

Curriculum Vitae

Dae Eun Kim, Ph. D.

Department of Kinesiology
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HIGHER EDUCATION

- **Mississippi State University** - Starkville, MS, USA **2021**
Ph.D. Sport Studies
Department of Kinesiology.
Dissertation: Sport venue quality: Measurement, and its impact on spectator's sustained consumption intentions.
- **Arkansas State University** – Jonesboro, AR, USA **2014**
M.S., Sports Administration
Department of Health, Physical Education & Sport Sciences
Thesis: The impact of smart device's interactivity on consumer activity in the sports industry.
- **Keimyung University** – Daegu, South Korea **2009**
M.S., Physical Education
Department of Physical Education
Thesis: Study on spatial equity according to accessibility of public athletics facilities.
- **Keimyung University** – Daegu, South Korea **2007**
B.S., Physical Education
Department of Physical Education

PROFESSIONAL APPOINTMENT

- **Instructor & Coordinator (RISC)** **2020 – Present**
 - Department of Kinesiology, Mississippi State University
 - Research Institute for Sport Convergence
- **Lecturer** **2019 – 2020**

- Department of Kinesiology, Mississippi State University

• **Graduate Teaching Assistant** **2017 – 2019**

- Department of Kinesiology, Mississippi State University

• **Project Manager** **2015 - 2016**

- Sports Industry Promotion Organization, Industry-Academic Cooperation Foundation in Keimyung University, Daegu, South Korea
- Sponsored by the Ministry of Culture, Sports, and Tourism and the Korea Sports Promotion Foundation, South Korea (\$421,530)
- Development of the systematization for the entrepreneurship education in the sports industry
- Offering vocational training with consulting service and mentoring from professionals to pre-entrepreneurs and employees in sport businesses
- Planning and holding job fairs

• **Researcher** **2010 - 2011**

- Power Walking Youth Organization, Industry-Academic Cooperation Foundation in Uiduk University, Pohang, South Korea
- Sponsored by the Ministry of Health & Welfare, South Korea (\$421,530)
- Development and an implement of training programs to improve elder's walking ability.
- Data analysis

• **Assistant Researcher** **2008 - 2009**

- Research support project for young professors
- Sponsored by the National Research Foundation of Korea (\$12,400)
- Data collection and analysis
- *“Study on the relation between holding the 2011 World Athletics Championships in Daegu and consciousness of local residents”*

• **Graduate Assistant** **2007 - 2008**

- Graduate School of Sport Industry, Keimyung University, Daegu, South Korea

• **Assistant Researcher** **2006**

- Survey on health status of residents in Pohang city

- Industry-Academic Cooperation Foundation in Uiduk University, Pohang, South Korea (\$22,420)
- Data collection and analysis

CLASSES TAUGHT

- **2022 Fall**

- [SS 3103-01] Sport Sponsorship
- [SS 3503-501] Sport and Recreational Leadership (Distance Education)
- [SS 4203-001] Funding of Sport
- [EP 2013-01] Fundamentals of Kinesiology / Guest lecturer

- **2022 Summer**

- [SS 3103-571] Sport Sponsorship (Distance Education)
- [SS 3503-591] Sport and Recreational Leadership (Distance Education)
- [SS 4203-551] Funding of Sport (Distance Education)

- **2022 Spring**

- [SS 2103-01] Sport Careers and Practicum
- [SS 3103-501] Sport Sponsorship (Distance Education)
- [SS 4203-501] Funding of Sport (Distance Education)
- [EP 2013-01] Fundamentals of Kinesiology / Guest lecturer

- **2021 Winter Intersession**

- [SS 3103-001] Sport Sponsorship
- [SS 4203-001] Funding of Sport

- **2021 Fall**

- [SS 2103-01] Sport Careers and Practicum
- [SS 3103-01] Sport Sponsorship
- [SS 3503-501] Sport and Recreational Leadership (Distance Education)
- [EP 2013-01] Fundamentals of Kinesiology / Guest lecturer

- **2021 Summer**

- [SS 3503-501] Sport and Recreational Leadership (Distance Education)

- **2021 Spring**

- [SS 2103-01] Sport Careers and Practicum

[SS 3103-501] Sport Sponsorship (Distance Education)
[SS 4203-01] Funding of Sport

- **2020 Fall**

[SS 3103-501] Sport Sponsorship (Distance Education)
[SS 3503-01] Sport and Recreational Leadership

- **2020 Spring**

[SS 2103-01] Sport Careers and Practicum
[PE 1061-03] Fitness Walking and Jogging
[PE 1061-04] Fitness Walking and Jogging
[PE 1061-05] Fitness Walking and Jogging

- **2019 Fall**

[SS 2103-01] Sport Careers and Practicum
[SS 3103-01] Sport Sponsorship
[EP 2013-01] Fundamentals of Kinesiology / Guest lecturer

