

Joon Sung Lee, Ph.D.

Assistant Professor

Department of Tourism, Recreation and Sport Management

College of Health and Human Performance

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ACADEMIC BACKGROUND

Ph.D. Kinesiology, University of Michigan - Ann Arbor, 2015.

M.A. Sport Science (Sport Marketing emphasis), Seoul National University, 2008.

B.S. Physical Education, Seoul National University, 2002.

ACADEMIC APPOINTMENTS

University of Florida-Gainesville

Assistant Professor (2016 – present)

University of Michigan-Ann Arbor

Lecturer/Post-doc Research Fellow (2015 – 2016)

Academy of Korean Studies Research Fellow (2014 – 2015)

Graduate Student Instructor/Research Assistant (2010 – 2014)

Indiana University-Bloomington

Adjunct Instructor (January 2010 – April 2010)

Seoul National University

Research Associate, Sport Science Institute (2008 – 2009)

RESEARCH INTERESTS

Sport Marketing

Sport Consumer Behavior

Sponsorship and Endorsement

Corruptions in Sport

Sport Media Behavior

PEER-REVIEWED JOURNAL PUBLICATIONS (*SSCI Journals)

1. Kwak, D. H., **Lee, J. S.**, Kwon, Y. B., & Babiak, K. (In press). Exploring Consumer Responses to a Nationwide Breast Cancer Awareness Campaign: The Case of the National Football League's Crucial Catch Campaign. *International Journal of Sport Management and Marketing*.
2. Kwak, D. H., **Lee, J. S.**, & Chan-Olmsted, S. (2018). Athlete Scandals and Endorsement Marketing: Research Trends and Introduction to Topics. *Journal of Global Sport Management and Marketing*. DOI: 10.1080/24704067.2018.1457972.
3. **Lee, J. S.** & Kwak, D. H. (2017). Can Winning Take Care of Everything? A Longitudinal Assessment of Post-Transgression Actions on Repairing Trust in an Athlete Endorser. *Sport Management Review**, 20, 261-272. (IF: 2.128)
4. **Lee, J. S.**, Kwak, D. H., & Braunstein-Minkove, J. (2016). Coping with Athlete Endorsers' Immoral Behavior: Roles of Athlete Identification and Moral Emotions on Moral Reasoning Strategies. *Journal of Sport Management**, 30, 176-191. (IF: 1.247)
5. **Lee, J. S.**, & Kwak, D. H. (2016). Consumers' Responses to Public Figures' Transgression: Moral Reasoning Strategies and Implications for Endorsed Brands. *Journal of Business Ethics**, 137(1), 101-113. (IF: 2.354)
6. **Lee, J. S.**, Kwak, D. H., & Moore, D. (2015). Athletes' Transgressions and Sponsor Evaluations: A Focus on Consumers' Moral Reasoning Strategies. *Journal of Sport Management**, 29(6), 672-687. (IF: 1.247)
7. **Lee, J. S.**, & Kang, J. (2015). Effects of Sport Event Satisfaction on Team Identification and Revisit Intent. *Sport Marketing Quarterly**, 24(4), 225-234.
8. Mills, B., Kwak, D. H., **Lee, J. S.**, & Lee, W. (2014). Competitive Environments in Fantasy Football: Opposition Quality, and Tournament Sorting. *International Gambling Studies**, 14(1), 161-180. (IF: 2.173)
9. Kwak, D. H., **Lee, J. S.**, & Mahan III, J. (2013). Ad-Evoked Illusory Judgments in Fantasy Sports Participation: Effects of Customization Level and Expert Information. *Journal of Sport Management**, 27(5), 393-406. (IF: 1.247)

MANUSCRIPTS UNDER REVIEW (*SSCI Journals)

