

Curriculum Vitae

Yong Chae Rhee

Contact Information:

Office address: Department of Tourism, Recreation and Sport Management

College of Health and Human Performance

260B Florida Gym

Gainesville, FL. 32611-8208

Phone: 352-642-4513

Fax: 352-392-7588

E-mail: spomkt@gmail.com

Education:

Post-Doc. **University of Florida, 2009 ~ Current**

Concentration: Sport Marketing & Consumer Behavior

Mentor: Dr. Yong Jae Ko

Ph.D. **Seoul National University, 2008**

Concentrations: Sport Marketing, Consumer Behavior

Dissertation: *The effect of regional identification and relative deprivation on sport team identification.*

Advisor: Dr. Joon-ho Kang

M.A. **Seoul National University, 2003**

Concentrations: Sport sponsorship, Sport Marketing

Thesis: *Sponsorship effect through patterns of sponsorship*

B.A. **Busan National University, 1998**

Physical Education

Research Goal:

The overriding goal of my research is to improve the understanding of sport consumer behavior focused particularly on the topic of fan identification. I am interested in identifying key consumer psychological variables that influence fan identification including Relative Deprivation and Social Identification. These variables are very important in predicting fan identification and various behavioral aspects of sport consumption, such as media and merchandise consumption and event attendance. In addition, I am interested in the development and application of various statistical (e.g., structural equation model test) and methodological approaches (e.g., experimental and qualitative studies) to my research interest areas.

Research Area:

- Sport consumer behavior
- Sport sponsorship
- Strategic development of sport event for community sport development

Professional Membership:

- American Marketing Association (2010 – present)
- North American Society for Sport Management (2004 – present)
- Sport Marketing Association (2009 – present)
- Asian Society for Sport Management (2006)
- Korean Society for Sport Management (2007 – present)
- Korea Contents Association (2007)

Academic Positions:

- University of Florida (2009-current)
Pos-Doc., Lecturer
- The Center for Sport Industry, Seoul National University (2004 – present)
Associate Researcher
- Seoul National University, Seoul Korea (2005-2008)
Lecturer
- Sogang University, Seoul Korea (2004-2008)
Lecturer
- Sang-Myung University, Seoul Korea (2006-2007)
Lecturer

Teaching Experiences:

A. Sport Market Research (SPM 4905) - University of Florida (2010)

This course acquaints students with the practice of marketing research - broadly defined as research that relies upon administered questionnaires as the primary means of data collection. The course involves lectures, readings, and discussions covering the stages of the research process, including problem formulation, study design, sampling, proposals, questionnaire design and evaluation, data management, data analysis, and report writing and presentations.

The main objectives of the course are threefold:

- (1) to introduce students to applied market research focusing on survey research in an intercollegiate athletics setting.
- (2) to provide students with practice in applying principles of question design to real world marketing problems and opportunities.
- (3) to expose students to the examination and reporting of data for decision making.

The purpose of the team projects is to design and complete 2-3 market research studies for the University of Florida University Athletic Association. Students are

also introduced various research methods including sampling design, ethical considerations in survey research, and practical considerations in delivering field market research.

B. Special topics of sport management (in English) - Sogang University, Seoul Korea (2004-2008)

The purpose of this course is to help students in understanding (1) basic concepts and principles of event management and marketing and (2) methods of developing effective sport event plans. Each class primarily consists of lectures, presentations, discussions, application of material, and guest speakers. Special lectures from industry leaders are included to provide students with hands-on-experiences of business aspects in the sport industry.

C. Sport event planning (in English) - Sogang University, Seoul Korea (2004-2008)

The goals of this course are: to provide an opportunity for work involved with producing sport related events outside the school academic structure; to learn the skills necessary to write a project proposal, adhere to realistic timelines, create budgets and financial records; to practice interacting with the necessary support staff needed to produce events; to provide students practice in articulating their intentions, questions and goals; and to suggest resources for researching solutions and answers after leaving school. Special lectures from industry leaders will take a place in order to provide students with indirect experience of the actual sport industry.

D. Sport marketing - Sogang University (2004-2008), Sangmyung University (2007)

This course covered three basic components of sport marketing: (1) the use of sports as a marketing tool for other products; (2) the marketing of sports products; and (3) the emerging considerations relevant for both marketing through and the marketing of sports. Component one addresses the various domains of the sports marketing environment and traditional sponsorship. Component two includes readings on the three special forms of sponsorship (endorsement, licensing, and venue naming rights), the marketing of professional and amateur sports (Olympics; World Cups; KBL; KBO, K-league), the marketing of participation-oriented sports, and the marketing of a broad array of sports-related products such as sporting goods and apparel. Component three addresses the emerging issues of relationship marketing, technology, and controversial issues within the sports marketing industry. Special lectures from industry leaders will take a place in order to provide students with indirect experience of the actual sport industry. Students will visit a sport event and provide a report based on the marketing aspects of the particular sport event.

