

YU-KYOUM KIM, PH. D.

C U R R I C U L U M V I T A E

Assistant Professor
Department of Sport Management
College of Education
Florida State University
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Tallahassee, FL 32306-4280
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HIGHER EDUCATION

UNIVERSITY OF FLORIDA

Gainesville, Florida
August, 2008

Doctor of Philosophy

Major: Sport Management

Cognate Area: Marketing

Dissertation: *“A Relationship Framework in Sport Management: How Relationship Quality Affects Sport Consumption Behaviors”*

Advisor: Dr. Galen, T. Trail

SEOUL NATIONAL UNIVERSITY

Masters of Science in Exercise and Sport Science

Seoul, Korea

Major: Sport Management

▪ February, 2004

Thesis: *“The effect of perceived spectator sport product quality on spectator satisfaction according to sport loyalty of the spectators”*

Advisor: Dr. Joon-Ho Kang

SEOUL NATIONAL UNIVERSITY

Bachelor of Arts in Education

Seoul, Korea

Major: Physical Education

▪ February, 1998

ACADEMIC APPOINTMENT

Assistant Professor, 2008-present

Department of Sport Management, Florida State University

Graduate Research Assistant, 2006-2008

Department of Tourism, Recreation and Sport Management, University of Florida

Graduate Teaching Assistant, 2005-2008

Department of Tourism, Recreation and Sport Management, University of Florida

REFEREED PUBLICATIONS

1. **Kim, Y. K.**, Trail, G. T., & Ko, Y. J. (in press). The influence of relationship quality on sport consumption behaviors: An empirical examination of the relationship quality framework. *Journal of Sport Management*, 26 (1).[SSCI]
2. **Kim, Y. K.**, Ko, Y. J., & James, J. D. (in press). The impact of relationship quality on attitude toward a sponsor. *Journal of Business & Industrial Marketing*. [SSCI]
3. **Kim, Y. K.**, Trail, G. T., Zhang, J. J., & Woo, B. (in press). Sport consumer-team relationship quality: Development and psychometric evaluation of a scale. *International Journal of Sports Marketing and Sponsorship*. [SSCI]
4. **Kim, Y. K.**, & Trail, G. T. (in press). Factors Influencing Spectator Sport Consumption: A Case of NCAA Women's College Basketball. Submitted to *International Journal of Sports Marketing and Sponsorship*. [SSCI]
5. Magnusen, M. J., Mondello, M., **Kim, Y. K.**, & Ferris, G. R. (in press). Roles of recruiter political skill, influence strategy, and organization reputation on recruitment effectiveness in college sports. *Thunderbird International Business Review*.
6. Park, S. H., Mahony, D. F., & **Kim, Y. K.** (2011). The role of sport fan curiosity: A new conceptual approach to the understanding of sport fan behavior. *Journal of Sport Management*, 25, 46-56.[SSCI]
7. **Kim, Y. K.**, & Trail, G. T. (2011). A conceptual framework for understanding relationships between sport consumers and sport organizations: A relationship quality approach. *Journal of Sport Management*, 25, 57-69. [SSCI]
8. **Kim, Y. K.**, & Trail, G. T. (2010). Constraints and motivators: A new model to explain sport consumer behavior. *Journal of Sport Management*, 24, 190-210.[SSCI]
9. **Kim, Y. K.**, Smith, R., & James, J. D. (2010). The role of gratitude in sponsorship: The case of participant sport. *International Journal of Sports Marketing and Sponsorship*, 12, 53-75.[SSCI]
10. Kim, K. T., Kwak, D. H., & **Kim, Y. K.** (2010). The impact of cause-related marketing (CRM) in spectator sport. *Journal of Management and Organization*, 16, 515-527.[SSCI]

