

Younghan Lee, Ph.D.

Associate Professor



PROFILE

Currently an **Associate Professor at Mississippi State University**, Department of Kinesiology, Sport Administration/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

M.A., *Seoul National University*
College of Education, Sport Management

B.S., *University of Southern California*
Marshall School of Business, Marketing

THESIS & DISSERTATION

Perceived relationship quality and loyalty behavior of golf club customers,
Seoul National University, Ph.D. dissertation
Advisor: Dr. Joon-ho, Kang

Measuring efficiency of Korean professional sport teams using Data Envelopment Analysis,
Seoul National University, M.A. thesis
Advisor: Dr. Joon-ho, Kang

ACADEMIC & PROFESSIONAL APPOINTMENTS

Mississippi State University, *College of Education, Sport Admin/Studies* 2015 – present
Associate Professor

Brion Sports Business Group 2023 – present
Senior consultant

Research Institute for Sport Convergence (RISC), *Mississippi IHL* 2021 – present
Founding Director
Note: Please see the "[*Organizations*](#)" section for details.

University of Massachusetts, *School of Management, Dept. of Sport Management* 2011 – 2015
Assistant Professor

Ewha Womans University, <i>College of Science & Industry Convergence, Dept. of Sport Science</i> Senior Lecturer	2010 – 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), <i>Seoul National University</i> Research Assistant	2003 – 2010
Samsung Cultural Academy Lecturer	2003 – 2006
LG Electronics HQ Office, <i>Overseas Market Intelligence & Planning</i> Corporate Assistant	2001 – 2003
Institute of Sport Science, <i>Seoul National University</i> Research Associate	2010

TEACHING & COURSE DEVELOPMENT

Sport Data Management Program Sport Administration Graduate Online Degree	present – Fall 2025 course development
Sport AI Certificate Program Professional, Undergraduate, & Graduate	present course development
Mississippi State University Sport data visualization* (UG/G) Sport big-data analysis* (UG/G) Machine learning in sport* (UG/G) Deep learning in sport* (UG/G) Research methods and analytics in sport* (G) Sport sponsorship* (UG/G) Sport finance* (UG/G) Seminar in sport studies* (UG) Doctoral seminar (G) * Also in an online format	2015 – present
University of Massachusetts Amherst Applied analytics in sport marketing (G) Sport marketing (UG/G) Analytics in sport marketing (UG) Doctoral seminar (G)	2011 – 2015
Ewha Womans University Strategic sport marketing (G)	2010 – 2011
Sangmyung University Introduction to Sport (UG) Sport diplomacy (UG)	2010 – 2011

Sport English conversation (UG)

Intermediate golf (UG)

RESEARCH EXPERTISE

My research approach is **transdisciplinary** and **pragmatic**. I conduct **empirical studies** to **test theoretical models** and **derive practical implications**, utilizing **advanced data analytics**, **nonparametric analytics**, and **predictive analytics** to address marketing and management challenges within the **sport domain**.

Research domains: Sport marketing and management, sponsorship, management efficiency, sport event management, sport fan relationship quality, ticket pricing, and digital sport.

Analytical techniques: **Big-data analytics** (e.g., Power BI, Tableau, word cloud, keyword emergence mapping, etc.), **machine learning modeling** (R; Python), partial least squares structural equation modeling (PLS-SEM), **conjoint analysis** (choice optimization modeling), **multi-dimensional scaling** (spatial mapping), **data envelopment analysis** (DEA) efficiency modeling, and customer relationship marketing (CRM) **architectural modeling (decision tree)**.

