

SOYOUN LIM

Department of Kinesiology
Mississippi State University

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EDUCATION

The University of Texas at Austin <i>Ph.D. in Sport Management</i> <i>Portfolio certificate in Women's and Gender Studies</i> Advised by Marlene Dixon, Ph.D.	Austin, Texas May 2015
Seoul National University <i>Master of Sport Science in Sport Management</i> Advised by Joon-Ho Kang, Ph.D.	Seoul, South Korea August 2007
Ewha Woman's University <i>Bachelor of Business Administration</i> <i>Bachelor of Exercise Science</i>	Seoul, South Korea August 2004 August 2004

SCHOLARSHIPS & RESEARCH GRANT

University of Central Missouri, Warrensburg, MO CTL Scholarly Activity Fund	(2016) - \$2,600
The University of Texas at Austin, Austin, TX Joe & Teresa Long Graduate Fellowship. College of Education (2013) - \$4,000 Professional Development Award. Graduate School (2012) - \$375 Joe & Teresa Long Graduate Scholarship. College of Education (2011) - \$7,250 Student Travel Award. Dept. of Kinesiology (2011) - \$426 Merit Award. Dept. of Kinesiology and Health Education (2010) - \$1,000 Student Travel Award. Dept. of Kinesiology (2010) - \$560	
North American Society for Sport Management Research Grant	(2009) - \$1,540

FACULTY APPOINTMENT

Mississippi State University <i>Assistant Professor</i>	Starkville, MS August 2017 to present
University of Central Missouri <i>Lecturer</i>	Warrensburg, MO August 2015 to June 2017

RESEARCH STATEMENT

My research interest lies in the design and implementation of physical activity programs and events toward maximizing outcomes of consumers. Based on the belief that participating in physical does not automatically generate positive impacts on people or a community, my research focuses on examining 1) how physical activities affects people's lives and 2) how the programs or events can be implemented to create a positive impact on individuals and host communities. Through my studies, I seek both theoretical and practical insights into the ways that physical activity programs or events empower participants and improve their quality of life in different contexts and in various cultural settings.

REFEREED PUBLICATIONS

- Lim, S.Y.**, & Dixon, M.A. (2016). Exploring the capacity of sport for empowering women: A conceptual framework. *Associações de Gestão Esportiva (ALGEDE) Journal*.
- Chung, K.-S., & **Lim, S.Y.** (2016). Immigrants' sport participation: The antecedents and consequences of organisational commitment and ethnic identity amongst Koreans in the U.S. *South African Journal for Research in Sport, Physical Education and Recreation*.
- Chung, K.-S., Green, B. C., **Lim, S. Y.**, & Harshaw, C. E. (2016). What should NASCAR events include to attract new fans? Developing university students' fanship. *International Journal of Sport Management*, 17, 273-293.
- Heere, B., Kim, C.Y., Yoshida, M., Ogura, T., Chung, K., **Lim, S. Y.**, Nakamura, H. (2012). The impact of World Cup 2002 on the bilateral relationship between South Korea and Japan. *Journal of Sport Management*, 26, 127-142.
- Lim, S. Y.**, Warner, S., Dixon, M., Kim, C.Y., Berg, B.K., & Newhouse-Bailey, M. (2011). Sport participation across national contexts: A multilevel investigation of individual and systemic influences on adult sport participation. *European Sport Management Quarterly*, 11, 197-224.
- Green, B. C., **Lim, S. Y.**, Seo, W. J. & Sung, Y. (2010). Effects of cultural exposure through pre-event media. *Journal of Sport & Tourism*, 15, 89-102.

THESIS AND DISSERTATION

- Lim, S.Y. (2015). Examining women's experiences of sport participation and (dis)empowerment. Doctoral dissertation, University of Texas at Austin.
- Lim, S.Y. (2007). The effect of involvement on ski resorts' customer behaviors. Master thesis, Seoul National University.

MANUSCRIPT IN PROGRESS

Lim, S. Y., Ogura, T., & Green, B. C. Identifying event features and attributes to increase social impact of cause-related sport event. Finalizing the manuscript to submit to the *Journal of Sport Management*.

