-266.
 77. Magnusen, M. J., Hong, S., & **Kim, Y.** (2011). Sport organization social advocates: Roles of professional athletes CSR reputation and team identification. *International Journal of Human Movement Science*, 5, 105-132.
 78. **Kim, Y.**, & Trail, G. T. (2010). Constraints and motivators: A new model to explain sport consumer behavior. *Journal of Sport Management*, 24, 190-210. [SSCI]
 79. **Kim, Y.**, Smith, R., & James, J. D. (2010). The role of gratitude in sponsorship: The case of participant sport. *International Journal of Sports Marketing and Sponsorship*, 12, 53-75. [SSCI]
 80. Kim, K. T., Kwak, D. H., & **Kim, Y.** (2010). The impact of cause-related marketing (CRM) in spectator sport. *Journal of Management and Organization*, 16, 515-527. [SSCI]

81. Ko, Y. J., **Kim, Y.**, & Valacich, J. (2010). Martial arts participation: Consumer motivation. *International Journal of Sports Marketing and Sponsorship*, *11*, 105-123. [SSCI]
82. Kwak, D. H., **Kim, Y.**, & Zimmerman, M. H. (2010). User-generated content vs. main stream media: Effects of media source, message valence, and team identification on sports consumers' cognitive response. *International Journal of Sport Communication*, *3*, 402-421.
83. Magnusen, M. J., Rhee, Y. J., & **Kim, Y.** (2010). Getting fans back in the stands: Examining the effects of team identification and game satisfaction on sport spectator re-attendance intention. *International Journal of Human Movement Science*, *4*, 23-47.
84. Ko, Y., Kim, M. K., **Kim, Y.**, Lee, J. H., & Cattani, K. (2010). Consumer satisfaction and event quality perception: A case of US Open Taekwondo Championship. *Event Management: An International Journal*, *14*, 205-214.
85. Naylor, M. E., & **Kim, Y.** (2010). Social and individual benefits of sports participation. *International Journal of Human Movement Science*, *4*, 64-83.
86. Ko, Y. J., **Kim, Y.**, Kim, M. K., & Lee, J. H. (2010). The role of involvement and identification on quality perception and satisfaction: A case of US Taekwondo Open. *Asia Pacific Journal of Marketing & Logistics*, *22*, 25-39.
87. Kim, M., Trail, G. T., Lim, J., & **Kim, Y.** (2009). The influence of volunteers' psychological contract on fits and intention for retention. *Journal of Sport Management*, *23*, 549-573. [SSCI]
88. Jeong, C., **Kim, Y.**, Ko, Y. J., Lee, H., & Jeong, R. (2009). Horse racing image: Re-examination of relations between image and intention to visit. *Journal of Quality Assurance in Hospitality and Tourism*, *10*, 194-217.
89. Alfaro-Barrantes, P., **Kim, Y.**, & Park, S. H. (2009). Connecting to sport: A critical review. *ICHPER-SD Asia Journal of Research*, *1*, 55-63.
90. Park, J. H., James, J. D., & **Kim, Y.** (2009). Analysis of the home advantage during interleague play in Major League Baseball. *International Journal of Human Movement Science*, *3*, 109-129.
91. Park, S. H., **Kim, Y.**, & Magnusen, M. J. (2009). Exploring the appropriateness of the SACCPS scale to investigate factors influencing university selection by Students-Athletes in Korea. *ICHPER-SD Asia Journal of Research*, *1*, 35-44.
92. **Kim, Y.**, & Park, S. H. (2009). Do constraints constrain? The moderating effects of motives on relationships between constraints and sport consumption. *Korean Journal of Sports Science*, *20*, 146-157.
93. Park, S. H., **Kim, Y.**, Park, S. H., & In, S. W. (2009). The moderating effect of the levels of sport media consumptions on sport consumers' new consumptive behaviors: The epistemic process of sport spectating. *Korean Journal of Consumer and Advertising Psychology*, *10*, 437-459.
94. Rhee, Y. J., Kang, J. H., & **Kim, Y.** (2009). How is team identification developed?

- The role of relative deprivation and regional identification. *Korean Journal of Sports Science*, 3, 568-585.
95. Trail, G. T, Robinson, M., & **Kim, Y.** (2008). Sport consumer behavior: A test for group differences on structural constraints. *Sport Marketing Quarterly*, 17, 190-200. [SSCI]
 96. Park, S. H., & **Kim, Y.** (2008). The effect of curiosity on the sport media consumption behaviors. *Korean Journal of Industrial and Organizational Psychology*, 21, 493-521.
 97. Park, S. H., & **Kim, Y.** (2008). The influence of state curiosity on the intention to watch a novel sport. *Korean Journal of Sports Science*, 19, 49-58. (2008 Distinguished Research of the Year Award (Korea Institute of Sport Science/in Korean).
 98. **Kim, Y.**, & Kang, J. H. (2005). The effect of perceived spectator sport product quality on spectator satisfaction according to sport loyalty of the spectators. *Korean Journal of Sports Science*, 16, 100-111.

MANUSCRIPTS IN REVIEW

1. **Kim, Y.**, & Hwang, S. W. (in review). Antecedents and consequences of conspicuous sport consumption. Submitted to *Journal of Sport Management*.
2. Biscaia, R., Yoshida, M., & **Kim, Y.** (2nd review). *Service quality and its consequences: An integrative review and analysis of the literature in spectator sports*. Submitted to *Journal of Sport Management*
3. Kim, J. J., & **Kim, Y.** (2nd review). Coping with losses: Need unfulfillment, coping strategies, and temporal well-being of sport consumers. Submitted to *Sport Management Review*.
4. Kim, J. J., & **Kim, Y.** (2nd review). Motives and constraints for young people watching 2018 Winter Olympics: Attendance and media consumption and host- vs. non-host regions. Submitted to *International Journal of Sport Management and Marketing*.
5. Rhee, Y. J., **Kim, Y.**, & Flatley, C. (in review). Effects of environmental CSR initiatives on public perception toward non-environmentally friendly sporting events. Submitted to *International Journal of Sport Management and Marketing*.
6. Kim, K., & **Kim, Y.**, (2nd review). Understanding online community culture: Netnography approach for fitspiration on social media. Submitted to *Korean Journal of Physical Education*
7. Lee, D. Oh, J., & **Kim, Y.** (in review). *The influence of temporal distance on the spectator motivation*. Submitted to *Korean Journal of Sport Studies*.
8. Jang, N., Bae, H., & **Kim, Y.** (in review). *Sports spectators' experience of flow and its antecedents*. Submitted to *Korean Journal of Leisure, Recreation, & Park*.

9. Ko, Y. J., Kim, T., Arai, A., & **Kim, Y.**, & Rhee, Y. J. (in review). The Impact of perceived trustworthiness on donor decision: A case of boosters in university athletics. Submitted to *Sport Management Review*.
10. Kim, K., **Kim, Y.**, & Newman, I. J. (in review). Erotic capital, media sexualization, and commercialization of women's football. Submitted to *Asian Women*.

