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UAA Endowed Professor in Sport Management
 Department of Sport Management
 College of Health and Human Performance
 University of Florida (UF)
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I. EDUCATION

The Ohio State University (OSU)	Columbus, OH
Ph.D. Major: Sport Management (Cognate Area: Business Marketing)	
The Ohio State University	Columbus, OH
M.A. Major: Physical Education (Sport Management emphasis)	
Seoul National University (SNU)	Seoul, Korea
B.A. Major: Physical Education	

II. ACADEMIC APPOINTMENTS

Endowed Professor	University Athletic Association Endowed Professor in Sport Management (2025-)	
Director	UF Sport Marketing Research (SMR) Lab	(2010-present)
Affiliate faculty	UF Sport Analytics Lab	(2025-present)
Director	Global Sports Leadership Program	(2017-2022)
Interim Chair	Department of Sport Management	(2021-2022, 2024-2025)
Coordinator	Sport Management Program (UF) in TRSM	(2017-2019)
Professor	Department of Sport Management	(2017-present)
Associate Professor	Sport Management Program (SPM, UF)	(2010-2017)
Assistant Professor	SPM, UF	(2006-2009)
Assistant Professor	SPM, Washington State University	(2001-2006)
Lecturer	SPM, University of Texas at Austin	(2000-2001)

III. MAIN AREAS OF RESEARCH INTEREST

- Strategic Sport Marketing – service quality, branding, sponsorship/endorsement, technology, & CSR.
- Sport Consumer Behavior – socio-psychological variables that influence sport participation, spectatorship, volunteering, and giving.

The overriding goal of my research is to: (1) develop an improved theoretical understanding of sport consumers' decision-making processes through interdisciplinary research, and (2) provide strategic directions and a foundation for best practices/solutions for a variety of marketing issues in the sport business. Scholarly contributions in Google Scholar: (<https://scholar.google.com/citations?user=S9A151YAAAAJ&hl=en>).

IV. SCHOLARLY WORK**A. Referred Publication (N = 137):**

*, ** - work with doctoral students or Post-Doc scholars (*) and MS thesis students (**)

1. *Yoo, S., Hur, Y., **Ko, Y. J.**, Bang, H. J., & Kim, T. H. (in press). Determinants of volunteer engagement in a mega sport event: a gender difference perspective. *Social Behavior and Personality*.
2. *Chang, S. H., **Ko, Y. J.**, Davis, S. (in press). Agenda setting of sports news in mainstream media during a crisis: A two-stage topic modeling analysis. *International Journal of Sport Communication*.
3. *Yoo, S., & **Ko, Y. J.** (2025). Beyond the game outcomes: How does 'What If?' influence fan engagement? *European Sport Management Quarterly*, 1–24.
<https://doi.org/10.1080/16184742.2025.2594734>

4. *Yoo, S., **Ko, Y. J.**, Davis, S., & Kim, T. (2025). The effect of consumers' self-presentation on luxury sports brand consumption. (Ahead of print: <https://doi.org/10.1080/16184742.2025.2540831>). *European Sport Management Quarterly*.
5. Kang, P., *Yoo, S., **Ko, Y. J.**, *Gonzalez Serrano, M., & *Davis, S. (2025). Exploring sport consumer needs. (Ahead of print: <https://doi.org/10.1080/24704067.2025.2525257>). *Journal of Global Sport Management*.
6. *Min, B., Kim, D., & **Ko, Y. J.** (2025). Effect of in-game situations of e-sports and advertisement animation on consumers' visual attention, memory, brand attitude, and purchase intention. (Ahead of print: <https://doi.org/10.1108/INTR-03-2024-0491>). *Internet Research*.
7. Boroujerdi, S. S., *Mahmoudian, A., *Galeghah, S. S., **Ko, Y. J.**, & *Khazaei, S. (2024). Athlete brand reputation: Developing a conceptual framework. (Ahead of print: <https://doi.org/10.1057/s41299-024-00208-z>). *Corporate Reputation Review*.
8. **Ko, Y. J.**, *Yun, L., & Kang, P., (2025). A conceptual framework for understanding brand connection to sport mascots. *Sport Management Review*, 28(4), 729-752.
9. *Donlinting, E. E., **Ko, Y. J.**, *Ahn, J., Lee, J. S., & Connaughton, D. (2025). Charity running event for homelessness: The framing effects on prosocial behaviors. *European Sport Management Quarterly*, 25, 41-60.
10. *Kang, P., **Ko, Y. J.**, *Youn, S., *Chun, Y., *Davis, S., & Connaughton, D. (2025). Application of machine and deep learning techniques on sport non-fungible token tweets: Exploration of perceived values and risks. *International Journal of Sports Marketing and Sponsorship*, 26(4), 862-883.
11. Shin, N., Kwak, D., Cho, S., Kim, C. H., Kim, W., Kim, A., & **Ko, Y. J.** (2025). The status of scholar-activism in South Korean sport: Challenges and implications for advancement. *Journal of Global Sport Management*, 10(3), 385-407.
12. Cunningham, G., & **Ko, Y. J.** (2025). Diversity, equity, and inclusion in the sport metaverse. *International Journal of Sports Marketing and Sponsorship*, 26(2), 279-291.
13. *Ahn, J., & **Ko, Y. J.** (2024). The impact of augmented reality technology on sport spectators' psychological and behavioral responses: The role of sensitization and habituation. *Journal of Sport Management*, 39(3), 196-209.
14. *Kim, T. H., **Ko, Y. J.**, & Rhee, Y. (2024). The impact of event quality and psychological commitment on fan attendance in college basketball events in the US. *Journal of Global Sport Management*, 9(1), 182-201.
15. *Mahmoudian, A., Boroujerdi, S. S., **Ko, Y. J.**, & Delshab, V. (2024). The impact of perceived team reputation on team identification in the context of European football league teams. *Corporate Reputation Review*, 27(1), 70-85.
16. *Huang, Y., Kim, D., & **Ko, Y. J.** (2024). The effect of livestreaming esports media on viewer satisfaction, flow experience, and media loyalty. *Communication & Sport*, 12, 990-1033.
17. Sato, S., **Ko, Y. J.**, Kim, D., & Lee, J. S. (2023). The effects of pre-scandal associations of athlete endorsers and scandal types on consumer blame and eWOM. *International Journal of Sports Marketing and Sponsorship*, 24, 814-833.
18. *Asada, A., **Yan, M., **Ko, Y. J.**, & Lee, J. (2023). Effects of commitment to CSR-linked sport partnership on consumers' fit perception, attitude toward sponsor, and Word-of-mouth intention. *Sport Marketing Quarterly*, 32, 137-149.
19. *Yoo, S., **Ko, Y. J.**, Hur, Y., Bang, H., & Kim, T. (2023). Exploring volunteer engagement in a mega sport event: The role of functional attitudes. *European Sport Management Quarterly*, 23(5), 1610-1629.
20. **Ko, Y. J.**, Kwon, H., Kim, T., Park, C., & Song, K. (2023). Assessment of event quality in major spectator sports: Single-item measures. *Journal of Global Sport Management*, 8(4), 1008-1024.
21. **Kim, J., **Ko, Y. J.**, & Connaughton, D. (2023). Performance expectancy of officiating technology in spectator-based sporting events: Scale development and validation. *Communication & Sport*, 11(3), 528-550.
22. *Asada, A., & **Ko, Y. J.** (2023). Word-of-Mouth effectiveness in new sport fan acquisition: A mediating role of resident prototypicality. *Sport Management Review*, 26, 93-113.

23. *Arai, A., Ko, Y. J., Asada, A., & Connaughton, D. C. (2023). The effects of athlete scandals on consumers' identity threats: The moderating roles of self-brand connection and self-construal. *Sport Marketing Quarterly*, 32, 62-75.
24. Ko, Y. J., Kwak, D., Jang, W., Lee, J., *Asada, A., Chang, Y., Kim, D., Pradhan, S., & Yilmaz, S. (2023). Using experiments in sport consumer behavior research: Review and directions for future research. *Sport Marketing Quarterly*, 32, 33-46.
25. Cho, S., Shin, N., Kim, A., Kwak, D., Jang, W., Lee, J. S., & **Ko, Y. J.** (2023). The impact of COVID-19 crisis on major spectator sport industry in the US and South Korea: Creating new opportunities. *Journal of Global Sport Management*, 8(4), 903-927.
26. **Ko, Y. J.**, Asada, A., Jang, W., Kim, D., & Chang, Y. (2022). Do humanized team mascots attract new fans? Application and extension of anthropomorphism theory. *Sport Management Review*, 25(5), 820-846.
27. **Sears, J., *Kang, P., Ko, Y. J., Lee, J. S. (2022). New day, new game: Examining consumer needs in daily fantasy sports. *Sport Marketing Quarterly*, 31(4), 255-264.
28. *Kim, D., Lee, J. S., Jang, W., & Ko, Y. J. (2022). Does causal reasoning lead to moral reasoning? Consumers' responses to scandalized athletes and endorsements. *International Journal of Sports Marketing and Sponsorship*, 23(3), 465-484.
29. *Yilmaz, S., *Kim, H., & Ko, Y. J. (2022). Counterfactual thinking in sustainable tourism context. *Journal of Travel Research*, 61(6), 1252-1266.
30. *Kim, D., Kim, A. C., Kim, J. Y., & Ko, Y. J. (2022). Symbiotic relationship between sport media consumption and spectatorship: The role of flow experience and hedonic needs fulfillment. *Journal of Global Sport Management*, 7(1), 112-134.
31. *Kim, D., Ko, Y. J., Lee, J. S., & Sato, S. (2020). The Effect of attribution on athlete scandals: Consumer responses toward scandalized athletes and endorsements. *Sport Marketing Quarterly*, 29(4), 269-281.
32. *Asada, A., Ko, Y. J., & Jang, E. W. (2020). Effects of relative size and homogeneity of sports fan community on potential fans' support intentions. *Journal of Sport Management*, 34, 103-119.
33. *Kim, S. W., Connaughton, D., Sagas, D., & Ko, Y. J. (2020). Concussion knowledge, attitude, and risk management practices of high school girls' soccer coaches. *The Physical Educator*, 77, 851-875.
34. Jang, E. W., Kwak, D., & Ko, Y. J., (2020). Vitalizing effect of playing fantasy sports: Effects of competitive goal framing, involvement, and competitiveness trait. *European Sport Management Quarterly*, 20(4), 403-420.
35. **Ko, Y. J.**, Kim, Y. K., Kim, T., Arai, A., Rhee, Y. C., & Park, C. (2020). The impact of perceived trustworthiness on trust and commitment: A case of boosters in a university athletic program. *Sport in Society*, 23(2), 180-203.
36. Jang, E. W., Lee, J. S., Kwak, D., & Ko, Y. J. (2019). Meaningful vs. hedonic consumption: The effects of elevation on online sharing and information seeking behaviors. *Telematics and Informatics*, 45(Dec), 101298.
37. *Kim, D., Ko, Y. J., Kim, Y., & Lee, J. L. (2019). The Impact of CSR-Linked Sport Sponsorship on Consumers' Reactions to Service Failures. *International Journal of Sports Marketing and Sponsorship*, 21(1), 70-90.
38. *Asada, A., & Ko, Y. J. (2019). Conceptualizing relative size and entitativity of sports fan community and their roles in sport socialization. *Journal of Sport Management*, 33(6), 530-545.
39. *Reifurth, K. R. N., *Evans, K., James, J. D., & Ko, Y. J. (2019). The rivalry effect: The potential to foster (lapsed) donor giving. *Journal of Applied Sport Management*, 11(4), 1-14.
40. **Asada, A., & Ko, Y. J. (2019). The effectiveness of word of mouth in spectator sport: A gender difference perspective. *Sport Marketing Quarterly*, 28, 135-147.
41. *Chang, Y., Ko, Y. J., & *Jang, E. W. (2019). Personality determinants of consumption of premium seats in sport stadium. *International Journal of Contemporary Hospitality Management*, 31, 3395-3414.
42. *Sato, S., Ko, Y. J., *Chang, Y., & Kay, M. (2019). How does the negative impact of an athlete's reputational crisis spill over to endorsed and competing brands? The moderating effects of consumer knowledge. *Communication & Sport*, 7, 385-409.
43. *Kim, D., & Ko, Y. J. (2019). The impact of virtual reality (VR) technology on sport spectators' flow experience and satisfaction. *Computers in Human Behavior*, 93, 346-356.

