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YONGJAE KIM

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EMPLOYMENT

Kutztown University of Pennsylvania, College of Business
Assistant Professor, Department of Sport Management

Kutztown, PA
Aug. 2009- Present

ACADEMIC BACKGROUND

University of Minnesota Minneapolis, MN
Ph.D. in Recreation, Park, and Leisure Studies, Sep. 2004 – Feb. 2010
Specialization: Sport Marketing and Media
Dissertation: The Effects of Virtual Sport Experiences on Attitude and Attitude Strength
Minor: Quantitative Methods in Education Psychology (QME)

Indiana University Bloomington, IN
School of Health, Physical Education, and Recreation Dec. 2003
Master of Science in Athletic Administration/Sport Management

Seoul National University Seoul, Korea
College of Education Feb. 1993
Bachelor of Education in Sport Studies

TEACHING EXPERIENCES

Kutztown University of Pennsylvania, College of Business Kutztown, PA
Assistant Professor, Department of Sport Management Aug. 2009- Present
Teaching appointment: PED160 Introduction to Sport Management
PED265 Governance and Organization in Sports
PED285 Introduction to Sports Marketing
PED290 Sports Law
PED325 Sport Consumerism
PED345 Sports in the Global Marketplace
PED350 Internship in Sport Management

Kookmin University Seoul, Korea
Adjunct Professor, College of Physical Education Summer 2011
Teaching appointment: Sport Marketing

Republic Polytechnic Singapore, Singapore
Academic Staff, School of Sports, Health, and Leisure Mar. 23 2009- Aug. 19, 2009
Teaching appointment: S321 Sport Management
S203 Sociology of Sports and Leisure
G301 Final Year Project

University of Minnesota Minneapolis, MN
Teaching Specialist, School of Kinesiology Fall 2008
Graduate Assistant, School of Kinesiology Summer 2005- Spring 2008

Bukil Girls' High School Chonan, Korea
Teacher Mar.1997–Feb.2001

PROFESSIONAL EXPERIENCES

Kutztown University Sport Business Institute

Executive Director

Kutztown, PA
May 2011 – Present

- Providing consulting services to various sport organizations
- Securing internal and external funding in support of research projects

Sport Business Institute at the University of Minnesota

Vice President-Marketing Research

Minneapolis, MN
Spring 2007 – Fall 2009

- Conducted extensive market research for sport organizations including Babe Ruth League, Inc. and Western Collegiate Hockey Association (WCHA).
- Managed and analyzed data, and published a practical report
- Developed marketing strategies and sponsorship packages
- Responsibilities included: Development and execution of strategic plans, national branding strategies, and promotions for WCHA; Development of sponsorship proposals for the 2008 WCHA final face-off; Development of promotional strategies for WCHA corporate partners [01/15/2007 - 08/31/2009].

T.L. Kids (Tri-Lingual Kids) in World Language Education Co.

Sport Program Director and Marketing manager

Seoul, Korea
Sep.2001–May2002

- Developed marketing plans and Internet E-guide for marketing and program for strategic communication with customers
- Developed and managed exercise programs

Chonan Bukil Kendo Team

Kendo Varsity Team Manager and Coach

Chonan, Korea
Mar.1997– Feb.2001

- Instructed and supervised high school teams
- Awarded Championship in the 2001 Kendo Championships in the Province of Chung Cheong Nam-Do

Captain commanding an infantry company, Korea

The Infantry battalion in the 103rd division, Republic Of Korea Army

Mar.1993–Jun.1995

- Developed exercise programs for soldiers
- Managed sport events and athletic events

PROFESSIONAL MEMBERSHIPS

American Marketing Association (AMA)

2010 – 2011

North American Society for Sport Management (NASSM)

2005 – 2009

Sport Marketing Association (SMA)

2004 – 2009

PAPERS PRESENTED

Refereed

Kim, Y.M., Kim, Y., & Kim, S., (under review). *Examining the Effect of Orientation toward Sport on Sponsorship Effectiveness: Hierarchical Effect Model*. 2012 North American Society for Sport Management Conference, Seattle, WS.

