

CURRICULUM VITAE

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Professor

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I. EDUCATION

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

II. ACADEMIC APPOINTMENTS

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|-------------------------|--|----------------|
| Professor & Coordinator | Sport Management Program University of Florida (UF) Department of Tourism, Recreation and Sport Management (TRSM) College of Health and Human Performance (HHP) | (2017-present) |
| Director | Advanced Sport Marketing Research Lab (UF) | (2016-present) |
| Associate Professor | Sport Management Program (UF) | (2010-2017) |
| Assistant Professor | Sport Management Program (UF) | (2006-2009) |
| Assistant Professor | Sport Management Program Washington State University (WSU) | (2001-2006) |
| Lecturer | Sport Management Program University of Texas at Austin (UT) | (2000-2001) |

III. MAIN AREAS OF RESEARCH INTEREST

- Sport consumer behavior research focused on attitude and perceptions (e.g., quality, value, and trustworthiness) and other socio-psychological variables (e.g., personality, motivation, and attachment) that influence sport consumption behavior
- Corporate sponsorship/athlete endorsement & branding

My primary research interest is sport consumers' decision-making process, focused on their socio-psychological variables such as personality, needs/motivation, and attachment. This line of research has been extended to sport spectatorship/participation and donor behavior. In addition, as a sport marketing researcher, I explore consumer attitudes, perceptions (e.g., quality and value), and beliefs about sport organizations and brands in a variety of business segments, such as sponsorship, endorsement, branding, e-business, and nonprofit business sector. It is my mission to produce high impact scholarship that has multi-disciplinary contributions. The overriding goals of my research include: (a) to develop an improved theoretical understanding of sport consumers' decision-making processes through innovative and interdisciplinary research, and (b) to provide strategic directions and solutions for a variety of marketing issues in the sport

industry. Ultimately, these efforts will help advance the academic discipline of sport management and marketing, while also providing a foundation for best practices to the leaders in the sport industry.

Most of my studies have been published in top-tier peer-reviewed sport management journals (e.g., *Sport Marketing Quarterly*, *Journal of Sport Management*, *Sport Management Review*, and *European Sport Management Quarterly*) and relevant premier journals related to these lines of research (e.g., *Nonprofit and Voluntary Sector Quarterly*, *Psychology and Marketing*, and *Journal of Services Marketing*). My scholarly contributions have received growing international recognition (<https://scholar.google.com/citations?hl=en&user=S9A151YAAAAJ&cstart=80&pagesize=20>).

IV. SCHOLARLY WORK

(*work based on research with Ph.D. students and Post-Doc.; **work based on MA thesis or research with Master's students; Corresponding authors are underlined).

A. Refereed Publication:

1. *Sato, S., **Ko, Y. J.**, & *Chang, Y. (in press). Does negative impact of athlete scandals spill over to endorsed and competing brands? The moderating effects of consumer knowledge. *Communication & Sport*. (SSCI)
2. **Asada, A., & **Ko, Y. J.** (in press). The effectiveness of word of mouth in spectator sport: A gender difference perspective. *Sport Marketing Quarterly*. (SSCI)
3. *Chang, Y., **Ko, Y. J.**, & Carlson, B. D. (in press). The associative evaluation-emotional appraisal-intention (AEI) model: Dual-processing accounts of affective evaluation toward human brands. *Journal of Sport Management*. (SSCI)
4. *Chang, Y., & **Ko, Y. J.** (2018). The effects of association strength on attention and product evaluation: Reconsidering endorsement effectiveness. *European Journal of Marketing*, 52(5/6), 1257-1279. (SSCI)
5. Guardia, F. R., Campos, C. P., Calabuig-Moreno, F., & **Ko, Y. J.** (2018). Engagement in sports virtual brand communities. *Journal of Business Research*, 89, 273-279. (SSCI)
6. *Sato, S., **Ko, Y. J.**, & Kellison, T. (2018). Hot or cold? The effects of anger and perceived responsibility on negative word of mouth in athlete scandals. *Journal of Global Sport Management*, 3, 1-17.
7. *Jang, E. W., Wann, D., & **Ko, Y. J.** (2018). Influence of team identification, game outcome, and game process on sport consumers' happiness. *Sport Management Review*, 21, 63-71. (SSCI)
8. *Jang, E. W., **Ko, Y. J.**, Wann, D., & Chang, Y. (2017). The relative effects of game outcome and process on fans' media consumption experiences. *European Sport Management Quarterly*, 17(5), 635-658. (SSCI).
9. *Sato, S., **Ko, Y. J.**, Kellison, T., Harada, M., & Bizen, Y. (2017). Do snow-based sport participants intend to purchase products from environmentally friendly companies? *Journal of Global Sport Management*, 2(3), 182-195.
10. *Jang, E. W., **Ko, Y. J.**, Wann, D., & *Kim, D. (2017). Does spectatorship increase happiness? The energy perspective. *Journal of Sport Management*, 31, 333-344. (SSCI)

11. **Ko, Y. J.**, *Chang, Y., *Jang, W., Sagas, M., & Spengler, J. O. (2017). A hierarchical approach in predicting sport consumption behavior: Personality and need perspective. *Journal of Sport Management*, 31, 213-228. (SSCI)
12. Tasci, A., & **Ko, Y. J.** (2017). Travel needs revisited. *Journal of Vacation Marketing*, 23(1), 20-36. (SSCI).
13. *Chang, M. J., Kang, J., **Ko, Y. J.**, & Connaughton, D. (2017). The effects of perceived sport team performance and social responsibility on pride and word of mouth intention. *Sport Marketing Quarterly*, 26(1), 31-41. (SSCI)
14. *Chang, Y., & **Ko, Y. J.** (2017). Consumers' perceived post purchase risk in luxury services. *International Journal of Hospitality Management*, 61, 94-106. (SSCI)
15. **Ko, Y. J.**, *Chang, Y., *Park, C., & Herbst, F. (2017). Understanding of consumers' attitude toward corporate sponsors: A comparison between profit vs. nonprofit sport event sponsorship. *Journal of Consumer Behaviour*, 16, 176-186. (SSCI)
16. *Chang, M. J., **Ko, Y. J.**, Kang, J., & Connaughton, D. (2016). Perceived CSR, pride, team identification, and regional attachment. *Journal of Sport & Tourism*, 20, 145-159.
17. *Sato, S., **Ko, Y. J.**, Kaplanidou, K., & Connaughton, D. (2016). Consumers' comparative evaluation judgment of athlete endorsers. *Journal of Sport Management*, 30, 553-565. (SSCI)
18. **Chang, Y., **Ko, Y. J.**, & Leite, W. (2016). Effects of perceived brand leadership of luxury products on consumers' word of mouth recommendation. *Journal of Services Marketing*, 30, 659-671. (SSCI)
19. *Chang, Y., & **Ko, Y. J.** (2016). Reconsidering the role of fit in celebrity endorsement: Associative-propositional evaluation (APE) accounts of endorsement effectiveness. *Psychology & Marketing*, 33, 678-691. (SSCI)
20. *Park, C., **Ko, Y. J.**, *Kim, H., Sagas, M., & Eddosary, M. (2016). Donor motivation in college sport: Does contribution level matter? *Social Behavior and Personality*, 44, 1015-1032. (SSCI)
21. **Asada, A., & **Ko, Y. J.** (2016). Determinants of word of mouth influence in sport viewership. *Journal of Sport Management*, 30, 192-206. (SSCI)
22. *Sato, S., Oshimi, D., Harada, M., Sato, M., Asakura, M., & **Ko, Y. J.** (2016). The effects of sport consumers' goals and goal valence on consumption satisfaction and happiness. *Sport Science Research*, 12, 101-120.
23. Tasci, A., & **Ko, Y. J.** (2016). A fun scale for understanding hedonic consumption. *Journal of Travel & Tourism Marketing*, 33, 162-183. (SSCI)
24. *Jang, W., *Kim, H. Y., **Ko, Y. J.**, & *Jeong, S. (2015). The effect of world ranking for the selection of athlete endorsers: The case of Professional Golf Association. *International Journal of Sport Communication*, 8, 411-430.
25. *Sato, S., **Ko, Y. J.**, *Park, C., & *Tao, W. (2015). Athlete reputational crisis and consumer evaluation. *European Sport Management Quarterly*, 15, 434-453. (SSCI)
26. *Jang, W., **Ko, Y. J.**, Morris, J. D., & *Chang, Y. (2015). Scarcity message effects on consumption behavior: Limited edition product considerations. *Psychology & Marketing*, 32, 989-1001. (SSCI)
27. Eddosary, M., **Ko, Y. J.**, Sagas, M., & *Kim, H. (2015). Attendance intention in Saudi soccer events: Application and extension of the theory of planned behavior. *Psychological Reports*, 117(1), 89-102. (SSCI)

28. *Jang, W., **Ko, Y. J.**, & Chan-Olmsted, S. M. (2015). Spectator-based sport team reputation: Scale development and validation. *International Journal of Sports Marketing and Sponsorship*, 16, 211-231. (SSCI)
29. *Moon, K., **Ko, Y. J.**, Connaughton, D., Lee, C. G., & Lee, J. H. (2015). Athlete satisfaction in Gambling-legal bicycle racing in South Korea. *International Journal of Sport Management*, 16, 141-163.
30. **Kudo, M., **Ko, Y. J.**, Walker, M., & Connaughton, D. (2015). The Influence of title sponsorships in sport on stock price fluctuations. *International Journal of Sports Marketing and Sponsorship*, 16, 118-137. (SSCI)
31. **Jang, W., **Ko, Y. J.**, & Stepchenkova, S. (2014). The effect of message appeal on consumer attitude: A moderating effect of involvement and event value-orientation. *International Journal of Sport Communication*, 7, 337 - 356.
32. **Ko, Y. J.**, Cattani, K., Lee, S. A., *Kim, T., Yang, J., & Kim, Y. (2014). Consumer satisfaction and event quality perception: A case of 2009 World Professional Taekwondo Tour. *Journal of the International Association for Taekwondo Research*, 1(1), 22-33.
33. **Chang, Y., **Ko, Y. J.**, Tasci, A., *Arai, A., & *Kim, T. (2014). Strategic matches of athlete endorsement in global markets: An associative learning perspective. *International Journal of Sports Marketing and Sponsorship*, 15, 253-271. (SSCI)
34. **Ko, Y. J.**, & Kim, Y. K. (2014). Determinants of consumers' attitude formation toward sport sponsorship: A tale from college athletics. *Journal of Nonprofit and Public Sector Marketing*, 26, 1-23.
35. **Ko, Y. J.**, *Rhee, Y. C., Kim, Y. K., & *Kim, T. (2014). The influence of corporate social responsibility on donor behavior: Commitment and trust perspectives. *Sport Marketing Quarterly*, 23, 17-26.
36. **Ko, Y. J.**, *Rhee, Y. C., Walker, M., & Lee, J. (2014). What motivates donors to athletic programs: A new model of donor behavior. *Nonprofit and Voluntary Sector Quarterly*, 43, 523-546. (SSCI)
37. **Arai, A., **Ko, Y. J.**, & Ross, S. (2014). Branding Athletes: Exploration and conceptualization of athlete brand image. *Sport Management Review*, 17, 97-106. (SSCI)
38. **Chang, Y., & **Ko, Y. J.** (2014). The brand leadership: Scale development and validation. *Journal of Brand Management*, 21, 63-80. – included in the *Handbook of Brand Management Scales* (Zarantonello & Pauwels-Delassus, 2016).
39. **Ko, Y. J.**, **Chang, Y., *Rhee, Y. C., Valacich, J., Hur, Y., & *Park, C. (2014). Value-based stakeholder loyalty toward sport technology: A case of the electronic body protector and scoring system in Taekwondo events. *International Journal of Sport Science*, 10(35), 46-62.
40. Theodorakis, N. D., Howat, G., **Ko, Y. J.**, & Avourdiadou, S. (2014). A comparison of service evaluation models in the context of sport and fitness. *Managing Leisure: An International Journal*, 19, 18-35.
41. *Moon, K., **Ko, Y. J.**, Connaughton, D., & Lee, J. H. (2013). A mediating role of destination image in the relationship between event quality, perceived value, and behavioral intention. *Journal of Sport and Tourism*, 18(1), 49-66.
42. **Arai, A., **Ko, Y. J.**, & Kaplanidou, K. (2013). Athletes brand image: Scale development and model test. *European Sport Management Quarterly*, 13, 383-403. (SSCI) – included in *American Psychological Association's PsycINFO and PsycEXTRA databases*.