11. Ko, Y. J., **Kim, Y. K.**, & Valacich, J. (2010). Martial arts participation: Consumer motivation. *International Journal of Sports Marketing and Sponsorship*, 11, 105-123.[SSCI]
12. Kwak, D. H., **Kim, Y. K.**, & Zimmerman, M. H. (2010). User-generated content vs. main stream media: Effects of media source, message valence, and team identification on sports consumers' cognitive response. *International Journal of Sport Communication*, 3, 402-421.
13. Magnusen, M. J., Rhee, Y. J., & **Kim, Y. K.** (2010). Getting fans back in the stands: Examining the effects of team identification and game satisfaction on sport spectator re-attendance intention. *International Journal of Human Movement Science*, 4, 23-47.
14. Ko, Y., Kim, M. K., **Kim, Y. K.**, Lee, J. H., & Cattani, K. (2010). Consumer satisfaction and event quality perception: A case of US Open Taekwondo Championship. *Event Management: An International Journal*, 14, 205-214.
15. Naylor, M. E., & **Kim, Y. K.** (2010). Social and individual benefits of sports participation. *International Journal of Human Movement Science*, 4, 64-83.
16. Ko, Y. J., **Kim, Y. K.**, Kim, M. K., & Lee, J. H. (2010). The role of involvement and identification on quality perception and satisfaction: A case of US Taekwondo Open. *Asia Pacific Journal of Marketing & Logistics*, 22, 25-39.
17. Kim, M., Trail, G. T., Lim, J., & **Kim, Y. K.** (2009). The influence of volunteers' psychological contract on fits and intention for retention. *Journal of Sport Management*, 23, 549-573.[SSCI]
18. Jeong, C., **Kim, Y. K.**, Ko, Y. J., Lee, H., & Jeong, R. (2009). Horse racing image: Re-examination of relations between image and intention to visit. *Journal of Quality Assurance in Hospitality and Tourism*, 10, 194-217.
19. Alfaro-Barrantes, P., **Kim, Y. K.**, & Park, S. H. (2009). Connecting to sport: A critical review. *ICHPER·SD Asia Journal of Research*, 1, 55-63.
20. Park, J. H., James, J. D., & **Kim, Y. K.** (2009). Analysis of the home advantage during interleague play in Major League Baseball. *International Journal of Human Movement Science*, 3, 109-129.
21. Park, S. H., **Kim, Y. K.**, & Magnusen, M. J. (2009). Exploring the appropriateness of the SACCPS scale to investigate factors influencing university selection by Students-Athletes in Korea. *ICHPER·SD Asia Journal of Research*, 1, 35-44.

22. **Kim, Y. K.**, & Park, S. H. (2009). Do constraints constrain? The moderating effects of motives on relationships between constraints and sport consumption. *Korean Journal of Sports Science*, 20, 146-157.
23. Park, S. H., **Kim, Y. K.**, Park, S. H., & In, S. W. (2009). The moderating effect of the levels of sport media consumptions on sport consumers' new consumptive behaviors: The epistemic process of sport spectating. *Korean Journal of Consumer and Advertising Psychology*, 10, 437-459.
24. Rhee, Y. J., Kang, J. H., & **Kim, Y. K.** (2009). How is team identification developed? The role of relative deprivation and regional identification. *Korean Journal of Sports Science*, 3, 568-585.
25. Trail, G. T, Robinson, M., & **Kim, Y. K.** (2008). Sport consumer behavior: A test for group differences on structural constraints. *Sport Marketing Quarterly*, 17, 190-200.
26. Park, S. H., & **Kim, Y. K.** (2008). The effect of curiosity on the sport media consumption behaviors. *Korean Journal of Industrial and Organizational Psychology*, 21, 493-521.
27. Park, S. H., & **Kim, Y. K.** (2008). The influence of state curiosity on the intention to watch a novel sport. *Korean Journal of Sports Science*, 19, 49-58. (2008 Distinguished Research of the Year Award (Korea Institute of Sport Science/in Korean).
28. **Kim, Y. K.**, & Kang, J. H. (2005). The effect of perceived spectator sport product quality on spectator satisfaction according to sport loyalty of the spectators. *Korean Journal of Sports Science*, 16, 100-111.

MANUSCRIPTS IN REVIEW

1. **Kim, Y. K.**, Trail, G. T., Kwon, H. H., Gacio-Harrolle, M., Braunstein, J., & Dick, R. (2nd review). The effects of vicarious achievement on BIRGing and CORFing: Testing moderating and mediating effects of team identification. Submitted to *European Sport Management Quarterly*.
2. **Kim, Y. K.**, Trail, G. T., & Magnusen, M. J. (in review). Transition from motivation to behavior: Examining the moderating role of identification on the relationship between motives and attendance. Submitted to *International Journal of Sports Marketing and Sponsorship*.
3. Ko, Y. J., & **Kim, Y. K.** (in review). Determinant of Consumers' Attitude Formation in Sport Sponsorship. Submitted to *Journal of the Academy of Marketing Science*.