- Kim, Y.M., Kim, S., & **Kim, Y.** (under review). *Moderating Effects of Self-Sponsor Image Congruence on Relationship between Team Identification and Sponsor Identification*. 2012 North American Society for Sport Management Conference, Seattle, WS.
- Kim, Y.** (accepted). *Exploring Motives for Fantasy Sport Participation*, The 2012 International Conference on Sport and Society, Cambridge, UK.
- Kim, Y.,** & Lee, S. (2011). *An Examination of Sport Video Game as a Marketing Communication Tool: Hierarchy Effect Model Approach*. The 9th Annual Conference of the Sport Marketing Association, Houston, Texas.
- Lee, S. & **Kim, Y.** (2011). *Understanding professional softball fans experience using Importance – Satisfaction Analysis*. The 9th Annual Conference of the Sport Marketing Association, Houston, Texas.
- Kim, Y.,** & Kim, S. (2011). *Match-up Effect of Brand Personality in Sponsorship: The Case of The 2010 WorldCup*. The 19th Conference of the European Association for Sport Management, Madrid, Spain.
- Kim, Y.,** & Kim, S. (2011). *Segmenting Sport Video Game Users by Need Gratifications: A Cluster Analysis*. The 19th Conference of the European Association for Sport Management, Madrid, Spain.
- Kim, S., & **Kim, Y.** (2011). *Application of Diffusion Theory: A Case Study of the New Golf Product Market*. 2011 North American Society for Sport Management Conference, London, Ontario, Canada.
- Kim, Y.,** & Ko, Y. (2010). *Consumer Patriotism and Response to Patriotic Advertising in Sporting Event Contexts: A Test for Group Differences on Structural Constraint*, 2010 American Marketing Association Summer Marketing Educators' Conference, Boston, MA.
- Kim, Y.,** & Crider, D. (2010). *The Effects of Playing Sport Video Games on Youth Sport Participation*, the 13th IOC World Sport for All Congress, Jyväskylä, Finland
- Kim, Y.** (2010). *Building brand awareness through new media: a Challenge to Sport Sponsorship*, International Conference on Sport and Society, Vancouver, CAN.
- Dwyer, B., & **Kim, Y.** (2008). *Exploring and Developing a Motivational Scale for Fantasy Football Participation: A Social Perspective*, North American Society of Sociology of Sport Conference, Denver, CO.
- Kim, Y.,** Oh, J., & Ko, Y. (2008). *Revalidation of Brand Personality Scale for Sport Sponsorship Evaluation*, North American Society for Sport Management Conference, Toronto, CAN.
- Dwyer, B., & **Kim, Y.** (2008). *For Love or Money: Exploring and Developing a Motivational Scale for Fantasy Football Participation*, North American Society for Sport Management Conference, Toronto, Canada.

- Kim, Y.,** Yim, K., Ko, Y., & Ross, S. (2007.) *Measuring the Effects of Patriotism on Advertising Effectiveness in Mega Sport Events: The Case of 2006 FIFA World Cup*. Sport Marketing Association Conference, Pittsburgh, PA.
- Walsh, P., **Kim, Y.,** & Ross, S. (2007). *Recall and Recognition of Sponsors: A Comparison of Television and Video Games as Presentation Modes*. Sport Marketing Association Conference, Pittsburgh, PA.
- Schriner, M., & **Kim, Y.** (2007). *Connected Community: Integrating Virtual and Real - a New Theoretical Model*, Annual Conference of the International Communication Association, San Francisco, CA.
- Kim, Y.,** Ko, Y., Lee, S., & Ross, S. (2007). *An Exploration of Motives in Online Sport Video Gaming*, North American Society for Sport Management Conference, Miami, FL.
- Kim, Y.,** Lee, S., & Ross, S. (2006). *Sport Video Games: Sleeping with the Enemy*, Sport Marketing Association Conference, Denver, CO.
- Kim, Y.,** & Ross, S. (2006). *Psychological Characteristics of Computer and Video Gamers*, North American Society of Sociology of Sport Conference, Vancouver, CAN.
- Lee, S., Ross, S., & **Kim, Y.** (2006). *From 'Oriental Express' to 'Marketing Tool': Media Perceptions Constructions on Asia Major League Baseball (MLB) Pleayers*, North American Society of Sociology of Sport Conference, Vancouver, CAN.
- Kim, Y.,** & Ross, S., (2006). *An Exploration of Motives in Sport Video Gaming: Uses and Gratification Perspective*, North American Society for Sport Management Conference, Kansas City, MO.
- Kim, Y.,** Walsh, P., & Ross, S. (2006). *An Exploration of Consumptive Behavior Associated with Sport Video Gaming*, North American Society for Sport Management Conference, Kansas City, MO.