43. **Ko, Y. J.** (2013; invited). Sport management and marketing: Overview and recommendation for future research (editorial). *International Journal of Sport Science*, 9, 204-206.
44. Wu, H., & **Ko, Y. J.** (2013). Assessment of service quality in the hotel industry. *Journal of Quality Assurance in Hospitality and Tourism*, 14, 218-244.
45. **Kim, T., **Ko, Y. J.**, & *Park, C. (2013). Gender effects in the structural relationship between event quality evaluation and revisit intention. *Managing Service Quality*, 23, 205-224. (SSCI)
46. **Kim, Y.**, *Yim, K., & **Ko, Y. J.** (2013). Consumer patriotism and response to patriotic advertising: Comparison of international vs. national sport events. *International Journal of Sports Marketing and Sponsorship*, 14, 229-251. (SSCI)
47. **Lee, J.**, *Jeong, S., **Ko, Y. J.**, Connaughton, D. (2012). Market segmentation of the World Cup street cheering participants in South Korea. *Korean Journal of Sport Science*, 23, 80-89.
48. *Hur, Y., **Ko, Y. J.**, & Claussen, C. L. (2012). Determinants of using sport web portal: An empirical examination of sport website acceptance model. *International Journal of Sports Marketing and Sponsorship*, 13, 165-168. (SSCI)
49. *Moon, K., **Ko, Y. J.**, Connaughton, D., & Lee, J. (2012). The athletes' trust, mental skills, and satisfaction in a gambling-legal cycle racing in South Korea. *European Sport Management Quarterly*, 12, 291-308. (SSCI)
50. *Moon, K., **Ko, Y. J.**, Connaughton, D., & Lee, J. (2012). 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*, 17, 124-138.
51. Kil, S., **Holland, S.**, Stein, T., & **Ko, Y. J.** (2012). Place attachment as a mediator of the relationship between nature-based recreation benefits and future visit intentions. *Journal of Sustainable Tourism*, 20, 603-626. (SSCI)
52. *Hsu, F., **Wu, H.**, & **Ko, Y. J.** (2012). A meta-analysis of career anchors: Future development for hospitality research. *Journal of Macau University of Science and Technology*, 6, 9-19.
53. **Spengler, J. O.**, **Ko, Y. J.**, & Connaughton, D. (2012). Scale development: Perceived barriers to public use of school recreational facilities. *American Journal of Health Behavior*, 36, 311-318. (SSCI)
54. **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.
55. *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. (SSCI)
56. **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.
57. *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. (SSCI)

58. 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. (SSCI)
59. 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.
60. *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.
61. *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.
62. *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. (SSCI)
63. 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. (SSCI)
64. **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. (SSCI)
65. *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. (SSCI)
66. 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.
67. 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.
68. **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.
69. 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. (SSCI)
70. *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.
71. *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.
72. **Ko, Y. J.**, *Kim, Y. K., & Valacich, J. (2010). Martial arts participation: Consumer motivation. *International Journal of Sports Marketing and Sponsorship*, 11, 105-123. (SSCI)
73. **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.

74. *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.
75. * 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.
76. *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. (SSCI)
77. *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, 390-412. (SSCI)
78. *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.
79. **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.
80. **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.
81. 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.
82. **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. (SSCI)
83. **Ko, Y. J.**, **Park, H. (shared the first authorship), & Claussen, C. L. (2008). Action sports participation: Consumer motivation. *International Journal of Sports Marketing and Sponsorship*, 9, 111-124. (SSCI)
84. **Ko, Y. J.**, Claussen, C. L., Rinehart, B., & **Hur, Y. (2008). Marketing to Asian American sport consumers. *International Journal of Sport Management*, 9, 67-80.
85. *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.
86. *Kim, Y., **Ko, Y. J.**, & Lee, S. (2007). Online sport video gaming motivations. *International Journal of Human Movement Science*, 1(1), 41-60.
87. **Hur, Y., **Ko, Y. J.**, & Valacich, J. (2007). Motivation and concerns for online sport consumption. *Journal of Sport Management*, 21, 521-539. (SSCI)
88. **Ko, Y. J.**, & Pastore, D. L. (2007). An instrument to assess customer perceptions of service quality and satisfaction in campus recreation programs. *Recreational Sports Journal*, 31(1), 34-42.
89. 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.

90. 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.
91. **Ko, Y. J.**, & Pastore, D. L. (2005). A hierarchical model of service quality for the recreational sport industry. *Sport Marketing Quarterly*, 14, 84-97.
92. 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.
93. 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. (SSCI)
94. **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.
95. **Ko, Y. J.** (2003). Martial arts marketing: Putting the customer first. *Journal of Asian Martial Arts*. 12(2), 9-15.
96. **Ko, Y. J.** (2002). Martial arts industry in the new millennium. *Journal of Martial Arts Studies*, 5, 10-23. (UC Berkeley Martial Arts Program)
97. **Ko, Y. J.**, & Pastore, D. L. (1998). Analyzing cultural values within a sport organization: The case of the United States Taekwondo Union members. *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. *Jang, W., Morris, J., **Ko, Y. J.**, & Goodman, R. (2015). The effects of mixed emotional appeals: Construal level theory perspective. 2015 Association Education in Journalism and Mass Communication Conference (AEJMC), San Francisco, CA.
2. *Jang, W., **Ko, Y. J.**, Morris, J. D., & *Chun, J. W. (2014). Where should brands position their advertisements during the sporting event? Spectators' mental energy perspective. 2014 Association Education in Journalism and Mass Communication Conference (AEJMC), Montreal, Canada.
3. *Jang, W., **Ko, Y. J.**, Morris, J. D., & *Chun, J. (in review). The effects of scarcity message on consumers' emotional response: A case of limited edition products. 2014 American Academy of Advertising, Atlanta, GA.
4. *Jang, W., **Ko, Y.**, Morris, J. D., & *Chang, Y. (2013). Scarcity effects on luxury, limited edition products. 2013 Association Education in Journalism and Mass Communication Conference. Washington D.C.
5. **Chang, Y., **Ko, Y. J.**, *Lee, I. R., Cho, S., & *Arai, A. (2012). The brand leadership scale: Development and validation. 2012 Association of Marketing Theory and Practice (AMTP). Myrtle Beach, SC.
6. *Jang, W., & **Ko, Y. J.** (2012, August). The effect of sport event advertising on brand attitude. 2012 American Marketing Association Summer Marketing Educators' Conference, Chicago, IL.
7. **Ko, Y. J.** (2011). Understanding donor decision making process: Trust and commitment perspective. 2011 KAHPERD International Sport Science Congress (ISSC), Dae-Gu, South Korea.

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. 619-625.
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). 449-456.
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. 540-541.
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. Kwak, D. H., **Ko, Y. J.**, Kang, I., & Rosentraub, M. S. (Eds.) (2017). *Sport in Korea: History, development, and management*. Routledge.
2. **Ko, Y. J.**, *Lee, I., Chang, Y., & Yang, J. B. (2017). *Value-based Taekwondo education and business*. In Kwak, D. H., Rosentraub, M. S., Ko, Y. J., & Kang, I. Sport in Korea: History, development, and management (eds.). Routledge.
3. *Cattani, K., & **Ko, Y. J.** (2013). Examining attachment to an athlete in fantasy sport consumers. LAP LAMBERT. (ISBN: 9783659398018)
4. **Ko, Y. J.**, Xie, D., & Kimura, K. *Sport in Northeast Asia*. In Li, M., MacIntosh, E. W., & Bravo, G. A. (2018). *International Sport Management (2nd Eds)*. Champaign, IL: Human Kinetics.
5. **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.
6. 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).

D. Book Reviews:

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.

E. Non-refereed Publications:

1. **Ko, Y. J.** (2013, August). Youth sport participation during summer in the U.S. Seoul Sports, p.6. (Magazine published by City of Seoul, South Korea).
2. **Ko, Y. J.** (2009). 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.
3. **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
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.

F. Colloquium and symposium - Invited Presentation:

1. **Ko, Y. J.** (2018, June). Sport Globalization Conference, WeSport, Beijing, China.
2. **Ko, Y. J.** (2017, June). In pursuit of meaningful experiences in Taekwondo training: Consumer value perspective. The 6th International Symposium for Taekwondo Studies, Muju, South Korea.
3. **Ko, Y. J.** (2016, July). Where are we heading? Some thoughts on directions for sport studies. Pusan National University, Pusan, South Korea.
4. **Ko, Y. J., Jang, W., & Chang, Y.** (2016, May). Sport services and experiential consumption; What do consumers gain? Polytechnic University of Catagena (Departamento de Economía de la Empresa), Spain.
5. **Ko, Y. J., Chang, Y., & Jang, W.** (2016, May). Sport services and experiential consumption; What do consumers gain? University of Valencia (Department of Physical Education and Sport), Spain.
6. **Ko, Y. J.** (2014, December). Active living and healthy lifestyles: Research summary and future opportunities for senior market. Kookmin University, Seoul, South Korea.
7. **Ko, Y. J.** (2014, August). Some new thoughts on sport consumer behavior: Personality and need perspectives. 2014 Incheon Asian Games International Sport Science Congress, South Korea.
8. **Ko, Y. J.** (2013, December). Student athletes on balancing school and sports: Career development perspective. 2013 Global Sports Talent Forum - Athlete's Life-cycle Career Development. Korea Foundation for the Next Generation Sports Talent (NEST).

9. **Ko, Y. J.**, Lee, I., Chang, Y. K., Yang, J. B. (2013, October). Value-based Taekwondo: Future directions for business and education. (Re) – Discovering sport in Korea: Guts, glory, and geurimja. Nam Center for Korean Studies. University of Michigan.
10. **Ko, Y. J.**, & Sagas, M. (2013, June). Can hosting sport events help enhance destination image? Conference of tourism and hospitality: The highway to sustainable regional development, Yerevan, Armenia.
11. **Ko, Y. J.** (2013, March). Trust and donor behavior. Sport management research seminar at The University of Michigan, Ann Arbor, Michigan.
12. **Ko, Y. J.** (2013, March). The martial arts industry: Past, present, and future. The University of Michigan Nam Center for Korean Studies (Colloquium), Ann Arbor, Michigan.
13. **Ko, Y. J.** (2011, August). Understanding donor decision making process: Trust and commitment perspective. 2011 KAHPERD International Sport Science Congress (ISSC), Dae-Gu, South Korea.
14. **Ko, Y. J.** (2011, August). Understanding donors of college athletic programs. International Sport Science Symposium. Chung-Ang University, Seoul, South Korea.
15. **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.
16. **Ko, Y. J.** (2009, September). The role of the Taekwondo leader around the world. The 1st Seoul World Taekwondo Leaders Forum (hosted by City of Seoul and Kukkiwon - World Taekwondo Academy), Seoul, S. Korea.
17. **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).
18. **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.
19. **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.
20. **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.
21. **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.