1. **Lee, J. S.**, Kwak, D. H., & Bagozzi, R. (under review; *Sport Management Review**) When moral reasoning meets the self-concept: Impact of consumers' self-concepts on moral judgment in the celebrity endorsement context.
2. **Lee, J. S.** & Babiak, K. (under 3rd review process; *Sport Management Review**) Does your left hand know what your right hand is doing? Impacts of athletes' pre-transgression philanthropic behavior on consumer post-transgression evaluation.
3. Jang, W., **Lee, J. S.**, Cho, J., & Lee, J. H. (under 2nd review process; *Sport Marketing Quarterly**) I Still Support My Favorite Team: The Effects of an Athlete's Transgression and Post-Response Strategy Using Visual Cues on In-Group Bias.
4. Jang, W., Kim, D., **Lee J. S.**, & Wann, D. (under 2nd review process; *Sport Management Review**) The Impacts of Hedonic and Meaningful Contents on Sport Consumers' Responses to Athlete Foundation: A Focus on Fan Identification Level.
5. Kim, Y., Rogol, E., & **Lee, J. S.** (under 3rd review process; *Journal of Global Sport Management*) Impact of Core and Peripheral Service Satisfaction and Team Identification on Spectator Sport Service Repurchase: A comparison of Minor and Major League Sport Games.

HONORS, AWARDS, AND FELLOWSHIPS

1. **Best Student Paper Award (2015), Winner.** Hosted by the *Sport Marketing Association* (SMA), selected as the best student research paper out of 203 abstracts. Atlanta, GA.
2. **New Researcher Award (2015), Runner-up.** Hosted by the *European Association for Sport Management* (EASM), selected as 2nd place out of 16 papers. Dublin, Ireland.
3. **Academy of Korean Studies Fellowship (2014-2015), Recipient.** Selected by the *Nam Center for Korean Studies*, University of Michigan.
4. **Annual Doctoral Research Grant Competition (2013), Winner.** Hosted by the *North American Society for Sport Management* (NASSM), selected as the best research proposal out of 15 proposals. Austin, TX.
5. **Scholarships for Academic Excellence (1998 – 2001), Recipient.** *Department of Physical Education, Seoul National University.*

CONFERENCE PRESENTATIONS

1. Jun, S., Kim, D., & **Lee, J. S.** (2018, June). *The Scarlet Letter: Impacts of Attribution Type on Consumer Stigmatization and Moral Reasoning Strategies in Athlete Scandal Context*. North American Society for Sport Management, Halifax, CA.
2. Kim, D., Jang, W., & **Lee, J. S.** (2018, June). *How would Athletes Receive Support from Casual Fans? The Role of Meaningful Experience and Athlete Identification on Fans' Intention to Support the Foundation Run by Professional Athletes or Teams*. North American Society for Sport Management, Halifax, CA.
3. Jang, W., **Lee, J. S.**, Kwak, D. H., & Ko, Y. J. (2018, June). *Beyond Hedonic Consumption: Exploring the Role of Meaningful Experiences in Online Sports Consumption*. North American Society for Sport Management, Halifax, CA.
4. Kim, D., Ko, Y. J., & **Lee, J. S.** (2017, November). *Are Interruptive Commercials Good or Bad? The Role of Psychological Adaptation in Sports Media Consumption*. Sport Marketing Association, Boston, MA.
5. Kim, D., Ko, Y. J., & **Lee, J. S.** (2017, November). *The Impact of Sport Media Consumption on Psychological Energy and Sponsors' Ad Effectiveness*. Sport Marketing Association, Boston, MA.
6. **Lee, J. S.**, & Ko, Y. J. (2017, September). *Impacts of Different Self-Concepts on Consumer Moral Judgment Process in Celebrity Endorsement Context*. European Association for Sport Management, Bern, Swiss.
7. Jeon, S. B., & **Lee, J. S.** (2017, June). *The Impacts of Stigma in Athlete Endorsement Context: Focusing on Sport Consumers' Moral Reasoning Strategies*. North American Society for Sport Management, Denver, CO.
8. Ko, Y. J., Kwak, D. H., **Lee, J. S.**, Chang, Y. H., & Jang, W. S. (2017, June). *Using Experiments in Sport Consumer Behavior Research*. North American Society for Sport Management, Denver, CO.
9. Jang, W. S., **Lee, J. S.**, & Lee, J. H. (2017, June). *Mitigating Impacts of Visualization Strategies within Messages on Athlete Images in Case of Athlete Scandal*. North American Society for Sport Management, Denver, CO.
10. Kim, D. H., & **Lee, J. S.** (2017, June). *Does Causal Reasoning Lead to Moral Reasoning? Consumers' Responses toward Scandalized Athletes*. North American Society for Sport Management, Denver, CO.