RESEARCH/DEVELOPMENT PROJECTS IN PROGRESS

1. **Kim, Y.** (manuscript in development). Gratitude through vicariously experiencing good will: A critical review. To be submitted to *Journal of Neuroscience*
2. Kim, J., & **Kim, Y.** (manuscript in development). Vicarious experience in sport consumption behaviors. To be submitted to *Journal of Sport Management*.
3. Kim, K., **Kim, Y.**, & Sagas, M. (manuscript in development). I pride myself on being strong, being fit: Athlete identity and positive body image of female athletes. To be submitted to *Body Image*.
4. Lee, Y. H., Chelladurai, P., & **Kim, Y.** (manuscript in development). Antecedents and consequences of emotional labor in coaching sports. To be submitted to *Research Quarterly for Exercise and Sport*.
5. **Kim, Y.** (manuscript in development). Well-being through sport participation: Relationship perspective. To be submitted to *Journal of Marketing*.
6. **Kim, Y.**, & Magnusen, M. J. (manuscript in development). Role of relationship quality in organizational performance outcomes. To be submitted to *Academy of Management Journal*.
7. **Kim, Y.** (manuscript in development). Tapping into feelings of gratitude: A new approach in understanding how sponsorship works. To be submitted to *Journal of Marketing*.
8. Kwak, D. H., & **Kim, Y.** (manuscript in development). Corporate social responsibility: Meta-Analysis. To be submitted to *Journal of Business Research*.
9. Rhee, Y. J., & **Kim, Y.** (manuscript in development). The examination of multi-dimensionality of social identification in accordance with team identification. To be submitted to *Journal of Sport Management*.
10. Lee, H., **Kim, Y.**, & Cho, K. (in review). Creating shared values in global sporting events: From local identities to global brand equity. Submitted to *Sport Marketing Quarterly*.

BOOKS

1. **Kim, Y.**, & Choi, S. (2020). *Secret exercises for painless aging*. Koyang, Korea: Wisdom House.

2. **Kim, Y.** (2018). *Marketing for Sport Agents*. Seoul, Korea: Parkyoung.
3. Kwak, D. H., & **Kim, Y.** (2013). The impact of sport publicity on sport fans' emotional response and behavior. In P. M. Pedersen (Ed.), *Handbook of Sport Communication*. New York, NY: Routledge.

BOOK REVIEWS

1. Bunds, K. S., & **Kim, Y.** (2012). Reading baseball: books, biographies, and the business of the game. [Review of the book *reading baseball: books, biographies, and the business of the game*, by B. Dabscheck]. *Sport Management Review*, 15, 257-258.
2. **Kim, Y.** (2010). Sports Mania – Essays on fandom and the media in the 21st century. [Review of the book *Sports mania – essays on fandom and the media in the 21st century*, by L. W. Hugenberg, P. M. Haridakis, & A. C. Earnheardt]. *Journal of Sport Management*, 24, 605-607.

REFEREED CONFERENCE PRESENTATIONS

1. Lee, J. H., & **Kim, Y.** (2021, June). *How do guilt and shame help you participate in physical activity?* To be presented at the annual conference of North American Society for Sport Management.
2. Jang, N., & **Kim, Y.** (2021, June). *The buffering role of affective and cognitive trust on disidentification.* To be presented at the annual conference of North American Society for Sport Management.
3. Kim, J. K., & **Kim, Y.** (2021, June). *Effects of attribution type, rumination and distraction on sport fan's anger.* To be presented at the annual conference of North American Society for Sport Management.
4. Park, S. J., Bok, T. K., & **Kim, Y.** (2021, June). *A receptor based perspective on 'spectator-less' games followed by the new normal era.* To be presented at the annual conference of North American Society for Sport Management.
5. Jang, N., & **Kim, Y.** (2020, June). *Experiencing together: The Effects of sharing experience on the Sports Spectators' Hope.* Presented at the annual conference of North American Society for Sport Management, San Diego, California.
6. Oh, J., & **Kim, Y.** (2020, June). *Us vs. Them: Exploring the relative effectiveness of shared emotion, prejudice, and entitativity on sport consumer behavior.* Presented at the annual conference of North American Society for Sport Management, San Diego, California.
7. Yun, S., & **Kim, Y.** (2020, June). *A Study on the organizational conflict and withdrawal of sport club members.* Presented at the annual conference of North American Society for Sport Management, San Diego, California.

8. **Kim, Y.**, Kim, J. J., & Jang, N. (2019, June). *Behavioral concepts in sport consumer decision making: A systematic Review*. Presented at the annual conference of North American Society (2019, June)for Sport Management, New Orleans, Louisiana.
9. Biscaia, R., Yoshida, M., & **Kim, Y.** (2019, June). *Service quality in spectator sports: A meta-analytic review and assessment of its impact on fan outcomes*. Presented at the annual conference of North American Society for Sport Management, New Orleans, Louisiana.
10. Oh, J., & **Kim, Y.** (2019, June). *What causes a fan to attend the game?: A conceptual framework on sport consumers' behavior in disappointing performance situations*. Presented at the annual conference of North American Society for Sport Management, New Orleans, Louisiana.
11. Bae, H., Jang, N., & **Kim, Y.** (2019, June). *The Power of 'If': The effect of imagination on postgame fan emotions*. Presented at the annual conference of North American Society for Sport Management, New Orleans, Louisiana.
12. Kim, K., & **Kim, Y.** (2019, June). *From the lingerie girls to the legends gladiators: The commercial narratives of the LFL on YouTube*. Presented at the annual conference of North American Society for Sport Management, New Orleans, Louisiana.
13. Kim, D., Oh, J., & **Kim, Y.** (2019, June). *I follow an underdog because I have hope: The role of hope in consumers' BIRFing (basking in reflected failure) behavior*. Presented at the annual conference of North American Society for Sport Management, New Orleans, Louisiana.
14. Kim, K., & **Kim, Y.** (2018, June). *Let's selfies and instagram my body!: A content analysis of sporting women in digital culture*. Presented at the annual conference of North American Society for Sport Management, Halifax, Canada.
15. Lee, D. Oh, J., & **Kim, Y.** (2018, June). *The influence of temporal distance on the spectator motivation*. Presented at the annual conference of North American Society for Sport Management, Halifax, Canada.
16. **Kim, Y.**, & Lee, L. (2018, June). *Common mistakes in statistical analysis of sport management research*. Presented at the annual conference of North American Society for Sport Management, Halifax, Canada.
17. Biscaia, R., Yoshida, M., & **Kim, Y.** (2018, June). *Service quality and its consequences: An integrative review and analysis of the literature in spectator sports*. Presented at the annual conference of North American Society for Sport Management, Halifax, Canada.
18. Lee, Y. H., Woo, B., & **Kim, Y.** (2017, June). *Transformational leadership and organizational citizenship behavior: Mediating role of affective commitment*. Presented at the annual conference of North American Society for Sport Management, Dever, Colorado.
19. Rhee, Y. J., Lee, Y. J., & **Kim, Y.** (2017, June). *Effect of environmental CSR initiatives on public perceptions of non-environmentally friendly sporting events*.