Invited Presentations

- Kim, Y.** (2011). *Economic and Social Impacts of Mega Sporting Events*, the 2011 US Sport Industry Forum, the University of California, Berkeley, CA.
- Kim, Y.** (2009). *New Media Age, Marketing Strategy*, the 2009 US Sport Industry Forum, the University of Bridgeport, Bridgeport, CT.

PUBLICATIONS

Books

- Kim, Y.,** & Kim, K. (unpublished). *A Handbook of Age-Appropriate Exercise for Teachers of Young Learners*. Seoul: T.L. Kids Co.

PUBLICATIONS (cont.)

Refereed

Kim, Y., Yim, K., & Ko, Y. (accepted). Consumer Patriotism and Response to Patriotic Advertising in Sport Contexts. *International Journal of Sports Marketing & Sponsorship*. **SSCI**

Dwyer, B. & **Kim, Y.** (2011). For Love or Money: Exploring and Developing a Motivational Scale for Fantasy Football Participation. *Journal of Sport Management*, 25(1), 70-83. **SSCI** Impact factor 2009: .906 (**Acceptance rate: 20% per Editor**)

Bang, H., Won, D., & **Kim, Y.** (2009). Motivations, Commitment, and Intentions to Continue Volunteering for Sport Events. *Event Management*, 13(2), 69-82.

Yim, K. & **Kim, Y.** (2009). An Analysis of Patriotic Advertising Effectiveness: Case Study of the 2008 Beijing Olympics. *Korean Journal of Sport Science*, 20(3), 645-656.

Walsh, P., **Kim, Y.,** & Ross, S. (2008). Brand Recall and Recognition: A Comparison of Television and Video Games as Presentation Modes. *Sport Marketing Quarterly*, 17(4), 201-208. (**Acceptance rate: 20% per Cabell's Online Directories of Publishing Opportunities**)

Kim, Y., Walsh, P., & Ross, S. (2008). The Examination of Psychological and Consumptive Behavior of Sport Video Gamers. *Sport Marketing Quarterly*, 17 (1), 44-53. (**Acceptance rate: 20% per Cabell's Online Directories of Publishing Opportunities**)

Kim, Y., Ko, Y., & Ross, S. (2007). Online Sport Video Gaming Motivations. *International Journal of Human Movement Science*, 1 (1), 45-64.

Kim, Y., & Ross, S. (2006). An Exploration of Motives in Sport Video Gaming. *International Journal of Sport Marketing & Sponsorship*, 8 (1), 34-46. **SSCI (Acceptance rate: 20% per Editor)**

Manuscripts under Review

Kim, Y., & Kim, S. (under review). Segmenting Sport Video Gamers by Need Gratification: a Cluster Analysis. *Journal of Global Academy of Marketing Science*.

Kim, Y., & Lee, S. (under review). An Examination of Sport Video Game as a Marketing Communication Tool: Hierarchy Effect Model Approach. *International Journal of Sport Communication*.

On-Going Research

Kim, Y. (data collected). Effects of Virtual Sport Experiences on Brand Attitude and Attitude Strength. *Journal of Consumer Research*.

Kim, Y., Bang, J., & Yim, K. (data collected). Sport Video Games: Effects of Repeated Video Gaming on Attitudes, Recall, and Recognition. *Journal of Brand Management*.

