

Yong Jae Ko, Ph.D.

Department of Tourism, Recreation, and Sport Management
University of Florida
186A Florida Gym
PO Box 118208
Gainesville, FL 32611-8208
Phone: (352) 392-4042 (ext. 1277)
Fax: (352) 392-7588

I. ACADEMIC BACKGROUND

The Ohio State University (OSU)	Columbus, OH
Ph.D. Major: Sport Management	August 2000
Cognate Area: Business Marketing	
The Ohio State University	Columbus, OH
M.A. Major: Physical Education	June 1996
(Sport Management emphasis)	
Seoul National University (SNU)	Seoul, Korea
B.A. Major: Physical Education	February 1991

II. ACADEMIC APPOINTMENTS

Associate Professor (2010-present)	Sport Management Program University of Florida (UF) Department of Tourism, Recreation and Sport Management
Affiliate Faculty (2006-present)	Center for Tourism Research and Development University of Florida (UF) Department of Tourism, Recreation and Sport Management
Assistant Professor (2006-2009)	Sport Management Program University of Florida (UF) Department of Tourism, Recreation and Sport Management
Assistant Professor (2001-2006)	Sport Management Program Washington State University (WSU) Department of Educational Leadership & Counseling Psychology
Lecturer (2000-2001)	Sport Management Program University of Texas at Austin (UT) Department of Kinesiology and Health Education
Teaching Assistant (1997-2000)	The Ohio State University (OSU) School of Physical Activities and Educational Service
Teaching/Research Assistant (1991)	Seoul National University (SNU) Department of Physical Education

III. MEMBERSHIP AND ACTIVITIES IN THE PROFESSION

A. Professional Membership

- Member: North American Society for Sport Management (NASSM) (1996-present).
- Member: American Marketing Association (AMA) (2009 – present).
- Member: Sport Marketing Association (SMA) (2003-present).
- Member: American Alliance of Health, Physical Education, Recreation, and Dance (AAHPERD) (1997-2000).
- Member Ohio Association for Health, Physical Education, Recreation, and Dance (OHPERD) (1999-2000).

IV. MAIN AREAS OF RESEARCH INTEREST

- Consumer behavior research focused on socio-psychological variables that influence sport consumption behavior
- Service marketing research focused on consumers' quality and value perceptions toward a variety of sport services
- Branding sport products

My primary research interests are (a) sport consumer behavior, (b) service marketing and (c) sport branding. A particular research interest includes consumer socio-psychological constructs such as attitude, perception, and belief about sport organizations and their products brands, sport participation motivation/involvement, and commitment/identification of sport consumers. This line of research has been extended to a variety of segments in the sport industry, particularly several under-studied markets such as sport sponsorship, college sport, sport e-business and martial arts. The overriding goal of this line of research is to develop an improved understanding of sport consumers' decision-making processes and provide sport organizations with meaningful managerial implications. Ultimately, my scholarly efforts will help communities improve quality of life for individuals and families through sport participation, with the added benefit of also improving their psychological and physical health. Many of my studies have been published in peer-reviewed sport management journals (e.g., *Journal of Sport Management*, *Sport Management Review*, *International Journal of Sports Marketing and Sponsorship*, and *Sport Marketing Quarterly*) and also in the relevant premier journals related to these lines of research (e.g., *Journal of Marketing Management*, *Journal of Business and Industrial Marketing*, *Asia Pacific Journal of Marketing and Logistics*, and *Annals of Tourism Research*). I have done consulting work for a variety of international amateur and professional sport organizations and government projects as well.

V. SCHOLARLY WORK

(* Ph.D. students/dissertation work and Post-Doc; **Master's thesis)

A. Publication – Refereed Journal

1. **Ko, Y. J.**, Rhee, Y. C., Walker, M., & Lee, J. (2nd review). The primary motives of college athletic donors: A refined perspective. *Nonprofit and voluntary sector quarterly*.
2. **Ko, Y. J.**, Cattani, K., Lee, S. A., Yang, J., & Kim, Y. (2nd review). Consumer satisfaction and event quality perception: A case of World Professional Taekwondo Tour. *International Journal of Sport Management and Marketing*.
3. *Moon, K., **Ko, Y. J.**, Connaughton, D., & Lee, J. (Accepted with revision). The relationships between trust, mental skills, and satisfaction among athletes: A study of a gambling-legal bicycle racing business in South Korea. *Managing Leisure: An International Journal*.

4. *Moon, K., **Ko, Y. J.**, Connaughton, D., & Lee, J. (in press). The athletes' trust, mental skills, and satisfaction in a gambling-legal cycle racing in South Korea. *European Sport Management Quarterly*.
5. Kim, Y., *Yim, K., & **Ko, Y. J.** (in press). Consumer patriotism and response to patriotic advertising in sport contexts. *International Journal of Sports Marketing and Sponsorship*.
6. *Hur, Y., **Ko, Y. J.**, & Claussen, C. L. (in press). Determinants of using sport web portal: An empirical examination of sport website acceptance model. *International Journal of Sports Marketing and Sponsorship*.
7. Spengler, J. O., **Ko, Y. J.**, & Connaughton, D. (in press). Scale development: Perceived barriers to public use of school recreational facilities. *American Journal of Health Behavior*.
8. Kil, S., Holland, S., Stein, T., & **Ko, Y. J.** (2011). Place attachment as a mediator of the relationship between nature-based recreation benefits and future visit intentions. *Journal of Sustainable Tourism*. 1-24. (published online)
9. *Kim, Y. K., Trail, G. T., & **Ko, Y. J.** (2011). How relationship influences sport consumption behavior? An empirical examination relationship quality framework. *Journal of Sport Management*, 25, 576-592.
10. *Hur, Y., **Ko, Y. J.**, & Valacich, J. (2011). A Structural model of the relationships between sport web quality, e-satisfaction, e-loyalty, and behavioral intention. *Journal of Sport Management*, 25, 458-473.
11. Kim, Y. K., **Ko, Y. J.**, & James, J. (2011). The impact of relationship quality on attitude toward a sponsor. *Journal of Business & Industrial Marketing*, 26, 566-576.
12. Heere, B., Walker, M., Yoshida, M., **Ko, Y. J.**, Jordan, J., & James, J. D. (2011). Brand community development through external communities: A tale from collegiate athletics. *Journal of Marketing Theory and Practice*, 19, 407-422.
13. *Cianfrone, B. A., Zhang, J. J., & **Ko, Y. J.** (2011). Dimensions of motivation associated with playing sport video games: Modification and extension of the sport video game motivation scale. *Sport, Business and Management*. 1, 172-189.
14. *Kim, D. H., Zhang, J., & **Ko, Y. J.** (2011). Value of professional sport in the community: A confirmatory factor analysis (CFA) of the community impact scale (CIS). *Journal of Applied Marketing Theory*, 2, 79-107.
15. *Hur, Y., **Ko, Y. J.**, & Claussen, C. L. (2011). Acceptance of sport-related websites: A conceptual model. *International Journal of Sports Marketing and Sponsorship*, 12, 209-224.
16. **Ko, Y. J.**, Cattani, K., Chang, Y., & Hur, Y. (2011). Do spectators and competitors accept the use of scoring technology in Taekwondo competitions? *International Journal of Sport Management and Marketing*, 9, 238-253.
17. Theodorakis, N., Alexandris, K., & **Ko, Y. J.** (2011). A service quality framework in the context of professional football. *International Journal of Sports Marketing & Sponsorship*, 12, 281-295.
18. **Ko, Y. J.**, Gibson, H., Kim, M. (2011). Understanding donors: A case of university performing arts programs in the U.S. *International Journal of Nonprofit and Voluntary Sector Marketing*, 16, 166-182.
19. **Ko, Y. J.**, Zhang, J. J., Cattani, K., & Pastore, D. L. (2011). Assessment of event quality of major spectator sports. *Managing Service Quality*, 21, 304-322.
20. *Moon, K., Kim, M., **Ko, Y. J.**, Connaughton, D., & Lee, J. (2011). The influence of event quality perception on destination image. *Managing Service Quality*, 21, 287-303.
21. Lee, J., Kim, H., **Ko, Y. J.**, & Sagas, M. (2011). The influence of service quality on satisfaction and revisit intention: A gender segmentation strategy. *Sport Management Review*, 14, 54-63.
22. Kim, M., Gibson, H., & **Ko, Y. J.** (2010). Understanding donors to university performing arts programs: Who are they and why do they contribute? *Managing Leisure: An International Journal*, 16, 17-35.

