

## DONGHUN LEE, Ph.D.

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Assistant Professor of Sport Administration  
 School of Physical Education, Sport, and Exercise Science  
 Ball State University  
 Muncie, IN 47306  
 Office: 765-285-5172  
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### EDUCATION

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<b>UNIVERSITY OF FLORIDA</b> Gainesville, Florida, USA	2004–2008	<b>Doctor of Philosophy</b> <ul style="list-style-type: none"> <li>• Cognate: Sport Management</li> <li>• Dissertation title: “<i>Factors Influencing the Purchase of Team Licensed Merchandise: Comparison of High- and Low-Involvement Groups</i>”</li> <li>• Advisor: Dr. James Zhang</li> </ul>
<b>IOWA STATE UNIVERSITY</b> Ames, Iowa, USA	2003–2004	Doctoral Program <ul style="list-style-type: none"> <li>• Cognate: Sport Management</li> </ul>
<b>THE OHIO STATE UNIVERSITY</b> Columbus, Ohio, USA	2001–2003	<b>Master of Arts</b> <ul style="list-style-type: none"> <li>• Cognate: Sport Management</li> <li>• Thesis title: “<i>An Examination of the Motivational, Situational, and Socio-Demographic Factors that Influence the Consumption of Televised Sports</i>”</li> <li>• Advisor: Dr. Ketra Armstrong</li> </ul>
<b>KEIMYUNG UNIVERISTY</b> Daegu, South Korea	1992–1999 (1993–1995: Korean Army)	<b>Bachelor of Science</b> <ul style="list-style-type: none"> <li>• Major: Leisure and Sports Studies</li> <li>• Thesis title: “<i>Factors Causing Injuries among Snow Skiers</i>”</li> </ul>

### ACADEMIC APPOINTMENT

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<b>Assistant Professor</b> (Tenure-track) 2010–Present	Sport Administration – School of Physical Education, Sport, and Exercise Science ( <i>Ball State University</i> , Muncie, IN)
<b>Assistant Professor</b> (Tenure-track) 2008–2010	Sport Management – Division of Business Administration ( <i>College of Mount St. Joseph</i> , Cincinnati, OH)
<b>Teaching Assistant</b> (Instructor) 2004–2008	Sport Management – Department of Tourism, Recreation, and Sport Management ( <i>University of Florida</i> , Gainesville, FL)
<b>Teaching Assistant</b> (Instructor) 2003–2004	Sport Management – Department of Applied Science and Human Performance ( <i>Iowa State University</i> , Ames, IA)