G. Invited Lecture:

1. **Ko, Y. J.** (2018, June). Sport Marketing, Beijing Sports University, Beijing, China.

2. **Ko, Y. J.** (2015, July). Branding athletes. Student-athlete exchange program (Brazil). University of Florida.
3. **Ko, Y. J.** (2014, December). Active living and healthy lifestyles: Research summary and future opportunities for senior market. Kookmin University, Seoul, South Korea.
4. **Ko, Y. J.** (2014, May). Branding sport products: Research and practice. Kyung Hee University, Suwon, South Korea.
5. **Ko, Y. J.** (2014, May). Branding sport products: Research and practice. Pusan National University. 2014 Brain Korea 21+ (Government Project) – *International Sport Marketing Lecture*, Pusan, South Korea.
6. **Ko, Y. J.** (2013, December). Relationship building in the sport industry. Pusan National University. 2013 Brain Korea 21+ (Government Project) – *International Sport Marketing Lecture*, South Korea.
7. **Ko, Y. J.** (2013, December). Consumer attitude toward sport sponsorship. SungKyunKwan University. 2013 Brain Korea 21+ (Government Project) – *International Sport Marketing Lecture*, Suwon, South Korea.
8. **Ko, Y. J.** (2012, July). Strategic Fit in Athlete Endorsement. Kyung Hee University
9. **Ko, Y. J.** (2011, August). Understanding donor motivation and decision-making process. Seoul National University.
10. **Ko, Y. J.** (2011, August). Understanding donor motivation and decision-making process. Kyung Hee University
11. **Ko, Y. J.** (2011, August). Understanding donor motivation and decision-making process. Korea Sport National University.
12. **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) – *International Sport Marketing Lecture*, Dankook University, CheonAhn, South Korea.
13. **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.
14. **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.

H. Published Abstracts/International Conference: Refereed

- Made over 182 presentations in sport (e.g., SMA, NASSM, and EASM) and related scholarly conferences in the fields of marketing and communication (e.g., AMA and AAA)
1. Chang, Y., & **Ko, Y. J.** (2018, June). Implicit and explicit affective evaluations of athlete brands. 2018 North American Society for Sport Management Conference, Halifax, Canada. (Poster)
 2. Jang, W. E., Lee, J. S., Kwak, D. H., & **Ko, Y. J.** (2018, June). Beyond hedonic consumption: Exploring the role of meaningful experiences in online sports consumption. 2018 North American Society for Sport Management Conference, Halifax, Canada.
 3. *Asada, A., & **Ko, Y. J.** (2018, June). Conceptualizing effects of relative size and entitativity of sports fan bases on new residents' socialization: A self-categorization

- perspective. 2018 North American Society for Sport Management Conference, Halifax, Canada.
4. *Yilmaz, S., Kim, H., & **Ko, Y. J.** (2018, January). Thinking counterfactually for sustainable tourism: Experimental evidence for improvement in pro-environmental intentions and emotions. Accepted for 15-minute oral presentation at Tourism Travel and Research Association: Advancing Tourism Research Globally.
 5. *Asada, A., & **Ko, Y. J.** (2017, December). Effects of relative size and homogeneity of sport fan base on potential fans' behavioral intentions. 15-minute oral presentation at the Sport Management Association of Australia and New Zealand Conference.
 6. *Kim, D., **Ko, Y. J.**, & Lee, J. S. (2017). Are interruptive commercials good or bad?: The role of psychological adaptation in the sports media consumption experiences. To be presented to the annual conference of Sport Marketing Association, Boston, MA.
 7. *Kim, D., **Ko, Y. J.**, & Lee, J. S. (2017). The impact of hedonic experiences of sport media consumption on advertising persuasiveness of sponsored products. To be presented to the annual conference of Sport Marketing Association, Boston, MA.
 8. Lee, J. S., & **Ko, Y. J.** (2017, September). Impacts of different self-concepts on consumer moral judgment process in athlete endorsement context. European Association of Sport Management Conference, Bern, Switzerland.
 9. **Asada, A., & **Ko, Y. J.** (2017, July). Perceived influence of word-of-mouth recommendation in sport-watching behavior: A gender difference perspective. 2017 American Marketing Association Summer Marketing Educators' Conference, San Francisco, CA. (Poster)
 10. **Ko, Y. J.**, Kwak, D., Jang, W., Chang, Y., Yilmaz, S., Lee, J., *Asada, A., *Kim, D., Pradhan, S. (2017, June). Using experiments in sport consumer behavior research, Denver, Colorado. (Symposium)
 11. *Kim, D., **Ko, Y. J.** (advisor), & Lee, J. (2017). Does causal reasoning lead to moral reasoning?: Consumers' responses toward scandalized athletes. 2017 North American Society for Sport Management Conference, Denver, Colorado. (Poster)
 12. *Chang, Y., *Yilmaz, S., **Ko, Y. J.**, & Wann, D. (2017, June). Spectators' flow experiences and life satisfaction: The interplay of emotions and implicit team identification. 2017 North American Society for Sport Management Conference, Denver, Colorado. (Poster)
 13. *Jang, H. G., Cho, S. (advisor), **Ko, Y. J.** (advisor), Choo, N., & An, G. L. (2017, June). Exploring attributes of virtual advertising in sport events: Its impact on consumers' attitude advertising and boo,. 2017 North American Society for Sport Management Conference, Denver, Colorado.
 14. *Kim, D., & **Ko, Y. J.** (advisor; 2016). Sport consumers' attribution of athlete scandal and its impact on their attitude toward the athlete and endorsed brand and behavior. 2016 Sport Marketing Association Conference, Indianapolis, IN.
 15. *Asada, A., & **Ko, Y. J.** (advisor; 2016). The effectiveness of word of mouth in spectator sport: a gender difference perspective. 2016 North American Society for Sport Management Conference, Orlando, Florida.
 16. *Chang, Y., *Yilmaz, S., & **Ko, Y. J.** (advisor; 2016). Is negative publicity of athletes always harmful? A memory-based illusory perspective. 2016 North American Society for Sport Management Conference, Orlando, Florida.

17. *Chang, Y., & **Ko, Y. J.** (advisor; 2016). Reconsidering the role of fit in athlete endorsement: new evidences from the Single–Target Implicit Association Test (ST–IAT). 2016 North American Society for Sport Management Conference, Orlando, Florida.
18. *Jang, W., **Ko, Y. J.** (advisor), Wann, D., & Lee, J. (2016). Exciting vs. winning game? Relative effects of the game outcome and process on fans’ happiness and overall game evaluations. 2016 North American Society for Sport Management Conference, Orlando, Florida.
19. *Kim, T., **Ko, Y. J.** (advisor), Sagas, M., Rhee, Y. C., & Marnes, J. (2016). How consumer engagement influence consumer extra-role behaviors. 2016 North American Society for Sport Management Conference, Orlando, Florida.
20. *Kim, D., Kim, Y., & **Ko, Y. J.** (advisor; 2016). The halo effect of CSR oriented sport sponsorship in customers’ attribution toward service failure. 2016 North American Society for Sport Management Conference, Orlando, Florida.
21. *Kim, D., & **Ko, Y. J.** (advisor; 2016). Flow as sports consumer experiences in the sports media: A conceptual model. 2016 North American Society for Sport Management Conference, Orlando, Florida.
22. **Ko, Y. J.**, *Jang, W., & Sato, S. (2016). The effects of the anthropomorphism on sport consumers’ responses toward team’s performance. 2016 North American Society for Sport Management Conference, Orlando, Florida.
23. *Brittani, S., Sagas, M. (advisor), **Ko, Y. J.** (advisor), Spike, T. (advisor; 2016). Examining consumer-based league brand associations for women’s sport leagues. 2016 North American Society for Sport Management Conference, Orlando, Florida.
24. *Sato, S., **Ko, Y.** (advisor), Kaplanidou, K., Connaughton, D. (2016). Does doing good shield against athlete scandals? The effect of positive associations on consumer judgment and behavior toward scandalized athletes. 2016 North American Society for Sport Management Conference, Orlando, Florida.
25. **Ko, Y. J.**, *Chang, Y., Sagas, M., Spengler, J. O., & Cho, S. (2015). A hierarchical approach in predicting sport consumption behavior: A personality and need perspective. 2015 Sport Marketing Association Conference, Atlanta, GA.
26. *Asada, A., **Ko, Y. J.**, (advisor) & Kioussis, S. (2015). Effects of identification on word of mouth persuasiveness: A self-categorization perspective. 2015 Sport Marketing Association Conference, Atlanta, GA.
27. *Chang, Y., & **Ko, Y. J.** (advisor; 2015). Attentional influence on recall and choice consideration of endorsed brands: Illumination of the effectiveness of “mismatched” endorsements. 2015 Sport Marketing Association Conference, Atlanta, GA.
28. **Watkins, K., Kaplanidou, K., & **Ko, Y. J.** (advisor; 2015). Attachment to a team and emotional well-being: A case of Division I-A collegiate basketball fans. 2015 Sport Marketing Association Conference, Atlanta, GA.
29. *Kim, T., **Ko, Y. J.** (advisor), & Kellison, K. (2015). The scale of customer engagement in the fitness industry: Development and validation. 2015 Sport Marketing Association Conference, Atlanta, GA.
30. *Jang, W., Morris, J., **Ko, Y. J.**, & Goodman, R. (2015). The effects of mixed emotional appeals: Construal level theory perspective. 2015 Association Education in Journalism and Mass Communication Conference (AEJMC), San Francisco, CA.