PUBLICATIONS

- The Outlook of Sport Data Analytics,** 2024
Journal of Artificial Intelligence and Robotics (in print).
Y. Lee
- Examining perceived crowding and perceived risk on sport tourists' satisfaction and revisiting intention in beach tourism,** 2024
International Journal of Business in Sports, Tourism, & Hospitality Management (in print).
Lee, Y., Park., & Na, S.
- The Evolution of Terminology: A Scoping Review of Terms and Concepts Used to Research Sport in the Digital Realm,** 2024
Quest, 1–19. <https://doi.org/10.1080/00336297.2024.2357370>. SSCI.
Lee, Y., Kang, J. H., Lee, S., Oh, T., & Choi, S.
- Comparison of audience behavior between eSports and authentic sports fans,** 2024
Behavioral Sciences, 14(4), 313. SSCI.
Oh, T., Kang, J-H., Lee, Y., & Choi, S.
- Fear of Missing Out as Antecedent of Online Fan Engagement of Sport Teams' Social Media,** 2023
Communication & Sport, 21674795231174565. SSCI.
Lee, Y. & Na, S.
- Association between team identification and sport consumption behaviors: A Meta-analysis approach,** 2023
Journal of Global Sport Management, 1-25. ESCI.
S. Lee., Y. Lee., & Kang, M.
- Exploring well-being trend of public and media using association rule and future signal analysis,** 2022
The Korean Journal of Physical Education, 61(2), 285-299. KCI.
Lee, S., Kang, M., & Lee, Y.
- Mega versus local event sponsorships,** 2022
Marketing Intelligence and Planning, 40(5), 671-689. SSCI. [↗](#)
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,** 2022
International Journal of Sports Marketing and Sponsorship, 23(1), 18-40. SSCI. ☐
 Lee, Y., & Kim, D.
- Big-data analytics: Exploring the well-being trend in South Korea through inductive reasoning,** 2021
Transactions on Internet and Information Systems, 15(6), 1996-2011. SSCI.
 Lee, Y., Kim, M., & Hong, S.
- Sequential effects of indirect, direct, and virtual sport experiences on consumer learning,** 2021
Sport Marketing Quarterly, 30(3), 235-246. SSCI.
 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,** 2021
Sustainability, 13(10), 5351. SSCI.
 Kim, M., Y, Lee., & Hong, S.
- The moderating role of consumers' ad perception in athlete endorsement effectiveness,** 2021
Sport, Business and Management: An International Journal, 11(5), 535-555. ESCI.
 Kim, S., Kim, Y., Lee, S., Lee, Y., & Kim, M.
- A qualitative systematic review of public-private partnership in promoting physical activity,** 2020
Evaluation & the Health Professions, 43(2), 90-104. SSCI. ☐
 Lee, Y., Yun, L., Kim, M., & Washington, M.
- Examining the occupational identity of equestrian leader and its antecedent variables,** 2020
Korean Journal of Sports Science, 29(3), 151-161. KCI. ☐
 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,** 2020
PLoS one, 15(12), e0243744. SSCI. ☐
 Kim, J., Lee, Y., & Kim, M.
- Sport Volunteer Service Performance, Image formation, and Service Encounters,** 2019
International Journal of Sports Marketing & Sponsorship, 20(2), 307-320. SSCI. ☐
 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,** 2019
Sport Management Review, 22(2), 222-234.
 SSCI. ☐
 Koo, J., & Lee, Y.
- The Effects of Inclusive Soccer Program on Motor Performance and Sport Skill in Young Adults with and without Intellectual Disabilities,** 2019
Journal of Developmental and Physical Disabilities, 31(4), 487-499. SSCI. ☐
 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,** 2019
Journal of Developmental and Physical Disabilities, 31(6), 847-861. SSCI. ☑
Chen, C.C., J., Lim, S., Lee, Y., & Kim, M.
- Serious leisure characteristics of older adult volunteers: the case of an international sporting event,** 2018
World Leisure Journal, 60(1), 45-57. ESCI. ☑
Lee, Y., & Kim, M.
- Team Identification, Rivalry Perceptions, and Behaviors of College Football Fans,** 2018
Journal of Sport Behavior, 41(4), 402-423. EBSCO. ☑
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. SCI. ☑
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. 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,** 2016
Services Marketing Quarterly, 37(3), 171-184. SCOPUS. ☑
Lee, Y.
- Can a Celebrity Serve as an Issue-Relevant Argument in the Elaboration Likelihood Model?,** 2016
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,** 2016
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, 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

