

# Hyun-Woo Lee, PH.D.

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Curriculum Vitae

(September, 2024)

Associate Professor of Sport Management

Department of Kinesiology & Sport Management, College of Education & Human Development

Texas A&M University

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Sport eXperience Management Laboratory (SXMLAB):

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## EDUCATION

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Ph.D., Sport Management, Florida State University, Tallahassee, FL	August 2014
M.S., Sports and Leisure Studies, Yonsei University, Seoul, Korea	February 2010
B.S., Sports and Leisure Studies, Yonsei University, Seoul, Korea	February 2008

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## ACADEMIC APPOINTMENTS

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Associate Professor [Tenured] at Texas A&M University	Fall 2024-present
- Master's F2F Program Coordinator	
- Faculty Affiliate, Center for Sport Management Research & Education	
- Faculty Affiliate, Huffines Institute for Sports Medicine & Human Performance	
Assistant Professor at Texas A&M University	Fall 2018-2024
Adjunct Professor at Texas A&M International University	Summer 2022
Assistant Professor at Georgia Southern University	Fall 2014-2018

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## HONORS & AWARDS

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- Service Appreciation Award, Korean Society for Sport Management. May 2024
- Outstanding Reviewer, International Journal of Sports Marketing and Sponsorship – Literati Award by Emerald Publishing. July 2023
- Kay and Jerry Cox STaR Fellow, College of Education & Human Development, Texas A&M University. April 2019
- Florida State University, Department of Sport Management Program Student Scholarship Doctoral Award Winner. Spring 2013
- Research & Teaching Assistant at Florida State University. August 2010 to May 2014
- Research assistant at the Korea Institute of Sport Science. March to May, 2010
- Korean Government Project BK21 Researcher Scholarship. Spring 2009 to Spring 2010
- Department of Sports and Leisure Studies Graduate Student Scholarship, Yonsei University. Spring 2008 to Spring 2010

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## PUBLICATIONS

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\* Publication was joint-authored with student(s)  
 # denotes student under direct supervision  
 † denotes postdoctoral/visiting scholars  
Underlined are corresponding authors  
**Total: 67 publications**

Google Scholar Profile (09/01/2024):		
	All	Since 2019
Citations	1346	1228
h-index	18	18
i10-index	28	23

### **I. PEER REVIEWED JOURNAL ARTICLES**

**(Total n = 63; As First Author n = 17 [26.98%]; As Main Advisor n = 21 [33.33%])**

- **International Journal Articles [Recent SSCI Impact Factors & ABDC Rankings in Brackets] (n = 53/63):**
- 63. Cho, H., Chiu, W., Kang, H.-K., & **Lee, H.-W.** (accepted for publication). Gender differences in the effects of nostalgia on conspicuous consumption and impulsive buying. *International Journal of Sports Marketing and Sponsorship*. [SSCI; IF = 2.200] [ABDC = B]
- 62. Do, C., **Kim, M.**, McCullough, B., Kim, H. S., & **Lee, H.-W.** (2024). Increasing sport fans' receptivity to sustainability messaging through the enhancement of brand authenticity. *International Journal of Sport Communication*, 17(3), 241-251. [ESCI; IF = 1.600] [ABDC = B] \*
- 61. **#Uhm, J.-P.**, **Lee, H.-W.**, **#Kim, S.**, & **Han, J.-W.** (2024). First-person experience in virtual reality sport advertisement: Transportation of embodied empathy. *PRESENCE: Virtual and Augmented Reality*, 33, 269-286. [ESCI; IF = 1.100] \*
- 60. **Lee, H.-W.**, **Park, S.-J.**, **#Chang, K.**, & **#Uhm, J.-P.** (2024). How preseason hope impacts fans' attendance intentions and psychological well-being. *Journal of Applied Sport Management*, 16(2), 1-12. [ESCI] [ABDC = C] \*
- 59. **#Kim, S.**, Park, K., **#Uhm, J.-P.**, & **Lee, H.-W.** (2024). Determinants of consumers' adoption of mobile ticketing via self-service technology. *International Journal of Sport Communication*, 17(2), 150-161. [ESCI; IF = 1.800] [ABDC = B] \*
- 58. Hill, J., **Kim, M.**, Oja, B., Kim., H. S., & **Lee, H.-W.** (2024). Innovation is the key: Identifying factors to increase career satisfaction and psychological well-being in Millennial and Generation Z sport employees. *Sport, Business and Management*, 14(3), 360-379. [ESCI; IF = 1.600] [ABDC = C] \*
- 57. **†Park, J.**, **Cho, J.**, Gang, A., **Lee, H.-W.**, & Pedersen, P. (2024). Machine learning prediction of factors affecting Major League Baseball (MLB) game attendance: Algorithm comparisons and macroeconomic factor of unemployment. *International Journal of Sports Marketing and Sponsorship*, 25(2), 382-395. [SSCI; IF = 2.200] [ABDC = B] \*
- 56. **#Chang, K.**, **Lee, H.-W.**, & Bennett, G. (2024). Generation Z and millennial esports gamers' perceived toxicity risk and game brand loyalty: Moderated mediation effects of brand identification, self-efficacy, and support from game brand. *Young Consumers*, 25(1), 28-44. [ESCI; IF = 3.000] [ABDC = B] \*
- 55. **#Park, S.**, **Lee, H.-W.**, & Nite, C. (2023). Underscoring trainer's lack of effort or talent in

- service failure of personal fitness training: Customers' negative word-of-mouth response. *Service Business*, 17, 1025-1050. [SSCI; IF = 5.900] [ABDC = B] \*
54. **Lee, H.-W., Cho, H., & Kim, M.** (2023). Campus sport experience as catalyst for college student adjustment and well-being. *Asia Pacific Journal of Education*, 43(4), 1161-1178. [SSCI; IF = 1.700]
  53. **#Uhm, J.-P., #Kim, S., & Lee, H.-W.** (2023). Stimulating suspense in gamified virtual reality sports: Effect on flow, fun, and behavioral intention. *International Journal of Human-Computer Interaction*, 39(19), 3846-3858. [SSCI; IF = 4.700] [ABDC = B] \*
  52. Cho, H., **Lee, H.-W., & Kim, T.** (2023). Volunteers' growth mindset and continuance intention: What are the roles of nostalgia and positive emotions? *Frontiers in Psychology*, 14, 1169221. [SSCI; IF = 3.800]
  51. **Lee, H.-W., #Chang, K.,** Neff, P. N., Nite, C., & Bennett, G. (2023). Perceived uniqueness of esports: Players' hyperconnected digital playground for self-improvement. *Sport in Society*, 26(11), 1873-1890. [SSCI; IF = 1.400] [ABDC = B] \*
  50. **#Chang, K., #Uhm, J.-P., #Kim, S., & Lee, H.-W.** (2023). Paradoxical relationship between toxicity and toxicity tolerance: Moderated mediation by gender and positive reappraisal coping. *International Journal of Sports Marketing and Sponsorship*, 24(4), 737-752. [SSCI; IF = 2.200] [ABDC = B] \*
  49. **Lee, H.-W., #Chang, K., #Uhm, J.-P., & Owiro, E.** (2023). How avatar identification affects enjoyment in metaverse: The roles of avatar customization and social engagement. *Cyberpsychology, Behavior, and Social Networking*, 26(4), 255-262. [SSCI; IF = 6.600] \*
  48. **#Park, S., & Lee, H.-W.** (2023). Emphasizing effort vs. talent in personal trainers' performance: Consumption response of personal fitness training customers. *International Journal of Sports Marketing and Sponsorship*, 24(2), 359-374. [SSCI; IF = 2.200] [ABDC = B] \*
  47. **#Park, S., Nite, C., & Lee, H.-W.** (2023). The impact of sport organization employees' justice perceptions on organizational citizenship and dysfunctional behavior: The affect-based model. *Sport Management Review*, 26(2), 315-338. [SSCI; IF = 4.100] [ABDC = A] \*
  46. **#Park, S., Lee, H.-W., & Nite, C.** (2023). When does highlighting effort or talent in fitness service providers' performance lead to customer compliance? The role of customers' implicit mindset. *Journal of Service Theory and Practice*, 33(1), 89-109. [SSCI; IF = 4.600] [ABDC = A] \*
  45. **†Oh, Y.-T., #Uhm, J.-P., Lee, H.-W.** (2022). The effect of coaching types on moral disengagement in taekwondo athletes: The mediating role of pride. *International Journal of Environmental Research and Public Health*, 19, 12306. [Scopus] \*
  44. **#Park, S., Lee, S., & Lee, H.-W.** (2022). Competence inference from muscle: How and when trainers' muscle mass impacts service purchase of personal fitness training. *International Journal of Sports Marketing and Sponsorship*, 23(4), 804-822. [SSCI; IF = 2.200] [ABDC = B] \*
  43. Cho, H., & **Lee, H.-W.** (2022). Development and validation of a volunteer nostalgia scale:

Assessing measurement invariance across cultures and types of volunteering. *Current Issues in Tourism*, 25(16), 2578-2594. [SSCI; IF = 8.000] [ABDC = A]

