

# Younghan Lee, Ph.D.

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## PROFILE

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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.

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## EDUCATION

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

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## THESIS & DISSERTATION

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

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## PROFESSIONAL EXPERIENCE

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<b>Research Institute for Sport Convergence (RISC), Mississippi IHL</b> Founding Director	2020 – present
<b>Mississippi State University, College of Education, Dept. of Kinesiology</b> Associate Professor	2015 – present
<b>University of Massachusetts, School of Management, Dept. of Sport Management</b> Assistant Professor	2011 – 2015
<b>Ewha Womans University, College of Science &amp; Industry Convergence, Dept. of Sport Science</b> Senior Lecturer	2011
<b>Sangmyung University, College of Convergence Technology, Dept. of Sports Industry</b> Senior Lecturer	2010 – 2011
<b>Korea Baseball Organization (KBO), Baseball Academy</b> Research Associate	2010 – 2011
<b>Center for Sport Industry (CSI), Seoul National University</b> Research Assistant	2003 – 2010

<b>Samsung Cultural Academy</b> Lecturer	2003 – 2006
<b>LG Electronics HQ Office, Overseas Market Intelligence &amp; Planning</b> Corporate Assistant	2001 – 2003
<b>Institute of Sport Science, Seoul National University</b> Research Associate	2010

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 **AWARDS & GRANTS**

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

<b>Korea Research Foundation Grant, (KRF-2005-003-G00050)</b> Funded: \$27,000 Primary investigator	2005
<b>Outstanding Researcher Grant, National Research Foundation</b> Investigating management efficiency of Korean professional sport teams Funded: \$17,480 Primary investigator	2004
<b>Hyung-ae Foundation, Academic full scholarship (M.S.)</b> Funded: \$25,000	2003

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 **COURSES TAUGHT**

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<b>Online Course Development, RISC certificate program</b> Big-data application in sport Machine learning in sport Deep learning in sport	present
<b>Mississippi State University</b> Research methods and analytics in sport (G) Seminar in sport studies (UG) Sport sponsorship* (UG & G) Sport finance* (G) Doctoral seminar *conducted also in an online format.	present
<b>University of Massachusetts Amherst</b> Applied analytics in sport marketing (G) Sport marketing (UG & G) Analytics in sport marketing (UG) Doctoral seminar	
<b>Ewha Womans University</b> Strategic sport marketing (G)	
<b>Sangmyung University</b> Intermediate golf (UG) Sport diplomacy (UG) Sport English conversation (UG)	

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 **RESEARCH EXPERTISE**

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A transdisciplinary approach within the purview of sport marketing/management involving advanced statistics and nonparametric analytics. **Research domains;** sport consumer behavior, sport sponsorship, sport customer relationship quality, ticket pricing, sport team management efficiency, and sport volunteer management. **Analytical techniques;** partial least squares structural equation modeling (PLS-SEM), conjoint analysis, choice optimization modeling, R, Python, data envelopment analysis (DEA), customer relationship marketing (CRM) architectural designing, and big-data analytics.