11. **Lee, J. S., & Kwak, D. H.** (2016, June). *When Self-Concept Meets Moral Reasoning: A Comparison between Individual and Collective Self-Concepts on Processing Celebrity Endorsers' Transgressions*. North American Society for Sport Management, Orlando, FL.
12. **Lee, J. S., & Kwak, D. H.** (2015, October). *Forgetting or Forgiving? A Longitudinal Assessment of Post-transgression Behaviors on Athlete Trust Restoration*. Sport Marketing Association, Atlanta, GA.
13. **Lee, J. S., & Kwak, D. H.** (2015, September). *Different Consumer Responses to Athlete Transgression: Comparison between Individualistic and Collectivistic Culture*. European Association for Sport Management, Dublin, Ireland.
14. **Lee, J. S., & Kwak, D. H.** (2015, June). *Effects of Fan Identification on Moral Reasoning Processes: Focusing on the Ray Rice Case*. North American Society for Sport Management, Ottawa, Ontario, Canada.
15. **Kwak, D. H., & Lee, J. S.** (2015, June). *When is the Tipping Point? The Role of Emotions on Consumers' Processing of Celebrity Athletes' Transgression*. North American Society for Sport Management, Ottawa, Ontario, Canada.
16. **Lee, J. S.** (2015, April). *Sport Fans' Moral Reasoning Process: Impacts of Fan Identification, Moral Emotions, Moral Reasoning on Fan Evaluation*. Graduate Research Showcase, University of Michigan in Ann Arbor.
17. **Lee, J. S.** (2015, January). *Impact of Sociocultural Background on Consumer Moral Reasoning Choice: Korean vs. American Consumer*. Nam Center Colloquium Series, University of Michigan, Ann Arbor, MI.
18. **Lee, J. S., & Kwak, D. H.** (2014, October). *Moral Coupling Strategy: Focusing on Athlete Endorsers' Transgression*. Sport Marketing Association, Philadelphia, PA.
19. **Lee, J. S., & Kwak, D. H.** (2014, June). *Influences of Athlete's Transgression in Endorsement Context: Effects of Transgression Type and Functional Fit*. North American Society for Sport Management, Pittsburgh, PA.
20. **Lee, J. S., & Babiak, K.** (2014, June). *Celebrity Athletes: Transgressions, Philanthropy, and the Moderating Role of Activity Type and Athlete-Cause Fit*. North American Society for Sport Management, Pittsburgh, PA.
21. **Lee, J. S., & Kwak, D. H.** (2014, May). *Uh-Oh, Tiger is in Trouble: Empirical Analysis of Consumers' Moral Reasoning Strategies and Their Implications for Endorsed Brands*. Academy of Marketing Science, Indianapolis, IN.