44. *Chang, Y., Ko, Y. J., & Carlson, B. D. (2018). The associative evaluation-emotional appraisal-intention (AEI) model: Dual-processing accounts of affective evaluation toward human brands. *Journal of Sport Management*, 32, 497-510.
45. *Chang, Y., & Ko, Y. J. (2018). The effects of association strength on attention and product evaluation: Reconsidering endorsement effectiveness. *European Journal of Marketing*, 52(5/6), 1257-1279.
46. Guardia, F. R., Campos, C. P., Calabuig-Moreno, F., & Ko, Y. J. (2018). Engagement in sports virtual brand communities. *Journal of Business Research*, 89, 273-279.
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48. *Jang, E. W., Wann, D., & Ko, Y. J. (2018). Influence of team identification, game outcome, and game process on sport consumers' happiness. *Sport Management Review*, 21, 63-71.
49. *Jang, E. W., Ko, Y. J., Wann, D., & Chang, Y. (2017). The relative effects of game outcome and process on fans' media consumption experiences. *European Sport Management Quarterly*, 17(5), 635-658.
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51. *Jang, E. W., Ko, Y. J., Wann, D., & *Kim, D. (2017). Does spectatorship increase happiness? The energy perspective. *Journal of Sport Management*, 31, 333-344.
52. Ko, Y. J., *Chang, Y., *Jang, W., Sagas, M., & Spengler, J. O. (2017). A hierarchical approach in predicting sport consumption behavior: Personality and need perspective. *Journal of Sport Management*, 31, 213-228.
53. Tasci, A., & Ko, Y. J. (2017). Travel needs revisited. *Journal of Vacation Marketing*, 23(1), 20-36.
54. *Chang, M. J., Kang, J., Ko, Y. J., & Connaughton, D. (2017). The effects of perceived sport team performance and social responsibility on pride and word of mouth intention. *Sport Marketing Quarterly*, 26(1), 31-41.
55. *Chang, Y., & Ko, Y. J. (2017). Consumers' perceived post purchase risk in luxury services. *International Journal of Hospitality Management*, 61, 94-106.
56. Ko, Y. J., *Chang, Y., *Park, C., & Herbst, F. (2017). Understanding of consumers' attitude toward corporate sponsors: A comparison between profit vs. nonprofit sport event sponsorship. *Journal of Consumer Behaviour*, 16, 176-186.
57. *Chang, M. J., Ko, Y. J., Connaughton, D., & Kang, J. H. (2016). The effect of perceived CSR, pride, team identification, and regional attachment: The moderating effect of gender. *Journal of Sport & Tourism*, 20, 145-159.
58. *Sato, S., Ko, Y. J., Kaplanidou, K., & Connaughton, D. (2016). Consumers' comparative evaluation judgment of athlete endorsers. *Journal of Sport Management*, 30, 553-565.
59. **Chang, Y., Ko, Y. J., & Leite, W. (2016). Effects of perceived brand leadership of luxury products on consumers' word of mouth recommendation. *Journal of Services Marketing*, 30, 659-671.
60. *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.
61. *Park, C., Ko, Y. J., *Kim, H., Sagas, M., & Eddosary, M. (2016). Donor motivation in college sport: Does contribution level matter? *Social Behavior and Personality*, 44, 1015-1032.
62. **Asada, A., & Ko, Y. J. (2016). Determinants of word of mouth influence in sport viewership. *Journal of Sport Management*, 30, 192-206.
63. *Sato, S., Oshimi, D., Harada, M., Sato, M., Asakura, M., & Ko, Y. J. (2016). The effects of sport consumers' goals and goal valence on consumption satisfaction and happiness. *Sport Science Research*, 12, 101-120.
64. Tasci, A., & Ko, Y. J. (2016). A fun scale for understanding hedonic consumption. *Journal of Travel & Tourism Marketing*, 33, 162-183.
65. *Jang, W., *Kim, H. Y., Ko, Y. J., & *Jeong, S. (2015). The effect of world ranking for the selection of athlete endorsers: The case of Professional Golf Association. *International Journal of Sport Communication*, 8, 411-430.

66. *Sato, S., **Ko, Y. J.**, *Park, C., & *Tao, W. (2015). Athlete reputational crisis and consumer evaluation. *European Sport Management Quarterly*, 15, 434-453.
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68. Eddosary, M., **Ko, Y. J.**, Sagas, M., & *Kim, H. (2015). Attendance intention in Saudi soccer events: Application and extension of the theory of planned behavior. *Psychological Reports*, 117(1), 89-102.
69. *Jang, W., **Ko, Y. J.**, & Chan-Olmsted, S. M. (2015). Spectator-based sport team reputation: Scale development and validation. *International Journal of Sports Marketing and Sponsorship*, 16, 211-231.
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71. **Kudo, M., **Ko, Y. J.**, Walker, M., & Connaughton, D. (2015). The Influence of title sponsorships in sport on stock price fluctuations. *International Journal of Sports Marketing and Sponsorship*, 16, 118-137.
72. **Jang, W., **Ko, Y. J.**, & Stepchenkova, S. (2014). The effect of message appeal on consumer attitude: A moderating effect of involvement and event value-orientation. *International Journal of Sport Communication*, 7, 337 - 356.
73. **Ko, Y. J.**, Cattani, K., Lee, S. A., *Kim, T., Yang, J., & Kim, Y. (2014). Consumer satisfaction and event quality perception: A case of 2009 World Professional Taekwondo Tour. *Journal of the International Association for Taekwondo Research*, 1(1), 22-33.
74. **Chang, Y., **Ko, Y. J.**, Tasci, A., *Arai, A., & *Kim, T. (2014). Strategic matches of athlete endorsement in global markets: An associative learning perspective. *International Journal of Sports Marketing and Sponsorship*, 15, 253-271.
75. **Ko, Y. J.**, & Kim, Y. K. (2014). Determinants of consumers' attitude formation toward sport sponsorship: A tale from college athletics. *Journal of Nonprofit and Public Sector Marketing*, 26, 1-23.
76. **Ko, Y. J.**, *Rhee, Y. C., Kim, Y. K., & *Kim, T. (2014). The influence of corporate social responsibility on donor behavior: Commitment and trust perspectives. *Sport Marketing Quarterly*, 23, 17-26.
77. **Ko, Y. J.**, *Rhee, Y. C., Walker, M., & Lee, J. (2014). What motivates donors to athletic programs: A new model of donor behavior. *Nonprofit and Voluntary Sector Quarterly*, 43, 523-546.
78. **Arai, A., **Ko, Y. J.**, & Ross, S. (2014). Branding Athletes: Exploration and conceptualization of athlete brand image. *Sport Management Review*, 17, 97-106.
79. **Chang, Y., & **Ko, Y. J.** (2014). The brand leadership: Scale development and validation. *Journal of Brand Management*, 21, 63-80.
80. **Ko, Y. J.**, **Chang, Y., *Rhee, Y. C., Valacich, J., Hur, Y., & *Park, C. (2014). Value-based stakeholder loyalty toward sport technology: A case of the electronic body protector and scoring system in Taekwondo events. *International Journal of Sport Science*, 10(35), 46-62.
81. Theodorakis, N. D., Howat, G., **Ko, Y. J.**, & Avourdiadou, S. (2014). A comparison of service evaluation models in the context of sport and fitness. *Managing Leisure: An International Journal*, 19, 18-35.
82. *Moon, K., **Ko, Y. J.**, Connaughton, D., & Lee, J. H. (2013). A mediating role of destination image in the relationship between event quality, perceived value, and behavioral intention. *Journal of Sport and Tourism*, 18(1), 49-66.
83. **Arai, A., **Ko, Y. J.**, & Kaplanidou, K. (2013). Athletes brand image: Scale development and model test. *European Sport Management Quarterly*, 13, 383-403. (I.F. = 4.0) – included in American Psychological Association's PsycINFO and PsycEXTRA databases.
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86. Kim, Y., *Yim, K., & **Ko, Y. J.** (2013). Consumer patriotism and response to patriotic advertising: Comparison of international vs. national sport events. *International Journal of Sports Marketing and Sponsorship*, 14, 229-251.
87. Lee, J., *Jeong, S., **Ko, Y. J.**, Connaughton, D. (2012). Market segmentation of the World Cup street cheering participants in South Korea. *Korean Journal of Sport Science*, 23, 80-89.

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89. *Moon, K., **Ko, Y. J.**, Connaughton, D., & Lee, J. (2012). The athletes' trust, mental skills, and satisfaction in a gambling-legal cycle racing in South Korea. *European Sport Management Quarterly*, 12, 291-308.
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100. *Cianfrone, B. A., Zhang, J. J., & **Ko, Y. J.** (2011). Dimensions of motivation associated with playing sport video games: Modification and extension of the sport video game motivation scale. *Sport, Business, and Management*. 1, 172-189.
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106. Lee, J., Kim, H., **Ko, Y. J.**, & Sagas, M. (2011). The influence of service quality on satisfaction and revisit intention: A gender segmentation strategy. *Sport Management Review*, 14, 54-63.
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119. Ko, Y. J., Durrant, S., & *Mangiantini, J. (2008). Assessment of services provided to NCAA Division I Athletes: Development of a model and instrument. *Sport Management Review*, 11, 195-216.
120. Claussen, C. L., Ko, Y. J., & Rinehart, B. (2008). Cultural diversity: An alternative approach to understanding sport participant consumer behavior. *The SMART Journal*, 4(2), 58-71.
121. Ko, Y. J., *Kim, K., Claussen, C. L., & *Kim, T. H. (2008). The effect of sport involvement, sponsor awareness, and corporate image on intention to purchase sponsors' products. *International Journal of Sports Marketing and Sponsorship*, 9, 79-94.
122. Ko, Y. J., **Park, H. (shared the first authorship), & Claussen, C. L. (2008). Action sports participation: Consumer motivation. *International Journal of Sports Marketing and Sponsorship*, 9, 111-124.
123. Ko, Y. J., Claussen, C. L., Rinehart, B., & **Hur, Y. (2008). Marketing to Asian American sport consumers. *International Journal of Sport Management*, 9, 67-80.
124. Ko, Y. J., & Yang, J. B. (2008). The globalization of martial arts: The change of rules for new markets. *Journal of Asian Martial Arts*, 17(4), 8-19.
125. *Seo, W., Green, B. C., Ko, Y. J., Schenewark, J., & Lee, S. (2007). The effect of web cohesion, web commitment, and attitude toward the website on intentions to use NFL team's websites. *Sport Management Review*, 10, 231-252.
126. *Kim, Y., Ko, Y. J., & Lee, S. (2007). Online sport video gaming motivations. *International Journal of Human Movement Science*, 1(1), 41-60.
127. **Hur, Y., Ko, Y. J., & Valacich, J. (2007). Motivation and concerns for online sport consumption. *Journal of Sport Management*, 21, 521-539.
128. Ko, Y. J., & Pastore, D. L. (2007). An instrument to assess customer perceptions of service quality and satisfaction in campus recreation programs. *Recreational Sports Journal*, 31(1), 34-42.
129. Claussen, C. L., Ko, Y. J., & Rinehart, R. E. (2007). Marketing to millennial generation consumers of action sports: Cultural diversity considerations. *International Journal of Sport Management*, 8, 55-66.
130. Kwon, H. H., & Ko, Y. J. (2006). Validation of single item measure of scale of service quality for recreational sport (SSQRS). *International Journal of Sport Management*, 7, 112-122.
131. Ko, Y. J., & Pastore, D. L. (2005). A hierarchical model of service quality for the recreational sport industry. *Sport Marketing Quarterly*, 14, 84-97.
132. Lee, S., Ko, Y. J., & Chun, H. (2005). Why spectators attend Minor League Baseball (MiLB) games: A study of sociological motivation factors. *International Journal of Sport Management*, 6, 1-14.