**PUBLICATIONS IN REFEREED JOURNALS** (\* = Correspondent Author)

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19. Lee\*, D., Byon, K. K., Schoenstedt, L., Johns, G., Bussell, L. D., & Choi, H. (2012). Validation of the consumer values versus perceived product attributes model measuring the purchase of athletic team merchandise. *ICHPER-SD Journal of Research*, 7(2) Accepted for publication.
18. Judge\*, L. W., Bellar, D., Lee, D., Petersen, J., Wanless, E., Surber, K., & Simon, L. The exploratory study of physical activity patterns of college students at a Midwest state university in the United States. *The Sport Journal* Accepted for publication.
17. Pierce\*, D., Lee, D., & Petersen, J. Sport sales personnel perceptions of factors impacting job performance: A factor analysis of sales activities. *International Journal of Sport Management* Accepted for publication.
16. Lee\*, D., Kroncke, C., & Johnson, J. E. (2012). Consumer evaluation of brand fit, attitude, and purchase intention of athletic team merchandise. *International Journal of Sport Management and Marketing*, 11, 3/4, 158-171.
15. Judge\*, L. W., Bellar, D., Blom, L., Lee, D., Harris, B., Turk, M., McAtee, G., & Johnson, J. (2012). Perceived social support from strength and conditioning coaches among injured student athletes. *Journal of Strength & Conditioning Research*, 26(4), 1154-1161.
14. Lee\*, D., & Trail, G. T. (2012). Confirmatory analysis of the athletic team merchandise model. *Measurement in Physical Education and Exercise Science*, 16(2), 101-118.
13. Lee\*, D., Cheon, W., Judge, L. W., Shin, H., & Kim, K-O. (2012). Motives and marketing stimuli affecting eSports consumption: Cross-cultural perspectives. *International Journal of Sport Management*, 13(2), 203-223.
12. Lee, D., Zhang\*, J. J., Armstrong, K. L., & Kim, S-H. (2011). Self, social, team, and situational factors influencing televised sports viewership. *Journal of Applied Marketing Theory*, 2(1), 59-78.
11. Lee\*, D., & Schoenstedt, L. (2011). Comparison of eSports and traditional sports consumption motives. *ICHPER-SD Journal of Research*, 6(2), 39-44.
10. Lee\*, D., & Trail, G. T. (2011). The influence of personal values and goals on cognitive and behavioral involvement in sport. *Journal of Sport Management*, 25(6), 1-26.
9. Johnson\*, J. E., & Lee, D. (2011). Super Bowl commercial and game consumption for the college demographic. *The Sport Journal*, Volume 14 (ISSN: 1543-9518).
8. Lee, D., Pierce, D., Kim, M., Judge, L. W., & Lee\*, S-J. (2011). Ethnic identification, attitude toward PGA golfers, and intention to consume golf. *The Korea Journal of Sports Science*, 20(4), 697-711.
7. Lee\*, D., & Trail, G. T. (2011). A theoretical model of team-licensed merchandise purchasing (TLMP). *ICHPER-SD Journal of Research*, 6(1), 62-67.
6. Lee\*, D., Trail, G. T., Kwon, H. H., & Anderson, D. F. (2011). Consumer values versus perceived product attributes: Relationships among items from the MVS, PRS, and PERVAL scales. *Sport Management Review*, 14, 89-101.
5. Lee, D., Lee\*, S-J., & Houlette, M. A. (2010). Multigroup invariance analysis of the licensed team merchandise model. *The Korea Journal of Sports Science*, 19(3), 801-812.
4. Lee\*, D., Cianfrone, B. A., Byon, K. K., & Schoenstedt, L. (2010). An examination of the relationships among personal values, team identification, product involvement, product attributes, and purchase intention of licensed team merchandise. *International Journal of Sport Management*, 11, 517-540.
3. Lee\*, D., Trail, G. T., & Anderson, D. F. (2009). Differences in motives and points of attachment by season ticket status: A case study of the ACHA [Special issue]. *International Journal of Sport Management and Marketing*, 5, 132-150.
2. Kwon\*, H. H., Trail, G. T., & Lee, D. (2008). The effects of vicarious achievement and team

identification on BIRGing and CORFing. *Sport Marketing Quarterly*, 17, 209-217.

1. Lee\*, D., & Armstrong, K. L. (2008). Gender differences in the factors influencing viewership of televised sports. *International Journal of Sport Management*, 9, 1-21.