- Kim, Y.** (data collected). Building Brand Awareness through New Media: A Challenge to Sport Sponsorship. *International Journal of Sport Marketing & Sponsorship*.
- Kim, Y.** (in progress). Brand Placement in Sport Video Games: Effects of Repeated Video Gaming on Attitudes, Brand Recall, and Brand Recognition. *International Journal of Sport Marketing & Sponsorship*.
- Kim, Y., & Oh, J.** (data analysis done). Sport Sponsorship: Congruence effects on Brand Personalities.
- Kim, Y.** (data analysis done). The Effects of Sponsorship on Brand Personality in Mega Sporting Events.
- Kim, Y.** (data analysis done). Revalidation of Brand Personality Scale with Product Categories.
- Raffin, J., & **Kim, Y.** (data analysis done). Impact of Clicker on Student Learning in a Large Classroom: A Structural Equation Modeling Approach.
- Raffin, J., & **Kim, Y.** (data analysis done). Applying the Technology Acceptance Model to Educational Technology: A Clicker Study.
- Raffin, J., & **Kim, Y.** (data analysis done). Student Privacy and Learning in a Large Classroom: A Test for Group Differences on Structural Constraint.
- Lapp, G., **Kim, Y.,** & Kim, S. (in progress). *Exploring motives in mixed martial arts viewership: A social perspective*.
- Rehm, J., Kim, S., & **Kim, Y.** (in progress). *The Lived Experience of Christian Prayer in College Coaches*.

OTHER RESEARCH ACTIVITY

Technical Reports

- Kim, Y.** (2011). *Reading Express Fan Profile, Motivation, and Service Quality*. Report for the Reading Express, a professional indoor football team.
- Kim, Y., & Raffin, J.** (2010). *The Reading Express Website Evaluation*. Report for the Reading Express, a professional indoor football team.
- Allison, R., & **Kim, Y.** (2009). *The Profile of Babe Ruth League Fans*. Report for the Babe Ruth League Inc.

Project Reports

University of Minnesota

Minneapolis, MN

Research Assistant, Division of Recreation, Park, and Leisure Studies

Project: The Effect of Outdoor Activities on Youth Mental Disorders Fall 2005

- Responsibilities included: Information technology management and data analysis

Project: Physical Activity among Urban Adolescents Summer 2005

- Responsibilities included: Data management, data analysis, and summary reports

RESEARCH GRANTS/CONTRACTS

Funded Research

Shin, S. (PI), **Kim, Y.** (Co-PI), Kim, D., & Yim, K. (2011). *A Study on Social Cognition, National Image and System Construction for Sponsorship Effect Measurement for Analyzing the Mega Sporting Event: Focusing on 2011 IAAF World Championships Daegu and 2011 Formula One*. Funded by National Research Foundation of Korea: \$99,146.00 (~~₩~~99,146,000).

Crider, D., Garman, F., Hayduck, D., **Kim, Y.**, Raffin, J. (2011). *General Education Outcomes Assessment of Health and Wellness*. Funded by the Kutztown University Assessment Grants Program Committee: \$3,397.60.

Kim, Y. (2008). *Examining the Role of Consumer Patriotism in Advertising Effectiveness During the 2008 Beijing Olympics*. Funded by the Seoul National University Alumni Association for Research, \$1,000.

Funded Project

DAEKYO CSA Co. & **Kim, Y.** (2011). The 2011 US Sport Industry Forum. Supported and Funded by Korea Sports Promotion Foundation: \$115,720.00 (~~₩~~115,720,000).

Kim, Y. (PI) (2011). *2011 Reading Express Fan Survey*. Funded by Reading Express: \$2,400 worth of game tickets.

Proposal Submitted or Pending

Kim, Y. (PI), & Kim, S. (under review). *Primary Motives and Giving Behavior of Athletic Donors at a Division II University*. Submitted to the KU Faculty Research Committee: Total funding requested: \$6,200.

Kim, Y. (PI) (In progress). *Incorporating of Video Games into Sport Management Education*. Submitted to the PASSHE Faculty Professional Development Committee: Total funding requested: \$12,000.

Not Funded

Shin, S. (PI), **Kim, Y.** (Co-PI), Kim, S., & Yim, K. (2010). *Research on Social Cognition, National Image and the System Construction for Sponsorship Effect Measurement for Analyzing the Mega Sporting Event Value: Case study of the 2010 Formula One Korean Grand Prix and the 2011 IAAF World Championships Daegu*. Submitted to National Research Foundation of Korea. Total funding requested: \$324,140.00 (~~₩~~368,548,000).