- Exploration of inspiring event experience and personal change as outcome of charity sport event participation,** 2024
Event Management. SSCI. revise resubmit
 Lim, S., Green, B.C., Lee, Y., Kim, M.
- A discovery of woman's serious leisure career interruption,** 2024
Leisure Science. SSCI. revise resubmit
 Kim, M., Lim, S., Yoon J., & Lee, Y.
- Sport venue quality: Measurement, and its impact on spectators' sustained consumption intentions,** under review
Journal of Sport Management. SSCI.
 Kim, D., Lee, Y., & Na, S.
- The influence of mediated and quarantining sport institutions on sense of belonging,** under review
Journal of Sport Management. SSCI.
 Lee, Y., Na, S., Hao, J., & Park, S.
- The influence of novelty on eSport media consumption,** under review
International Journal of Business in Sports, Tourism and Hospitality Management
 Lee, Y., Park S., & Na.
- Exploration of inspiring event outcomes and attributes of charity sport event participation,** under review
Frontiers in Psychology. SSCI.
 S, Lim., Y, Lee., Kim, M., & Yoon, J.
- Humblebragging as a self-promotional strategy on social media,** submission ready
European Sport Marketing Quarterly. SSCI.
 Na, S., & Lee, Y.
- Scale development of humble bragging in sport,** submission ready
Journal of Sport Management. SSCI.
 Y, Lee., & Na, S.
- The interaction effects of relationship quality in the association between green brand image, green self-efficacy, and brand advocacy,** manuscript complete
TBD.
 Lee, Y., & Kyung, T.

Machine learning as a meta analytic approach in understanding the eSports phenomenon, *Journal of Sport Management. SSCI.* literature review
Lee, Y., Lee, S., & Kang, M.

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

BOOK CHAPTER

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.* 2013
Lee, Y., Kang, J.H., Park, I., & Lee, Y.

RESEARCH PRESENTATIONS

Optimization and visualization of sport team ticket pricing, 2024
International Conference on Big Data Modeling and Optimization Huddersfield, UK
Y, Lee.

Exploring the Impact of Sport Institution Types on Student-Athletes' Well-being and the Mediating Role of Sense of Belonging, *European Society for Sport Management* 2024
Lee, Y., Lim, S., Na, S., & Hao, J. Paris, France

Truthful or misleading? How users view sports celebrities' social media posts, 2024
North American Association for Sport Management Minneapolis, USA
Na, S., & Y. Lee.

Humblebragging inventory: Assessing the self-promotion strategies of sport celebrities, *North American Society for Sport Management* 2024
Na, S., & Y. Lee. Minneapolis, USA

An empirical study on mediating and quarantining sport institutions: A scale development, *Applied Sport Management Association* 2024
Na, S., Hao, J., Lim, S., & Lee, Y. Knoxville, USA

The relationship between sport venue image, satisfaction, and behavioral intention, *European Association for Sport Management* 2023
Lee, Y., Kim, Y., & Kim, S. Belfast, UK

Building a sport participation legacy for the Winter Olympics: A latent profile analysis based on motivations and constraints for skiing, *Sport Marketing Association* 2023
Kim, J., Chang, J., Lee, Y., & Kim, Y. Tampa, USA

Scale development and validation of the humblebragging construct in the context of sport, *Applied Sport Management Association* 2023
Na, S., Kim, D., & Lee, Y. Birmingham, USA

<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>
<p>Planning and Executing an Inclusive Community Sport Event, <i>North American Society for Sport Management</i> Lim, S. & Y. Lee</p>	<p>2020 Virtual</p>
<p>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.</p>	<p>2019 Seville, Spain</p>
<p>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.</p>	<p>2019 Seville, Spain</p>
<p>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.</p>	<p>2019 Seville, Spain</p>
<p>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.</p>	<p>2019 Santiago, Chile</p>
<p>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.</p>	<p>2019 New Orleans, USA</p>

- The role of sport participation in consumption behavior of intercollegiate sports,** 2019
Applied Sport Management Association Nashville, USA
Chen, C-C., Lim, S., Kuo, Y-H., Kim, D., & Lee, Y.
- Virtual advertising match-up hypothesis and perceived intrusiveness of sport media viewers: Case of the South Korean professional baseball,** 2018
Applied Sport Management Association Waco, USA
Jang, H., Kim, D., Lim, S., Kim, M., & Lee, Y.
- The effect of Tai Chi intervention on healthy elderly by means of neuroimaging and EEG,** 2018
Southeast Chapter of American College of Sports Medicine Chattanooga, USA
Su, X., Pan, Z., McWhirter, K., Fang, Q., Hou, L., Chen, C-C., Lee, Y., & Kim, M.
- The influence of technological interactivity and media sociability on sport consumer value co-creation,** 2017
North American Society for Sport Management Denver, USA
Kim, D., Lee, Y., Kim, M., & Lim, S.
- Sport event volunteers' team member exchange and future intentions: The impact of social interaction,** 2017
European Association for Sport Management Bern, Switzerland
Lee, Y., Kim, M., & Koo, J.
- Impact of centrality and satisfaction on repeat volunteering intention of female sport event volunteers: A serious leisure approach,** 2017
European Association for Sport Management Bern, USA
Kim, M., Lee, Y., & Kim, Y.
- Fitness wearable technology acceptance and usage among older adults,** 2017
V Congress of "Asociación Latinoamericana 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.

