

Younghan Lee, Ph.D.

Associate professor

📍 110 Belmont Dr, Starkville, MS, 39759, United States ✉ yl690@msstate.edu ☎ 815-382-7049 📧 74ylee

PROFILE

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

EDUCATION

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

THESIS & DISSERTATION

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

PROFESSIONAL EXPERIENCE

- | | |
|---|----------------|
| Research Institute for Sport Convergence (RISC), Mississippi IHL
Founding Director | 2020 – present |
| Mississippi State University, College of Education, Dept. of Kinesiology
Associate Professor | 2015 – present |
| University of Massachusetts, School of Management, Dept. of Sport Management
Assistant Professor | 2011 – 2015 |
| Ewha Womans University,
<i>College of Science & Industry Convergence, Dept. of Sport Science</i>
Senior Lecturer | 2011 |

Sangmyung University, College of Convergence Technology, Dept. of Sports Industry Senior Lecturer	2010 – 2011
Korea Baseball Organization (KBO), Baseball Academy Research Associate	2010 – 2011
Center for Sport Industry (CSI), Seoul National University Research Assistant	2003 – 2010
Samsung Cultural Academy Lecturer	2003 – 2006
LG Electronics HQ Office, Overseas Market Intelligence & Planning Corporate Assistant	2001 – 2003
Institute of Sport Science, Seoul National University Research Associate	2010

AWARDS & GRANTS

COE Undergraduate Research Grant, Mississippi State University Funded: \$2,000 Research collaborator	2019
COE Community Engagement Award, Mississippi State University Funded: \$2,000 Research collaborator	2019
Global Research Network Grant, <i>National Research Foundation of Korea (NRF-2017S1A2A2039405)</i> Funded: \$300,000 Primary investigator	2017
International Sports Programming Initiative, <i>U.S. Dept. of State, Bureau of Education and Cultural Affairs (ECA-ECAPEC-17-015)</i> Unfunded: \$600,000 Primary investigator	2017
Sport event volunteer management manual and integrated ICT platform development, <i>Research Collaboration Fund, National Research Foundation of Korea</i> Unfunded: \$300,000 Co-primary investigator	2017
Mellon Mutual Team Grant, University of Massachusetts Funded: \$30,000 Primary investigator	2014
Learning Commons Evaluation for the W.E.B. Du Bois Library at UMass Amherst, <i>McCormack Center for Sport Research and Education</i> Funded: \$27,000 Primary investigator	2014

International Research Exchange Scheme, <i>European Commission (FP-7-PEOPLE-2013-IRSES)</i> Funded: \$852,600 Collaborator	2013
MSP Research Fund, <i>University of Massachusetts</i> Funded: \$20,000 Primary investigator	2012
Hyung-ae Foundation, <i>Academic full scholarship (Ph.D.)</i> Funded: \$50,000	2006
BK21 brain Korea sport industry expert promotion program, <i>Korea Research Foundation</i> Funded: \$120,000 Research assistant	2006
Korea Research Foundation Grant, <i>(KRF-2005-003-G00050)</i> Funded: \$27,000 Primary investigator	2005
Outstanding Researcher Grant, <i>National Research Foundation</i> Investigating management efficiency of Korean professional sport teams Funded: \$17,480 Primary investigator	2004
Hyung-ae Foundation, <i>Academic full scholarship (M.S.)</i> Funded: \$25,000	2003

TEACHING

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



Ewha Womans University
Strategic sport marketing (G)

Sangmyung University
Intermediate golf (UG)
Sport diplomacy (UG)
Sport English conversation (UG)

RESEARCH EXPERTISE


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.

PUBLICATIONS

- Association between team identification and sport consumption behaviors: A Meta-analysis approach,** *Journal of Global Sport Management (in-print)*. ESCI. 2023
S. Lee., Y. Lee., & Kang, M.
- Fear of Missing Out as Antecedent of Online Fan Engagement of Sport Teams' Social Media,** *Communication and Sport (in-print)*. SSCI. 2023
Na, S., & Lee, Y.
- Exploration of inspiring event experience and personal change as outcome of charity sport event participation,** *Event Management (in-print)*. SSCI. 2023
Lim, S., Green, B.C., Lee, Y., Kim, M.
- Mega versus local event sponsorships,** *Marketing Intelligence and Planning, 40(5), 671-689*. SSCI.  2022
Koo, J., Fink, F., & Lee, Y.
- The influence of technological interactivity and media sociability on sport consumer value co-creation behaviors via collective efficacy and collective intelligence,** *International Journal of Sports Marketing and Sponsorship, 23(1), 18-40*. SSCI.  2022
Lee, Y., & Kim, D.
- Exploring well-being trend of public and media using association rule and future signal analysis,** *The Korean Journal of Physical Education, 61(2), 285-299*. KCI. 2022
Lee, S., Kang, M., & Lee, Y.
- Big-data analytics: Exploring the well-being trend in South Korea through inductive reasoning,** *Transactions on Internet and Information Systems, 15(6), 1996-2011*. SSCI. 2021
Y, Lee., Kim, M., & Hong, S.