## **CONFERENCES/PRESENTATIONS** (\* = Poster Presentation)

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32. Judge, L. W., Lee, D., Petersen, J., Surber, K., Schoenstedt, L., & Wanless, E. (2012). "Millennial Marketing in the Youth Olympic Games: Hit or Miss?" *Sport Marketing Association Conference* (October, 23-27). Orlando, Florida, USA.
31. Schoenstedt, L., Lee, D., Reau, J., Judge, L. W., & Kim, M. (2012). "Use of Social Media Marketing for the Western & Southern Tennis Open" *Sport Marketing Association Conference* (October, 23-27). Orlando, Florida, USA.
30. Pierce, D., Petersen, J., & Lee, D. (2012). "Sport Sales Job Activities and Job Performance: A Factor Analysis" *Sport Marketing Association Conference* (October, 23-27). Orlando, Florida, USA.
29. Lee, D., Blom, C. L., Zhang, J. J., Kim, S-H., & Choi, H. (2012). "Consumers' Sport Brand Extension Evaluations" *Sport Marketing Association Conference* (October, 23-27). Orlando, Florida, USA.
28. Judge, L. W., Lee, D., Petersen, J., & Bellar, D. "The Impact of Social Media on the Awareness of the Olympic Movement." *The 2012 Pre-Olympic Congress* (July, 24-25). Liverpool, England, UK.
27. Kim, S-H., Lee, D., & Han, H-S. (2012). "The Effect of Confirmation Bias on Tourist's Loyalty" *TOSOK International Tourism Conference* (July, 4-6). Ulsan, S. Korea.
- 26\*. Kim, S-H., & Lee, D. (2012). "A Structural Model for Examining How Destination Image, Perceived Value, and Service Quality Affect Destination Loyalty" *ICHRIE Conference* (August, 1-4). Westin Providence, Rhode Island, USA.
25. Judge, L., Lee, D., Bellar, D., Petersen, J., Wanless, E., & Surber, K. (2012). "The Promotion and Perception of the Youth Olympic Games: A Korean Perspective" *The ISSA World Congress of Sociology of Sport 2012* (July, 16-18). Glasgow, UK.
- 24\*. Byon, K. K., Lee, D., Baker, T. A., Kim, M. K., & Thomas, C. (2012). "Identification of Dimensions Associated with Perceived Value in Spectator Sport" *Southern Sport Management Conference* (April, 11-13). Troy, Alabama, USA.
- 23\*. Lee, D., Byon, K. K., Schoenstedt, L., Kim, M. K., Johns, G., & Bussell, L. D. (2012). "Validation of the Consumer Values Versus Perceived Product Attributes Model Measuring the Purchase of Athletic Team Merchandise" *Southern Sport Management Conference* (April, 11-13). Troy, Alabama, USA.
- 22\*. Kim, M. K., Lee, D., & Schoenstedt, L. (2012). "The Martial Arts Participants Profiles: A case of Amateur Athletic Union (AAU) Taekwondo" *North American Society for Sport Management Conference* (May, 22-26). Seattle, Washington, USA.
- 21\*. Min, S. D., Wang, R. T., Lee, D., & Zhang, J. J. (2011). Demographic differentiation of market demand of professional women's basketball game events in Korea. *Sport Marketing Association Conference* (October, 26-28). Houston, TX, USA.
20. Lee, D., Judge, L. W., Pierce, D., & Kim, M. K. (2011). Ethnic identity, attitude toward PGA golfers, and intention to consume recreational golf. *Sports Management Association of Australia and New Zealand* (November, 23-25). Melbourne, Australia.
19. Judge, L. W., Surber, K. D., Petersen, J., Bellar, D., & Lee, D. (2011). Making the Millennial mark: Lessons learned by the Youth Olympic Games. *Sports Management Association of Australia and New Zealand* (November, 23-25). Melbourne, Australia.
18. Lee, D., & Schoenstedt, L. (2011). eSports consumption motives: Comparison to traditional sport involvement. *Sport Marketing Association Conference* (October, 26-28). Houston, TX, USA.
17. Lee, D., Kroncke, C., Johnson, J. E., & Wanless, E. (2011). Consumer evaluation of brand fit,