4. Park, S. H., & **Kim, Y. K.** (in review). The role of curiosity and openness to experience of the Big Five Traits on sport media consumption behaviors. Submitted to *International Journal of Sports Marketing and Sponsorship*.
5. Kwak, D. H., **Kim, Y. K.**, & Hirt, E. R. (in review). Exploring the Role of Emotions on Sport Consumers' Behavioral and Cognitive Responses to Marketing Stimuli. Submitted to *European Sport Management Quarterly*.
6. Kim, J. W., Crow, B., & **Kim, Y. K.** (in review). Relationship between corporate image and purchase behavior: Moderating effects of personal characteristics and situational factors. Submitted to *Event Management: An International Journal*.

RESEARCH/DEVELOPMENT PROJECTS IN PROGRESS

1. **Kim, Y. K.**, Smith, R., & Kwak, D. H. (manuscript in development). Gratitude toward sponsors: Moderating role of involvement. To be submitted to *Journal of Business Research*.
2. Magnusen, M., Kim, J. W., & **Kim, Y. K.** (manuscript in development). Marketing relationships in sport: The effects of reciprocity, trust, and commitment on attendance intention. To be submitted to *Journal of Sport Management*.
3. Park, S. H., Mahony, D. F., Greenwell, T. C. & **Kim, Y. K.** (in revision). The knowledge gap model: Curiosity and the intention to watch novel sports. To be submitted to *International Journal of Sports Marketing and Sponsorship*.
4. Gacio-Harrolle, M., Trail, G. T., **Kim, Y. K.**, Braunstein, J., & Dick, R. (manuscript in development). Conative loyalty in sport behavior. To be submitted to *Journal of Business Research*.
5. Rhee, Y. J., & **Kim, Y. K.** (manuscript in development). The examination of multi-dimensionality of social identification in accordance with team identification. To be submitted to *Journal of Sport Management*.
6. Kim, Y. D., Cho, K.M., & **Kim, Y. K.** (in progress). Factors affecting the sports brand personality. To be submitted to *Sport Marketing Quarterly*.
7. Magnusen, M., & **Kim, Y. K.** (in progress). Beyond motives and brand recall: Examining sport video game point of attachment, real-life sport attachment, and sport consumer behaviors. To be submitted to *Journal of Sport Management*.
8. Magnusen, M., Kim, Y. D., **Kim, Y. K.**, & Mondello, M (in progress). Team identification and performance in sport organizations: The role of organizational citizenship behavior. To be submitted to *Journal of Sport Management*.

REFEREED REVIEWS

1. **Kim, Y. K.** (2010). Sports Mania – Essays on Fandom and the Media in the 21st Century. [Review of the book *Sports Mania – Essays on Fandom and the Media in the 21st Century*, Hugenberg, L. W., Haridakis, P. M., & Earnhardt, A. C.]. *Journal of Sport Management*, 24, 605-607.

REFEREED CONFERENCE PRESENTATIONS

1. **Kim, Y. K.**, Smith, R., & James, J. D. (2010, October). *The role of gratitude in sponsorship: The case of participant sport*. Presented at the annual conference of Sport Marketing Association, New Orleans, LA.
2. Kwak, D. H., **Kim, Y. K.**, & Naylor, M. (2010, October). *The role of message-induced emotion on sport consumer's behavior and cognitive responses to marketing stimuli*. Presented at the annual conference of Sport Marketing Association, New Orleans, LA.
3. Magnusen, M., Park, J. H., & **Kim, Y. K.** (2010, October). *Marketing relationships in sport: the effects of reciprocity, trust, and commitment on attendance intention*. Presented at the annual conference of Sport Marketing Association, New Orleans, LA.
4. Kellison, T., **Kim, Y. K.**, & James, J. D. (2010, October). *Keeping the triple bottom line intact: Marketing sustainable design in professional sport*. Presented at the annual conference of Sport Marketing Association, New Orleans, LA.
5. Bass, J., Park, S. H., & **Kim, Y. K.** (2010, October). *An analysis of home advantage in mid-major college basketball*. Presented at the annual conference of Sport Marketing Association, New Orleans, LA.
6. Kellison, T. B., James, J. D., & **Kim, Y. K.** (2010, November). *The influence of management effectiveness and professional growth opportunities on job satisfaction among student recreation employees*. Presented at the annual conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
7. Lee, H., Bass, J., & **Kim, Y. K.** (2010, November). *A conceptual framework for understanding the cultural context and its effects on global sports events brand equity*. Presented at the annual conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
8. Ko, Y. J., Kim, T., Rhee, Y. C., & **Kim, Y. K.** (2010, November). *Sport spectators' event quality perceptions: A comparison between collegiate sport fans and professional sport fan*. Presented at the annual conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.

