

CURRICULUM VITAE

DAEHWAN KIM

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EDUCATION

Ph.D. | Aug. 2015 – Aug 2018 | University of Florida, FL, U.S.A.

- Major: Tourism, Recreation, and Sport Management (TRSM)
- Concentration: Sport Management
- Dissertation: Flow Experience in Sport Media Consumption via Virtual Reality (VR)
- Chair: Dr. Yong Jae Ko, Professor of TRSM

M.S. | Aug. 2013 – Dec. 2014 | Florida State University, FL, U.S.A.

- Major: Sport Management

M.S. | Mar. 2004 – Feb. 2006 | Seoul National University, Seoul, South Korea

- Major: Sport Science
- Concentration: Sport History
- Thesis: Historical Study on Violence in School Sport Clubs in South Korea

B.S. | Mar. 2000 – Feb. 2004 | Seoul National University, Seoul, South Korea

- Major: Sport Science

RESEARCH INTERESTS

Quality of Consumption Experience

My primary research interest is sport spectators' optimal experiences, satisfaction, and psychological well-being. In particular, I am interested in how sport spectators' optimal experience (i.e., flow experience) can be achieved and how such optimal experiences impact on their life satisfaction, psychological well-being, and game attendance in the context of sport media consumption via Virtual Reality (VR).

Sponsorship and Endorsement

I explore sport consumers' behavioral and psychological responses in the context of sponsorship and endorsement. Specifically, I focus on sport consumers' information processing (e.g., attribution, dual processing) under specific situational cues (e.g., service failures and athlete transgression) and its impact on their attitude toward diverse stakeholders (e.g., sponsors, endorsers, and sport organizations) and consumption behavior (e.g., purchase intention and word-of-mouth).

PUBLICATIONS & MANUSCRIPTS

Refereed Journal Article (*SSCI Journals)

- Jang, W., Ko, Y. J., Wann, D. L., & **Kim, D.** (2017). Does spectatorship increase happiness? The energy perspective. *Journal of Sport Management**, 29(3), 1-12.
- Kim, J., Kim, Y., & **Kim, D.** (2017). Improving well-being through hedonic, eudaimonic, and social needs fulfillment in sport media consumption. *Sport Management Review**, 20(3), 309-321.

Manuscripts in Review (*SSCI Journals)

- **Kim, D.**, Kim, Y. C., Ko, Y. J., & Lee, J. S. (In Review). The halo effect of sport sponsorship in customers' attribution: The roles in services failure and recovery process. Submitted to *Journal of Services Marketing**.
- **Kim, D.**, Kim, A. C., Ko, Y. J., & Kim, J. Y. (In Review). Does sport media consumption cannibalize spectatorship?: The role of flow experience and hedonic needs fulfillment. Submitted to *Sport Marketing Quarterly**.
- Jang, E. W., **Kim, D.**, & Lee, J. S. (In Review). The role of meaningful experience and athlete identification on fans' intention to support the foundation runs by professional athletes. Submitted to *Journal of Sport Management**.
- **Kim, D.** & Ko, Y. J. (In Review). Consumers' attribution in athlete scandals: A conceptual model. Submitted to *Sport Marketing Quarterly**.
- Ko, Y. J., Chang, Y. H., Jang, E. W., Kwak, D. H., Asada, A., **Kim, D.**, & Lee, J. S. (In Review). Using experiments in sport consumer behavior research. Submitted to *Sport Marketing Quarterly**.

Manuscripts in Progress (*SSCI Journals)

- **Kim, D.**, Ko, Y. J., Lee, J. S., Wann, D., Sato, S. (Nearing Submission). Consumers' attribution of athlete scandals and its impact on responses toward scandalized athlete and endorsement. To be submitted to *Journal of Sport Management**
- **Kim, D.**, Ko, Y. J. & Lee, J. S (Nearing Submission). Does causal reasoning lead to moral reasoning?: consumers' responses toward scandalized athlete and endorsement. To be submitted to *Journal of Sport Management**
- **Kim, D.** & Ko, Y. J. (In Literature Review: IRB approved). Flow as sport consumer experience in the sport media: Measurement model development and validation.
- **Kim, D.** & Ko, Y. J. (In Literature Review: IRB approved). Determinants and outcomes of flow experience in the sport media.
- **Kim, D.**, Jang, E. W., Ko, Y. J., & Lee, J. S. (In Literature Review). When is satisfaction of a victory doubled and grief of a loss halved?; shared attention and social identity framework.
- **Kim, D.**, Ko, Y. J., & Jang, E. W. (In Literature Review). Stopping watching a sport game is good or bad?: Interrupted sport media consumption.
- **Kim, D.** & Ko, Y. J. (In Literature Review). The impact of hedonic experiences on commercial message persuasiveness in sport media consumption.