22. **Lee, J. S.**, Kwon, K, Kim, K, & Kang, J. (2013, October). *Influence of Spectator Service Satisfaction and Team Identification on Fans' Re-spectating Intention: Focusing on the Korean Basketball League*. (Re)-Discovering Sport in Korea conference, University of Michigan in Ann Arbor.
23. **Lee, J. S.**, & Kwak, D. H. (2013, June). *How Sport Consumer Research can Benefit from the Human Brain?* North American Society for Sport Management, Austin, TX.
24. **Lee, J. S.**, Hengsteler, K., & Kwak, D. H. (2013, June). *Selling Pink: Exploring the Impact of Breast Cancer-Related Marketing Campaigns*. North American Society for Sport Management, Austin, TX.
25. **Lee, J. S.** (2013, April). *Role of Transgression Type and Functional Fit in Athlete Endorsement Context*. Graduate Research Showcase of the School of Kinesiology, University of Michigan in Ann Arbor.
26. Mills, B., **Lee, J. S.**, & Kwak, D. H. (2012, October). *Expected Opposition Quality and Fantasy Sport Participants' Winning Expectancy*. Sport Marketing Association, Orlando, FL.
27. Hedlund, D., Naylor, M. E., Alfaro-Barrantes, P., Bogdanov, D., Nguyen, S. N., **Lee, J. S.**, Argan, M., Kose, H., & Samra, B. (2012, April). *Reporting on Team Identification Research from around the World: Examining the Reliability and Validity of the TEAM*ID Scale in Seven Countries*. Global Sport Management Summit, Taipei, Taiwan.
28. **Lee, J. S.**, & Kwak, D. H. (2011, September). *Effects of Entry Fee and Extrinsic Reward on Fantasy Sport Users' Winning Expectancy and Attitude toward the Brand*. European Association for Sport Management, Madrid, Spain.
29. In, S., & **Lee, J. S.** (2011, September). *The Business Modeling Process for Employing Ubiquitous Computing in Sport*. European Association for Sport Management, Madrid, Spain.
30. Hedlund, D., Alfaro-Barrantes, P., Naylor, M., Nguyen, S., & **Lee, J. S.** (2011, June). *National Identity and Olympic Team Identity: A Cross-National Study*. North American Society for Sport Management, London, Ontario, Canada.
31. Kwak, D. H., & **Lee, J. S.** (2011, June). *Effects of Personal Involvement and Expert Information on Fantasy Sports Consumers' Winning Expectancy and Anticipated Emotion*. North American Society for Sport Management, London, Ontario, Canada.
32. Kwak, D. H., Williams, A., & **Lee, J. S.** (2010, June). *Fantasy Football League Adoption: Extension and Modification of the Technology Acceptance Model*, North American Society for Sport Management, Tampa, FL.

33. Lee, J. S., Park, S., & Kang, J. (2009, May). *The Influence of Spectator Sport Service Satisfaction and Team Identification on Fans' Re-spectating Intention in Korean Basketball League*. North American Society for Sport Management, Columbia, SC.
34. Kim, N., Kang, J., In, S., Lee, J. S., & Kim, K. (2008, May). *Application of Sport Development Model and the Intervention Mapping for Analyzing and Solving Problems of Korean Track & Field*. North American Society for Sport Management, Toronto, Canada.

GRANTS

1. PI: Jang, E. W. (PI), Lee, J. S., Kwak, D. H., & Ko, Y. J. (CO-PI) (2018). Beyond the Hedonic Consumption: Effects of Meaningful Sport Consumption on the Long-Term Enhancement of Subjective Well-Being. Janet B. Parks NASSM Research Grant. **Not funded (\$2,000)**.
2. PI: Ko, Y. J. (PI), Sagas, M., Lee, J. S., & Mills, B. (CO-PI) (2017 - 2019: 3 year contract). The global sports leadership program. Korea Sport Promotion Foundation. **Funded (\$269,703.85 per year for three years)**.
3. PI: Lee, J. S. (2015). Impacts of Fan Identification on Moral Reasoning Choice (PI). *University of Michigan Rackham Graduate School*. **Funded (\$3,000)**.
4. PI: Lee, J. S. (2014). Exploring Moral Reasoning Choices across Sociocultural Backgrounds: Korean Culture vs. American Culture. *Nam Center for Korean Studies at University of Michigan*. **Funded (\$1,500)**.
5. PI: Lee, J. S. (2013). Influences of Athlete's Transgression in Endorsement Context: Effects of Transgression Type and Functional Fit. *North American Society for Sport Management Doctoral Research Grant*. **Funded (\$1,500)**.
6. PI: Kang, J.; Investigator: Lee, J. S. et al. (2008). Establishing Ubiquitous Sport business model. *Korean Ministry of Culture and Tourism*. **Funded (\$100,000)**.
7. PI: Kang, J.; Investigator: Lee, J. S. et al. (2007). Establishing mid-long term development strategy for Korean Athletics. *Korean Ministry of Culture and Tourism*. **Funded (\$100,000)**.
8. PI: Kang, J.; Investigator: Lee, J. S. et al. (2007). Evaluating validity of the 2013 FINA (Fédération Internationale de Natation) World Championship in Seoul. *Seoul Metropolitan Government*. **Funded (\$100,000)**.
9. PI: Kang, J.; Investigator: Lee, J. S. et al. (2006). Establishing mid-long term development strategy for SK Telecom Sports Team. *SK Telecom*. **Funded (\$300,000)**.
10. PI: Kang, J.; Investigator: Lee, J. S. et al. (2006). Developing of new business model. *Seoul Olympic Sports Promotion Foundation (SOSFO)*. **Funded (\$20,000)**.