42. #Uhm, J.-P., #Kim, S., #Do, C., & Lee, H.-W. (2022). How augmented reality (AR) experience affects purchase intention in sport e-commerce: Roles of perceived diagnosticity, psychological distance, and perceived risks. *Journal of Retailing and Consumer Services*, 67, 103027. [SSCI; IF = 10.400] [ABDC = A] \*
41. †Jun, I., Sung, H., †Park, J., & Lee, H.-W. (2022). Determinants of competitive advantage for sport firms: An analysis using public big data in Korea. *Journal of Applied Sport Management*, 14(1), 28-38. [ESCI] [ABDC = C] \*
40. #Do, C., #Uhm, J.-P., Cho, H., & Lee, H.-W. (2022). Bringing students with low agreeableness to attend collegiate sports: Moderated mediation effect of team identification and student involvement. *Journal of Applied Sport Management*, 14(1), 8-18. [ESCI] [ABDC = C] \*
39. †Park, J., #Uhm, J.-P., #Kim, S., Kim, M., Sato, S., & Lee, H.-W. (2022). Sport community involvement and life satisfaction during COVID-19: A moderated mediation of psychological capital (PsyCap) by distress and Generation Z. *Frontiers in Psychology*, 13, 861630. [SSCI; IF = 3.800] \*
38. #Kim, S., Yo, H. Y., & Lee, H.-W. (2022). Motivational determinants of digital ticketing: The mediating effect of service satisfaction and the moderating effect of psychological discomfort. *International Journal of Sports Marketing and Sponsorship*, 23(2), 326-345. [SSCI; IF = 2.200] [ABDC = B] \*
37. #Do, C., Brison, N. T., †Park, J., & Lee, H.-W. (2022). Social identity complexity, corporate social responsibility (CSR), and brand love of multiple leagues in professional sport. *Frontiers in Psychology*, 13, 861656. [SSCI; IF = 3.800] \*
36. #Uhm, J.-P., Lee, H.-W., Han, J.-W., & Kim, D.-K. (2022). Effect of background music and hierarchy-of-effects in watching women's running shoes advertisements. *International Journal of Sports Marketing and Sponsorship*, 23(1), 41-58. [SSCI; IF = 2.200] [ABDC = B] \*
35. Lee, H.-W., #Kim, S., #Uhm, J.-P. (2021). Social virtual reality (VR) involvement affects depression when social connectedness and self-esteem are low: A moderated mediation on well-being. *Frontiers in Psychology*, 12, 753019. [SSCI; IF = 3.800] \*
34. Lee, H.-W., Brison, N. T., Cho, H., Pyun, D. Y., & Ratten, V. (2021). Editorial: Adopting new technologies in sports marketing. *Frontiers in Sports and Active Living*, 3, 777841. [ESCI; IF = 2.700]
33. #Kim, S., Cho, H., Newell, E., & Lee, H.-W. (2021). Who won the social media march madness bracket? Demand shifters for Twitter followers. *Telematics and Informatics*, 64, 101706. [SSCI; IF = 8.500] \*
32. Cho, H., Lee, H.-W., & Chiu, W. (2021). Satellite fans: Does sport nostalgia influence purchase intention toward sponsors' products? *Journal of Retailing and Consumer Services*, 62,

102653. [SSCI; IF = 10.400]

31. [Lee, H.-W.](#), [#Kim, S.](#), & Liew, J. (2021). Spectator sports as context for examining observers' agreeableness, social identification, and empathy in a high-stakes conflict situation. *Psychological Reports*, 124(4), 1788-1806. [SSCI; IF = 2.300] \*
30. [Kim, M.](#), Kim, Y. D., & [Lee, H.-W.](#) (2020). It is time to consider athletes' well-being and performance satisfaction: The roles of authentic leadership and psychological capital. *Sport Management Review*, 23(5), 964-977. [SSCI; IF = 4.100]
29. [Lee, H.-W.](#), [Cho, H.](#), Newell, E., & Kwon, W. (2020). How multiple identities shape behavioral intention: Place and team identification on spectator attendance. *International Journal of Sports Marketing and Sponsorship*, 21(4), 719-734. [SSCI; IF = 2.200]
28. [#Uhm, J.-P.](#), [Lee, H.-W.](#), & Han, J.-W. (2020). Creating sense of presence in a virtual reality experience: Impact on neurophysiological arousal and attitude towards a winter sport. *Sport Management Review*, 23(4), 588-600. [SSCI; IF = 4.100] \*
27. [Lee, H.-W.](#), [Cho, H.](#), Lasko, E., Kim, J. W., & Kwon, W. (2020). From knowing the game to enjoying the game: EEG/ERP assessment of emotional processing. *International Journal of Sports Marketing and Sponsorship*, 21(2), 305-323. [SSCI; IF = 2.200] \*
26. [Kim, Y.](#), Magnusen, M. J., Kim, M., & [Lee, H.-W.](#) (2019). Meta-analytic review of sport consumption: Factors affecting attendance to sporting events. *Sport Marketing Quarterly*, 28(3), 117-134. [SSCI; IF = 1.500]
25. Cho, H., Koh, E. C., & [Lee, H.-W.](#) (2019). Nostalgia, motivation, and intention for international football stadium tourism. *Asia Pacific Journal of Tourism Research*, 24(9), 912-923. [SSCI; IF = 5.000] \*
24. Shin, S., [Chiu W.](#), & [Lee, H.-W.](#) (2019). Impact of the social benefits of intramural sports on Korean students' quality of college life and loyalty: A comparison between lowerclassmen and upperclassmen. *The Asia-Pacific Education Researcher*, 28(3), 181-192. [SSCI; IF = 3.300]
23. Cho, H., [Lee, H.-W.](#), & Pyun, D. Y. (2019). The influence of stadium environment on attendance intentions in spectator sport: The moderating role of team loyalty. *International Journal of Sports Marketing and Sponsorship*, 20(2), 276-290. [SSCI; IF = 2.200]
22. Kwon, W., [Lee, H.-W.](#), & [Kim, Y.](#) (2018). Global marketing of F1: Local variations and geocentric marketing mix. *International Journal of Applied Sports Sciences*, 30(2), 134-148.
21. Shin, S, Chiu W., & [Lee, H.-W.](#) (2018). For a better campus sporting experience: Scale development and validation of the collegiate sportscape. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 22, 22-30. [SSCI; IF = 3.700]
20. Cho, H., [Lee, H.-W.](#), Moore, D., Norman, W., & Ramshaw, G. (2017). A multilevel approach to scale development in sport tourist nostalgia. *Journal of Travel Research*, 56(8), 1094-1106. [SSCI; IF = 8.900]



19. [Kim, J. W.](#), Magnusen, M. J., & [Lee, H.-W.](#) (2017). Existence of mixed emotions during consumption of a sporting event: A real-time measure approach. *Journal of Sport Management*, 31(4), 360-373. [SSCI; IF = 3.600]
  18. [Lee, H.-W.](#), Gipson, C., & Barnhill, C. R. (2017). Experience of spectator flow and perceived stadium atmosphere: Moderating role of team identification. *Sport Marketing Quarterly*, 26(2), 87-98. [SSCI; IF = 1.500]
  17. [Kim, Y.](#), [Lee, H.-W.](#), Magnusen, M. J., & Kim, M. (2015). Factors influencing sponsorship effectiveness: A meta-analytic review and research synthesis. *Journal of Sport Management*, 29(4), 408-425. [SSCI; IF = 3.600]
  16. Kwon, W., [Lee, H.-W.](#), & Kim, Y. (2015). Creating shared values between national team identity and global event brand equity. *Social Behavior and Personality*, 43(2), 177-192. [SSCI; IF = 1.300]
  15. [Kim, A. C. H.](#), [Lee, H.-W.](#), & Kim, Y. (2014). Sponsorship network portfolio of corporate partners in the national basketball association. *International Journal of Sport Management and Marketing*, 15(5/6), 340-359. [Scopus]
  14. [Lee, H.-W.](#), Shin, S., Bunds, K. S., Kim, M., & Cho, K. M. (2014). Rediscovering the positive psychology of sport participation: Happiness in a ski resort context. *Applied Research in Quality of Life*, 9(3), 575-590. [SSCI; IF = 3.400]
  13. [Lee, H.-W.](#), & Kim, Y. (2013). Discovering a GEM: Development of the group emotions model of sport fan experience. *International Journal of Applied Sports Sciences*, 25(2), 130-149.
  12. [Lee, H.-W.](#), Kim, Y. D., Newman, J. I., & Kim, Y. (2013). Group emotion in spectator sport: An interdisciplinary approach to affective qualia. *Journal of Multidisciplinary Research*, 5(2), 49-66.
  11. [Lee, H.-W.](#), Magnusen, M. J., & Cho, S. (2013). Strength coach-athlete compatibility: Roles of coaching behaviors and athlete gender. *International Journal of Applied Sports Sciences*, 25(1), 55-67.
- **National or Regional Journal Articles & Case Studies (n = 10/63):**
10. [Lee, H.-W.](#), [Hussain, U.](#), Park, S. S., Shin, S., Shim, W. T. (2021). Internal workforce, symbolism, and licensed products: 17th Asian Games. *Emerald Emerging Markets Case Studies*, 11(1), 1-20. [Scopus] \*
  9. [Lee, H.-W.](#), & [Kwon, W.](#) (2020). Personal and collective processes of spectator emotion experience: Effects on happiness and behavioral intention. *International Journal of Human Movement Science*, 14(2), 53-72. [Funded by NRF-2014S1A5B5A02014485]
  8. [Melton, B.](#), [Lee, H.-W.](#), Gipson, C., & Lewis, M. (2018) Motivation of rural parents for youth recreational sports programs. *GAHPERD Journal*, 50(2), 13-19. \*
  7. [Kwon, W.](#), & [Lee, H.-W.](#) (2016). Difference in P300 latency by levels of involvement to sport: Interdisciplinary approach to sport consumer behavior using embodied cognition theory and