31. *Yilmaz, S., & **Ko, Y. J.** (2015). Can “What If”s Improve Sustainability? The Functional Potential of Counterfactual Thinking in Tourists’ Sustainable Behaviors. 2015 Tourism Travel and Research Association conference.
32. *Sato, S., & **Ko, Y. J.** (advisor: 2015). Consumer's comparative evaluative judgment of athlete endorsers (submitted to 2015 NASSM Student Research Competition).
33. *Arai, A., & **Ko, Y. J.** (advisor: 2015). How do athlete scandals affect consumers’ self-concept? Self-brand connection and self-construal perspective. 2015 North American Society for Sport Management Conference, Ottawa, Ontario.
34. *Chang, J., **Ko, Y. J.** (advisor), Kang, J. (advisor), & Connaughton, D. (advisor; 2015). The effects of perceived team performance and CSR on team identification, pride, regional attachment, and WOM intention. 2015 North American Society for Sport Management Conference, Ottawa, Ontario.
35. *Jang, W., **Ko, Y. J.** (advisor), & Wann, D. (advisor; 2015). The psychology energy model of sport spectatorship. 2015 North American Society for Sport Management Conference, Ottawa, Ontario.
36. *Jang, W., **Ko, Y. J.** (advisor), Wann, D. (advisor), & Chang, Y. (2015). The effects of fans’ experience and game characteristics on their evaluation of game experiences. 2015 North American Society for Sport Management Conference, Ottawa, Ontario.
37. *Asada, A., **Ko, Y. J.** (advisor), & Kaplanidou, K. (advisor; 2015). The determinants of word of mouth influence in sport viewership. 2015 North American Society for Sport Management Conference, Ottawa, Ontario.
38. *Sato, S., **Ko, Y. J.** (advisor), Egberts, J., & Park, C. (2015). The relationship among anger, perceived responsibility, and negative word-of-mouth in athlete scandal context. 2015 North American Society for Sport Management Conference, Ottawa, Ontario. (Poster presentation)
39. **Kim, J., **Ko, Y. J.** (advisor), & Connaughton, D. (2014). Determinants of consumers’ performance expectancy for technology in sport officiating. 2014 Sport Entertainment and Venues Tomorrow (SEVT), Columbia, SC. (Poster presentation).
40. *Chang, J., **Ko, Y. J.** (advisor), & Kang, J., (2014). The effect of spectators' team CSR on pride and loyalty. 2014 Sport Marketing Association, Philadelphia, PA. (Poster presentation)
41. *Jeong, S. H., Lee, J. H. (advisor), **Ko, Y. J.** (advisor), & Connaughton, D. P. (advisor; 2014). Perceived value in FIFA World Cup street cheering. 2014 Sport Marketing Association Conference, Philadelphia, PA. (Poster presentation)
42. *Jeong, S. H., Lee, J. H., **Ko, Y. J.**, & Connaughton, D. P. (2014). Antecedents and consequences of perceived trustworthiness toward sport team Social Network Services. 2014 Sport Marketing Association Conference, Philadelphia, PA. (Poster presentation)
43. *Kim, T. H., & **Ko, Y. J.** (2014). A customer engagement framework endemic to the fitness industry. 2014 Sport Marketing Association Conference, Philadelphia, PA. (Poster presentation)
44. *Kim, H. Y., & **Ko, Y. J.** (2014). Consumer information-processing in choosing golf resorts. 2014 Sport Marketing Association Conference, Philadelphia, PA. (Poster presentation)
45. *Park, C., *Chang, J., **Ko, Y. J.**, Hur, Y., & Lee, W. (2014). Automated external defibrillator implementation in health/fitness facilities: An empirical examination of the

- medical technology acceptance model. 2014 World Association for Sport Management Inaugural Conference, Madrid, Spain. (Poster presentation).
46. *Jang, W., **Ko, Y. J.**, Morris, J. D., & *Chun, J. W. (2014). Where should brands position their advertisements during the sporting event? Spectators' mental energy perspective. 2014 Association Education in Journalism and Mass Communication Conference (AEJMC), Montreal, Canada.
 47. **Ko, Y. J.**, *Chang, Y., Park, C., & Cho, S. (2014). Consumer attitude toward corporate sponsors: A comparison between professional vs. amateur sport event sponsorship. 2014 North American Society for Sport Management Conference, Pittsburg, PA. (Poster presentation)
 48. Kim, Y., Kim, S., & **Ko, Y. J.** (advisor; 2014). The primary motives for giving to intercollegiate athletics: A case of NCAA Division II University. 2014 North American Society for Sport Management Conference, Pittsburg, PA.
 49. *Jang, W., Chan-Olmsted, S., & **Ko, Y. J.** (advisor; 2014). The effect of team reputation on fan loyalty formation. 2014 North American Society for Sport Management Conference, Pittsburg, PA.
 50. *Chang, J., Kang, J. (advisor), **Ko, Y. J.** (advisor), & Kim, K. (2014). The effect of sports team performance and social responsibility perception on pride and loyalty. 2014 North American Society for Sport Management Conference, Pittsburg, PA.
 51. *Arai, A., **Asada, A. , & **Ko, Y. J.** (advisor; 2014). Athlete scandals as consumers' identity threats: The moderating roles of self-brand connection and self-construal. 2014 North American Society for Sport Management Conference, Pittsburg, PA.
 52. *Sato, S., & **Ko, Y. J.** (advisor; 2014). Negative publicity of athlete endorsers and spillover effects: The moderating role of athlete popularity. 2014 North American Society for Sport Management Conference, Pittsburg, PA. (Poster presentation)
 53. *Chang, Y., & **Ko, Y. J.** (advisor), & Leite, W. (2014). Propensity score analysis in structural equation modeling: A new approach dealing with selection bias in quasi-experimental studies. 2014 North American Society for Sport Management Conference (NASSM), Pittsburgh, PA.
 54. *Jang, W., **Chun, J., **Ko, Y. J.**, & Morris, J. D. (2014). The limited edition products: The role of emotional responses on perceived value and purchase intention. 2014 American Academy of Advertising.
 55. Tasci, A. T., **Ko, Y. J.**, & *Yilmas, S. Y. (2013). Travel needs and motivation revisited. 2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge. Orlando, FL.
 56. Jang, W., Morris, J. D., **Ko, Y. J.**, & Cho, S. (2013). A conceptual framework of attitudinal ambivalence appeal on sport event advertisement. 2013 Sport Marketing Association Conference, Albuquerque, NM.
 57. *Sato, S., *Park, C. M., **Ko, Y. J.**, & *Tao, W. (2013). An examination of effective athlete crisis response strategies. 2013 Sport Marketing Association Conference, Albuquerque, NM.
 58. *Jang, W., Morris, J. D., **Ko, Y. J.**, Cho, S. (2013). The effects of mixed emotion appeal and level of construal on sporting event advertisement: A conceptual framework. 2013 Sport Marketing Association Conference, Albuquerque, NM.

59. *Jang, W., Chan-Olmsted, S. M., **Ko, Y. J.**, & Cho, S. (2013). Spectator-based sport team reputation: Scale development and validation. 2013 Sport Marketing Association Conference, Albuquerque, NM.
60. Kim, H. Y., Jeong, S., Chang, Y., **Ko, Y. J.**, & Lee, J. (2013, October). *Gender difference of spectator motivation in Korean fan fests*. 2013 National Recreation and Park Association Conference (NRPA), Houston, CA.
61. *Jung, S. H., *Kim, H. Y., & **Ko, Y. J.** (2013). Gender difference of spectator motivation in Korean fan fests: In the case of 2010 FIFA World Cup. 2013 National Recreation and Park Association (NRPA). Houston, TX.
62. **Ko, Y. J.**, Cattani, K., *Kim, T., Lee-Ko, S. A., Yang, J., Kim, Y. (2013). Consumer satisfaction and event quality perception: A case of the 2009 World Professional Taekwondo Tour. The 4th International Symposium for Taekwondo Studies, Puebla, Mexico.
63. *Jang, W., **Ko, Y.**, Morris, J. D., & *Chang, Y. (2013). Scarcity effects on luxury, limited edition products. 2013 Association Education in Journalism and Mass Communication Conference, Washington D. C.
64. **Ko, Y. J.**, & *Kim, H. (2013). Understanding donors to Division I-A college athletic programs: Why do they contribute? 2013 North American Society for Sport Management Conference, Austin, TX.
65. *Cattani, K., & **Ko, Y. J.** (advisor: 2013). An examination of consumers' psychological attachment to an athlete in fantasy sport: The moderating effect of social anxiety. 2013 North American Society for Sport Management Conference, Austin, TX.
66. * Kim, T., & **Ko, Y. J.** (advisor: 2013). The effect of different information sources on consumers' purchase intention: The moderating role of product involvement. 2013 North American Society for Sport Management Conference, Austin, TX.
67. * Kim, T., & **Ko, Y. J.** (advisor), Rhee, Y., & Cattani, K. (2013). The moderating effect of commitment on the event quality and revisit intention link: A comparison between college men's and women's basketball events. 2013 North American Society for Sport Management Conference, Austin, TX.
68. *Kim, H., & **Ko, Y. J.** (advisor; 2013). Implicit personality model and sport consumers' choice decision tasks: Developing a conceptual framework. 2013 North American Society for Sport Management Conference, Austin, TX.
69. **Chang, Y., *Akiko, A., **Ko, Y. J.** (advisor), Tasci, A., & Kim, T. (2013). Strategic matches of athlete endorsement in global markets. 2013 North American Society for Sport Management Conference, Austin, TX.
70. *Jang, W., **Ko, Y. J.** (advisor), *Chang, Y., & Lee, J. (2013). The Scarcity effect on consumption decision of sport limited edition products. 2013 North American Society for Sport Management Conference, Austin, TX.
71. **Waechter, M. W., Connaughton, D. P., Spengler, J. O., & **Ko, Y. J.** (2012). An examination of risk management practices in club sport programs. 2012 AAHPERD conference, Boston, MA.
72. **Ho, C. M., Wang, R. T., & **Ko, Y. J.** (advisor; 2012). The perception of spectators toward crises and organizations' response, and the role of trust in predicting spectators' preferred response: A theoretical framework. 2012 Sport Marketing Association Conference, Orlando, FL.

73. **Ko, Y. J.**, Kim, T., Cattani, K., & Harrolle, M. (2012). It's more than meets the eye: How event quality influences spectators' revisit intention in major and minor league baseball. Sport Marketing Association Conference, Orlando, FL.
74. Kim, T., & **Ko, Y. J.** (advisor; 2012). Differential impacts of event quality factors on spectators' revisit intention: A comparison of college men's and women. Sport Marketing Association Conference, Orlando, FL.
75. **Kim, J., & **Ko, Y. J.** (advisor; 2012). Determinants consumers' perceived benefits and attitude toward the use of technology in sport officiating. Sport Marketing Association Conference, Orlando, FL.
76. *Cattani, K., & **Ko, Y. J.** (advisor; 2012). An exploration of sources of fantasy sport consumers' psychological attachment toward an athlete: Steps toward developing a model. 2012 Sport Marketing Association Conference, Orlando, FL.
77. *Kim, H. Y., **Ko, Y. J.**, & Bae, J. W. (2012). Latent Mean Differences of Korean Golfers' Destination Selective Motivation across Involvement Levels. 2012 Sport Marketing Association. Orlando, FL.
78. **Jang, W., & **Ko, Y. J.** (advisor; 2012). Information-process of sport event advertisement: The role of cognitive and emotional response. 2012 Sport Marketing Association Conference, Orlando, FL.
79. **Jang, W., & **Ko, Y. J.** (advisor; 2012). Effect of music on sport website users' information-processing: A congruity perspective. 2012 Sport Marketing Association Conference, Orlando, FL.
80. **Jang, W., **Ko, Y. J.**, & Cho, S. (2012). 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.
81. **Chang, Y., & **Ko, Y. J.** (2012). The brand leadership scale: Revalidation and revision. 2012 Global Marketing Conference, Seoul, Korea.
82. **Jang, W., **Ko, Y. J.**, & Kim, H. Y. (2012). Correspondence analysis of sport celebrity endorsements: The role of endorser's expertise and product category. 2012 Global Marketing Conference, Seoul, Korea.
83. *Kim, H. Y., & **Ko, Y. J.** (2012). Latent Mean Analysis of Destination Selective Motivation between Oversea Golf Travers and Domestic Golfers in South Korea. 2012 Global Marketing Conference, Seoul, Korea.
84. **Chang, Y., **Ko, Y. J.**, *Lee, I. R., Cho, S., & *Arai, A. (2012). The brand leadership scale: Development and validation. 2012 Association of Marketing Theory and Practice (AMTP), Myrtle Beach, SC.
85. **Chang, Y., **Ko, Y. J.**, & *Arai, A. (2012). Examining the visual map of athlete endorsement effectiveness: A case of 2010 FIFA World Cup. 2012 Academy of Marketing Science (AMS) Annual Conference, New Orleans, LA.
86. *Arai, A., **Ko, Y. J.**, & **Chang, Y. (2012). Achieving consumer loyalty in athlete branding: Examining the relationship between athlete brand image and consumer loyalty. 2012 Academy of Marketing Science (AMS) Annual Conference, New Orleans, LA.
87. *Kim, T., *Kim, H. Y., *Jeon, J., *Kim, K., & **Ko, Y. J.** (advisor; 2012). 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.