23. **Ko, Y. J.**, *Kim, M. K., *Kim, Y. K, Lee, J., & *Cattani, K. (2010). Consumer satisfaction and event quality perception: A case of US Open Taekwondo Championship. *Event Management: An International Journal*, 14, 205-214.
24. Martinez, J. A., **Ko, Y. J.**, & Martinez, L. (2010). An application of fuzzy logic to service quality research: A case of fitness service. *Journal of Sport Management*, 24, 502-523.
25. *Huang, C., Pennington-Gray, L., Ko, Y. J., & Thapa, B. (2010). Civic engagement, perceptions of tourism planning, and willingness to participate in tourism planning: A study of U.S. Timeshare owners. *Journal of Travel and Tourism Marketing*, 27(1), 14-30.
26. *Kim, T. H., Chang, K., & **Ko, Y. J.** (2010). Impacts of identification with different identities within an organization on supportive intentions. *Journal of Marketing Management*, 26, 413-427.
27. **Ko, Y. J.**, *Kim, Y. K., & Valacich, J. (2010). Martial arts participation: Consumer motivation. *International Journal of Sports Marketing and Sponsorship*, 11, 105-123.
28. **Ko, Y. J.**, *Kim, Y. K., *Kim, M. K., & Lee, J. (2010). The Role of Involvement and Identification on Quality Perception and Satisfaction. *Asia Pacific Journal of Marketing and Logistics*, 22, 25-39.
29. *Jeong, C., *Kim, Y. K., **Ko, Y. J.**, Lee, H., & Jung, R. (2009). Horse racing image: Re-examination of relations between image and intention to visit. *Journal of Quality Assurance in Hospitality and Tourism*, 10, 194-217.
30. * Kim, M., Zhang, J. J., & **Ko, Y. J.** (2009). Dimensions of market demand associated with Taekwondo schools in North America: Development of scale. *Sport Management Review*, 12, 149-166.
31. *Jett, J. S., Thapa, B., & **Ko, Y. J.** (2009). Recreation specialization and boater speed compliance in manatee zones. *Human Dimensions of Wildlife*, 14, 278-292.
32. *Nicholas, L. N., Thapa, B., & **Ko, Y. J.** (2009). Residents' perspectives of a world heritage site: An analysis of the Pitons Management Area, St. Lucia. *Annals of Tourism Research*, 36(3), 390-412.
33. *Moon, K., Lee, J., & **Ko, Y. J.** (2009). The effect of event quality on residents' perceptions of local impacts: A case of Tour de Korea International Cycle Competition. *Korean Journal of Sport Science*, 20(1), 81-89.
34. **Ko, Y. J.**, & Yang, J. B. (2008). The globalization of martial arts: The change of rules for new markets. *Journal of Asian Martial Arts*, 17(4), 8-19.
35. **Ko, Y. J.**, Durrant, S., & *Mangiantini, J. (2008). Assessment of services provided to NCAA Division I Athletes: Development of a model and instrument. *Sport Management Review*, 11, 195-216.
36. Claussen, C. L., **Ko, Y. J.**, & Rinehart, B. (2008). Cultural diversity: An alternative approach to understanding sport participant consumer behavior. *The SMART Journal*, 4(2), 58-71.
37. **Ko, Y. J.**, *Kim, K., Claussen, C. L., & *Kim, T. H. (2008). The effect of sport involvement, sponsor awareness, and corporate image on intention to purchase sponsors' products. *International Journal of Sports Marketing and Sponsorship*, 9, 79-94.
38. **Park, H., **Ko, Y. J.**, & Claussen, C. L. (2008). Action sports participation: Consumer motivation. *International Journal of Sports Marketing and Sponsorship*, 9, 111-124.
39. **Ko, Y. J.**, Claussen, C. L., Rinehart, B., & **Hur, Y. (2008). Marketing to Asian American sport consumers. *International Journal of Sport Management*, 9(1), 67-80.
40. *Seo, W., Green, B. C., **Ko, Y. J.**, Schenewark, J., & Lee, S. (2007). The effect of web cohesion, web commitment, and attitude toward the website on intentions to use NFL team's websites. *Sport Management Review*, 10, 231-252.
41. *Kim, Y., **Ko, Y. J.**, & Ross, S. D. (2007). Online sport video gaming motivations. *International Journal of Human Movement Science*, 1(1), 41-60.
42. **Hur, Y., **Ko, Y. J.**, & Valacich, J. (2007). Motivation and concerns for online sport consumption. *Journal of Sport Management*, 21, 521-539.

43. **Ko, Y. J.**, & Pastore, D. L. (2007). An instrument to assess customer perceptions of service quality and satisfaction in campus recreation programs. *Recreational Sport Journal*, 31(1), 34-42.
44. Claussen, C. L., **Ko, Y. J.**, & Rinehart, R. E. (2007). Marketing to millennial generation consumers of action sports: Cultural diversity considerations. *International Journal of Sport Management*, 8, 55-66.
45. Kwon, H. H., & **Ko, Y. J.** (2006). Validation of single item measure of scale of service quality for recreational sport (SSQRS). *International Journal of Sport Management*, 7, 112-122.
46. ***Ko, Y. J.**, & Pastore, D. L. (2005). A hierarchical model of service quality for the recreational sport industry. *Sport Marketing Quarterly*, 14, 84-97.
47. Lee, S., **Ko, Y. J.**, & Chun, H. (2005). Why spectators attend Minor League Baseball (MiLB) games: A study of sociological motivation factors. *International Journal of Sport Management*, 6, 1-14.
48. Daprano, C. M., Bruening, J. E., Pastore, D. L., Greenwell, T. Christopher, Dixon, M. A., **Ko, Y. J.**, Jordan, J. S., Lilienthal, S., & Turner, B. A. (2005). Collaboration in sport research: A case from the field. *Quest*, 57, 300-314.
49. ***Ko, Y. J.**, & Pastore, D. L. (2004). Current issues and conceptualizations of service quality in the recreational sport industry. *Sport Marketing Quarterly*, 13, 159-167.
50. **Ko, Y. J.** (2003). Martial arts marketing: Putting the customer first. *Journal of Asian Martial Arts*. 12(2), 9-15.
51. **Ko, Y. J.** (2002). Martial arts industry in the new millennium. *Journal of Martial Arts Studies*, 5, 10-23.
52. ****Ko, Y. J.**, & Pastore, D. L. (1998). "Analyzing cultural values within a sport organization: The case of the United States Taekwondo Union members," *The Journal of the International Council for Health, Physical Education, Sport, and Dance*. 35(1), 37-41.

B. Refereed Proceedings: Peer reviewed papers (double-blinded process).

1. ****Chang, Y.**, **Ko, Y. J.**, ***Lee, I. R.**, **Cho, S.**, & ***Arai, A.** (in press). The brand leadership scale: Development and validation. 2012 Association of Marketing Theory and Practice (AMTP). Myrtle Beach, SC.
2. **Ko, Y. J.** (2011). Understanding donor decision making process: Trust and commitment perspective. 2011 KAHPERD International Sport Science Congress (ISSC), Dae-Gu, South Korea.
3. **Ko, Y. J.**, ***Rhee, Y. C.**, Walker, M., Lee, J. H. (2010). The primary motives of college athletic donors: A refined perspective. 2010 Sport Marketing Association Conference, Mew Orleans, Louisiana.
4. **Ko, Y. J.**, ***Rhee, Y. C.**, ***Kim, T.**, & ***Cattani, K.** (2010). Antecedents and consequences of trust in a spectator sport. 2010 Sport Marketing Association Conference, Mew Orleans, Louisiana.
5. ***Arai, A.**, **Ko, Y. J.**, & Kaplanidou. (2010). Athlete brand image: Scale development and model test. 2010 Sport Marketing Association Conference, Mew Orleans, Louisiana.
6. ***Kudo, M.**, **Ko, Y. J.**, Walker, M., & Connaughton, D. (2010). The market value of sport sponsorship: The influence of title sponsorship on sponsoring company's stock prices. 2010 Sport Marketing Association Conference, Mew Orleans, Louisiana.
7. ***Cattani, K.**, & **Ko, Y. J.** (2010). Understanding the Antecedents of Player identification in fantasy sport consumers. 2010 Sport Marketing Association Conference, Mew Orleans, Louisiana.
8. ***Cattani, K.**, & **Ko, Y. J.** (2010). Application of the regulatory focus theory to fantasy sport consumption behavior. 2010 American Marketing Association Summer Marketing Educators' Conference, Boston, MA.
9. ***Kim, T.**, **Ko, Y. J.**, & **Rhee, Y. C.** (2010). The influence of event quality on sport consumption behavior: The moderating effect of commitment. 2010 American Marketing Association Summer

Marketing Educators' Conference, Boston, MA. (Selected as "Best Paper" in the Sport Marketing Track)

10. Kim, Y. J., & **Ko, Y. J.** (2010). Consumer patriotism and response to patriotic advertisement: A test of group differences of structural constraints in sporting events. 2010 American Marketing Association Summer Marketing Educators' Conference, Boston, MA.
11. *Kim, Y. K., *Jeong, C., & **Ko, Y. J.** (2008). Horse racing image in a transition period: Focusing on the relationship between cognitive image, affective image, and intention to visit. Proceeding of the 13th annual graduate education and graduate research conference, 239-266.
12. *Kim, Y. K., **Ko, Y. J.**, *Kim, W. S., & *Kim, M. (2007). The profiles of martial arts event spectators: The case of 2007 US Open Taekwondo Championship. Proceeding of the annual International Conference on Sport and Entertainment Business (ICSEB), 80-83.
13. **Ko, Y. J.**, & *Kim, K. (2003), Measuring the effects of sport sponsorship: The case of 2002 FIFA World Cup Korea/Japan European Association for Sport Management Conference Proceedings, Stockholm, Sweden.

C. Books/Chapters

1. Lim, B. J., Chang, Y. K, Bae, S. J., Chung, Y. L, Lee, M. K., Choi, S. W., **Ko, Y. J.**, & Park, I. H. (1991). *Development of Exercise Programs for Public*. (A Project funded by S. Korean Government).
2. **Ko, Y. J.**, Xie, D., & Kimura, K. *Sport in Northeast Asia*. In Li, M., MacIntosh, E. W., & Bravo, G. A. (2012). *International Sport Management* (Eds). Champaign, IL: Human Kinetics.

D. Non-refereed Publications:

1. **Ko, Y. J.** (In press). Response to Dr. Chong W. Kim's Establishment of World Taekwondo Academy: It's Purpose and Role. In K. Min (Ed.). 2009 International Taekwondo Symposium. Curriculum development for Taekwondo majors for four year universities and educational program development for World Taekwondo Academy by Taekwondo Promotion Foundation and University of California at Berkeley.
2. **Ko, Y. J.** (2009). The role of World Taekwondo Leaders. Proceeding of the 1st Seoul World Taekwondo Leaders Forum 2009 (pp.80-114) by Kukkiwon. Seoul, South Korea
3. **Ko, Y. J.** (2009). In search of excellence: Service marketing research and it's implication on sport sponsorship response. 2009 Brain Korea 21 (Government Project) – Internaitonal Sport Marketing Lecture - Dankook University. CheonAhn, South Korea.
4. **Ko, Y. J.** (2009). Understanding martial arts consumers: Who are they? And how to develop effective market strategies? Proceeding of the 10th annual International Martial Arts Seminar in the Art and Science of Taekwondo (pp.20-30). University of Bridgeport.
5. **Ko, Y. J.** (2007).The globalization of martial arts: The change of rules for new markets. In K. Min (Ed.), 2007 International Taekwondo Symposium. The history and spirit of Taekwondo and strategies for globalization (pp.52-57) by Taekwondo Promotion Foundation and University of California at Berkeley.

E. Abstracts:

1. ***Jett, J.**, Thapa, B., Ko, Y., & Confer, J. (2008). Recreation specialization and boater speed compliance in manatee zones. Abstract Proceedings from the 14th International Symposium on Society and Resource Management People and Place: Linking Culture *and Nature* (no pages-digital copy). Burlington, Vermont.
2. ***Ko, Y. J.**, & Pastore, D. L. (2001). A multidimensional and hierarchical model of service quality in the participant sport industry. *Research Quarterly for Exercise and Sport: Abstracts of Completed Research*, 72(1), A-109.