EEG/ERP technique. *Korean Journal of Sport Management*, 21(6), 45-56. [Funded by NRF-2014S1A5B5A02014485]

6. **Kwon, W.**, & **Lee, H.-W.** (2015). How does stadium atmosphere affect spectator behavior, flow, and revisit intentions? Implications from embodied cognition theory and environmental psychology. *Korean Journal of Sport Management*, 20(4), 67-80. [Funded by NRF-2014S1A5B5A02014485]
5. **Flanagan, K.**, & **Lee, H.-W.** (2013). Motivational factors influencing exercise identity. *Applied Recreational Research and Programming Annual*, 3, 1-30.
4. **Kwon, W.**, Shin, S., **Lee, H.-W.**, & Kim, S.-K. (2013). Service quality dimensions and image of a public gambling enterprise: In a context of cycle and boat racing consumption. *Korean Journal of Sport Management*, 18(4), 1-16.
3. **Kwon, W.**, **Lee, H.-W.**, & Kim, M. (2013). F1 in a global context: A cross-cultural examination of marketing activities and behavioral intentions. *The Korean Journal of Physical Education: Social Science*, 52(3), 251-266. [Funded by NRF-2012S1A5B5A07035615]
2. **Lee, H.-W.**, Kim, A. C. H., & Kim, Y. (2013). Roles of cultural context in the formations of national team identity and brand equity of global sporting events. *Korean Journal of Sport Science*, 24(2), 292-307.
1. Kim, S.-K., **Lee, H.-W.**, & **Kwon, W.** (2013). Relationships among service quality, image, satisfaction, and WOM: An empirical examination of boat racing. *Korean Journal of Sport Science*, 24(1), 135-147.

## II. PEER REVIEWED BOOK CHAPTERS (n = 2)

2. Kim, A., Qian, T. Y., **Lee, H.-W.**, Mastromartino, B., & Zhang, J. J. (2020). Growth in sport media and the rise of new sport fandom. In Dunn, R. A. (Ed.), *Multidisciplinary perspectives on media fandom* (pp. 150-171). Hershey, PA: IGI Global. \*
1. Chiu, W., Shin, S., & **Lee, H.-W.** (2017). Value co-creation in fitness centers: The role of customer citizenship behavior in perceived value, satisfaction, and repurchase intention. In S. Rozenes & Y. Cohen (Eds.), *Handbook of research on strategic alliance and value co-creation in the service industry* (pp. 420-435). Hershey, PA: IGI Global.

## III. BOOK REVIEW & OTHER PROFESSIONAL PUBLICATION (n = 2)

2. Kim, Y. D., & **Lee, H.-W.** (2017, January). [Review of the book, *The secret lives of sports fans: The science of sports obsession*, by E. Simons]. *Journal of Sport Management*, 31, 111-112.
1. **Lee, H.-W.** (2006). Sponsorship in motorsports. In S. Park (Ed.), *Synchro-G* (pp. 214-223). Seoul, Korea: Prism House.

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## REFEREED CONFERENCE PRESENTATIONS

\* Presentation was joint-authored with student(s)

# denotes student under direct supervision

102. Kosari, F., Brison, N., & **Lee, H.-W.** (2024, June). *Impact of athlete activism on fans' behavioral intentions: The moderating role of generation*. North American Society for Sport Management Conference, Minneapolis, MN. \*
101. Fulk, C., Nite, C., & **Lee, H.-W.** (2024, June). *Exogenous shocks and virtual sport: Examining the impact of covid-19 on virtual cycling participation*. North American Society for Sport Management Conference, Minneapolis, MN. \*
100. **#Kim, D.-H.**, Park, S.-J., **#Chang, K.** & **Lee, H.-W.** (2024, June). *The influence of the type of endorser and the type of message on fans' purchase intention and attitudes: The potential moderating role of cultural difference*. North American Society for Sport Management Conference, Minneapolis, MN. \*
99. **#Ding, F.**, **#Kim, D.-H.**, **#Chang, K.**, **#Uhm, J.-P.** & **Lee, H.-W.** (2024, June). *Comparative examination of psychological motivations between Chinese international students and American college students attending NBA games*. North American Society for Sport Management Conference, Minneapolis, MN. \*
98. Park, S.-J., **#Ding, F.**, **#Uhm, J.-P.** & **Lee, H.-W.** (2024, June). *When promotions fail: The moderation effect of privacy concerns on creating an online account*. North American Society for Sport Management Conference, Minneapolis, MN. \*
97. **#Uhm, J.-P.**, **#Chang, K.**, Kim, T. & **Lee, H.-W.** (2023, October). *Attracting new sport fans through historical nostalgia*. Sport Marketing Association Conference, Tampa, FL. \*
96. Park, S.-J., **#Kim, D.**, Kim, Y., & **Lee, H.-W.** (2023, October). *The effects of personal and group-self team identification on power perception and psychological ownership*. Sport Marketing Association Conference, Tampa, FL. \*
95. **#Chang, K.**, Park, S.-J., **#Ding, F.**, **#Uhm, J.-P.**, & **Lee, H.-W.** (2023, October). *Age and in-game skin purchase behavior in esports: an examination of the cognitive-affective-conative processes*. Sport Marketing Association Conference, Tampa, FL. \*
94. Park, S.-J., Kim, M., & **Lee, H.-W.** (2023, June). *How sport fans of the four major leagues form brand love differently*. North American Society for Sport Management Conference, Montreal, Canada. \*
93. **#Chang, K.**, Oh, Y., & **Lee, H.-W.** (2023, June). *Esports participation motivation: A qualitative examination from a self-determination theory perspective*. North American Society for Sport Management Conference, Montreal, Canada. \*
92. **#Chang, K.**, **#Uhm, J.-P.**, Park, S.-J., & **Lee, H.-W.** (2023, June). *Esports gamers' non-functional item purchase motives and behavioral processes: Behavioral differences across Generation Z and Millennials*. North American Society for Sport Management Conference, Montreal, Canada. \*
91. Oh, Y., **#Uhm, J.-P.**, Park, J., & **Lee, H.-W.** (2023, June). *The relationship between social support and well-being: Moderated mediation of exercise participation level by YouTube engagement*. North American Society for Sport Management Conference, Montreal, Canada. \*
90. Park, S.-J., **#Uhm, J.-P.**, **#Chang, K.**, & **Lee, H.-W.** (2023, March). *How preseason hope impacts sport fans' attendance intentions and psychological well-being*. Association of Collegiate Marketing Educators Conference, Houston, TX. \*
89. **#Chang, K.**, **Lee, H.-W.**, Park, S.-J., Ball, J., & Bennett, G. (2023, March). *The unique ecosystem of esports: A service-domain logic perspective of value co-creation via multiple technology platform*. Association of Collegiate Marketing Educators Conference, Houston, TX. \*



88. **#Uhm, J.-P., Lee, H.-W.,** Lee, J. Y., & Chung, J. J. (2023, February). *Ties and differences in sport brand-customer personalities: Self-determined and relationship-based processes between Nike and Adidas.* Applied Sport Management Association Conference, Birmingham, AL. \*
87. **#Uhm, J.-P & Lee, H.-W.** (2023, February). *Eliminating compatibility barrier for disability-inclusive virtual reality sport experience.* Applied Sport Management Association Conference, Birmingham, AL. \*
86. Park, S.-J., Kim, Y., & **Lee, H.-W.** (2022, October). *The categorization effect on goal progress perception and motivation: Moderating role of self-efficacy.* Sport Marketing Association Conference, Charlotte, NC. \*
85. **#Chang, K., #Uhm, J.-P., & Lee, H.-W.,** & Bennett, G. (2022, October). *The effect of toxicity on brand service tolerance: mediating role of positive coping response.* Sport Marketing Association Conference, Charlotte, NC. \*
84. **#Uhm, J.-P., #Kim, S., #Chang, K.,** Park, S., & **Lee, H.-W.** (2022, October). *The legitimacy of virtual sports in the Olympics.* Sport Marketing Association Conference, Charlotte, NC. \*
83. Park, J., Cho, J., Kim, H. S., Gang, A. C., & **Lee, H.-W.** (2022, October). *The application of machine learning to identify major factors for attendance: In context of individual MLB and NBA teams.* Sport Marketing Association Conference, Charlotte, NC.
82. **#Kim, S., #Uhm, J.-P.,** Park, J., & **Lee, H.-W.** (2022, June). *The social aspects of sport AR/VR gaming: The relationship between game involvement, interpersonal relationship, psychological capital, and physical/psychological well-being.* North American Society for Sport Management Conference, Atlanta, GA. \*
81. **#Kim, S.,** Yu, H., **#Park, S., & Lee, H.-W.** (2022, June). *Intentions to use mobile in-seat ordering services at stadiums: Integrating UTAUT2, service delivery, and service satisfaction literature.* North American Society for Sport Management Conference, Atlanta, GA. \*
80. **#Park, S.,** Nite, C., & **Lee, H.-W.** (2022, June). *Understanding organizational justice and job satisfaction in sport organizations: A moderated mediation of organizational involvement and perceived mobility.* North American Society for Sport Management Conference, Atlanta, GA. \*
79. **#Chang, K., Lee, H.-W.,** & Bennett, G. (2022, June). *The effect of perceived toxicity on brand development: an empirical examination of esports first-person shooter games.* North American Society for Sport Management Conference oral presentation, Atlanta, GA. \*
78. **#Do, C., #Hill, J.,** Kim, M., McCullough, B. P., & **Lee, H.-W.** (2022, June). *Increasing sport fans' responsiveness to sustainability messaging through the enhancement of brand trust.* North American Society for Sport Management Conference, Atlanta, GA. \*
77. **#Hill, J., #Do, C.,** Kim, M., & **Lee, H.-W.** (2022, June). *"Not like the rest of them": How to increase career satisfaction and psychological well-being among generation Z sport employees.* North American Society for Sport Management Conference, Atlanta, GA. \*
76. Park, J., **#Uhm, J.-P., #Chang, K.,** Kim, M., & **Lee, H.-W.** (2022, June). *Sport community involvement and life satisfaction during COVID-19: A moderated mediation of PsyCap and stress by Generation Z.* North American Society for Sport Management Conference, Atlanta, GA. \*
75. Yu, B., Bennett, G., Brison, N., **Lee, H.-W.,** & Petrick, J. (2022, June). *Athletes as gamers: Athlete personal branding on Twitch.* North American Society for Sport Management Conference, Atlanta, GA. \*
74. Yu, B., Bennett, G., Brison, N., **Lee, H.-W.,** & Petrick, J. (2022, June). *Athlete self-presentation on Twitch: Redefining frontstage and backstage performances.* North American Society for Sport Management Conference, Atlanta, GA. \*
73. Fulk, C., **Lee, H.-W.,** & Nite, C. (2022, June). *Examining virtual cycling participation amid COVID-19 pandemic.* North American Society for Sport Management Conference, Atlanta, GA. \*