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

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

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

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

A discovery of woman's serious leisure career interruption,
Leisure Science (under review)
Kim, M., Lim, S., Yoon J., Lee, Y.

Comparison of audience behavior between eSports and authentic sports fans,
Sport Management Review (under review)
Oh, T., Kang, J-H., Lee, Y., & Choi, S.

Exploring the terminologies of sport in the digital realm: A systematic review,
Sport Management Review (under review)
Lee, Y., Kang, J-H., Oh, T., Lee, S., & Choi, S.

BOOK CHAPTER

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

RESEARCH PRESENTATIONS

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

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

Fear of missing out as antecedent of fan engagement of sport teams' social media, 2021
Sport Marketing Association Las Vegas, USA
S. Na., & Lee, Y.

Sport literacy: Linking sport-themed video games to sport spectating and participation, 2021
Sport Marketing Association Las Vegas, USA
Kim, J., Lee, Y., Kim, M., Chung, M. R., & Kwon, W.

The role of fan identification in user's attentional patterns on sport team Facebook pages: An eye-tracking approach, 2020
North American Society for Sport Management Virtual
Kim, Y., Lee, S., Kim, S., Kim, M., & Lee, Y.

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

Impact of centrality and satisfaction on repeat volunteering intention of female sport event volunteers: A serious leisure approach, <i>European Association for Sport Management</i> Kim, M., Lee, Y., & Kim, Y.	2017 Bern, USA
Fitness wearable technology acceptance and usage among older adults, <i>V Congress of "Asociación Latinoamerica de Gerencia Deportiva"</i> Kim, Y., Kim, S., Lee, Y., & Kim, M.	2017 Buenos Aires, Argentina
The impact of coach leadership behavior on athlete performance, <i>National Alliance of Social Workers in Sports</i> Lee, Y., & Kim, M.	2016 Atlanta, USA
Human brand extensions: Investigating consumer attitudes toward athlete endorsement of non-sport brands, <i>North American Society for Sport Management</i> Koo, J., & Lee, Y.	2015 Ottawa, Canada
Athlete endorsement, attitudes, and purchase intention: The interaction effect between athlete endorser-product congruence and endorser credibility, <i>North American Society for Sport Management</i> Lee, Y., & Koo, J.	2015 Ottawa, Canada
Sponsor-event congruence effects: The moderating role of sport involvement, <i>Sport Marketing Association</i> Koo, J., & Lee, Y.	2014 Philadelphia, USA
Relationship quality, service value, satisfaction, and word of mouth, <i>Innovation Institute</i> Lee, Y., & Kim, M.	2014 Dubrovnik, Croatia
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.	2014 Pittsburgh, USA
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.	2013 Austin, USA
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.	2013 Austin, USA
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.	2013 Austin, USA
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.	2013 Austin, USA

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

INDUSTRY PROJECTS

AIDA (artificial intelligence digital application)-golf platform development Funding: \$700,000 Primary investigator • preliminary analysis, data labeling, pilot application development, content development, etc.	present
TRK (track your record Korea) platform development Funding: Confidential Senior Consultant/Partner • pilot application, content development, etc.	present
MBC (mom's beautiful challenge) event feasibility analysis, <i>Ewha Womans University & City of Seoul</i> Funding: not applicable Project director • business feasibility and market analysis.	2020 – 2021
Korea handball association long-term strategic plan development Funding: confidential Senior consultant • Artificial intelligence solution development	2020