F. Reviews (Book):

1. **Ko, Y. J.** (2006). Football goes East: Business, culture and the people's game in China, Japan, and S. Korea. By Manzernreiter, W., & Horne, J. (2004). New York, NY: Routledge. *Sociology of Sport Journal*, 23(2), 198-199.
2. **Ko, Y. J.** (2006). Black belt management: A guide to success without selling out. By Graden, J. (1996). St. Petersburg, FL: Graden Media Group, Inc. *Journal of Asian Martial Arts*, 15(4), 80-81.

G. Conference Presentation

International Conference: Refereed

1. **Chang, Y., **Ko, Y. J.**, *Lee, I. R., Cho, S., & *Arai, A. (Accepted). The brand leadership scale: Development and validation. 2012 Association of Marketing Theory and Practice (AMTP). Myrtle Beach, SC.
2. **Jang, W., & **Ko, Y. J.** (Submitted). The effect of message appeals on attitude toward events and visit intention: The moderating role of consumer involvement and product value-orientation. 2012 American Marketing Association Summer Marketing Educators' Conference, Chicago, IL.
3. *Arai, A., **Ko, Y. J.**, & **Chang, Y. (Submitted). Achieving consumer loyalty in athlete branding: Examining the relationship between athlete brand image and consumer loyalty. 2012 Academy of Marketing Science Annual Conference (AMSAC). New Orleans, LA.
4. **Chang, Y., **Ko, Y. J.**, & *Arai, A. (Submitted). Examining the visual map of athlete endorsement effectiveness: A case of 2010 FIFA World Cup. 2012 Academy of Marketing Science Annual Conference (AMSAC). New Orleans, LA.
5. *Kim, T., *Kim H. Y., *Jeon, J., *Kim, K., & **Ko, Y. J.** (advisor; abstract submitted). Motivation of using social network sites and e-word of mouth intention: A case of sport team Facebook page. 2012 North American Society for Sport Management Conference, Seattle, WA.
6. *Akiko, A., **Ko, Y. J.** (advisor), & **Chang, Y. (abstract submitted). Understanding athlete brand image in global sport markets: A cross-national study among Japan, South Korea, and USA. 2012 North American Society for Sport Management Conference, Seattle, WA.
7. Bae, S., Choo, N., Cho, S., & **Ko, Y. J.** (advisor; abstract submitted). The effects of brand awareness, country-of-origin image, and price of sporting goods on consumers' product evaluation. 2012 North American Society for Sport Management Conference, Seattle, WA.
8. *Sato, S., Harada, M. (advisor), & **Ko, Y. J.** (advisor; abstract submitted). The role of consumer involvement in environmental concern, intention to protect environment and word of mouth/e-word of mouth intentions among outdoor sport recreationists. 2012 North American Society for Sport Management Conference, Seattle, WA.
9. **Ko, Y. J.**, *Kim, T. H., & *Kim, Y. (advisor; abstract submitted). The role of integrity, fairness, and accountability in University athletics donor decision: Trust and commitment perspectives. 2012 North American Society for Sport Management Conference, Seattle, WA.
10. *Cattani, K., & **Ko, Y. J.** (advisor; abstract submitted). Application of the Regulatory Focus Theory to fantasy sport consumption behavior: A conceptual model. 2012 North American Society for Sport Management Conference, Seattle, WA.

11. *Cattani, K., & **Ko, Y. J.** (advisor; abstract submitted). With the first pick of the fantasy draft...: An examination of identification formation and the moderating effect of Involvement in fantasy sport consumers. 2012 North American Society for Sport Management Conference, Seattle, WA.
12. **Kim, J., & **Ko, Y. J.** (advisor; abstract submitted). Determinants consumers' perceived benefits and attitude toward the use of technology in sport officiating. 2012 North American Society for Sport Management Conference, Seattle, WA.
13. **Jang, W., **Ko, Y. J.** (advisor), & Chang, Y. (abstract submitted). Luxury brand positioning in athlete endorsement markets: A correspondence analysis. 2012 North American Society for Sport Management Conference, Seattle, WA.
14. Ho, C. M., Wang, R. T., & **Ko, Y. J.** (2012). Examining the suitable response strategies to different sports crises and using trust as a moderator: Development of a theoretical framework. 2012 North American Society for Sport Management Conference, Seattle, WA.
15. **Chang, Y., & **Ko, Y. J.** (accepted). The brand leadership scale: Development and validation. 2012 Marketing Theory and Practice Conference, Myrtle Beach, SC.
16. Spengler, J. O., Connaughton, D., **Ko, Y. J.**, & *Egberts, J. (accepted). Results from a national survey on the joint use of local park and recreation facilities. 2012 Active Living Research conference, San Diego, CA.
17. **Ko, Y. J.**, **Chang, Y., *Rhee, Y. C., & Hur, Y. (2011). Value-based brand loyalty. 2011 Sport Marketing Association Conference, Houston, TX.
18. *Akiko, A., & **Ko, Y. J.** (2011). Athlete brand image: A gender segmentation strategy. 2011 Sport Marketing Association Conference, Houston, TX.
19. Bae, S., Ha, J., Choo, N., Cho, S. (advisor), Rhee, Y., & **Ko, Y. J.** (advisor; 2011). Consumers' evaluation of golf- products: The roles of extrinsic product cues. 2011 Sport Marketing Association Conference, Houston, TX.
20. Choo, N., Bae, S., Cho, S., Rhee, Y., **Ko, Y. J.** (advisor; 2011). The mediating effect of emotion/hedonic shopping value on golf-product consumption. 2011 Sport Marketing Association Conference, Houston, TX.
21. *Kim, J., & **Ko, Y. J.** (advisor; 2011). Understanding consumers' perception and attitude toward technology in sports officiating. 2011 Sport Marketing Association Conference, Houston, TX.
22. *Moon, K., **Ko, Y. J.**, Connaughton, D. P., Lee, J. H. (2011). Athlete management and satisfaction in a gambling-legal bicycle racing business in South Korea. 2011 Sport Marketing Association Conference, Houston, TX.
23. **Jang, W., & **Ko, Y. J.** (advisor; 2011). Athlete endorsement in the golf industry: beyond "Match-up Hypothesis" theory. 2011 Sport Marketing Association Conference, Houston, TX.
24. **Jang, W., & **Ko, Y. J.** (advisor; 2011). Information-Processing Model for Sport Web Advertisement: Product Value and Involvement Perspective. 2011 Sport Marketing Association Conference, Houston, TX.
25. **Chang, Y., & **Ko, Y. J.** (2011). Does brand leadership matter? It's role in predicting sport brand consumption. 2011 Sport Marketing Association Conference, Houston, TX.
26. *Cattani, K., & **Ko, Y. J.** (advisor; 2011). A Structural model of the relationships between self-efficacy, attitude, regulatory fit, and behavioral intention: A case of fantasy sport consumption behavior. 2011 Sport Marketing Association Conference, Houston, TX.
27. **Waechter, M. W., Connaughton, D. P., Spengler, J. O., & **Ko, Y. J.** (accepted). An analysis of perceived risk and corresponding risk management practices related to disease control and prevention in club sport programs. 2011 SEVT conference, Columbia, SC.

28. **Waechter, M. W., Connaughton, D. P., Spengler, J. O., & **Ko, Y. J.** (accepted). An analysis of risk management practices related to disease control and prevention in University club sport programs. 2011 AAHPERD conference, Boston, MA.
29. **Ko, Y. J.**, Kim, Y. K., & *Kim, T. H. (2011). The role of CSR in predicting donor behavior: The mediating effects of trust and commitment. 2011 North American Society for Sport Management Conference, Windsor, Canada.
30. *Moon, K. S., Connaughton, D. P., **Ko, Y. J.**, & Lee, J. H. (2011). An examination of the influence of sport event quality perception on destination image. 2011 North American Society for Sport Management Conference, Windsor, Canada.
31. *Arai, A., & **Ko, Y. J.** (2011). Post retirement career development: A conceptual model of psychosocial development of athletic career transition. 2011 North American Society for Sport Management Conference, Windsor, Canada.
32. **Ko, Y. J.**, Lee, J., & Chang, K. (2011). The primary motives of college athletic donors: Developing and testing a model. 2011 North American Society for Sport Management Conference, Windsor, Canada.
33. Spengler, J. O., **Ko, Y. J.**, & Connaughton, D. (2011). A scale of barriers to community use of school facilities. 2011 AAHPERD National Convention and Exposition, San Diego, CA.
34. Spengler, J. O., **Ko, Y. J.**, & Connaughton, D. (2011). An analysis of perceived barriers to after hours use of schools in under-resourced communities. 2011 Active Living Research conference, San Diego, CA.
35. **Ko, Y. J.**, Kim, T., Rhee, Y. C., & Kim, Y. K. (2010). Sport spectators' event quality perceptions: A comparison between collegiate sport fans and professional sport fan. 2010 SEVT Conference, South Carolina, SC.
36. *Cattani, K., & **Ko, Y. J.** (2010). Brand experience and fantasy sport consumers. 2010 SEVT Conference, South Carolina, SC.
37. *Cattani, K., & **Ko, Y. J.** (2010). Analyzing experience and participation levels of fantasy sport consumers. 2010 SEVT Conference, South Carolina, SC.
38. *Rhee, Y. C., **Ko, Y. J.**, & Sagas, M. (2010). Becoming sport fans: An application of the Relative Deprivation Theory and social identification among sport consumers. 2010 SEVT Conference, South Carolina, SC.
39. **Chang, Y., **Ko, Y. J.**, & Lee, I. R. (2010). Development of an instrument for assessing the product market leadership. 2010 SEVT Conference, South Carolina, SC.
40. *Moon, K. S., Connaughton, D. P., **Ko, Y. J.**, & Lee, J. H. (2010). An examination of the relationships between trust, mental skills, and athlete satisfaction in a bicycle racing business. 2010 SEVT Conference, South Carolina, SC.
41. **Chang, Y., & **Ko, Y. J.** (advisor) (2010). Determinants of consumer attitude formation in athlete endorsement. 2010 Sport Marketing Association Conference, New Orleans, LA.
42. **Chang, Y., & **Ko, Y. J.** (advisor) (2010). A conceptual model of athlete endorsement experience. 2010 Sport Marketing Association Conference, New Orleans, LA.
43. **Kudo, M., **Ko, Y. J.** (advisor), Walker, M. (advisor), & Connaughton, D. (2010). The market value of sport sponsorship: The influence of title sponsorship on sponsoring company's stock prices. 2010 Sport Marketing Association Conference, New Orleans, LA.
44. **Ko, Y. J.**, Rhee, Y., Walker, M., & Lee, J. (2010). The primary motives of college athletic donors. 2010 Sport Marketing Association Conference, New Orleans, LA.
45. **Ko, Y. J.**, Rhee, Y. C., **Kim, T., & *Cattani, K. (2010). Antecedents and consequences of trust in spectating sport. 2010 Sport Marketing Association Conference, New Orleans, LA.
46. **Kim, T., **Ko, Y. J.** (advisor), Walker, N. A., & Sagas, M. (advisor). (2010). 2010 Sport Marketing Association Conference, New Orleans, LA.