133. Daprano, C. M., Bruening, J. E., Pastore, D. L., Greenwell, T. Christopher, Dixon, M. A., **Ko, Y. J.**, Jordan, J. S., Lilienthal, S., & Turner, B. A. (2005). Collaboration in sport research: A case from the field. *Quest*, 57, 300-314.
134. **Ko, Y. J.**, & Pastore, D. L. (2004). Current issues and conceptualizations of service quality in the recreational sport industry. *Sport Marketing Quarterly*, 13, 159-167.
135. **Ko, Y. J.** (2003). Martial arts marketing: Putting the customer first. *Journal of Asian Martial Arts*. 12(2), 9-15.
136. **Ko, Y. J.** (2002). Martial arts industry in the new millennium. *Journal of Martial Arts Studies*, 5, 10-23. (UC Berkeley Martial Arts Program)
137. **Ko, Y. J.**, & Pastore, D. L. (1998). Analyzing cultural values within a sport organization: The case of the United States Taekwondo Union members. *Journal of the International Council for Health, Physical Education, Sport, and Dance*. 35(1), 37-41.

A-1. Referred Publication (Editorial):

1. **Ko, Y.**, & Lee, J. S. (2018). Guest editor's introduction: Experimental research in sport consumer behavior. *Sport Marketing Quarterly*, 27, 219-221.
2. **Ko, Y. J.** (2013; invited). Sport management and marketing: Overview and recommendation for future research (editorial). *International Journal of Sport Science*, 9, 204-206.

B. Refereed Proceedings: Peer reviewed papers (double-blinded process) (N = 16):

1. *Chang, H. S., Morton, C., Chang-Olmsted, S., **Ko, Y. J.**, & Morris, J. D. (2024). Emotional and behavioral impact on intention to quit e-cigarettes through advertisements: A serial mediation analysis of emotional responses, self-efficacy, risk perception, and behavioral intent to quit e-cigarettes. American Academy of Advertising.
2. *Jang, W., Morris, J., **Ko, Y. J.**, & Goodman, R. (2015). The effects of mixed emotional appeals: Construal level theory perspective. 2015 Association Education in Journalism and Mass Communication Conference (AEJMC), San Francisco, CA.
3. *Yilmaz, S. S. & **Ko, Y. J.** (2015). Can “What Ifs” Improve the Average Tourist’s Sustainable Behaviors? The Utility of Counterfactual Thinking in Tourism. *46th Travel and Tourism Research Association (TTRA) Annual International Conference*. Portland, OR, June 15-17.
4. *Jang, W., **Ko, Y. J.**, Morris, J. D., & *Chun, J. W. (2014). Where should brands position their advertisements during the sporting event? Spectators’ mental energy perspective. 2014 AEJMC, Montreal, Canada.
5. *Jang, W., **Ko, Y. J.**, Morris, J. D., & *Chun, J. (2014). The effects of scarcity message on consumers’ emotional response: A case of limited edition products. 2014 American Academy of Advertising, Atlanta, GA.
6. Tasci, A. T., **Ko, Y. J.**, & *Yilmas, S. Y. (2013). Travel needs and motivation revisited. 2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge. Orlando, FL. 15-17.
7. *Jang, W., **Ko, Y.**, Morris, J. D., & *Chang, Y. (2013). Scarcity effects on luxury, limited edition products. 2013 AEJMC. Washington D.C.
8. **Chang, Y., **Ko, Y. J.**, *Lee, I. R., Cho, S., & *Arai, A. (2012). The brand leadership scale: Development and validation. 2012 Association of Marketing Theory and Practice (AMTP). Myrtle Beach, SC.
9. *Jang, W., & **Ko, Y. J.** (2012, August). The effect of sport event advertising on brand attitude. 2012 American Marketing Association Summer Marketing Educators’ Conference, Chicago, IL.
10. **Ko, Y. J.** (2011). Understanding donor decision making process: Trust and commitment perspective. 2011 KAHPERD International Sport Science Congress (ISSC), Dae-Gu, South Korea.
11. *Cattani, K., & **Ko, Y. J.** (2010). Application of the regulatory focus theory to fantasy sport consumption behavior. 2010 American Marketing Association Summer Marketing Educators’ Conference, Boston, MA. 619-625.
12. *Kim, T., **Ko, Y. J.**, & Rhee, Y. C. (2010). The influence of event quality on sport consumption behavior: The moderating effect of commitment. 2010 American Marketing Association Summer Marketing Educators’ Conference, Boston, MA. (Selected as “Best Paper” in the Sport Marketing Track). 449-456.

13. Kim, Y. J., & **Ko, Y. J.** (2010). Consumer patriotism and response to patriotic advertisement: A test of group differences of structural constraints in sporting events. 2010 American Marketing Association Summer Marketing Educators' Conference, Boston, MA. 540-541.
14. *Kim, Y. K., *Jeong, C., & **Ko, Y. J.** (2008). Horse racing image in a transition period: Focusing on the relationship between cognitive image, affective image, and intention to visit. Proceeding of the 13th annual graduate education and graduate research conference, 239-266.
15. *Kim, Y. K., **Ko, Y. J.**, *Kim, W. S., & *Kim, M. (2007). The profiles of martial arts event spectators: The case of 2007 US Open Taekwondo Championship. Proceeding of the annual International Conference on Sport and Entertainment Business (ICSEB), 80-83.
16. **Ko, Y. J.**, & *Kim, K. (2003), Measuring the effects of sport sponsorship: The case of 2002 FIFA World Cup Korea/Japan European Association for Sport Management Conference Proceedings, Stockholm, Sweden.

C. Books/Chapters (N = 10):

1. Moon, K., & **Ko, Y. J.** (in progress). Sports: Past, Present, and Future. ParkYoungSa. Seoul, Korea.
2. **Ko, Y. J.**, Kinoshita, K., & Yang, Y. *Sport in Northeast Asia*. In MacIntosh, E. W., & Bravo, G. A. (2025). International Sport Management (3rd Eds). Champaign, IL: Human Kinetics.
3. Lim, T., Bae, J., **Ko, Y. J.**, & Yun M. (2020). Developing Life Skills through Taekwondo. Sangavill. Seoul, Korea.
4. **Ko, Y. J.**, Xie, D., & Kimura, K. *Sport in Northeast Asia*. In Li, M., MacIntosh, E. W., & Bravo, G. A. (2019). International Sport Management (2nd Eds). Champaign, IL: Human Kinetics.
5. Kwak, D. H., **Ko, Y. J.**, Kang, I., & Rosentraub, M. S. (Eds.) (2017). *Sport in Korea: History, development, and management*. Routledge.
6. **Ko, Y. J.**, *Lee, I., Chang, Y., & Yang, J. B. (2017). *Value-based Taekwondo education and business*. In Kwak, D. H., Rosentraub, M. S., Ko, Y. J., & Kang, I. Sport in Korea: History, development, and management (eds.). Routledge.
7. Friman, H. R., **Ko, Y. J.**, Tharp, A., & Yang, J. B. (Eds.) (2016). The martial arts business arena: Investment, politics, profit. N. M.: Via Media Publishing.
8. *Cattani, K., & **Ko, Y. J.** (2013). Examining attachment to an athlete in fantasy sport consumers. LAP LAMBERT. (ISBN: 9783659398018)
9. **Ko, Y. J.**, Xie, D., & Kimura, K. *Sport in Northeast Asia*. In Li, M., MacIntosh, E. W., & Bravo, G. A. (2012). International Sport Management (Eds). Champaign, IL: Human Kinetics.
10. Lim, B. J., Chang, Y. K., Bae, S. J., Chung, Y. L., Lee, M. K., Choi, S. W., **Ko, Y. J.**, & Park, I. H. (1991). *Development of Exercise Programs for Public*. (A Project funded by S. Korean Government).

D. Newsletters and Book Reviews (N = 3):

1. **Ko, Y. J.** (2017-2021). Korean-American Association for Sport Management. Newsletters (2 issues/year)
2. **Ko, Y. J.** (2006). Football goes East: Business, culture and the people's game in China, Japan, and S. Korea. By Manzernreiter, W., & Horne, J. (2004). New York, NY: Routledge. *Sociology of Sport Journal*, 23(2), 198-199.
3. **Ko, Y. J.** (2006). Black belt management: A guide to success without selling out. By Graden, J. (1996). St. Petersburg, FL: Graden Media Group, Inc. *Journal of Asian Martial Arts*, 15(4), 80-81.

E. Non-referred Publications (N = 5):

1. **Ko, Y. J.** (2013, August). Youth sport participation during summer in the U.S. Seoul Sports, p.6. (Magazine published by City of Seoul, South Korea).
2. **Ko, Y. J.** (2009). Response to Dr. Chong W. Kim's Establishment of World Taekwondo Academy: It's Purpose and Role. In K. Min (Ed.). 2009 International Taekwondo Symposium. Curriculum development for Taekwondo majors for four year universities and educational program development for World Taekwondo Academy by Taekwondo Promotion Foundation and University of California at Berkeley.
3. **Ko, Y. J.** (2009). The Role of World Taekwondo Leaders. Proceeding of the 1st Seoul World Taekwondo Leaders Forum 2009 (pp.80-114) by Kukkiwon. Seoul, South Korea

4. **Ko, Y. J.** (2009). Understanding martial arts consumers: Who are they? And how to develop effective market strategies? Proceeding of the 10th annual International Martial Arts Seminar in the Art and Science of Taekwondo (pp.20-30). University of Bridgeport.
5. **Ko, Y. J.** (2007). The globalization of martial arts: The change of rules for new markets. In K. Min (Ed.), 2007 International Taekwondo Symposium. The history and spirit of Taekwondo and strategies for globalization (pp.52-57) by Taekwondo Promotion Foundation and University of California at Berkeley.