88. *Akiko, A., **Ko, Y. J.** (advisor), & **Chang, Y. (2012). 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.
89. *Bae, S., *Choo, N., Cho, S., & **Ko, Y. J.** (advisor; 2012). 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.
90. *Sato, S., Harada, M. (advisor), & **Ko, Y. J.** (advisor; 2012). 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.
91. **Ko, Y. J.**, *Kim, T. H., & *Kim, Y. (2012). 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.
92. *Cattani, K., & **Ko, Y. J.** (advisor; 2012). 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.
93. **Jang, W., **Ko, Y. J.** (advisor), & **Chang, Y. (2012). Luxury brand positioning in athlete endorsement markets: A correspondence analysis. 2012 North American Society for Sport Management Conference, Seattle, WA.
94. **Jang, W., & **Ko, Y. J.** (advisor; 2012). A consumer's information-processing model for sport web advertisement: Event value orientation and consumer involvement perspective. 2012 North American Society for Sport Management Conference, Seattle, WA.
95. Spengler, J. O., Connaughton, D., **Ko, Y. J.**, & *Egberts, J. (2012). Results from a national survey on the joint use of local park and recreation facilities. 2012 Active Living Research conference, San Diego, CA.
96. **Ko, Y. J.**, **Chang, Y., *Rhee, Y. C., & Hur, Y. (2011). Value-based brand loyalty. 2011 Sport Marketing Association Conference, Houston, TX.
97. *Akiko, A., & **Ko, Y. J.** (2011). Athlete brand image: A gender segmentation strategy. 2011 Sport Marketing Association Conference, Houston, TX.
98. 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.
99. 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.
100. *Kim, J., & **Ko, Y. J.** (advisor; 2011). Understanding consumers' perception and attitude toward technology in sports officiating. 2011 Sport Marketing Association Conference, Houston, TX.
101. *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.
102. **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.

103. **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.
104. **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.
105. *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.
106. **Waechter, M. W., Connaughton, D. P., Spengler, J. O., & **Ko, Y. J.** (2011). 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.
107. **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.
108. *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.
109. *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.
110. **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.
111. 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.
112. 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.
113. **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.
114. *Cattani, K., & **Ko, Y. J.** (2010). Brand experience and fantasy sport consumers. 2010 SEVT Conference, South Carolina, SC.
115. *Cattani, K., & **Ko, Y. J.** (2010). Analyzing experience and participation levels of fantasy sport consumers. 2010 SEVT Conference, South Carolina, SC.
116. *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.
117. **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.
118. *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.

CURRICULUM VITAE

119. **Chang, Y., & **Ko, Y. J.** (advisor) (2010). Determinants of consumer attitude formation in athlete endorsement. 2010 Sport Marketing Association Conference, New Orleans, LA.
120. **Chang, Y., & **Ko, Y. J.** (advisor) (2010). A conceptual model of athlete endorsement experience. 2010 Sport Marketing Association Conference, New Orleans, LA.
121. **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.
122. **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.
123. **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.
124. **Kim, T., **Ko, Y. J.** (advisor), Walker, N. A., & Sagas, M. (advisor). (2010). 2010 Sport Marketing Association Conference, New Orleans, LA.
125. **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.
126. *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.
127. **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.
128. 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.
129. **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.
130. **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.
131. *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.
132. **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.
133. **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.

134. *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.
135. 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.
136. **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.
137. **Arai, A., & **Ko, Y. J.** (advisor) (2009, November). A model of athlete brand equity. 2009 Sport Marketing Association Conference, Cleveland, OH.
138. *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.
139. 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.
140. **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.
141. 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.
142. *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)
143. *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)
144. *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)
145. **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)
146. **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.
147. *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)

148. *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)
149. *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.
150. 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.
151. *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)
152. *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)
153. *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)
154. *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.
155. **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).
156. *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.
157. *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)
158. *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.
159. *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.
160. *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.
161. *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)
162. *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.
 163. *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.
 164. *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)
 165. **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.
 166. **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.
 167. **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.
 168. *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.
 169. *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.
 170. *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)
 171. *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.
 172. *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)
 173. **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.

174. *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)
175. *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)
176. 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.
177. **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.
178. *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.
179. 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.
180. **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.
181. **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.
182. **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.
183. **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.
184. **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.
185. 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.
186. **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).
187. 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.
 188. **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.
 189. **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.

I. 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.

J. State/Regional Conference:

1. **Ko, Y. J.**, (2016, April). Experimental research in sport marketing. Southern Sport Management Doctoral Student Symposium.
2. **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.
3. **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.

V. RESEARCH GRANTS/CONTRACTS**A. Funded Externally (UF):**

- Nonprofit organizations – United Way, World Taekwondo Federation, Korea Sport Promotion Foundation (South Korea), and Hokkaido Basketball Association (Japan)
 - Profit organizations – ESPN The Magazine, Anchor Publication, Inc. (branding company)
1. **Ko, Y. J. (PI)**, Sagas, M. (CO-PI), Lee, J. (CO-PI), & Schmidt, C. (CO-PI) (2019). Global sports leadership program. Korea Sports Promotion Foundation. Total Funding: \$268,775.65 (Direct cost - \$227,005.20 and Indirect Cost - \$41,770.45). (July 17, 2018 – March 3, 2019).
 2. **Ko, Y. J. (PI)**, Sagas, M. (CO-PI), Lee, J. (CO-PI), & Schmidt, C. (CO-PI) (2018). Global sports leadership program. Korea Sports Promotion Foundation. Total Funding: \$268,775.65 (Direct cost - \$227,005.20 and Indirect Cost - \$41,770.45). (July 17, 2018 – March 3, 2019).
 3. **Ko, Y. J. (PI)**, Sagas, M. (CO-PI), Lee, J. (CO-PI), & Mills, B. (CO-PI) (2017). Global sports leadership program. Korea Sports Promotion Foundation. Total Funding: \$268,775.65 (Direct cost - \$227,005.20 and Indirect Cost - \$41,770.45). (July 17, 2017 – March 3, 2018).
 4. **Ko, Y. J. (PI)**, Chang, Y. (CO-PI), Jang, W. (CO-PI), & Sato, S. (CO-PI) (2016). The effectiveness of anthropomorphized mascots in team branding. Sport Marketing Association Research Grant. Total Funding: \$1,500 (Direct cost - \$1,500 and Indirect Cost - \$0,00). (August 1, 2016-August 2017).
 5. **Ko, Y. J. (PI)**, & Spengler, J. (CO-PI) (2015). Dissemination of state-specific shared use training and resources for school officials. Robert Wood Johnson Foundation. Active living research. Transferred by Dr. Spengler (PI). Total Funding: \$39,760. (June 2014 – June 2016).
 6. **Ko, Y. J. (PI)**, Sato, S. (CO-PI), Jang, W. (CO-PI), & Yilmaz, S. (CO-PI). (2014). University student athletes' goal pursuits and self-regulatory behaviors. Hokkaido Basketball Association. (Direct cost - \$778.97 and Indirect Cost - \$389.00). (August 2014-February 2015).
 7. Sagas, M. (CO-PI), Kaplanidou, K. (CO-PI), & **Ko, Y. J. (CO-PI)**. (2013). Barriers and motivations of youth sport participation. ESPN The Magazine. Total Funding: \$20,000.00 (Direct cost - \$18,182.00 and Indirect Cost - \$1,818). (April 2013-September 2013).
 8. **Ko, Y. J. (PI)**, Chang, Y. H., Cattani, K., & Rhee, Y. C. (2010). Consumer attitude and perception about Electronic Impact Detention and Scoring System (EIDSS) adapted by US Open Taekwondo Championship. LaJust. Total Funding Requested: \$5,000 (Direct cost - \$3,813 and Indirect Cost - \$1,187). (June 2010-August 2011).
 9. **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).
 10. **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).

11. 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).
12. **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).
13. 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).
14. 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).
15. Kim, M. (PI), **Ko, Y. J. (CO-PI)**, & Zhang, J. (CO-PI) (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).
16. **Ko, Y. J. (PI)**. (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).
17. ***Ko, Y. J. (PI)**. (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).
18. 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).
A – 1. Funded Externally (Kyung Hee University – South Korea);
19. Lee, J. (PI), Lee, M. (CO-PI), Kim, W. (CO-PI), & **Ko, Y. J. (CO-PI)**. (2013). Development of Evaluation Standard for Athletic Programs in Workplace. City of Seoul, Seoul, Korea. Total Finding Requested: \$15,000. (Direct cost - \$18,000 and Indirect Cost - \$2,000). (February 2013-May 2013) (Grant work done in South Korea).
20. Lee, J. (PI), **Ko, Y. J. (CO-PI)**, Kim, J. (CO-PI), & Kim, U. (CO-PI). (2012). 2012 Korean Golf Index. Korean Golf Association. Seoul, Korea. Total Finding Requested: \$40,000. (December 2012-April 2013). (Grant work done in South Korea).
21. Lee, J. (PI), Kim, W., Oh, S., Lee, J., & **Ko, Y. J. (CO-PI)**. (2011). Feasibility Study of Sport For All Leadership Placement – Transformation to Social Enterprise. Korea Council of Sport for All, Seoul, Korea. Total Finding Requested: \$30,000. (September 2011- December 2011). (Grant work done in South Korea).
22. Lee, J. (PI), **Ko, Y. J. (CO-PI)**, Kim, J. (CO-PI), & Kim, U. (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). (Grant work done in South Korea).

23. 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). (Grant work done in South Korea).

B. Funded Internally

1. **Ko, Y. J.** (2016). Development of sport consumer profile. Department of Tourism, Recreation, and Sport Management at University of Florida. Total Funding: \$1,000.
2. **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).
3. **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).
4. **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).
5. **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).
6. **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).
7. ***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).
8. ***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).
9. ***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).
10. ***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).

C. Submitted, Pending Decision

1. **Park, C.** (PI), Leng, H. K. (CO-PI), Kawabata, M. (CO-PI), & Ko, Y. J. (CO-PI). Social benefits of sports in Singapore. The proposal was submitted to The Sport Singapore. Total Funding: \$196,887.00.

