

Younghan Lee, Ph.D.

Associate professor

PROFILE

Currently an associate professor at Mississippi State University, Department of Kinesiology, Sport Studies. Director of the Research Institute for Sport Convergence (RISC). Formerly an assistant professor at the University of Massachusetts Amherst School of Management, Department of Sport Management.

EDUCATION

Ph.D., Seoul National University College of Education, Sport Management	2010
M.A., Seoul National University College of Education, Sport Management	2005
B.S., University of Southern California Marshall School of Business, Marketing	1998

THESIS & DISSERTATION

Perceived relationship quality and loyalty behavior of golf club customers, <i>Seoul National University, Ph.D. dissertation</i> Advisor: Dr. Joon-ho, Kang	2010
Measuring efficiency of Korean professional sport teams using Data Envelopment Analysis, <i>Seoul National University, M.A. thesis</i> Advisor: Dr. Joon-ho, Kang	2005

ACADEMIC & PROFESSIONAL APPOINTMENTS

Mississippi State University, <i>College of Education, Dept. of Kinesiology</i> Associate Professor	2015 – present
Research Institute for Sport Convergence (RISC), <i>Mississippi IHL</i> Founding Director	2021 – present
University of Massachusetts, <i>School of Management, Dept. of Sport Management</i> Assistant Professor	2011 – 2015
Ewha Womans University, <i>College of Science & Industry Convergence, Dept. of Sport Science</i> Senior Lecturer	2011
Sangmyung University, <i>College of Convergence Technology, Dept. of Sports Industry</i> Senior Lecturer	2010 – 2011
Korea Baseball Organization (KBO), <i>Baseball Academy</i> Research Associate	2010 – 2011

Center for Sport Industry (CSI), Seoul National University Research Assistant	2003 – 2010
Samsung Cultural Academy Lecturer	2003 – 2006
LG Electronics HQ Office, Overseas Market Intelligence & Planning Corporate Assistant	2001 – 2003
Institute of Sport Science, Seoul National University Research Associate	2010

TEACHING & COURSE DEVELOPMENT

RISC Sport AI Certificate Program, Course development (online) Big-data application in sport (UG, G, P) Machine learning in sport (UG, G, P) Deep learning in sport (UG, G, P) Data visualization in sport (UG, G, P) • Note: UG=undergrad;G=graduate; P=professional	present
Mississippi State University Research methods and analytics in sport (G) Seminar in sport studies* (UG) Machine learning in sport* (UG) Sport marketing/sponsorship* (UG & G) Sport finance* (G) Doctoral seminar * Also in an online format	present
University of Massachusetts Amherst Applied analytics in sport marketing (G) Sport marketing (UG & G) Analytics in sport marketing (UG) Doctoral seminar	
Ewha Womans University Strategic sport marketing (G)	
Sangmyung University Introduction to Sport (UG) Sport diplomacy (UG) Sport English conversation (UG) Intermediate golf (UG)	

RESEARCH EXPERTISE

My approach to research is **pragmatic**, a perspective that was cultivated through my extensive involvement in various industry projects. That is, I mainly conduct **empirical studies** to test theoretical models and draw practical implications using advanced statistics, nonparametric analytics, and predictive analytics to **solve marketing and management-related problems** within the **sport domain**.

Research domains: My research focuses on two key aspects: sport consumer behavior and organizational effectiveness. To wit, sport sponsorship, sport team management efficiency, sport event management, sport customer relationship quality, sport ticket pricing, and digital sport.

Analytical techniques: Partial least squares structural equation modeling (PLS-SEM), conjoint analysis (choice optimization modeling), data envelopment analysis (DEA), customer relationship marketing (CRM) architectural designing, big-data analytics, and machine learning techniques (R; Python).

PUBLICATIONS

- The evolution of terminology: A scoping review of terms and concepts used to research sport in the digital realm**, *Quest (in-print)*. SSCI. 2024
Lee, Y., Kang, J-H., Oh, T., Lee, S., & Choi, S.
- Comparison of audience behavior between eSports and authentic sports fans**, *Behavioral Sciences*, 14(4), 313. SSCI. 2024
Oh, T., Kang, J-H., Lee, Y., & Choi, S.
- Fear of Missing Out as Antecedent of Online Fan Engagement of Sport Teams' Social Media**, *Communication & Sport*, 21674795231174565. SSCI. 2023
Lee, Y. & Na, S.
- Association between team identification and sport consumption behaviors: A Meta-analysis approach**, *Journal of Global Sport Management*, 1-25. ESCI. 2023
S. Lee., Y. Lee., & Kang, M.
- Exploration of inspiring event experience and personal change as outcome of charity sport event participation**, *Event Managment (in-print)*. SSCI. 2023
Lim, S., Green, B.C., Lee, Y., Kim, M.
- A discovery of woman's serious leisure career interruption**, *Leisure Science (in print)*. SSCI. 2023
Kim, M., Lim, S., Yoon J., & Lee, Y.
- Mega versus local event sponsorships**, *Marketing Intelligence and Planning*, 40(5), 671-689. SSCI. ☑ 2022
Koo, J., Fink, F., & Lee, Y.
- The influence of technological interactivity and media sociability on sport consumer value co-creation behaviors via collective efficacy and collective intelligence**, *International Journal of Sports Marketing and Sponsorship*, 23(1), 18-40. SSCI. ☑ 2022
Lee, Y., & Kim, D.
- Exploring well-being trend of public and media using association rule and future signal analysis**, *The Korean Journal of Physical Education*, 61(2), 285-299. KCI. 2022
Lee, S., Kang, M., & Lee, Y.
- Big-data analytics: Exploring the well-being trend in South Korea through inductive reasoning**, *Transactions on Internet and Information Systems*, 15(6), 1996-2011. SSCI. 2021
Y, Lee., Kim, M., & Hong, S.