F. Colloquium and Symposium - Invited Presentation (N = 35):

1. **Ko, Y. J.** (2025, Nov.). Keynote Speaker at 6th ICSSPA, King Saud University, Riyadh, Saudi Arabia.
2. **Ko, Y. J.** (2025, June). Waseda University, Tokyo, Japan.
3. **Ko, Y. J.** (2025, June). PuKyung National University, Pusan, S. Korea.
4. **Ko, Y. J.** (2025, March). Louisiana State University (SEC Doctoral student colloquium).
5. **Ko, Y. J.** (2024, Dec.). Korea National Sport University, Seoul, Korea.
6. **Ko, Y. J.** (2024, June). Wonkwang University, Iksan, Korea.
7. **Ko, Y. J.** (2024, July). PuKyung National University, Pusan, S. Korea.
8. **Ko, Y. J.** (2023, July). University of Valencia, Valencia, Spain.
9. **Ko, Y. J.** (2022, July). Waseda University, Tokyo, Japan.
10. **Ko, Y. J.** (2022, July). Yonsei University, Seoul, S. Korea.
11. **Ko, Y. J.** (2022, July). PuKyung National University, Pusan, S. Korea.
12. **Ko, Y. J.** (2019, October). Ministry of Culture Sport and Tourism, Taekwondo Promotion Foundation, Muju, S. Korea.
13. **Ko, Y. J.** (2019, August). Seoul National University (Dream Together Program), Seoul, S. Korea.
14. **Ko, Y. J.** (2019, August). Sungkyunkwan University, Suwon, S. Korea.
15. **Ko, Y. J.** (2018, June). Sport Globalization Conference, WeSport, Beijing, China.
16. **Ko, Y. J.** (2017, June). The 6th International Symposium for Taekwondo Studies, Muju, S. Korea.
17. **Ko, Y. J.** (2016, July). Pusan National University, Pusan, S. Korea.
18. **Ko, Y. J.,** Jang, W., & Chang, Y. (2016, May). Polytechnic University of Catagena (Departamento de Economía de la Empresa), Spain.
19. **Ko, Y. J.,** Chang, Y., & Jang, W. (2016, May). University of Valencia (Department of Physical Education and Sport), Spain.
20. **Ko, Y. J.** (2014, December). Kookmin University, Seoul, S. Korea.
21. **Ko, Y. J.** (2014, August). 2014 Incheon Asian Games International Sport Science Congress, S.Korea.
22. **Ko, Y. J.** (2013, December). 2013 Global Sports Talent Forum - Athlete's Life-cycle Career Development. Korea Foundation for the Next Generation Sports Talent (NEST).
23. **Ko, Y. J.,** Lee, I., Chang, Y. K., Yang, J. B. (2013, October). University of Michigan, Ann Arbor, Michigan. Nam Center for Korean Studies.
24. **Ko, Y. J., & Sagas, M.** (2013, June). Conference of tourism and hospitality: The highway to sustainable regional development, Yerevan, Armenia.
25. **Ko, Y. J.** (2013, March). Invited speaker series, Department of Sport Management, University of Michigan, Ann Arbor, Michigan.
26. **Ko, Y. J.** (2013, March). The University of Michigan, Nam Center for Korean Studies (Colloquium), Ann Arbor, Michigan.
27. **Ko, Y. J.** (2011, August). 2011 KAHPERD International Sport Science Congress (ISSC), Dae-Gu, S. Korea.
28. **Ko, Y. J.** (2011, August). International Sport Science Symposium. Chung-Ang University, Seoul, S. Korea.
29. **Ko, Y. J.,** **Arai, A., & **Kim, T. H. (2009, October). International Sport Leader's Forum hosted by University of Bridgeport, Bridgeport, CT.
30. **Ko, Y. J.** (2009, September). The 1st Seoul World Taekwondo Leaders Forum (hosted by City of Seoul and Kukkiwon - World Taekwondo Academy), Seoul, S. Korea.
31. **Ko, Y. J.** (2009, August). The 3rd International Taekwondo Symposium (hosted by Taekwondo Promotion Foundation and University of California at Berkeley), Berkeley, CA. (Invited panelist).

32. **Ko, Y. J.** (2009, January). 2009 Annual International Martial Arts Seminar in the Art and Science of Taekwondo, 20-30. Hosted by Martial Arts Studies program at University of Bridgeport, Bridgeport, CT.
33. **Ko, Y. J.** (2002, April). Academic symposium held in conjunction with 7th World University Taekwondo Championship, University of California at Berkeley, CA.
34. **Ko, Y. J.** (1999, March). “The Martial Arts for the Next Millennium” at the University of California, Berkeley, CA.
35. **Ko, Y. J.** (1999, April). The 3rd International Taekwondo Symposium held in conjunction with 14th World Taekwondo Championship. University of Alberta, Edmonton, Alberta, Canada.

G. Invited Lecture (N = 20):

1. **Ko, Y. J.** (2024, June). Theory development in sport management. Pukyung National University.
2. **Ko, Y. J.** (2024, Feb.). Theory development in sport management. UF (Sport management theories)
3. **Ko, Y. J.** (2024, Feb.). Understanding donors. UF (Revenue generation in sport)
4. **Ko, Y. J.** (2023, September). Mascot influence in sport socialization. UF (Sport marketing)
5. **Ko, Y. J.** (2019, July). Does CSR matter? Social impact of sport. Korea Sport Promotion Foundation, Seoul, South Korea.
6. **Ko, Y. J.** (2019, July). Branding sport products. Korea Sport Promotion Foundation, Seoul, South Korea.
7. **Ko, Y. J.** (2018, June). Sport Marketing, Beijing Sports University, Beijing, China.
8. **Ko, Y. J.** (2015, July). Branding athletes. Student-athlete exchange program (Brazil). University of Florida.
9. **Ko, Y. J.** (2014, December). Active living and healthy lifestyles: Research summary and future opportunities for senior market. Kookmin University, Seoul, South Korea.
10. **Ko, Y. J.** (2014, May). Branding sport products: Research and practice. Kyung Hee University, Suwon, South Korea.
11. **Ko, Y. J.** (2014, May). Branding sport products: Research and practice. Pusan National University. 2014 Brain Korea 21+ (Government Project) – *International Sport Marketing Lecture*, Pusan, South Korea.
12. **Ko, Y. J.** (2013, December). Relationship building in the sport industry. Pusan National University. 2013 Brain Korea 21+ (Government Project) – *International Sport Marketing Lecture*, South Korea.
13. **Ko, Y. J.** (2013, December). Consumer attitude toward sport sponsorship. SungKyunKwan University. 2013 Brain Korea 21+ (Government Project) – *International Sport Marketing Lecture*, Suwon, South Korea.
14. **Ko, Y. J.** (2012, July). Strategic Fit in Athlete Endorsement. Kyung Hee University
15. **Ko, Y. J.** (2011, August). Understanding donor motivation and decision-making process. Seoul National University.
16. **Ko, Y. J.** (2011, August). Understanding donor motivation and decision-making process. Kyung Hee University
17. **Ko, Y. J.** (2011, August). Understanding donor motivation and decision-making process. Korea Sport National University.
18. **Ko, Y. J.** (2009, September). In search of excellence: Service marketing research and its implication on sport sponsorship response. 2009 Brain Korea 21 (Government Project) – *International Sport Marketing Lecture*, Dankook University, CheonAhn, South Korea.
19. **Ko, Y. J.** (2008, December). In search of excellence: Service improvement in the sport industry. Presented at the 2008 Graduate Seminar hosted by the Department of Health and Sport Science at Seoul National University of Technology.
20. **Ko, Y. J.** (2007, November). The current and future trends in sport marketing research. Brain Korea 21 – Government Project - *Producing International Sport Diplomacy & Administration Specialists*, SungKyunKwan University, Suwon, South Korea.

H. Published Abstracts/International Conference: Refereed (N = 260):

1. Kang, P., & **Ko, Y. J.** (2025, October). When athlete brands test new waters: Athlete–fan identity congruence in signature brand expansion. 2025 SMA, Phoenix-Glendale, AZ.

2. *Yun, L., **Ko, Y. J.**, & Asada, A. (2025, October). Exploring Fans' Justification for Attending Losing Games. 2025 SMA, Phoenix-Glendale, AZ.
3. Asada, A., *Yun, L., & **Ko, Y. J.** (2025, October). Comparing the impact of team representation and team identification on sponsorship effectiveness. 2025 SMA, Phoenix-Glendale, AZ.
4. *Lee, T., *Lei, Y., Connaughton, D. P., & **Ko, Y. J.** (2025, October). More Than just a call! The effect of Automated Ball-Strike (ABS) System type on fan antipathy response: A moderated mediation of personal innovativeness and perceived dehumanization. 2025 SMA, Phoenix-Glendale, AZ.
5. *Lee, T., **Ko, Y. J.** (2025, October). In human we trust! The impact of a humanized Automated Ball-strike (ABS) System on fan trust. 2025 SMA, Phoenix-Glendale, AZ.
6. *Chang, S., & **Ko, Y. J.** (2025, October). Exploring sport marketers' psychological and behavioral responses toward generative AI. 2025 SMA, Phoenix-Glendale, AZ.
7. *Chang, S., & **Ko, Y. J.** (2025, October). Branding female athletes: A case of LPGA players. 2025 SMA, Phoenix-Glendale, AZ.
8. *Lei, Y., **Ko, Y. J.** & Connaughton, D. P. (2025, October). Examining the impact of empowerment message frame on consumers' authenticity perception and support behavior in sport sponsorship. SMA, Glendale, AZ.
9. *Kim, J. & **Ko, Y. J.** (2025, October). The effect of cultural identity mindset framing on the local resident's perceived empowerment, psychological ownership, and eWOM: A Case of 2024 Paris Olympic Games. SMA, Glendale, AZ.
10. *Kim, J. & **Ko, Y. J.** (2025, October). The effect of 'historizing the present' framing on the sport fan's psychological and behavioral responses toward athlete's transfer-in. SMA, Glendale, AZ.
11. *Yang, Y., & **Ko, Y. J.** (2025, October). The effects of goal framing on consumers' moral self-perception, moral licensing, and engagement: A case of environmental CSR. SMA, Glendale, AZ.
12. *Yun, L., & **Ko, Y. J.** (2025). Functions of CSR Communication on Social Media: A Case of the National Basketball Association (NBA). EASM, Budapest, Hungary.
13. *Chang, S., *Lee, T., *Hwang, D., & **Ko, Y. J.** (2025). Beyond the Sidelines: Fans' Social Media Discussions on Cheerleaders in Asian Professional Baseball. EASM, Budapest, Hungary.
14. *Yang, Y., *Yun, L., & **Ko, Y. J.** (2025). Exploring the effect of communication styles and content sources on delivering CSR Messages: A case of "Basketball Without Borders." NASSM, San Diego, CA.
15. *Lee, T., *Chang, S., *Park, S., Connaughton, D., & **Ko, Y. J.** (2025). This is my sport! impact of automated ball-strike technology and its dehumanization on fan responses. NASSM, San Diego, CA.
16. Kang, P., Umer, H., & **Ko, Y. J.** (2025). Symbolic alignment or subtle support? moderating role of internalized sexual stigma on LGBTQ consumers' product design preference. NASSM, San Diego, CA.
17. *Yun, L., & **Ko, Y. J.** (2025). Consumers' response toward sport mascots in social media: case of selected mega-sports events mascots. NASSM, San Diego, CA.
18. *Lei, Y., Shin, J., **Ko, Y. J.** (2025). Understanding the difference in consumer responses toward WNBA and NBA: A computational approach. NASSM, San Diego, CA.
19. *Hwang, D., & **Ko, Y. J.** (2025). Global dynamics of soccer athlete transfers. NASSM, San Diego, CA.
20. Cho, S., Lee, K., & **Ko, Y. J.** (2025). Restrictive endorsement policy and salary cap in Korean Olympic sport: "Price-fixing is price fixing?" SRLA, Myrtle Beach, SC.
21. *Kim, J., *Yun, L., & **Ko, Y. J.** (2024). The impact of player's migration on sports fan's psychological and behavioral response: A norm violation perspective. SMA, St. Louis, MO.
22. *Yun, L., & **Ko, Y. J.** (2024). Exploring order effect of CSR activities on sport fans' cognition, emotions, and supporting behavior. SMA, St. Louis, MO.
23. *Chang, S., & **Ko, Y. J.** (2024). Exploring fans' emotional journey on social media during the 2023 NBA playoffs: An application and extension of diminishing returns theory. SMA, St. Louis, MO.
24. *Chang, S., & **Ko, Y. J.** (2024). Topic modeling and sentiment analysis of fans' response in Major League Baseball in social media. SMA, St. Louis, MO.
25. *Yun, L., *Kim, J., & **Ko, Y. J.** (2024). The effect of attribution of athlete migration on fans' responses: The cases of Lionel Messi and Cristiano Ronaldo. EASM, Paris, France.
26. *Yoo, S., **Ko, Y. J.**, & Kim, T. (2024). Exploring sustaining fan support: social comparison and counterfactual thinking perspectives. EASM, Paris, France.