<p>The effectiveness of functional-based and image-based congruence between sponsor and sporting event: The moderating role of sport involvement, <i>North American Society for Sport Management</i> Koo, J., & Lee, Y.</p>	<p>2014 Pittsburgh, USA</p>
<p>Antecedents and consequences of relationship quality: Empirical examination in participant sports, <i>North American Society for Sport Management</i> Lee, Y., Lee, H. W., & Kim Y.K.</p>	<p>2013 Austin, USA</p>
<p>The effects of celebrity athlete endorsement on attitudes and purchase intentions: The interaction effect between athlete endorser-product congruence and endorser credibility, <i>North American Society for Sport Management</i> Lee, Y., & Koo, J., & Lee, C.</p>	<p>2013 Austin, USA</p>
<p>Understanding the relationship between volunteers' social media interaction, team member exchange, and organizational citizenship behavior in a community sporting event, <i>North American Society for Sport Management</i> Lee, Y., & Lee, C., & Koo, J.</p>	<p>2013 Austin, USA</p>
<p>The relationship between centrality, volunteer satisfaction, and re-participate intention of older adult female volunteers: The case of Daegu IAAF World Championship Games, <i>North American Society for Sport Management</i> Lee, Y., Kim, M., & Woo, B.</p>	<p>2013 Austin, USA</p>
<p>The effect of venue image on spectators' loyalty behavior at a KPGA competition, <i>Global Marketing Conference</i> Lee, Y., Kim, K. T., & Bang, S.</p>	<p>2012 Seoul, Korea</p>
<p>Perceived customer relationship quality and loyalty behavior of golf club customers, <i>North American Society for Sport Management</i> Lee, Y., & Kang, J.H.</p>	<p>2012 Seattle, USA</p>
<p>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.</p>	<p>2012 Seattle, USA</p>
<p>Designing ticket price strategy using conjoint analysis, <i>North American Society for Sport Management</i> Lee, Y., & Kim, K.T.</p>	<p>2007 Miami, USA</p>
<p>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.</p>	<p>2007 Miami, USA</p>
<p>Evaluating management efficiency of Korean pro-soccer teams using DEA Analysis, <i>North American Society for Sport Management</i> Lee, Y., & Oh, J.W.</p>	<p>2007 Miami, USA</p>
<p>The effect of loyalty on spectator sport, <i>North American Society for Sport Management</i> Kim, K.T., Lee, Y., & Rhee, Y.C.</p>	<p>2006 Kansas City, USA</p>

INVITED PRESENTATIONS

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

AWARDS & GRANTS

NCAA Innovations in Research and Practice Grant Program , <i>National Collegiate Athletic Association, USA</i> Unfunded: \$35,000 Primary investigator	2024
Seoul National University Research Fund , <i>Seoul National University</i> Funded: \$30,000 Senior researcher	2023
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

<p>Global Research Network Grant, <i>National Research Foundation of Korea (NRF-2017S1A2A2039405)</i> Funded: \$300,000 Primary investigator</p>	2017
<p>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</p>	2017
<p>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</p>	2017
<p>Mellon Mutual Team Grant, <i>University of Massachusetts</i> Funded: \$30,000 Primary investigator</p>	2014
<p>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</p>	2014
<p>International Research Exchange Scheme, <i>European Commission (FP-7-PEOPLE-2013-IRSES)</i> Funded: \$852,600 Collaborator</p>	2013
<p>MSP Research Fund, <i>University of Massachusetts</i> Funded: \$20,000 Primary investigator</p>	2012
<p>Hyung-ae Foundation, <i>Academic full scholarship (Ph.D.)</i> Funded: \$50,000 Graduate student</p>	2006
<p>BK21 Korea sport industry expert promotion program, <i>Korea Research Foundation</i> Funded: \$120,000 Research assistant</p>	2006
<p>Korea Research Foundation Grant, <i>(KRF-2005-003-G00050)</i> Funded: \$27,000 Primary investigator</p>	2005
<p>Outstanding Researcher Grant, <i>National Research Foundation</i> Investigating management efficiency of Korean professional sport teams Funded: \$17,480 Primary investigator</p>	2004
<p>Hyung-ae Foundation, <i>Academic full scholarship (M.S.)</i> Funded: \$50,000 Graduate student</p>	2003