- Presented at the annual conference of North American Society for Sport Management, Dever, Colorado.
20. Kim, A., Challadurai, P., **Kim, Y.** (2017, June). *History of the Journal of Sport Management (JSM), 1987 - 2015: Citation and co-citation network analysis.* Presented at the annual conference of North American Society for Sport Management, Dever, Colorado.
 21. Jang, N., Bae, H., & **Kim, Y.** (2017, June). *Sports spectators' experience of flow and its antecedents.* Presented at the annual conference of North American Society for Sport Management, Dever, Colorado.
 22. Kim, J., Lim, D., & **Kim, Y.** (2017, June). *The influence of customer participation on customer satisfaction in the sport service encounter: A mediating effect of perceived staff competence.* Presented at the annual conference of North American Society for Sport Management, Dever, Colorado.
 23. Do, Y., Ahn, J., & **Kim, Y.** (2017, June). *Contextualizing Ethics and Morality in Sports Management: The case of match-fixing.* Presented at the annual conference of North American Society for Sport Management, Dever, Colorado.
 24. Oh, T. Y., Sung, H. J., & **Kim, Y.,** (2017, June). *The effect of crowdfunding on the perception of fans with sports team.* Presented at the annual conference of North American Society for Sport Management, Dever, Colorado.
 25. Chang, M.J., Schneider, R. C., Connaughton, D. P., **Kim, Y.,** & Kang, J. H. (2017, June). *Feeling generous for the good old days: The effects of nostalgia on self-continuity, pride, and intention to donate.* Presented at the annual conference of North American Society for Sport Management, Dever, Colorado.
 26. Joung, H.-J., **Kim, Y.,** Lee. Y. (2016, October). *Changes in body composition, insulin, glucose, lipid profiles and insulin-like growth factor 1(IGF-1) in a Prader Willi Syndrome(PWS) patient with Type-2 diabetes during long-term exercise: A single case study.* Presented at The 6th ISPAH International Congress on Physical Activity and Public Health, Bangkok, Thailand.
 27. Kim, K., Do, Y., Ahn, J., & **Kim, Y.** (2016, June). *Contextualizing erotic capital for sexualized and commercialized women's sports.* Presented at the annual conference of North American Society for Sport Management, Orlando, Florida.
 28. Oh, T., Jang, N., & **Kim, Y.** (2016, June). *Competition of mediated professional sport in broadcasting: Applying latent dirichlet allocation with big data.* Presented at the annual conference of North American Society for Sport Management, Orlando, Florida.
 29. Smith, R., & **Kim, Y.** (2015, October). *The emotional consumer: State-dependent memory effects during sport consumption.* Presented at the 2015 North America ACR Conference, New Orleans, LA
 30. Seo, W., Cornwell, B. T., & **Kim, Y.** (2015, August). *The formation and influence of perceived price fairness at the early stage of dynamic pricing strategy.* Presented at the 2015 Summer Marketing Educators' Conference, Chicago, IL.

31. Kim J., James, J. D., & **Kim, Y.** (2015, June). *The influence of hedonic, eudaimoni, and social need fulfilment on sport media consumers' well-being and behavioral intentions*. Presented at the annual conference of North American Society for Sport Management, Ottawa, Ontario.
32. Kim Y. D., Magnusen, M. J., & **Kim, Y.** (2015, June). *Relationship as strategic assets: An empiricla assessment of sport fan equity*. Presented at the annual conference of North American Society for Sport Management, Ottawa, Ontario.
33. Lee, H-W., & **Kim, Y.** (2015, June). *Neurophysical and psycometric assessmeht of spectator emotion: An interdisciplinary approach*. Presented at the annual conference of North American Society for Sport Management, Ottawa, Ontario.
34. Kim M., **Kim, Y.**, & Wells, J. E. (2015, June). *A conceptual framework of positive organizational behavior in sport (POBS): The role of psychological capital (Psycap)*. Presented at the annual conference of North American Society for Sport Management, Ottawa, Ontario.
35. Lee, H., Kim, D., Son, H., & **Kim, Y.** (2014, October). *Roles of flow and involvement in generating positive spectator emotions*. Presented at the annual conference of Sport Marketing Association, Philadelphia, PA.
36. Kim, J., & **Kim, Y.** (2014, October). *Benefits for participating in mega sporting events: Need fulfilment and psychological well-being of the nation*. Presented at the annual conference of Sport Marketing Association, Philadelphia, PA.
37. Kim. M., Wells, J.E., & **Kim, Y.** (2014, October). *Servant Leadership in Sport Organization: The role of Coach-Athletes Relationship*. Presented at the annual conference of Sport Marketing Association, Philadelphia, PA.
38. Lee, H. Kim, M. Kim, Y. & **Kim, Y.** (2014, May). *Positive Psychology of Spectator Sport: Implications to Strategic Management of Fan Equity*. Presented at the annual conference of North American Society for Sport Management, Pittsburgh, PA.
39. Kim, J., Kim, D.. & **Kim, Y.** (2014, May). *Finding Flow in Sport*. Presented at the annual conference of North American Society for Sport Management, Pittsburgh, PA.
40. Kim, J., Kang, J., & **Kim, Y.** (2014, May). *The Role of Flow in Sponsorship Effectiveness*. Presented at the annual conference of North American Society for Sport Management, Pittsburgh, PA.
41. Ha, J., & **Kim, Y.** (2014, May). *Sport Consumers in a 'Smart Sport' (SS) Age: Smartphone and Sport*. Presented at the annual conference of North American Society for Sport Management, Pittsburgh, PA.
42. Kim, A., & **Kim, Y.** (2014, May). *Sponsorship management from a business network perspective: Social network analysis of sponsoring partners in the National Basketball Association*. Presented at the annual conference of North American Society for Sport Management, Pittsburgh, PA.
43. Lee, M., & **Kim, Y.** (2014, May). *The segmenting fans based on where they sit: The moderating impact of seat location on the relationship among team identification, corporate identification and purchase intention*. Presented at the annual conference of