11. PI: Kang, J.; Investigator: **Lee, J. S.** et al. (2004). Research for development plan of tentatively named 'the Peace-valley'. *Gangwon Province Development Corporation*. **Funded (\$10,000)**.

COURSES TAUGHT

University of Florida

SPM 5309: Sport Marketing (graduate level)

HLP 6535: Research Methods (graduate level)

SPM 3306: Sport Marketing

University of Michigan

SM 249: Research Methods in Sport Management

SM 346: Principles of Marketing

SM 313: Sports Korea through Entertainment Media

SM 439: Sponsorship-Linked Marketing

Indiana University

HPER-E159: Racquetball

INVITED LECTURES/TALKS

- Apr. 2018 Should the Left Hand Know What the Right Hand is Doing? Impacts of Athletes' Pre-Scandal Charity on Consumer Responses. Seminar series at Advances in Sport Marketing Research Lab of University of Florida
- Dec. 2017 Understanding of Corruptions in Sport. Invited lecture series of Gyeongsang National University in South Korea
- Nov. 2017 Impacts of Consumer Self-Concepts on Consumer Responses to Athlete Transgression. Seminar series at Advances in Sport Marketing Research Lab of University of Florida
- Nov. 2017 Sport Sponsorship and Athlete Endorsement. Global Sport Leadership Program Seminar series at University of Florida
- Oct. 2017 What is branding? Global Sport Leadership Program Seminar series at University of Florida
- Sep. 2017 The Field of Sport Management. Global Sport Leadership Program Seminar series at University of Florida

- Sep. 2016 Consumer Responses to Tainted Athlete Brand: Impacts of Pre- and Post-Scandal Behavior. Seminar series at Advances in Sport Marketing Research Lab of University of Florida
- Feb. 2016 Athlete Transgression Research and Experimental Approach. SM 249 (Research Methods in Sport Management; undergraduate) at University of Michigan
- Oct. 2015 Research on Athlete Transgressions. KIN 550 (Marketing Management in Sport; graduate) at University of Michigan
- Feb. 2015 Experimental Approach for Sport Management Research. SM 249 (Research Methods in Sport Management; undergraduate) at University of Michigan
- Nov. 2014 Dark Sides of Athlete Endorsement. SM 346 (Principles of Marketing; undergraduate) at University of Michigan
- Oct. 2014 Athlete Endorsement: Benefits, Risks, and Boundary Conditions. SM 439 (Sponsorship-Linked Marketing; undergraduate) at University of Michigan
- Oct. 2014 Experimental Designing for Ray Rice case incorporating Consumer Identification. SM 249 (Research Methods in Sport Management; undergraduate) at University of Michigan