27. *Chang, S., & **Ko, Y. J.** (2024). Sport fan engagement in social media during playoff games in NBA and MLB: Natural language processing approach. EASM, Paris, France.
28. *Chun, Y., Sagas, M., & **Ko, Y. J.** (2024). A post-positivist application of natural language processing: An athlete career transition case. NASSM, Minneapolis, MN.
29. *Kang, P., & **Ko, Y. J.** (2024). Consumers' value perception toward sport Non-Fungible Token (NFT): Application of Artificial Intelligence (AI) analytics on Twitter Big Data. NASSM, Minneapolis, MN.
30. *Kang, P., & **Ko, Y. J.** (2024). Developing sport NFT heuristic and cognitive process (NFT-HCP) Model. NASSM, Minneapolis, MN.
31. *Kim, J., & **Ko, Y. J.** (2024). Identifying factors that influence on consumer value perceptions in the sports card collecting market: A new model based on the stimulus-organism-response (S-O-R) Framework. NASSM, Minneapolis, MN.
32. *Yun, L., & **Ko, Y. J.** (2024). Effects of socially shared retrieval-induced forgetting on sport fans' justification of attendance decision and revisit intention: Moderating role of shared reality. NASSM, Minneapolis, MN.
33. *Chang, S., & **Ko, Y. J.** (2024). Sport Fans' Emotional Responses toward Game Outcomes in 2023 MLB Postseason: Natural Language Processing Approach. NASSM, Minneapolis, MN.
34. *Davis, S., & **Ko, Y. J.** (2024). Consumers' perceived value of augmented reality in sport broadcasting: A Case of National Football League Nextgen Stats. NASSM, Minneapolis, MN.
35. *Chang, H. S., Morton-Padovano, C., Chan-Olmsted, S., Morris, J., & **Ko, Y. J.** (2024). Emotional and behavioral impact on intention to quit e-cigarettes through advertisements: A serial mediation analysis of emotional responses, self-efficacy, risk perception, and behavioral intent to quit e-cigarettes. American Academy of Advertising.
36. *Kang, P., & **Ko, Y. J.** (2023). LGBTQ sport consumers' internalized homonegativity and product design preference: The moderating effect of self-esteem and perceived self-discrepancy (poster presentation). SMA, Tampa, FL.
37. *Yun, L., **Ko, Y. J.** (2023). The effects of a colling on perceived CSR authenticity on volunteer engagement: Moderating role of Martyrdom effect. SMA, Tampa, FL.
38. *Yoo, S., *Yun, L., & **Ko, Y. J.** (2023). Sustaining fan support during challenging time: The impact of social comparison information and fan's counterfactual thinking. SMA, Tampa, FL.
39. **Kim, J., & **Ko, Y. J.** (2023). Exploring theoretical relationships among perceived values, motivations, and post-purchase justification in the sports card collecting market. SMA, Tampa, FL.
40. **Chang, S., & **Ko, Y. J.** (2023). Sports coverage in news media during Covid-19: Topic modeling and sentiment analysis approach. SMA, Tampa, FL.
41. *Ahn, J., & **Ko, Y. J.** (2023). The role of sensitization and habituation in sport spectatorship: A case of sport augmented reality broadcasting. SMA, Tampa, FL.
42. *Huang, Y., Kim, D., & **Ko, Y. J.** (2023). How and when is a sports team logo effective? The mediating effect of the stereotype content model and the moderating effect of gender and contextual cue (poster presentation). SMA, Tampa, FL.
43. **Ko, Y. J.**, *Kang, P., *Davis, S., *Yun, L., & **Chang, S. H. (2023). Exploring consumer response toward different types of mascots in mega-sports events: Social media big data and machine learning approach. EASM, Belfast, Northern Island.
44. *Yun, L., **Ko, Y. J.**, *Kang, P., & **Kim, J. (2023). Consumers' psychological and behavioral responses toward anthropomorphic mascots: An integrative framework. EASM, Belfast, Northern Island.
45. *Davis, S., & **Ko, Y. J.** (2023). Determinants of season ticket purchase and retention in a university athletic association: machine learning and artificial intelligence approach. NASSM, Montreal, Canada.
46. *Yoo, S., & **Ko, Y. J.** (2023). Do social comparison and counterfactual thinking influence sport fans' supporting and CORFing behavior? NASSM, Montreal, Canada.
47. *Kang, P., & **Ko, Y. J.** (2023). The determinants of consumers' eWOM and information search for signature brands. NASSM, Montreal, Canada.
48. *Yun, L., & **Ko, Y. J.** (2023). Consumers' perceived authenticity toward different cause-related marketing approaches: moderating role of consumers' goals. NASSM, Montreal, Canada.
49. *Yun, L., & **Ko, Y. J.** (2023). Effects of Youtuber attributes on perceived authenticity of sport related Youtube channel: Moderating role of consumption goals. NASSM, Montreal, Canada.

50. *Yoo, S., & **Ko, Y. J.** (2022). The effect of social comparison and counterfactual thinking on sport fan's affective and behavioral responses. EASM, Innsbruck, Austria.
51. **Ko, Y. J.**, *Yoo, S., *Kang, P., Sagas, M., & Kim, D. (2022). The global sports leadership program: Evaluation of effectiveness and future direction. EASM, Innsbruck, Austria.
52. *Han, G., Chang, Y., & **Ko, Y. J.** (2022). Exploring context-dependent goal pursuits among season ticket holders in college sports. NASSM, Atlanta, GA.
53. *Davis, S., & **Ko, Y. J.** (2022). Performance expectancy of augmented reality in National Football League broadcasting: An artificial intelligence application. NASSM, Atlanta, GA.
54. *Ahn, J. W., & **Ko, Y. J.** (2022). Emotional and behavioral responses toward sport augmented reality broadcasting. NASSM, Atlanta, GA.
55. *Yoo, S., **Ko, Y. J.**, *Yun, L., *Kang, P., & Chang, Y. (2022). The effect of self-presentation on preference for brand conspicuousness: The moderating role of homogeneity of sports fan community. NASSM, Atlanta, GA.
56. *Davis, S., **Ko, Y. J.**, & *Yoo, S. J. (2021). Impacts of perceived value on purchase virtual sport branded merchandise. SMA, Las Vegas, NV.
57. *Kang, P., *Yoo, S. J., *Davis, S., Gonzales Serrano, M. H., & **Ko, Y. J.**, (2021). Profile of sport consumer needs. SMA, Las Vegas, NV.
58. *Donlinting, E., & **Ko, Y. J.** (2021). The effects of different message appeals on information sharing and giving behaviors in charity running events for homeless people. 2021 NASSM. Virtual program.
59. *Yoo, S., **Ko, Y. J.**, Bang, H., & Hur, Y. (2021). Determinants of volunteer engagement: A case of the 2018 PyeongChang Winter Olympic Games. NASSM. Virtual program.
60. **Kang, P., & **Ko, Y. J.** (2021). Dynamic interplay of athlete and product image as determinants of overall signature brand image. NASSM. Virtual program.
61. *Davis, S., **Ko, Y. J.**, & Cheong, J. (2020). Impacts of perceived value on purchasing virtual sport branded merchandise. NASSM. Virtual program.
62. *Davis, S., & **Ko, Y. J.** (2019). Antecedents and consequences of the perceived value of virtual sport branded merchandise. SMA, Chicago, IL
63. **Ko, Y. J.**, & *Yoo, S. J.(2019). The impact of functional attitude on volunteer engagement: A case of the 2018 PyeongChang Winter Olympic Games. SMA, Chicago, IL
64. *Yoo, S. J., & **Ko, Y. J.** (2019). The influence of self-presentation on luxury sportswear purchase decision. SMA, Chicago, IL
65. **Ko, Y. J.**, *Yoo, S., & Bang, H. (2019, May). The impact of pride and satisfaction on volunteer engagement in the 2018 Pyeongchang Winter Olympic Games. NASSM, New Orleans, LA.
66. *Kim, D., & **Ko, Y. J.** (2019, May). Sport spectators' flow experience and satisfaction in virtual reality spectatorship. NASSM, New Orleans, LA.
67. **Yan, M., **Ko, Y. J.**, Asada, A., Lee, J. S., & *Kim, D. (2019, May). The effect of CSR-centric sports partnership on consumer responses. NASSM, New Orleans, LA.
68. *Kim, T., **Ko, Y. J.**, Lee, J. E., & Ha, J. (2019, June). Does types of exercise matter? Self-determination theory and consumer engagement in fitness industry. NASSM, New Orleans, LA.
69. **Ko, Y. J.**, *Asada, A., Jang, E. W., & *Kim, D. (2018, Oct.). Do anthropomorphized mascots attract new fans? SMA, Dallas, TX.
70. *Asada, A., & **Ko, Y. J.** (2018, Oct.). Effects of relative size of sports fan base on potential fans' decision-making: Mediation effects of perceived similarity to fans. SMA, Dallas, TX.
71. *Kim, D., & **Ko, Y. J.** (2018, Oct.). Conceptualizing Determinants and Outcomes of Flow Experience in Virtual Reality Spectatorship (VRS). SMA, Dallas, TX.
72. *Chang, Y., & **Ko, Y. J.** (2018, June). Implicit and explicit affective evaluations of athlete brands. NASSM, Halifax, Canada. (Poster)
73. Jang, W. E., Lee, J. S., Kwak, D. H., & **Ko, Y. J.** (2018, June). Beyond hedonic consumption: Exploring the role of meaningful experiences in online sports consumption. NASSM Conference, Halifax, Canada.
74. *Asada, A., & **Ko, Y. J.** (2018, June). Conceptualizing effects of relative size and entitativity of sports fan bases on new residents' socialization: A self-categorization perspective. NASSM, Halifax, Canada.
75. *Yilmaz, S., Kim, H., & **Ko, Y. J.** (2018, January). Thinking counterfactually for sustainable tourism: Experimental evidence for improvement in pro-environmental intentions and emotions. Accepted for 15-

minute oral presentation at Tourism Travel and Research Association: Advancing Tourism Research Globally.