- North American Society for Sport Management, Pittsburgh, PA.
44. Kim, J. W., James, J. D., & **Kim, Y.** (2013, October). *The role of causal attributions in emotions and satisfaction*. Presented at the annual conference of Sport Marketing Association, Albuquerque, NM.
 45. Kim, A., Kim, Y. D., Magnusen, M. J., **Kim, Y.** (2013, October). *Strategies for relationship marketing: Sponsorship in National Basketball Association*. Presented at the annual conference of Sport Marketing Association, Albuquerque, NM.
 46. 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 conference of Sport Marketing Association, Albuquerque, NM.
 47. Kim, J., Lee, H. W., & **Kim, Y.** (2013, October). *Impact of sport event and its operation on destination image*. Presented at the annual conference of Sport Marketing Association, Albuquerque, NM.
 48. Kim, J., Magnusen, M. J., **Kim, Y.** (2013, October). *Nation branding through sport: The importance of stakeholder collaboration*. Presented at the annual conference of Sport Marketing Association, Albuquerque, NM.
 49. Kim, M., Park, G., & **Kim, Y.** (2013, October). *The influence of motivations on organizations: Company community sport framework*. Presented at the annual conference of Sport Marketing Association, Albuquerque, NM.
 50. Kwak, D. H., & **Kim, Y.** (2013, November). *The impact of corporate social responsibility on sport consumers: effects of media consumption behavior and cause involvement*. Presented at the annual conference of European Association for Sport Management, Istanbul, Turkey.
 51. **Kim, Y.**, Lee, H., & Magnusen, M. J. (2013, May). *A meta-analytic review of the factors affecting sport consumer consumption behaviors*. Presented at the annual conference of North American Society for Sport Management, Austin, TX.
 52. Kim, J. W., James, J. D., & **Kim, Y.** (2013, May). *Is emotional valence separable? Empirical evidence for mixed emotions during consumption of a sporting event*. Presented at the annual conference of North American Society for Sport Management, Austin, TX.
 53. Magnusen, M. J., **Kim, Y.**, Perrewe, P., & Ferris, G. (2013, May). *The lifeblood of college sports: A social influence approach to understanding recruiters, the recruitment process, and student-athlete college choice factors*. Presented at the annual conference of North American Society for Sport Management, Austin, TX.
 54. Kim, Y. D., **Kim, Y.**, & Magnusen, M. J. (2013, May). *Relationships as Strategic Assets: Conceptualizing Sport Fan Equity*. Presented at the annual conference of North American Society for Sport Management, Austin, TX.
 55. Lee, H., Lee, Y., & **Kim, Y.** (2013, May). *Antecedents and consequences of relationship quality: Empirical examination in participant sports*. Presented at the annual conference of North American Society for Sport Management, Austin, TX.

56. Kwon, W., Kim, C., & **Kim, Y.** (2013, May). *Reconsidering the aesthetics of spectator sports*. Presented at the annual conference of North American Society for Sport Management, Austin, TX.
57. Kim, M., Wells, J., **Kim, Y.** (2013, May). *A servant leadership conceptual framework in sport: The role of relationship quality*. To be presented at the annual conference of North American Society for Sport Management, Austin, TX.
58. Kim, A., Wells, J., & **Kim, Y.** (2013, May). *An exploration of intellectual themes and trends in sport management from a multilevel perspective: Bibliometric and social network analyses*. Presented at the annual conference of North American Society for Sport Management, Austin, TX.
59. Kim, J., Kang, J., & **Kim, Y.** (2013, May). *Impact of mega sport events on the host country's destination image and country image*. Presented at the annual conference of North American Society for Sport Management, Austin, TX.
60. Kwon, W., Kim, J., & **Kim, Y.** (2013, May). *Impact of mega sport events service quality on spectator satisfaction, revisit intention and referral intention*. Presented at the annual conference of North American Society for Sport Management, Austin, TX.
61. Kim, A., Chelladurai, P., Newman, J. I., & **Kim, Y.** (2013, May). *What have we studied in sport management: Citation analysis of the Journal of Sport Management, 1997-2012*. Presented at the annual conference of North American Society for Sport Management, Austin, TX.
62. Kim, J. W., James, J. D., & **Kim, Y.** (2013, May). *"The game could have been worse..." The role of counterfactual thinking in sport consumer behavior*. Presented at the annual conference of North American Society for Sport Management, Austin, TX.
63. Lee, H., Kim, Y. D., & **Kim, Y.** (2012, November). *Classification of sport fans: Multidimensional Mixture CAF of Team Identity*. Presented the annual conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
64. Kim, Y. D., Lee, H., & **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.
65. Kim, J. W., James, J. D., & **Kim, Y.** (2012, November). *Are you satisfied when you feel happy and sad at the same time?* Presented the annual conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
66. Kim, J. W., Magnusen, M. J., & **Kim, Y.** (2012, November). *The interactivity of commitment dimensions: Normative commitment as a mediator of the affective commitment – sport consumer behavioral intention relationship*. Presented at the annual conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
67. Kim, J. W., **Kim, Y.**, & James, J. D. (2012, October). *Counterfactual thinking: A new comparison standard in consumer satisfaction formation*. Presented at the annual conference of Sport Marketing Association, Orlando, FL.
68. Jo, A., Lee, L. J., & **Kim, Y.** (2012, October). *Perceived price fairness in the context*

- of sports*. Presented at the annual conference of Sport Marketing Association, Orlando, FL.
69. Jun, T., Millio, D., & **Kim, Y.** (2012, October). *How do sports fans dress? Moving beyond merchandise consumption*. Presented at the annual conference of Sport Marketing Association, Orlando, FL.
 70. Kim, M. J., Park, G., & **Kim, Y.** (2012, October). *Understanding company community sport: Toward an integrated model*. Presented at the annual conference of Sport Marketing Association, Orlando, FL.
 71. Kwon, W., Bunds, K., & **Kim, Y.** (2012, October). *Is there negotiation in sport participation?* Presented at the annual conference of Sport Marketing Association, Orlando, FL.
 72. Kwon, W., Nam, C., Smith, R. S., & **Kim, Y.** (2012, October). *Children sport facilities's service quality on consumer satisfaction*. Presented at the annual conference of Sport Marketing Association, Orlando, FL.
 73. Lee, H., Magnusen, M. J., & **Kim, Y.** (2012, October). *Outburst of group emotions in spectator sport: The role of scale of consumption*. Presented at the annual conference of Sport Marketing Association, Orlando, FL.
 74. **Kim, Y.**, Lee, H. -W., James, J. D., & Park, S. H. (2012, May). *How sponsorship works: A meta-analytic review*. Presented at the annual conference of North American Society for Sport Management, Seattle, WA.
 75. **Kim, Y.**, Kwak, D. H., & Bunds, K. S. (2012, May). *Tapping into feelings of gratitude: A new approach in understanding how sponsorship works*. Presented at the annual conference of North American Society for Sport Management, Seattle, WA.
 76. Kellison, T. B., & **Kim, Y.** (2012, May). *The millennial workforce: A profile of job satisfaction among sport's next generation of employees*. Presented at the annual conference of North American Society for Sport Management, Seattle, WA.
 77. Lee, H. -W., **Kim, Y.**, & Millio, D. M. (2012, May). *Group emotions: Toward a synthesized framework for fan experience*. Presented at the annual conference of North American Society for Sport Management, Seattle, WA.
 78. Kim, Y. D., Newman, J. I., & **Kim, Y.** (2012, May). *Connecting sport team to community: Exploring the role of pride in place, "make them proud"*. Presented at the annual conference of North American Society for Sport Management, Seattle, WA.
 79. Bunds, K. S., **Kim, Y.**, & Kwon, W. (2012, May). *Conceptualizing gratitude in sport sponsorship*. Presented at the annual conference of North American Society for Sport Management, Seattle, WA.
 80. Bass, J. R., Newman, J. I., & **Kim, Y.** (2012, May). *Racial bias in NBA referees: A test of line movement*. Presented at the annual conference of North American Society for Sport Management, Seattle, WA.
 81. Kwon, W., Millio, D. M., **Kim, Y.**, & Chon, T. J. (2012, May). *The effect of service*

