

# YOUNGHAN LEE

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## Professional Summary

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My research is established on the notion that understanding sport consumers is critical for the development of successful marketing and management in sport businesses or operations, and thus examines factors that influence sport consumption behaviors. This line of thought is extended through the effort in connecting theory and practice in the realm of sport marketing and management. Evidently, my work draws on theories, concepts, and applications from the research literature in general consumer behavior, marketing, management, and strategy.

## Education

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<b>Ph.D.: Sport Management</b> Seoul National University	<b>2010</b> Seoul, South Korea
<b>Master of Arts: Sport Management</b> Seoul National University	<b>2005</b> Seoul, South Korea
<b>Bachelor of Science: Business Administration</b> University of Southern California	<b>1998</b> Los Angeles, CA, USA

## Scholarship & Research Grant

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- MSP Research Fund, University of Massachusetts, MA, U.S.A.
- MSP Flex Grant, University of Massachusetts, MA, U.S.A.
- BK21 Foundation Grant, Korea.
- Hyung Ae Foundation Academic full scholarship, Ph.D.
- Korea Research Foundation Grant (KRF-2005-003-G00050), Korea Government.
- Hyung Ae Foundation Academic full scholarship, M.A.

## Faculty Appointment

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<b>Assistant Professor</b> <b>Mississippi State University</b>	<b>08/2015 to Current</b> <b>Mississippi State, MS</b>
<b>Assistant Professor</b> <b>University of Massachusetts</b>	<b>08/2011 to 08/2015</b> <b>Amherst, MA</b>
<b>Senior Lecturer</b> <b>Ewha Womans University</b>	<b>02/2011 to 06/2011</b> <b>Seoul, Korea</b>
<b>Senior Lecturer</b> <b>Sangmyung University</b>	<b>02/2010 to 06/2011</b> <b>Seoul, Korea</b>

## Classes Taught

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- MISSISSIPPI STATE UNIVERSITY, U.S.A
  - Seminar in Sport Studies
  - Sport Sponsorship
  - Funding of Sports
- UNIVERSITY OF MASSACHUSETTS AMHERST, U.S.A
  - Applied Sport Marketing Research
  - Sport Marketing Research
  - Sport Marketing

- EWHA WOMANS UNIVERSITY, KOREA  
- Strategic Sport Marketing
- SANGMYUNG UNIVERSITY, KOREA  
- Intermediate Golf  
- Sport Diplomacy  
- Sport English Conversation

## Research Experience

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**Adjunct Researcher**  
**Center for Sport Industry, Seoul National University**

**Senior Researcher**  
**Baseball Academy, Korea Baseball Organization**

**Senior Researcher**  
**Institute of Sport Science, Seoul National University**

## Articles and Publications

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**Lee, Y., & Koo, J.** (2015). Athlete endorsement, attitudes, and purchase intention: The interaction effect between athlete endorser-product congruence and endorser credibility. *Journal of Sport Management*, 29(5), 523-538. [SSCI].

**Lee, Y.** (In press). Empirical examination of relationship quality, service value, customer satisfaction, and word of mouth intention. *Services Marketing Quarterly*, 37(2). [SCOPUS].

**Lee, Y., & Kim, M. L.** (In Press). The serious leisure characteristics of older adult volunteers in an international sporting event. *Leisure Studies*. [SSCI].

**Lee, Y., & Koo, J.** (In press). Can a celebrity serve as an issue-relevant argument in the elaboration likelihood model? *Psychology & Marketing*. [SSCI].

**Lee, Y., Kim, M. L., & Koo, J.** (2015). The social interaction effect of sport event volunteers on team member exchange and future intentions. *European Journal of Sport Management Quarterly* (resubmit w/ minor revision). [SSCI].

Koo, J., & **Lee, Y.** (under review). The Effectiveness of Congruence between Sponsor and Sport Event: The Moderating Role of Sport Involvement. *International Journal of Sports Marketing and Sponsorship*. [SSCI].

Fairley, S., **Lee, Y.**, Green, C., & Kim, M. L. (2013). Considering cultural influences in volunteer satisfaction and commitment. *Event Management an International Journal*, 17(4), 349-359.

**Lee, Y., Kim, S.H., & Kang, J. H.** (2013). Coach leadership effect on elite handball players' psychological empowerment and organizational citizenship behavior. *International Journal of Sports Science and Coaching*, 8(2) [SSCI].

Kim, M. L., & **Lee, Y.** (2013). Examining behaviors of female older adult volunteers in a global sporting event. *Korean Journal of Sport Science*, 24(1), 36-46. [KCI].

**Lee, Y., Kang, J.H.** (2011). Designing ticket price strategy in professional sport team using conjoint analysis. *International Journal of Sports Marketing and Sponsorship*, 12(2), 124-137 [SSCI].