Lim, S. Y., & Green, B. C. Understanding the needs of cause-related sport event participants: Segmentation. Finalizing the manuscript to submit to the *Sport Marketing Quarterly*.

Rundio, A., **Lim, S.Y.**, & Green, B.C. Cause marketing via sport events: The role of inspiration on post-event behaviors. Finalizing the manuscript to submit to *Journal of Sport Management*.

Lim, S.Y. Exploring Korean females' experiences in developing fanship: A case of the Korean Professional Baseball League. Finished data collection and target to *International Journal of Sport Management*.

Kim, K. & **Lim, S.Y.** Rasch calibration of cause-related sport event motives. Finished data analysis and target to *Journal of Sport & Tourism*.

BOOK TRANSLATION

Seo, W.J., Chung, K.-S., **Lim, S.Y.**, & Sung, Y. (Trans. in Korean) (2011). B. Schultz, *Sport media: Reporting, producing and planning*. Seoul, South Korea: Rainbow Books. (Original work published in 2005)

RESEARCH GRANTS

Research Grant, North America Society of Sport Management.

Heere, B. (PI), **Lim, S. Y. (Co-I)**, Kim, C. (Co-I), Chung, K. (Co-I), & Ogura, T. (Co-I). *The Impact of World Cup 2002 on the Bilateral Relationship between South Korea and Japan*. \$1,540. 2009.

REFEREED CONFERENCE PAPERS AND PRESENTATIONS

Lim, S.Y., Lee, W.-Y., Kim, D.Y., Chung, K.-S., Slana, R., & Gerdes, D. (2016). Becoming a sport fan as a woman: Exploring cultural barriers and marketing implications. Accepted to be presented at the *Annual Conference of the Sport Marketing Association*, Indianapolis, IN.

Dixon, M.A., & **Lim, S.Y.** (2016). Empowering women through sport participation across the lifespan. Presented at the *Annual Conference of the European Association for Sport Management*, Warsaw, Poland.

- Lim, S.Y.**, & Dixon, M.A. (2015). Identifying attributes of sport participation that enhance women's (dis)empowerment. Presented at the *Annual Conference of the North American Society for Sport Management*, Ottawa, ON.
- Kim, K., **Lim, S.Y.**, & Sparvero, E. (2015). Improving measurement of cause-related sport event motivation: A Rasch analysis. Presented at the *Southern Sport Management Association*, Baton Rouge, LA.
- Chung, K.-S., Harshaw, C., **Lim, S.Y.**, & Bowers, M. (2014). Understanding Participants of Ethnic Sport Events: The Role of Ethnic Identity and Organizational Commitment in Sport Participation. Presented at the *Annual Conference of the North American Society for Sport Management*, Pittsburgh, PA.
- Lim, S.Y.** (2014). Spectating experience and developing fanship as a female fan: A case of the Korean professional baseball league. Presented at the *Annual Conference on Emerging Scholarship in Women's and Gender Studies*, Austin, TX.
- Lim, S.Y.**, Dixon, M.A., & Chalip, L. (2013). Exploring the capacity of sport for empowering women: A conceptual framework. Presented at the *Annual Conference of the North American Society for Sport Management*, Austin, TX.
- Kim, K., **Lim, S.Y.**, & Choi, W.I. (2013). Opportunities and challenges of licensing business in 2014 Incheon Asian Games. Presented at the *Perspectives on Contemporary Korea Conference Series III: (Re)Discovering Sport in Korea*, Ann Arbor, MI.
- Rundio, A., **Lim, S.Y.**, & Green, B.C. (2012). Charity sport events: Examining the differences between cause-related events using sport and sport-related events using a cause. Presented at the *Annual Conference of the North American Society for Sport Management*, Seattle, WA.
- Lim, S.Y.**, Ogura, T., & Green, B.C. (2011). Segmenting cause-related sport event participants. Presented at the *Annual Sport Marketing Association Conference*, Houston, TX.
- Lim, S.Y.**, Rundio, A., & Green, B.C. (2011). Cause marketing via sport events: The effect of inspiration on post-event behaviors. Presented at the *Annual Conference of the North American Society for Sport Management*, London, ON.
- Lim, S.Y.**, Ogura, T., Green, B.C., & Chalip, L. (2010). Identifying event features and attributes to increase social impact of cause-related sport: Qualitative approach. Presented at the *Annual Conference of the North American Society for Sport Management*, Tampa, FL.
- Kim, C., Ogura, T., Chung, K., **Lim, S.Y.**, & Heere, B. (2010). The impact of World Cup 2002 on the bilateral relationship between South Korea and Japan. Presented at the *Annual Conference of the North American Society for Sport Management*, Tampa, FL.