- Sequential effects of indirect, direct, and virtual sport experiences on consumer learning**, *Sport Marketing Quarterly*, 30(3), 235-246. SSCI. 2021
Kim, Y., Lee, S., & Lee, Y.
- Examining the factors that affect the preparation of life after retirement and quality of life of south Korean adults across different age groups**, *Sustainability*, 13(10), 5351. SSCI. 2021
Kim, M., Y. Lee., & Hong, S.
- The moderating role of consumers' ad perception in athlete endorsement effectiveness**, *Sport, Business, Management: an International Journal*, 11(5), 535-555. SCOPUS. 2021
Kim, S., Kim, Y., Lee, S., Lee, Y., & Kim, M.
- A qualitative systematic review of public-private partnership in promoting physical activity**, *Evaluation & the Health Professions*, 43(2), 90-104. SSCI. ☑ 2020
Lee, Y., Yun, L., Kim, M., & Washington, M.
- Examining the occupational identity of equestrian leader and its antecedent variables**, *Korean Journal of Sports Science*, 29(3), 151-161. KCI. ☑ 2020
Kim, M., Lee, Y., Kim, J., & Lee, M.
- Investigating 'Fear of Missing Out' (FOMO) as an extrinsic motive affecting sport event consumer's behavioral intention and FOMO-driven consumption's influence on intrinsic rewards, extrinsic rewards, and consumer satisfaction**, *PLoS one*, 15(12), e0243744. SSCI. ☑ 2020
Kim, J., Lee, Y., & Kim, M.
- Sport Volunteer Service Performance, Image formation, and Service Encounters**, *International Journal of Sports Marketing & Sponsorship*, 20(2), 307-320. SSCI. ☑ 2019
Lee, Y., Kim, M., Koo, J., & Won, H-J.
- Sponsor-event congruence effects: The moderating role of sport involvement and mediating role of sponsor attitudes**, *Sport Management Review*, 22(2), 222-234. SSCI. ☑ 2019
Koo, J., & Lee, Y.
- The Effects of Inclusive Soccer Program on Motor Performance and Sport Skill in Young Adults with and without Intellectual Disabilities**, *Journal of Developmental and Physical Disabilities*, 31(4), 487-499. SSCI. ☑ 2019
Chen, C. C. J., Ryuh, Y. J., Fang, Q., Lee, Y., & Kim, M. L.
- Psychological Benefits of Inclusive Soccer Program in Young Adults with and without Intellectual Disabilities**, *Journal of Developmental and Physical Disabilities*, 31(6), 847-861. SSCI. ☑ 2019
Chen, C.C., J., Lim, S., Lee, Y., & Kim, M.
- Serious leisure characteristics of older adult volunteers: the case of an international sporting event**, *World Leisure Journal*, 60(1), 45-57. ESCI. ☑ 2018
Lee, Y., & Kim, M.