Allison, R. (PI), & **Kim, Y.** (Co-PI) (2009). *3M Sponsorship Effects on Brand Attitude, Brand Image, & Brand Personality at Various Sporting Events*. Submitted to 3M. Total funding requested: \$70,000.

PROFESSIONAL SERVICE ACTIVITIES

Reviewer

Reviewer, International Journal of Sport Management, Recreation, & Tourism	July 2010-Present
Reviewer for the PASSHE FPDC grant competition	Jan 2010-Present
Reviewer, International Journal of Human Movement Science	Jan 2009-Present
Reviewer, 2012 North American Society for Sport Management Conference	2011
Invited Reviewer, American Journal of Media Psychology	2010
Invited Reviewer, International Journal of Sport Management and Marketing	2010

Other

Reading Express , Professional indoor football team Advisory Board Member	Reading, PA Sep. 2010 - Present
Sport Business Institute at the University of Minnesota Affiliated Faculty	Minneapolis, MN Jan. 2010 - Present
2009 Adidas Sundown Marathon (ASM) Advisory Board Member	Singapore, Singapore May 2009-June 2009
<ul style="list-style-type: none">Responsibilities included: Helped develop and execute ASM participant survey; data analysis and summary reports.	
Singapore Youth Olympic Games Organizing Committee Advisory Board Member	Singapore, Singapore March 2009 –Aug. 2009
<ul style="list-style-type: none">Responsibilities included: Helped develop and execute Singapore national survey for extensive research on social impact of SYOG (National Identity etc.) and sponsorship effectiveness (Brand Equity, Brand Personality, Brand Awareness, Brand Trust, etc.)	
United States Tournament of Champions Sponsorship/ Marketing Manager	Bloomington, IN Feb.2004–Jun.2004
<ul style="list-style-type: none">Developed marketing plans and Implementation	

AWARDS, HONORS & RECOGNITIONS

Nominated for the 2012 Chambliss Faculty Research Award at Kutztown University of Pennsylvania

Selected the finalist for the 2011 Sport Marketing Association Conference Best Paper Award: "An Examination of Sport Video Game as a Marketing Communication Tool: Hierarchy Effect Model Approach." The paper is among 8 of 174 total papers for the award.

Received (2000) the Outstanding Officer Citation for "Leadership and Management of Human Resources" by the 51st Division (R.O.K Army)

Received (2000) the Letter of Commendation for "Outstanding Service to the Association" by Korea Kendo Association

Awarded (1999) the Education and Guidance Achievement Award for "Honor of Extensive Contributions to the Field of Education" by Bukil Girls' Academy

Won the 1995 Kendo Championships (2nd Place) in the Province of Inchon

Travel Grant

Kim, Y. (2011). Travel to Madrid, Spain, for the 19th Conference of European Association for Sports Management. Funded by the Kutztown University of Pennsylvania Professional Development Committee: Total funding requested: \$700.

Kim, Y. (2010). Travel to Boston, MA, for the 2010 American Marketing Association Summer Marketing Educators' Conference. Funded by the Kutztown University of Pennsylvania Professional Development Committee: Total funding requested: \$700.

Kim, Y. (2010). Travel to Jyväskylä, Finland, for the 2010 World Sport for All Congress. Total funding requested- \$3,969: Funded by the Korean Olympic Committee (\$2,395); Dean of College of Education (\$1,214); Department of Human Kinetics (\$360).

Kim, Y. (2009). Travel to Vancouver, Canada, for the 2010 International Conference on Sport and Society. Funded by the Kutztown University of Pennsylvania Professional Development Committee: Total funding requested: \$800.

Kim, Y. (2007). Travel to Miami, FL, for the 2007 North American Society for Sport Management Conference. Funded by the University of Minnesota Congress of Graduate Students Travel Grant, \$300.00.

Kim, Y. (2006). Travel to Denver, CO, for the 4th Annual Sport Marketing Association Conference. Funded by the University of Minnesota Congress of Graduate Students Travel Grant, \$300.00.