- quality on consumer satisfaction and intent to revisit: An analysis of the F1 Korea Grand Prix.* Presented at the annual conference of North American Society for Sport Management, Seattle, WA.
82. Hong, S. I., & **Kim, Y.** (2012, May). *The influence of team rivalry on sponsorship effectiveness.* Presented at the annual conference of North American Society for Sport Management, Seattle, WA.
 83. Kellison, T. B., & **Kim, Y.** (2011, October). *The dynamic marketing strategies of professional sport teams engaged in pro-environmental initiatives.* Presented at the annual conference of Sport Marketing Association, Houston, TX.
 84. Magnusen, M. J., Hong, S. I., & **Kim, Y.** (2011, October). *Sport organization social advocates: roles of reputation and team identification.* Presented at the annual conference of Sport Marketing Association, Houston, TX.
 85. Bunds, K. S., Lee, H. -W., & **Kim, Y.** (2011, October). *A baudrillardian introduction to the highlight culture.* Presented at the annual conference of Sport Marketing Association, Houston, TX.
 86. Alfaro-Barrantes, P., McMorrow, T., **Kim, Y.** (2011, October). *Using corporate social responsibility as an internal marketing tool to foster organization identification and commitment.* Presented at the annual conference of Sport Marketing Association, Houston, TX.
 87. **Kim, Y.**, Smith, R., & Kwak, D. H. (2011, June). *The gratitude toward sponsors: Conceptual and empirical examination.* Presented at the annual conference of North American Society for Sport Management, London, Ontario, Canada.
 88. Naylor, M., Bass, J. R., & **Kim, Y.** (2011, June). *An examination of the motivations and constraints of sport participants.* Presented at the annual conference of North American Society for Sport Management, London, Ontario, Canada.
 89. Bass, J., Bunds, K. S., & **Kim, Y.** (2011, June). *A conceptual framework for university identification.* Presented at the annual conference of North American Society for Sport Management, London, Ontario, Canada.
 90. Ko, Y. J., Rhee, Y. J., **Kim, Y.**, & Kim, T. H. (2011, June). *The role of CSR in predicting donor behavior: The mediating effects of trust and commitment.* Presented at the annual conference of North American Society for Sport Management, London, Ontario, Canada.
 91. Kim, Y. D., Magnusen, M. J., & **Kim, Y.** (2011, June). *The impact of coach/athlete CSR activities on employee personal and organizational outcomes: The role of behavioral integrity.* Presented at the annual conference of North American Society for Sport Management, London, Ontario, Canada.
 92. 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 conference of North American Society for Sport Management, London, Ontario, Canada.
 93. Kellison, T. B., & **Kim, Y.** (2011, April). *The sustainability of green: Marketing an eco-friendly image in professional sport.* Presented at the Seventh Annual Southern

- Sport Management Conference, Troy, Alabama.
94. Alfaro-Barrantes, P., **Kim, Y.**, & James, J. D. (2011, April). *Impact of employees perceptions of corporate social responsibility on organizational commitment, identification, and employee behavior*. Presented at the annual conference of International Academy of Business Disciplines, New Orleans, LA.
 95. McDaniel, S. R., DeGaris, L., Kwak, D. H., **Kim, Y.**, Cornwell, B., & Kwon, D. Y. (2011, February). "*Upon further review . . .*": *Reflections on and future directions for marketing communication research on sports consumers*. Presented at the Winter Marketing Educators' Conference of American Marketing Association, Austin, TX.
 96. Kellison, T. B., James, J. D., & **Kim, Y.** (2010, November). *The influence of management effectiveness and professional growth opportunities on job satisfaction among student recreation employees*. Presented at the annual conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
 97. Lee, H. -W., Bass, J. R., & **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.
 98. Ko, Y. J., Kim, T., Rhee, Y. C., & **Kim, Y.** (2010, November). *Sport spectators' event quality perceptions: A comparison between collegiate sport fans and professional sport fan*. Presented at the annual conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
 99. **Kim, Y.**, Smith, R., & James, J. D. (2010, October). *The role of gratitude in sponsorship: The case of participant sport*. Presented at the annual conference of Sport Marketing Association, New Orleans, LA.
 100. Kwak, D. H., **Kim, Y.**, & Naylor, M. (2010, October). *The role of message-induced emotion on sport consumer's behavior and cognitive responses to marketing stimuli*. Presented at the annual conference of Sport Marketing Association, New Orleans, LA.
 101. Magnusen, M. J., Park, J. H., & **Kim, Y.** (2010, October). *Marketing relationships in sport: The effects of reciprocity, trust, and commitment on attendance intention*. Presented at the annual conference of Sport Marketing Association, New Orleans, LA.
 102. Kellison, T. B., **Kim, Y.**, & James, J. D. (2010, October). *Keeping the triple bottom line intact: Marketing sustainable design in professional sport*. Presented at the annual conference of Sport Marketing Association, New Orleans, LA.
 103. Bass, J. R., Park, S. H., & **Kim, Y.** (2010, October). *An analysis of home advantage in mid-major college basketball*. Presented at the annual conference of Sport Marketing Association, New Orleans, LA.
 104. **Kim, Y.**, Trail, G. T., Ko, Y. J. (2010, May). *The influence of relationship quality on sport consumption behaviors: An empirical examination of the relationship quality*. Presented at the annual conference of North American Society for Sport

- Management, Tampa, FL.
105. **Kim, Y.**, Matteson, S., James, J. D. (2010, May). *The impact of relationship quality on attitude toward a sponsor*. Presented at the annual conference of North American Society for Sport Management, Tampa, FL.
 106. Magnusen, M., Kim, Y. D., **Kim, Y.**, & Mondello, M. (2010, May). *Team identification and performance in sport organizations: The role of organizational citizenship behavior*. Presented at the annual conference of North American Society for Sport Management, Tampa, FL.
 107. Park, S. H., Ha, J. P., & **Kim, Y.** (2010, May). *The relationship between intellectual curiosity and sport fans' new consumptive behaviors: The moderating effect of sport media consumption*. Presented at the annual conference of North American Society for Sport Management, Tampa, FL.
 108. Smith, R. S., Alfaro-Barrantes, P., Bass, J. R., & **Kim, Y.** (2010, May). *Connecting to sport: A new way*. Presented at the annual conference of North American Society for Sport Management, Tampa, FL.
 109. Magnusen, M. J., & **Kim, Y.** (2009, November). *Beyond motives and brand recall: Examining sport video game point of attachment, real-life sport attachment, and sport consumer behaviors*. Presented at the annual conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
 110. Rhee, Y. J., & **Kim, Y.** (2009, November). *The examination of multi-dimensionality of social identification in accordance with team identification*. Presented at the annual conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
 111. Kim, J. W., James, J. D., & **Kim, Y.** (2009, November). *Sports consumer motives and commitment*. Presented at the annual conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
 112. Kim, J. W., Crow, B., & **Kim, Y.** (2009, November). *Moderator effects of the relationship between corporate image and purchase behavior: An empirical analysis of corporate sponsorship*. Presented at the annual conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
 113. Kim, Y. D., Cho, K.M., **Kim, Y.**, Park, S. H. (2009, November). *Factors affecting the sports brand personality*. Presented at the annual conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
 114. **Kim, Y.**, Trail, G. T., Woo, B., & Zhang, J. J. (2009, October). *Sport consumer-team relationship quality: Development and psychometric evaluation of a scale*. Presented at the annual conference of Sport Marketing Association, Cleveland, Ohio.
 115. Ko, Y. J., **Kim, Y.**, Kwak, D. H., Cattani, K., & Magnusen, M. (2009, October). *Determinant of Sport Sponsorship Response: Modification and Extension*. Presented at the annual conference of Sport Marketing Association, Cleveland, OH.
 116. Park, J. H., James, J. D., & **Kim, Y.** (2009, October). *Analysis of the home*