- Team Identification, Rivalry Perceptions, and Behaviors of College Football Fans,** 2018
Journal of Sport Behavior, 41(4), 402-423. PsychINFO. ☐
Lee, Y., Love, A., Eddy T., & Young, M.
- The Effects of Tai Chi Intervention on Healthy Elderly by Means of Neuroimaging and EEG: A Systematic Review,** . 2018
Front. Aging Neurosci. 10,110. SCL. ☐
Pan, Z., Su, X., Fang, Q., Hou, L., Lee, Y., Chen, CC., Lamberth, J., & Kim, M.
- A Systematic Review of Community-wide Media Physical Activity Campaigns: An Update From 2010,** 2017
Journal of Physical Activity and Health, 14(7), 552–570. Indexed in; SSCI. ☐
Yun, L., Ori, E. M., Lee, Y., Sivak, A., & Berry, T. R.
- Relationship Quality and Its Causal Link to Service Value, Satisfaction, and Word-of-Mouth,** *Services Marketing Quarterly*, 37(3), 171–184. SCOPUS. ☐
Lee, Y.
- Can a Celebrity Serve as an Issue-Relevant Argument in the Elaboration Likelihood Model?,** *Psychology & Marketing*, 33(3), 195–208. SSCI. ☐
Lee, Y., & Koo, J.
- The impact of social interaction and team member exchange on sport event volunteer management,** *Sport Management Review*, 19(5), 550–562. SSCI. ☐
Lee, Y., Kim, M., & Koo, J.
- Athlete endorsement, attitudes, and purchase intention: The interaction effect between athlete endorser-product congruence and endorser credibility,** 2015
Journal of Sport Management, 29(5), 523-538. SSCI. ☐
Lee, Y., & Koo, J.
- Considering cultural influences in volunteer satisfaction and commitment,** 2013
Event Management an International Journal, 17(4), 349-359. ESCI. ☐
Fairley, S., Lee, Y., Green, C., & Kim, M. L.
- Coach leadership effect on elite handball players' psychological empowerment and organizational citizenship behavior,** 2013
International Journal of Sports Science and Coaching, 8(2). SCIE. ☐
Lee, Y., Kim, S.H., & Kang, J. H.
- Examining behaviors of female older adult volunteers in a global sporting event,** 2013
Korean Journal of Sport Science, 24(1), 36-46. KCI. ☐
Kim, M. L., & Lee, Y.
- Designing ticket price strategy in professional sport team using conjoint analysis,** 2011
International Journal of Sports Marketing and Sponsorship, 12(2), 124-137. SSCI. ☐
Lee, Y., & Kang, J.H.
- Evaluating management efficiency of Korean professional teams using DEA,** 2009
International Journal of Applied Sports Science, 21(2), 93-112. KCI. ☐
Lee, Y.

Evaluating management efficiency of Korean professional baseball teams using data envelopment analysis (DEA), 2007
International Journal of Sport and Health Science, 5, 125-134. ☑
Kang, J.H., & Lee, Y.

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

MANUSCRIPTS IN PROGRESS

The link between sport venue image and sport consumer behaviors, under review
International Journal of Business in Sports, Tourism, and Hospitality Management.
Y, Lee.

Scale development of humble bragging in sport, *Journal of Sport Management*. SSCI. under review
Y, Lee., & Na, S.

Exploration of inspiring event outcomes and attributes of charity sport event participation, *Frontiers in Psychology*. SSCI. under review
S, Lim., Y, Lee., Kim, M., & Yoon, J.

The influence of mediated and quarantining sport institutions on sense of belonging, *Journal of Sport Management*. SSCI. submission ready
Lee, Y., Twietmeyer, G., & Hao, J.

Humblebragging as a self-promotional strategy on social media, submission ready
European Sport Marketing Quarterly. SSCI.
Na, S., & Lee, Y.

Sport venue quality: Measurement, and its impact on spectators' sustained consumption intentions, *Journal of Sport Management*. SSCI. submission ready
Kim, D., Lee, Y., & Na, S.

Machine learning as a meta analytic approach in understanding the eSports phenomenon, TBD. review complete
Lee, Y., Lee, S., & Kang, M.

The interaction effects of relationship quality in the association between green brand image, green self-efficacy, and brand advocacy, TBD. data collection
Lee, Y., & Kyung, T.

BOOK CHAPTER

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

<p>Truthful or misleading? How users view sports celebrities' social media posts, <i>North American Association for Sport Management</i> Na, S., & Y. Lee.</p>	<p>2024 Minneapolis, USA</p>
<p>Humblebragging inventory: Assessing the self-promotion strategies of sport celebrities, <i>North American Society for Sport Management</i> Na, S., & Y. Lee.</p>	<p>2024 Minneapolis, USA</p>
<p>An empirical study on mediating and quarantining sport institutions: A scale development, <i>Applied Sport Management Association</i> Na, S., Hao, J., Lim, S., & Lee, Y.</p>	<p>2024 Knoxville, USA</p>
<p>The relationship between sport venue image, satisfaction, and behavioral intention, <i>European Association for Sport Management</i> Lee, Y., Kim, Y., & Kim, S.</p>	<p>2023 Belfast, UK</p>
<p>Building a sport participation legacy for the Winter Olympics: A latent profile analysis based on motivations and constraints for skiing, <i>Sport Marketing Association</i> Kim, J., Chang, J., Lee, Y., & Kim, Y.</p>	<p>2023 Tampa, USA</p>
<p>Scale development and validation of the humblebragging construct in the context of sport, <i>Applied Sport Management Association</i> Na, S., Kim, D., & Lee, Y.</p>	<p>2023 Birmingham, USA</p>
<p>The influence of personality traits, fear of missing out, and continuous partial attention on sport fans' online fan engagement while watching sports, <i>North American Society for Sport Management</i> Na, S., Kim, D., & Lee, Y.</p>	<p>2022 Atlanta, USA</p>
<p>Sport venue quality: Measurement, and its impact on spectators' sustained consumption intentions, <i>North American Society for Sport Management</i> Kim, D., Na, S., & Lee, Y.</p>	<p>2022 Atlanta, USA</p>
<p>Fear of missing out as antecedent of fan engagement of sport teams' social media, <i>Sport Marketing Association</i> S. Na., & Lee, Y.</p>	<p>2021 Las Vegas, USA</p>
<p>Sport literacy: Linking sport-themed video games to sport spectating and participation, <i>Sport Marketing Association</i> Kim, J., Lee, Y., Kim, M., Chung, M. R., & Kwon, W.</p>	<p>2021 Las Vegas, USA</p>
<p>The role of fan identification in user's attentional patterns on sport team Facebook pages: An eye-tracking approach, <i>North American Society for Sport Management</i> Kim, Y., Lee, S., Kim, S., Kim, M., & Lee, Y.</p>	<p>2020 Virtual</p>
<p>Consumers' attitudinal and behavioral responses to controversial endorser: A case of Nike ad Campaign, <i>North American Society for Sport Management</i> Kim, S., Kim, Y., Kim, M., Lee, Y., & Lee, S.</p>	<p>2020 Virtual</p>