D. Submitted but Not Funded

1. **Ko, Y. J. (PI)**, Chang, Y. (CO-PI), Jang, W. (CO-PI), & Sato, S.(CO-PI) (2016). The effectiveness of anthropomorphized mascots in team branding. North American Society for Sport Management Research Grant. Total Funding: \$1,500 (Direct cost - \$1,500 and Indirect Cost - \$0,00).
2. **Ko, Y.** (PI). Global Fellows Program. The proposal was submitted to UF International Center. Total Funding: \$4,000. (2016).
3. **Ko, Y. J.** (PI), Sagas, M. (CO-PI), DeMichele, D. (CO-PI), Mills, B. (CO-PI), Lee, J. (CO-PI), Jang, E. (CO-PI), Chang, Y. (CO-PI), Sato, S. (CO-PI), Asada, A. (CO-PI), & Kim, D. (CO-PI) (2015). PGA Golf Management University Program: Assessment and Strategic Direction. The proposal was submitted to PGA of America. Total Funding: \$145,139.66 (Indirect Cost - \$48,379.89).
4. **Ko, Y. J.** (PI), Jang, W. (CO-PI), & Sato, S. (CO-PI) (2016). The effect of the anthropomorphism on sport consumers' responses toward team's performance. The proposal was submitted to NASSM Research Grant. Total Funding: \$1,947.00 (Indirect Cost - \$177.00).
5. **Ko, Y. J.** (PI), & Sagas, M. (CO-PI) (2014). Developing Global Sports Leaders. The proposal was submitted to Korea Foundation for the Next Generation Sports Talent (NEST). Total Funding: \$215,969.00 (Indirect Cost - \$43,194).
6. **Ko, Y. J.** (PI), & Eddosary, M. A. (CO-PI). (2014). Consumer Inventory Survey: Physical Activities and Obesity Propensity in Saudi Arabia. The proposal was submitted to King Saud University. Total Funding: \$17,500.00 (Indirect Cost - \$680.00).
7. Cho, S. (PI), & **Ko, Y. J.** (CO-PI) (2014). Consumer value in sport: Scale development and cross-cultural analysis. Total Funding: \$40,000.00. Korea Research Foundation.
8. Lee, J. (PI), Kim, W., Oh, S., Lee, J., & **Ko, Y. J.** (CO-PI). (2014). Domestic and International Leisure Survey. Leisure Sport Association, Seoul, Korea. Total Finding Requested: \$200,000.
9. **Ko, Y. J.** (PI), & Sagas, M. (CO-PI) (2013). Establishing a Sustainable Youth Sport Business Model in Turkey. The proposal was submitted to U.S. Department of State, Bureau of Educational and Cultural Affairs. Total Funding: \$282,812.86.
10. Lee, J. (PI), Kim, W., Oh, S., Lee, J., & **Ko, Y. J.** (CO-PI). (2013). Development of Service Platform for International Sport Event Management. Ministry of Trade Industry and Energy, Seoul, Korea. Total Finding Requested: \$4,000,000.
11. Lee, J. (PI), & **Ko, Y. J.** (advisory board member) (2013). Development of Master Plan and Feasibility Study of Hosting 2024 JeongSeon Winter Youth Olympic Games. The proposal was submitted to Kangwon Province, South Korea. Total Funding: \$75,000.00.
12. **Ko, Y. J.** (PI), Sagas, M. (CO-PI), & Kerwin, S. (CO-PI) (2012). Establishing a Sustainable Youth Sport Business Model in Turkey. The proposal was submitted to U.S. Department of State, Bureau of Educational and Cultural Affairs. Total Funding: \$282,812.86.
13. James, D. C. S. (PI), Black, E. (CO-PI), & **Ko, Y. J.** (CO-PI) (2012). 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.

14. **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).
15. **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).
16. 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).
17. 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).
18. 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).
19. **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).
20. 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).
21. 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.
22. **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.
23. 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.
24. **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.
25. 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.

26. **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.
27. **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.
28. **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.
29. **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.
30. **Ko, Y. J. (PI)**, Pennington-Gray, L. (CO-PI) & Scchi, M. (2007). Economic Impacts of 2007 Senior PGA Event to Flagler, Florida. *The Enterprise Flagler*. Total Funding Requested: \$35,000.
31. **Ko, Y. J. (PI)** (2005). A Proposal to Evaluate Professional Sport Events. Submitted to *Seattle Mariners*. Total Funding Requested: \$4,300.
32. 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.
33. **Ko, Y. J. (PI)** (2004). Evaluation of service quality in fitness programs. Submitted to *IHRSA*. Total Funding Requested: \$ 4,000.
34. **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.
35. **Ko, Y. J. (PI)** (2002). Service quality in the fitness industry. *New faculty research grant at WSU*. Total Funding Requested: \$10,167.

F. Reports

1. **Ko, Y. J. (PI)**, Sagas, M. (CO-PI), Lee, J. (CO-PI), & Schmidt, C. (CO-PI) (2018). Global sports leadership program. Korea Sports Promotion Foundation.
2. Sagas, M., Kaplanidou, K., & **Ko, Y. J.** Barriers and motivations of youth sport participation. ESPN The Magazine.
3. Lee, J., **Ko, Y. J.**, Kim, J., & Kim, U. 2012 Korean Golf Index. Korean Golf Association. Seoul, Korea.
4. Lee, J., **Ko, Y. J.**, Kim, J., & Kim, U. Development of Taekwondo tour program connected to Taekwondo park. Ministry of Culture, Sports and Tourism, Seoul, Korea.
5. **Ko, Y. J.**, Chang, Y. H., Cattani, K., & Rhee, Y. C. (2010). Consumer attitude and perception about Electronic Impact Detention and Scoring System (EIDSS) adapted by US Open Taekwondo Championship.
6. **Ko, Y. J.**, & Akiko, A. (2010). Branding individual athlete: Developing a conceptual model of athlete brand image (MABI). Anchor Publication, Inc.
7. Lee, J., Sung, M., & **Ko, Y. J.** Jangheung Reports Developmental Plan. Jangheung County.

8. **Ko, Y. J.**, & Zhang, J. J. (2009). Development of consumer profiles and information system: Market Research of Taekwondo consumers. World Taekwondo Federation.
9. Spengler, J. O., & **Ko, Y. J.** (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)*.
10. **Ko, Y. J.**, & Lee, J. (2009). Golf tourism in South Korea: Demographics and psychographic profiles of golf tourists. DS Management, Suwon, Korea.
11. Lowman, K. K., Byrd, C. E., Zhang, J. J., **Ko, Y. J.**, Kaplanidou, K., & Byon, K. K. (2008). Assessment of Student Achievement: Examining the EdVenture Curricula. EdVenture Group, Morgantown, West Virginia.
12. Kim, M., **Ko, Y. J.**, Gibson, H. (2007). An examination of the relationships among art involvement, donor benefits, donor motivations and donor behavior. WolfBrown - Major University Presenters (MUP). San Francisco, CA.
13. ***Ko, Y. J.** (2000). Assessment of service quality in the martial arts industry. *The United Way and World United Martial Arts Federation. Columbus Ohio.*
14. 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.* (1990 - 1991).

VI. COURSE DEVELOPMENT AND TEACHING

University of Florida (2006 – Present)

- ◆ Graduate Courses
 - SPM 6036 – Research Seminar in Sport Management (seminar; Re-design)
 - SPM 6905 – Seminar in Strategic Sport Marketing (Developed)
 - SPM 6936 – Seminar in Sport Management Theories (Developed)
 - SPM 5309 – (Online) Sport Marketing (Developed)
 - HLP 6535 – Research Methods (Re-design)
 - SPM 6910 – Supervised Research
 - Noncredit Workshop – Weekly seminar for graduate students (Developed).
- ◆ 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

VII. GRADUATE COMMITTEE/MENTORING ACTIVITIES (*Tenure track faculty position)

| Role | Student | Research Topic | Home Department | Complete Date |
|---|--|--|-----------------|-----------------|
| Chair, 14 Ph.D. Committees | Yoo, Seongjin | Sport fan engagement | TRSM - UF | 2021 - expected |
| | Davis, Sean | Virtual sport community | TRSM - UF | 2020 - expected |
| | Kim, Daehwan | Determinants and outcomes of flow experience in virtual reality spectatorship | TRSM - UF | 2018 |
| | Asada, Akira | Effects of relative size and homogeneity of sport fan base in sport consumers' socialization (Texas Tech U. – SPM*) | TRSM - UF | 2017 |
| | Jang, Wonseok | The effects of different types of choice goal on product evaluation and consumers' happiness depending on the levels of effort to make choices (Texas Tech U.- advertising*) | TRSM – UF | 2016 |
| | Chang, Yonghwan | Implicit attitude as precursors of sport consumer behavior: Predictive and incremental validity of dual attitude in athlete endorsement evaluation (U. of Minnesota – SPM*) | TRSM – UF | 2016 |
| | Yilmaz, Semih | Environmentally sustainable behavior in hospitality and tourism: Implications of consumers' counterfactual thinking (California State U. Eastbay – hospitality*) | TRSM - UF | 2016 |
| | Sato, Shintaro | Consumer judgment of scandalized athletes: An assimilation-contrast approach (Montclair State U. – marketing*) | TRSM – UF | 2015 |
| | Arai, Akiko | How do athlete scandals affect consumers' self-concept: self-brand connection and self-construal perspective (Tokyo U. of Science in Japan – marketing*) | TRSM – UF | 2014 |
| | Kim, Taeho | Customer engagement framework endemic to the fitness industry (Washington State U. – SPM*) | TRSM - UF | 2014 |
| | Kim, Heeyoun | Consumer information-processing in the context of luxury golf resorts: Application of implicit beliefs | TRSM – UF | 2013 |
| | Catani, Kevin | Antecedents of Psychological Attachment to an Athlete (PAA) and the role of sport involvement in fantasy sport consumption (U. of Dubuque – SPM*) | TRSM - UF | 2012 |
| | Kim, Yukyoum (co-chair with Dr. Galen Trail) | A relationship framework in sport Management: How relationship quality affect sport consumption behaviors (Seoul National University in S.Korea – SPM*) | TRSM - UF | 2008 |
| | Hur, Youngjin (co-chair with Dr. Cathy Claussen) | Determinants of sport website acceptance: An application and extension of the technology acceptance model (KonKook University in S.Korea – SPM*) | ELCP – WSU | 2007 |

CURRICULUM VITAE

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|---|--------------------------|--|--|--------------------|
| Chair, 14 Masters Committees | Philip Kang | Undecided | TRSM – UF | 2019 (Expected) |
| | Minsun Chung | Effects of CSR on brand image and purchase intention | TRSM - UF | 2018 (expected) |
| | MeiMei Yan | The effect of CSR-oriented sports sponsorship on consumers' perceived fit between sponsors and sponsees | TRSM – UF | 2018 |
| | Asada, Akira | The antecedents of perceived influence of word-of-mouth in sport spectatorship | TRSM - UF | 2014 |
| | Ho, Ming-shen | Examining the suitable response strategies to different sports crises and using trust as a moderator | TRSM - UF | 2012 |
| | Chang, Yonghwan | Does brand leadership matter? It's role in predicting sport brand consumption | TRSM – UF | 2012 |
| | Kim, Jihoon | Understanding consumers' perception and attitude toward technology in sports officiating | TRSM - UF | 2012 |
| | Jang, Wonseok | A consumer's information-processing model for sport web advertisement: Product value orientation and consumer involvement perspective | TRSM - UF | 2012 |
| | Yoo, Dongho | Pricing strategies in MLB – demand oriented strategies | TRSM - UF | 2012 |
| | Kudo, Masaki | The Market Value of Sport Sponsorship: The Influence of Title Sponsorship on Sponsoring Company's Stock Prices | TRSM - UF | 2010 |
| | Arai, Akiko | Branding individual athletes: Development and test of a conceptual framework | TRSM - UF | 2010 |
| | Kim, Taeho | Does better service quality mean more fans? Moderating relationship quality on link between service quality and sport consumption behavior | TRSM - UF | 2010 |
| | Park, Hyewon | An investigation of participative motivation of action sport | ELCP - WSU | 2004 |
| | Hur, Youngjin | Identifying motivation factors of online sport consumption | ELCP – WSU | 2004 |
| Member – 36 Ph.D. Committees | Efunbumi, Orisatalabi | Undecided | HEB - UF | 2019 (expected) |
| | Egbert, John | Risk management | TRSM – UF | 2019 (expected) |
| | Mercado, Rebeccah | Undecided | TRSM-UF | 2019 (expected) |
| | Kim, DaeHyun | Perceived social and economic value of professional sport | TRSM - UF | 2019 (expected) |
| | Wendling, Elodie | Athlete career transition | TRSM - UF | 2019 (expected) |
| | Harville, Cedric | Undecided | HEB – UF | 2018 (expected) |
| | Behnoosh, Shima | Celebrity athlete endorsement and social marketing: Promoting participation in sport and physical activity | School of sport and recreation: Auckland University of Technology | 2018 |