9. **Kim, Y. K.**, Trail, G. T., Ko, Y. J. (2010, May). *The influence of relationship quality on sport consumption behaviors: An empirical examination of the relationship quality*. Presented at the annual conference of North American Society for Sport Management, Tampa, FL.
10. **Kim, Y. K.**, Matteson, S., James, J. D. (2010, May). *The impact of relationship quality on attitude toward a sponsor*. Presented at the annual conference of North American Society for Sport Management, Tampa, FL.
11. Magnusen, M., Kim, Y. D., **Kim, Y. K.**, & Mondello, M. (2010, May). *Team identification and performance in sport organizations: The role of organizational citizenship behavior*. Presented at the annual conference of North American Society for Sport Management, Tampa, FL.
12. Park, S. H., Ha, J. P., & **Kim, Y. K.** (2010, May). *The relationship between intellectual curiosity and sport fans' new consumptive behaviors: The moderating effect of sport media consumption*. Presented at the annual conference of North American Society for Sport Management, Tampa, FL.
13. Smith, R., Alfaro-Barrantes, P., Bass, J., & **Kim, Y. K.** (2010, May). *Connecting to sport: A new way*. Presented at the annual conference of North American Society for Sport Management, Tampa, FL.
14. Magnusen, M., & **Kim, Y. K.** (2009, November). *Beyond motives and brand recall: Examining sport video game point of attachment, real-life sport attachment, and sport consumer behaviors*. Presented at the annual conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
15. Rhee, Y. J., & **Kim, Y. K.** (2009, November). *The examination of multi-dimensionality of social identification in accordance with team identification*. Presented at the annual conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
16. Kim, J. W., James, J. D., & **Kim, Y. K.** (2009, November). *Sports consumer motives and commitment*. Presented at the annual conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
17. Kim, J. W., Crow, B., & **Kim, Y. K.** (2009, November). *Moderator effects of the relationship between corporate image and purchase behavior: An empirical analysis of corporate sponsorship*. Presented at the annual conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
18. Kim, Y. D., Cho, K.M., **Kim, Y. K.**, Park, S. H. (2009, November). *Factors affecting the sports brand personality*. Presented at the annual conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.

19. **Kim, Y. K.**, Trail, G. T., Woo, B., & Zhang, J. J. (2009, October). *Sport consumer-team relationship quality: Development and psychometric evaluation of a scale*. Presented at the annual conference of Sport Marketing Association, Cleveland, Ohio.
20. Ko, Y. J., **Kim, Y. K.**, Kwak, D. H., Cattani, K., & Magnusen, M. (2009, October). *Determinant of Sport Sponsorship Response: Modification and Extension*. Presented at the annual conference of Sport Marketing Association, Cleveland, OH.
21. Park, J. H., James, J. D., & **Kim, Y. K.** (2009, October). *Analysis of the home advantage during interleague play in Major League Baseball*. Presented at the annual conference of Sport Marketing Association, Cleveland, OH.
22. **Kim, Y. K.**, & Trail, G. T. (2009, May). *A conceptual framework for understanding the relationship between a team and sport consumers*. Presented at the annual conference of North American Society for Sport Management, Columbia, SC.
23. **Kim, Y. K.**, Magnusen, M., & Kim, J. W. (2009, May). *Constraints and motivators in spectator sport: Application and extension of constraints theories*. Presented at the annual conference of North American Society for Sport Management, Columbia, SC.
24. Park, S. H., James, J. D., Gordon, B., **Kim, Y. K.** (2009, May). *Exploring the effects of curiosity and openness to experience of the big five traits on sport media consumption behaviors*. Presented at the annual conference of North American Society for Sport Management, Columbia, SC.
25. Ko, Y. J., & **Kim, Y. K.** (2008, November). *The moderating effects of customer loyalty on the relationships between perceived quality of the event and satisfaction: A case of a major league baseball event*. Presented at the annual conference of Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
26. **Kim, Y. K.**, Trail, G. T., Kwon, H. H., Gacio-Harrolle, M., Braunstein, J., & Dick, R. (2008, May). *Testing mediating and moderating effects of team identification on the vicarious achievement to BIRGing/CORFing relationship*. Presented at the annual conference of North American Society for Sport Management, Toronto, Ontario, Canada.
27. Kim, M., Trail, G. T., & **Kim, Y. K.** (2008, May). *The role of the psychological contract in volunteer retention*. Presented at the annual conference of North American Society for Sport Management, Toronto, Ontario, Canada.