INDUSTRY PROJECTS

<p>WEPLTO (we play together), Choroksoft Inc. ongoing</p> <p>Funding; TBD</p> <p>Business consultant</p> <ul style="list-style-type: none">• Digital AI platform development to enhance community sport
<p>District running Korea, City of Seoul ↗ ongoing</p> <p>Funding; TBD</p> <p>Business consulting;</p> <ul style="list-style-type: none">• Sport tourism analysis, application development, data mining/structure development, running course development
<p>Amazing Military Challenge (AMC) propriety development, ongoing</p> <p><i>Kangwon Province of Korea</i></p> <p>Funding; TBD</p> <p>Business consulting;</p> <ul style="list-style-type: none">• Propriety development, business feasibility analysis, marketing plan, operation plan, execution plan, budgeting
<p>AIDA (artificial intelligence digital application)-golf platform development, ongoing</p> <p><i>Quad Sports Inc. & Choroksoft Inc.</i> ↗</p> <p>Funding; \$700,000</p> <p>Primary investigator;</p> <ul style="list-style-type: none">• Preliminary analysis, data labeling, pilot application development, content development, AI solution development
<p>Formula 1 South Korea Market Entry Strategy, FIA Formula One World Championships 2024</p> <p>Funding; confidential</p> <p>Consultant and outsourcing partner of Brion Sports</p> <ul style="list-style-type: none">• Develop a local market entry strategy for Formula 1 events in South Korea
<p>MLB world tour seoul series 2024, Brion Sport Business Group ↗ 06/2023 – 08/2023</p> <p>Funding; \$30,000</p> <p>Business consulting;</p> <ul style="list-style-type: none">• Market analysis, ticket pricing strategy, business feasibility
<p>Spartan Race, Spartan Race Korea ↗ 04/2023 – 10/2023</p> <p>Funding; confidential</p> <p>Business consulting;</p> <ul style="list-style-type: none">• Event management, marketing, sponsorship acquisition
<p>TRK (track your record Korea) platform development, Quad Sports Inc. ↗ 2022</p> <p>Funding; confidential</p> <p>Senior consultant;</p> <ul style="list-style-type: none">• Pilot application, content development, data mining structure/platform development.
<p>MBC (mom's beautiful challenge) event feasibility analysis, 2020 – 2021</p> <p><i>Ewha Womans University & City of Seoul</i></p> <p>Funding; confidential</p> <p>Project director;</p>

- Concept development, propriety development, market analysis, business feasibility, fundraising
- Korea handball long-term strategic plan development, Korea Handball Association** 2020
 Funding; confidential
 Senior consultant;
 - Artificial intelligence solution development
- Work-and-life balance fitness training application development based on machine Learning, Korea Ministry of Education** 2019
 Funding; confidential
 Sub-project manager;
 - AI solution development
- Sport event volunteer management manual and holistic ICT platform development, Soonchunhyang University & KT&G** 2017
 Funding; \$70,000
 Co-director;
 - Integrated communication and technology model development
- KBO media broadcasting feasibility analysis, Korea Baseball Organization (KBO)** 2014
 Funding; confidential
 Research associate;
 - Preliminary analysis
- Baseball academy education program development, Korea Baseball Organization (KBO)** 2010 – 2011
 Funding; \$111,200
 Research associate;
 - Player education content development and implementation
- SK Wyverns marketing and fan relationship system development, SK Telecommunication** 2006 – 2007
 Funding; confidential
 Research associate;
 - Marketing strategy and fan relationship management (FRM) system development
- Sport industry expert foster program, Korea Ministry of Education, Science, & Technology** 2007
 Funding; \$111,949
 Research assistant;
 - Sport industry index development
- Winter Olympic sport development program, Korea Ministry of Culture, Sports, & Tourism** 2007
 Funding; confidential
 Research assistant;
 - Winter sport feasibility analysis, strategic planning, operation manual development
- Sport event market forecast system development, Korea Sports Promotion Foundation** 2006
 Funding; \$125,000
 Research assistant;