CURRICULUM VITAE

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|--------------------------|---|----------------------|------|
| Rhee, Yoojung | Senior bicyclists' knowledge, attitudes, and behaviors regarding bicycle safety and relevant laws | TRSM-UF | 2018 |
| Kim, Sungwon | Concussion Knowledge, Attitude/Perception, and Risk Management Practices of High School Girls' Soccer Coaches in Florida (St. John's U. – SPM*) | TRSM-UF | 2018 |
| Triantafyllidis, Stavros | Sense of beach volleyball place as a determinant of willingness to pay to offset carbon dioxide from transportation | TRSM-UF | 2018 |
| Sung, Hojun | Estimation of game-level attendance in Major League Soccer | TRSM-UF | 2018 |
| Kim, Ari | Understanding domains and roles of fit in sport event sponsorship (U. North Texas – SPM*) | TRSM - UF | 2017 |
| Wilson, Julia | Factor affecting participation in M-health research among ROTC cadets (US Army*) | HEB - UF | 2017 |
| Yoon, Youngmin | Psychological and sociocultural adaptation of international students through sport spectatorship: A mixed method approach (Eastern New Mexico University – SPM*) | TRSM – UF | 2015 |
| Hwang, Jooyoun | Exploring communication platform effects: The interplay effects of crisis responsibility, crisis response strategies, and media platforms on publics' affect, trust, attitudes and behavioral intentions for food product recall crises (Elon U. – PR*) | Public Relation – UF | 2015 |
| Sampson, Anthony | Student-athlete recruitment and college-choice behavior: An exploratory analysis of implicit and relative attribute preferences (US Air Force Academy – SPM*) | TRSM - UF | 2015 |
| Kim, Sungjung | Pastoral leadership in South Korea: The implication of educational leadership (Presbyterian University and Theological Seminary in S. Korea – Theology*) | Education Adm. - UF | 2014 |
| Asim, Mian | Cross cultural political persuasion: Assessing the moderating role of religiosity, party affiliation and ethnic identification on candidate evaluation (Zayed U. in United Arab Emirates – Advertising*) | Advertising - UF | 2014 |
| Buning, Richard | The evolution of active sport event travel careers among cyclists (Indiana U. – SPM*) | TRSM – UF | 2014 |
| Kim, Kayoung | Perspectives from female athletes on sexualization of athletes' body in the media (Seoul National U. in S. Korea – researcher) | TRSM - UF | 2014 |
| Starr, Walter John | The persuasiveness of sports-celebrity endorsed marketing communications (U. Florida – Advertising - lecturer) | Advertising - UF | 2013 |
| Foo, Cornell | An examination of international student athletes traveling to the U.S. to play college sport (Auburn U. – SPM*) | TRSM - UF | 2013 |
| Kim, Dae-hee | Effects of popularity appeals in advertising on attitudes toward brands: The moderating role of product and consumer characteristics (Christopher Newport U. – Advertising*) | Advertising – UF | 2012 |

CURRICULUM VITAE

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|---------------------------------------|--------------------|---|---|-----------------|
| | Sadri, Sean | Perceived credibility and attitude toward sports articles in difference sources and media: The role of sport fan identification (Old Dominion U. – Journalism*) | Journalism - UF | 2012 |
| | Kim, Jinsoo | The Role of affect and cognition in the Impact of positive/negative online consumer reviews on brand attitude and purchase intention (Kansas State U. – Advertising*) | Advertising - UF | 2012 |
| | Lee , Chunsik | What happens if online video advertising is skippable? Testing a hierarchical model of advertising avoidance. (U. North Florida – Advertising*) | Advertising – UF | 2011 |
| | Walker, Nefertiti | A multilevel perspective to the underrepresentation of women in the male dominated sport workplace: The case of men’s college basketball. (U. Massachusetts – SPM*) | TRSM – UF | 2011 |
| | Heo, Jun | An Examination of market intelligence gaps in the advertising industry and their effects on agency-client relationships (Louisiana State U. – Advertising*) | Advertising - UF | 2010 |
| | Kim, Minkil | Reexamination of scale of market demand for Taekwondo schools (Troy U. – SPM*) | TRSM – UF | 2010 |
| | Kim, SoonHo | Antecedents of destination loyalty (Georgia State U. – Hospitality*) | TRSM - UF | 2010 |
| | Carroll, Michael | Development of a scale to measure perceived risk in spectator sport and assess its impact on sport consumption intentions (Troy U. – SPM*) | TRSM - UF | 2009 |
| | Jun, SooHyun. | Information processing strategies in tourism and hospitality contexts: The moderating role of involvement and the offsetting roles of textual and pictorial information (KeiMyung U. in S. Korea –Tourism*) | TRSM - UF | 2009 |
| | Jeong, Chul | Effects of exposure to travel information sources on familiarity, destination image, and intention to visit UF (HanYang U. in S. Korea – Tourism*) | TRSM - UF | 2008 |
| | Byon, KunWoong | Impact of market demand and game support programs on consumption levels of professional team sport spectators as mediated by perceived value (Indiana U. – SPM*) | TRSM - UF | 2008 |
| | Cianfrone, Beth | The influence of motives and consumption of sport video games on sponsorship effectiveness (Georgia State U. – SPM*) | TRSM - UF | 2007 |
| | Mangiantini, John | Assessing service quality in NCAA Division I-A athletic Programs (Not finished) | ELCP – WSU | 2005 |
| Member – 10 Masters committees | Gobinath Sivarajah | Spectators’ event quality and satisfaction in 2018 Pyungchang Olympics | Global Sport Management – Seoul National University | 2018 - expected |
| | Jang, Wonseok | The effects of mixed emotions on sporting event advertisement: Construal level theory perspective | Advertising - UF | 2016 |
| | Salm, Brittani | Developing consumer-based league brand association for three professional women’s | TRSM - UF | 2015 |

CURRICULUM VITAE

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|---|--|---|------------|-------------|
| | | sport leagues | | |
| | Bice, Brenden | The App TV Fans (research paper option) | Mass Comm. | 2014 |
| | Yoshida, Erika | Heritage managers attitudes towards disaster management | TRSM-UF | 2013 |
| | Watkins, Kristin | Fan identification and quality of life | TRSM-UF | 2012 |
| | Seitz, Matthew | Religion and college athletics: Perceptions of former student athletes on their intercollegiate religious well-being | TRSM-UF | 2012 |
| | Waechter, Marry | Awareness, perception, and risk management practices related to disease control and prevention in university club sport programs | TRSM - UF | 2011 |
| | Yoon, Youngmin | Choosing an athlete as an endorser: The role of race, nationality, and expertise | TRSM – UF | 2010 |
| | Gate, Jessica | Understanding stages of change in exercise as applied to motivation and consumer behavior | TRSM - UF | 2009 |
| | Kim, Kayoung | Replacing athleticism for sexuality: A content analysis of athlete models in sports illustrated swimsuit issues from 1997 to 2009 | TRSM - UF | 2009 |
| Chair, 5 Postdoc. | Jang, Hyunkil | Virtual advertising | TRSM - UF | 2016 - 2017 |
| | Kim, Taehee | Sport consumer behavior (Sungkyunkwan U. – SPM) | TRSM - UF | 2015 |
| | Chang, Jaewon | Sport fan behavior (State U. of New York at Brockport - SPM) | TRSM - UF | 2013-2015 |
| | Jeong, Seunghoon | Sport fan behavior (WooSeok U. in S.Korea - SPM) | TRSM - UF | 2012-2015 |
| | Rhee, YongChae | Team identification and relative deprivation (Washington State U. - SPM) | TRSM - UF | 2009 – 11 |
| Member, 2 postdoc. | Park, Chanmin | Risk perception, Law and event management (Inha U., S. Korea – SPM*) | TRSM - UF | |
| | Moon, Kaesung | Athlete management and destination image (WonKwang U.; S.Korea – SPM*) | TRSM - UF | 2010-11 |
| Chair, 6 Visiting scholars | Kim, Kihan | Seoul National University | TRSM - UF | 2018 |
| | Kim, Kangsan (co-chair with Dr. Michael Sagas) | Nonprofit marketing (Korea Sport Promotion Foundation) | TRSM-UF | 2017 |
| | Daichi, Oshimi | Sport consumer behavior (Waseda U. in Japan) | TRSM - UF | 2016 |
| | Lim, Taehee | Values in sport consumption (YongIn U. in S.Korea) | TRSM - UF | 2016 |
| | Lee, JeongHak | Service quality and sport consumer behavior (KyungHee U. in S.Korea) | TRSM – UF | 2008, 2015 |
| | Cho, Songhyun | Sport consumer behavior (Pusan National U. in S.Korea) | TRSM – UF | 2011 |

VIII. SERVICES

A. University Governance and Service

University of Florida (UF), Gainesville, FL

- Member, UF Faculty Senate (2016-present)
- Member, UF Faculty Advisory Chairs Committee (2015-2016)

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- Alternative Sabbatical Committee (2013-2015)
 - Faculty advisor, Korean Undergraduate Student Association (2009-2014)
 - Faculty advisor, Korean Graduate Student Association (KSA) (2009-2014)
 - 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

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

- Member, HHP Tenure and Promotion Committee (2017-present)
- Member, HHP Research Committee (2017-present)
- HHP Senator (2016-present)
- Chair, Graduate Faculty Committee (GFC) (2016-2017)
- HHP College Council (2016-2017)
- Chair - Faculty Advisory Council (FAC) (2015-2016)
- Member - Faculty Advisory Council (FAC) (2013-2015)
- Member, HHP Constitution Review Committee (2010, 2014)
- Academic Manager: Corporate agreement with Waseda University (2016-present)
- Academic Manager: Corporate agreement with Kookmin University (2014-present)
- Academic Manager: Corporate agreement with Seoul National University (2011-present)
- Member, TRSM Chair Search Committee (2013, 2017)
- Member, HHP student poster presentation review committee (2012)
- Chair, Stanley Lecture & Research Symposia (2011)
- Member, Stanley Lecture & Research Symposia (2009)
- Graduation Marshall (2008, 2016)
- Member, Teacher/Advisor of the Year Selection Committee (2007)

College of Journalism and Communication, University of Florida, Gainesville, FL

- Member – Faculty search committee (joint hire - Lecturer) (2015)

College of Education, Washington State University, Pullman, WA

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

C. Department

Department of TRSM, University of Florida, Gainesville, FL

- Coordinator – Sport Management Program (2016-present)
- Director, Advanced Sport Marketing Research (ASMR) lab (2016-present)
- Member, Student Learning Objective (SLO) assessment Committee (2016-present)
- Chair, On Campus Admissions Committee (2016-present)

CURRICULUM VITAE

- Member, CAPSTONE and Comprehensive Exams Committee (2016-present)
- Member – Sport policy and research collaborative (2012-2016)
- Member – Tenure and Promotion committee (2011-present)
- Member – Annual performance review revision committee (2014-2017)
- Chair, SPM Faculty Search Committee (2 positions – Assistant Prof.) (2008, 11, 15)
- Member – Faculty Search Committee (Joint hire with College of Journalism and Communication - lecturer) (2015)
- Member – Faculty search committee (Full professor) (2014)
- Member – Annual faculty performance review committee (Teaching) (2014, 16)
- Chair – Annual faculty performance review committee (Research) (2010, 13, 17)
- Member – Annual faculty performance review committee (Research) (2012, 16)
- Chair – Sport Management (SPM) Ph.D. Curriculum Review Committee (2012)
- Member – SPM Curriculum Review Committee (2011)
- Member – Annual performance review committee (Service) (2011)
- Member – Tenure and Promotion Committee (2011)
- Member, Governance Committee (2010)
- Member, Graduate Studies Committee (2006-present)
- Member, Center for Tourism Research and Development (2006-2007)
- Member, SPM Faculty Search Committee (1 position) (2007, 09, 10)
- Member, Brown Bag Workshop- Active Living Research conference review panel (2009)
- Member, Student Petitions Committee (2006)