72. Park, J., Chung, Y., **#Uhm, J.-P.**, **#Kim, S.**, & **Lee, H.-W.** (2022, February). *How sportswear's consumer brand relationship differs by brand identity: Applying self-determination and self-discrepancy theories to brand personality*. Applied Sport Management Association Conference, Indianapolis, IN. \*
71. **#Chang, K.**, **Lee, H.-W.**, & Bennett G. (2021, November). *Uniqueness of esports: exploring the omnichannel consumption experience ecology*. Sport Marketing Association Conference, Las Vegas, NV. \*
70. **#Uhm, J.-P.**, Han, J.-W., & **Lee, H.-W.** (2021, November). *First-person experience in virtual reality sport advertisement: Transportation of embodied empathy*. Sport Marketing Association Conference, Las Vegas, NV. \*
69. **#Park, S.** & **Lee, H.-W.** (2021, November). *Emphasizing effort versus talent in personal trainers' performance: Consumption response of personal fitness training customers*. Sport Marketing Association Conference, Las Vegas, NV. \*
68. **#Do, C.**, **#Uhm, J.**, **#Chang, K.**, Brison, N., & **Lee, H.-W.** (2021, November). *Social identity complexity and brand authenticity involving multiple professional sport leagues*. Sport Marketing Association Conference, Las Vegas, NV. \*
67. **#Do, C.**, **#Kim, S.**, **#Park, S.**, Cho, H., & **Lee, H.-W.** (2021, November). *Interaction effect of team identification and student involvement on intentions to attend football games: A moderated mediation model*. Sport Marketing Association Conference, Las Vegas, NV. \*
66. Grizzard, B., Brison, N., & **Lee, H.-W.** (2021, November). *Under a flag of unity: Corporate social advocacy and consumer perceptions of the IOC's refugee Olympic team*. Sport Marketing Association Conference, Las Vegas, NV. \*
65. **Lee, H.-W.**, & Brison, N. (2021, June). *Multiple levels of social connection: Impact of social VR experiences in sports and competitive gaming*. North American Society for Sport Management Conference (online only). \*
64. **#Uhm, J.-P.**, & **Lee, H.-W.** (2021, June). *Gamification of sport in virtual reality: Stimulating uncertainty*. North American Society for Sport Management Conference (online only). \*
63. **#Kim, S.**, Yu, H., **#Uhm, J.**, & **Lee, H.-W.** (2020, June). *Sport consumers' adoption of digital ticketing: The moderating effect of technology readiness*. North American Society for Sport Management Conference (online only). \*
62. **#Kim, S.**, **#Park, S.**, & **Lee, H.-W.** (2020, June). *The unbalanced structure of college football causing competitive (im)balance: A social network approach*. North American Society for Sport Management Conference (online only). \*
61. **#Park, S.**, Nite, C., & **Lee, H.-W.** (2020, June). *The impact of justice perception in non-profit sport organization on citizenship and dysfunctional behavior: The intervening role of exchange orientation*. Presented at the annual North American Society for Sport Management Conference (online only). \*
60. **#Do, C.**, & **Lee, H.-W.** (2021, June). *How new updates influence esports gamer's emotions*. North American Society for Sport Management Conference (online only). \*
59. Brown, S., Brison, N., **Lee, H.-W.**, & Bennett, G. (2021, June). *Virtual influencers as endorsers? examining the interactions between consumers and avatars on Instagram*. North American Society for Sport Management Conference (online only). \*
58. Bo, Y., Bennett, G., **Lee, H.-W.**, & Brison, N. (2021, June). *"There's no crying in baseball": The effect of emotional behavior and gender on athlete brand authenticity*. North American Society for Sport Management Conference (online only). \*
57. **#Kim, S.**, **Lee, H.-W.**, & Park, K. (2020, December). *Determinants of consumers' adoption of digital ticketing via self-service technology*. Sport Management Association of Australia & New Zealand Conference (online only). \*
56. **#Uhm, J.-P.**, **Lee, H.-W.**, & Cho, H. (2020, November). *Overcoming compatibility barriers in sports*

- VR for gamer interactivity, character identification, and enjoyment.* Global Marketing Conference, Seoul, Korea (changed to online only). \*
55. **#Park, S., Lee, S., & Lee, H.-W.** (2020, November). *The effect of trainers' physical appearance on fitness program registration intention: The moderating role of regulatory focus.* Global Marketing Conference, Seoul, Korea (changed to online only). \*
  54. Cho, H., Chiu, W., **Lee, H.-W.**, & Tan, X. D. (2020, November). *Nostalgia, attitude toward sponsors, and purchase intention for sponsors' products.* Global Marketing Conference, Seoul, Korea (changed to online only).
  53. **#Park, S., Lee, S., & Lee, H.-W.** (2020, October). *Personal trainers' physical appearance and service registration intention: Desire to resemble as an underlying mechanism.* Association for Consumer Research conference, Paris, France (changed to online only). \*
  52. **#Uhm, J.-P., & Lee, H.-W.** (2020, September). *Augmented reality experience in sports commerce: Effects of proximity sensing and diagnosticity.* European Association for Sport Management Conference (changed to online only). \*
  51. **#Park, S., #Kim, S., & Lee, H.-W.** (2020, September). *Talent vs. effort? The impact of trainer performance attribution on fitness service registration.* European Association for Sport Management Conference (changed to online only). \*
  50. **#Uhm, J.-P., Lee, H.-W., & Han, J.-W.** (2020, May). *The effect of background music in sports advertisements on emotional arousal, attention, and purchase intention.* North American Society for Sport Management Conference, San Diego, CA (changed to online only). \*
  49. **#Park, S., Lee, S., & Lee, H.-W.** (2020, May). *Giving empowerment and gaining compliance: The effect of dietary prescription types on customers' compliance in sport service.* North American Society for Sport Management Conference, San Diego, CA (changed to online only). \*
  48. **#Kim, S., & Lee, H.-W.** (2020, May). *Understanding the effects of team- or fan-generated content and communication on fan engagement and relationship quality.* North American Society for Sport Management Conference, San Diego, CA (changed to online only). \*
  47. **Lee, H.-W., #Kim, S., Do, C., & Newell, E.** (2020, May). *Who won the march madness bracket in social media?* North American Society for Sport Management Conference, San Diego, CA (changed to online only). \*
  46. **#Do, C., Lee, & H.-W.** (2020, May). *The mediating role of social media influencers in the development of awareness, engagement, and purchase intention towards professional sports.* North American Society for Sport Management Conference, San Diego, CA (changed to online only). \*
  45. **Lee, H.-W., #Kim, S., & Liew, J.** (2019, November). *Tennis fans' empathic concern to the us open finals: Roles of agreeableness and identification with athlete.* Sport Marketing Association Conference, Chicago, IL. \*
  44. **Lee, H.-W., Cho, H., #Park, S., & #Uhm, J.-P.** (2019, November). *Cognitive processes in the game day experience: Roles of game-induced and spectator-induced effects.* Sport Marketing Association Conference, Chicago, IL \*
  43. **#Kim, S., & Lee, H.-W.** (2019, November). *The consumer's journey in purchasing a ticket via smart devices: Technology acceptance and readiness of sport spectators.* Sport Marketing Association Conference, Chicago, IL. \*
  42. **Lee, H.-W., Cho, H., & Shin, S.** (2019, May). *Campus sport experience as catalyst for college student adjustment and well-being.* North American Society for Sport Management Conference, New Orleans, LA.
  41. Kim, M., Kim, Y. D., **Lee, H.-W.**, Kim, H. S., & Kwak, M. (2019, May). *It is time to consider student-athletes' well-being and performance satisfaction: The roles of authentic leadership and psychological capital.* North American Society for Sport Management Conference, New Orleans, LA.
  40. **#Kim, S., & Lee, H.-W.** (2019, May). *The sport crowd movement experience model: Mediation effect of*