E. Sport Management – Seoul National University (2008)

To offer the opportunity for the student to gain information and understanding of the various practices and procedures associated with sport administration and management. In order to achieve the goal of the course, the students will be introduced to the concepts, scope, organization and common practices in the sport management industry. Also, this course will identify major issues in sport

management and provide students with the intellectual tools to analyze those issues. Finally, this course will introduce effective management practices as applied to the field of sport management. Special lectures from industry leaders will take a place in order to provide students with indirect experience of the actual sport industry. Students will visit a sport event and provide a report based on the sport management aspects of the particular sport event. At the end of the semester, students will provide a group presentation on a selected sport entity's management problems and solutions.

F. **Intermediate Tennis** – Sogang University (2004-2008), Seoul National University (2004-2008)

A course in the intermediate techniques of tennis: topspin and slice forehands and backhands, and the different kinds of serves. Focuses on singles and doubles strategies of the game.

G. **Advanced Tennis** – Seoul National University (2006-2008)

A course in the advanced techniques of tennis other than ground strokes, volley, serve, lobs, and drop shots and strategic usage of the shots and shot selections. Focuses on advanced tactics of singles and doubles play, as well as the mental aspects of the game.

Invited Lectures

A. **University of Florida**

Sport Marketing (SPM 5305) - Graduate

“Sport Consumer Behavior – Understanding team identification in new perspective”

Research Method (HLP 6535) - Graduate

“Experimental research using priming effect – Effect of relative deprivation on social identification and team identification”

Evaluating Leisure Services (LEI 4880) - Undergraduate

“Importance of Relative Deprivation in sport studies”

Evaluating Leisure Services (LEI 4880) - Undergraduate

“Sampling Procedure in research”

Refereed Publications:

Rhee, Y., & Kang, J. (2009). The effect of relative deprivation on sport team identification: An experimental study. *Korean Journal of Sports Management*. 14(3), 87-103.

Rhee, Y., Kim, Y., & Kang, J. (2009). A structural model of the effect of relative deprivation and regional identification on sport team identification. *Korean Journal of Sport Science*. 20(3), 567-584.

Rhee, Y., & Kang, J. (2007). The Sponsorship effect through patterns of sponsorship. *Sport research institute journal*, 23(1), 1-10.

Rhee, Y. (2007). Effect of female fans' sport consumption motivation on intention to re-attend and word of mouth intention according to level of team identification. *Journal of the Korea Contents Association*. 7(10), 262-273.

Cho, S., Oh, Y., & **Rhee, Y.** (2004). Scale of Service Quality in Sport Activity Classes: Development and Adaptation. *The Korean Journal of Physical Education*, 43(6), 703-771.

Manuscripts Submitted:

Rhee, Y., Kim Y., & Magnusen, M. The effect of team identification on sport consumption behavior: An empirical study. (Second Review)

Manuscripts in Final Preparation Stage:

Rhee, Y., Kang, J., Ko, Y. J., & Sagas, M. The effect of relative deprivation and regional identification on sport team identification: A conceptual qualitative study.

Rhee, Y., & Kim, Y. The Examination of Multi-Dimensionality of Social Identification in Accordance with Team Identification.

Rhee, Y. & Kim, Y. Mediating effect of sport team representativeness within the relationship between social identification and team identification.

Rhee, Y. & Kim, Y. The mediating effect of relative deprivation on relationship between regional identification and team identification.

Kim, T., Ko. Y. J., & **Rhee, Y.** Does better event quality means more fan?; Moderating effect of perceived value, trust, and commitment on the link between event quality factor and behavioral intention.

Ko, Y. J., **Rhee, Y., & Lutz, R.** In search of trust: multi-dimensionality of trust in business context.

Ko, Y. J., **Rhee, Y., & Kim, T.** The antecedents and consequences of consumer trust in spectator sports.

Manuscripts in Progress:

Ko, Y. J., **Rhee, Y., & Walker, M.** A conceptual model of donor motivation: An extension of ERG theory.

Ko, Y. J., **Rhee, Y., & Walker, M.** An empirical evaluation of the model of donor

motivation (MODOM).

Refereed Presentations & Poster Presentations

Kim, T., Ko, Y. J., & **Rhee, Y.** (accepted). Does better event quality means more fan?; Moderating effect of perceived value, trust, and commitment on the link between event quality factor and behavioral intention. 2010 AMA conference, Boston, USA.

Rhee, Y. & Kang, J. (2010, June). Mediating effect of sport team representativeness within the relationship between social identification and team identification. 2010 NASSM conference, Tampa, USA.