- **2019 Summer**

[PE 1061-01] Fitness Walking and Jogging

- **2019 Spring**

[SS 2103-01] Sport Careers and Practicum
[SS 3103-01] Sport Sponsorship / Co-Teaching
[PE 1061-04] Fitness Walking and Jogging
[PE 1061-08] Fitness Walking and Jogging

- **2018 Fall**

[SS 2103-01] Sport Careers and Practicum
[SS 3103-01] Sport Sponsorship / Co-Teaching
[PE 1061-06] Fitness Walking and Jogging
[PE 1061-07] Fitness Walking and Jogging

- **2018 Spring**

[SS 3103-01] Sport Sponsorship / Co-Teaching
[PE 1061-02] Fitness Walking and Jogging
[PE 1061-03] Fitness Walking and Jogging

- **2017 Fall**

[PE 1061-03] Fitness walking and jogging

[PE 1061-04] Fitness walking and jogging

RESEARCH EXPERIENCE

PEER-REVIEWED PUBLICATION

- Lee, Y., & **Kim, D.** (2022). 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. <https://doi.org/10.1108/IJSMS-04-2020-0058>
- **Kim, D.**, Benavides-Espinoza, C., LaVetter, D., Sung, J., & Choi, M. (2016). Impact of the smart device interactivity on the co-creation of value in the sport industry. *Journal of Physical Education and Sport*, 16(2), 287-296.
- **Kim, D.**, Kim, J., & Shin, H. (2010). A study on the spatial distribution characteristics and accessibility of public athletic facilities in Daegu. *Korean Journal of Sport Management*, 15(5), 33-48.
- **Kim, D.**, Kim, J., & Choi, M. (2009). A study on efficient establishment of eco-friendly golf courses along the waterfront. *Journal of Sport and Leisure Studies*, 35, 147-158.

CONTINUING RESEARCH

- **Kim, D.**, & Lee, Y. Sport venue quality: Measurement and its impact on spectators' sustained consumption intentions.
- Lee, Y., & **Kim, D.** The effect of venue image on spectators' loyalty behavior at a KPGA competition.

RESEARCH PRESENTATION

- **Kim, D.**, Na, S., & Lee, Y. (2022, June). *Sport venue quality: Measurement and its impact on spectators' sustained consumption intentions*. Presented at the 2022 North American Society for Sport Management Conference, Atlanta, GA.
- Na, S., **Kim, D.**, & Lee, Y. (2022, June). *The influence of personality traits, fear of missing out, and continuous partial attention on sport fans' online fan engagement while watching sports*. Presented at the 2022 North American Society for Sport Management Conference, Atlanta, GA.

- Na, S., Lee, Y., & **Kim, D.** (2021, October). *Fear of missing out as antecedent of fan engagement of sport teams' social media*. Presented at the 2021 Sport Marketing Association Conference, Las Vegas, NV.
- Chen, C., Lim, S., Kuo, Y., **Kim, D.**, & Lee, Y. (2019, February). *The role of sport participation in consumption behavior of intercollegiate sports*. Presented at the 2019 Applied Sport Management Association Conference, Nashville, TN.
- Jang, H., **Kim, D.**, Lim, S., Kim, M., & Lee, Y. (2018, February). *Virtual advertising match-up hypothesis and perceived intrusiveness of sport media viewers: Case of the South Korean professional baseball*. Presented at the 2018 Applied Sport Management Association Conference, Waco, TX.
- **Kim, D.**, Lee, Y., Kim, M., & Lim, S. (2017, May). *The influence of technological interactivity and media sociability on sport consumer value co-creation behavior*. Presented at the 2017 North American Society for Sport Management Conference, Denver, CO. Abstract retrieved from https://www.nassm.org/files/conf_abstracts/2017-421.pdf
- **Kim, D.**, & Benavides-Espinoza, C. (2015, November). *Smart device interactivity's impact on value co-creation in the sport industry*. Presented at the Arkansas Alliance for Health, Physical Education, Recreation, and Dance Convention, Eureka Springs, AR. * **Part of the student research paper competition.**
- **Kim, D.**, & Benavides-Espinoza, C. (2015, September). *Smart device interactivity's impact on value co-creation in the sport industry*. Presented at the XXIII Congreso Internacional Organización Deportiva, Monterrey, MX. * **This presentation won the best in class oral presentation award at the Conference.**
- **Kim, D.**, & Kim, J. (2008, November). *Study on spatial equity according to accessibility of public athletics facilities*. Presented at the 2008 Korea Sport for All Congress, Sejong, South Korea.
- **Kim, D.**, & Kim, J., Choi, M., Jeong, B., & Park, S. (2007, October). *A study on efficient establishment of eco-friendly golf course along the waterfront*. Presented at the 45th KAHPERD Congress, Gwangju, South Korea.