47. **Arai, A., **Ko, Y. J.** (advisor), & Kaplanidou, K. (2010). Empirical study of athlete brand image: Scale development and model test. 2010 Sport Marketing Association, New Orleans, LA.
48. *Cattani, K., & **Ko, Y. J.** (2010, August). Application of the regulatory focus theory to fantasy sport consumption behavior. 2010 American Marketing Association Summer Marketing Educators' Conference, Boston, MA.
49. **Kim, T., **Ko, Y. J.**, & Rhee, Y. C. (2010, August). Relationship between event quality factors and revisit intention: A case of college sport fans. 2010 American Marketing Association Summer Marketing Educators' Conference, Boston, MA.
50. Kim, Y. J., & **Ko, Y. J.** (2010, August). Consumer Patriotism and Response to Patriotic Advertisement: A Test of Group Differences of Structural Constraints in Sporting Events. 2010 American Marketing Association Summer Marketing Educators' Conference, Boston, MA.
51. **Kim, T. H., **Ko, Y. J.** (advisor), & *Cattani, K. (2010, June). Antecedents and Consequences of Trust in Spectator Sports. 2010 North American Society for Sport Management Conference, Tampa, FL.
52. **Ko, Y. J.** (2010, June). Determinants of Consumers' Attitude Formation toward Sport Sponsorship: An Empirical Analysis. 2010 North American Society for Sport Management Conference, Tampa, FL.
53. *Cattani, K., & **Ko, Y. J.** (advisor) (2010, June). Understanding the Antecedents of Player Identification in Fantasy Sport Consumers. 2010 North American Society for Sport Management Conference, Tampa, FL.
54. **Gate, J., Kaplanidou, K. (advisor), Janelle, C. (advisor), **Ko, Y. J.** (advisor). (2010, June). "Understanding motivation and students' exercise consumption behaviors based on their stage of change in exercise" 2010 North American Society for Sport Management Conference, Tampa, FL.
55. **Arai, A., **Ko, Y. J.** (advisor) (2010, June). What are the consumer benefits derived from an athlete brand? 2010 North American Society for Sport Management Conference, Tampa, FL.
56. *Kim, Y. K., Trail, G., & **Ko, Y. J.** (2010, June). The influence of relationship quality on sport consumption behaviors: An empirical examination of the relationship quality. 2010 North American Society for Sport Management Conference, Tampa, FL.
57. Spengler, J. O., & **Ko, Y. J.** (2010, February). An analysis of macro level policies relevant to the joint and shared use of municipal parks for organized sport and recreation opportunities. 2010 Active Living Research Annual Conference (Robert Wood Johnson Foundation), San Diego, CA.
58. **Ko, Y. J.**, Kim, Y. K., Kwak, D. H., *Cattani, K., & *Magnusen, M. (2009, november). Determinants of Sports Sponsorship Response: Modification and Extension. 2009 Sport Marketing Association Conference, Cleveland, OH.
59. **Arai, A., & **Ko, Y. J.** (advisor) (2009, November). A model of athlete brand equity. 2009 Sport Marketing Association Conference, Cleveland, OH.
60. *Cattani, K., **Ko, Y. J.** (advisor), & Kim, M. (2009, November). Utilitarianism vs. Hedonism: Using the regulatory focus theory to understand fantasy sport consumers. 2009 Sport Marketing Association Conference, Cleveland, OH.
61. Rhee, Y., & **Ko, Y. J.** (2009, November). Why relative deprivation matters? The effect of relative deprivation on team identification and regional identification. 2009 Sport Marketing Association Conference, Cleveland, OH.
62. **Kim, T., & **Ko, Y. J.** (2009, November). Moderating effect of trust, commitment, and perceived value between service quality and consumer behavior. Sport Entertainment & Venue Tomorrow, Columbia, SC.
63. Carroll, M., Byon, K. K., & **Ko, Y. J.** (2009, November). A conceptual framework of perceived risk in sport events: A multi-dimensional approach. Sport Entertainment & Venue Tomorrow, Columbia, SC.

64. *Arai, A., **Ko, Y. J.** (Advisor), & *Kang, J. (2009, June). Branding Individual Athletes: Development of a Conceptual Framework. 2009 North American Society for Sport Management, Columbia, SC. (T)
65. *Hur, Y., & **Ko, Y. J.** (2009, June). Moderating effects of hedonic and utilitarian dimensions of consumer attitude on acceptance of sport web portals. 2009 North American Society for Sport Management, Columbia, SC. (D)
66. *Byon, K. K., Zhang, J. J., Connaughton, D., & **Ko, Y. J.** (2009, June). Dimensions of general market demand associated with professional team sports: Development of a scale. 2009 North American Society for Sport Management, Columbia, SC. (D)
67. **Kim, T. H., & **Ko, Y. J.** (Advisor). (2009, June). Does better service quality means more fans?: Moderating relationship quality on link between service quality and sport consumption behavior. 2009 North American Society for Sport Management, Columbia, SC. (T)
68. **Ko, Y. J.**, & *Kim, Y. K. (2008, November). The moderating effects of customer loyalty on the relationships between perceived quality of the event and satisfaction: A case of a major league baseball event. Presented at the International Conference of Sport & Entertainment Business. Columbia, SC.
69. *Kim, M. Zhang, J. J., & **Ko, Y. J.** (2008, November). Understanding Taekwondo school participants: Sociodemographic characteristics and market demand factors. Presented at the International Conference of Sport & Entertainment Business. Columbia, SC. (T)
70. *Kim, W., **Ko, Y. J.**, & Zhang, J. J. (2008, November). Assessment of community residents' psychological benefits from a sport event: The case of Daytona Beach residents' perceptions of Daytona 500. Presented at the International Conference of Sport & Entertainment Business. Columbia, SC. (T)
71. *Kim, Y., *Oh, J., & **Ko, Y. J.** (2008, June). Revalidation of brand personality scale for sport sponsorship evaluation. Presented at the annual conference of North American Society for Sport Management, Toronto, Canada.
72. Heere, B., **Ko, Y. J.**, & James, J. (2008, June). Brand positioning through external communities: A tale from collegiate athletics. Presented at the annual conference of North American Society for Sport Management, Toronto, Canada.
73. *Byon, K. K., Zhang, J. J., & **Ko, Y. J.** (advisor) (2008, June). Construct validity of a measure of destination image scale (DIS). Presented at the annual conference of North American Society for Sport Management, Toronto, Canada. (D)
74. *Byon, K. K., Zhang, J. J., & **Ko, Y. J.** (advisor) (2008, June). Development of a scale measuring event sport tourism intention. Presented at the annual conference of North American Society for Sport Management, Toronto, Canada. (D)
75. *Jett, J. S., Thapa, B. & **Ko, Y. J.** (2008, June). Recreation specialization and boater speed compliance in Manatee zones. Presented at the annual conference of International Symposium on Society and Resource Management, Burlington, Vermont USA. (D)
76. *Kim, Y. K., *Jeong, C., **Ko, Y. J.** (2008, January). Horse racing image in a transition period: Focusing on the relationship between cognitive image, affective image, and intention to visit. Presented at the meeting of the 13th Annual Graduate Education and Research Conference in Hospitality & Tourism, Orlando, FL.
77. **Ko, Y. J.** (2007). Globalization of the martial arts: The change of rules for new markets. Presented at the annual International Taekwondo Symposium. Jointly hosted by the Taekwondo Promotion Foundation and University of California at Berkeley, CA. (Invited presentation).
78. *Kim, Y. K., **Ko, Y. J.** (advisor), Kim, M., & Park, S. H. (2007, June). Measuring spectators' quality perceptions and satisfaction: The case of 2007 US Open Taekwondo Championship. Presented at annual conference of Sport Marketing Association, Pittsburg, PA.

79. *Hur, Y., **Ko, Y. J.**, & Claussen, C. L. (2007, June). A Sport web acceptance model. Presented at the annual conference of Sport Marketing Association, Pittsburg, PA. (D)
80. *Kim, K., *Kim, Y., **Ko, Y. J.**, & Ross, S. D. (2007, June). Measuring the effects of patriotism on advertising effectiveness in mega sport events: The Case of 2006 FIFA World Cup. Presented at the annual conference of Sport Marketing Association, Pittsburg, PA.
81. *Kim, Y. K, **Ko, Y. J.**, *Kim, W., & *Kim, M. (2007, November). The profiles of martial arts event spectators: The case of 2007 US Open Taekwondo Championship. Presented at the annual conference of International Conference on Sport and Entertainment Business, Columbia, SC.
82. *Kim Y., **Ko, Y. J.**, Lee, S., & Ross, S. D. (2007, June). An exploration of motives in online sport video gaming. Presented at the annual conference of North American Society for Sport Management, Fort Lauderdale, FL.
83. *Hur, Y., **Ko, Y. J.**, & Chang, K. (2007, June). The effects of fan loyalty, perceived ease of use and usefulness of sport teams' websites on attitude and intention to use the websites. Presented at the annual conference of North American Society for Sport Management, Fort Lauderdale, FL. (D)
84. *Kim, N., Lee, H., Seo, W., **Ko, Y. J.** (Advisors), & Green, B. C. (Advisors). (2007, June). Integrating a new culture: Does sport participation affect Korean immigrants' acculturation into the US culture? Presented at the annual conference of North American Society for Sport Management, Fort Lauderdale, FL.
85. *Seo, W., Lee, S., Kim, N., Green, B. C., & **Ko, Y. J.** (Advisor). (2007, June). Does American and Korean sport media consumption help Korean immigrants' acculturation into the US culture? Presented at the annual conference of North American Society for Sport Management, Fort Lauderdale, FL.
86. *Kim, M., Kim, M., Zhang, J. J. (Advisor), & **Ko, Y. J.** (Advisor). (2007, June). Dimensions of market demand associated with private Taekwondo schools in North America: Development of a theoretical framework. Presented at the annual conference of North American Society for Sport Management, Fort Lauderdale, FL. (T)
87. **Ko, Y. J.** (2006, June). Antecedents and a consequence of sport fans' psychological attachment to team (PCT). Presented at the annual conference of North American Society for Sport Management, Kansas City, MO.
88. **Ko, Y. J.** (2005, November). A hierarchical model of service quality in the spectating sport industry. Presented at the annual conference of Sport Marketing Association. Tempe, AZ.
89. **Ko, Y.J.** & *Hur, Y. (2005, November). Assessing sport spectators' perception of web quality: A conceptual model. Presented at the annual conference of Sport Marketing Association. Tempe, AZ.
90. *Hur, Y. & **Ko, Y. J.** (2005, November). A structural model of the relationships between sport web quality, e-satisfaction, e-loyalty, and behavioral intention of sport fans. Presented at the annual conference of Sport Marketing Association. Tempe, AZ.
91. *Seo, W., Green, B. C., **Ko, Y. J.**, Schenewark, J., & Lee, S. (2005, June). The relationships among motivation, commitment, attitude, and web consumption in the context of NFL teams' websites. Presented at the annual conference of North American Society for Sport Management (poster session), Regina, Saskatchewan, Canada.
92. *Hur, Y., & **Ko, Y. J.** (2005, June). Investigating Motivation and Concerns of Online Sport Consumers. Presented at the annual conference of North American Society for Sport Management, Regina, Saskatchewan, Canada. (T)
93. *Mangiantini, J., **Ko, Y. J.** (advisor), & Durrant, S. M. (2005, June). A Model of Service Quality in College Sport. Presented at the annual conference of North American Society for Sport Management, Regina, Saskatchewan, Canada.
94. *Mangiantini, J., Durrant, S. M., & **Ko, Y. J.** (advisor, 2005, June), Assessment of Services Provided to Student-Athletes. Paper at NCAA Division I-A Institutions. Presented at the annual conference of North American Society for Sport Management, Regina, Saskatchewan, Canada. (T)