- Heere, B., Kim, C., Yoshida, M., Ogura, T., Chung, K., & **Lim, S. Y.** (2010). The changing relationship between South Korea and Japan: The performance of the South Korean Team during World Cup 2002. Presented at the *International Sport for Development and Peace Association Power of Summit*, Boston, MA
- Seo, W. J., **Lim, S. Y.**, Green, B. C., and Sung, Y. (2009). China and the Beijing Olympics: Effects of pre-event media on host nation, host city and sport event image. Presented at *the Annual Conference of the North American Society for Sport Management*, Columbia, SC.
- Dixon, M. A., Heere, B., Green, B. C., Chung, K., Ogura, T., Olushola, J., Wang, C.-H., Berg, B. K., Kim, C., **Lim, S. Y.**, Newhouse-Bailey, M., Bowers, M. T., Giraldo, J. S., Kessler, S., Li, L., Ozyurtcu, T., and Warner, S. (2009). Understanding adult sport participation and community: A multi-national inquiry. Presented in the symposium at *the Annual Conference of the North American Society for Sport Management*, Columbia, SC.
- Green, B. C., Carson, M., Kessler, S., **Lim, S. Y.**, Warner, S., and Smith, B. (2008). Beyond motivation: New ways to understand the volunteer experience. Presented at *the Annual Conference of the North American Society for Sport Management*, Toronto, Ontario, Canada.

PRACTICAL REPORTS AND PRESENTATIONS

- Lim, S.Y.**, Rundio, A., & Green, B.C. (2011). Report on the impact of cause-related marketing on consumer behaviors at the Volley for the Cure 2010. Submitted and presented to Athletic Department Assistant Director for Marketing, the University of Texas at Austin.
- Kang, J.-H., Kim, K. T., **Lim, S. Y.** (2007). *Development and promotion of new sport: Horseback riding archery*. Submitted and presented to Samsung Electronics, Seoul, South Korea.

RESEARCH EXPERIENCES

Sport Development Laboratory in the University of Texas at Austin, Austin, TX

Researcher, 2009-2012

Research Assistant, 2009

- Played a key role in conducting and evaluating spectator surveys
- Conducted and facilitated individual and group interviews
- Maintained responsibility for analyzing qualitative and secondary data

Center for Sport Industry in Seoul National University, Seoul, South Korea

Research Assistant, 2004-2006

- Assisted various consulting projects with national sport federations and cooperates

TEACHING EXPERIENCES

Mississippi State University, Starkville, MS
Assistant Professor, August 2017 – present

Fall 2017

SS 3403 Facility & Event Management in Sport
PE 4173 Tests & Measurements in Physical Education

University of Central Missouri, Warrensburg, MO
Lecturer, Fall 2015 – June 2017

Spring 2017

SM 2100 Introduction to Sport Management (2 sessions)
SM 4720 Managing Sport Events
PE 5720 Advanced Facility Management (graduate-level, online)
PE 5270 Advanced Sport Event Management (graduate-level, online)

Fall 2016

SM 2100 Introduction to Sport Management (2 sessions)
SM 4720 Managing Sport Events
PE 5720 Advanced Facility Management (graduate-level, online)
PE 5750 Foundations in Sport Management (graduate-level, online)

Summer 2016

SM 2100 Introduction to Sport Management (online)
PE 5750 Foundations in Sport Management (graduate-level, online)