- perceived speed, density, and flow*. North American Society for Sport Management Conference, New Orleans, LA. \*
39. Cho, H., Joo, D., Pyun, D. Y., & **Lee, H.-W.** (2019, March). *A quantitative look into sport tourists' nostalgia*. Advances in Hospitality and Tourism Marketing and Management, Portsmouth, United Kingdom.
  38. Yu, B., **Lee, H.-W.**, & Bennett, G. (2019, February). *Measuring sponsorship effectiveness in esports*. American Marketing Association (AMA) Winter Conference, Austin, TX. \*
  37. Chung, Y., Chung, J., Kwon, W., Magnusen, M. J., & **Lee, H.-W.** (2018, October). *Brand-consumer personality congruence: Aligning ideal self-image with brand attributes*. Sport Marketing Association Conference, Dallas, TX.
  36. Cho, H., Joo, D., & **Lee, H.-W.** (2018, April). *Does nostalgia feed on the negative future? Exploring the impact of negative anticipation on sport tourists' nostalgia*. Greater Western Chapter of the Travel & the Tourism Research Association Conference, Seattle, WA.
  35. **Lee, H.-W.**, Lasko, E., Kim, J. W., Cho, H., & Kwon, W. (2017, September). *Introducing neurophysiological methods for sport management science*. European Association for Sport Management Conference, Bern, Switzerland. \*
  34. Kim, J. W., **Lee, H.-W.**, & Kim, Y. D. (2017, September). *When losing feels better than winning: Counterfactual thinking and satisfaction reversal*. European Association for Sport Management Conference, Bern, Switzerland.
  33. **Lee, H.-W.**, Kwon, W., Lasko, E., Kim, M., Shin, S., & Kim, Y. D. (2017, June). *Difference in P300 latency by levels of involvement to sport: Using EEG ERP evidence in sport consumer behavior*. North American Society for Sport Management Conference, Denver, CO. \*
  32. Kim, M., **Lee, H.-W.** & Paek, B. (2017, June). *Student-athletes' psychological well-being in intercollegiate sports: Authentic leadership and athletes' psycap (ASAP) model*. North American Society for Sport Management Conference, Denver, CO.
  31. Poudevigne, M., & **Lee, H.-W.** (2017, March). *Genesis of the United States government's involvement in sport for development and social change*. Sport and Recreation Law Association Conference, Las Vegas, NV. \*
  30. **Lee, H.-W.**, Park, S. S., Shin, S., Kim, Y. D., Kwon, W., & Chon, T. J. (2016, June). *Licensed sport product purchase behavior: Analysis of the 2014 Asian Games sales revenue*. North American Society for Sport Management Conference, Orlando, FL.
  29. Kim, Y. D., **Lee, H.-W.**, & Nita, U. (2016, June). *Community value innovation: The role of minor-league sport teams in rural communities*. North American Society for Sport Management Conference, Orlando, FL.
  28. **Lee, H.-W.**, Park, S. S., Shin, S., Kwon, W., Chon, T. J., & Cho, S. (2015, October). *Internal sales of licensed products: A case study of the XVII Asian Games licensee revenue*. Sport Marketing Association Conference, Atlanta, GA.
  27. Shin, S., Cho, H., **Lee, H.-W.**, & Cho, K. M. (2015, October). *How can sport related experience affect behaviors of college students?* Sport Marketing Association Conference, Atlanta, GA.
  26. Kim, Y. D., **Lee, H.-W.**, Kwon, W., & Chon, T. J. (2015, October). *The role of pride in place: In the context of professional baseball in Korea*. Sport Marketing Association Conference, Atlanta, GA.
  25. **Lee, H.-W.**, LaPointe, L. L., Ferris, G. R., & Kim, Y. (2015, June). *Neurophysiological and psychometric assessment of spectator emotion: An interdisciplinary approach*. North American Society for Sport Management Conference, Ottawa, ON, Canada.
  24. Shin, S., Palmer, G., Kim, Y. D., & **Lee, H.-W.** (2015, June). *Leveraging the Olympic Game's brand equity through social interaction and team identity*. North American Society for Sport Management Conference, Ottawa, ON, Canada. \*
  23. **Lee, H.-W.**, Kim, D. H., Son, H., & Kim, Y. (2014, October). *Roles of flow and involvement in*



- generating positive spectator emotions.* Sport Marketing Association Conference, Philadelphia, PA.
22. Kim, A. C. H., Sung Y. T., Kim, M., **Lee, H.-W.**, Kim, Y. D. (2014, October). *Sponsorship as a partnership opportunity in the network economy.* Sport Marketing Association Conference, Philadelphia, PA.
  21. Cho, H., & **Lee, H.-W.** (2014, September). *Effect of environmental factors on sport spectator behavior in Korean professional baseball league: Revisiting the sportscape Model.* World Leisure Congress, Mobile, AL.
  20. Kim, A. C. H., Kim, M., Cho, S., Koo, K., Newman, J. I., & **Lee, H.-W.** (2014, September). *Youth sport leagues and social well-being at community level: Network formation patterns of community members through youth sport leagues.* World Leisure Congress, Mobile, AL.
  19. **Lee, H.-W.**, Kim, Y. D., Kim, M., & Kim, Y. (2014, May). *Positive psychology of spectator sport: Implications to strategic management of fan equity.* North American Society for Sport Management Conference, Pittsburgh, PA.
  18. **Lee, H.-W.**, Kwon, W., Lee, H. J., & Kim, Y. (2013, October). *Global marketing of F1: Cultural context and geocentric marketing mix.* Sport Marketing Association Conference, Albuquerque, NM.
  17. Kim, J., **Lee, H.-W.**, & Kim, Y. (2013, October). *Impact of mega sport event and its games operation on the host country's destination image.* Sport Marketing Association Conference, Albuquerque, NM.
  16. **Lee, H.-W.**, Lee, Y., & Kim, Y. (2013, May). *Antecedents and consequences of relationship quality: Empirical examination in participant sports.* North American Society for Sport Management Conference, Austin, TX.
  15. Kim, Y., **Lee, H.-W.**, & Magnusen, M. J. (2013, May). *A meta-analytic review of the factors affecting sport consumer consumption behaviors.* North American Society for Sport Management Conference, Austin, TX.
  14. **Lee, H.-W.**, Kim, Y. D., & Kim, Y. (2012, November). *Classification of sport fans: Multidimensional mixture CFA of team identity.* Conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
  13. Kim, Y. D., **Lee, H.-W.**, & Kim, Y. (2012, November). *A conceptual framework for understanding sport consumer equity.* Conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.
  12. **Lee, H.-W.**, Magnusen, M. J., & Kim, Y. (2012, October). *Outburst of group emotions in spectator sport: The role of scale of consumption.* Sport Marketing Association Conference, Orlando, FL.
  11. **Lee, H.-W.**, Kim, Y., & Millio, D. (2012, May). *Group emotions: Toward a synthesized framework for fan experience.* North American Society for Sport Management Conference, Seattle, WA.
  10. Kim, Y., **Lee, H.-W.**, James, J. D., & Park, S. H. (2012, May). *How sponsorship works: A meta-analytic review.* North American Society for Sport Management Conference, Seattle, WA.
  9. Magnusen, M. J., DeLay, L., Evans, J., & **Lee, H.-W.** (2012, April). *Are we compatible? Roles of coaching behaviors and athlete gender in strength coach-athlete relationships.* Conference of the College Sport Research Institute, Chapel Hill, NC.
  8. **Lee, H.-W.**, Bunds, K. S., & Kim, Y. D. (2011, November). *Social identification and brand equities on global sporting events.* Sport Marketing Association Conference, Houston, TX.
  7. Bunds, K. S., **Lee, H.-W.**, & Kim, Y. (2011, November). *A baudrillardian introduction to the highlight culture.* Sport Marketing Association Conference, Houston, TX.
  6. **Lee, H.-W.**, Cho, K. M., & Kim, Y. (2011, June). *Beyond cultural context in global sport events: The effects on brand equities.* North American Society for Sport Management Conference, London, ON, Canada.
  5. **Lee, H.-W.**, Bass, J., & Kim, Y. (2010, November). *A conceptual framework for understanding the cultural context and its effects on global sports events brand equity.* Conference of the Sport, Entertainment, and Venues Tomorrow, Columbia, SC.



4. **Lee, H.-W.**, Cho, K. M., & Lee, K. Y. (2009, November). *An analysis of experiential aspects on motorsport event*. Sport Management Association of Australia & New Zealand Conference, Gold Coast, Australia.
3. **Lee, H.-W.**, & Rhee, S. L. (2009, August). *The relevance of hope in aspects of sports spectating*. International Congress of Korean Alliance for Health, Physical Education, Recreation, and Dance, Seoul, Korea.
2. **Lee, H.-W.**, Kim, B. H., & Lee, K. Y. (2008, August). *An analysis of motorsport sponsorship characteristics and customer loyalty*. Pre-Olympic congress of International Convention on Science, Education and Medicine in Sport, Guangzhou, China.
1. **Lee, H.-W.**, & Cho, K. M. (2008, August). *An analysis of motorsport characteristics in marketing effect*. International Congress of Korean Alliance for Health, Physical Education, Recreation, and Dance, Seoul, Korea.