95. **Ko, Y. J.**, & Valacich, J. (2004, November). Why people participate in martial arts: An analysis of motivation factors. Presented at the annual conference of Sport Marketing Association, Memphis, TN.
96. *Hur, Y., & **Ko, Y. J.** (2004, November). Profiles of online sport consumers: Usage pattern and attitudes. Presented at the annual conference of Sport Marketing Association, Memphis, TN. (T)
97. *Park, H. W., & **Ko, Y. J.** (2004, November). Analyzing motivation factors of action sport participants. Presented at the annual conference of Sport Marketing Association, Memphis, TN. (T)
98. Turner, B., Daprano, C., **Ko, Y.**, Dixon, M., Bruening, J., Greenwell, C., Lilienthal, S., Jordan, J., & Pastore, D. L. (2004, June). Technology in sport management: Faculty perspectives. Presented at the annual conference of North American Society for Sport Management, Atlanta, GA.
99. **Ko, Y. J.**, Kwon, H. H. (2003, November). Single item measure of the scale of service quality for the recreational sport industry (SSQRS). Presented at the annual conference of Sport Marketing Association (Inaugural Conference), Gainesville, FL.
100. *Kim, K., & **Ko, Y. J.** (2003, May). The effect of consumer involvement on corporate awareness, corporate image, and intention to purchase corporate sponsors' products. Presented at the annual conference of North American Society for Sport Management, Ithaca, NY.
101. Pastore, D. L., Jordan, J., Daprano, C., Dixon, M., Turner, B., Ferreira, M., Greenwell, C., **Ko, Y. J.**, Bruening, J. (2002, June). Surviving your first year as a sport management faculty: Successful strategies. Presented at the annual conference of North American Society for Sport Management, Canmore, Alberta, Canada.
102. **Ko, Y. J.** (2002). Corporate sponsorship: A new revenue source for martial arts events. Invited presentation at academic symposium held in conjunction with 7th World University Taekwondo Championship, University of California at Berkeley, CA.
103. **Ko, Y. J.** & Matsuoka, H. (2001, May). Service quality in the spectating sport industry: A conceptual model. Presented at the annual conference of North American Society for Sport Management, Virginia Beach, VA.
104. **Ko, Y. J.** & Pastore, D. L. (2001, June). Consumers' perceptions of service quality: An assessment and practical implications for University recreational sport programs. Presented at the annual conference of North American Society for Sport Management, Virginia Beach, VA.
105. **Ko, Y. J.** & Pastore, D. L. (2001, June) An empirical assessment of a model of service quality in the participant sport industry. Presented at the annual conference of North American Society for Sport Management, Virginia Beach, VA.
106. **Ko, Y. J.** & Pastore, D. L. (2000, June). A multidimensional and hierarchical approach of service quality: A conceptual model of perceived service quality for participant sport. Presented at the annual conference of North American Society for Sport Management, Colorado Springs, CO.
107. Funk, D. C., **Ko, Y. J.**, & Choi, J. P. (1999, June). An empirical analysis of attitudes, product perception and style among martial arts competitors and spectators. Presented at the annual conference of North American Society for Sport Management, Vancouver, Canada.
108. **Ko, Y. J.** (1999). Taekwondo in 21st century: Creating new opportunity with marketing and Management. Presented at 1999 The 3rd International Taekwondo Symposium held in conjunction with 14th World Taekwondo Championship. University of Alberta, Edmonton, Alberta, Canada. (Invited presentation).
109. Bruening, J., Daprano, C., Funk, D. C., Jordan, J., **Ko, Y. J.**, & Ridinger, L. (1998, June). Surviving your doctorate and beyond: Successful strategies. Presented at the annual conference of North American Society for Sport Management, Buffalo, NY.
110. **Ko, Y. J.** (1997, June). Building quality culture: An organizational change model for sport organizations. Presented at the annual conference of North American Society for Sport Management, San Antonio, TX.

111. **Ko, Y. J.** (1996, June). Analyzing cultural values of sport organization: The case of United States Taekwondo Union members. Presented at the annual conference of North American Society for Sport Management (Poster session), New Brunswick, Canada.

Invited Lecture (International):

1. **Ko, Y. J.** (2011, August). Understanding donor motivation and decision-making process. Seoul National University.
2. **Ko, Y. J.** (2011, August). Understanding donor motivation and decision-making process. Kyung Hee University
3. **Ko, Y. J.** (2011, August). Understanding donor motivation and decision-making process. Korea Sport National University.
4. **Ko, Y. J.** (2009, September). In search of excellence: Service marketing research and it's implication on sport sponsorship response. 2009 Brain Korea 21 (Government Project) – *Internaitonal Sport Marketing Lecture*, Dankook University, CheonAhn, South Korea.
5. **Ko, Y. J.** (2008, December). In search of excellence: Service improvement in the sport industry. Presented at the 2008 Graduate Seminar hosted by the Department of Health and Sport Science at Seoul National University of Technology.
6. **Ko, Y. J.** (2007, November). The current and future trends in sport marketing research. Brain Korea 21 – Government Project - *Producing International Sport Diplomacy & Administration Specialists*, SungKyunKwan University, Suwon, South Korea.

Invited Panelist and Presentation (International):

1. **Ko, Y. J.** (2011). Understanding donor decision making process: Trust and commitment perspective. 2011 KAHPERD International Sport Science Congress (ISSC), Dae-Gu, South Korea.
2. **Ko, Y. J.** (2011). Understanding donors of college athletic programs. International Sport Science Symposium. Chung-Ang University, Seoul, South Korea.
3. **Ko, Y. J.**, ****Arai, A.**, & ****Kim, T. H.** (2009, October). How to be successful in the competitive sport market environment? Implications of service marketing and branding strategies. International Sport Leader's Forum hosted by University of Bridgeport, Bridgeport, CT.
4. **Ko, Y. J.** (2009, September). The role of the Taekwondo leader around the world. The 1st Seoul World Taekwondo Leaders Forum (hosted by Kukkiwon - World Taekwondo Academy), Seoul, S. Korea. (Invited presentation).
5. **Ko, Y. J.** (2009, August). Response to Dr. Chong W. Kim's Establishment of World Taekwondo Academy: It's Purpose and Role. Curriculum development for Taekwondo majors for four year universities and educational program development for World Taekwondo Academy. The 3rd International Taekwondo Symposium (hosted by Taekwondo Promotion Foundation and University of California at Berkeley), Berkeley, CA. (Invited panelist).
6. **Ko, Y. J.** (2009, January). Understanding martial arts consumers: Who are they? And how to develop effective market strategies? Presented at the 2009 Annual International Martial Arts Seminar in the Art and Science of Taekwondo, 20-30. Hosted by Martial Arts Studies program at University of Bridgeport, Bridgeport, CT. (Invited presentation).
7. **Ko, Y. J.** (2002, April). Corporate sponsorship: A new revenue source for martial arts events. Invited presentation at academic symposium held in conjunction with 7th World University Taekwondo Championship, University of California at Berkeley, CA. (Invited presentation).
8. ***Ko, Y. J.** (1999, March). Martial arts industry in the new millennium. Presented at the Annual Academic Symposium entitled "The Martial Arts for the Next Millennium" at the University of California, Berkeley, CA. (Invited presentation).

9. ***Ko, Y. J.** (1999, April). Taekwondo in 21st century: Creating new opportunity with marketing and Management. Presented at 1999 The 3rd International Taekwondo Symposium held in conjunction with 14th World Taekwondo Championship. University of Alberta, Edmonton, Alberta, Canada. (Invited presentation).

National Conference:

1. **Ko, Y. J.,** Sagas, M., Bopp, T., Cattani, K., Kim, T., & Arai, A. (2010, January). A comparative analysis of student-athletes' welfare and related services. Presented at 3rd Annual Scholarly Colloquium on Intercollegiate Athletics In Conjunction with the NCAA Annual Convention, Atlanta, GA.
2. Lee, C. Y., **Ko, Y. J.,** Hiroko, K., & Chen, C. M. (2009, May). A comparative analysis of school health education in US, Japan, and Taiwan. Presented at 38th Korean School Health Education conference (hosted by The Korean Society of School Health), Seoul, Korea.
3. **Ko, Y. J.,** & Yun, J. (2004, April). Identification of factors influencing martial arts tournament participation: The case of the NCTA championship. Presented at 6th Annual National Collegiate Taekwondo Association Symposium, Bridgeport, CT.
4. **Ko, Y. J.** (2001, November). Effective sponsorship strategies for martial arts events. Presented at the 3rd Annual National Collegiate Taekwondo Association Symposium, Austin, TX.
5. ***Ko, Y. J.** (2000). A conceptualization of service quality in the martial arts industry. Presented at the Annual Academic Symposium entitled "Martial Arts in Education" at the University of California, Berkeley, CA. (Invited presentation).
6. ***Ko, Y. J.** (1999, November). Promotional strategies for martial arts programs in college. Presented at the 1st Annual National Collegiate Taekwondo Association Symposium, Los Angeles, CA.