PRESENTATIONS

Refereed Presentations

- **Kim, D.**, Jang, E. W., & Lee, J. S. (2018). How would you make the casual fans pro-social?: The role of meaningful experience and athlete identification on sports fans' intention support the foundation run by professional athletes or teams. To be presented to the annual conference of North American Society for Sport Management, Halifax, NS.
- Jun, S., **Kim, D.**, & Lee, J. S. (2018). The Scarlet Letter: Impacts of attribution type on consumer stigmatization and moral reasoning strategies. To be presented to the annual conference of North American Society for Sport Management, Halifax, NS.
- **Kim, D.** & Turick, R. (2017). A sociological perspective of sport marketing: An In-Class Activity. To be presented to the pedagogy symposium at the annual conference of Sport Marketing Association, Boston, MA.

- **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.
- **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.
- **Kim, D.**, Ko, Y. J., & Lee, J. S. (2017). Does causal reasoning lead to moral reasoning?: Consumers' responses toward scandalized athletes. To be presented to the annual conference of North American Society for Sport Management, Denver, CO.
- Ko, Y. J., Chang, Y. H., Yilmaz, S., Jang, E. W., Kwak, D. H., Asada, A., **Kim, D.**, Lee, J. S. (2017). Using experiments in sport consumer behavior research. To be presented to the annual conference of North American Society for Sport Management, Denver, CO.
- **Kim, D.** & Ko, Y. J. (2016). Sport consumers' attribution of athlete scandal and its impact on their reactions toward the athlete and endorsement. Presented to the annual conference of Sport Marketing Association, Indianapolis, IN.
- **Kim, D.** & Ko, Y. J. (2016). Flow as sports consumer experiences in the sports media: a conceptual model. To be presented to the annual conference of North American Society for Sport Management, Orlando, FL.
- **Kim, D.**, Kim, Y. C., & Ko, Y. J. (2016). The halo effect of csr oriented sport sponsorship in customers' attribution toward service failure. Presented to the annual conference of North American Society for Sport Management, Orlando, FL.
- **Kim, D.**, Kim, J. Y., & Kim, A. C. H. (2015). Contemplation of need fulfillment through media consumption among sport spectators: The role of flow, team identification, and perceived performance level. Presented to the annual conference of North American Society for Sport Management, Ottawa, Ontario.
- Lee, H.-W., **Kim, D.**, Son, H., & Kim, Y. (2014) Roles of flow and involvement in generating positive spectator emotions. Presented at the annual conference of Sport Marketing Association, Philadelphia, PA.
- Horner, M. I., **Kim, D.**, & Proctor, W. (2014). Revisiting youth sport; New ways of knowing via autoethnographic collaboration. Presented at the annual conference of North American Society for the Sociology of Sport, Portland, OR.

- Kim, J., **Kim, D.**, & Kim, Y. (2014). Finding flow in sport. Presented at the annual conference of North American Society for Sport Management, Pittsburgh, PA.

Non Refereed Presentations

- **Kim, D.** & Ko, Y. J. (2017), Does attribution of athlete scandals impact on response toward athletes and endorsement? Presented to HHP Stanley Lecture Symposium, University of Florida, FL.
- **Kim, D.** & Ko, Y. J. (2016). Consumers' attribution in athlete scandals: A conceptual model. Presented to HHP Graduate Student Research Symposium, University of Florida, FL.
- **Kim, D.** & Ko, Y. J. (2016), The role of CSR oriented sport sponsorship in Customers' Attribution in Service Failure Contexts. Presented HHP Stanley Lecture Symposium, University of Florida, FL.

Invited Presentations

- Kim, D. (Nov 2017). How to make a successful research presentation? Presented at Research Methods (HLP6535) for master's students, University of Florida, FL.
- Kim, D. (Mar 2017). What makes for a good research presentation? Presented at Research Methods (HLP6535) for master's students, University of Florida, FL.
- Kim, D. (April 2017). Theories in sport consumer behavior. Presented at Sport Marketing (SPM3306) for undergraduate students, University of Florida, FL.
- Kim, D. (Mar 2013). The influence of personal needs, values, and goals on sport consumption. Presented at Marketing Sport (SPM5308) for master's students, Florida State University, FL.

FUNDED RESEARCH PROJECTS

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- Evaluation Consultant. Ko, Y. J. (PI), Sagas, M. (CO-PI), Mills, B. (CO-PI), & Lee, J. (CO-PI) (2017). Developing global sports leaders. Korea Foundation for the Next Generation Sports Talent (NEST). Total Funding: \$215,969.00 (Indirect Cost - \$43,194).
 - Graduate Research Associate. PI: Lee, Y. H. (Nov 2014). A survey on Seoul National University students' physical strength and participation in sports. Funded by Office of Planning and Coordination at Seoul National University, \$10,000.

