

# HOJUN SUNG, PH.D.

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## EDUCATION

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<b>PH.D. IN SPORT MANAGEMENT</b> University of Florida	<b>2018</b> Gainesville, FL
<b>GRADUATE MINOR IN STATISTICS</b> University of Florida	<b>2018</b> Gainesville, FL
<b>M.S. IN SPORT MANAGEMENT</b> University of Illinois, Urbana-Champaign	<b>2014</b> Champaign, IL
<b>B.S. IN SPORTS &amp; LEISURE STUDIES</b> Yonsei University	<b>2012</b> Seoul, South Korea

## ACADEMIC APPOINTMENTS

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### UNIVERSITY OF FLORIDA

<b>Adjunct Lecturer</b> Department of Tourism, Recreation, & Sport Management	<b>2018-Present</b> Gainesville, FL
<b>Graduate Instructor</b> Department of Tourism, Recreation, & Sport Management	<b>2018</b> Gainesville, FL
<b>Graduate Research Assistant</b> Department of Tourism, Recreation, & Sport Management	<b>2014-2018</b> Gainesville, FL
<b>Teaching Assistant/Grader</b> Department of Tourism, Recreation, & Sport Management	<b>2015-2018</b> Gainesville, FL

### UNIVERSITY OF ILLINOIS

<b>Research Assistant</b> Department of Recreation, Sport, & Tourism	<b>2013-2014</b> Champaign, IL
<b>Teaching Assistant/Grader</b> Department of Recreation, Sport, & Tourism	

## PEER REVIEWED PUBLICATIONS

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4. **Sung, H.**, Mills, B.M., & Mondello, M. (2018). Local Broadcast Viewership demand in Major League Soccer. *Journal of Sport Management*. DOI: 10.1123/jsm.2018-0022 [5-year IF: 2.507]
3. **Sung, H.** & Mills, B.M. (2017). Estimation of game-level attendance in Major League Soccer: Outcome uncertainty and absolute quality considerations. *Sport Management Review*, 21, 519-532. [5-year IF: 3.509]
2. **Sung, H.**, Mills, B.M., & Tainsky, S. (2017). From schadenfreude to mitfreude? Estimating viewership loss and rivalrous relationships in otherwise neutral markets. *Sport Management Review*, 20, 159-169. [5-year IF: 3.509]
1. Xu, J., **Sung, H.**, Tainsky, S., & Mondello, M. (2015). A tale of three cities: Intra-game ratings in winning, losing, and neutral markets. *International Journal of Sport Finance*, 10, 122-137. [5-year IF: 1.091]

## UNDER REVIEW & WORKS IN PROGRESS

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- Sung, H.** Syndicate Professional Sport League Design: The Single-Entity Case of Major League Soccer. *20 Page Manuscript. Targeted for Journal of Sports Economics.*
- Sung, H.** Rivalry as Moderator of Outcome Uncertainty?: Attendance and Viewership demand in Major League Soccer. *Data analysis stage. Targeted for Sport Management Review.*
- Sung, H.,** Mills, B.M., & Lee, Y.H. Competitive Balance in Major League Soccer: Application of Bias-Corrected Estimator. *Data analysis stage. Targeted for Journal of Sports Economics.*
- Sung, H. & Mills, B.M.** Cross-price elasticity and substitution in multiple product portfolios. *Data analysis stage. Targeted for RAND Journal of Economics.*
- Sung, H. & Mills, B.M.** Fan Segmentation and Game Quality Elasticity. *Data collection stage. Targeted for Sport Management Review.*
- Peeters, T., Mills, B.M., Pennings, E., & **Sung, H.** Manager migration, learning-by-hiring, and cultural distance in international soccer. *Targeted for the Global Strategy Journal.*
- Smith, N.L., Barnhill, C., & **Sung, H.** Innovativeness for Equal Success? Examining Innovative Work Behaviors, Organizational Citizenship Behavior, and Metrics of Success in Minor League Baseball. *Targeted for Journal of Sport Management.*