## INVITED PRESENTATIONS

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### External Presentations

- *Quantitative Scale Development and Validation*. Presentation delivered to the Department of Arts of Dance's Global Research Institute for Arts & Culture Education at Sangmyung University, Korea, June 2024.
- *Paris Olympics and Korean Sports: Media, Sports, and Governance*. Invited panelist for discussion for the Korean Society for Media and Sport's Fall Conference held at Yonsei University, Korea, June 2024.
- *Leisure and Well-Being Across Generations: Cultural Differences*. Presentation delivered to the Department of Sport Interaction Science at Sungkyunkwan University, Korea, May 2024.
- *Sociopsychological Insights to Professional Sports*. Presentation delivered to the Korea Professional Football League, May 2024.
- *North American Sport Industry*. Presentation delivered to the Department of Physical Education at Jeju University, May 2024.
- *Sport Consumer Behavior*. Presentation delivered to the Sports Science Institute at Chosun University, July 2023.
- *How Sport Creates Social and Psychological Values*. Presentation delivered to the Department of Physical Education at Seoul National University, June 2023.
- *The Essence of Sport: Psychosocial Functions and Cultural Values*. Presentation delivered to the Department of Sport Industry Studies at Yonsei University, May 2023.
- *Connecting Minds, Bridging Cultures*. Presentation delivered to the Department of Sport Interaction Science at Sungkyunkwan University, Korea, May 2023.
- *Technology-Based Proactive Healthcare: Innovation and Applications in the Sport Industry*. Presentation delivered to the Department of Sport Interaction Science at Sungkyunkwan University, Korea, March 2023. [Online]
- *Generational Differences in Sport and Leisure Experiences*. Presentation delivered to the Department of Sport Industry Studies at Yonsei University (BK21 Seminar Series), Korea, December 2022. [Online]
- *Measuring Sport Consumers' Biometric Responses: Possibilities and Challenges*. Presentation delivered to the School of Sport Sciences at Waseda University, Japan, May 2021. [Online]
- *Quantitative Scale Development and Validation*. Presentation delivered to the Department of Arts of Dance's Global Research Institute for Arts & Culture Education at Sangmyung University,

- Korea, May 2021. [Online]
- *Technology-Mediated Communication and User Experience*. Presentation delivered to the Department of Sport Interaction Science at Sungkyunkwan University, Korea, November 2020. [Online]
- *New Approaches and Measures for Sport Fan Research*. Presentation to the Sport Management program at University of Georgia, August 2019.
- *Interdisciplinary Approach to the Big Questions in Sport Management*. Presentation delivered to the Division of Sport Management at Texas A&M University, November 2017.
- *Past, Present, and Future of Sport Marketing*. Presentation delivered to the Department of Sport Industry Studies at Yonsei University, September 2017.
- *Interdisciplinary Approach to Sport Consumer Emotion*. Presentation delivered to the Sport Management program at University of Michigan, February 2016.

### External Lectures

- *Understanding Sport Products, Consumer Behavior, and Marketing Strategies*. Lecture delivered to an undergraduate course at Hanyang University, Korea, December 2021. [Online]
- *Careers in Sport Management*. Lecture delivered to an undergraduate course at Texas A&M International University, February 2020. [Online]

### Internal Presentations

- *E-Sports and the New Generation*. The Voices of Impact Speaker Series by the Texas A&M School of Education and Human Development, February 2024.
- *How Sport Creates a Sense of Self and Meaning in Life and Society*. Center for Sport Management Research and Education (CSMRE) Speaker Event at Texas A&M University, April 2023.
- *Practical Guideline to Academic Research*. Presentation delivered in a doctoral seminar (Seminar in Research, SPMT 682), February 2019.
- *Using Physiological Methods for Psychological Sciences*. Presentation delivered in a doctoral seminar (Motor Neuro Development Issues, KINE 641), March 2019.

## GRANTS

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Total amount of grant attributed at Texas A&M: \$71,200 [\$1,700 External, \$69,500 Internal]

Total amount attributed to the investigator at A&M: \$29,200 [\$1,700 External, \$27,500 Internal]

### Funded as Principal Investigator (PI)

8. PI: **Lee, H.-W.** (Funding Dates: November 2021). “Social virtual reality (VR) involvement affects depression when social connectedness and self-esteem are low: A moderated mediation on well-being.” *Texas A&M Open Access to Knowledge Fund* (\$2,000).
7. PI: **Lee, H.-W.** (Funding Dates: August 2021 to May 2022). “Resource integration among the university, the athletic program, and the fan community: Impact on fund-raising.” *Texas A&M CEHD Undergraduate Student Research Initiative* (\$3,500).
6. PI: **Lee, H.-W.**; Co-PIs: Brison, N., Ahn, C. R. (Funding Dates: January 2021 to December 2022). “Social AR/VR environment experience as preventive intervention for underserved

youths' suicide risk.” *Texas A&M T3 Grant* (\$30,000 + \$2,000 Undergraduate Support).

5. PI: **Lee, H.-W.**; Co-PIs: Brison, N., Ettekal, I. (Funding Dates: January to June 2021). “Social AR/VR Experience as preventive intervention for youth suicide risk in underserved communities.” *Texas A&M CEHD Catapult Grant* (\$30,000).
4. PI: **Lee, H.-W.** (Funding Dates: April 2019 to June 2020). “Fostering the optimal game day experience for SEC communities: Technology and generation gap”. *2019-2020 Southeastern Conference (SEC) Faculty Travel Grant Program Award* (\$1,700). [External]
3. PI: **Lee, H.-W.**; Collaborators: Kim, J. W., & Kim, Y. (Funding Dates: October 2013 to October 2014). “Neurophysiological evidence of fan attention to emotional stimuli: Investigating sports and sponsorships.” *Sport Marketing Association Research Grant Award* (\$1,000). [External]
2. PI: **Lee, H.-W.** “Neurophysiological and psychometric assessment of spectator emotion: An interdisciplinary approach.” *Florida State University 2013-2014 Dissertation Research Grant Award* (\$750).
1. PI: **Lee, H.-W.** “An analysis of motorsport sponsorship characteristics and customer loyalty.” *Local Organizing Committee grant for outstanding young investigators*. 2008 ICSEMIS Conference (Guangzhou, China) (Approx. \$250 USD). [External]

### Other Funded Projects

4. PI: Cho, H.; Consultant: Pyun, D. Y.; Collaborator: **Lee, H.-W.**, Joo, D. (Funding Dates: March 2018 to February 2021). “The influence of compulsory volunteer experience on future behavioural intentions” (NIE AcRF-RI 8/17 CHT). *Singapore National Institute of Education*. Grant Funded (\$70,000 Singapore\$; Approx. \$52,500 USD).
3. PI: Kwon, W.; Consultant: **Lee, H.-W.** (Funding Dates: July 2014 to June 2017). “Embodied cognition and emotion of spectators: An interdisciplinary approach to fan experience and behavior” (NRF-2014S1A5B5A02014485). *National Research Foundation of Korea*. External Grant Funded (Approx. \$110,000 USD).
2. Travel Grants for Graduate Students at Florida State University. Grants Funded (Total of \$2,350).
1. PI: Kwon, W.; Consultant: **Lee, H.-W.**; Collaborator: Kim, M. (Funding Dates: September 2012 to August 2013). “F1 in a global context: A cross-cultural examination of marketing activities and behavioral intentions” (NRF-2012S1A5B5A07035615). *National Research Foundation of Korea*. External Grant Funded (Approx. \$10,000 USD).

### Currently Under Review

1. \_\_\_\_

### Not Funded

11. Park, S. K. (PI), Kim, H. J., Lee, W. M., Chang, Y. C., Ryu, S. H., Lee, C., **Lee, H.-W.** (Co-PI), Kim, M. “*Establishment of a Sustainable Ecosystem for Health Promotion Programs based on the Sport Practice Composite Index (SPCI) of Lifecycle.*” National Research Foundation of Korea (₩ 3,900,000,000 [Approx. \$3,000,000 USD]), 2024. [External]
10. **Lee, H.-W.** (PI). “The role of positive affect and exercise engagement in metaverse environments.” *KNSM Faculty Research Seed Grant* (\$25,000), 2023.
9. **Lee, H.-W.** (PI). “The role of positive affect and exercise engagement in metaverse exercise environments.” *National Institutes of Health (NIH), R01, Stephen I. Katz Early Stage Investigator Research Project Grant* (\$1,439,405), 2022. [External]
8. Brison, N. (PI), McCollough, B. P., **Lee, H.-W.** “Multiple levels of social connection: impact of social VR experiences.” *Facebook Research Grant* (\$75,000), 2020. [External]
7. Magnusen, M. (PI), **Lee, H.-W.**, Todd, S., Qi, J. C. “Pursuing the dream: Exploring how EEG data captures the unconscious emotion embedded in the future work identities of sport industry job seekers.” *Bitbrain Research Projects Grant* (\$30,000), 2020. [External]
6. **Lee, H.-W.** (PI), Joshua, H., Vess, M. “Building social capital through social emotions.” *Texas A&M T3 Grant* (\$30,000), 2019.
5. **Lee, H.-W.** (PI), Brison, N., Liew, J. “Building social capital through social emotions.” *Texas A&M CEHD Catapult Grant* (\$30,000), 2019.
4. Brison, N. (PI), **Lee, H.-W.**, Hanik, M., Harvey, I. S. “Personal branding strategies of high school coaches.” *Texas A&M CEHD Catapult Grant* (\$30,000), 2019.
3. Hong, S. (PI), **Lee, H.-W.**, Magnusen, M., & Kellison, T. “Determinant factors of sports spectator attendance demand: A systematic review and meta-analysis.” *Hong Kong Government's General Research Fund (GRF)* (HK\$330,992), 2019. [External]
2. **Lee, H.-W.** (PI). “Sport spectators’ VR experience.” *Looxid Labs: LooxidVR Happiness Challenge* (\$2,999.99), 2018. [External]
1. **Lee, H.-W.** (PI), Lee, D.-J., Mittal, C. “Fostering the optimal game day experience for Aggies: An interdisciplinary approach.” *Texas A&M T3 Grant* (\$30,000), 2018.