- Market forecast simulation program development

SK long-term sport business strategy development, SK Telecommunications 2006

Funding; confidential

Research assistant;

- Strategic roadmap development, customer acquisition and retention strategy development

Seoul Olympic park master plan development, 2006 – 2006

City of Seoul & Korea Olympic Committee (KOC)

Funding; \$30,000

Sub-project manager;

- Key zoning, visual stimulus strategy, facility usage planning

Revenue model development, Korea Sports Promotion Foundation 2005 – 2006

Funding; \$299,730

Research assistant;

- Revenue structure realignment, revenue model development

SK professional soccer team regional adaptation strategy development, 2006

SK Corporation

Funding; \$300,000

Sub-project manager;

- Customer relationship management (CRM) system development, business feasibility analysis, pricing strategy, etc.

SK professional soccer team business strategy development, SK Corporation 2005

Funding; confidential

Sub-project manager;

- Data envelopment analysis (DEA), business feasibility analysis, management efficiency analysis

2010 Pyungchang Winter Olympic Games feasibility analysis, 2004

Kangwon Province International Sports Committee

Funding; \$28,400

Research assistant;

- Winter Olympic Games feasibility analysis

Korean professional sport index development, Ministry of Culture, Sports, & Tourism 2004

Funding; confidential

Research assistant;

- Professional sport index development

Korean soccer long-term development plan, Korea Football Association (KFA) 2003

Funding; N/A

Graduate assistant;

- 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

- Associate editor: International Journal of Business in Sport, Tourism, and Hospitality Management (ISSN 2690-6643: print; ISSN 2766-5194: online)
- Journal of Artificial Intelligence and Robotics (<https://joaiar.org> )

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
- 2023 Applied Sport Management Conference. Birmingham, USA
- 2022 Applied Sport Management Conference. Indianapolis, USA
- 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

- Bulger, M. (in progress). *Mississippi State University*.
- Park, S. (in progress). *Mississippi State University*.
- Hao, J. (in progress). *Mississippi State University*.
- Zlatko, M. (ABD). *Mississippi State University*.
- Kyung, T. (2024). Green brand image and its causal link to gratitude, relationship quality. *Mississippi State University*.
- Na, S. (2024). Humblebragging as a self-promotional strategy on social media. *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, Amherst*.
- Lee, C. (2014). Finished coursework without dissertation. *University of Massachusetts, Amherst*.
- Snyder, K. (2012). The strategic non-adoption of innovation. *University of Massachusetts, Amherst*.

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)

- Brown, A. (2024). TBD.
- 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

ORGANIZATIONS

Research Institute for Sport Convergence (RISC), *Founding director* 2021 – present

- The RISC engages in innovative and collaborative research projects while championing community outreach efforts centered on diversity and equity. Among its notable programs are the annual Futbol Jamboree, an inclusive soccer event for individuals with special needs, Mom's Beautiful Challenge, etc.
- The research labs overseen by the RISC encompass sport data analytics, digital sports, sport consumer and organizational behavior, sport event management, and neuroscience sport marketing. Each lab operates in its dedicated research space within the larger RISC facility.
- The total funding for the RISC is approximately \$1.66 million. This funding supports personnel salaries, operating costs, building research infrastructure, and research equipment.

Korea Sailing Federation, *Board member* present

International Sports Relations Foundation, *Committee Chair* 2016 – 2018

COMMUNITY OUTREACH

StarkVegas Futbol Jamboree, Director An inclusive soccer event involving special needs students and younger adults	2018 – present
Bulldog Bike Camp, RISC adopted program Bicycle camp that trains children/adults of autism	2016 – present
Tai-chi program, RISC adopted program An intervention program to promote physical activity for the elderly	2018 – present
Alumni Tailgate Event, Director A tailgate event involving students, local businesses, and alumni of the Kinesiology department	2016 – 2018

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
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MILITARY SERVICE

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