

YONGHWAN CHANG

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EDUCATION

2016 Ph.D. in Sport Management, University of Florida, Gainesville, FL

ACADEMIC APPOINTMENTS

2020–present Assistant Professor, University of Florida, Gainesville, FL

2017–2020 Assistant Professor, University of Minnesota, Minneapolis, MN

RESEARCH INTERESTS

Sport Consumer Psychology & Quantitative Sport Marketing

HONORS & AWARDS

2019 NASSM Research Fellow Award

2019 Emerging Scholar in Sport Marketing Award, American Marketing Association (AMA), Sport & Sponsorship-linked Marketing Special Interest Group (SportSIG)

REFEREED SCHOLARLY PUBLICATIONS ([Click Here to access](#))

- Chang, Y., & Wann, D. L.** (2022). Effects of game outcomes and status instability on spectators' status consumption: The moderating role of implicit team identification. *Frontiers in Psychology, 13*, 819644. [IF = 2.99]
- Chang, Y.** (2021). Effects of game situation-dependent emotions on sport spectators' food craving. *Frontiers in Psychology, 12*, 724220. [IF = 2.99]
- Chang, Y., & Kwak, D. H.** (2021). When team sponsorship of cause-related messages leads to unfavorable fan reactions: The interplay among competency, cause orientation, and message source. *European Sport Management Quarterly*. [IF = 4.00]
- Chang, Y., & Inoue, Y.** (2021). Spectator emotions in predicting psychological vigor. *Sport Management Review, 24*, 594-619. [IF = 6.58]
- Chang, Y., Schull, V., & Kihl, L. A.** (2021). Remediating stereotype threat effects in spectator sports. *Journal of Sport Management, 35*, 172-184. [IF = 3.69]
- Chang, Y., Ko, Y. J., & Jang, W.** (2019). Personality determinants of consumption of premium seats. *International Journal of Contemporary Hospitality Management, 31*, 3395-3414. [IF = 6.51]
- Chang, Y.** (2019). Spectators' emotional responses in tweets during the Super Bowl 50 game. *Sport Management Review, 22*, 348-362. [IF = 6.58]
- Chang, Y.** (2018). Exploring the patterns of dual attitude changes in the context of athlete endorsement: The interplay of fit, evaluative conditioning, and introspection focus. *Journal of Sport Management, 32*, 413-425. [IF = 3.69]
- Chang, Y.** (2018). When infamy becomes fame: The positive side of negative athlete publicity. *Journal of Sport Management, 32*, 401-411. [IF = 3.69]
- Chang, Y., Ko, Y. J., & Carlson, B. D.** (2018). Implicit and explicit affective evaluations of athlete brands: The associative evaluation-emotional appraisal-intention (AEI) model of athlete endorsements. *Journal of Sport Management, 32*, 497-510. [IF = 3.69]
- Chang, Y., Wann, D. L., & Inoue, Y.** (2018). The effects of implicit team identification on revisit and word-of-mouth intentions: A moderated mediation of emotions and flow. *Journal of Sport Management, 32*, 334-347. [IF = 3.69]

- Chang, Y., & Ko, Y. J.** (2018). The effects of association strength on attention and product evaluation. *European Journal of Marketing*, 52, 1257-1279. [IF = 4.65]
- Chang, Y., & Ko, Y. J.** (2017). Consumers' perceived post purchase risk in luxury services. *International Journal of Hospitality Management*, 61, 94-106. [IF = 9.24]
- Chang, Y., & Ko, Y. J.** (2016). Reconsidering the role of fit in celebrity endorsement: Associative-propositional evaluation (APE) accounts of endorsement effectiveness. *Psychology & Marketing*, 33, 678-691. [IF = 2.94]
- Chang, Y., Ko, Y. J., & Leite, W.** (2016). The effect of perceived brand leadership on luxury service WOM. *Journal of Services Marketing*, 30, 659-671. [IF = 4.67]
- Chang, Y., Ko, Y. J., Tasci, A., Arai, A., & Kim, T. H.** (2014). Strategic match of athlete endorsement in global markets: An associative learning perspective. *International Journal of Sports Marketing and Sponsorship*, 15, 253-271. [IF = 2.94]
- Chang, Y., & Ko, Y. J.** (2014). The brand leadership: Scale development and validation. *Journal of Brand Management*, 21, 63-80. [IF = 3.50]

In progress

- Chang, Y.** (In review). Hope, false hope, and eating.
- Chang, Y., & Warren, C.** (In review). Virtual reality technology induced flow.
- Chang, Y., Warren, C., & Katz, M.** (In review). A decision tree of subscription renewal behavior.
- Chang, Y., & Katz, M.** (In review). Emotions-directed activation of consumption goals.

GRANTS & CONSULTING PROJECTS

- Chang, Y.** (PI), Plunkett, E. (Co-PI), Sagas, M. (Co-PI), & Lee, I. (Investigator) (2022-2025). *Exploring the effects of character programs on socio-psychological outcomes: A case study of the Wylie Independent School District*. Texas Wylie Independent School District (Wylie ISD), TX, USA (\$150,000; Awarded).
- Chang, Y.** (PI), Ko, Y. J. (Co-PI), Avery, B. (Co-PI), & Sagas, M. (Co-PI) (2022). *Global sports leadership program*. AMOS School of Sport Business, France (\$77,582; Awarded).
- Chang, Y.** (PI) (2022-2024). *The role of virtual reality spectatorship in facilitating psychophysiological health*. Good/Teacher/School (GTS) Educational Institute (charitable, non-profit organization), South Korea (\$16,371; Awarded).
- Chang, Y.** (PI) (2018). *The multiple identities approach: Reducing the negative consequences of stereotype threat for women in sport*. Janet B. Parks NASSM Research Grant, USA (\$3,815; Funded).

TEACHING & ADVISING

I have been responsible for teaching both undergraduate- and graduate-level courses in sport management, primarily in the areas of sport consumer behavior and research methods. I received combined averages of **4.65** (instructor items) and **4.34** (course items) at UF. Based on the course evaluation scores/qualitative feedback, I am glad to learn that my instruction met most students' expectations.

Role(committee)	Student	Complete Date	Role(committee)	Student	Complete Date
PhD Co-Chair	Sean D.	Spring, 2023	PhD Member	Jinwoo A.	Summer, 2022
PhD Chair	Ye L.	Summer, 2026	PhD Member	Seongjin Y.	Summer, 2022
PhD Chair	Taehoon L.	Summer, 2026	PhD Member	David L.	Summer, 2024

COMMUNITY SERVICE

- 2021–present Discipline Review Committee, Florida State University System Institutions
- 2020–present Consultant & Analyst, University Athletic Association
- 2021–present Award Evaluation Committee, College of Health and Human Performance
- 2021–present Graduate Faculty Committee, College of Health and Human Performance