Choo, N, **Rhee, Y.**, & Cho, S. (2010, June). What Do You Expect from Temporary Workers?: The Effect of Role Ambiguity of Temporary Instructor in Ski-School on Job Performance, Job Satisfaction and Customer Orientation. 2010 NASSM conference, Tampa, USA.

Rhee, Y., & Kim, Y. (2009, Nov). The Examination of Multi-Dimensionality of Social Identification in Accordance with Team Identification. Presented at the 2009 Sport, Entertainment and Venue Tomorrow Conference, Columbia, South Carolina, USA.

Rhee, Y., Kang, J., & Ko, Y. J. (2009, Oct.). The relationship among relative deprivation, regional identification, and team identification: Test of a structural model. Presented at the 2009 sport marketing association conference, Cleveland: USA.

Rhee, Y., Kang, J., & Kim, T. (2009, Oct.). Why relative deprivation matters? The effect of relative deprivation on team identification and regional identification. Presented at the 2009 sport marketing association conference, Cleveland: USA.

Rhee, Y. (2008, 10). What women want: Effect of female fans' sport consumption motivation on intention to re-attend and word of mouth intention according to the level of team identification. Presented at the Seoul National University academic conference for sport. Seoul: Korea.

Lee, J., **Rhee, Y.**, & Chang, S. (2006 August). Scale development of brand personality for the golf products. Presented at the conference of Asian Association for Sports Management, Tokyo: Japan.

Rhee, Y., Kang, J., Kim, K. & Chang, J. (2006 May). The effect of team identification and game satisfaction on intention to re-attend sport event. Presented at the conference of the North American Society for Sport

Management, Kansas City: USA.

Rhee, Y. (2005, June). The effect of team identification and game satisfaction on re-attend intention of sporting event: A Structural model comparison study. Presented at the international conference of Korean society for sport management, Hanyang Univ, Seoul: Korea.

Chang J., **Rhee, Y.**, Lee, Y., & Kang, J (2004, May). The perspective of customers' loyalty to a sponsoring company & sport involvement: A longitudinal study. Presented at the conference of the North American Society for Sport Management, Atlanta: USA.

Rhee, Y. (2004, 10). Development of master plan for the KBL (Korean Basketball League). Presented at the Seoul National University academic conference for sport. Seoul: Korea.

Rhee, Y. (2003, 10). Sponsorship effect through patterns of sponsorship. Presented at the Seoul National University academic conference for sport. Seoul: Korea.

Related Work Experiences:

ROTC (Busan National University): 1996-1998

Staff of Information

Organized orientation for 1st year cadets

Trained and educated 1st year cadets

Commending officer of ceremony team

ROK Air Defense, Yang-Pyong, Korea: 1998 – 2000

Platoon leader of the 1st Air Defense Brigade

Best platoon leader of the year award (1999)

Trained and educated soldiers

Maintained ROK Air Defense's military strength

Helped civilians who have effected by natural disasters

Coordinated community service activities

Liaison officer with US Camp Stanly (Uijongbu, Korea)

MBC-ESPN (national sport broadcasting network): 2001. 6. – 2001. 8.

Worked as an Intern

Take part in production of sport programs

Translating foreign programs

Maintained detailed records of the program

Developed and Coordinated promotion program, for MBC Sports

FCNetwork (Marketing agency of Korean Football Association): 2002. 2 ~ 7

Organized and operated 2002 FIFA World Cup Korea/Japan Trophy Tour

Operated exhibition matches of Korean Football Association.
(vs. England; vs. France; vs. Costa Rica; vs. Scotland)
International A-board Marketing, Onsite operation

Posco (Posco World Cup Marketing Team): 2002. 8 ~ 9
FIFA official local sponsor Posco Worldcup Marketing Team.
Posco Steel Pavilion venue manager
Liaison with FIFA Marketing
Licensed merchandise distribution
Venue information manager
Translator

Grant Experiences:

- A. **Korean Basketball League (KBL) Master Plan development project** - Korean Basketball League (2002. 6 ~ 2003. 3.)
The KBL is the professional basketball governing body in South Korea. The KBL was established in 1997. The center for sport industry (CSI) has initiated a research project to provide the KBL with a long-term development. Through 9 months of intensive research, the CSI has provided a master plan to become a well-established professional sport league in Korea. The plan includes every aspect of the KBL: organizational structure, event operation, player development, marketing processes, media planning, and sponsorship implementation.
Since the 2003-2004 season, the KBL has operated based on the master plan that was created. The league has become a most prominent winter sport league in Korea.
- B. **Samsung (contents are strictly confidential)** – Samsung Electronics (2004. 4 ~ 2004. 10)
Global electronic company Samsung made an effort of developing a new sports involving dressage.
- C. **2014 Pyeongchang Winter Olympic feasibility and economic impact research** – Gangwon province, Korea (2004. 6 ~ 2004. 8)
During the second attempt of hosting the Pyeongchang Winter Olympics, a feasibility and economic impact research study was performed. This research provided a projection of economic impact that Pyeongchang Winter Olympic could provide to the Gang Won region and nationwide. Because there were opinions against hosting the Winter Olympics, this research was extremely important. Based on the conducted research, Pyeongchang applied for hosting of the Winter Olympics. However, Pyeongchang lost to Sochi, Russia. Pyeongchang will attempt application for a third time for the next Winter Olympics.
- D. **Peace Valley resort concept development and business model development planning** – Gangwon development company (2004. 7 ~ 2004. 9)
In accordance with Pyeongchang's attempt of hosting the Winter Olympics, the