State Conference:

1. **Ko, Y. J.,** Matsuoka, H. (1999, December). Sport marketing – past, present, and future. Presented at the annual conference of Ohio Association for Health, Physical Education, Recreation, and Dance, Columbus, OH.
2. **Ko, Y. J.** & Pastore, D. L. (2001, March). A multidimensional and hierarchical model of service quality in the participant sport industry (Scale development of service quality in participant sport – SSQPS). Presented at the annual conference of American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD), Cincinnati, OH.

VI. RESEARCH GRANTS/CONTRACTS

Funded Externally;

1. Lee, J. (PI), & **Ko, Y. J.** (CO-PI). Development of Taekwondo tour program connected to Taekwondo park. Ministry of Culture, Sports and Tourism, Seoul, Korea. Total Finding Requested: \$20,000. (March 2011-December 2011).
2. **Ko, Y. J. (PI),** Chang, Y. H., Cattani, K., & Rhee, Y. C. Consumer attitude and perception about Electronic Impact Detention and Scoring System (EIDSS) adapted by US Open Taekwondo Championship. Total Funding Requested: \$5,000 (Direct cost - \$3,813 and Indirect Cost - \$1,187). (June 2010-August 2011).
3. **Ko, Y. J. (PI),** & Akiko, A. (CO-PI) (2010). Branding individual athlete: Developing a conceptual model of athlete brand image (MABI). Anchor Publication, Inc. Total Funding Requested: \$2,000 (Direct cost - \$1,480 and Indirect Cost - \$520). (March 2010-August 2010).
4. Lee, J. (PI), Sung, M. (CO-PI), & **Ko, Y. J. (CO-PI).** Jangheung Reports Developmental Plan., Jangheung County. Total Funding Requested: \$20,000. (March 2009 – December 2009).

5. **Ko, Y. J. (PI)**, & Zhang, J. J. (CO-PI) (2009). Development of consumer profiles and information system: Market Research of Taekwondo consumers. World Taekwondo Federation. Total Funding Requested: \$24,999 (Direct Cost - \$24,999 and Indirect Cost - \$0). (March 2009 – August 2010).
6. Spengler, J. O. (PI), & **Ko, Y. J. (Co-PI)**. (2009). An analysis of macro level policies relevant to the joint and shared use of municipal parks for organized sport and recreation opportunities. Active Living Research (Round 9). Total Funding Requested: \$49,653 (Direct Cost - \$44,333 and Indirect Cost - \$5,320). (October 2009 – October 2010).
7. **Ko, Y. J. (PI)**, & Lee, J. (CO-PI) (2009). Golf tourism in South Korea: Demographics and psychographic profiles of golf tourists. DS Management, Suwon, Korea. Total Funding: \$2,500 (Direct Cost - \$2,500 and Indirect Cost - \$0). (December 2008 – June 2009).
8. Lowman, K. K. (PI), Byrd, C. E. (CO-PI), Zhang, J. J. (CO-PI), **Ko, Y. J. (CO-PI)**, Kaplanidou, K. (CO-PI), & Byon, K. K. (CO-PI) (2008). Assessment of Student Achievement: Examining the EdVenture Curricula. EdVenture Group, Morgantown, West Virginia. Total Funding: \$38,000 (Direct Cost - \$33,043 and Indirect Cost - \$4,957). (February 2008 – December 2008).
9. Kim, M. (PI), **Ko, Y. J. (CO-PI)**, Gibson, H. (CO-PI) (2007). An examination of the relationships among art involvement, donor benefits, donor motivations and donor behavior. WolfBrown - Major University Presenters (MUP). San Francisco, CA. Total Funding: \$3,500 (Direct Cost - \$3,500 and Indirect Cost - \$0). (2007- 2008).
10. Kim, M. (PI), **Ko, Y. J. (CO-PI)**, & Zhang, J. (2006). The Study of Sport Event Management and Marketing in Korea: 1) Volunteer Management and 2) Service Quality. *Seoul Olympic Sport Promotion Foundation. South Korea*. Total Funding: \$8,700 (Direct Cost - \$8,285 and Indirect Cost - \$415). (2006 - 2007).
11. **Ko, Y. J.** (2003). Why People Participate in Martial Arts? Submitted to *Master Chong's Taekwondo Center at Williamsville, NY*. Total Funding: \$500 (Direct Cost - \$500 and Indirect Cost - \$0). (2007- 2008).
12. ***Ko, Y. J.** (2000). Assessment of service quality in the martial arts industry. *The United Way and World United Martial Arts Federation. Columbus Ohio*. Total Funding: \$5,000 (Direct Cost - \$5,000 and Indirect Cost - \$0). (2000 - 2001).
13. Lim, B. J. (PI), and research team (*Chang, Y. K., *Bae, S. J., *Chung, Y. L., *Lee, M. K., & **Choi, S. W. ****Ko, Y. J.**) (1990). Development of Lifetime Sport in S. Korea. *Ministry of Physical Education. South Korea*. Total Funding: \$20,000 (Direct Cost - \$20,000 and Indirect Cost - \$0). (1990 - 1991).

Funded Internally

1. **Ko, Y. J. (PI)**, & Zhang, J. (CO-PI) (2006). Understanding of Fantasy Sport Participants: An Application of the Technology Acceptance Model. College of Health and Human Performance at University of Florida (Research Opportunity Fund). Total Funding: \$3,025 (Direct Cost - \$3,025 and Indirect Cost - \$0). (2006 - 2007).
2. **Ko, Y. J.** (2006). Faculty travel grant from *College of Education at WSU*. Total Funding: \$1,000 (Direct Cost - \$1,000 and Indirect Cost - \$0). (2006 - 2007).
3. **Ko, Y. J.** (2004). Development and test of service quality model and scale in the spectating sport industry. Faculty Research Grant Award from the *College of Education at WSU*. Total Funding: \$4,920 (Direct Cost - \$4,920 and Indirect Cost - \$0). (2004 - 2005).
4. **Ko, Y. J.** (2003). Measuring the effects of sport sponsorship: The case of 2002 FIFA World Cup Korea/Japan. Faculty Research Grant from *College of Education at WSU*. Total Funding: \$1,850 (Direct Cost - \$1,850 and Indirect Cost - \$0). (2003 - 2004).
5. **Ko, Y. J.** (2001). URI Faculty Research Travel Grant from the *Department of Education at the University of Texas at Austin*. Total Funding: \$1,000. (Direct Cost - \$1,000 and Indirect Cost - \$0). (January 2001 – December 2001).

6. ***Ko, Y. J.** (2000). Multidimensional and hierarchical model of the recreation sport industry. Research Grant of *School of Education (Oberteuffer Fund) at the OSU*. Total Funding: \$650 (Direct Cost - \$650 and Indirect Cost - \$0). (January 2000 - August 2001).
7. ***Ko, Y. J.** (2000). Student travel grant from the *School of Physical Activity and Educational Services (PAES) at OSU*. Total funding: \$300 (Direct Cost - \$300 and Indirect Cost - \$0). (May 2000 - June 2001).
8. ***Ko, Y. J.** (1998). Student travel grant from the *School of Physical Activity and Educational Services (PAES) at OSU*. Total funding: \$300 (Direct Cost - \$300 and Indirect Cost - \$0) (May 1998 - June 1998).
9. ***Ko, Y. J.** (1996). Analyzing cultural values of sport organization: The case of United States Taekwondo Union members. Research Grant from *Office of International Education (OIE) at the OSU*. Total Funding: \$500 (Direct Cost - \$500 and Indirect Cost - \$0). (January 1996 - August 1996).

Submitted, Pending Decision

- James, D. C. S. (PI), Black, E. (CO-PI), & **Ko, Y. J.** (CO-PI). HealthySteps: Development of an interactive Web-based intervention to prevent childhood obesity among African Americans. The proposal was submitted to the University of Florida. Total funding: \$59,097.20.
- Ko, Y. J.** (PI), Sagas, M. (CO-PI), & Kerwin, S. (CO-PI) (Nearing submission). Establishing a Sustainable Youth Sport Business Model in Turkey. The proposal will be submitted to U.S. Department of State, Bureau of Educational and Cultural Affairs. Total Funding: \$225,000.

Submitted But Not Funded

1. **Ko, Y. J.,** & Chang, Y. (2011). NASSM grant. Examination of athlete brand image and expected benefits: A case of Annika. Research Grant from Annika Foundation. Total Funding: \$17,766.40 (Direct Cost - \$14,213.12 and Indirect Cost - \$3,553.28). (February 2001 - January 2012).
2. **Ko, Y. J.,** & Arai, A. (2011). Examination of athlete brand image and expected benefits: A case of Annika. Research Grant from Annika Foundation. Total Funding: \$17,766.40 (Direct Cost - \$14,213.12 and Indirect Cost - \$3,553.28). (February 2001 - January 2012).
3. Spengler, J. O. (PI), Connaughton, D. (CO-PI), & **Ko, Y. J. (CO-PI)** (2010). A macro-level analysis of the outcomes of agreements allowing the shared use of school recreational facilities in under-resourced communities. Submitted to “Active Living Research Call for Proposals Round 10” Robert Wood Johnson Foundation. Total funding: \$49,958 (Direct Cost - \$44,605 and Indirect Cost - \$5,353).
4. Rhee, Y. C., **Ko, Y. J.,** & Cho, S. H. (2011). The effect of relative deprivation and relative gratification on organizational commitment and organizational citizenship behavior in collegiate sport setting. National Research Foundation of Korea. Total Funding Requested: \$18,000. (January 2011-December 2011).
5. Lee, J. H. (PI), **Ko, Y. J. (CO-PI),** & Lee, Y. H. (CO-PI) (2009). Market research for branding Taekwondo. The Ministry of Culture, Sport, and Tourism in South Korea. Total Funding Requested: \$35,000. (July 2009 – December 2009: Pending).
6. **Ko, Y. J. (PI),** & Lee, J. H. (CO-PI). (2009). An investigation of recruitment strategies and services offered to student athletes of University of Florida: A case of football and basketball program. The NEST Foundation (S. Korea). Total Funding Requested: \$5,712.40 (Direct Cost - \$5,712.40 and Indirect Cost - \$0). (May 2009 – December 2009: Pending).
7. Lee, J. H. (PI), & **Ko, Y. J. (CO-PI).** (2009). The plan of sport tourism activation. Korea Research Foundation. Total Funding Requested: \$23,059.53 (Direct Cost - \$23,059.53 and Indirect Cost - \$0). (August 2009 – September 2010: Pending).