76. *Asada, A., & **Ko, Y. J.** (2017, December). Effects of relative size and homogeneity of sport fan base on potential fans' behavioral intentions. 15-minute oral presentation at the Sport Management Association of Australia and New Zealand Conference.
77. *Kim, D., **Ko, Y. J.**, & Lee, J. S. (2017). Are interruptive commercials good or bad?: The role of psychological adaptation in the sports media consumption experiences. SMA, Boston, MA.
78. *Kim, D., **Ko, Y. J.**, & Lee, J. S. (2017). The impact of hedonic experiences of sport media consumption on advertising persuasiveness of sponsored products. SMA, Boston, MA.
79. Lee, J. S., & **Ko, Y. J.** (2017, September). Impacts of different self-concepts on consumer moral judgment process in athlete endorsement context. EASM, Bern, Switzerland.
80. **Asada, A., & **Ko, Y. J.** (2017, July). Perceived influence of word-of-mouth recommendation in sport-watching behavior: A gender difference perspective. 2017 AMA Summer Marketing Educators' Conference, San Francisco, CA. (Poster)
81. **Ko, Y. J.**, Kwak, D., Jang, W., Chang, Y., Yilmaz, S., Lee, J., *Asada, A., *Kim, D., Pradhan, S. (2017, June). Using experiments in sport consumer behavior research, NASSM, Denver, Colorado. (Symposium)
82. *Kim, D., **Ko, Y. J.** (advisor), & Lee, J. (2017). Does causal reasoning lead to moral reasoning?: Consumers' responses toward scandalized athletes. NASSM, Denver, Colorado. (Poster)
83. *Chang, Y., *Yilmaz, S., **Ko, Y. J.**, & Wann, D. (2017, June). Spectators' flow experiences and life satisfaction: The interplay of emotions and implicit team identification. NASSM, Denver, Colorado. (Poster)
84. *Jang, H. G., Cho, S. (advisor), **Ko, Y. J.** (advisor), Choo, N., & An, G. L. (2017, June). Exploring attributes of virtual advertising in sport events: Its impact on consumers' attitude. NASSM, Denver, Colorado.
85. *Kim, D., & **Ko, Y. J.** (advisor; 2016). Sport consumers' attribution of athlete scandal and its impact on their attitude toward the athlete and endorsed brand and behavior. SMA, Indianapolis, IN.
86. *Asada, A., & **Ko, Y. J.** (advisor; 2016). The effectiveness of word of mouth in spectator sport: a gender difference perspective. NASSM, Orlando, Florida.
87. *Chang, Y., *Yilmaz, S., & **Ko, Y. J.** (advisor; 2016). Is negative publicity of athletes always harmful? A memory-based illusory perspective. NASSM, Orlando, Florida.
88. *Chang, Y., & **Ko, Y. J.** (advisor; 2016). Reconsidering the role of fit in athlete endorsement: new evidences from the Single-Target Implicit Association Test (ST-IAT). NASSM, Orlando, Florida.
89. *Jang, W., **Ko, Y. J.** (advisor), Wann, D., & Lee, J. (2016). Exciting vs. winning game? Relative effects of the game outcome and process on fans' happiness and overall game evaluations. NASSM, Orlando, Florida.
90. *Kim, T., **Ko, Y. J.** (advisor), Sagas, M., Rhee, Y. C., & Marnes, J. (2016). How consumer engagement influence consumer extra-role behaviors. NASSM, Orlando, Florida.
91. *Kim, D., Kim, Y., & **Ko, Y. J.** (advisor; 2016). The halo effect of CSR oriented sport sponsorship in customers' attribution toward service failure. NASSM, Orlando, Florida.
92. *Kim, D., & **Ko, Y. J.** (advisor; 2016). Flow as sports consumer experiences in the sports media: A conceptual model. NASSM, Orlando, Florida.
93. **Ko, Y. J.**, *Jang, W., & Sato, S. (2016). The effects of the anthropomorphism on sport consumers' responses toward team's performance. NASSM, Orlando, Florida.
94. *Brittani, S., Sagas, M. (advisor), **Ko, Y. J.** (advisor), Spike, T. (advisor; 2016). Examining consumer-based league brand associations for women's sport leagues. NASSM, Orlando, Florida.
95. *Sato, S., **Ko, Y.** (advisor), Kaplanidou, K., Connaughton, D. (2016). Does doing good shield against athlete scandals? The effect of positive associations on consumer judgment and behavior toward scandalized athletes. 2016 NASSM, Orlando, Florida.
96. **Ko, Y. J.**, *Chang, Y., Sagas, M., Spengler, J. O., & Cho, S. (2015). A hierarchical approach in predicting sport consumption behavior: A personality and need perspective. SMA, Atlanta, GA.
97. *Asada, A., **Ko, Y. J.**, (advisor) & Kioussis, S. (2015). Effects of identification on word of mouth persuasiveness: A self-categorization perspective. SMA, Atlanta, GA.

98. *Chang, Y., & **Ko, Y. J.** (advisor; 2015). Attentional influence on recall and choice consideration of endorsed brands: Illumination of the effectiveness of “mismatched” endorsements. SMA, Atlanta, GA.
99. **Watkins, K., Kaplanidou, K., & **Ko, Y. J.** (advisor; 2015). Attachment to a team and emotional well-being: A case of Division I-A collegiate basketball fans. SMA, Atlanta, GA.
100. *Kim, T., **Ko, Y. J.** (advisor), & Kellison, K. (2015). The scale of customer engagement in the fitness industry: Development and validation. SMA, Atlanta, GA.
101. *Jang, W., Morris, J., **Ko, Y. J.**, & Goodman, R. (2015). The effects of mixed emotional appeals: Construal level theory perspective. 2015 AEJMC, San Francisco, CA.
102. *Yilmaz, S., & **Ko, Y. J.** (2015). Can “What If’s Improve Sustainability? The Functional Potential of Counterfactual Thinking in Tourists’ Sustainable Behaviors. 2015 Tourism Travel and Research Association conference.
103. *Sato, S., & **Ko, Y. J.** (advisor; 2015). Consumer's comparative evaluative judgment of athlete endorsers (submitted to 2015 NASSM Student Research Competition).
104. *Arai, A., & **Ko, Y. J.** (advisor; 2015). How do athlete scandals affect consumers’ self-concept? Self-brand connection and self-construal perspective. NASSM, Ottawa, Ontario.
105. *Chang, J., **Ko, Y. J.** (advisor), Kang, J. (advisor), & Connaughton, D. (advisor; 2015). The effects of perceived team performance and CSR on team identification, pride, regional attachment, and WOM intention. NASSM, Ottawa, Ontario.
106. *Jang, W., **Ko, Y. J.** (advisor), & Wann, D. (advisor; 2015). The psychology energy model of sport spectatorship. NASSM, Ottawa, Ontario.
107. *Jang, W., **Ko, Y. J.** (advisor), Wann, D. (advisor), & Chang, Y. (2015). The effects of fans’ experience and game characteristics on their evaluation of game experiences. NASSM, Ottawa, Ontario.
108. *Asada, A., **Ko, Y. J.** (advisor), & Kaplanidou, K. (advisor; 2015). The determinants of word of mouth influence in sport viewership. NASSM, Ottawa, Ontario.
109. *Sato, S., **Ko, Y. J.** (advisor), Egberts, J., & Park, C. (2015). The relationship among anger, perceived responsibility, and negative word-of-mouth in athlete scandal context. NASSM, Ottawa, Ontario. (Poster presentation)
110. **Kim, J., **Ko, Y. J.** (advisor), & Connaughton, D. (2014). Determinants of consumers’ performance expectancy for technology in sport officiating. 2014 Sport Entertainment and Venues Tomorrow (SEVT), Columbia, SC. (Poster presentation).
111. *Chang, J., **Ko, Y. J.** (advisor), & Kang, J., (2014). The effect of spectators' team CSR on pride and loyalty. SMA, Philadelphia, PA. (Poster presentation)
112. *Jeong, S. H., Lee, J. H. (advisor), **Ko, Y. J.** (advisor), & Connaughton, D. P. (advisor; 2014). Perceived value in FIFA World Cup street cheering. SMA, Philadelphia, PA. (Poster presentation)
113. *Jeong, S. H., Lee, J. H., **Ko, Y. J.**, & Connaughton, D. P. (2014). Antecedents and consequences of perceived trustworthiness toward sport team Social Network Services. SMA, Philadelphia, PA. (Poster presentation)
114. *Kim, T. H., & **Ko, Y. J.** (2014). A customer engagement framework endemic to the fitness industry. SMA, Philadelphia, PA. (Poster presentation)
115. *Kim, H. Y., & **Ko, Y. J.** (2014). Consumer information-processing in choosing golf resorts. SMA, Philadelphia, PA. (Poster presentation)
116. *Park, C., *Chang, J., **Ko, Y. J.**, Hur, Y., & Lee, W. (2014). Automated external defibrillator implementation in health/fitness facilities: An empirical examination of the medical technology acceptance model. 2014 World Association for Sport Management Inaugural Conference, Madrid, Spain. (Poster presentation).
117. *Jang, W., **Ko, Y. J.**, Morris, J. D., & *Chun, J. W. (2014). Where should brands position their advertisements during the sporting event? Spectators’ mental energy perspective. 2014 AEJMC, Montreal, Canada.
118. **Ko, Y. J.**, *Chang, Y., Park, C., & Cho, S. (2014). Consumer attitude toward corporate sponsors: A comparison between professional vs. amateur sport event sponsorship. NASSM, Pittsburg, PA. (Poster presentation)
119. Kim, Y., Kim, S., & **Ko, Y. J.** (advisor; 2014). The primary motives for giving to intercollegiate athletics: A case of NCAA Division II University. NASSM, Pittsburg, PA.