<p>Work-and-life balance fitness training application development based on machine Learning</p> <p>Funding: confidential</p> <p>Senior consultant</p>	2019
<p>Sport event volunteer management manual and holistic ICT platform development</p> <p>Funding: not applicable</p> <p>Co-director</p>	2017
<p>KBO media broadcasting feasibility analysis</p> <p>Funding: confidential</p> <p>Research associate</p> <ul style="list-style-type: none"> • preliminary analysis 	2014
<p>Baseball academy education program development, Korea Baseball Organization (KBO)</p> <p>Funding: \$111,200</p> <p>Research associate</p> <ul style="list-style-type: none"> • player education content development and implementation 	2010 – 2011
<p>SK Wyverns marketing and fan relationship system development, SK Telecommunication</p> <p>Funding: confidential</p> <p>Research assistant</p> <ul style="list-style-type: none"> • marketing strategy and fan relationship management (FRM) system development 	2006 – 2007
<p>Sport industry expert foster program, Korea Ministry of Education, Science, & Technology</p> <p>Funding: \$111,949</p> <p>Research assistant</p>	2007
<p>Winter sport development program, Ministry of Culture, Sports, & Tourism</p> <p>Funding: confidential</p> <p>Research assistant</p>	2007
<p>Sport event market forecast system development, Korea Sports Promotion Foundation</p> <p>Funding: \$125,000</p> <p>Research assistant</p>	2006
<p>SK long-term sport business strategy development, SK Telecommunications</p> <p>Funding: confidential</p> <p>Research assistant</p>	2006
<p>Seoul Olympic park master plan development, City of Seoul & Korea Olympic Committee (KOC)</p> <p>Funding: \$30,000</p> <p>Project manager</p> <ul style="list-style-type: none"> • key zoning, visual stimulus strategy, facility planning, etc. 	2006 – 2006
<p>Revenue model development, Korea Sports Promotion Foundation</p> <p>Funding: \$299,730</p> <p>Research assistant</p>	2005 – 2006

<p>SK professional soccer team regional adaptation strategy development, <i>SK Corporation</i> Funding: confidential Project manager • customer relationship management (CRM) system development, business feasibility analysis, pricing strategy, etc.</p>	2006
<p>SK professional soccer team business strategy development, <i>SK Corporation</i> Funding: confidential Project manager • Data envelopment analysis (DEA), business feasibility analysis, management efficiency analysis</p>	2005
<p>2010 Pyungchang Winter Olympic Games feasibility analysis, <i>Kangwon Province International Sports Committee</i> Funding: \$28,400 Research assistant</p>	2004
<p>Korean professional sport index development, <i>Ministry of Culture, Sports, & Tourism</i> Funding: confidential Research assistant</p>	2004
<p>Korean soccer long-term development plan, <i>Korea Football Association (KFA)</i> Graduate assistant</p>	2003
<p>KBL short and long-term marketing plan development, <i>Korea Basketball League (KBL)</i> Funding: confidential Graduate assistant</p>	2003
<p>Robot business feasibility analysis, <i>LG Electronics, Inc.</i> Funding: not applicable Corporate assistant • concept development, market analysis, branding, feasibility analysis, etc.</p>	2002
<p>2014 Pyeongchang Winter Olympic Games feasibility analysis, <i>Kangwon Province International Sports Committee</i> Funding: confidential Research assistant</p>	2004
<p>Winter sport development program, <i>Korea Ministry of Culture, Sports, & Tourism</i></p>	
<p>Equestrian sport development feasibility analysis, <i>Korea Racing Authority</i> Funding: confidential Graduate assistant</p>	2004

 **SERVICE TO DISCIPLINE**

Journal Editorial

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

Ad-Hoc Journal Review

- Sport Management Review
- European Sport Management Quarterly
- Sport, Business, Management: an International journal
- 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

University Administrative

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

Departmental Program

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

Doctoral Advisor

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

Master Thesis Advisor

- Lulia, 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)

- 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

PROFESSIONAL MEMBERSHIP

North American Society for Sport Management (NASSM)

European Association for Sport Management (EASM)

Korean Scholars of Marketing Science

Applied Sport Management Association (ASMA)

Sport Marketing Association (SMA)

Korean Alliance for Health Physical Education & Recreation

COMMUNITY OUTREACH

Halloween International Dodgeball Event (pending), Director	2023
A dodgeball event that involves international students and local community	
Tai-chi program, RISC adopted program	2018 – present
An intervention program to promote physical activity for the elderly	
StarkVegas Futbol Jamboree, Director	2018 – present
An inclusive soccer event involving special needs students and younger adults	
Bulldog Bike Camp, RISC adopted program	2016 – present
Bicycle camp that trains children of autism	

Alumni Tailgate Event, Director

2016 – 2018

A tailgate event involving students, local businesses, and alumni of the Kinesiology department

 **ORGANIZATIONS**

Korea Sailing Federation

present

Board member

International Sports Relations Foundation, International Relations

2016 – 2018

Committee chair

 **MEDIA**

Korea Broadcasting System (KBS) World

Contributor

Arirang International Broadcasting Service

Contributor

New Daily Newspaper

Contributor

 **CERTIFICATES**

Scuba diver, open water certified

#53037LEE122974HANSCD11

Wind surfing

#3563213445

 **MILITARY SERVICE**

Republic of Korea Army (ROK), 15th Division, 50th Regiment, Special Forces

1999 – 2001

Sergeant

 **LANGUAGES**

English



Korean