### Grant Development Support

- 2020-2021 NIH Grant Proposal-Writing Program. Total of \$4,493.56 supported by HLKN, CERD, and the Division of Research at Texas A&M to participate in Grant Writer's Seminars and Workshops.

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### CONTRACTS

### Funded as Main Researcher

1. **Lee, H.-W.**; Co-Researcher: Karg, A. (Funding Dates: February to May 2023). “Men’s basketball research.” *Texas A&M University Athletic Department* (\$1,240 to Center for Sport Management Research & Education).

## STUDENT ADVISORY

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### **Doctoral Supervision as Committee Chair**

Yelim Yoo, 2024-present  
Donghyun Kim, 2023-present  
Fan Ding, 2023-present  
Kun Chang, 2021-2024 (co-chair: Dr. Gregg Bennett)  
Jun-Phil Uhm, 2019-2023  
Sangchul Park, 2019-2022  
Sanghoon Kim, 2018-2022

### **Doctoral Supervision as Committee Co-Chair**

Junseok Kim, 2024-present (chair: Zhi Mark Lu)  
Chanwook Do, 2021-present (chair: Dr. Minjung Kim)

### **Dissertation Committee**

Baykal Altiner, present  
Becca Grizzard, present  
Patrick Neff, 2024  
Melody Alanis, 2024  
Zahra Sharifzadehsaraei, 2023  
Bo Yu, Ph.D., 2022  
Daniel Springer, Ph.D., 2021  
Umer Hussain, Ph.D., 2021  
Nayoung Ahn, Ph.D., 2020  
Sarah Brown, Ph.D., 2020

### **Master’s Thesis Committee Chair**

Chanwook Do, M.S., 2021 (co-chair: Dr. Natasha Brison)

### **Master’s Non-Thesis Committee Chair**

Taylor Young, M.S., present  
Paul J Cabello, M.S., present  
Jordan Doole, M.S., present  
Jonathan Willis, M.S., present  
Chandler Hall, M.S., present  
Kirsten Cox, M.S., present  
Yu-Huan Chang, M.S., present



Reagan Anderson, M.S., 2022  
Chien-Hung Tsai, M.S., 2022  
Chun-Kai Lin, M.S., 2021

### **Master's Non-Thesis Committee**

Brian Reynolds, M.S., present (co-chair)  
Emily Jara, M.S., present  
Ryan Reck, M.S., 2022 (co-chair)  
Suhan Ku, M.S., 2021

### **Student Awards and Grants**

- Kun Chang, Huffines Student Research Grant *by the Sydney and JL Huffines Institute of Human Performance and Sports Medicine*. \$2,000 direct costs associated with conducting research, “Esports Attendance: Motivation-based esports spectator identity approach”, November 2023.
- Seong-Jin Park, Graduate Research Grant *by the School of Education and Human Development*. \$1,000 Scholarship additional to graduate assistantship, April 2023.
- Jun-Phil Uhm, Finalist for the 2023 Graduate Student Research Competition *by the Applied Sport Management Association*: February 2023.
- Kun Chang, Graduate Student Research Seed Grant *by the Department of Kinesiology and Sport Management*. \$5,000 direct costs associated with conducting research, “An Esports Consumer Segmentation Framework: A Mixed Method Approach”, February 2023.
- Seong-Jin Park, Graduate Student Research Seed Grant *by the Department of Kinesiology and Sport Management*. \$4,994.88 direct costs associated with conducting research, “Cross-Validation of Self-Team Identification Levels and Psychological Ownership”, February 2023.
- Sanghoon Kim, Dean’s Graduate Award *by the College of Education and Human Development*: \$4,000 Scholarship additional to graduate assistantship, February 2022.
- Sangchul Park, Finalist for the 2021 Sport Marketing Association Conference’s Best Student Paper Award, November 2021.
- Sangchul Park, Winner of the 2021 Lee Jeoung Hak Award *by the Korean American Association of Sport Management*. \$500, June 2021.
- Sanghoon Kim, Winner of the 2021 Graduate Student Research Competition *by the Applied Sport Management Association*: Award & \$100 Stipend, February 2021.
- Jun-Phil Uhm, Dean’s Graduate Award *by the College of Education and Human Development*: \$4,000 Scholarship additional to graduate assistantship, January 2020.
- Sangchul Park, Dean’s Graduate Award *by the College of Education and Human Development*: \$4,000 Scholarship additional to graduate assistantship, January 2020.
- Jun-Phil Uhm, Graduate Research Grant *by the College of Education and Human Development*: \$1,132, October 2019.
- Sangchul Park, Graduate Research Grant *by the College of Education and Human Development*: \$1,132, October 2019.
- Sanghoon Kim, Graduate Research Grant *by the College of Education and Human Development*: \$1,132, October 2019.
- Chanwook Do, Graduate Strategic Scholarship *by the College of Education and Human Development*: \$2,000, August 2019.
- Sanghoon Kim, Dean’s Graduate Award *by the College of Education and Human Development*: \$4,000 Scholarship additional to graduate assistantship, March 2019.

## Undergraduate Research Advisor

- Dasom Lee, Participated as a presenter in the Student Research Week 2023 in March (SEHD Undergraduate Student Research Initiative)
- Sangjun Lee, Participated as a presenter in the Student Research Week 2022 in March (SEHD Undergraduate Student Research Initiative)
- Jaime Cepeda, Honors Thesis, Spring 2022 (2021-2022 Undergraduate Research Scholars)
- Joe Lizcano, Spring 2019 (Directed Research)

## COURSES TAUGHT

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### **At Texas A&M University** (*Average overall instructor rating [up to Fall 2021] = 4.5/5*)

- Sport Marketing (SPMT 423)
- Data Analysis and Problem Solving in Sport (SPMT 472)
- Sport Finance (SPMT 422)
- Sport Marketing (SPMT 615, graduate)
- Sport Analytics (SPMT 689, graduate)
- Theory of Research in Sport Management (SPMT 690, graduate)
- Reading & Understanding Sport Management Research (SPMT 681, doctoral seminar)
- Research Colloquium (SPMT 682, doctoral seminar)
- Sport Marketing (SPMT 682, doctoral seminar)

### **At Texas A&M International University** (*Overall instructor rating [Summer 2022] = 4.2/5*)

- Foundations of Sport Management (KINE 4317)

### **At Georgia Southern University** (*Average overall instructor rating = 4.1/5*)

- Sport Promotion and Marketing (SMGT 3330)
- Financial Management of Sport (SMGT 3236)
- Economics of Sport (SMGT 3230)
- Sport Fan Behavior (SMGT 4090; SMGT 3130)
- Financial and Strategic Management in Sport (SMGT 7339, graduate)
- Sport Marketing (SMGT 7337, graduate)
- Sport Law & Risk Management (SMGT 7335, graduate)
- Sport Administration (SMGT 6335, graduate)
- Sport Sponsorship (SMGT 6134, graduate)
- Consumer Behavior in Sport (SMGT 6133, graduate)
- Management of Personnel in Sport (SMGT 6131, graduate)

### **At Florida State University** (*Average overall instructor rating = 4.4/5*)

- Sport Marketing (SPM 4304)
- Sport Finance (SPM 4505)
- Lifetime Activity Programs (Stretching and Relaxation, PEM1121; Self-Defense/Martial Arts, PEM1405; Basic Weight Training, PEM1131)

## INSTITUTIONAL SERVICE

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### At Texas A&M University

#### Standing Committees

- Kinesiology & Sport Management Tenure & Promotion Committee, 2024-present
- Sport Management International Education Committee, 2023-present
- Sport Management Ph.D. Admissions Committee, 2019-present
- Sport Management Master's Student Admission Committee, 2018-present
- Graduate Committee Faculty, 2018-present

#### Ad Hoc Committees

- M.S. Strategic Scholarship Committee, Spring 2024
- Ph.D. Curriculum Revision Committee for the Sport Management Program, Spring 2024
- M.S. Curriculum Revision Committee for the Sport Management Program, Spring 2024
- Division of Sport Management Tenure-Track Performance Evaluation Committee, 2019-2023
- Department of Kinesiology & Sport Management Strategic Scholarship Committee, Spring 2023
- Division of Sport Management Education Abroad Working Group, Spring 2023
- Search Committee for a Clinical Assistant Professor of Sport Management Position, Fall 2022
- Ph.D. Curriculum Revision Committee for the Division of Sport Management, Spring 2022
- Committee for the Division of Sport Management Competitive Scholarships for Master's, August 2021
- Search Committee for the Department Head of Health & Kinesiology position, 2021
- Search Committee for Health & Kinesiology, Accountability, Climate, Equity, and Scholarship (ACES) Fellowship—Academic Professional Track-Visiting Assistant Professor position, Fall 2020
- Search Committee for an Assistant Professor of Sport Management Position, Fall 2020
- Ph.D. Program Review Committee for the Division of Sport Management, Fall 2020
- Committee for the Department of Health & Kinesiology's Nomination for the Carolyn S. Lohman/Heep Fellowship (recognizing an outstanding full-time doctoral student in the College of Education and Human Development), June 2020
- Committee for the Department of Health & Kinesiology's Nomination for the Jane and Collie Conoley Fellowship (recognizing an outstanding entry-level doctoral student in the College of Education and Human Development), June 2020
- Committee for the Department of Health & Kinesiology Graduate Student Travel Award, 2019-present
- Committee for the American Kinesiology Association Scholar Awards Nomination, February 2019

#### Hosting International Visiting Scholars

- Dr. Young-Taek Oh, Visiting Research Scholar, May 2022 to present.
- Dr. Juho Park, Visiting Research Scholar, September 2021 to January 2023.
- Dr. Iksu Jun, Sabbatical Year from Chungbuk National University, February 2020 to January 2021.