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 **PUBLICATIONS**

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<b>Mega versus local event sponsorships,</b> <i>Marketing Intelligence and Planning (in print). Indexed in; SSCI</i> Koo, J., Fink, F., & Lee, Y.	2022
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- Examining different foci of attention on golf putting performance in novice learners,** 2022  
*Research Quarterly for Exercise and Sport (in print). Indexed in; SSCI.*  
 Chen, C-C., Ryuh, Y. J., **Lee, Y.**, & Kim, M.
- 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. Indexed in; SSCI. ☑*  
**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. Indexed in; KCI.* 2022  
 Lee, S., **Lee, Y.**, & Kang, M.
- Big-data analytics: Exploring the well-being trend in South Korea through inductive reasoning,** *Transactions on Internet and Information Systems, 15(6), 1996-2011. Indexed in; SSCI.* 2021  
**Y, Lee.**, Kim, M., & Hong, S.
- Sequential effects of indirect, direct, and virtual sport experiences on consumer learning,** 2021  
*Sport Marketing Quarterly, 30(3), 235-246. Indexed in; 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,** *Sustainability, 13(10), 5351. Indexed in; SSCI.* 2021  
 Kim, M., Y, **Lee.**, & Hong, S.
- The moderating role of consumers' ad perception in athlete endorsement effectiveness,** 2021  
*Sport, Business, Management: an International Journal, 11(5), 535-555. Indexed in; SCOPUS.*  
 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. Indexed in; SSCI. ☑* 2020  
**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. Indexed in; 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. Indexed in; 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. Indexed in; 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. Indexed in; 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. Indexed in; 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. Indexed in; 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. Indexed in; ESCI.* ☑  
Lee, Y., & Kim, M.
- Team Identification, Rivalry Perceptions, and Behaviors of College Football Fans,** 2018  
*Journal of Sport Behavior, 41(4), 402-423. Indexed in; 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. Indexed in; 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. 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,** 2016  
*Services Marketing Quarterly, 37(3), 171-184. Indexed in; SCOPUS.* ☑  
Lee, Y.
- Can a Celebrity Serve as an Issue-Relevant Argument in the Elaboration Likelihood Model?,** 2016  
*Psychology & Marketing, 33(3), 195-208. Indexed in; 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. Indexed in; 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. Indexed in; SSCI.* ☑  
Lee, Y., & Koo, J.
- Considering cultural influences in volunteer satisfaction and commitment,** 2013  
*Event Management an International Journal, 17(4), 349-359. Indexed in; 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). Indexed in; 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. Indexed in; 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. Indexed in; 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. Indexed in; KCI.* ☑  
Lee, Y.

- Evaluating management efficiency of Korean professional baseball teams using data envelopment analysis (DEA)**, *International Journal of Sport and Health Science*, 5, 125-134. ☑  
Kang, J.H., & Lee, Y. 2007
- Unmistakable expression of faith in the enduring power of sport marketing to sell**, *The Institute of Sport Science Newsletter*, 49(1), 13-17.  
Lee, Y. 2004
- Exploration of inspiring event experience and personal change as outcome of charity sport event participation**, *Sport Management Review (revise & resubmit)*. Indexed in; SSCI.  
Lim, S., Green, B.C., Lee, Y., Kim, M., & Ogura, T.
- Fear of Missing Out as Antecedent of Online Fan Engagement of Sport Teams' Social Media**, *Sport Marketing Quarterly (revise & resubmit)*. Indexed in; SSCI.  
Na, S., & Lee, Y.
- Association between team identification and sport consumption behaviors: A Meta-analysis approach**, *Journal of Sport Management (under review)*  
S. Lee., Y. Lee., & Kang, M.
- A discovery of woman's serious leisure career interruption**, *Asian Woman (under review)*  
Kim, M., Lim, S., Yoon J., Lee, Y.

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### BOOK CHAPTER

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- 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.

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### RESEARCH PRESENTATIONS

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- Fear of missing out as antecedent of fan engagement of sport teams' social media**, *Sport Marketing Association* 2021  
S. Na., & Lee, Y. Las Vegas, USA
- Sport literacy: Linking sport-themed video games to sport spectating and participation**, *Sport Marketing Association* 2021  
Kim, J., Lee, Y., Kim, M., Chung, M. R., & Kwon, W. Las Vegas, USA
- The role of fan identification in user's attentional patterns on sport team Facebook pages: An eye-tracking approach**, *North American Society for Sport Management* 2020  
Kim, Y., Lee, S., Kim, S., Kim, M., & Lee, Y. Virtual, Asynchronous
- Consumers' attitudinal and behavioral responses to controversial endorser: A case of Nike ad Campaign**, *North American Society for Sport Management* 2020  
Kim, S., Kim, Y., Kim, M., Lee, Y., & Lee, S. Virtual, Asynchronous
- The effects of flow experience on service satisfaction of indoor golf customers: A lifestyle and socio-demographic characteristics approach**, *European Association for Sport Management* 2019  
Kim, M., Lee, Y., Lim, S., Kim, S., & Kim, Y. Seville, Spain
- Sponsorship effectiveness: The effects of perceived incongruence on brand personality**, *European Association for Sport Management* 2019  
Kim, Y., Kim, S., Kim, M., & Lee, Y. Seville, Spain