Planning and Executing an Inclusive Community Sport Event, <i>North American Society for Sport Management</i> Lim, S. & Y. Lee	2020 Virtual
The effects of flow experience on service satisfaction of indoor golf customers: A lifestyle and socio-demographic characteristics approach, <i>European Association for Sport Management</i> Kim, M., Lee, Y., Lim, S., Kim, S., & Kim, Y.	2019 Seville, Spain
Sponsorship effectiveness: The effects of perceived incongruence on brand personality, <i>European Association for Sport Management</i> Kim, Y., Kim, S., Kim, M., & Lee, Y.	2019 Seville, Spain
The elements of enhancing psychological empowerment of participants in an inclusive sport program, <i>European Association for Sport Management</i> Lim, S., Kim, M., Kim, S., Kim, Y., & Lee, Y.	2019 Seville, Spain
Identifying attributes of a unified sport program that enhance Psychological Empowerment for participants, volunteers, and coaches, <i>World Association for Sport Management</i> Lim, S., Chen, C-C., Lee, Y., & Kim, M.	2019 Santiago, Chile
Challenges for maintaining major league soccer's single-entity structure: An antitrust perspective, <i>North American Society for Sport Management</i> Zlatko, M., Lim, S., & Lee, Y.	2019 New Orleans, USA
The role of sport participation in consumption behavior of intercollegiate sports, <i>Applied Sport Management Association</i> Chen, C-C., Lim, S., Kuo, Y-H., Kim, D., & Lee, Y.	2019 Nashville, USA
Virtual advertising match-up hypothesis and perceived intrusiveness of sport media viewers: Case of the South Korean professional baseball, <i>Applied Sport Management Association</i> Jang, H., Kim, D., Lim, S., Kim, M., & Lee, Y.	2018 Waco, USA
The effect of Tai Chi intervention on healthy elderly by means of neuroimaging and EEG, <i>Southeast Chapter of American College of Sports Medicine</i> Su, X., Pan, Z., McWhirter, K., Fang, Q., Hou, L., Chen, C-C., Lee, Y., & Kim, M.	2018 Chattanooga, USA
The influence of technological interactivity and media sociability on sport consumer value co-creation, <i>North American Society for Sport Management</i> Kim, D., Lee, Y., Kim, M., & Lim, S.	2017 Denver, USA
Sport event volunteers' team member exchange and future intentions: The impact of social interaction, <i>European Association for Sport Management</i> Lee, Y., Kim, M., & Koo, J.	2017 Bern, Switzerland
Impact of centrality and satisfaction on repeat volunteering intention of female sport event volunteers: A serious leisure approach, <i>European Association for Sport Management</i> Kim, M., Lee, Y., & Kim, Y.	2017 Bern, USA