- attitude, and purchase intention of athletic team merchandise. *Sport Marketing Association Conference* (October, 26-28). Houston, TX, USA.
- 16\*. **Lee, D.**, Judge, L., Bellar, D., Cheon, W., & Lee, S. (2011). "Resistance training patterns among university students: Cross-cultural comparison." *National Strength and Conditioning Association Conference* (July, 6-9). Las Vegas, NV, USA.
  15. **Lee, D.**, Judge, L., Kim, S-H., & Pierce, D. (2011). "Motives Impacting eSports Consumption: A Cross-Cultural Comparison" *North American Society for Sport Management Conference* (June, 1-4). London, Ontario, Canada.
  14. Kim, S-H., & **Lee, D.** (2011). "Similarities and Differences in Younger and Older Seniors' Travel Experience" *Southeast CHRIE Conference* (February, 25). World Congress Center, Atlanta, Georgia, USA.
  - 13\*. Judge, L., **Lee, D.**, Bellar, D., Gilreath, E., & Wanless, E. (2010). "Resistance training patterns among university students." *7<sup>th</sup> International Strength Training Conference* (October, 28-30). Bratislava, Slovakia.
  12. **Lee, D.**, Cianfrone, B., Byon, K. K., & Schoenstedt, L. (2009). "An Empirical Examination of the Licensed Team Merchandise Model" *North American Society for Sport Management Conference* (May, 27-30). Columbia, South Carolina, USA.
  11. Schoenstedt, L., & **Lee, D.** (2009). "A New Media Olympic Experience: 8.8.08 @ 8:00" *North American Society for Sport Management Conference* (May, 27-30). Columbia, South Carolina, USA.
  10. **Lee, D.**, Cianfrone, B., & Byon, K. K. (2008). "A Conceptual Framework of the Relationships among Personal Values, Team Identification, Product Involvement, Perceived Value, and Consumption of Team Licensed Merchandise." *Sport Marketing Association Conference* (July, 16-20). Gold Coast, Australia.
  9. Trail, G. T., Kwon, H. H., & **Lee, D.** (2007). "The Effects of Vicarious Achievement and Team Identification on BIRGing and CORFing." *North American Society for Sport Management Conference* (May 30-June 2). Fort Lauderdale, Florida, USA.
  8. Trail, G. T., Anderson, D. F., & **Lee, D.** (2006). "Determinants of Attendance: The Predictive Value of Team Identification, Past Attendance, and Attendance Intentions." *Sport Marketing Association Conference* (November 2-4). Denver, Colorado, USA.
  7. Trail, G. T., Kim, M., Chelladurai, P., & **Lee, D.** (2006). "Differences by Gender and Institutional Level across Personal Values, Organizational Goals and Processes in Intercollegiate Athletics." *North American Society for Sport Management Conference* (June 1-3). Kansas City, Kansas, USA.
  6. **Lee, D.**, Trail, G. T., & Anderson, D. F. (2005). "Motives and Points of Attachment by Season Ticket Status: A Case Study on the ACHA." *Sport Marketing Association Conference* (November 10-12). Tempe, Arizona, USA.
  5. **Lee, D.**, Trail, G. T., Kwon, H. H., & Anderson, D. F. (2005). "Licensed Sport Merchandise Consumption: Psychometric Properties of the MVS, PRS, and PERVAL Scales." *Sport Marketing Association Conference* (November 10-12). Tempe, Arizona, USA.
  4. Kwon, H. H., Trail, G. T., Anderson, D. F., & **Lee, D.** (2004). "Points of attachment: The comparison of three models." *North American Society for Sport Management Conference* (June 2-6). Atlanta, Georgia, USA.
  3. Kwon, H. H., Trail, G. T., Anderson, D. F., & **Lee, D.** (2004). "Three-Factor Model of Point of Attachment Index (PAI): Parsimony and Meaningfulness." *Sport Marketing Association Conference* (November, 18-20). Memphis, Tennessee, USA.
  2. Anderson, D., **Lee, D.**, Trail, G. T., & Kwon, H. H. (2004). "Stability of sport consumer's motives across college football season among college students." *Sport Marketing Association Conference* (November, 18-20). Memphis, Tennessee, USA.
  1. **Lee, D.**, & Armstrong, K. L. (2004). "An Examination of the Influence of Self, Social, and Team

Related Motives on the Consumption of Televised Sports.” Sport Marketing Association Conference (November, 18-20). Memphis, Tennessee, USA.

## GRANTS/CONTRACTS

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2. Principal Investigator: Dr. Lawrence Judge. Co-Principal Investigator: Drs. David Pierce, **Don Lee**, & Erin Gilreath. Project title: Charlie Cardinal into Shape. Ball Brothers Foundation: Ball State University. Award: \$2,500 (funded on March 4, 2011).
1. Principal Investigator: Dr. **Don Lee**. Project title: Ethnic identification, attitude toward international professional golfers, and recreational golf consumption. Faculty Start-UP ASPIRE grant program FY 2011 – Agency: ASPIRE program at Ball State University, Award: \$1,500 (funded on March 4, 2010).

## GRANTS/CONTRACTS SUBMITTED

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4. Principal Investigator: Dr. Hong-Beum Shin. Co-Principal Investigator: Drs. **Don Lee** & Hyejin Bang. Project title: Investigating Consumer’s Co-Branding Evaluation Process. Keimyung University. Requested amount: \$15,000 (not funded).
3. Principal Investigator: Dr. James Johnson. Co-Principal Investigator: Drs. Lawrence Judge, David Pierce, **Don Lee**, & Elizabeth Wanless. Project title: R.E.A.C.H. (Recreation, Exercise, and Community Health). Community Foundation of Muncie and Delaware County, Inc. Requested amount: \$25,937 (not funded).
2. Principal Investigator: Dr. Soon-Ho Kim. Co-Principal Investigator: Drs. Debby Cannon & **Don Lee**. Project title: Destination Index Competitiveness. Intercontinental Hotel Group (IHG). Requested amount: \$1.2 million (not funded).
1. Principal Investigator: Dr. Nancy Waldeck. Co-Principal Investigator: Drs. **Don Lee** & Linda Schoenstedt. Project title: Triangulation approach in measurement of factors affecting viewership of televised sports. 2009 NASSM Research Grant Proposal. Requested amount: \$3,000 (not funded).