<b>The elements of enhancing psychological empowerment of participants in an inclusive sport program</b> , <i>European Association for Sport Management</i> Lim, S., Kim, M., Kim, S., Kim, Y., & Lee, Y.	2019 Seville, Spain
<b>Identifying attributes of a unified sport program that enhance Psychological Empowerment for participants, volunteers, and coaches</b> , <i>World Association for Sport Management</i> Lim, S., Chen, C-C., Lee, Y., & Kim, M.	2019 Santiago, Chile
<b>Challenges for maintaining major league soccer’s single-entity structure: An antitrust perspective</b> , <i>North American Society for Sport Management</i> Zlatko, M., Lim, S., & Lee, Y.	2019 New Orleans, USA
<b>The role of sport participation in consumption behavior of intercollegiate sports</b> , <i>Applied Sport Management Association</i> Chen, C-C., Lim, S., Kuo, Y-H., Kim, D., & Lee, Y.	2019 Nashville, USA
<b>Virtual advertising match-up hypothesis and perceived intrusiveness of sport media viewers: Case of the South Korean professional baseball</b> , <i>Applied Sport Management Association</i> Jang, H., Kim, D., Lim, S., Kim, M., & Lee, Y.	2018 Waco, USA
<b>The effect of Tai Chi intervention on healthy elderly by means of neuroimaging and EEG</b> , <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
<b>The influence of technological interactivity and media sociability on sport consumer value co-creation</b> , <i>North American Society for Sport Management</i> Kim, D., Lee, Y., Kim, M., & Lim, S.	2017 Denver, USA
<b>Sport event volunteers’ team member exchange and future intentions: The impact of social interaction</b> , <i>European Association for Sport Management</i> Lee, Y., Kim, M., & Koo, J.	2017 Bern, Switzerland
<b>Impact of centrality and satisfaction on repeat volunteering intention of female sport event volunteers: A serious leisure approach</b> , <i>European Association for Sport Management</i> Kim, M., Lee, Y., & Kim, Y.	2017 Bern, USA
<b>Fitness wearable technology acceptance and usage among older adults</b> , <i>V Congress of “Asociación Latinoamerica de Gerencia Deportiva</i> Kim, Y., Kim, S., Lee, Y., & Kim, M.	2017 Buenos Aires, Argentina
<b>The impact of coach leadership behavior on athlete performance</b> , <i>National Alliance of Social Workers in Sports</i> Lee, Y., & Kim, M.	2016 Atlanta, USA
<b>Human brand extensions: Investigating consumer attitudes toward athlete endorsement of non-sport brands</b> , <i>North American Society for Sport Management</i> Koo, J., & Lee, Y.	2015 Ottawa, Canada
<b>Athlete endorsement, attitudes, and purchase intention: The interaction effect between athlete endorser-product congruence and endorser credibility</b> , <i>North American Society for Sport Management</i> Lee, Y., & Koo, J.	2015 Ottawa, Canada
<b>Sponsor-event congruence effects: The moderating role of sport involvement</b> , <i>Sport Marketing Association</i> Koo, J., & Lee, Y.	2014 Philadelphia, USA
<b>Relationship quality, service value, satisfaction, and word of mouth</b> , <i>Innovation Institute</i> Lee, Y., & Kim, M.	2014 Dubrovnik, Croatia

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

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 **PROFESSIONAL MEMBERSHIP**

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**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

