

Presentation (*Presenter)

INTERNATIONAL RESEACH CONFERENCES

- **Kim, J.H.***, Choi, K.H., Kim, H.J., & Lim, C.H. (2023, June). The Influence of Issue Involvement and Team Identification on Fan's Attitude toward the NFL Team's Black Lives Matter Initiatives: The Interaction Effect of Fan Characteristics on Attitude toward Team's CSA. Presentation (poster) at the North American Society for Sport Management Conference, Montreal, Canada
- Yoo, Y.L.* , Yang, H.W, **Kim, J.H.**, & Lim,C.H. (2023, June). Effects of Sport Virtual Influencer Attributes on Information Sharing: Focusing on the Virtual Influencer's Credibility and Sport Expertise. Presentation (oral) at the North American Society for Sport Management Conference, Montreal, Canada
- **Kim, J.H.***, Choi, K.H., Kang, D.H., Choo, M.S., & Lim, C.H. (2022, September). The Effect of Symbolic and Functional Brand Fit on Consumer Behavior in Co-branded Eco-friendly Sportswear Products. Presentation (oral) at the 2022 European Association for Sport Management, Innsbruck, Austria
- Choi, K.H., **Kim, J.H.**, Lee, T.H., Song, H.J.* , & Lim, C.H. (2022, September). The Effects of Sport Scandal Severity, Crisis Response Strategy, and Sport Team Identification on Sport Fans' Coping Responses to Sport Team. Presentation (oral) at the 2022 European Association for Sport Management, Innsbruck, Austria
- Yoo, Y.L.* , Yang, H.W, **Kim, J.H.**, & Lim,C.H. (2022, September). Effects of the Brand Image of Live Streaming Social Media Sports Broadcasting Jockeys on Viewer Satisfaction: The Mediating Effect of Flow. Presentation (oral) at the 2022 European Association for Sport Management, Innsbruck, Austria
- Chang, J.S., **Kim, J.H.***, Lee, D.H, & Lim, C.H. (2022, June). How team-related and fan community-related competence and perceptions influenced the spectating intentions about their sport team: The moderating effect of self-construal perception. Presentation (oral) at the North American Society for Sport Management Conference, Atlanta, GA.

UNIVERSITY RESEARCH CONFERENCE

- Yoo, Y.L.* , **Kim, J.H.**, & Yang, H.W. (2022, December). The effect of consumer-perceived credibility on the perceived attributes of sports virtual influencers and information sharing intentions. Presentation (poster) at the 2022 SNU College of Education Academic Colloquium, Seoul, Korea (Received Peer-reviewed Award)
- **Kim, J.H.*** (2021, December). The effects of brand fit on consumer's behavior in co-branded eco-friendly sportswear products. Presentation(oral) at the 2021 Global Sports Science Conference, Seoul, Korea

Awards and Scholarships

- Kim Yu Kyoum Travel Grant June. 2023
 - Korean American Association for Sport Management (KAASM)
 - Granted for presentation at 2023 NASSM, Montreal, Canada.
- BK (Brain Korea) 21 Plus Research Fellow \$4600 Spring 2023
- Graduate Student Travel Grant: \$1100 Status: ACCEPTED July. 2022
 - SNU BK21 Four: Training Program for Global Leaders in Sports Science
 - Granted for presentation at 2022 EASM, Innsbruck, Austria
- Graduate Student Travel Grant: \$2200 Status: ACCEPTED May. 2022
 - SNU BK21 Four: Training Program for Global Leaders in Sports Science
 - Granted for presentation at 2022 NASSM, Atlanta, GA.

- Teaching Assistantship, Seoul National University Spring 2022
- Gwanak Academic scholarship, Seoul National University, Korea August. 2020
- Scholarship for Academic Excellence [6 semesters] Spring 2015-Fall 2020
- Summa Cum Laude Class of 2015

Work Experiences

- Research Assistant at KSIDI, POSTECH 2021 Jan-2021 Apr
 - Korea Sport Industry Development Institute, Pohang University of Science and Technology
 - Advisor: Prof. Young-Seok Kim
 - <http://ksidi.postech.ac.kr>

- Research Assistant at COM:FORT LAB College of Human Ecology 2020 Jun-2020 Dec
 - Department of Clothing and Textiles, Seoul National University,
 - Advisor: Prof. Joo-Young Lee
 - <http://comfortlab.snu.ac.kr>

Projects

- A Study on Securing Demand for Boryeong New Port and Basic Plan Jan. 2022 – Nov. 2022
 - Conducted basic research regarding the analysis of potential port demand and the practical expansion
 - Role: graduate researcher

- 2022 Presidential Campaign Promise Project - sports policy Nov. 2021 – Feb. 2022
 - Conducted basic research regarding current issues of sport policy and suggested alternative plans
 - Role: graduate researcher

Teaching Assistantships

- SPM 2000: Introduction to Sport Management Fall 2023
 - Instructor: Cyntrice Thomas

- SPM 4014: Sport Operations and Facility Management Fall 2023
 - Instructor: Brian Avery

- SPM 4724: Risk Management in Live Entertainment and Sports Fall 2023
 - Instructor: Brian Avery

- SPM 4154: Managing Organizations in Sport Fall 2023
 - Instructor: Cynthia Willming

- SPM 4723: Legal Issues in Sport. Fall 2023
 - Instructor: Daniel Connaughton

- 722.318 001/002: Handball (Undergraduate) Spring 2023
 - Instructor: Lim Choong Hoon

- 054.031 002: Mountain and Life (Undergraduate) Spring/Fall 2022, Spring 2023
 - Instructor: Sung Je Hoon

CURRICULUM VITAE

Junho Kim

- 722.772 001: Topics in Sport Marketing (Graduate)
 - Instructor: Lim Choong Hoon

Spring 2022

- L0652.000100 001/002: Handball (Undergraduate)
 - Instructor: Lim Choong Hoon

Spring 2022

Technical Skills

LANGUAGE

- English (Fluent), Korean (Native)

COMPUTER

- R, Windows Environment, Microsoft Office Suite, SPSS

CERTIFICATION

- Teacher's Certification, Ministry of Education, Korea

Aug 2021

- Handball Coaching Level D Certificate, International Handball Federation (IHF)

Sep 2021

Activities

ACADEMIC

- Oversea study for pre-service teacher program

London, UK

- Organized by Korean Education Centre UK & College of Education, SNU

2016 Feb

- As an undergraduate student of the College of Education, I had a chance to improve my abilities as a pre-service teacher, such as cultivating an international perspective, by allowing me to experience various world cultures

- Exchange Student program

Groningen, The Netherlands

- University of Groningen

Spring 2017

- Smart Sports Promotion Program (S-FLUENCER)

Seoul, Korea

- Organized by Korea Sports Promotion Foundation

Fall 2020

- Project focused on promoting newly introduced field of sports (VR/AR Sports) by social media.

- Achieved **1st place** for individual & group competition among other participants.

EXTRACURRICULAR

- SNU Handball Varsity Team

Seoul, Korea

- Joined handball varsity team and experienced several achievements from several national tournaments.

2015 Mar – Present

- **Led handball team as a captain** and organized various tournament administrations.

- SNU Buddy

Seoul, Korea

- Organized by Office of International Affairs, Seoul National University

Spring 2020

- Organized and arranged events for 300+ exchange students

Membership

Member, European Association for Sport Management

Member, North American Society for Sport Management

Member, Korean American Association for Sport Management

Member, Korean Society of Sport Management

Last Update: AUG. 2023