RESEARCH COVERAGE IN THE MEDIA

- Business Standard (2015, February 7). “Cheating on field worse than cheating on spouse: study” http://www.business-standard.com/article/pti-stories/cheating-onfield-worse-than-cheating-on-spouse-study-115012300832_1.html
- PsychCentral (2015, January 26). “Okay to Cheat at Home but Not Okay to Cheat on the Field?” <http://psychcentral.com/news/2015/01/23/okay-to-cheat-at-home-but-not-okay-to-cheat-on-the-field/80300.html>
- MLive.com (2015, January 24). “U-M research study shows people think cheating on the field is worse than cheating on a spouse” http://www.mlive.com/news/ann-arbor/index.ssf/2015/01/u-m_research_study_shows_peopl.html
- Boston.com (2015, January 23). “How (and Why) Fans Rationalize Deflategate” <http://www.boston.com/health/2015/01/23/how-and-why-fans-rationalize-deflategate/jB7vBAsWp7rhjwuZS665mN/story.html>
- Daily Mail UK (2015, January 23). “Could deflategate kill player’s careers?” <http://www.dailymail.co.uk/sciencetech/article-2924197/Could-deflategatekill-players->

[careers-Cheating-field-WORSE-cheating-spouse-athlete-s-imagesponsorship-study-finds.html](http://www.deccanchronicle.com/150123/sports-other-sports/article/fans-consider-cheating-field-worse-infidelity-spouse)

Deccan Chronicle (2015, January 23). “Find out why: Fans consider cheating on field worse than infidelity with spouse” <http://www.deccanchronicle.com/150123/sports-other-sports/article/fans-consider-cheating-field-worse-infidelity-spouse>

Micro Finance Monitor (2015, January 23). “Cheating On Field or in Game Worse than Cheating on Wife: Study” <http://www.microfinancemonitor.com/2015/01/23/cheating-on-field-or-in-game-worse-than-cheating-on-wife-study/>

Yahoo India (2015, January 23). “Why fans consider cheating on field worse than infidelity with spouse.” <https://in.news.yahoo.com/why-fans-consider-cheating-fieldworse-infidelity-spouse-070353002--spt.html>

Phys.org (2015, January 23). “Is cheating on the field worse than cheating on a spouse? Some fans think so.” <http://phys.org/news/2015-01-field-worse-spouse-fans.html>

Science Daily (2014, January 15). “Living in fantasyland? Luck is more important than fantasy sports players think.” http://www.sciencedaily.com/releases/2014/01/140115113012.htm?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+sciencedaily+%28Sci%E2%80%A6

The Motley Fool (2013, November 26). “The science of why fantasy sports are so popular.” www.fool.com/investing/general/2013/11/26/the-science-of-why-fantasy-sports-are-so-popular.aspx

Global Sport Management News (2012, August). “National Pride Associated with Olympic Athletes and Teams.” <http://sportresearchconsortium.files.wordpress.com/2012/08/pate-gsm-news.pdf>

PROFESSIONAL SERVICE

Editorial Board Member

Journal of Global Sport Management

Guest Editor for Special Issue

Sport Marketing Quarterly: Using Experiments in Sport Consumer Behavior Research

Journal of Global Sport Management: Athlete Transgression and Endorsement Marketing

Reviewer

Journal of Sport Management

European Sport Management Quarterly

Journal of Business Ethics

Sport Marketing Quarterly

Journal of Advertising

Journal of Global Sport Management

International Journal of Sport Management and Marketing

International Journal of Sport Marketing and Sponsorship

International Journal of Sport Communication

Sport, Business and Management: An International Journal

International Gambling Studies

Conference Paper Review

North American Society for Sport Management

Society for Consumer Psychology

Research Committee Member

International Sport Relations (iSR) Foundation

PROFESSIONAL MEMBERSHIPS

North American Society for Sport Management

Sport Marketing Association

European Association for Sport Management

Academy of Marketing Science

CERTIFICATIONS

Doping Control Officer (DCO) certificate (2009). Korean Anti-Doping Agency.

Teaching certificate of Physical Education in Middle/High School (2002). Korea Ministry of Education.

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