- Fitness wearable technology acceptance and usage among older adults,** 2017
V Congress of "Asociación Latinoamerica de Gerencia Deportiva"
 Buenos Aires, Argentina
 Kim, Y., Kim, S., Lee, Y., & Kim, M.
- The impact of coach leadership behavior on athlete performance,** 2016
National Alliance of Social Workers in Sports
 Atlanta, USA
 Lee, Y., & Kim, M.
- Human brand extensions: Investigating consumer attitudes toward athlete endorsement of non-sport brands,** 2015
North American Society for Sport Management
 Ottawa, Canada
 Koo, J., & Lee, Y.
- Athlete endorsement, attitudes, and purchase intention: The interaction effect between athlete endorser-product congruence and endorser credibility,** 2015
North American Society for Sport Management
 Ottawa, Canada
 Lee, Y., & Koo, J.
- Sponsor-event congruence effects: The moderating role of sport involvement,** 2014
Sport Marketing Association
 Philadelphia, USA
 Koo, J., & Lee, Y.
- Relationship quality, service value, satisfaction, and word of mouth,** 2014
Global Business Conference
 Dubrovnik, Croatia
 Lee, Y., & Kim, M.
- The effectiveness of functional-based and image-based congruence between sponsor and sporting event: The moderating role of sport involvement,** 2014
North American Society for Sport Management
 Pittsburgh, USA
 Koo, J., & Lee, Y.
- Antecedents and consequences of relationship quality: Empirical examination in participant sports,** 2013
North American Society for Sport Management
 Austin, USA
 Lee, Y., Lee, H. W., & Kim Y.K.
- The effects of celebrity athlete endorsement on attitudes and purchase intentions: The interaction effect between athlete endorser-product congruence and endorser credibility,** 2013
North American Society for Sport Management
 Austin, USA
 Lee, Y., & Koo, J., & Lee, C.
- Understanding the relationship between volunteers' social media interaction, team member exchange, and organizational citizenship behavior in a community sporting event,** 2013
North American Society for Sport Management
 Austin, USA
 Lee, Y., & Lee, C., & Koo, J.
- The relationship between centrality, volunteer satisfaction, and re-participate intention of older adult female volunteers: The case of Daegu IAAF World Championship Games,** 2013
North American Society for Sport Management
 Austin, USA
 Lee, Y., Kim, M., & Woo, B.
- The effect of venue image on spectators' loyalty behavior at a KPGA competition,** 2012
Global Marketing Conference
 Seoul, Korea
 Lee, Y., Kim, K. T., & Bang, S.

Perceived customer relationship quality and loyalty behavior of golf club customers , <i>North American Society for Sport Management</i> Lee, Y., & Kang, J.H.	2012 Seattle, USA
Senior volunteers' satisfaction and intention to reparticipate in a sporting event: A serious leisure perspective , <i>North American Society for Sport Management</i> Lee, Y., & Kim, M.	2012 Seattle, USA
Designing ticket price strategy using conjoint analysis , <i>North American Society for Sport Management</i> Lee, Y., & Kim, K.T.	2007 Miami, USA
Customer retention in the participant sport industry: A general equation model of service quality, emotion, and repurchase intention , <i>North American Society for Sport Management</i> Kim, K.T., & Lee, Y.	2007 Miami, USA
Evaluating management efficiency of Korean pro-soccer teams using DEA Analysis , <i>North American Society for Sport Management</i> Lee, Y., & Oh, J.W.	2007 Miami, USA
The effect of loyalty on spectator sport , <i>North American Society for Sport Management</i> Kim, K.T., Lee, Y., & Rhee, Y.C.	2006 Kansas City, USA

INVITED PRESENTATIONS

Sport management outlook , <i>Blue Key Prep</i> Lee, Y.	07/2023 Seoul, Korea
Sport & bigdata , <i>Seoul National University</i> Lee, Y.	02/2022 Seoul, Korea
Machine learning in sport , <i>University of Mississippi</i> Lee, Y.	01/2022 Oxford, USA
Relationship marketing and its practice in sport , <i>University of Mississippi</i> Lee, Y.	11/2021 Oxford, USA
Convergence of artificial intelligence and wellness sport , <i>Soonchunhyang University</i> Lee, Y.	02/2021 Cheonan, Korea
Aligning the values of convergence in sport, industry, and university , <i>Ewha Womans University</i> Lee, Y.	06/2021 Seoul, Korea
Sport bigdata outlook , <i>ChorokSoft Inc.</i> Lee, Y.	02/2020 Seoul, Korea
Building an effective sport convergence curriculum , <i>Kyungil University</i> Lee, Y.	11/2020 Kyungsan, Korea
Relationship quality, service value, satisfaction, and word of mouth: The case of golf participants in Korea , <i>Innovation Institute</i> Lee, Y., & Kim, M.	07/2014 Dubrovnik, Croatia