- advantage during interleague play in Major League Baseball.* Presented at the annual conference of Sport Marketing Association, Cleveland, OH.
117. **Kim, Y.,** & Trail, G. T. (2009, May). *A conceptual framework for understanding the relationship between a team and sport consumers.* Presented at the annual conference of North American Society for Sport Management, Columbia, SC.
 118. **Kim, Y.,** Magnusen, M. J., & Kim, J. W. (2009, May). *Constraints and motivators in spectator sport: Application and extension of constraints theories.* Presented at the annual conference of North American Society for Sport Management, Columbia, SC.
 119. Park, S. H., James, J. D., Gordon, B., **Kim, Y.** (2009, May). *Exploring the effects of curiosity and openness to experience of the big five traits on sport media consumption behaviors.* Presented at the annual conference of North American Society for Sport Management, Columbia, SC.
 120. Ko, Y. J., & **Kim, Y.** (2008, November). *The moderating effects of customer loyalty on the relationships between perceived quality of the event and satisfaction: A case of a major league baseball event.* Presented at the annual conference of Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
 121. **Kim, Y.,** Trail, G. T., Kwon, H. H., Gacio-Harrolle, M., Braunstein, J., & Dick, R. (2008, May). *Testing mediating and moderating effects of team identification on the vicarious achievement to BIRGing/CORFing relationship.* Presented at the annual conference of North American Society for Sport Management, Toronto, Ontario, Canada.
 122. Kim, M., Trail, G. T., & **Kim, Y.** (2008, May). *The role of the psychological contract in volunteer retention.* Presented at the annual conference of North American Society for Sport Management, Toronto, Ontario, Canada.
 123. **Kim, Y.,** & Trail, G. T. (2007, November). *Constraints and motivators: A test of the hierarchical model of constraints and motivators.* Presented at the International Conference on Sport and Entertainment Business, Columbia, SC.
 124. **Kim, Y.,** Ko, Y. J., Kim, W. S., & Kim, M. K. (2007, November). *The profiles of martial arts event spectators: The case of 2007 US Open Taekwondo Championship.* Presented at the International Conference on Sport and Entertainment Business, Columbia, SC.
 125. **Kim, Y.,** & Trail, G. T. (2007, November). *Transition from motivation to behavior: Examining the moderating role of identification on the relationship between motives and attendance.* Presented at the annual conference of Sport Marketing Association, Pittsburgh, PA.
 126. **Kim, Y.,** Ko, Y. J., Kim, M. K., & Park, S. H. (2007, November). *Measuring spectators' quality perceptions and satisfaction: The case of 2007 US Open Taekwondo Championship.* Presented at the annual conference of Sport Marketing Association, Pittsburgh, PA.
 127. Park, S. H. & **Kim, Y.** (2007, November). *The influence of state curiosity on the intention to watch a novel sport.* Presented at the annual conference of Sport

Marketing Association, Pittsburgh, PA.

128. **Kim, Y.**, & Trail, G. T. (2006, November). *Motivators and constraints: Differences between fans and non-fans*. Presented at the annual conference of Sport Marketing Association, Denver, CO.
129. **Kim, Y.**, & Trail, G. T. (2006, May). *Constraints and motivators: A new model to explain sport consumer behavior*. Presented at the annual conference of North American Society for Sport Management, Kansas City, KS.
130. Trail, G. T., Robinson, M., **Kim, Y.** (2005, November). *Sport consumer behavior: A test for group differences*. Presented at the annual conference of Sport Marketing Association, Tempe, AZ.

RESEARCH GRANTS

FUNDED GRANT:

Principal Investigator: Kang, J. H.; Co-PI: Kim, Y., **Kim, K.**, Lim, C. H., Kwon, S., & Park, H.

Dream Together Master's Program. *Ministry of Culture, Sport, and Tourism*.

Funding Awarded: **\$10,000,000**.

Funding Dates: April 2013- Present.

Principal Investigator: **Kim, Y.**

Positive Sport Activity Program Development for the elderly. *SNU Institute on Aging*.

Funding Awarded **\$30,000**.

Funding Dates: December 2019- Present.

Principal Investigator: **Kim, Y.**

Strategic Facility Planning for Seoul 2030. *Seoul Metropolitan Government*.

Funding Awarded **\$50,000**.

Funding Dates: December 2018- August 2019.

Principal Investigator: **Kim, Y.**

Safety Policy Development for Physical Activity at School. *School Safety and Insurance Federation*.

Funding Awarded **\$30,000**.

Funding Dates: January 2019- August 2019.

Principal Investigator: **Kim, Y.**

Handball Academy Curriculum Development. *Sport Intelligence*.

Funding Awarded **\$10,000**.

Funding Dates: February 2019- March 2019.

Principal Investigator: **Kim, Y.**
Global Sport Industry Environment Analysis. *Korean Institute for Sport Science.*
Funding Awarded **\$30,000.**
Funding Dates: May 2018- August 2018.

Principal Investigator: **Kim, Y.**, Co-PI: Kang, J. H.
Development of International Sporting Event Service Platform. *Ministry of Trade, Industry, & Energy.*
Funding Awarded: **\$500,000.**
Funding Dates: November 2013- 2019.

Principal Investigator: **Kim, Y.**
Broadcasting and Media Right Negotiation Strategy. *Korea Professional Sport Association.*
Funding Awarded: **\$40,000.**
Funding Dates: October 2016- December 2016.

Principal Investigator: **Kim, Y.**
Survey and Analysis for Sport Accidents Cases. *Korea Sport Promotion Foundation.*
Funding Awarded: **\$60,000.**
Funding Dates: June 2016- November 2016.

Principal Investigator: **Kim, Y.**
National Sport Safety Strategy Development. *Korea Sport Safety Foundation.*
Funding Awarded: **\$350,000.**
Funding Dates: October 2015- April 2016.

Principal Investigator: **Kim, Y.**
Business model evaluation and action plans for KBL. *Korean Basketball Association.*
Funding Awarded: **\$25,000.**
Funding Dates: January 2016 - March 2016.

Principal Investigator: Lim, C. H., Co-PI: **Kim, Y.**
Evaluation of Anticorruption Reform in Korean Sport. *Ministry of Culture, Sport, and Tourism.*
Funding Awarded: **\$150,000.**
Funding Dates: November 2015- October 2016.

Principal Investigator: **Kim, Y.** The role of gratitude in sponsorship effectiveness: Conceptualization and Empirical Validation. *Research Affairs of Seoul National University.*
Funding Awarded: **\$15,000.**
Funding Dates: October 2014- October 2014.

Principal Investigator: Na, Y.; Co-PI: **Kim, Y.**

Humanity Education through Olympic Education in Elementary School. *Research Affairs of Seoul National University*.