## CONFERENCE PRESENTATIONS & SEMINARS

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### PRESENTING AUTHOR

13. Sung, H., Mills, B.M., & Lee, Y.H. Single-entity and Competitive Balance in Major League Soccer. *To be submitted for North American Society for Sport Management 2019 Conference.*
12. **Sung, H.,** Mills, B.M., & Mondello, M. (2018). Outcome uncertainty and risk preference in demand for sport: Viewership demand in Major League Soccer. *Presented at the North American Society for Sport Management (Halifax, Nova Scotia, Canada; June 2018).*
11. **Sung, H. & Mills, B.M.** (2017). Cross-elasticity of demand of entertainment products: Budgetary constraints and substitution for leisure time and discretionary income. *North American Society for Sport Management (Denver, CO; May 2017).*
10. **Sung, H.** (2017). Application of demand systems in sports and entertainment portfolios. *Southern Sport Management Doctoral Symposium (Gainesville, FL; March 2017).*
9. **Sung, H. & Mills, B.M.** (2016). International comparisons and fan demand for professional soccer. *Presented at the North American Society for Sport Management (Orlando, FL; May 2016).*
8. **Sung, H.,** Mills, B.M., & Tainsky, S. (2015). Rivalry impacts of fan television viewership in otherwise neutral markets. *European Association for Sport Management (Dublin, Ireland; September 2015).*
7. **Sung, H.,** Tainsky, S., & Xu, J. (2014). Scoring margin and variation in the effect on demand across winning, losing, and neutral markets. *North American Society for Sport Management (Pittsburgh, PA; May 2014).*

### CO-AUTHOR

6. Pennings, E., Mills, B.M., Peeters, T., & **Sung, H.** (2018). Modern missionaries: Manager migration and technology transfers in international football. *Academy of International Business (Minneapolis, MN).*

5. Mills, B.M., Peeters, T., **Sung, H.**, & Pennings, E. (2017) Modern missionaries: Manager migration and technology transfers in international football. *Southern Economic Association (Tampa, FL; November 2017)*.
4. Peeters, T., Mills, B.M., **Sung, H.**, & Pennings, E. (2017) Modern missionaries: Manager migration and technology transfers in international football. *Invited presentation, University of Michigan School of Kinesiology (Ann Arbor, MI; October, 2017)*.
3. Peeters, T., Mills, B.M., **Sung, H.**, & Pennings, E. (2017) Modern missionaries: Manager migration and technology transfers in international football. *European Conference on Sports Economics (Paderborn, Germany; August 2017)*.
2. Peeters, T., Mills, B.M., & **Sung, H.** (2017). Modern missionaries: Manager migration and technology transfers in football. *Erasmus University Economics and Management of Professional Football Workshop, Department of Applied Economics (Rotterdam, Netherlands; January 2017)*.
1. Mondello, M., **Sung, H.**, & Tainsky, S. (2013). A tale of three cities: Intra-game ratings in winning, losing, and neutral markets. *Southern Economic Association Conference (Tampa, FL; November 2013)*.

## **ACADEMIC POSTER PRESENTATION**

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**Sung, H.** & Mills, B.M. (2018). Outcome uncertainty and risk preference in demand for sport: Viewership demand in Major League Soccer. *D.K. Stanley Lecture Poster Session (Gainesville, FL; March 2018)*.

## **TEACHING EXPERIENCE**

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**UNIVERSITY OF FLORIDA**, Department of Tourism, Recreation & Sport Management  
*Adjunct Lecturer*

- SPM 4515—Sport Finance (FA18)

*Graduate Instructor*

- SPM 4515—Sport Finance (SP18)

*Grader*

- SPM 4515 (Online)—Sport Finance (SU15; SP16; SU16; SP17; SU17;SP18;SU18)
- SPM 5506 (Online)—Sport Finance (FA15; FA16; SU17; FA17;SU18)

*Guest Lecturer*

- Global sports leadership program. Korea Sports Promotion Foundation (Big Data and Analytics; FA18)

**UNIVERSITY OF ILLINOIS**, Department of Recreation, Sport, & Tourism

*Teaching Assistant*

- RST 130 – Foundations of Sport Management (FA13; SP14)

*Guest Lecturer*

- RST 130 – Foundations of Sport Management (Sport Finance & Economics; SP14)
- RST 130 – Foundations of Sport Management (Sport Law; FA13)

## **FELLOWSHIPS & AWARDS**

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- Lee Jeoung Hak Award (\$500), *Korean American Association for Sport Management (2018)*
- Alberto Madella Scholarship (€500), *European Association for Sport Management (2015)*

- Grinter Fellowship (\$3,750), *University of Florida (2014-2015)*
- Honor Scholarship (\$3,500), *Yonsei University (2011)*

## **ACADEMIC & PROFESSIONAL MEMBERSHIPS**

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- North American Society for Sport Management (NASSM), 2014-Present
- European Association for Sport Management (EASM), 2015-2016
- Southern Economic Association (SEA), 2017-2018

## **LEADERSHIP & COMMUNITY SERVICE**

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- Mentor, Global sports leadership program. Korea Sports Promotion Foundation (2018)
- Korean Student Representative, College of HHP, University of Florida (2015-2016)
- Student Athlete Tutor, Yonsei University (2009)
- Class of 2009 Representative, Yonsei University (2005)

## **COMPUTER & STATISTIC PROGRAMMING**

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- R/R-Studio (Proficient)
- Stata (Proficient)
- MS Word, Excel, & PowerPoint (Proficient)
- SAS (Basics)
- MATLAB (Basics)