## ADVISING

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- 2012–013
- Visiting doctoral student** (September 2012 ~ June 2013)
    - *Advisor* – Advisee: Yinghui Zhang is a third year doctoral student in sport studies at Shanghai University of Sport
  - Sport Industry Career Mentorship Program** (Fall 2012 ~ Present)
    - *Advisor* – Advisee: nine seniors in sport administration program at Ball State University (to help graduating seniors prepare future endeavors such as employment, attendance at graduate school, etc.)
  - Capstone project** (Fall 2012)
    - *Advisor* – Undergraduate capstone project (Advisee: Hollin Bolden in sports studies at Ball State University; Project title: “Corporate Image and Brand Association as a Business Tactic”).
- 2011–2012
- Graduate student research symposium** (Spring 2012)
    - *Advisor* – Advisee: Hyeonjung Kim in Sport Psychology/Coaching at Ball State University (Project title: “Market Demand Factors that Affect Purchase Intention of Athletic Team Merchandise”).
  - Undergraduate student research symposium** (Spring 2012)

- *Advisor* – Advisee: Sean Porter, Daniel Preuett, Erica Stevens in Sport Administration at Ball State University (Project title: “Sport Experience Audit”).

**Independent study** (Spring 2012)

- *Advisor* – Undergraduate independent study (Advisee: Morgan Walker in business administration undergraduate program at Ball State University; Project title: “Economic Impact of Sports Commissions on Local Community”).

2010–2011

**Master’s thesis** (Fall 2010 ~ Spring 2011)

- *Committee member* – Advisee: Elizabeth Wanless in sport administration master’s program at Ball State University (Project title: “The CSCS, Coach Certification, Division Affiliation, and Pre- and Post-Activity Stretching Protocols at the NCAA Division I, II, and III Levels”).

**Master’s research project/creative project** (Spring 2011)

- *Advisor* – Master’s creative project (Advisee: Breanna Ridgway in sport administration master’s program at Ball State University; Project title: “Being the Best Prepared Graduate Assistant: Guidelines for Managing a Recreation Department”).
- *Advisor* – Master’s research project (Advisee: Julie Longo in sport administration master’s at Ball State University; Project title: “The Greening of Marketing in a Recreation Environment”).

2009–2010

**Undergraduate student advisor** (Spring 2009 ~ Spring 2010)

- *Supervisor* – 45 sport management undergraduate students at the College of Mount St. Joseph.

## **ACADEMIC WORK EXPERIENCES**

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### **BALL STATE UNIVERSITY**

2013	Sport Finance ( <i>Graduate course</i> ) Sport Finance Sport Marketing
2012	Sport Marketing and Promotions ( <i>Graduate course</i> ) Sport Finance Sport Marketing Capstone Seminar
2011	Management Issues in the Business of Sport Research Methods in Sport ( <i>Graduate course</i> ) Sport Finance Sport Marketing
2010	Management Issues in the Business of Sport Sport Finance Sport Marketing

### **COLLEGE OF MOUNT ST. JOSEPH**

2010	Finance and Economics in Sport Sport Marketing, Promotion, & Sales Leadership, Facility & Recreation Management
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	Current Issues in the Business of Sport
	Business Research Methods ( <i>Substitute teaching</i> )
	Human Resource Management in Sport ( <i>Independent study</i> )
2009	Leadership, Facility & Recreation Management
	Sport Marketing, Promotion, & Sales
	Introduction to Sport Management
	Current Issues in the Business of Sport
2008	Sport Marketing, Promotion, & Sales
	Current Issues in the Business of Sport
	Introduction to Sport Management

### UNIVERSITY OF FLORIDA

2008	Sport Marketing
2007	Administration in Exercise & Sport Sciences
2006	Administration in Exercise & Sport Sciences
2005	Administration in Exercise & Sport Sciences
	Introduction to Sport Management
2004	Introduction to Sport Management

### IOWA STATE UNIVERSITY

2004	Volleyball, Badminton, & Golf
2003	Volleyball, Badminton, & Golf

## ASSISTANTSHIP

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### **RESEARCH ASSISTANT**

2006–2007      **Tourism, Recreation, & Sport Management; University of Florida.**  
Served as a research assistant to Dr. James Zhang (reviewed literature related to after-school programs) and Dr. Galen Trail (collected data for compiling a scale-manual book and organized reference files) and received approximately \$11,000 of a fellowship fund.