Funding Awarded: **\$30,000**.

Funding Dates: April 2015 - November 2015.

Principal Investigator: Lim, C.; Co-PI: **Kim, Y.**, Kim, K., Kwon, S., & Cho, W. Sport Safety Manual Development. *Korea Sport Safety Foundation*.

Funding Awarded: **\$100,000**.

Funding Dates: October 2014- December 2014.

Principal Investigator: Lee, H-W.; Co-PI: **Kim, Y.** & Kim, J. W.

Neurophysiological Evidence of Fan Attention to Emotional Stimuli: Investigating Sports and Sponsorships. *Sport Marketing Association*.

Funding Awarded: **\$1,000**.

Funding Dates: October 2013- October 2014.

Principal Investigator: **Kim, Y.** How sponsorship works: Meta Analytic Review. Submitted to The Florida State Council on Research and Creativity.

Funding Awarded: **\$14,000**.

Funding Dates: May 2013- August 2013.

Principal Investigator: **Kim, Y.** The role of gratitude in sponsorship effectiveness. *College of Education Planning Grant award*.

Funding Awarded: **\$4,000**.

Funding Dates: January 2013- July 2013.

Principal Investigator: **Kim, Y.**; Co-PI: Kwon, Woong. Evaluating the marketing strategy for Korean Baseball Organization. *YM Plan*.

Funding Awarded: **\$5,000**.

Funding Dates: April 2012- July 2012.

Principal Investigator: **Kim, Y.**; Co-PI: Kwak, D. H. A New Framework for Successful Sport Sponsorship: A Gratitude Perspective. *North American Society for Sport Management Research Grant Program*.

Funding Awarded: **\$1350**.

Funding Dates: May 2011- May 2010.

Principal Investigator: **Kim, Y.**

A conceptual framework and empirical examination for understanding the relationship between a team and sport consumers. *The Florida State Council on Research and Creativity*.

Funding Awarded: **\$17,000**.

Funding Dates: May 2009 - August 2011.

Principal Investigator: Kang, J. H.; Investigators: **Kim, Y.**, Kwak, D. H. & Kim, K. T.

Horse Riding Archery: New sport development & promotion. *Jeil Communications*.
 Funding Awarded: **\$50,000**.
 Funding Dates: January 2004 - July 2004.

Principal Investigator: Kang, J. H.; Investigators: **Kim, Y.**, Kwak, D. H., Lee, Y. J. Hur, S. Y., Roe, H. C., & Kim, J. W. Korean Basketball League marketing strategy. *Korean Basketball League*. Grant Amount: \$ 100,000. March, 2003.
 Funding Awarded: **\$100,000**.
 Funding Dates: March 2003 - December 2003.

SUBMITTED GRANT PROPOSAL:

Principal Investigator: **Wells, J.** An assessment of NCAA student athlete's well-being. Submitted to *NCAA Innovation Research and Practice Grant Program*. Funding Requested: \$50,000.

Principal Investigator: **Kim, Y.** A new framework for successful sponsorship: A gratitude perspective. Submitted to *The Florida State Council on Research and Creativity*. Funding Requested: \$13,000.

Principal Investigator: **Kim, Y. K.** Role of gratitude in sponsorship effectiveness. Submitted to *The Florida State Council on Research and Creativity*. Funding Requested: \$3,000 (not funded).

Principal Investigator: Kwon, S. Y.; Co-Investigators: Park, S. H., **Kim, Y.**, Mahony, D. F., Dixon, M. A. Developing new sport policies: A cross-national comparison of school elite sports system between Korea and the U.S. Submitted to *Korea Research Foundation*. Funding Requested: \$ 220,127 (not funded).

Principal Investigator: **Kim, Y.**; Co-Principal Investigators: James, J. Role of higher education institutions in developing elite athletes, coaches, and human resources for sport industry: Case of a Division I-A institution in the U. S. *Korea Foundation for the Next Generation Sport Talent*. Funding Requested: \$ 8,000 (not funded).

Principal Investigator: Ko, Y. J.; Co-Principal Investigators: **Kim, Y.**, & Zhang, J. J. Understanding of sport spectators: The case of women's volleyball at University of Florida. *University Athletic Association - University of Florida*. Funding Requested: \$ 6,475(not funded).

PROFESSIONAL EXPERIENCE & TEACHING

DOCTORAL COMMITTEE CHAIR:

Young-Do Kim (2014), Assistant Professor, University of Nebraska at Kearney

Hyun-Woo Lee (2014), Assistant Professor, Georgia Southern University

Min-Jung Kim (2015), Assistant Professor

DOCTORAL COMMITTEE MEMBER:

Jisun Lee, doctoral candidate (2014), Assistant Professor, Bowling Green State University

Robert Smith (2014), Assistant professor, Suffolk University

Timothy Kellison, (2013), Assistant Professor, University of Florida

Jun-Woo Kim (2013), Assistant Professor, State University of New York at Cortland

David Hedlund (2012), Assistant professor, St. John's University

Sung-Il Hong (2012), Assistant Professor, Hong Kong Baptist University

Priscila Alfaro-Barrantes (2012)

Yuko Sawatari (2012)

Marshall J. Magnusen (2011), Assistant professor, Baylor University

Michael Naylor (2011), Assistant professor, Auckland University of Technology

Young-Tae Kim (2010), Assistant professor, Lassel College

Sheila Nguyen (2010), Assistant professor, Deakin University

MASTER'S COMMITTEE CHAIR:

Ara Jo (2013)

Wang Suk Seo (2014)

MASTER'S COMMITTEE MEMBER:

Dena Weldon (2011)
 Kyle Mandler (2011)
 David Thomas (2012)
 Ben Wright (2012)
 Jeremy Foreman (2013)
 Shweta Rawal (2013)
 Arielle Biwer (2014)
 Kyoungwhan Oh (2014)
 Jayde Dorfman (expected completion, 2014)
 Amanda Robinson (expected completion, 2014)
 Hoyeol Yu (expected completion, 2014)

COURSES TAUGHT

✦ **Seminar in Sport Management Research (SPM 6700, Doctoral Level)** – The course provides an advanced overview of research methods and techniques. The course will emphasize practical issues related to planning, conducting, and interpreting research relevant to sport management as well as paradigmatic, epistemological, and axiological issues related to the research act. The primary purposes of the course are to provide students with the knowledge to (1) **critically evaluate research** and (2) understand **the fundamental tasks** associated with conducting research projects.

– Fall 2012: [4.43]

Taught [Teacher Evaluation: M]:

**Teacher Evaluations based on a Likert type scale where 1= “Low” and 5= “High”*

✦ **Research Methods in Sport Management Research (SPM 5102, Graduate)** – The course provides an advanced overview of research methods and techniques. The course will emphasize practical issues related to planning, conducting, and interpreting research relevant to sport management as well as paradigmatic, epistemological, and axiological issues related to the research act. The primary purposes of the course are to provide students with the knowledge to (1) critically evaluate research and (2) understand the fundamental tasks associated with conducting research projects.