Faculty Mentor

- Chair, Faculty mentor committee: Joonsung Lee (2016-present)
- External member – Faculty mentor committee: Yonghwan Chang (2016-present)
- Chair, Faculty mentor committee: Tim Kellison (2013-2015)
- Chair, Faculty mentor committee: Asli Tasci (2011-2013)

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)

C-1. Host of delegates/speakers (organized lectures & meetings)

- Chair, Korea Sport Promotion Foundation (2017)
- Chair, Seoul National University – South Korea (2015)
- Chair, Kyungbook National University – South Korea (2015)
- Chair, Waseda University, Japan (2015)
- Chair, Nanyang Technological University - Singapore (2015)
- Lecturer, Brazilian student-athlete program (2015)
- Lecturer, Students from Rikkyo University (2016)
- Evaluator, Review of sport advertising projects for Byern - Germany (2015)

- Chair, Kookmin University – South Korea (2014)
- Member, Beijing Sport University - China (2013)
- Member, Korean National Sport University (2007)

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

Review Board Member

- Journal of Global Sport Management (2016-present)
- Sport Marketing Quarterly (2015-present)
- Sport Marketing Quarterly (Guest Editor in special issue: Experimental study in sport consumer behavior research) (2017)
- Korean Journal of Sport Management (2014-present)
- Journal of International Association of Taekwondo Research (2013-present)
(Associate editor: Marketing and Management)
- International Journal of Sport Sciences (2012-present)
- Journal of Global Academy of Marketing Science (2011-present)
- International Journal of Sport Management, Recreation, and Tourism (2010-present)
- International Journal of Human Movement Science (2009-present)
(Executive Editorial Board Member)

Reviewer

Academic Journals: Ad Hoc Reviewer

1. Sport Management Review
2. Journal of Sport Management
3. International Journal of Sport Management and Marketing
4. International Journal of Sport Management
5. European Sport Management Quarterly
6. Sport Management Education Journal
7. Sport, Business, and Management: An International Journal
8. Journal of intercollegiate sport
9. Measurement in Physical Education and Exercise Science
10. International Journal of Sport Science
11. Journal of Business Research
12. The Service Industries Journal
13. Managing Service Quality
14. Journal of Service Management
15. Journal of Service Research
16. Total Quality Management & Business Excellence
17. Journal of Business and Industrial Marketing
18. Nonprofit and Voluntary Sector Quarterly
19. International Journal of Contemporary Hospitality Management
20. International Journal of Hospitality Management
21. International Journal of Event and Festival Management
22. Tourism Management

23. Leisure Science
24. Leisure Studies
25. Journal of Park and Recreation Administration

Academic Conferences:

1. North American Society for Sport Management (NASSM 2015) (11 abstracts)
2. (Re)-discovering sport in Korea. The University of Michigan Nam Center for Korean Studies (Colloquium), Ann Arbor, MI. (6 manuscripts)
3. Conference of Tourism & Hospitality: The Highway to Sustainable Regional Development (2013)
4. American Marketing Association (AMA) (2010) (2 papers in Consumer Psychology track; 1 paper in Service Marketing track)
5. North American Society for Sport Management (NASSM) (2010) (26 abstracts – section chair)
6. European Academy of Management (2009) (1 manuscript).
7. North American Society for Sport Management (NASSM) (2009) (29 abstracts)
8. Association of Collegiate Marketing Educators Federation of Business Disciplines Guest member, Guest Review Committee (2007) (6 abstracts; 2 papers)
9. North American Society for Sport Management (NASSM) (2005) (15 abstracts)

E. Promotion Reviews

- 2018 Nanyang University (Singapore)
- 2017 Kutztown University
- 2014 West Virginia University
- 2013 Kutztown University
- 2012 Indiana University
- 2012 Florida International University
- 2011 Texas Tech University
- 2010 Southern Illinois University.

F. 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 management and marketing decisions and (b) conduct consumer research (e.g., designing questionnaires, conducting surveys, data analyses, and formulating technical reports) and provide key stakeholders with research and managerial implications. These organizations include:

- President – Korean-American Association for Sport Management (2016 – present)
- Member - Scientific Research Committee, World Taekwondo Federation (WTF), S. Korea (2014-present).
- Board member – Kukkiwon (World Taekwondo Headquarter, South Korea; 2015 – present)
- International Symposium for Taekwondo Studies (Representative of scholars in North America; 2017 – present)
- Board member - Stars for Workers (2015 – present)

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- Executive board member of Korean Society for Sport Management (2010 - present)
- Member of the Center for Sports Business & Research (CSB&R) Advisory Board (*Research Board*), Smeal College of Business, Penn State University (2012 – 2016).
- Marketing Advisor, LaJUST – Electronic Impact Detection & Scoring System (2010)
- Marketing Advisor, World Taekwondo Federation (WTF), Professional tour division, S. Korea (2009).
- Member, Martial Arts Commission, USA Taekwondo, Inc. - Colorado Springs, CO. (2007).
- Advisory Board Member: 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 Representative, 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)

G. Community Service

- Gainesville Korean Baptist Church – Administration Team Leader. (2009 - 2012). Family Group leader. (2007 - 2009). Facility Management Team Leader. (2007 - 2009). President of Men’s group of Palous Korean Presbyterian Church. (2005). Treasurer of the Lane Avenue Baptist Church (LABC-KM), Columbus, OH (1999 - 2000).
- Commentator, “Sport and physical education in S. Korean and the U.S.” KBS (S. Korea). (2006).
- Commentator, “Korean Culture,” Cable 8 News (WSU). (2003).
- President of the Ohio State University Korean Student Tennis Club (KSTC). (1997 – 1998). Treasurer of the Ohio State University Korean Student Association (KSA). (1997 – 1998).

IX. MEMBERSHIP AND ACTIVITIES IN THE PROFESSION

Professional Membership

- President: Korean-American Association for Sport Management (KAASM) (2016-present)
- Faculty mentor (sport marketing and consumer behavior): Southern Sport Management Doctoral Symposium (2016-2017)
- Research Fellow: North American Society for Sport Management (NASSM) (1996-present).
- Member: Sport Marketing Association (SMA) (2003-present).
- Member: American Marketing Association (AMA) (2009-2010; 2017).
- 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).

X. AWARDS

(*Ph.D. students; **MS students)

1. 2018 UF Research Foundation Professorship (research award)
2. Marque Who's Who American Education
3. Excellence Award for the paper: Sato, S., Ko, Y. J., Kellison, T., Harada, M., & Bizen, Y. (2017). Do snow-based sport participants intend to purchase products from environmentally friendly companies? *Journal of Global Sport Management*, 2(3), 182-195.
4. 2016 UF HHP Term Professorship (research award)
5. Nominated for 2016 Stotlar Award (This award is to honor an academician who makes exceptional contributions to sport marketing education)
6. Runner-up of student research competition 2015 NASSM conference - *Sato, S. (Ko served as chair of the dissertation committee)
7. "2nd place" award in the 2015 Southern Sport Management conference - *Sato, S. (Ko served as chair of the dissertation committee).
8. Doctoral dissertation advisor/mentor award (2014 College of Health and Human Performance at UF).
9. "2nd place" Faculty Paper in Advertising Division (2013 Association for Education in Journalism and Mass Communication conference) - *Jang, W., Ko, Y., Morris, J. D., & *Chang, Y. Washington D.C.
10. Madelyn Lockhard Dissertation Fellowship & Emerging Scholar (2013; The Academic Women's Association in University of Florida). *Hee Youn Kim (Ko served as chair of the dissertation committee).
11. Best student poster award (2013). International Geographical Union Kyoto Regional Conference. **Erika Yoshida. (Ko served as thesis committee member).
12. International Educator of the Year Award (Senior Faculty Category; 2012). College of Health and Human Performance at UF.
13. Research Fellow (2012) – North American Society for Sport Management.
14. University of Florida Sabbatical Awardee (2012).

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15. “That’s Interesting” Awards (July, 2012 *Global Marketing Conference*). *Kim, H. Y., & Ko, Y. J.
16. “Best Paper” award in the Sport Marketing Track (2010 American Marketing Association Summer Marketing Educators’ Conference) - **Kim, T., Ko, Y. J., & *Rhee, Y. C.
17. “Featured Research” in conference abstract listing (2010 Sport Entertainment & Venues Tomorrow) - *Cattani, K.P., & Ko, Y. J. 2010 SEVT Conference, South Carolina, SC.
18. 2010 Sport Marketing Association Graduate Case Study Competition Winner – Kevin Cattani (Ko served as chair).
19. University President’s Leadership Award (2009). Leader of the year in the martial arts industry: Martial Arts Program at Bridgeport University, Bridgeport, CT.
20. Award of Appreciation (2004). The President of Bridgeport University, Bridgeport, CT.
21. Scholarship and Award with Research Grant (2000). School of Education (Oberteuffer Fund) at the Ohio State University.
22. Award of Appreciation (1998, 1999, 2000, 2001). US National Collegiate Taekwondo Association (NCTA).
23. Award of Appreciation (1999). University of California at Berkeley Martial Arts Program.
24. Outstanding Leadership Award (1998, 1999). World United Martial Arts Federation (WUMA).
25. Award of Appreciation (1998). The Ohio State University Ethnic Student Services for 10th Asian Awareness Month.
26. The Martin Krumm Scholarship Award with Research Grant (1996). *Office of International Education (OIE) at the OSU*.
27. Scholarship Award (1991). Department of Physical Education at Seoul National University.
28. Leadership and Scholarship Award (1989). Department of Physical Education at Seoul National University.

Other Awards received by Ko’s students:

1. 2017 HHP student poster competition – winner of the TRSM division – Daehwan Kim
2. 2017 International student award (academic achievement) – Daehwan Kim.
3. 2016 HHP student poster competition – winner of the TRSM division – Akira Asada.
4. 2016 International student award (academic achievement) – Akira Asada.
5. 2016 HHP student poster competition – runner-up of the TRSM division – Daehwan Kim.
6. 2016 International student award (academic achievement) – Daehwan Kim.
7. 2015 HHP student poster competition – winner of the TRSM division – Semih Yilmaz.
8. 2015 HHP student poster competition – runner-up of the TRSM division – Shintaro Sato.
9. 2014 International student award (academic achievement) – Yonghwan Chang.
10. 2014 HHP student poster competition – winner of the TRSM division - Shintaro Sato.
11. 2013 HHP student poster competition – winner of the TRSM division - Wonseok Jang.
12. 2013 International student award (academic achievement) – International center. Shintaro Sato.
13. 2012 HHP student poster competition – winner of the TRSM division - Wonseok Jang.
14. 2012 International student award (academic achievement) – International center - Yonghwan Chang.
15. 2011 International student award (academic achievement) – International center - Yonghwan Chang.

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16. 2011 HHP student poster competition – winner of the TRSM division - Wonseok Jang.
17. 2010 HHP student poster competition – winner of the TRSM division – Kevin Cattani
18. 2010 HHP student poster competition – runner-up of the TRSM division - Wonseok Jang.
19. 2010 International student award (academic achievement) – International center - Akiko Arai.