120. *Jang, W., Chan-Olmsted, S., & **Ko, Y. J.** (advisor; 2014). The effect of team reputation on fan loyalty formation. NASSM, Pittsburg, PA.
121. *Chang, J., Kang, J. (advisor), **Ko, Y. J.** (advisor), & Kim, K. (2014). The effect of sports team performance and social responsibility perception on pride and loyalty. NASSM, Pittsburg, PA.
122. *Arai, A., **Asada, A. , & **Ko, Y. J.** (advisor; 2014). Athlete scandals as consumers' identity threats: The moderating roles of self-brand connection and self-construal. NASSM, Pittsburg, PA.
123. *Sato, S., & **Ko, Y. J.** (advisor; 2014). Negative publicity of athlete endorsers and spillover effects: The moderating role of athlete popularity. NASSM, Pittsburg, PA. (Poster presentation)
124. *Chang, Y., & **Ko, Y. J.** (advisor), & Leite, W. (2014). Propensity score analysis in structural equation modeling: A new approach dealing with selection bias in quasi-experimental studies. NASSM, Pittsburgh, PA.
125. *Jang, W., **Chun, J., **Ko, Y. J.**, & Morris, J. D. (2014). The limited edition products: The role of emotional responses on perceived value and purchase intention. 2014 American Academy of Advertising.
126. Tasci, A. T., **Ko, Y. J.**, & *Yilmaz, S. Y. (2013). Travel needs and motivation revisited. 2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge. Orlando, FL.
127. Jang, W., Morris, J. D., **Ko, Y. J.**, & Cho, S. (2013). A conceptual framework of attitudinal ambivalence appeal on sport event advertisement. SMA, Albuquerque, NM.
128. *Sato, S., *Park, C. M., **Ko, Y. J.**, & *Tao, W. (2013). An examination of effective athlete crisis response strategies. SMA, Albuquerque, NM.
129. *Jang, W., Morris, J. D., **Ko, Y. J.**, Cho, S. (2013). The effects of mixed emotion appeal and level of construal on sporting event advertisement: A conceptual framework. SMA, Albuquerque, NM.
130. *Jang, W., Chan-Olmsted, S. M., **Ko, Y. J.**, & Cho, S. (2013). Spectator-based sport team reputation: Scale development and validation. SMA, Albuquerque, NM.
131. Kim, H. Y., Jeong, S., Chang, Y., **Ko, Y. J.**, & Lee, J. (2013, October). *Gender difference of spectator motivation in Korean fan fests*. 2013 National Recreation and Park Association Conference (NRPA), Houston, CA.
132. *Jung, S. H., *Kim, H. Y., & **Ko, Y. J.** (2013). Gender difference of spectator motivation in Korean fan fests: In the case of 2010 FIFA World Cup. 2013 National Recreation and Park Association (NRPA). Houston, TX.
133. **Ko, Y. J.**, Cattani, K., *Kim, T., Lee-Ko, S. A., Yang, J., Kim, Y. (2013). Consumer satisfaction and event quality perception: A case of the 2009 World Professional Taekwondo Tour. The 4th International Symposium for Taekwondo Studies, Puebla, Mexico.
134. *Jang, W., **Ko, Y.**, Morris, J. D., & *Chang, Y. (2013). Scarcity effects on luxury, limited edition products. 2013 AEJMC, Washington D. C.
135. **Ko, Y. J.**, & *Kim, H. (2013). Understanding donors to Division I-A college athletic programs: Why do they contribute?NASSM, Austin, TX.
136. *Cattani, K., & **Ko, Y. J.** (advisor: 2013). An examination of consumers' psychological attachment to an athlete in fantasy sport: The moderating effect of social anxiety. NASSM, Austin, TX.
137. * Kim, T., & **Ko, Y. J.** (advisor: 2013). The effect of different information sources on consumers' purchase intention: The moderating role of product involvement. NASSM, Austin, TX.
138. * Kim, T., & **Ko, Y. J.** (advisor), Rhee, Y., & Cattani, K. (2013). The moderating effect of commitment on the event quality and revisit intention link: A comparison between college men's and women's basketball events. NASSM, Austin, TX.
139. *Kim, H., & **Ko, Y. J.** (advisor; 2013). Implicit personality model and sport consumers' choice decision tasks: Developing a conceptual framework. NASSM, Austin, TX.
140. **Chang, Y., *Akiko, A., **Ko, Y. J.** (advisor), Tasci, A., & Kim, T. (2013). Strategic matches of athlete endorsement in global markets. NASSM, Austin, TX.
141. *Jang, W., **Ko, Y. J.** (advisor), *Chang, Y., & Lee, J. (2013). The Scarcity effect on consumption decision of sport limited edition products. NASSM, Austin, TX.
142. **Waechter, M. W., Connaughton, D. P., Spengler, J. O., & **Ko, Y. J.** (2012). An examination of risk management practices in club sport programs. 2012 AAHPERD conference, Boston, MA.

143. **Ho, C. M., Wang, R. T., & **Ko, Y. J.** (advisor; 2012). The perception of spectators toward crises and organizations' response, and the role of trust in predicting spectators' preferred response: A theoretical framework. SMA, Orlando, FL.
144. **Ko, Y. J.**, Kim, T., Cattani, K., & Harrolle, M. (2012). It's more than meets the eye: How event quality influences spectators' revisit intention in major and minor league baseball. SMA, Orlando, FL.
145. Kim, T., & **Ko, Y. J.** (advisor; 2012). Differential impacts of event quality factors on spectators' revisit intention: A comparison of college men's and women's events. SMA, Orlando, FL.
146. **Kim, J., & **Ko, Y. J.** (advisor; 2012). Determinants consumers' perceived benefits and attitude toward the use of technology in sport officiating. SMA, Orlando, FL.
147. *Cattani, K., & **Ko, Y. J.** (advisor; 2012). An exploration of sources of fantasy sport consumers' psychological attachment toward an athlete: Steps toward developing a model. SMA, Orlando, FL.
148. *Kim, H. Y., **Ko, Y. J.**, & Bae, J. W. (2012). Latent Mean Differences of Korean Golfers' Destination Selective Motivation across Involvement Levels. SMA. Orlando, FL.
149. **Jang, W., & **Ko, Y. J.** (advisor; 2012). Information-process of sport event advertisement: The role of cognitive and emotional response. SMA, Orlando, FL.
150. **Jang, W., & **Ko, Y. J.** (advisor; 2012). Effect of music on sport website users' information-processing: A congruity perspective. SMA, Orlando, FL.
151. **Jang, W., **Ko, Y. J.**, & Cho, S. (2012). The effect of message appeals on attitude toward events and visit intention: The moderating role of consumer involvement and product value-orientation. 2012 American Marketing Association Summer Marketing Educators' Conference, Chicago, IL.
152. **Chang, Y., & **Ko, Y. J.** (2012). The brand leadership scale: Revalidation and revision. 2012 Global Marketing Conference, Seoul, Korea.
153. **Jang, W., **Ko, Y. J.**, & Kim, H. Y. (2012). Correspondence analysis of sport celebrity endorsements: The role of endorser's expertise and product category. 2012 Global Marketing Conference, Seoul, Korea.
154. *Kim, H. Y., & **Ko, Y. J.** (2012). Latent Mean Analysis of Destination Selective Motivation between Oversea Golf Travers and Domestic Golfers in South Korea. 2012 Global Marketing Conference, Seoul, Korea.
155. **Chang, Y., **Ko, Y. J.**, *Lee, I. R., Cho, S., & *Arai, A. (2012). The brand leadership scale: Development and validation. 2012 Association of Marketing Theory and Practice (AMTP), Myrtle Beach, SC.
156. **Chang, Y., **Ko, Y. J.**, & *Arai, A. (2012). Examining the visual map of athlete endorsement effectiveness: A case of 2010 FIFA World Cup. 2012 Academy of Marketing Science (AMS) Annual Conference, New Orleans, LA.
157. *Arai, A., **Ko, Y. J.**, & **Chang, Y. (2012). Achieving consumer loyalty in athlete branding: Examining the relationship between athlete brand image and consumer loyalty. 2012 Academy of Marketing Science (AMS) Annual Conference, New Orleans, LA.
158. *Kim, T., *Kim, H. Y., *Jeon, J., *Kim, K., & **Ko, Y. J.** (advisor; 2012). Motivation of using social network sites and e-word of mouth intention: A case of sport team Facebook page. NASSM, Seattle, WA.
159. *Akiko, A., **Ko, Y. J.** (advisor), & **Chang, Y. (2012). Understanding athlete brand image in global sport markets: A cross-national study among Japan, South Korea, and USA. NASSM, Seattle, WA.
160. *Bae, S., *Choo, N., Cho, S., & **Ko, Y. J.** (advisor; 2012). The effects of brand awareness, country-of-origin image, and price of sporting goods on consumers' product evaluation. NASSM, Seattle, WA.
161. *Sato, S., Harada, M. (advisor), & **Ko, Y. J.** (advisor; 2012). The role of consumer involvement in environmental concern, intention to protect environment and word of mouth/e-word of mouth intentions among outdoor sport recreationists. NASSM, Seattle, WA.
162. **Ko, Y. J.**, *Kim, T. H., & *Kim, Y. (2012). The role of integrity, fairness, and accountability in University athletics donor decision: Trust and commitment perspectives. NASSM, Seattle, WA.
163. *Cattani, K., & **Ko, Y. J.** (advisor; 2012). With the first pick of the fantasy draft...: An examination of identification formation and the moderating effect of Involvement in fantasy sport consumers. NASSM, Seattle, WA.
164. **Jang, W., **Ko, Y. J.** (advisor), & **Chang, Y. (2012). Luxury brand positioning in athlete endorsement markets: A correspondence analysis. NASSM, Seattle, WA.

165. **Jang, W., & **Ko, Y. J.** (advisor; 2012). A consumer's information-processing model for sport web advertisement: Event value orientation and consumer involvement perspective. NASSM, Seattle, WA.
166. Spengler, J. O., Connaughton, D., **Ko, Y. J.**, & *Egberts, J. (2012). Results from a national survey on the joint use of local park and recreation facilities. 2012 Active Living Research conference, San Diego, CA.
167. **Ko, Y. J.**, **Chang, Y., *Rhee, Y. C., & Hur, Y. (2011). Value-based brand loyalty. SMA, Houston, TX.
168. *Akiko, A., & **Ko, Y. J.** (2011). Athlete brand image: A gender segmentation strategy. SMA, Houston, TX.
169. Bae, S., Ha, J., Choo, N., Cho, S. (advisor), Rhee, Y., & **Ko, Y. J.** (advisor; 2011). Consumers' evaluation of golf- products: The roles of extrinsic product cues. SMA, Houston, TX.
170. Choo, N., Bae, S., Cho, S., Rhee, Y., **Ko, Y. J.** (advisor; 2011). The mediating effect of emotion/hedonic shopping value on golf-product consumption. SMA, Houston, TX.
171. *Kim, J., & **Ko, Y. J.** (advisor; 2011). Understanding consumers' perception and attitude toward technology in sports officiating. SMA, Houston, TX.
172. *Moon, K., **Ko, Y. J.**, Connaughton, D. P., Lee, J. H. (2011). Athlete management and satisfaction in a gambling-legal bicycle racing business in South Korea. SMA, Houston, TX.
173. **Jang, W., & **Ko, Y. J.** (advisor; 2011). Athlete endorsement in the golf industry: beyond "Match-up Hypothesis" theory. 2011 Sport Marketing Association Conference, Houston, TX.
174. **Jang, W., & **Ko, Y. J.** (advisor; 2011). Information-Processing Model for Sport Web Advertisement: Product Value and Involvement Perspective. SMA, Houston, TX.
175. **Chang, Y., & **Ko, Y. J.** (2011). Does brand leadership matter? It's role in predicting sport brand consumption. SMA, Houston, TX.
176. *Cattani, K., & **Ko, Y. J.** (advisor; 2011). A Structural model of the relationships between self-efficacy, attitude, regulatory fit, and behavioral intention: A case of fantasy sport consumption behavior. SMA, Houston, TX.
177. **Waechter, M. W., Connaughton, D. P., Spengler, J. O., & **Ko, Y. J.** (2011). An analysis of perceived risk and corresponding risk management practices related to disease control and prevention in club sport programs. 2011 SEVT conference, Columbia, SC.
178. **Ko, Y. J.**, Kim, Y. K., & *Kim, T. H. (2011). The role of CSR in predicting donor behavior: The mediating effects of trust and commitment. NASSM, Windsor, Canada.
179. *Moon, K. S., Connaughton, D. P., **Ko, Y. J.**, & Lee, J. H. (2011). An examination of the influence of sport event quality perception on destination image. NASSM, Windsor, Canada.
180. *Arai, A., & **Ko, Y. J.** (2011). Post retirement career development: A conceptual model of psychosocial development of athletic career transition. NASSM, Windsor, Canada.
181. **Ko, Y. J.**, Lee, J., & Chang, K. (2011). The primary motives of college athletic donors: Developing and testing a model. NASSM, Windsor, Canada.
182. Spengler, J. O., **Ko, Y. J.**, & Connaughton, D. (2011). A scale of barriers to community use of school facilities. 2011 AAHPERD National Convention and Exposition, San Diego, CA.
183. Spengler, J. O., **Ko, Y. J.**, & Connaughton, D. (2011). An analysis of perceived barriers to after hours use of schools in under-resourced communities. 2011 Active Living Research conference, San Diego, CA.
184. **Ko, Y. J.**, Kim, T., Rhee, Y. C., & Kim, Y. K. (2010). Sport spectators' event quality perceptions: A comparison between collegiate sport fans and professional sport fan. 2010 SEVT Conference, South Carolina, SC.
185. *Cattani, K., & **Ko, Y. J.** (2010). Brand experience and fantasy sport consumers. 2010 SEVT Conference, South Carolina, SC.
186. *Cattani, K., & **Ko, Y. J.** (2010). Analyzing experience and participation levels of fantasy sport consumers. 2010 SEVT Conference, South Carolina, SC.
187. *Rhee, Y. C., **Ko, Y. J.**, & Sagas, M. (2010). Becoming sport fans: An application of the Relative Deprivation Theory and social identification among sport consumers. 2010 SEVT Conference, South Carolina, SC.
188. **Chang, Y., **Ko, Y. J.**, & Lee, I. R. (2010). Development of an instrument for assessing the product market leadership. 2010 SEVT Conference, South Carolina, SC.