AWARDS & GRANTS

Conference best paper nomination, <i>Sport Marketing Association</i> Fear of Missing Out as Antecedent of Fan Engagement of Sport Teams' Social Media	2021
COE Undergraduate Research Grant, <i>Mississippi State University</i> Funded: \$2,000 Research collaborator	2019
COE Community Engagement Award, <i>Mississippi State University</i> Funded: \$2,000 Research collaborator	2019
Global Research Network Grant, <i>National Research Foundation of Korea (NRF-2017S1A2A2039405)</i> Funded: \$300,000 Primary investigator	2017
International Sports Programming Initiative, <i>U.S. Dept. of State, Bureau of Education and Cultural Affairs (ECA-ECAPEC-17-015)</i> Unfunded: \$600,000 Primary investigator	2017
Sport event volunteer management manual and integrated ICT platform development, <i>Research Collaboration Fund, National Research Foundation of Korea</i> Unfunded: \$300,000 Co-primary investigator	2017
Mellon Mutual Team Grant, <i>University of Massachusetts</i> Funded: \$30,000 Primary investigator	2014
Learning Commons Evaluation for the W.E.B. Du Bois Library at UMass Amherst, <i>McCormack Center for Sport Research and Education</i> Funded: \$27,000 Primary investigator	2014
International Research Exchange Scheme, <i>European Commission (FP-7-PEOPLE-2013-IRSES)</i> Funded: \$852,600 Collaborator	2013
MSP Research Fund, <i>University of Massachusetts</i> Funded: \$20,000 Primary investigator	2012
Hyung-ae Foundation, <i>Academic full scholarship (Ph.D.)</i> Funded: \$50,000 Graduate student	2006
BK21 Korea sport industry expert promotion program, <i>Korea Research Foundation</i> Funded: \$120,000 Research assistant	2006

Korea Research Foundation Grant, (KRF-2005-003-G00050) Funded: \$27,000 Primary investigator	2005
Outstanding Researcher Grant, National Research Foundation Investigating management efficiency of Korean professional sport teams Funded: \$17,480 Primary investigator	2004
Hyung-ae Foundation, Academic full scholarship (M.S.) Funded: \$50,000 Graduate student	2003

INDUSTRY PROJECTS

District running Korea, City of Seoul ↗ Funding; in progress Business consulting; <ul style="list-style-type: none"> • Sport tourism analysis, application development, data mining/structure development, running course development 	present
Amazing Military Challenge (AMC) propriety development, <i>Kangwon Province of Korea</i> Funding; in progress Business consulting; <ul style="list-style-type: none"> • Propriety development, business feasibility analysis, marketing plan, operation plan, execution plan, budgeting 	present
AIDA (artificial intelligence digital application)-golf platform development, <i>Choroksoft Inc.</i> ↗ Funding; \$700,000 Primary investigator; <ul style="list-style-type: none"> • Preliminary analysis, data labeling, pilot application development, content development, AI solution development 	present
TRK (track your record Korea) platform development, Quad Sports Inc. ↗ Funding; confidential Senior consultant; <ul style="list-style-type: none"> • Pilot application, content development, data mining structure/platform development. 	present
MLB world tour seoul series 2024, Brion Sport Business Group ↗ Funding; \$30,000 Business consulting; <ul style="list-style-type: none"> • Market analysis, ticket pricing strategy, business feasibility 	06/2023 – 08/2023
Spartan Race, Spartan Race Korea ↗ Funding; confidential Business consulting; <ul style="list-style-type: none"> • Event management, marketing, sponsorship acquisition 	04/2023 – 10/2023

<p>MBC (mom's beautiful challenge) event feasibility analysis, <i>Ewha Womans University & City of Seoul</i> Funding; confidential Project director; • Concept development, propriety development, market analysis, business feasibility, fundraising</p>	2020 – 2021
<p>Korea handball long-term strategic plan development, <i>Korea Handball Association</i> Funding; confidential Senior consultant; • Artificial intelligence solution development</p>	2020
<p>Work-and-life balance fitness training application development based on machine Learning, <i>Korea Ministry of Education</i> Funding; confidential Sub-project manager; • AI solution development</p>	2019
<p>Sport event volunteer management manual and holistic ICT platform development, <i>Soonchunhyang University & KT&G</i> Funding; \$70,000 Co-director; • Integrated communication and technology model development</p>	2017
<p>KBO media broadcasting feasibility analysis, <i>Korea Baseball Organization (KBO)</i> Funding; confidential Research associate; • Preliminary analysis</p>	2014
<p>Baseball academy education program development, <i>Korea Baseball Organization (KBO)</i> Funding; \$111,200 Research associate; • Player education content development and implementation</p>	2010 – 2011
<p>SK Wyverns marketing and fan relationship system development, <i>SK Telecommunication</i> Funding; confidential Research associate; • Marketing strategy and fan relationship management (FRM) system development</p>	2006 – 2007
<p>Sport industry expert foster program, <i>Korea Ministry of Education, Science, & Technology</i> Funding; \$111,949 Research assistant; • Sport industry index development</p>	2007
<p>Winter Olympic sport development program, <i>Korea Ministry of Culture, Sports, & Tourism</i> Funding; confidential Research assistant; • Winter sport feasibility analysis, strategic planning, operation manual development</p>	2007