OTHER EXPERIENCE

- **Open Water Scuba Instructor** **2005 - Present**
- Professional Association of Diving Instructors (PADI).
- **Representative of Daegu Underwater Association** **2008 - 2014**
- **National Fin Swimming Judge** **2007- Present**
- 89th National Sports Festival.
- Festival of Korean Sport for All 2008 Daegu.
- First National Fin swimming competition for the President's Flag. (Daegu Underwater Association)
- 88th National Sports Festival.
- 15th National Student Fin Swimming Championships.
- **KELY Summer English Camp Manager** **2006 - 2007**
- International Education Center of Keimyung University, Daegu, South Korea.
- **President** **2005 - 2007**
- Daegu & Kyeongbuk College Skin-Scuba Divers Association
- Five universities in Daegu city and Kyeongsangbuk-do.
- **Chief Instructor (Scuba diving class)** **2005 - 2006**
- Department of Practical Physical Education in Daegu Health College.
- **Diving Tour Guide & Intro Diving Instructor** **2003**
- MANTA Scuba diving resort in Cebu, The Philippines.
- **Korea Army** **2001 - 2003**
- An engineer of the 2nd Cavalry, Paju, South Korea.

GRANT ACTIVITY

- Travel funding (Spring, 2019; \$500)
- Travel funding (Spring, 2018; \$300)
- Travel funding (Spring, 2017; \$750)
- Scientific Research Support Project of 2010 (\$2,814)
- Daegu-Gyeongbuk Development Institute
- Research, data collection, writing a paper with co-researcher (Dr. Hongbum Shin at Keimyung University)
- **Kim, D., Kim, J., & Shin, H. (2010).** A study on the spatial distribution characteristics and

accessibility of public athletic facilities in Daegu. *Korean Journal of Sport management*, 15(5), 33-48.

HONOR AND AWARD

- Presidential Graduate Initiative Fellowship, Mississippi State University (Fall. 2017; \$2,500)
- Research Scholarship (Fall. 2008 / Spring. 2008) for **M.S.** in Physical Education, Keimyung University (\$938 / \$469)
 - **Kim, D.**, Kim, J., & Choi, M. (2009). A study on efficient establishment of eco-friendly golf courses along the waterfront. *Journal of Sport and Leisure Studies*, 35, 147-158.
- Scholarship (Fall. 2008) for **M.S.** in Physical Education, Keimyung University (\$1,295)
- Scholarship (Spring. 2008) for **M.S.** in Physical Education, Keimyung University (\$1,295)
- Graduate Assistant Scholarship (Fall. 2007) for **M.S.** in Physical Education, Keimyung University (\$4,084)
- Scholarship (Fall. 2007) for **M.S.** in Physical Education, Keimyung University (\$1,225)
- Graduate Assistant Scholarship (Spring. 2007) for the Graduate School of Sports Industry, Keimyung University (\$4,084)
- Scholarship (Spring. 2007) for **M.S.** in Physical Education, Keimyung University (\$1,225)
- Encouragement award (Dec. 2006) **2006 Student scientific research thesis contest** by Keimyung University
 - **Kim, D.** (2006). The influence of the participation motives and the flow experiences of the college skin scuba club members on the overall college life satisfaction.
- Research Scholarship (Fall. 2006) for **B.S.** in Physical Education, Keimyung University (\$469)
- Scholarships (Fall. 2006) for **B.S.** in Physical Education, Keimyung University (\$990)
- Scholarships (Spring. 2006) for **B.S.** in Physical Education, Keimyung University (\$990)

CERTIFICATION

- 2007 Certificate of Fin Swimming Judge by Korea Underwater Association, Korea
- 2007 Certificate of Third-Class Participatory Sports Instructor (Underwater) by Korea Council of Sports for All
- 2006 Certificate of Boat Operator by Korea Coast Guard
- 2006 Certificate of Squash Instructor by Korea Squash Federation
- 2006 Certificate of Chiropractor by Korea Chiropractic Association, Korea
- 2006 Certificate of First Aid, CPR Teaching by Red Cross, Korea
- 2006 Certificate of Windsurfing Instructor by Korea Windsurfing Association of Sports for All, Korea
- 2005 Certificate of Lifeguard by the Red Cross, Korea

- 2005 Certificate of Exercise Prescription Director by Korea Association of Sport for All
- 2005 Certificate of Sport Massage Master by Korea Association of Sport for All
- 2005 Certificate of Open Water Scuba Instructor by Professional Association of Diving Instructors (PADI)
- 2003 Certificate of Medic First Aid by Professional Association of Diving Instructors (PADI)
- 2002 Certificate of First Dan (1st order of Black belt) in Taekwondo by Korea Taekwondo Federation

PROFESSIONAL AFFILIATION

North American Society for Sport Management
Applied Sport Management Association
Korean Society for Sport Management
Korean Society of Sport and Leisure Studies
Korean American Association for Sport Management