2005–2006      **Tourism, Recreation, & Sport Management; University of Florida.**  
Served as a research assistant to Dr. Galen Trail (collected data for compiling a scale-manual book and organized reference files) and received approximately \$11,000 of a fellowship fund.

2004–2005      **Tourism, Recreation, & Sport Management; University of Florida.**  
Served as a research assistant to Dr. Galen Trail (conducted survey questionnaire construction, data entry, and data analysis, and organized reference files) and received approximately \$11,000 of a fellowship fund.

### **TEACHING ASSISTANT**

2004      **Health & human performance; Iowa State University.** Served as a teaching assistant (attended full semester and graded course materials) and received approximately \$6,000 of a fellowship fund. (Spring)

### **GRADUATE ASSISTANT**

2002–2003      **Physical Activity & Educational Services; the Ohio State University.**  
Served as a graduate assistant to the department of PAES (assisted with the development of college web pages) and received approximately \$9,000 of a fellowship fund.

**PRACTICUM**

2002 **Intramural sports program of the Department of Recreational Sports; the Ohio State University.** Participated in job application process, information posting, intramural sports events management plans, etc. (Spring)

2001 **Marketing program of the Department of Recreational Sports; the Ohio State University.** Participated in job application process, information posting, recreational event management plans, etc. (Summer)

**PROFESSIONAL SERVICE**

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- 2012 **Article reviewer**
- *Cornell Hospitality Quarterly (CHQ)* – Invited reviewer for a full peer-reviewed journal article
- Reviewer of abstracts and symposia**
- *American Alliance for Health, Physical Education, Recreation & Dance (AAHPERD)* – Invited reviewer for the Research Consortium for the 2013 AAHPERD National Convention and Exposition
- 2011 **Article reviewer**
1. *Cornell Hospitality Quarterly (CHQ)* – Invited reviewer for a full peer-reviewed journal article
  2. *Sport Management Review (SMR)* – Invited reviewer for a full peer-reviewed journal article
  3. *International Journal of Sport Management and Marketing (IJSMM)* – Invited reviewer for a full peer-reviewed journal article
- Reviewer of abstracts and symposia**
- *North American Society for Sport Management Conference (NASSM)* – Section head for 2012 conference
- 2010 **Article reviewer**
1. *Measurement in Physical Education and Exercise Science (MPEES)* – Invited reviewer for a full peer-reviewed journal article
  2. *Sport, Business, and Management Journal (SBMJ)* – Invited reviewer for full peer-reviewed journal articles (October 2010–Present)
- Reviewer of abstracts and symposia**
1. *American Alliance for Health, Physical Education, Recreation & Dance (AAHPERD)* – Invited reviewer for the Research Consortium for the 2010 AAHPERD National Convention and Exposition
  2. *Sport Marketing Association (SMA)* – Invited reviewer for the 2010 Sport Marketing Association Conference
- Invited Lecture**
1. *International symposium*: a teaching presentation for graduate students at Kyunghee University, Korea. Ball State University and Kyunghee University established a formal sisterhood affiliation in 1986.
  2. *Guest speaker* – PEP 601 (graduate research method class): Foundations of Research; lecture topic (“Multivariate data analyses in sport consumer behavior research.”)

**UNIVERSITY/DEPARTMENT SERVICE**

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- 2012–2013 **Search Committee** (Fall 2012 ~ Spring 2013)
- Committee member for hospitality and food management assistant



professor at Ball State University

**Annual College of Applied Science and Technology celebration reception** (Spring 2012)

- Presented a research poster: “Validation of the consumer values versus perceived product attributes model measuring the purchase of athletic team merchandise”

**Workshop for graduate school application** (Spring 2012)

- Faculty in sport administration program at Ball State University held a workshop, “Tour de Graduate School”, for undergraduate students in the program (information included application requirements, database, exam prep).