<p>Sport event market forecast system development, Korea Sports Promotion Foundation 2006</p> <p>Funding; \$125,000</p> <p>Research assistant;</p> <ul style="list-style-type: none"> • Market forecast simulation program development
<p>SK long-term sport business strategy development, SK Telecommunications 2006</p> <p>Funding; confidential</p> <p>Research assistant;</p> <ul style="list-style-type: none"> • Strategic roadmap development, customer acquisition and retention strategy development
<p>Seoul Olympic park master plan development, City of Seoul & Korea Olympic Committee (KOC) 2006 – 2006</p> <p>Funding; \$30,000</p> <p>Sub-project manager;</p> <ul style="list-style-type: none"> • Key zoning, visual stimulus strategy, facility usage planning
<p>Revenue model development, Korea Sports Promotion Foundation 2005 – 2006</p> <p>Funding; \$299,730</p> <p>Research assistant;</p> <ul style="list-style-type: none"> • Revenue structure realignment, revenue model development
<p>SK professional soccer team regional adaptation strategy development, SK Corporation 2006</p> <p>Funding; \$300,000</p> <p>Sub-project manager;</p> <ul style="list-style-type: none"> • Customer relationship management (CRM) system development, business feasibility analysis, pricing strategy, etc.
<p>SK professional soccer team business strategy development, SK Corporation 2005</p> <p>Funding; confidential</p> <p>Sub-project manager;</p> <ul style="list-style-type: none"> • Data envelopment analysis (DEA), business feasibility analysis, management efficiency analysis
<p>2010 Pyungchang Winter Olympic Games feasibility analysis, Kangwon Province International Sports Committee 2004</p> <p>Funding; \$28,400</p> <p>Research assistant;</p> <ul style="list-style-type: none"> • Winter Olympic Games feasibility analysis
<p>Korean professional sport index development, Ministry of Culture, Sports, & Tourism 2004</p> <p>Funding; confidential</p> <p>Research assistant;</p> <ul style="list-style-type: none"> • Professional sport index development
<p>Korean soccer long-term development plan, Korea Football Association (KFA) 2003</p> <p>Funding; N/A</p> <p>Graduate assistant;</p> <ul style="list-style-type: none"> • Preliminary analysis

- KBL short and long-term marketing plan development, Korea Basketball League (KBL)** 2003
 Funding; N/A
 Graduate assistant;
 • Preliminary analysis
- 2014 Pyeongchang Winter Olympic Games feasibility analysis,** 2004
Kangwon Province International Sports Committee
 Funding; confidential
 Research assistant;
 • Preliminary analysis, business feasibility analysis, event operation manual development
- Winter sport development program, Korea Ministry of Culture, Sports, & Tourism** 2004
 Funding; confidential
 Research assistant;
 • Winter sport development planning project, a preliminary project to Winter Olympic Games bidding
- Equestrian sport development feasibility analysis, Korea Racing Authority** 2004
 Funding; \$20,000
 Graduate assistant;
 • Equestrian sport feasibility analysis
- Robot business feasibility analysis, LG Electronics, Inc.** 2002
 Funding; N/A
 Corporate assistant
 • Concept development, market analysis, branding strategy, feasibility analysis, etc.

SERVICE TO DISCIPLINE

Journal Editorial 12/2023
 Associate editor: International Journal of Business in Sports, Tourism, and Hospitality Management (ISSN 2690-6643: print; ISSN 2766-5194: online).

Ad-Hoc Journal Review

- Journal of Sport Management
- Sport Management Review
- European Sport Management Quarterly
- International Journal of Sports Marketing & Sponsorship
- Journal of Global Sport Management
- Journal of Applied Sport Management
- Sport, Business, Management: an International Journal
- Advances in Management Journal
- International Journal of Applied Sports Science
- International Journal of Sports Science and Coaching
- Behavioral Sciences
- Transactions on Internet and Information Systems

Conference Paper Review

- 2023 International Conference on Sports: Economic, Management, Marketing & Social Aspects. Athens, Greece
- 2020 Applied Sport Management Conference. Texas, USA

- 2019 Applied Sport Management Conference. Tennessee, USA
- 2018 Applied Sport Management Conference. Texas, USA
- 2015 Applied Sport Management Conference. Louisiana, USA
- 2013 North American Society for Sport Management Conference. Texas, USA
- 2012 North American Society for Sport Management Conference. Seattle, USA
- 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, 2014 *Global Business Conference. Dubrovnik, Croatia*
Session chair

University Administrative

- Faculty Council, Mississippi State University
- Diversity Committee, Mississippi State University
- Dept. Sport Administration Division Graduate Program Coordinator
- Dept. Sport Administration Division Undergraduate Program Coordinator
- Dept. Graduate Committee, Mississippi State University
- Dept. Strategic Planning Committee, Mississippi State University
- Dept. Public Relations Committee, Mississippi State University
- Dept. Promotion & Tenure Committee, Mississippi State University
- Curriculum Committee, University of Massachusetts
- Dept. Personnel Committee, University of Massachusetts

Departmental Program

- Study abroad program via RISC
- International student exchange program via RISC