- Graduate Research Associate. PI: Na, Y. I. (Aug 2011). Investigation and categorization of modern cultural heritage in sports area. Funded by Ministry of Culture, Sports and Tourism. \$ 40,000.
- Graduate Research Associate. PI: Na, Y. I. (Dec 2006). A comparative study on sports and e-sports. Funded by Korea e-Sports Association. \$30,000
- Graduate Research Associate. PI: Na, Y. I. (Jul 2006). A study on plan for the developing sports environment in Seoul National University. Funded by Seoul National University. \$ 10,000.
- Graduate Research Associate. PI: Na, Y. I. (Apr 2005). A study on athlete violence and countermeasure. Funded by Korean Olympic Committee. \$ 60,000

RESEARCH LAB EXPERIENCE

Lab Manager in Advanced Sport Marketing Research (ASMR) Lab at UF Since Spring 2016

- Organizing weekly lab meetings
- Developing and conducting experimental studies
- Supervising and mentoring graduate researchers

TEACHING EXPERIENCE

Instructor at University of Florida

Fall 2017 – Spring 2018

- SPM 3306 Sport Marketing (Undergraduate)

Teaching Assistant at University of Florida

Summer 2016 – Spring 2017

- HFT 4468 Hospitality Revenue Management (Undergraduate)
- HLP 6515 Evaluation Procedures in Health and Human Performance (Graduate, Online)
- LEI 4880 Research Methods in Tourism, Recreation, and Sport Management (Graduate, Online)
- SPM 5309 Sport Marketing (Graduate, Online)
- SPM 5016 Sport Sociology (Graduate)
- SPM 2000 Introduction to Sport Management (Undergraduate, Online)

Instructor at Florida State University

Fall 2013 – Spring 2014

- PEL 1621 Basketball
- PEL 1341 Tennis
- PEM 1131 Basic Weight Training

- PEM 1121 Stretching and Relaxation
 - Summary of 12 classes (145 responses out of 216 students): M = 4.78, SD = .46
(5=Excellent, 3=Satisfactory, 1=Poor)

Teaching Assistant at Florida State University

Fall 2013 – Spring 2014

- SPM 5308 Marketing Sports (Graduate)
- SPM 4301 Sport Marketing (Undergraduate)

Instructor in South Korea

Mar 2013 – Jun 2012

- Cheong Ju National University of Education: Gymnastics
- Seoul National University: Weight Training and Basketball
- Seoul National University of Education: Track & Field

Full Time Lecturer at Korean Air Force Academy

Jan 2008 – Dec 2010

- Aviation Physical Fitness Training
- Basketball
- Intensive Marine Survival Training
- Military Gymnastics

HONORS & AWARDS

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- Winner in Group Research Project Competition: Sensory Branding 2017
2017 Southern Sport Management Doctoral Symposium
 - Winner in Student Research Competition Session of Stanley Lecture Symposium 2017
Department of TRSM, University of Florida, Gainesville, FL
 - Outstanding Academic Achievement 2017
University of Florida International Center, Gainesville, FL
 - Runner-Up in Student Research Competition Session of Stanley Lecture Symposium 2016
Department of TRSM, University of Florida, Gainesville, FL
 - Outstanding Academic Achievement 2016
University of Florida International Center, Gainesville, FL
 - Excellent Lecturer Award 2009
Korea Air Force Academy, Chungcheongbuk-do, South Korea

SCHOLARSHIP & GRANTS

- Korean American Association for Sport Management Scholarship (\$500) Jun 2017
NASSM Conference, Denver, CO
- Graduate Student Scholarship (Tuition waiver & Stipend) Fall 2016–Present
Department of TRSM, University of Florida, Gainesville, FL
- University of Florida Graduate Students Travel Grant (\$800) Jun 2017
NASSM Conference, Denver, CO
- University of Florida Graduate Students Travel Grant (\$800) Jun 2016
NASSM Conference, Orlando, FL
- Graduate Student Scholarship (Tuition waiver & Stipend) Fall 2013–Fall 2014
Department of Sport Management, Florida State University, Tallahassee, FL
- Florida State University Congress of Graduate Students Travel Grant (\$400) 2014
NASSM Conference, Pittsburgh, PA
- Korean Government Scholarship for Studying Abroad (\$150,000) Fall 2013–Fall 2016
National Institute for International Education, Seoul, South Korea
- Department of Physical Education Graduate Student Scholarship (\$1,000) Fall 2005
Seoul National University, Seoul, South Korea
- Yang Cheon Sik Scholarship for Graduate Student (\$10,000) Mar 2004–Feb 2005
Seoul National University, Seoul, South Korea

SERVICES

Reviewer of Graduate Conference in Hospitality and Tourism

- Marketing Track of 2018 Graduate Conference in Hospitality and Tourism
- Marketing Track of 2017 Graduate Conference in Hospitality and Tourism