Licenses & Certificates

Certificate of the NIH Web-based training course completion: Protecting Human Research Participants (# 585761) Issued from the National Institutes of Health (NIH) Office of Extramural Research	December 2010
COSMA training workshop, Reston, VA Organized and presented by Commission on Sport Management Accreditation (COSMA)	October 2009
Certificate of Problem Based Learning Foundation Programme Completion Issued from Republic Polytechnic, Singapore	April 2009
Cardiopulmonary resuscitation (CPR) for the Professional Rescuer Issued from American Red Cross in Minneapolis Area chapter	August 2008
Lifeguard Training and First Aid Issued from American Red Cross in Minneapolis area chapter	August 2008
PrHSubjects-CITiweb-SBbasic: IRB Training Course Completion	May 2006
Advanced Computer Skill Certificates Issued from Seoul National University (#000043)	December 2000
Training Program for Web Design & Master Issued from Seoul National University (#9913213)	May 1999
Multimedia Program Certification (MPC) Issued from Chung Cheong Nam-Do Office of Education (#990151)	August 1999
Secondary School Teacher's Certificates Issued from Ministry of Education & Human Resources Development (#16089)	1993
Kendo Black Belt (the 3rd Dan)	July 2000

Issued from Korea Kendo Association (#003200)

Tae-kwon do Black Belt (the 2nd Dan) June 1992
Issued from Kukkiwon (World Tae-Kwondo Headquarters)(#9201111)

Judo Black Belt (the 1st Dan) June 1987
Issued from Korea Judo Association (#8706950)

INSTITUTIONAL SERVICES

University

University Senate Fall 2011 - present
Center for Enhancement of Teaching Advisory Board Fall 2011 - present
Events Advisory Council Fall 2009 – Spring 2011

Departmental

Sport Management Program Committee, Chair Spring 2010 - present

- Redesigned the Sport Management Program Curriculum
- Redesigned the Alumni Survey Questionnaire in LSS
- Working with faculty members for the program accreditation
- Developed the presentation slides for 2011 Spring Visitation
- Developed Computer Competency Test Policy

LSS (Leisure & Sport Studies) Degree Committee Spring 2010 - present
Technology Committee, Chair Fall 2009 - present
Hiring Committee Fall 2009 - present
LSS (Leisure & Sport Studies) Curriculum Committee Fall 2009
Sport Management Program Accreditation Committee Fall 2009

Student Advising

Lapp, G., Gregory, J., Kiernan, D., **Kim, Y.** (advisor), & Kim, S. J. (advisor) (October 18, 2011).
Exploring motives in mixed martial arts viewership: From a Uses and Gratification perspective.
Paper accepted for presentation at the Undergraduate Research at the Capitol -Pennsylvania,

COURSE DEVELOPMENT/ REDESIGN

Courses Developed

PED345 Sports in the Global Marketplace Fall 2010
PED265 Governance and Organization in Sports Spring 2011
PED325 Sport Consumerism Spring 2011
PED375 Research Methods for Sport Management (with Dr Crider) Spring 2011

Online Courses Developed

PED290 Sport Law (Online) Fall 2010
PED160 Introduction to Sports Management (Online) Spring 2011
PED285 Introduction to Sports Marketing (Online) Spring 2011
PED345 Sports in the Global Marketplace (Online) Spring 2011

Course Proposals Developed

PED265 Governance and Organization in Sports (Online) Spring 2011
PED325 Sport Consumerism (Online) Spring 2011

Course Proposal Redesigned
PED285 Sport Marketing and Sponsorship (with Dr S. Kim) Spring 2011
PED345 Sports in the Global Marketplace Fall 2011
-Redesigned the course for meeting Cultural Diversity Competency in GenEd

COMMUNITY SERVICE/LEADERSHIP

Minnesota Seoul National University Alumni Association, President	2005-2008
St. Andrew Church, St. Paul, MN, Advisory board	2005-2006
Sport Marketing Research Group, Web-master School of Kinesiology, University of Minnesota at Twin cities, MN Http://education.umn.edu/kin/research/smrg/	2005-2008
Bukil Kendo Club, Web-master	1998-2001