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Curriculum Vitae

YOONKI CHUN

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Education

University of Florida, Gainesville, FL Doctor of Philosophy ; Major: Sport Management	Currently enrolled
Kyung Hee University, Seoul, Korea Master of Science ; Major: Sport Management	February 2020
University of Illinois, Champaign, IL Bachelor of Science ; Major: Recreation, Sport, and Tourism Concentration: Sport Management	May 2016

Research Interests

Primary Field of Interest

Integrated application of identity theories in sport management context.

Specific Research Topics of Interest

1. Sport fan identity
2. Amateur athletes' well being
3. Sport participation

Academic Appointments

University of Florida, Department of Sport Management Graduate Research Assistant Graduate Teaching Assistant	January 2021 - Present January 2021 - Present
Kyung Hee University, Sports Science Institute Research Assistant	March 2018 – August 2019
Kyung Hee University, Sports Industry ·Marketing Research Center Research Assistant	March 2018 – February 2020

Refereed Publications

*corresponding author underlined

Lee, J. H., Chun, Y. K., Lee, J. H. (2019). The structural relationship between emotional response, brand-event image congruence, brand attitude and brand loyalty among sport brands' marathon event participants. *The Korea Journal of Sports Science*, 28(5), 487-500.

Lee, J. H., Chun, Y. K., Lee, E. J., Seo, J. Y. (2019). The effects of KBO League highlight TV program female announcer's image on viewer's satisfaction, channel reputation, and viewing intention. *The Korea Journal of Sports Science*, 28(5), 429-440.

Lee, J. H., Chun, Y. K., & Kim M. J. (2019). Effects of sports O2O platform's service quality on platform attitude, satisfaction, and behavioral intention of platform users. *The Korea Journal of Sports Science*, 28(2), 463-478.

Grants & Contracts

Plunkett, E. (PI), Chun, Y. (Co-PI). Situational Analysis for a Division I Athletic Program. Carr Sports. Funded: \$3,000 2021

Sagas, M. (PI), Plunkett, E. (Co-PI), & Chun, Y. (Co-PI). Situational Analysis for a Division I Athletic Program. Carr Sports. Funded: \$2,000

Lee, J. H. (PI), Chun, Y. K. (Co-PI), Kim, M. J. (Co-PI). Development of Multi-Professional Sports Corporate Social Responsibility(CSR) platform. Korea Professional Sports Association (KPSA). Funded: \$57,000 2018 - 2019

Lee, J. H. (PI), Kim, M. J. (Co-PI), Kim, S. Y. (Co-PI), Lim, S. J (Co-I), Chun, Y. K. (RA). 88 Country Club Customer Satisfaction Index Research. Korea Ministry of Patriots and Veterans Affairs. Funded: \$17,000 2018

Refereed Conference Presentations

Chun, Y., Lee, J. H., Lee, J. H. (2020, May). A study on female sport participants' subjectivity: the investigation of consumer types towards sport brands' online advertisements using the Q-Methodology. Presented at the 2020 North American Society for Sport Management (NASSM) Conference, San Diego, CA.

Chun, Y. K., Kim, M. J., Lim, S. J. & Lee, J. H. (2019, October). Structural relationship between sport brands' social networking service, media & brand engagement, and purchase intention. Presented at the 2019 Korean Alliance For Health, Physical Education, Recreation, and Dance Conference, Seoul, Korea.

Kim, J. H., Lim, S. Y., Chun, Y. K., & Lee, J. H. (2019, October). Effects of e-Sports Broad Jokey traits on viewer's satisfaction, immersion, and re-viewing intention. Presented at the 2019 Korean Alliance For Health, Physical Education, Recreation, and Dance Conference, Seoul, Korea.

Chun, Y. K., Kim, M. J., & Lee, S. K. (2018, October). Effects of sports O2O platform's service quality on platform attitude, satisfaction, and behavioral intention of platform users. Presented at the 2018 International Sport Science Congress in Commemoration of the 1988 Seoul Olympic Games, Jeollabuk-do, Korea.

Fellowships & Awards

Grinter Fellowship Award, University of Florida	Spring 2021
Winner, Outstanding professional presentation, KAHPERD Annual Conference	Fall, 2019

Work in Progress

*corresponding author underlined

Chun, Y., Sagas, M. Integrated theories approach in sport fan identities.
Status: Discussion | *Target*: Frontiers in Sports and Active Living

Industry Experience

Brion Company Ltd., Seoul, Korea <i>Position</i> : Assistant manager <i>Department</i> : Sport management	2016 - 2018
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Industry Projects

Professional Athlete Management

- *Players*: Sang-Hwa Lee (Speed Skating, Olympic Gold Medalist),
Seungho Paik (*Soccer, FC Barcelona*),
Se-Young Park (Short track skating, Asian Game Gold Medalist),
Seung-Hi Park (Speed Skating, Olympic Gold Medalist)
 - *Contribution*: Endorsement contracts, training support, and time scheduling
- 2016-2018

Football X online platform

- *Ordering Organization*: Adidas Korea
 - *Budget*: \$170,000
 - *Position*: Project Manager
 - *Contribution*: Developed online football application for amateur players.
- 2016 - 2018

GM Korea(Chevrolet) football marketing

- *Ordering Organization*: General Motors Korea
 - *Budget*: \$860,000
 - *Position*: Project Manager
 - *Contribution*: Planned and executed Manchester United sponsorship campaigns
- 2017 - 2018

Team Visa Athlete Endorsement Consultation

- *Ordering Organization*: VISA
 - *Budget*: \$108,000
 - *Position*: Consultant
 - *Contribution*: Consulted endorsement candidates for VISA's Pyeongchang Winter Olympic Games sponsorship campaign
- 2016 - 2018

Adidas Tango League Seoul

- *Ordering Organization:* Adidas Korea
- *Budget:* \$240,000
- *Position:* Co-Project Manager
- *Contribution:* Planned and executed National futsal tournament for 3,000 students

2017