Ad-Hoc Reviewer

- Nonprofit and Voluntary Sector Quarterly
- Journal of Sport Management
- Sport Marketing Quarterly Special Issue on Experimental Research in Sport Consumer Behavior

Student Representative of KAASM

Jun 2016–Present

Korean American Association for Sport Management

- Assistant in Faculty Searching** **Jun 2016**
 Department of TRSM, University of Florida, Gainesville, FL
- Internship Fair Coordinator, Sport Management Conference, FSU** **2014**
 2014 Sport Management Conference, Florida State University, Tallahassee
- Volunteer for Basketball Program at Tallahassee Homeless Shelter** **2014**
 Sport Management Volunteer Program, Florida State University, Tallahassee, FL
- Event Volunteer, Sport Management Conference, FSU** **2013**
 2013 Sport Management Conference, Florida State University, Tallahassee, FL
- Coach of Seoul National University Track & Field Team** **Mar 2005–Aug 2007**
 Seoul National University, Seoul, South Korea

PROFESSIONAL EXPERIENCE

- Chief Graduate Administrative Associate** **Mar 2012 – Feb 2013**
- Department of Physical Education at Seoul National University, Seoul, South Korea
 - Planned and operated academic affairs meeting, faculty meeting, weekly staff meeting
 - Planned and operated freshmen orientation and welcoming reception, annual sport events, scholarship awards ceremony, entrance examination, admission counseling
 - Planned and operated annual seminar for graduate students, homecoming day
 - Managed budgets and supervised ten administrative assistants
 - Assisted department chair: faculty employment, faculty performance evaluation, and faculty promotion
- Administrative Assistant for Curriculum** **Mar 2012 – Feb 2013**
- Department of Physical Education at Seoul National University, Seoul, South Korea
 - Planed and managed curricula of the Department of Physical Education
 - 80 core courses, 130 elective courses, guest lectures, and field trips
 - Managed and supervised instructors, part-time lecturers, and guest lecturers
 - Planed annual sporting event for international students and non-sports club members

Full Time Lecturer & First Lieutenant**Jan 2008 – Dec 2011**

- Korea Air Force Academy, Chungcheongbuk-do, South Korea
 - Taught physical education to cadets
 - Planned sporting events for cadets
 - Managed sports facilities and equipment
 - Planned and managed physical education curriculum for cadets

Administrative Assistant for the Institute of Sport Science**Mar 2007 – Aug 2007**

- The Institute of Sport Science at Seoul National University, Seoul, South Korea
 - Managed researchers and funded research projects
 - Principal investigator and Research fellow employment, and performance evaluation
 - Supported funded research projects and budget execution
 - ✓ Knag, J. H. (PI), Park, I. H. (Co-PI), Study on Economic Effect of Regular Exercise, Korea Sports Promotion Foundation, \$197,000
 - ✓ Song, W. (PI), Oxidative Stress and NF- κ B Activation with Different Exercise Intensity and the Effect of Long-term Treadmill Exercise on ROS, NF- κ B Pathway, Immune and Inflammatory Responses, Korea Research Foundation, \$17,000
 - ✓ Song, W. (PI), The Development of Exercise Therapy Assessment System for the Improvement of Obesity in Korean, Ministry of Health and Welfare, \$27,000
 - Planned academic forums and conferences
 - Technical editor of an academic journal: Sport Science Review (1st issue)
 - Achieved the best institute in the field of art, music, and sport

Athletic Department Administrative Assistant**Mar 2006 – Feb 2007**

- Athletic Department at Seoul National University, Seoul South Korea
 - Planned sporting events for students in Seoul National University
 - Intramural sports, Annual sports meeting, and Annual SNU Marathon
 - Managed budgets, sports facilities, and 32 varsity teams

MEMBERSHIP

- North American Society for Sport Management
- Sport Marketing Association

CERTIFICATES AND EXTRA-CURRICULAR ACTIVITIES

Seoul National University Track & Field Team **Mar 2000–Feb 2004**

- Member (2000-2004)
- Captain (2002)

Representative of Students Council in the Department of Physical Education **2004**

Led fifty-five students to settle in academic curriculum and extracurricular activities

Program for Instructional Excellence Certificate **Aug 2013–Present**

Graduate School, Florida State University, Tallahassee, FL

Teaching Certificate for Lifetime Sports **Jan 2005–Present**

- Ministry of Culture, Sports and Tourism, Sejong City, South Korea
 - Jan 2006 - Present: Weight Training Level III
 - Jan 2005 - Present: Swimming Level III

Certificate for Secondary School Teacher (Physical Education) **Feb 2004–Present**

- Ministry of Education, Sejong City, South Korea

REFERENCES

Yong Jae Ko, Ph.D.

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College of Health and Human Performance
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