**Global Exchange Program** (Spring 2012)

- *Keimyung Major Global Experience Program* (KMGE) sponsored by ACE (Advancement for College Education). Ten undergraduate students in Sports Marketing program in Keimyung University, Daegu, Korea and one faculty from that program visited BSU 2/9 and 2/10 of 2012.

2011–2012

**Search Committee** (Spring 2011)

- Committee member for sport administration assistant professor at Ball State University

**Salary Committee** (Fall 2011 ~ Spring 2012)

- Salary committee at Ball State University regularly meets to discuss/review school salary document, work on appeals, and make recommendations to the college

**Search Committee** (Spring 2011)

Committee member for physical education-teacher education (PETE) assistant professor at Ball State University

2010–2011

**Salary Committee** (Fall 2010 ~ Spring 2011)

- Salary committee at Ball State University regularly meets to discuss/review school salary document, work on appeals, and make recommendations to the college

2009–2010

**Search Committee** (Fall 2009 ~ Spring 2010)

- *Chair* of search committee for sport management assistant professor at the College of Mount St. Joseph

**Nominating Committee** (Fall 2009 ~ Spring 2010)

- Committee member of board of trustee finance committee

**Finance Committee of the Board of Trustees and the College Planning and Budgeting Committee** (Spring 2009 ~ Spring 2010)

- Elected position as an at-large member of **ECFA** (“Executive Committee of the Faculty Assembly”) representative at the college of Mount St. Joseph

**Athletic Committee** (Spring 2009 ~ Spring 2010)

- A voting member of the committee for student-athletes’ eligibility issues and welfare at large at the college of Mount St. Joseph

**Discovery Days** (Fall 2009)

- Representative faculty for sport management program. Discover Days is an open session that the College of Mount St. Joseph meets prospective students and their parents to promote its programs.

**Traditional Student Commencement**

**Baccalaureate Liturgy** – Mater Dei Chapel

**Business Administration Awards Ceremony** (Spring 2009)

- Elliot Spencer, a senior in sport management, was the recipient of the Outstanding Sport Management Major award; it was held on April 30th at the College of Mount St. Joseph campus

2008–2009

**Cincinnati Sports Professionals Network’s 3<sup>rd</sup> Annual Awards**

**Ceremony** (Spring 2009)

- Jamie Coopers, a junior in business/sport management, was the recipient of the highest award; it was held on April 28<sup>th</sup> at the Sharonville Convention Center, Cincinnati, Ohio

**Field trip to Great American Ball Park** (Spring 2009)

- Established this trip with a local managing director (the home of Cincinnati Reds, a major league baseball team)

**GAD – “Graduate Acquaintance Day”** (Fall 2008)

- Represented sport management program for this promotion meeting day. It is an open session that the College of Mount St. Joseph meets prospective students and their parents to promote its programs.

**Workshop** (Fall 2008)

- “Graduate School Application Process” for sport management students at the college of Mount St. Joseph (information included such as application requirements, application procedure, list of schools, GRE/GMAT prep).

**Co-ops with the Cincinnati Cyclones** (Fall 2008)

- Students in Sport Marketing, Promotion, and Sales class at the College of Mount St. Joseph had worked for the organization. The Cyclones is a minor league hockey organization located in Cincinnati, OH.

**Field-trip program and co-op opportunity for the 2010 Vancouver Winter Olympics** (Fall 2008)**Graduate Student Advisory Council** (Fall 2007 ~ Spring 2008)

- Served as a member of GSAC at the University of Florida, mentoring undergraduate and graduate students, assisting in development of web pages, and providing connections for alumni.