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 **INDUSTRY PROJECTS**

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<b>AIDA (artificial intelligence digital application)-golf platform development</b>	2020 – present
Funding: \$700,000	
Primary investigator	
• preliminary analysis, data labeling, pilot application development, content development, etc.	
<b>KBO media broadcasting feasibility analysis</b>	2014
Funding: confidential	
Research associate	
• preliminary analysis	
<b>Baseball academy education program development, Korea Baseball Organization (KBO)</b>	2010 – 2011
Funding: \$111,200	
Research associate	
• player education content development and implementation	
<b>SK Wyverns marketing and fan relationship system development, SK Telecommunication</b>	2006 – 2007
Funding: confidential	
Research assistant	
• marketing strategy and fan relationship management (FRM) system development	
<b>Sport industry expert foster program, Korea Ministry of Education, Science, &amp; Technology</b>	2007
Funding: \$111,949	
Research assistant	
<b>Winter sport development program, Ministry of Culture, Sports, &amp; Tourism</b>	2007
Funding: confidential	
Research assistant	
<b>Sport event market forecast system development, Korea Sports Promotion Foundation</b>	2006
Funding: \$125,000	
Research assistant	
<b>SK long-term sport business strategy development, SK Telecommunications</b>	2006
Funding: confidential	
Research assistant	
<b>Seoul Olympic park master plan development, City of Seoul &amp; Korea Olympic Committee (KOC)</b>	2006 – 2006
Funding: \$30,000	
Project manager	
• key zoning, visual stimulus strategy, facility planning, etc.	
<b>Revenue model development, Korea Sports Promotion Foundation</b>	2005 – 2006
Funding: \$299,730	
Research assistant	

<b>SK professional soccer team regional adaptation strategy development, SK Corporation</b>	2006
Funding: confidential	
Project manager	
<ul style="list-style-type: none"> <li>• customer relationship management (CRM) system development, business feasibility analysis, pricing strategy, etc.</li> </ul>	
<b>SK professional soccer team business strategy development, SK Corporation</b>	2005
Funding: confidential	
Project manager	
<ul style="list-style-type: none"> <li>• Data envelopment analysis (DEA), business feasibility analysis, management efficiency analysis</li> </ul>	
<b>2010 Pyungchang Winter Olympic Games feasibility analysis,</b>	2004
<i>Kangwon Province International Sports Committee</i>	
Funding: \$28,400	
Research assistant	
<b>Korean professional sport index development, Ministry of Culture, Sports, &amp; Tourism</b>	2004
Funding: confidential	
Research assistant	
<b>Korean soccer long-term development plan, Korea Football Association (KFA)</b>	2003
Graduate assistant	
<b>KBL short and long-term marketing plan development, Korea Basketball League (KBL)</b>	2003
Funding: confidential	
Graduate assistant	
<b>Robot business feasibility analysis, LG Electronics, Inc.</b>	2002
Funding: not applicable	
Corporate assistant	
<ul style="list-style-type: none"> <li>• concept development, market analysis, branding, feasibility analysis, etc.</li> </ul>	
<b>2014 Pyeongchang Winter Olympic Games feasibility analysis,</b>	2004
<i>Kangwon Province International Sports Committee</i>	
Funding: confidential	
Research assistant	
<b>Winter sport development program, Korea Ministry of Culture, Sports, &amp; Tourism</b>	
<b>Equestrian sport development feasibility analysis, Korea Racing Authority</b>	2004
Funding: confidential	
Graduate assistant	

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 **ADMINISTRATIVE & SERVICE TO DISCIPLINE**

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**Departmental Program, Director**

Study abroad program

International student exchange program

**Ad-Hoc Journal Review**

Sport Management Review

European Sport Management Quarterly

Advances in Management Journal

International Journal of Applied Sports Science

International Journal of Sports Science and Coaching

### **Conference Paper Review**

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

### **Doctoral Advisor**

- Zlatko, M. (in progress). Mississippi State University
- Kyung, T. (in progress). Mississippi State University
- Na, S. (in progress). Mississippi State University
- Kim, D. (in progress). 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**

- 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)**

- 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 programing. 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

## 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

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## COMMUNITY OUTREACH

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

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## ORGANISATIONS

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<b>International Sports Relations Foundation, International Relations</b> Committee chair	2016 – 2018
<b>Korea Sailing Federation</b> Board member	

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## MEDIA

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<b>Korea Broadcasting System (KBS) World</b> Contributor
<b>Arirang International Broadcasting Service</b> Contributor
<b>New Daily Newspaper</b> Contributor

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## CERTIFICATES

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<b>Scuba diver, open water certified</b> #53037LEE122974HANSCD11	<b>Wind surfing</b> #3563213445
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## MILITARY SERVICE

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<b>Republic of Korea Army (ROK), 15th Division, 50th Regiment, Special Forces</b> Sergeant	1999 – 2001
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 LANGUAGES

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English



Korean