28. **Kim, Y. K.**, & Trail, G. T. (2007, November). *Constraints and motivators: A test of the hierarchical model of constraints and motivators*. Presented at the International Conference on Sport and Entertainment Business, Columbia, SC.
29. **Kim, Y. K.**, Ko, Y. J., Kim, W. S., & Kim, M. K. (2007, November). *The profiles of martial arts event spectators: The case of 2007 US Open Taekwondo Championship*. Presented at the International Conference on Sport and Entertainment Business, Columbia, SC.
30. **Kim, Y. K.**, & Trail, G. T. (2007, November). *Transition from motivation to behavior: Examining the moderating role of identification on the relationship between motives and attendance*. Presented at the annual conference of Sport Marketing Association, Pittsburgh, PA.
31. **Kim, Y. K.**, Ko, Y. J., Kim, M. K., & Park, S. H. (2007, November). *Measuring spectators' quality perceptions and satisfaction: The case of 2007 US Open Taekwondo Championship*. Presented at the annual conference of Sport Marketing Association, Pittsburgh, PA.
32. Park, S. H. & **Kim, Y. K.** (2007, November). *The influence of state curiosity on the intention to watch a novel sport*. Presented at the annual conference of Sport Marketing Association, Pittsburgh, PA.
33. **Kim, Y. K.**, & Trail, G. T. (2006, November). *Motivators and constraints: Differences between fans and non-fans*. Presented at the annual conference of Sport Marketing Association, Denver, CO.
34. **Kim, Y. K.**, & Trail, G. T. (2006, May). *Constraints and motivators: A new model to explain sport consumer behavior*. Presented at the annual conference of North American Society for Sport Management, Kansas City, KS.
35. Trail, G. T., Robinson, M., **Kim, Y. K.** (2005, November). *Sport consumer behavior: A test for group differences*. Presented at the annual conference of Sport Marketing Association, Tempe, AZ.

PRESENTATIONS ACCEPTED

1. **Kim, Y. K.**, Smith, R., & Kwak, D. H. (2011, June). *The gratitude toward sponsors: Conceptual and empirical examination*. To be presented at the annual conference of North American Society for Sport Management, London, Ontario, Canada.

2. Naylor, M., Bass, J., & **Kim, Y. K.** (2011, June). *An examination of the motivations and constraints of sport participants*. To be presented at the annual conference of North American Society for Sport Management, London, Ontario, Canada.
3. Bass, J., Bunds, K., & **Kim, Y. K.** (2011, June). *A conceptual framework for university identification*. To be presented at the annual conference of North American Society for Sport Management, London, Ontario, Canada.
4. Ko, Y. J., Rhee, Y. J., **Kim, Y. K.**, & Kim, T. H. (2011, June). *The role of CSR in predicting donor behavior: the mediating effects of trust and commitment*. To be presented at the annual conference of North American Society for Sport Management, London, Ontario, Canada.
5. Kim, Y. D., Magnusen, M. J., & **Kim, Y. K.** (2011, June). *The impact of coach/athlete CSR activities on employee personal and organizational Outcomes: The role of behavioral integrity*. To be presented at the annual conference of North American Society for Sport Management, London, Ontario, Canada.
6. Lee, H. W., Cho, K. M., & **Kim, Y. K.** (2011, June). *Beyond cultural context in global sport events: The effects on brand equities*. To be presented at the annual conference of North American Society for Sport Management, London, Ontario, Canada.
7. Alfaro-Barrantes, P., **Kim, Y. K.**, & James, J. D. (2011, April). *Impact of employees perceptions of corporate social responsibility on organizational commitment, identification, and employee behavior*. To be presented at the annual conference of International Academy of Business Disciplines. New Orleans, LA.

PRESENTATIONS IN REVIEW

RESEARCH GRANTS

FUNDED GRANT:

Principal Investigator: **Kim, Y. K.**

A conceptual framework and empirical examination for understanding the relationship between a team and sport consumers. *The Florida State Council on Research and Creativity*. Grant Amount: \$17,000. May, 2009.