**Lee, Y.** (2009). Evaluating management efficiency of Korean professional teams using DEA. *International Journal of Applied Sports Science*, 21(2), 93-112. [KCI].

Kang, J.H., & **Lee, Y.** (2007). Evaluating management efficiency of Korean professional baseball teams using data

envelopment analysis (DEA), *International Journal of Sport and Health Science*, 5, 125-134.

**Lee, Y.** (2004). Unmistakable expression of faith in the enduring power of sport marketing to sell. *The Institute of Sport Science Newsletter*, 49(1), 13-17.

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## Research in Progress

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**Lee, Y.** Moderating effect of demographic traits in the association between relationship quality and loyalty behavior.

**Lee, Y., Lee, H. W., & Kim Y.K.** Antecedents and consequences of relationship quality: empirical examination in participant sports.

**Lee, Y., & Ficker, R.** The social CRM in sports: Transforming customer engagement.

**Lee, Y., Kim, M. L.** The Relationship quality effect on service quality and consumption behavior in a Formula One event: A cross cultural study.

**Lee, Y., Kim, K. T., & Bang, S. W.** The effect of venue image on spectators' loyalty behavior at a KPGA competition.

**Lee, Y., & Wesley, V.** A syndicated review of the evolution of Baseball: Scouting and Sabermetrics.

**Lee, Y., Lee, B.** Retired athlete transition into the sport industry: A strategic approach.

**Lee, Y.** Perceived patriotism, consumer ethnocentrism, and product evaluation in a victorious sporting event.

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## Book Chapter

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Lee, Y., Kang, J.H, Park, I., & **Lee, Y.** (2013). Economic analysis of the sudden emergence of Korean female golfers in LPGA. In Handbook on the Economics of Women's Sports. Michael A. Leeds (Ed.). Northampton: Edward Elgar Publishing Company.

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## Thesis and Dissertation

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**Lee, Y.** (2008). Perceived relationship quality and loyalty behavior of golf club customers. Doctoral dissertation, Seoul National University.

**Lee, Y.** (2005). Measuring efficiency of Korean professional sport teams by Data Envelope Analysis. Master dissertation, Seoul National University.

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## Presentations

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Koo, J., & **Lee, Y.** (2014). Sponsor-Event Congruence Effects: The Moderating Role of Sport Involvement. Sport Marketing Association, Philadelphia PA, U. S. A.

**Lee, Y., & Kim, M.** (2014). Relationship quality, Service value, Satisfaction, and Word of mouth. Innovation Institute, Dubrovnik, Croatia.

Koo, J., & **Lee, Y.** (2014). The Effectiveness of Functional-based and Image-based Congruence between Sponsor and Sporting Event: The Moderating Role of Sport Involvement. North American Society for Sport Management, Pittsburgh PA, U. S. A.

**Lee, Y., & Kim, M.** (2014). Relationship Quality, Service Value, Satisfaction, and Word of Mouth. American Marketing Association SERVSIG, Thessaloniki, Greece.

**Lee, Y., Lee, H. W., & Kim Y.K.** (2013). Antecedents and Consequences of Relationship Quality: Empirical Examination in Participant Sports. North American Society for Sport Management, Austin TX, U. S. A.

**Lee, Y., & Koo, J., & Lee, C.** (2013). The Effects of Celebrity Athlete Endorsement on Attitudes and Purchase Intentions:

The Interaction Effect between Athlete Endorser-product Congruence and Endorser Credibility. North American Society for Sport Management, Austin TX, U. S. A.

**Lee, Y., & Lee, C., & Koo, J. (2013).** Understanding the Relationship between Volunteers' Social Media Interaction, Team Member Exchange, and Organizational Citizenship Behavior in a Community Sporting Event. North American Society for Sport Management, Austin TX, U. S. A.

**Lee, Y., Kim, M., & Woo, B. (2013).** The Relationship between Centrality, Volunteer Satisfaction, and Re-participate Intention of Older Adult Female Volunteers: The Case of Daegu IAAF World Championship Games. North American Society for Sport Management, Austin TX, U. S. A.

**Lee, Y., Kim, K. T., & Bang, S. (2012).** The effect of venue image on spectators' loyalty behavior at a KPGA competition. Global Marketing Conference, Seoul, Korea.

**Lee, Y., & Kang, J.H. (2012).** Perceived customer relationship quality and loyalty behavior of golf club customers. North American Society for Sport Management, Seattle WA, U. S. A.

**Lee, Y., & Kim, M. (2012).** Senior volunteers' satisfaction and intention to reparticiapte in a sporting event: A serious leisure perspective. North American Society for Sport Management, Seattle WA, U. S. A.