Doctoral Advisor

- Hao, J. (in progress). Mississippi State University
- Zlatko, M. (2023). Mississippi State University
- Kyung, T. (2023). Mississippi State University
- Na, S. (2022). Mississippi State University
- Kim, D. (2021). Sport venue quality: Measurement, and its impact on spectator's sustained consumption intentions. Mississippi State University
- Koo, J. (2014). Mega versus local sport sponsorships. University of Massachusetts
- Lee, C. (2014). Finished coursework without dissertation. University of Massachusetts
- Snyder, K. (2012). The strategic non-adoption of innovation. University of Massachusetts

Master Thesis Advisor

- Yulia, K. (in progress). Mississippi State University.
- Kelsey, S. (2018). Just do it: Sport apparel branding on Twitter. Mississippi State University
- Young, M. (2015). Examining support for rivals in indirect competition from lowly and highly identified perspectives. Mississippi State University
- Yang, C. Y. (2013). Relationship marketing in professional sport. University of Massachusetts

Directed Individual Study (graduate)

- Hao, J. (2023). Research methods in sport management. Mississippi State University
- Kim, D. (2021). Advanced scale development. Mississippi State University

- Markoski, Z. (2020). Sport consumer motivations. Mississippi State University
- Kim, D. (2020). Sport analytics. Mississippi State University
- Na, S. (2020). Social media engagement in sport. Mississippi State University
- Kim, D. (2020). Scale development issues. Mississippi State University
- Watts, A. S. (2019). Sport event management manual development. Mississippi State University
- Aguiar, J. (2018). Moneyball to machine learning. Mississippi State University
- Bridges, A. L. (2018). Department of Kinesiology newsletter. Mississippi State University
- Diaz, K. (2017). Competitive model in athlete performance efficiency. Mississippi State University
- Singletary, T. A. (2017). Community outreach in sport. Mississippi State University
- Slater, K. (2017). International sport programming. Mississippi State University
- Hickey, C. E. (2017). Social change/sport program. Mississippi State University
- Perez, C. (2017). College woman's football evaluation. Mississippi State University
- Chang, L. C. (2017). Department newsletter. Mississippi State University

Honors Committee & DIS (undergraduate)

- Rocha, R. G. (2017). Event and facility management in sport. Mississippi State University
- Lee, W. D. (2017). Globalization and sport. Mississippi State University
- Malone, M. W. (2017). Globalization and sport. Mississippi State University
- Hobbs, A. G. (2016). Sport management application. Mississippi State University
- Littleton, T. K. (2016). Softball marketing research. Mississippi State University
- Hailey, K. L. (2016). Sport sponsorship. Mississippi State University
- Ficker, R. (2013). Social CRM in sports: Transforming customer engagement. University of Massachusetts

PROFESSIONAL MEMBERSHIP

North American Society for Sport Management (NASSM)

European Association for Sport Management (EASM)

Korean Scholars of Marketing Science

Applied Sport Management Association (ASMA)

Sport Marketing Association (SMA)

Korean Alliance for Health Physical Education & Recreation

COMMUNITY OUTREACH

Halloween International Dodgeball Event (pending), Director	2023
A dodgeball event that involves international students and local community	
Tai-chi program, RISC adopted program	2018 – present
An intervention program to promote physical activity for the elderly	
StarkVegas Futbol Jamboree, Director	2018 – present
An inclusive soccer event involving special needs students and younger adults	

- Bulldog Bike Camp, RISC adopted program** 2016 – present
Bicycle camp that trains children/adults of autism
- Alumni Tailgate Event, Director** 2016 – 2018
A tailgate event involving students, local businesses, and alumni of the Kinesiology department

ORGANIZATIONS

- Korea Sailing Federation** present
Board member
- International Sports Relations Foundation, International Relations** 2016 – 2018
Committee chair

MEDIA

- Korea Broadcasting System (KBS) World**
Contributor
- Arirang International Broadcasting Service**
Contributor
- New Daily Newspaper**
Contributor

CERTIFICATES

- | | |
|---|------------------------------------|
| Scuba diver, open water certified
#53037LEE122974HANSCD11 | Wind surfing
#3563213445 |
|---|------------------------------------|

MILITARY SERVICE

- Republic of Korea Army (ROK), 15th Division, 50th Regiment, Special Forces** 1999 – 2001
Sergeant (retired)

LANGUAGES

- | | |
|---|---|
| English ● ● ● ● ●
<i>Perfect broken English</i> | Korean ● ● ● ● ●
<i>Native</i> |
| Spanish ● ● ● ● ●
<i>Can order food in Spanish</i> | Thai ● ● ● ● ●
<i>Can sing in Thai</i> |
| Japanese ● ● ● ● ●
<i>Enjoy Miyazaki Hayao films</i> | Chinese ● ● ● ● ●
<i>Can read Chinese characters</i> |