Principal Investigator: Kang, J. H.; Investigators: **Kim, Y. K.**, Kwak, D. H. & Kim, K. T.
Horse Riding Archery: New sport development & promotion.
Jeil Communications. Grant Amount: \$50,000. January, 2004.

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

SUMMITTED GRANT PROPOSAL:

Principal Investigator: **Kim, Y. K.**

A new framework for successful sponsorship: A gratitude perspective. Submitted to *The Florida State Council on Research and Creativity*. Grant Amount: \$12,000.

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

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

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

PROFESSIONAL EXPERIENCE & TEACHING

DOCTORAL COMMITTEE CHAIR:

Kyle Bunds, doctoral student. (2013).

Hyun Woo Lee, doctoral student. (2013).

Jordan Bass, doctoral student. (2012).

Young Do Kim, doctoral student. (2012).

DOCTORAL COMMITTEE MEMBER:

Young-Tae Kim, graduate. (2010).

Sheila Nguyen, graduate. (2010).

Priscila Alfaro-Barrantes, doctoral candidate. (2011).

Marshall J. Magnusen, doctoral candidate. (2011).

Michael Naylor, doctoral candidate. (2011).

David Hedlund, doctoral candidate. (2011).

Jun-Woo Kim, doctoral candidate. (2011).

Sung-II Hong, doctoral candidate. (2011).

COURSES TAUGHT

▪ **Applied Statistics in Sport Management (SPM 6932)** – The course is designed to introduce the student to structural equation model theory and methods, and the application of structural equation modeling to research problems in sport management. The instructor will provide an overview of the more common structural equation modeling techniques that are applicable in the sport management research. We will not go in depth into the mathematics of SEM, but instead will focus on why one would use SEM, when one would use it, and how to use the big three programs.

Taught [Teacher Evaluation: M]:

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

– Spring 2010-1: [4.82]

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

– Spring 2010-1: [4.16]

– Spring 2010-2: [4.05]

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

- Fall 2009-1: [4.66]
- Fall 2009-2: [4.64]
- Spring 2009: [4.72]
- Fall 2008: [4.23]

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

Taught [Teacher Evaluation: M]:

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

- Spring 2008: [4.79]

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

Taught [Teacher Evaluation: M]:

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

- Fall 2007: [4.72]
- Fall 2006: [4.82]
- Summer 2006: [4.62]

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

- Spring 2006 (1592): [4.74]
- Spring 2006 (3608): [4.69]

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

– Spring 2006 (6892): [4.75]

– Fall 2005 (3569): [3.75]

– Spring 2005 (4423): [4.25]

– Spring 2005 (7628): [4.00]

▪ **Jogging** (PEM1146) – This course has an academic as well as a physical component. The academic portion focuses on healthy beginning, maintaining, and advancing exercise programs through the application of basic concepts from exercise physiology and exercise psychology. Students are required to actively participate in a physical portion of the class that is designed to increase strength as well as aerobic capacity through a consistent participation in running activity. This class is applicable to people of all fitness levels.

– Fall 2005 (8994): [4.85]

– Fall 2005 (8993): [4.12]

– Spring 2005 (5873): [3.96]

PROFESSIONAL SERVICES

Journal of Sport Management, Reviewer, 2010-2011.

European Sport Management Quarterly, Reviewer, 2010-2011.

Sport Management Review, Reviewer, 2010.

Thunderbird International Business Review, Reviewer, 2010.

Measurement in Physical Education and Exercise Science, Reviewer, 2010.

Journal of Brand Management, Reviewer, 2009.

Leisure Sciences, Reviewer, 2008.

Journal of Leisure Research, Reviewer, 2008.

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

North American Society for Sport Management (NASSM), Reviewer, 2009 & 2010.

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

GENERAL WORK EXPERIENCE

TEACHER. Young-Won Middle School, Seoul, Korea, 2001 – 2002.

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

HONORS AND AWARDS

Sport Marketing Case Study Competition. Sport Marketing Association, October 2010.

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

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

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

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

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

PROFESSIONAL MEMBERSHIPS

North American Society for Sport Management (NASSM), Member, 2005 – present.

Sport Marketing Association (SMA), Member, 2005 – present.

American Marketing Association (AMA), Member, 2009 – present.

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

Korean Alliance for Health, Physical Education, Recreation, and Dance, Member, 2003 – 2004.