2007–2008

**PROFESSIONAL MEMBERSHIPS**

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2012–Present	<i>Korean Alliance of Martial Arts (KAMA)</i>
2012–Present	<i>Korean Society for Sport Management (KSSM)</i>
2012–Present	<i>Korean Society of Sports and Leisure Studies (KSSLS)</i>
2011–2013	<i>International Council for Health, Physical Education, Recreation, Sport, and Dance (ICHPER-SD) Journal of Research</i>
2009–2013	<i>American Alliance for Health, Physical Education, Recreation &amp; Dance (AAHPERD)</i>
2009–Present	<i>The Korean Society of Sports Science (KSSS)</i>
2003–2012	<i>North American Society for Sport Management (NASSM)</i>
2003–2012	<i>Sport Marketing Association (SMA)</i>

**NON-ACADEMIC WORK EXPERIENCE**

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1998	HyoSung Coa Sportsville (Daegu, Korea) <ul style="list-style-type: none"> <li>• <i>Swimming instructor</i>, taught classes from introductory to advanced level (June–August).</li> <li>• Hyosung Coa is a total sports center offering multiple sports including health fitness, aerobic classes, activities for kids, sauna, yoga, scuba, restaurants, equipments and merchandise shops, etc. (Phone: +82-053-476-0077 / Fax: 053-476-0079)</li> </ul>
1995–1998	Phoenix Park Ski Resort (Pyeongchang, Korea) <ul style="list-style-type: none"> <li>• <i>Snow-ski instructor</i>, taught classes primarily for advanced level and</li> </ul>

served as a member of the VIP team for the co-president of the organization (December–March).

- Phoenix Park is composed of varied facilities such as ski resort with 12 slopes authorized by FIS, 18-hole golf courses designed by Jack Nicklaus, 9-hall public golf courses, condominiums, and hotels (30th FL., Glass Tower 946-1, Daechi-Dong, Kangnam-Ku, Seoul, Korea; Tel : +82-2-527-9511, Fax : +82-2-527-9500, E-mail : rex69@phoenixpark.co.kr, Attn : JiMan, Choi ; Web address: <http://www.phoenixpark.co.kr/>).

- 1993–1995 Military Service (Korean army)
- *Ranger* (April–June)
  - Served as a member of a special demo team and trained officers.
- 1993 Pine Resort (Yangji, Korea)
- *Snow-ski instructor*, taught classes from introductory to advanced level (December~March).
  - Pine Resort is a four-season-round complex leisure town. (34-1, Namgok-Ri, Yangji-Myun, Yongin-City, Kyunggi-Do, Korea, TEL: +82-2-744-2001~2, +82-031-338-2001, FAX: +82-031-338-7897; Web address: [http://www.pineresort.com/yangji\\_eng/index.html](http://www.pineresort.com/yangji_eng/index.html))
- 1992, 1995–1996 ACE leisure (Daegu, Korea) and Ashin Marina (Jeju, Korea).
- *Lifeguard* and *Windsurfing instructor* (June–August)
  - ACE leisure and Ashin Marina are large privately owned total leisure sports clubs.

## ATHLETIC EXPERIENCE

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- 1998 National Winter Sports Festival
- Nationally ranked in 7<sup>th</sup> in Alpine ski, Yongpyong ski resort, Korea
- National Technical Ski Competition
- Nationally ranked in 21<sup>st</sup> among over 200 certified ski instructors, Yongpyong ski resort, Korea
- Korean Ski Demonstrator's Competition, Yongpyong ski resort, Korea
- 1997 National Winter Sports Festival (Alpine ski), Phoenix Park ski resort, Korea
- National Technical Ski Competition, Phoenix Park ski resort, Korea
- Korean Ski Demonstrator's Competition, Phoenix Park ski resort, Korea
- 1997 National Amateur's Windsurfing Competition, Seoul, Korea
- 1996 National Technical Ski Competition, Yongpyong ski resort, Korea
- Korean Ski Demonstrator's Competition, Yongpyong ski resort, Korea
- 1995 National Technical Ski Competition, Yongpyong ski resort, Korea

## CERTIFICATIONS

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- 2006 Tae Kwon Do
- 4<sup>th</sup> Dan black belt (obtained an official master's certificate approved by the *World Tae Kwon Do Federation*)
- 1999–2000 Cambridge English Program
- *Pacific Gateway International College* (Vancouver, Canada)

- 1998 Snow-ski instructor
- 1<sup>st</sup> class (highest level approved by *Korea Ski Association*)
- 1998 Teaching certificate in leisure sports
- 2<sup>nd</sup> class (2<sup>nd</sup> highest level among teaching leisure sports certificates approved by *Administration of Culture & Travel of Korea*)
- 1995 Cardio pulmonary resuscitation
- Approved by *Red-Cross* in Daegu, Korea