8. Lee, C. Y. (PI), Kim, K. S. (CO-PI), Lee, K. Y. (CO-PI), **Ko, Y. J. (CO-PI)**, Komatsu, H. (CO-PI), Kim, H. (CO-PI), & Lee, H. (CO-PI) (2009). Developing health education textbook and guidelines for high school students. Total Funding Requested: \$50,000.
9. **Ko, Y. J.** (2008). The study of the selection process of the US national team members and the training outcomes: The Case of the 2008 Beijing Olympic Games. NEST Foundation, Seoul, Korea. Total Funding Requested: \$5,000.
10. Kaplanidou, K. (PI), & **Ko, Y. J. (CO-PI)** (2008). Attitudes And Behaviors Of Non “Customers” Toward UF Women’s Basketball. Submitted to UAA at the University of Florida. Total Funding Requested: \$5,184.
11. **Ko, Y. J. (PI)**, Spengler, J. O. (CO-PI), Bendixen, R. M. (CO-PI), Delp, M. (CO-PI), & Zhang, J. (CO-PI) (2008). Determinants of physical activity and obesity prevention in Asian-American adolescents: cultural uniqueness and physical self-concepts. Submitted to the Robert Wood Johnson Foundation. Total Funding Requested: \$226,272.
12. Cha, J. S., Lee, J. H., Choi, W. S., O, K., & **Ko, Y. J. (2008)**. A research on the human body communication-sensor for muscle power monitoring of sports player. Korea Research Foundation. Total Funding Requested: \$600,000.
13. **Ko, Y. J. (PI)**, Kim, Y. K. (CO-PI), & Zhang, J. J. (CO-PI) (2007). Understanding of Sport Spectators: The Case of Women’s Volleyball at University of Florida. Submitted to the University Athletic Association at UF. Total Funding Requested: \$6,476.
14. **Ko, Y. J. (PI)**, Spengler, J. O. (CO-PI), Bendixen, R. M., Delp, M., & Zhang, J. (CO-PI) (2007). Determinants of physical activity and obesity prevention in Asian-American children: Perceptions, cultural uniqueness, and environment attributes. Submitted to University of Florida 2008 Research Opportunity Incentive Seed Fund. Total Funding Requested: \$84,152.56.
15. **Ko, Y. J. (PI)**, Spengler, J. O. (CO-PI), & Zhang, J. (CO-PI) (2007). Determinants of physical activity among Asian-American adolescents: Perceptions, cultural uniqueness, and environment attributes. Submitted to the Robert Wood Johnson Foundation. Total Funding Requested: \$148,746.80.
16. **Ko, Y. J. (PI)**, Pennington-Gray, L. (CO-PI) & Thapa, B. (2007). Religious travel: Who is the market? *Religious Travel*. Total Funding Requested: \$82,000.
17. **Ko, Y. J. (PI)**, Pennington-Gray, L. (CO-PI) & Scci, M. (2007). Economic Impacts of 2007 Senior PGA Event to Flagler, Florida. *The Enterprise Flagler*. Total Funding Requested: \$35,000.
18. **Ko, Y. J. (PI)** (2005). A Proposal to Evaluate Professional Sport Events. Submitted to *Seattle Mariners*. Total Funding Requested: \$4,300.
19. Claussen, C. L. (PI), & **Ko, Y. J. (CO-PI)**. (2004). A Proposal to Evaluate Undergraduate Teaching and Develop Learning Improvement Program. Submitted to *the College of Education at WSU*. Total Funding Requested: \$12,645.
20. **Ko, Y. J. (PI)** (2004). Evaluation of service quality in fitness programs. Submitted to *IHRSA*. Total Funding Requested: \$ 4,000.
21. **Ko, Y. J. (PI)** (2002). Measurement of service quality of the spectating sport industry. *New Faculty Research Grant at WSU*. Total Funding Requested: \$4,300.
22. **Ko, Y. J. (PI)** (2002). Service quality in the fitness industry. *New faculty research grant at WSU*. Total Funding Requested: \$10,167.

VII. UNIVERSITY TEACHING

University of Florida (2006 – Present)

- ◆ Graduate Courses

CURRICULUM VITAE (Short Version)

- SPM 6036 – Research in Sport Management (seminar)
- SPM 5305 – Sport Marketing
- HLP 6535 – Research Methods
- SPM 6910 – Supervised Research
- ◆ Undergraduate Courses
 - SPM 3306 – Sport Marketing
 - SPM 2000 – Introduction to Sport Management
 - SPM 4154 – Administration of Sport and Physical Activity
 - LEI 4880 – Evaluating Leisure Services

Washington State University (2001 – June 2006)

- ◆ Graduate Courses
 - ED AD 576 – Marketing of Sport Events and Programs
 - ED PSY 600 – Independent Study
 - ED AD 700 – Master’s Research/Thesis
- ◆ Undergraduate Courses
 - SPMGT 464 – Sport Marketing
 - SPMGT 489 – Theory and Application in Sport Event Management
 - SPMGT 468 – Managing Sport Organizations
 - SPMGT 276 – Introduction to Sport Management
 - SPMGT 491 – Internship
 - SPMGT 499 – Independent Study

University of Texas (2000 – 2001)

- ◆ Undergraduate Courses
 - KIN 352 – Sport and Event Promotion
 - KIN 352 – Media and Public Relations in Sport
 - KIN 312 – Structure and Organization of Sport Programs
 - KIN 352 – Revenue and Budgeting in Sport

VIII. GRADUATE COMMITTEE ACTIVITIES

(UF = University of Florida; TRSM = Department of Tourism, Recreation, and Sport Management)

Applicant’s Role	Student	Research Topic	Home Department	Complete Date
Chair – 5 Ph.D. Dissertation Committees	Sato, S.	undecided	TRSM – UF	2014
	Arai, A.	Managing athlete brands	TRSM – UF	2013 (expected)
	Kim, T.	Spectator engagement	TRSM - UF	2013 (expected)
	Catani, K.	Antecedents of Psychological Attachment to an Athlete (PAA) and the role of sport involvement in fantasy sport consumption	TRSM - UF	2012 (expected)
	Hur, Y.	Determinants of sport website acceptance: An application and extension of the technology acceptance model	ELCP – WSU	2007

CURRICULUM VITAE (Short Version)

Chair –Master’s Thesis Committees	Ho, M.	Examining the suitable response strategies to different sports crises and using trust as a moderator	TRSM - UF	2012 (expected)
	Chang, Y.	Does brand leadership matter? It’s role in predicting sport brand consumption	TRSM – UF	2012 (expected)
	Kim, J. H.	Understanding consumers’ perception and attitude toward technology in sports officiating	TRSM - UF	2012 (expected)
	Jang, W. S.	A consumer’s information-processing model for sport web advertisement: Product value orientation and consumer involvement perspective	TRSM - UF	2012 (expected)
	Yoo, D. H.	Pricing strategies in MLB – demand oriented strategies	TRSM - UF	2012 (expected)
	Kudo, M.	The Market Value of Sport Sponsorship: The Influence of Title Sponsorship on Sponsoring Company’s Stock Prices	TRSM - UF	2010
	Arai, A.	Branding individual athletes: Development and test of a conceptual framework	TRSM - UF	2010
	Kim, T.	Does better service quality means more fans? Moderating relationship quality on link between service quality and sport consumption behavior	TRSM - UF	2010
	Park, H.	An investigation of participative motivation of action sport	ELCP - WSU	2004
	Hur, Y.	Identifying motivation factors of online sport consumption	ELCP – WSU	2004
Member – Master’s Thesis committees	Watkins, K.	Fan identification and quality of life	TRSM-UF	2012
	Seitz, M.	Religion and college athletics: Perceptions of former student athletes on their intercollegiate religious well-being	TRSM-UF	2011
	Waechter, M. E.	Awareness, perception, and risk management practices related to disease control and prevention in university club sport programs	TRSM - UF	2011
	Yoon, Y.	Choosing an athlete as an endorser: The role of race, nationality, and expertise	TRSM – UF	2010
	Jessica, G.	Understanding stages of change in exercise as applied to motivation and consumer behavior	TRSM - UF	2009
	Kim, K. Y.	Replacing athleticism for sexuality: A content analysis of athlete models in sports illustrated swimsuit issues from 1997 to 2009	TRSM - UF	2009
Member – Ph.D. (Mini)Dissertation Committees	Kim, K. Y.	Undecided	TRSM - UF	2012
	Kim, D.	Effects of the popularity message on attitudes toward brands: The moderating role of product and consumer characteristics	Advertising – UF	2012
	Starr, J.	Athlete endorsement	Advertising - UF	2012

CURRICULUM VITAE (Short Version)

Hwang, J.	PR in risk management	Public Relation – UF	2012
Kim, J.	The Role of affect and cognition in the Impact of positive/negative online consumer reviews on brand attitude and purchase intention	Advertising - UF	2011
Lee, C.	What happens if online video advertising is skippable? Testing a hierarchical model of advertising avoidance.	Advertising – UF	2011
Walker, N.	A multilevel perspective to the underrepresentation of women in the male dominated sport workplace: The case of men’s college basketball.	TRSM – UF	2011
Heo, J.	An Examination of market intelligence gaps in the advertising industry and their effects on agency-client relationships	Advertising - UF	2010
Kim, M.	Reexamination of scale of market demand for Taekwondo schools	TRSM – UF	2010
Kim, S. H.	Antecedents of destination loyalty	TRSM - UF	2010
Kim, D. H.	Perceived social and economic value of professional sport	TRSM - UF	?? (expected)
Carroll, M.	Development of a scale to measure perceived risk in spectator sport and assess its impact on sport consumption intentions	TRSM - UF	2009
Kim, Y. K.	A relationship framework in sport Management: How relationship quality affect sport consumption behaviors	TRSM - UF	2008
Jeon, S. H.	Information processing strategies in tourism and hospitality contexts: The moderating role of involvement and the offsetting roles of textual and pictorial information	TRSM - UF	2009
Jeong, C.	Effects of exposure to travel information sources on familiarity, destination image, and intention to visit UF	TRSM - UF	2008
Byon, K.	Impact of market demand and game support programs on consumption levels of professional team sport spectators as mediated by perceived value	TRSM - UF	2008
Kim, D. H.	Value of Professional Sport in the Community: A Confirmatory Factor Analysis (CFA) of the Community Impact Scale (CIS) (Mini-Dissertation)	TRSM - UF	2008
Kim, M.	Examination of scale of market demand for Taekwondo schools (Mini-dissertation)	TRSM – UF	2008
Cianfrone, B.	The influence of motives and consumption of sport video games on sponsorship effectiveness	TRSM - UF	2007
Byon, K.	Success of major collegiate sport teams on the transformation of sport identification, destination image, and tourism behavior (Mini-Dissertation)	TRSM - UF	2007