Spring 2016

SM 2100 Introduction to Sport Management (2 sessions)
SM 4720 Managing Sport Events
PE 5720 Advanced Facility Management (graduate-level, online)

Fall 2015

SM 2100 Introduction to Sport Management (2 sessions)
SM 4720 Managing Sport Events
PE 5720 Advanced Facility Management (graduate-level, online)

- Developed online and offline course curricula, organized field trips to professional teams, invited guest speakers from sport industry, and provide various hands-on learning experiences, including in-class learning activities, discussions and assignments

The University of Texas at Austin, Austin, TX
Teaching Assistant, Fall 2014 – Spring 2015
PED 106 Cardiovascular Weight Training
PED 106 Aerobic Walking

- Developed course curricula, introduced new physical skills, presented new fitness technologies, and evaluated in-class performance and assignments

The University of Texas at Austin, Austin, TX

Invited Guest Lecturer

KIN 395 Graduate Sport Policy – Spring 2010

KIN 355 Media and Public Relations in Sport – Spring 2008

- Delivered lectures and led discussions regarding diversity and cultural issues in sport organizations

The University of Texas at Austin, Austin, TX

Recreation Program Assistant, 2008 – 2009

- Assisted weight training and cardiovascular weight training classes

Seoul National University, Seoul, South Korea

Invited Guest Lecturer

Graduate Seminar – Summer 2009

- Presented my research stream and assisted graduate students to establish their research agenda

Seoul National University, Seoul, South Korea

Assistant Instructor, 1997 – 2005

- Taught swimming and skiing techniques to over 300 students, staffs, and faculties

Ewha Woman's University, Seoul, South Korea

PE Instructor, 2000 – 2004

- Provided leadership and directions concerning swimming and skiing techniques

PROFESSIONAL CERTIFICATION

Division of Diversity and Community Engagement, The University of Texas at Austin, Austin, TX

Inclusive Classrooms Leadership Certificate, 2014

PROFESSIONAL SERVICE

Journal of Sport Management

Sociology of Sport Journal

Ad-hoc Reviewer, 2016

22nd Annual Emerging Scholarship in Women's and Gender Studies Conference, Austin, TX

Planning Committee, 2014-present

PROFESSIONAL AFFILIATIONS

North American Society for Sport Management, 2008 – present

Sport Marketing Association, 2010 – present

European Association for Sport Management, 2016 – present

Korean Association for Sport Management, 2015 – present

Korea Alliance for Health, Physical Education, Recreation, and Dance, 2005 – 2007

PRACTICAL EXPERIENCES

Susan G. Komen for the Cure® Breast Cancer Foundation, Austin, TX

Operation Manager Assistant, 2010-2011

- Assisted in managing financial operation including sponsorships and donations
- Supported the race committee for organizing the Austin Race for the Cure event
- Outreached to corporate teams and assisted team captains to recruit members

Korea National Cycling Federation, Seoul, South Korea

Volunteer Coordinator, 2009

- Assisted international commissaires with communication during Tour de Korea 2009
- Managed event translators and volunteers

Austin Duathletes, Austin, TX

Intern, Volunteer Coordinator, 2008

- Recruited and managed volunteers for BuddyDu event in Smithville, TX
- Solicited and obtained event sponsors

COMMUNITY SERVICES

UCM Dancing with the Professors, Warrensburg, MO

Faculty Competitor, 2016

Texas Korean Student Association, Austin, TX

PR manager, 2011 – 2014

Seoul Senior Welfare Center, Seoul, South Korea

Physical Activity Instructor, 2002 – 2003

Ewha Jazz Dance Club, Seoul, South Korea

Manager, 1999 – 2001

Seoul National University Ski Instructor Team, Seoul, South Korea

Instructor and Staff, 1998 – 2002

CERTIFICATIONS

American Red Cross – Adult CPR/AED, 2014

Korea National Red Cross – Life Guard, 2003

Korea National Ski Instructors Association – Level 1&2 Ski Instructor, 2000

Professional Association of Diving Instructors – Open Water Scuba Diver, 1999