– Fall 2012: [3.31]

✦ **Applied Statistics in Sport Management (SPM 6932, Doctoral Level)** – The course is designed to introduce the student to structural equation model theory and methods, and the application of structural equation modeling to research problems in sport management. The instructor will provide an overview of the more common structural equation modeling techniques that are applicable in the sport management research. We

will not go in depth into the mathematics of SEM, but instead will focus on why one would use SEM, when one would use it, and how to use the big three programs.

- Summer 2011: [4.69]
- Summer 2010: [4.82]

+ Event and Special Project Management (SPM4304, Undergraduate) – This course is designed to provide current or future sport and/or exercise program managers with fundamental theoretical and practical knowledge in marketing principles and techniques, managerial responsibilities, and issues confronting professionals in exercise and sport science organizations today. Through quality knowledge dissemination (lectures), active class participation (discussions and presentations), and professional inquiry (business plan and proposal), a variety of marketing theories for sport and exercise programs are introduced. A philosophy of learning by participation is carried on throughout the course.

- Fall 2011-1: [4.63]
- Fall 2011-2: [4.89]
- Fall 2010-1: [4.41]
- Fall 2010-2: [4.31]
- Fall 2009-1: [4.66]
- Fall 2009-2: [4.64]
- Spring 2009: [4.72]
- Fall 2008: [4.23]

+ Sport Marketing (SPM5308, Graduate) – The course examines the application of marketing principles to segments of the managed sport industry including professional sport, intercollegiate athletics, campus recreation, and community-level sport. Examples and discussion will focus primarily on professional sport and intercollegiate athletics. The course will provide students with a better understanding of the sport industry and sport consumer behavior. Special emphasis is given to understanding the motives and psychology of fans and spectators and the implications for marketing sport.

- Spring 2011-1: [4.30]
- Spring 2011-2: [4.24]
- Spring 2010-1: [4.16]
- Spring 2010-2: [4.05]

+ Administration of Sport and Physical Activities (SPM4154C) – This course is designed to provide current or future sport and/or exercise program administrators with fundamental theoretical and practical knowledge in management principles and techniques, managerial responsibilities, and issues confronting professionals in exercise and sport science organizations today. Through quality knowledge dissemination (lectures), active class participation (discussions and presentations), and professional inquiry (business plan and proposal), a variety of administrative theories for sport and exercise programs are introduced. A philosophy of learning by participation is carried on throughout the course.

Taught [Teacher Evaluation: M]:

**Teacher Evaluations based on a Likert type scale where 1= "Low" and 5= "High"*

– Spring 2008: [4.79]

- + Introduction to Sport Management (SPM2000C)** – The focus of this course is to provide undergraduate students with a general description of the sport industry by incorporating principal knowledge and skill sets for the sport manager, as well as information on industry segments for potential job employment and career choices. Students receive introductory exposure to the history of sport management, marketing principles, financial principles, legal principles, ethical principles, overview of a major sport industry segments, and career preparation. Along with this knowledge, students also have opportunities to learn how to manage their career through guest lectures and assignments.

Taught [Teacher Evaluation: M]:

**Teacher Evaluations based on a Likert type scale where 1= "Low" and 5= "High"*

– Fall 2007: [4.72]

– Fall 2006: [4.82]

– Summer 2006: [4.62]

- + Basketball (PEL1621)** – Basketball I is a basic course in which emphasis is placed on continuing the improvement of the fundamentals such as ball handling, passing, and shooting, and learning offensive and defensive strategies. The students have an opportunity to participate in a structured basketball program. The purpose of this course is to provide students the environment and opportunity to learn various offensive and defensive strategies and team concepts.

– Spring 2006 (1592): [4.74]

– Spring 2006 (3608): [4.69]

- + Conditioning (PEL1101)** – This course has an academic as well as a physical component. The academic portion focuses on healthy beginning, maintaining, and advancing exercise programs through the application of basic concepts from exercise physiology and exercise psychology. Students are required to actively participate in a physical portion of the class that is designed to increase strength as well as aerobic capacity through a variety of activities. This class is applicable to people of all fitness levels.

– Spring 2006 (6892): [4.75]

– Fall 2005 (3569): [3.75]

– Spring 2005 (4423): [4.25]

– Spring 2005 (7628): [4.00]

- + Jogging (PEM1146)** – This course has an academic as well as a physical component. The academic portion focuses on healthy beginning, maintaining, and advancing exercise programs through the application of basic concepts from exercise physiology and exercise psychology. Students are required to actively participate in a physical

portion of the class that is designed to increase strength as well as aerobic capacity through a consistent participation in running activity. This class is applicable to people of all fitness levels.

- Fall 2005 (8994): [4.85]
- Fall 2005 (8993): [4.12]
- Spring 2005 (5873): [3.96]

SERVICE TO DISCIPLINE

EDITOR/EDITORIAL BOARD:

Journal of Sport Management, Editorial Board Member, 2013-present.

Sport Management Review, Editorial Board Member, 2016-present.

Sport Marketing Quarterly, Editorial Board Member, 2012-present.

International Journal of Sport Communication, Editorial Board Member, 2013-2015.

Journal of Global Academy of Marketing Science, Editorial Board Member, 2011-present.

Journal of Global Sport Management, Associate Editor, 2016-present.

International Journal of Human Movement Science, Editorial Board Member, 2014-present.

JOURNAL REVIEWER:

Asian Women

European Sport Management Quarterly

International Journal of Human Movement Science

International Journal of Sport Management and Marketing

International Journal of Sport Marketing and Sponsorship

Journal of Brand Management

Journal of Leisure Research

Leisure Sciences

Measurement in Physical Education and Exercise Science

Sociology of Sport Journal

Journal of Sport Science

Psychological Report.

Sport Management Review

Thunderbird International Business Review

CONFERENCE ABSTRACT REVIEWER:

American Marketing Association (AMA) Marketing Educators' Conference, 2010.

North American Society for Sport Management (NASSM), 2009 – 2014.

Annual Conference of Sport Marketing Association (SMA), 2012.

American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD), 2009.

GENERAL WORK EXPERIENCE

TEACHER. Young-Won Middle School, Seoul, Korea, 2002 – 2002.

COMMISSIONED OFFICER (FIRST LIEUTENANT). R.O.K. Army, Cheorwon, Korea, 1998 – 2000.

HONORS AND AWARDS

Research Fellow, North American Society for Sport Management (NASSM), June 2011.

Sport Marketing Case Study Competition. Sport Marketing Association, October 2010.
University Teaching Award Nomination. Office of the Provost, Florida State University, February 2012.

Provost's list for the teaching excellence. Office of the Provost, Florida State University, September 2010.

Distinguished Research of the Year Award. Korea Institute of Sport Science, May 2008.

Lee-McCachren Endowed Scholarship Award. College of Health and Human Performance, University of Florida, March 2006.

Scholarship for Academic Excellence. College of Education, Seoul National University, March 2003.

Academic Achievement Scholarship. College of Education, Seoul National University, March 1996- February 1998.

PROFESSIONAL MEMBERSHIPS

Member, North American Society for Sport Management (NASSM).

Member, Sport Marketing Association (SMA).

Member, American Marketing Association (AMA).

Member, American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD).

Member, Korean Alliance for Health, Physical Education, Recreation, and Dance.