### Other Services

- Invited Dr. Minjung Kim at University of Mississippi to visit the SXMLAB via the SEC travel grant program, 2020-2021
- Volunteer for Division Undergraduate Curriculum (Re)Design, 2019

### **At Georgia Southern University**

- College Elections Committee, 2017-2018
- Advisor of the Sport Management Majors Club, 2015-2018
- Search Committee for two Assistant Professor of Sport Management positions, 2018
- Search Committee for two Assistant Professor of Sport Management positions, 2015
- Assistance in searches for three limited-term instructor positions, 2015; 2017
- Graduate Program Internal Committee to Evaluate Student Applications, 2016-2018
- Assistance in preparation for the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) accreditation, 2014
- Hosted three international exchange scholars (Jinwook Han, Jung-Taek Shin, Niu Huiqing)

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## PROFESSIONAL SERVICE TO THE ACADEMIA

### **Editorial Service**

- International Journal of Sport Psychology, *Associate Editor*, 2023-present
- International Journal of Sports Marketing and Sponsorship, *Editorial Advisory Board*, 2020-present
- Journal of Global Sport Management, *Editorial Board*, 2024-present
- Journal of Applied Sport Management, *Editorial Review Board*, 2021-present
- Research in Dance and Physical Activity, *Editorial Board Committee*, 2023-present
- HyonSang-Gwa Insik (현상과 인식: The Korean Journal of Humanities and the Social Sciences), *Editorial Board*, 2023-present
- Sustainability, *Topics Board*, 2020-2021

### **Ad Hoc Guest Editor**

- Frontiers in Sports and Active Living, Research Topic: “Adopting new technologies and changes in sports marketing”, 2021

### **External Reviewer for Promotion and Tenure**

- University of Nevada, Las Vegas, 2024

### **Ad Hoc Manuscript Reviewer**

- Journal of Sport Management
- Sport Management Review
- European Sport Management Quarterly
- International Journal of Sports Marketing and Sponsorship

- International Journal of Sport Psychology
- Sport Marketing Quarterly
- Communication and Sport
- Sport in Society
- Current Issues in Tourism
- International Journal of Hospitality Management
- Personality and Social Psychology Bulletin
- Psychological Reports
- Journal of Community & Applied Social Psychology
- International Journal of Sport and Exercise Psychology
- Journal of Applied Sport Management
- Journal of Consumer Marketing
- Journal of Global Sport Management
- Cyberpsychology, Behavior, and Social Networking
- International Journal of Human-Computer Interaction
- Scientific Reports
- Frontiers
- Behaviour & Information Technology
- Electronic Commerce Research and Applications
- Leisure Sciences
- Measurement in Physical Education and Exercise Science
- Cogent Business & Management
- Asia Pacific Journal of Tourism Research
- Internet Research
- Journal of Interactive Advertising
- Managing Sport and Leisure
- International Journal of Sports Science & Coaching
- International Journal of Environmental Research and Public Health
- Journal of Issues in Intercollegiate Athletics
- International Journal of Applied Sports Sciences
- Revista de Administração de Empresas
- Sport Management Education Journal
- Journal of Organizational Effectiveness: People and Performance
- Leisure Studies
- Asian Business & Management
- Korean Journal of Sport Management
- The Korean Journal of Physical Education: Social Science
- Journal of Korea Society for Wellness
- Korean Journal of Sport Science
- Journal of Amateur Sport
- Sport, Business and Management: An International Journal
- Sports
- Preventive Medicine Reports

### **Conference Abstract Reviewer**

- North American Society for Sport Management (NASSM) Conference
- World Association for Sport Management (WASM) Conference



- American Marketing Association (AMA) Summer Academic Conference
- American Marketing Association (AMA) Winter Academic Conference
- Hawaii International Conference on System Sciences (HICSS)

### Organizational Service

- Vice President of the Korean American Association for Sport Management, 2024-present
- Board Member of the Korean Society for Sport Management, 2023-present

### Ad Hoc Committee

- Korean American Association for Sport Management, awarding scholarships, 2020

### MEDIA COVERAGE AND CONTRIBUTIONS

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- Interviewed for an article in *The Globe and Mail*: "[Can sports fans enjoy the game without exuberant crowds?](#)", July 2020
- Interviewed for an article in *Discovery Magazine*: "[Empty Stadiums Are Boring. Here's How Sports Teams Hope They Can Keep Fans Interested From Home](#)", June 2020
- Altmetric example: <https://www.altmetric.com/details/1949600>, reaching a number of local, national, and international media outlets such as: *Adventure Journal, Alpha Galileo, Business Standard, Canoe.ca, Counsel & Heal, CTV News, Daily Health Headlines, Daily Mail, Detroit Free Press, Drugs.com, Emax Health, Eurek Alert, Euronews, Finger Lakes Health, Fitness, Good Health, Guttenberg Municipal Hospital, Happy Time, Health, Health Day, Health Medicine Network, Healthfinder, Huffington Post, Intelibealth, International Business Times, Marcum & Wallace Memorial Hosp., Medical Daily, Medical Xpress, Mercy Health System, Mom Psych, msn Healthy Living, msn Travel, New port Richey Surgey Center, News Medical, Newsday, Newsmax Health, Optimum Nutrition, Outside, Philly.com, Planet SKI, red Orbit, Redorbit, Rutherford Regional, Sathiyam.tv, Science Daily, Science Newslite, Singapore Tatler, Sun Daily, Sydney Morning Herald, The Malay Mail Online, The Telegraph, U.S. News & World Report, Weather Channel, Wellness, Wellness Today, Where to ski and snowboard, Winnipeg Free Press, Womenshealth.gov, Womens Health, Womens Movement, Wunderground, Yahoo! Health, Yahoo! Lifestyle India, Yahoo! News, Yahoo!, News Singapore, Yale School of Medicine, Yobeat*
- Internal newsletter: *College of Education & Human Development*
- Columnist for *Econonews.co.kr*: September 2015-Present

### PROFESSIONAL MEMBERSHIPS

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- North American Society for Sport Management
- Sport Marketing Association
- Korean American Association for Sport Management
- Korean Society for Sport Management
- Korean Alliance for Health, Physical Education, Recreation, and Dance
- Korea Automobile Racing Association

## OTHER PROFESSIONAL ACTIVITIES

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### **Business Consulting Examples**

- Consulting for the Annual Sports Industry Global Conference hosted by the Korea Institute of Sport Science and the Sports Promotion Foundation. 2020-present
- Partnership benefits and impact analysis for a sport analytics firm. October 2020
- Business strategy consulting for a sport analytics firm. November 2019

### **Research Project Consulting Examples**

- “Report of Sport Facilities for Americans with Disabilities”, Korea Institute of Sport Science, Seoul, Korea, July 2018
- “Analyzing educational and training institutes for sport professionals”, Korea Institute of Sport Science, Seoul, Korea. September 2016
- “A comparison of sport facility safety standards and policies across nations”, Korea Institute of Sport Science, Seoul, Korea. October 2015
- “Developing versatile multi-sport complex usage plans”, Korea Institute of Sport Science, Seoul, Korea. November 2015

### **Other Service & Volunteering**

- Overseas Member of the Peaceful Unification Advisory Council of the Republic of Korea. September 2023
- Statistical analysis for a funded research project: “Evaluating Georgia asphalt mixture properties using a Hamburg wheel-tracking device”, Asphalt Research Laboratory at Georgia Southern University. November 2016
- Co-organized and attracted sponsors for the 2016 Dr. Willie Burden Memorial Golf Tournament (Raised Approx. US\$ 7,000). October 2016

### **Community Activities**

- Principal of the Vision Korean School, College Station, TX. July 2024-present

## GENERAL WORK EXPERIENCE

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- Marketing manager and race car driver at Synchro-G: July 2006 to February 2008.
  - o As a Manager: Attracted multiple sponsors, managed integrated marketing communication campaigns, created advertisements, and produced video broadcasting content for races.
  - o As a Race car driver: Made multiple appearances on podium, including championships in national races.
  - o As a Racing instructor: Taught driving skills in motorsport events including driving schools and track days.
- Public relations intern and online reporter at Hyundai MOBIS (listed #297 on the Forbes Global 2000 List in 2016): January to December 2008.

- Sport news team assistant at Korea Broadcasting Systems (national public broadcaster): January to February 2007.
- Customer service manager at Dae-Myoung Car Factory: September to December 2007.
- Online customer service manager and developer at Siementech. March 2003 to July 2005.