**Lee, Y., & Kim, K.T. (2007).** Designing ticket price strategy using conjoint analysis. North American Society for Sport Management, Miami, U. S. A.

Kim, K.T., & **Lee, Y. (2007).** Customer retention in the participant sport industry: A general equation model of service quality, emotion, and repurchase intention. North American Society for Sport Management, Miami, U. S. A.

**Lee, Y., & Oh, J.W. (2007)** Evaluating management efficiency of Korean pro-soccer teams using DEA Analysis. North American Society for Sport Management, Miami, U. S. A.

Kim, K.T., **Lee, Y., & Rhee, Y.C. (2006).** The effect of loyalty on spectator sport. North American Society for Sport Management, Kansas, U. S. A.

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## Affiliations

- North American Society for Sport Management
- European Association for Sport Management
- Korean Scholars of Marketing Science
- Korean Physical Education Association for Girls and Women
- Asian Association for Sport Management
- Korean Society for Sport Management
- Korean Alliance for Health Physical Education & Recreation

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## Military Experience

**Special Forces**

**02/1999 to 04/2001**

**Korean Army, 15th Division, 50th Regiment**

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## Industry Projects

- Systematic Application of Customer Relationship Management
- Hyundai Motor Company Global Sport Marketing Strategy Renovation
- Korean Handball Long-term Strategic Management Development
- Sport Industry Expert Foster Program
- Winter Sport Development Program
- SK Wyverns Marketing and Fan Relationship System Development
- BK21 Sport Industry Expert Promotion Program Development

- SK Telecommunication Long-term Sport Business Strategy Development
- Seoul Olympic Park Master Plan Development
- SK Professional Soccer Team Regional Adaptation Strategy Development
- Revenue Model Development
- SK Professional Soccer Team Efficient Business Strategy Development
- Korean Professional Sport Industry Index Development
- 2010 Pyungchang Winter Olympic Games Feasibility Analysis
- KBL Short and Long-term Marketing Plan Development
- Korean Soccer Long-term Development Plan Analysis

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## Work Experience

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<b>Lecturer</b>	<b>03/2003 to 12/2006</b>
<b>Samsung Cultural Academy</b>	<b>Korea</b>
<b>Corporate Assistant</b>	<b>06/2001 to 09/2003</b>
<b>LG Electronics, Inc.</b>	<b>Seoul, Korea</b>
Head Quarter Office, Overseas Marketing Intelligence & Planning Division	

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## Service to Discipline

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### Ad-Hoc JOURNAL REVIEW

Sport Management Review  
 European Sport Management Quarterly  
 Advances In Management Journal  
 International Journal of Applied Sports Science  
 International Journal of Sports Science and Coaching

### CONFERENCE PAPER REVIEW

2015 Applied Sport Management Conference, Louisiana, U. S. A.  
 2013 North American Society for Sport Management Conference, Texas, U. S. A.  
 2012 North American Society for Sport Management Conference, Seattle, U. S. A.  
 2011 Resource allocation using Olympic results and DEA models. International conference on Data Envelopment Analysis and its application to management (ICDEAMA). Lima, Peru.

### CONFERENCE ADMINISTRATIVE

Session chair (marketing): Global Business Conference Summer 2014. Dubrovnik, Croatia.

### DOCTORAL COMMITTEE

Koo, J. (2014). Mega versus local sport sponsorships, University of Massachusetts, MA, U. S. A.  
 Snyder, K. (2012). The strategic non-adoption of innovation. University of Massachusetts, MA, U. S. A.

### MASTER THESIS COMMITTEE

Young, M. (2015). Examining support for rivals in indirect competition from lowly and highly identified perspectives. Mississippi State University, MS, U. S. A.

### INDEPENDENT STUDY (Masters)

Yang, C. Y. (2013). Relationship marketing in professional sport. University of Massachusetts Amherst MA, U. S. A.

## **HONORS COMMITTEE (Undergraduate)**

Ficker, R. (2013). Social CRM in Sports: Transforming customer engagement. University of Massachusetts, Amherst MA, U. S. A.

## **DEPARTMENTAL SERVICE & ADMINISTRATIVE CONTRIBUTION**

- Strategic Planning Committee, Mississippi State University
- Public Relations Committee, Mississippi State University
- Curriculum Committee, University of Massachusetts
- Department Personal Committee, University of Massachusetts

## **External Service**

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- Korea Sailing Federation, Board Member
- Arirang International Broadcasting service KBS World
- New Daily Newspaper

## **Certification & License**

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- Scuba Diver - Open water certified: #53037LEE122974HANS CD11
- Wind Surfing - certified: #3563213445