

Joon Sung Lee, Ph.D.

Assistant Professor

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EDUCATION

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

Dissertation: Athlete Endorser's Transgression and Sport Consumer's Moral Reasoning

Strategy: Moral Coupling and Boundary Conditions

Committee: Drs. Dae Hee Kwak (Advisor), Katherine Babiak, Richard P. Bagozzi, David Moore

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

Thesis: Influence of Spectator Sport Service Satisfaction and Team Identification on Fans' Respecting Intention in Korean Basketball League

Advisor: Dr. Joon-Ho Kang

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 (2012 – 2014)

Graduate Student Research Assistant (2010 – 2015)

Indiana University - Bloomington

Adjunct Instructor (January 2010 – May 2010)

Seoul National University - Seoul, Korea

Researcher, Sport Science Institute (2008 – 2009)

Research Assistant, Center for Sport Industry (2004 – 2008)

RESEARCH INTERESTS

Sport Marketing, Sport Consumer Behavior, Sponsorship and Endorsement, Corruptions in Sport, Sport Media Behavior

PEER-REVIEWED JOURNAL PUBLICATIONS (*SSCI Journals)

1. **Lee, J. S.**, Kwak, D. H., & Minkove, J. (2016). Sport Fans' Moral Reasoning Model: Roles of Fan Identification and Moral Emotions. *Journal of Sport Management**, 30, 176-191. (IF: .73).
2. **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: .73)
3. **Lee, J. S.**, & Kang, J. (2015). Effects of Sport Event Satisfaction on Team Identification and Revisit Intent. *Sport Marketing Quarterly*, 24(4), 225-234.
4. **Lee, J. S.**, & Kwak, D. H. (2015). Consumers' Responses to Public Figures' Transgression: Moral Reasoning Strategies and Implications for Endorsed Brands. *Journal of Business Ethics**, DOI: 10.1007/s10551-015-2544-1. (IF: 1.55)
5. 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: 1.29)
6. 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: .73)

MANUSCRIPTS UNDER REVIEW

7. Kwak, D. H. & **Lee, J. S.** (3rd review). Impacts of Post-transgression Efforts in Pro-social activities and Performance Enhancement on Consumers' Trust Rebuilding: A longitudinal study. *Sport Management Review** (Impact factor: 1.21).
8. Kwak, D. H., **Lee, J. S.**, Kwon, Y. B., & Babiak, K. (2nd review). The Public's Reactions to a Breast Cancer Awareness Campaign: The Case of the National Football League's Crucial Catch Campaign. *International Journal of Sport Management and Marketing*.

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. **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.* Accepted for oral presentation at the annual conference of *North American Society for Sport Management*, Orlando, FL.
2. **Lee, J. S., & Kwak, D. H.** (2015, October). *Forgetting or Forgiving? A Longitudinal Assessment of Post-transgression Behaviors on Athlete Trust Restoration.* Presented at the annual conference of *Sport Marketing Association*, Atlanta, GA.
3. **Lee, J. S., & Kwak, D. H.** (2015, September). *Different Consumer Responses to Athlete Transgression: Comparison between Individualistic and Collectivistic Culture.* Presented at the annual conference of *European Association for Sport Management*, Dublin, Ireland.
4. **Lee, J. S., & Kwak, D. H.** (2015, June). *Effects of Fan Identification on Moral Reasoning Processes: Focusing on the Ray Rice Case.* Presented at the annual conference of *North American Society for Sport Management*, Ottawa, Ontario, Canada.
5. **Kwak, D. H., & Lee, J. S.** (2015, June). *When is the Tipping Point? The Role of Emotions on Consumers' Processing of Celebrity Athletes' Transgression.* Presented at the annual conference of *North American Society for Sport Management*, Ottawa, Ontario, Canada.

6. **Lee, J. S.** (2015, April). *Sport Fans' Moral Reasoning Process: Impacts of Fan Identification, Moral Emotions, Moral Reasoning on Fan Evaluation*. Presented at the annual *Graduate Research Showcase*, University of Michigan in Ann Arbor.
7. **Lee, J. S.** (2015, January). *Impact of Sociocultural Background on Consumer Moral Reasoning Choice: Korean vs. American Consumer*. Presented at the *Nam Center Colloquium Series*, University of Michigan, Ann Arbor, MI.
8. **Lee, J. S., & Kwak, D. H.** (2014, October). *Moral Coupling Strategy: Focusing on Athlete Endorsers' Transgression*. Presented at the annual conference of *Sport Marketing Association*, Philadelphia, PA.
9. **Lee, J. S., & Kwak, D. H.** (2014, June). *Influences of Athlete's Transgression in Endorsement Context: Effects of Transgression Type and Functional Fit*. Presented at the annual conference of *North American Society for Sport Management*, Pittsburgh, PA.
10. **Lee, J. S., & Babiak, K.** (2014, June). *Celebrity Athletes: Transgressions, Philanthropy, and the Moderating Role of Activity Type and Athlete-Cause Fit*. Presented at the annual conference of *North American Society for Sport Management*, Pittsburgh, PA.
11. **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*. Presented at the annual conference of *Academy of Marketing Science*, Indianapolis, IN.
12. **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*. Presented at the *(Re)-Discovering Sport in Korea* conference, University of Michigan in Ann Arbor.
13. **Lee, J. S., & Kwak, D. H.** (2013, June). *How Sport Consumer Research can Benefit from the Human Brain?* Presented at the annual conference of *North American Society for Sport Management*, Austin, TX.
14. **Lee, J. S., Hengsteler, K., & Kwak, D. H.** (2013, June). *Selling Pink: Exploring the Impact of Breast Cancer-Related Marketing Campaigns*. Presented at the annual conference of *North American Society for Sport Management*, Austin, TX.
15. **Lee, J. S.** (2013, April). *Role of Transgression Type and Functional Fit in Athlete Endorsement Context*. Presented at the annual *Graduate Research Showcase* of the School of Kinesiology, University of Michigan in Ann Arbor.