CURRICULUM VITAE (Short Version)

	Mangiantini, J.	Assessing service quality in NCAA Division I-A athletic Programs (unfinished)	ELCP – WSU	2005
Faculty mentor	Dr. Tasci, A.D.A.	Tourism and hospitality marketing, image and branding, consumer behavior.	TRSM – UF	2011 -
Visiting scholars - sponsor	Cho, S. H.	Sport consumer behavior	TRSM – UF	2011
	Lee, J. H.	Service quality and sport consumer behavior	TRSM – UF	2008 - 09
Postdoc. - mentor	Rhee, Y.C.	Team identification and relative deprivation	TRSM - UF	2009 – 11

IX. SERVICES

A. University Governance and Service

University of Florida (UF), Gainesville, FL

- Faculty advisor, Korean Undergraduate Student Association (2009–present)
- Faculty advisor, Korean Graduate Student Association (KSA) (2009-present)
- Panel member of 2007 New faculty orientation session: “Advice I Wish I Had My First Year at UF” (2007)

Washington State University (WSU), Pullman, WA

- Faculty advisor, Korean Student Association (2003 – 2004)
- Member, Martial Arts Advisory Board In Campus Recreation (2003 – 2004)
- Voluntary Coach, Taekwondo Team (2002 – 2005)
- Faculty advisor, Taekwondo Club (2001 – 2005)

B. College Level

College of Health and Human Performance, University of Florida, Gainesville, FL

- Academic Manager: Corporate agreement with Seoul National University (2011-present)
- Academic Manager: Corporate agreement with Hanyang University (2011-present)
- Chair, Stanley Lecture & Research Symposia (2011)
- Member, HHP Constitution Review Committee (2010)
- Member, Stanley Lecture & Research Symposia (2009)
- Member, Teacher/Advisor of the Year Selection Committee (2007)

College of Education, Washington State University, Pullman, WA

- Member, Faculty Excellence Award Committee (2005)
- Member, Diversity Committee (2004 – 2005)

C. Department Level

Department of TRSM, University of Florida, Gainesville, FL

- Coordinator – Sport Management Program (2011, Spring)
- Chair, SPM Faculty Search Committee (2 positions) (2011)
- Member – Curriculum Review Committee (2011)
- Chair, APR – Research Committee (2010)
- Member, TRSM Governance Committee (2010)
- Member, Graduate Studies Committee (2006-present)
- Member, Center for Tourism Research and Development (2006-present)
- Member, Sport Management (SPM) Faculty (lecturer) Search Committee (1 position) (2010)
- Member, Sport Management (SPM) Faculty Search Committee (1 position) (2009)
- Member, Brown Bag Workshop- Active Living Research conference review panel (2009)
- Chair, SPM Faculty Search Committee (2 positions) (2008)
- Member, SPM Faculty Search Committee (2007)
- Member, Student Petitions Committee (2006)

Department of ELCP, Washington Sate University, Pullman, WA

- Member, SPM Scholarship Committee (2001 – 2005)
- Member, SPM Faculty Search Committee (2002 – 2003)
- Member, SPM Faculty Search Committee (2004 – 2005)
- Member, SPM Curriculum Committee (2001 – 2005)

D. Editor of a Scholarly Journal, Service on an Editorial Advisory Board or Reviewer for a Scholarly Journal.

Review Board Member

- International Journal of Human Movement Science (2009-present)
(Executive Editorial Board Member)
- International Journal of Sport Management, Recreation, and Tourism (2010-present)
(Editorial Board Member)
- Journal of Global Academy of Marketing Science (2011-present)
(Editorial Board Member)

Reviewer

Academic Conferences:

1. American Marketing Association (AMA) (2010) (2 papers in Consumer Psychology track; 1 paper in Service Marketing track)
2. North American Society for Sport Management (NASSM) (2010) (26 abstracts – section chair)
3. European Academy of Management (2009) (1 manuscript).
4. North American Society for Sport Management (NASSM) (2009) (29 abstracts)
5. Association of Collegiate Marketing Educators Federation of Business Disciplines Guest member, Guest Review Committee (2007) (6 abstracts; 2 papers)
6. North American Society for Sport Management (NASSM) (2005) (15 abstracts)

Academic Journals: Ad Hoc Reviewer

1. Journal of Sport Management
2. Sport Management Review
3. Sport Management Education Journal
4. International Journal of Sport Management and Marketing
5. Measurement in Physical Education and Exercise Science
6. International Journal of Human Movement and Science
7. The Service Industries Journal
8. Managing Service Quality
9. Journal of Service Management
10. Journal of Business and Industrial Marketing
11. Journal of Global Academy of Marketing Science
12. Journal of Park and Recreation Administration
13. International Journal of Contemporary Hospitality Management
14. Leisure/Loisir
15. Journal of the Canadian Association for Leisure Studies
16. International Journal of Sport Management, Recreation, and Tourism
17. Tourism in Marine Environments

E. Consultation Outside the University and Other Related Work Experiences

I serve various sport organizations as a research consultant. Responsibilities usually include (a) provide consultation regarding with strategic marketing decisions and (b) conduct consumer research (e.g., designing questionnaires, conducting surveys, data analyses, and formulating technical reports) and provide key stakeholders with marketing implications. These organizations include:

- Marketing Advisor, World Taekwondo Federation (WTF), Professional tour division, S. Korea (2009).
- Marketing Advisor, LaJUST – Electronic Impact Detection & Scoring System (2010)
- Member, Martial Arts Commission USA Taekwondo, Inc. - Colorado Springs, CO. (2007).
- Member, Advisory Board: The United States National Collegiate Taekwondo Association (NCTA). (2000–2004).
- Strategic Partner & Consultant - DAY ONE LLC. Portland, OR. (2002-2004).
- Consultant, The National Football Alliance (NFA), Portland, OR. (2002–2003)
- Voluntary Coach, University Taekwondo Team (WSU). (2002 – 2005)
- Coach, University Taekwondo Team - The Ohio State University (OSU). (1996-2000)
- Director World Martial Arts Business Seminar: “Martial Arts Business and Management in 21st Century,” Columbus, OH. (2000).
- Regional Director: The Ohio Taekwondo Association.(1999–2000).
- Member, Committee: World Martial Arts Expo & Asian Cultural Fair - World United Martial Arts Alliance (WUMA), Dayton, OH. (1998-1999).
- Member, Asian Cultural Fair Committee (OSU). (1998).

- Coach, U.S. Taekwondo team (The Burlington International Sport Festival in Canada). (1998).
- Marketing Manager - The Department of Recreational Sport (OSU). (1996 – 1997)
- Coach, State Team - North Carolina State Taekwondo Association. (1993-1994)
- Fitness Counselor, MeDeX (Hospital) (1992).
- President, The United National Collegiate Taekwondo Association (S. Korea). (1989 – 1990).
- Coach, University Taekwondo Team (Seoul National University, S. Korea). (1987-1991).
- President, University Taekwondo Team (SNU). (1989).
- Volunteer Coordinator, World Taekwondo Championship (S. Korea). (1989)

F. Community Service

Gainesville Korean Baptist Church – Administration Team Leader. (2009 - present).
Gainesville Korean Baptist Church – Family Group leader. (2007 - 2009).
Gainesville Korean Baptist Church – Facility Management Team Leader. (2007 - 2009).
Commentator, “Sport and physical education in S. Korean and the U.S.”
KBS (S. Korea). (2006).
President of Men’s group of Palous Korean Presbyterian Church. (2005).
Commentator, “Korean Culture,” Cable 8 News (WSU). (2003).
Vice President of Men’s group of Palous Korean Presbyterian Church. (2002).
Treasurer of the Lane Avenue Baptist Church (LABC-KM), Columbus, OH (1999 - 2000).
Treasurer of the Ohio State University Korean Student Association (KSA). (1997 – 1998).
President of the Ohio State University Korean Student Tennis Club (KSTC).(1997 – 1998).

X. CERTIFICATIONS/AWARDS

1. “Best Paper” award in the Sport Marketing Track (2010 American Marketing Association Summer Marketing Educators’ Conference) - Kim, T., Ko, Y. J., & Rhee, Y. C. The influence of event quality on sport consumption behavior: The moderating effect of commitment.
2. University President’s Leadership Award (2009). Leader of the year in the martial arts industry: Martial Arts Program at Bridgeport University (The President of Bridgeport University), Bridgeport, CT.
3. Award of Appreciation (2004). The President of Bridgeport University, Bridgeport, CT.
4. Certificate of Appreciation (1999, 2001). US National Collegiate Taekwondo Association (NCTA).
5. Scholarship Award with Research Grant (2000). School of Education (Oberteuffer Fund) at the Ohio State University.
6. Award of Appreciation (1998, 2009, 2000). US National Collegiate Taekwondo Association (NCTA).

CURRICULUM VITAE (Short Version)

7. Outstanding Leadership Award (1999). World United Martial Arts Federation (WUMA).
8. Award of Appreciation (1999). University of California at Berkeley Martial Arts Program.
9. Outstanding Leadership Award (1998). World United Martial Arts Federation (WUMA).
10. Certificate of Appreciation (1998). The Ohio State University Ethnic Student Services for 10th Asian Awareness Month.
11. Certificate of Appreciation (1998) 1st Asian Cultural Fair and 23rd Battle of Columbus and World Martial Arts Expo.
12. Certificate of Appreciation (1998). U.S. International Protection Security Seminar.
13. Certificate of Appreciation (1998). World United Martial Arts Federation (WUMA).
14. The Martin Krumm Scholarship Award with Research Grant (1996). *Office of International Education (OIE) at the OSU.*
15. Scholarship Award (1991). Department of Physical Education at Seoul National University.
16. Leadership and Scholarship Award (1989) the Department of Physical Education at Seoul National University.