Gangwon Development Company (a company managed by Gangwon local government) initiated a development project of a sport resort that could hold an Olympic facility. The resort concept and business model was developed. According to the concept, the resort was developed including a ski jump facility for the Winter Olympics. The resort is now called the “Alpensia” resort.

E. SK Professional Soccer Team Business feasibility project – SK corporation (2005. 6 ~ 2005. 9)

The SK Corporation is a Korea-based petroleum company. They had a professional K-league football team. Because SK was losing money maintaining the team, a research project concerning business feasibility was called for. In this research a series of steps were taken. At first, as-is analysis of the sport team and SK Corporation was initiated followed by a market demand analysis. However, because the Korean professional sport market was struggling, there was not much possibility of maintaining a professional sport team of SK. Other problems for SK were that the SK football team was the only team without a World Cup facility, and there was too much competition within the metropolitan area. The CSI took an extreme measure and suggested to relocate the team to Je-Ju Island where there was no professional team but a World Cup facility. From the research, there is a Je-Ju SK football team in Je-Ju Island. This is the first successful K-league franchise relocation in K-league history.

F. A legal and economic feasibility study of introduction sports prediction market – Seoul Olympic Sport Promotion foundation (2007. 7 ~2007. 12)

The sports prediction market is in its beginning stage in Korea. Seoul Olympic Sport Promotion foundation has initiated a legal and economic feasibility research study for the sport prediction market. The purpose of this study was to inquire as to the related legal issues of the sport prediction market if ‘tradesports.com’, one of the major websites in the industry, was to be introduced in the domestic market. However, there needs to be a significant modification regarding the definition of ‘fees’. If the lottery ticket is to be recognized as the national sport promotion ballot, the form of the tradesports.com type ‘fees’ require additional legal provision explaining its definition. Thus, under the current law system, it was found to be not possible to initiate the type of ‘tradesports.com’ business. Currently, based on the research there is a discussion going on concerning legal aspects of the market.

G. Sunnam sport complex master plan development project – City of Sunnam, Korea (2008, 3 ~ 2008. 8)

The Sunnam sport complex was built in 1984 and needs renovation. Because it was a venue for 1986 Asian Games and 1988 Olympics, the complex has its tradition and meaning. The city of Sunnam initiated a sport complex development plan to meet the needs of citizens. Over the years, many small-sized renovations took place, but since it was not an organized effort, the renovations caused more problems than solutions. In order to propose a comprehensive master plan, several stages of analysis were undertaken. As-is Analysis including outer environment, sport

environment, sport facility environment, overall city analysis, federal government sport plan, province government sport plan, among others, were examined. Feasibility Analysis took place, including qualitative investigation and quantitative investigation. From the series of analysis, CSI provided a master plan including vision, mission, strategy, key challenges, and a road map. Currently, renovation of the Sunnam sport complex is under discussion based on the master plan.

Federal Government Scholarships and Awards

NEST Foundation – Received funds for postdoctoral courses. \$ 33,000 in 2009.

NEST Foundation (Korea foundation for the next generation Sports Talent) is a nonprofit government-funded body and specially designed human resource development institution which focuses on the next generation's sport talents and leaders to bring about Korea's sport development and its international sporting excellence. NEST handpicked a few excellent individuals and provided funding for postgraduate/doctoral students and postdoctoral courses in sport areas to enhance their knowledge and career. It is known to be a prestigious government fund and award to receive.

Korea Research Foundation, BK21 researcher - Received a financial assistant position in the amount of \$900 per month from 2006. 3. ~ 2007. 8

BrainKorea (BK21) is a project that produces 'next generation leaders with creativity' by supporting students in Master's or PhD degree coursework and post-graduate researchers. To nurture world-class graduate schools and to foster excellent researchers, BrainKorea21 is a high-quality human resource nurturing program designed to aid the candidates for the Masters course, as well as PhD and advanced-level researchers. BK21 is known to be a prestigious source of government funding, and only a few scholars could get the benefit of support.