

TAE HOON LEE

tphoonlee@ufl.edu | +1 (352)709-6928

EDUCATION

Ph.D. in Sport Management, University of Florida, Gainesville, FL, USA	August 2022 - Present
M.S. in Global Sport Management, Seoul National University, Seoul, South Korea	February 2022
B.S. in Sport Marketing & Management, Indiana University, Bloomington, IN, USA	December 2018

ACADEMIC APPOINTMENTS

University of Florida, Department of Sport Management, Gainesville, FL, USA Graduate Teaching Assistant	August 2022 - Present
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RESEARCH INTERESTS

Sport Marketing, Sport Consumer Behavior, Virtual Reality, Big-Data in Sport

HONORS & AWARDS

Brain Korea 21 Plus (BK21 Plus) Scholarship for Outstanding Students Seoul National University	Spring 2021
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REFEREED SCHOLARLY PUBLICATIONS

In Progress

- Lee, T.** & Chang, Y. (in progress). Exploring fan motivations for avatar spectatorship.
- Lee, T.** & Chang, Y. (in progress). Fan gratifications in virtual reality spectatorship.
- Choi, G., Kim, J., **Lee, T.**, Song, H., & Lim, C. (in progress). Fans' coping responses to team scandal and team's SCCT.
- Lee, T.**, Choi, G., Yang, H., & Lim, C. (in progress). CSR, corporate image, brand image, sponsor, and team.
- Oh, I., Chang, J., **Lee, T.**, & Lim, C. (in progress). Fan's response to underdog and top-dog athlete transgression.

Published

- Lee, T.**, Choi, G., & Won, D. (2021) The Effects of Consumer Emotional Intelligence, Performance-relatedness, and Intentionality on Consumers' Brand Coping Responses. *International Journal of Human Movement Science*. 15(3), 47-63.
- Oh, I., **Lee, T.**, Chang, J., & Lim, C. (2021) Exploring the Impact of Emotions Induced by the Olympic Games on the Consumption Values, Attitudes, and Purchase Intention Toward the Olympic Sponsor. *Research in Dance and Physical Education*. 5(2), 11-30.

INTERNATIONAL CONFERENCE PRESENTATIONS

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- Lee, T.** & Chang, Y. (June 2023) (Submitted). Exploring Fan Motivations for Avatar Spectatorship: The Moderating Roles of Temporal, Spatial and Social Distance. 2023 North American Society for Sport Management Conference (NASSM), Montreal, QC.
- Lee, T.** & Chang, Y. (June 2023) (Submitted). Fan Gratifications in Virtual Reality Spectatorship: Application and Extension of. Proteus Effect. 2023 North American Society for Sport Management Conference (NASSM), Montreal, QC.
- Choi, G., Kim, J., **Lee, T.**, Song, H., & Lim, C. (September 2022). The Effects of Sport Scandal Severity, Crisis Response. Strategy, and Sport Team Identification on Sport Fans' Coping Responses to Sport Team. 2022 European Association Sport Management (EASM), Innsbruck, Austria.
- Lee, T.**, Choi, G., & Lee, S. (June 2022). The effect of Athlete Transgression Type, Intentionality, and Consumer Emotional Intelligence on Consumers' Brand Coping Response. 2022 North American Society for Sport Management Conference (NASSM), Atlanta, GA.
- Choi, G., **Lee, T.**, Yang, H., & Lim, C. (August 2021). The Effect of CSR Activities on Corporate Image in Korean Professional Volleyball League: The Mediated Effect of Brand Image. 2021 Asian Association for Sport Management Conference (AASM), Online.
- Oh, I., Ock, D., **Lee, T.**, & Lim, C. (May 2021). Fans' forgiveness intention toward underdog and Top-dog athletes in response to transgression type. 2021 North American Society for Sport Management Conference (NASSM), Online.

GRANTS & CONSULTING PROJECTS

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- Chang, Y (PI), Lei, Y. (Co-I), **Lee, T.** (Co-I), & Yoo, T. (Co-I) (Nearing submission). *Development of intervention programs to facilitate effective emotional coping and healthy eating behavior via virtual reality sports consumption*. The Spencer Foundation, Chicago, IL, USA (\$49,935).
- Lim, C. (PI), & **Lee, T.** (Co-I) (2021). *Data construction for Artificial Intelligence (AI) learning*. Ministry of Science and ICT, Seoul, South Korea

TEACHING EXPERIENCE

University of Florida (Teaching Assistant), SPM2000 Introduction to Sport Management (undergraduate)	Fall 2022
Seoul National University (Student Mentor), Dream Together Master (DTM) Program	Fall 2020

PROFESSIONAL EXPERIENCE

Vinotech (Marketing Staff)	February 2019 – May 2019
DJ Management (Intern)	May 2018 – August 2018
TI Sport Entertainment (Intern)	May 2017 – August 2017