16. Mills, B., **Lee, J. S.**, & Kwak, D. H. (2012, October). *Expected Opposition Quality and Fantasy Sport Participants' Winning Expectancy*. Presented at the annual conference of *Sport Marketing Association*, Orlando, FL.
17. 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*. Presented at the annual conference of *Global Sport Management Summit*, Taipei, Taiwan.
18. **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*. Presented at the annual conference of *European Association for Sport Management*, Madrid, Spain.
19. In, S., & **Lee, J. S.** (2011, September). *The Business Modeling Process for Employing Ubiquitous Computing in Sport*. Presented at the annual conference of *European Association for Sport Management*, Madrid, Spain.
20. Hedlund, D., Alfaro-Barrantes, P., Naylor, M., Nguyen, S., & **Lee, J. S.** (2011, June). *National Identity and Olympic Team Identity: A Cross-National Study*. Presented at the annual conference of *North American Society for Sport Management*, London, Ontario, Canada.
21. Kwak, D. H., & **Lee, J. S.** (2011, June). *Effects of Personal Involvement and Expert Information on Fantasy Sports Consumers' Winning Expectancy and Anticipated Emotion*. Presented at the annual conference of *North American Society for Sport Management*, London, Ontario, Canada.
22. Kwak, D. H., Williams, A., & **Lee, J. S.** (2010, June). *Fantasy Football League Adoption: Extension and Modification of the Technology Acceptance Model*, Presented at the annual conference of *North American Society for Sport Management*, Tampa, FL.
23. **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*. Presented at the annual conference of *North American Society for Sport Management*, Columbia, SC.
24. 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*. Presented at the annual conference of *North American Society for Sport Management*, Toronto, Canada.

RESEARCH GRANTS

1. Rackham Graduate Student Research Grant (2015) - PI. Impacts of Fan Identification on Moral Reasoning Choice (PI). *University of Michigan Rackham Graduate School*. **Funded (\$3,000)**.
2. Nam Center for Korean Studies Research Grant (2014) - PI. Exploring Moral Reasoning Choices across Sociocultural Backgrounds: Korean Culture vs. American Culture. **Funded (\$1,500)**.
3. North American Society for Sport Management Doctoral Research Grant (2013) - PI. Influences of Athlete's Transgression in Endorsement Context: Effects of Transgression Type and Functional Fit. **Funded (\$1,500)**.

COURSES TAUGHT

University of Florida

HLP 6535: Research Methods

SPM 3306: Sport Marketing

University of Michigan

SM249: Research Methods in Sport Management

SM346: Principles of Marketing

SM313: Sports Korea through Entertainment Media

SM439: Sponsorship-Linked Marketing (TA)

Indiana University

HPER-E159: Racquetball

INVITED LECTURES

- Feb. 2016 Athlete Transgression Research and Experimental Approach. SM249 (Research Methods in Sport Management; undergraduate) at University of Michigan
- Oct. 2015 Research on Athlete Transgressions. KIN550 (Marketing Management in Sport; graduate) at University of Michigan
- Feb. 2015 Experimental Approach for Sport Management Research. SM249 (Research Methods in Sport Management; undergraduate) at University of Michigan
- Nov. 2014 Dark Sides of Athlete Endorsement. SM346 (Principles of Marketing; undergraduate) at University of Michigan
- Oct. 2014 Athlete Endorsement: Benefits, Risks, and Boundary Conditions. SM439 (Sponsorship-Linked Marketing; undergraduate) at University of Michigan

Oct. 2014 Experimental Designing for Ray Rice case incorporating Consumer Identification. SM249 (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>

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>

SERVICE TO DISCIPLINE

Ad-Hoc Reviewer

Journal of Sport Management

International Journal of Sport Management and Marketing

International Journal of Sport Communication

International Gambling Studies

Conference Paper Review

Society for Consumer Psychology (2014) – Competitive Paper Reviewer

PROFESSIONAL MEMBERSHIPS

North American Society for Sport Management

Sport Marketing Association

European Association for Sport Management

Academy of Marketing Science

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