189. *Moon, K. S., Connaughton, D. P., **Ko, Y. J.**, & Lee, J. H. (2010). An examination of the relationships between trust, mental skills, and athlete satisfaction in a bicycle racing business. 2010 SEVT Conference, South Carolina, SC.
190. **Chang, Y., & **Ko, Y. J.** (advisor) (2010). Determinants of consumer attitude formation in athlete endorsement. SMA, New Orleans, LA.
191. **Chang, Y., & **Ko, Y. J.** (advisor) (2010). A conceptual model of athlete endorsement experience. SMA, New Orleans, LA.
192. **Kudo, M., **Ko, Y. J.** (advisor), Walker, M. (advisor), & Connaughton, D. (2010). The market value of sport sponsorship: The influence of title sponsorship on sponsoring company's stock prices. SMA, New Orleans, LA.
193. **Ko, Y. J.**, Rhee, Y., Walker, M., & Lee, J. (2010). The primary motives of college athletic donors. SMA, New Orleans, LA.
194. **Ko, Y. J.**, Rhee, Y. C., **Kim, T., & *Cattani, K. (2010). Antecedents and consequences of trust in spectating sport. SMA, New Orleans, LA.
195. **Kim, T., **Ko, Y. J.** (advisor), Walker, N. A., & Sagas, M. (advisor). (2010). SMA, New Orleans, LA.
196. **Arai, A., **Ko, Y. J.** (advisor), & Kaplanidou, K. (2010). Empirical study of athlete brand image: Scale development and model test. SMA, New Orleans, LA.
197. *Cattani, K., & **Ko, Y. J.** (2010, August). Application of the regulatory focus theory to fantasy sport consumption behavior. 2010 American Marketing Association Summer Marketing Educators' Conference, Boston, MA.
198. **Kim, T., **Ko, Y. J.**, & Rhee, Y. C. (2010, August). Relationship between event quality factors and revisit intention: A case of college sport fans. 2010 American Marketing Association Summer Marketing Educators' Conference, Boston, MA.
199. Kim, Y. J., & **Ko, Y. J.** (2010, August). Consumer Patriotism and Response to Patriotic Advertisement: A Test of Group Differences of Structural Constraints in Sporting Events. 2010 American Marketing Association Summer Marketing Educators' Conference, Boston, MA.
200. **Kim, T. H., **Ko, Y. J.** (advisor), & *Cattani, K. (2010, June). Antecedents and Consequences of Trust in Spectator Sports. NASSM, Tampa, FL.
201. **Ko, Y. J.** (2010, June). Determinants of Consumers' Attitude Formation toward Sport Sponsorship: An Empirical Analysis. NASSM, Tampa, FL.
202. *Cattani, K., & **Ko, Y. J.** (advisor) (2010, June). Understanding the Antecedents of Player Identification in Fantasy Sport Consumers. NASSM, Tampa, FL.
203. **Gate, J., Kaplanidou, K. (advisor), Janelle, C. (advisor), **Ko, Y. J.** (advisor). (2010, June). "Understanding motivation and students' exercise consumption behaviors based on their stage of change in exercise" NASSM, Tampa, FL.
204. **Arai, A., **Ko, Y. J.** (advisor) (2010, June). What are the consumer benefits derived from an athlete brand? NASSM, Tampa, FL.
205. *Kim, Y. K., Trail, G., & **Ko, Y. J.** (2010, June). The influence of relationship quality on sport consumption behaviors: An empirical examination of the relationship quality. NASSM, Tampa, FL.
206. Spengler, J. O., & **Ko, Y. J.** (2010, February). An analysis of macro level policies relevant to the joint and shared use of municipal parks for organized sport and recreation opportunities. 2010 Active Living Research Annual Conference (Robert Wood Johnson Foundation), San Diego, CA.
207. **Ko, Y. J.**, Kim, Y. K., Kwak, D. H., *Cattani, K., & *Magnusen, M. (2009, november). Determinants of Sports Sponsorship Response: Modification and Extension. SMA, Cleveland, OH.
208. **Arai, A., & **Ko, Y. J.** (advisor) (2009, November). A model of athlete brand equity. SMA, Cleveland, OH.
209. *Cattani, K., **Ko, Y. J.** (advisor), & Kim, M. (2009, November). Utilitarianism vs. Hedonism: Using the regulatory focus theory to understand fantasy sport consumers. SMA, Cleveland, OH.
210. Rhee, Y., & **Ko, Y. J.** (2009, November). Why relative deprivation matters? The effect of relative deprivation on team identification and regional identification. SMA, Cleveland, OH.

211. ****Kim, T., & Ko, Y. J.** (2009, November). Moderating effect of trust, commitment, and perceived value between service quality and consumer behavior. Sport Entertainment & Venue Tomorrow, Columbia, SC.
212. Carroll, M., Byon, K. K., & **Ko, Y. J.** (2009, November). A conceptual framework of perceived risk in sport events: A multi-dimensional approach. Sport Entertainment & Venue Tomorrow, Columbia, SC.
213. ***Arai, A., Ko, Y. J.** (Advisor), & ***Kang, J.** (2009, June). Branding Individual Athletes: Development of a Conceptual Framework. NASSM, Columbia, SC. (T)
214. ***Hur, Y., & Ko, Y. J.** (2009, June). Moderating effects of hedonic and utilitarian dimensions of consumer attitude on acceptance of sport web portals. NASSM, Columbia, SC. (D)
215. ***Byon, K. K., Zhang, J. J., Connaughton, D., & Ko, Y. J.** (2009, June). Dimensions of general market demand associated with professional team sports: Development of a scale. NASSM, Columbia, SC. (D)
216. ****Kim, T. H., & Ko, Y. J.** (Advisor). (2009, June). Does better service quality means more fans?: Moderating relationship quality on link between service quality and sport consumption behavior. NASSM, Columbia, SC. (T)
217. **Ko, Y. J., & *Kim, Y. K.** (2008, November). The moderating effects of customer loyalty on the relationships between perceived quality of the event and satisfaction: A case of a major league baseball event. Presented at the International Conference of Sport & Entertainment Business. Columbia, SC.
218. ***Kim, M. Zhang, J. J., & Ko, Y. J.** (2008, November). Understanding Taekwondo school participants: Sociodemographic characteristics and market demand factors. Presented at the International Conference of Sport & Entertainment Business. Columbia, SC. (T)
219. ***Kim, W., Ko, Y. J., & Zhang, J. J.** (2008, November). Assessment of community residents' psychological benefits from a sport event: The case of Daytona Beach residents' perceptions of Daytona 500. Presented at the International Conference of Sport & Entertainment Business. Columbia, SC. (T)
220. ***Kim, Y., *Oh, J., & Ko, Y. J.** (2008, June). Revalidation of brand personality scale for sport sponsorship evaluation. NASSM, Toronto, Canada.
221. Heere, B., **Ko, Y. J., & James, J.** (2008, June). Brand positioning through external communities: A tale from collegiate athletics. NASSM, Toronto, Canada.
222. ***Byon, K. K., Zhang, J. J., & Ko, Y. J.** (advisor) (2008, June). Construct validity of a measure of destination image scale (DIS). NASSM, Toronto, Canada. (D)
223. ***Byon, K. K., Zhang, J. J., & Ko, Y. J.** (advisor) (2008, June). Development of a scale measuring event sport tourism intention. NASSM, Toronto, Canada. (D)
224. ***Jett, J. S., Thapa, B. & Ko, Y. J.** (2008, June). Recreation specialization and boater speed compliance in Manatee zones. Presented at the annual conference of International Symposium on Society and Resource Management, Burlington, Vermont USA. (D)
225. ***Kim, Y. K., *Jeong, C., Ko, Y. J.** (2008, January). Horse racing image in a transition period: Focusing on the relationship between cognitive image, affective image, and intention to visit. Presented at the meeting of the 13th Annual Graduate Education and Research Conference in Hospitality & Tourism, Orlando, FL.
226. **Ko, Y. J.** (2007). Globalization of the martial arts: The change of rules for new markets. Presented at the annual International Taekwondo Symposium. Jointly hosted by the Taekwondo Promotion Foundation and University of California at Berkeley, CA. (Invited presentation).
227. ***Kim, Y. K., Ko, Y. J.** (advisor), Kim, M., & Park, S. H. (2007, June). Measuring spectators' quality perceptions and satisfaction: The case of 2007 US Open Taekwondo Championship. SMA, Pittsburg, PA.
228. ***Hur, Y., Ko, Y. J., & Claussen, C. L.** (2007, June). A Sport web acceptance model. SMA, Pittsburg, PA. (D)
229. ***Kim, K., *Kim, Y., Ko, Y. J., & Ross, S. D.** (2007, June). Measuring the effects of patriotism on advertising effectiveness in mega sport events: The Case of 2006 FIFA World Cup. SMA, Pittsburg, PA.
230. ***Kim, Y. K., Ko, Y. J., *Kim, W., & *Kim, M.** (2007, November). The profiles of martial arts event spectators: The case of 2007 US Open Taekwondo Championship. Presented at the annual conference of International Conference on Sport and Entertainment Business, Columbia, SC.
231. ***Kim Y., Ko, Y. J., Lee, S., & Ross, S. D.** (2007, June). An exploration of motives in online sport video gaming. NASSM, Fort Lauderdale, FL.

232. *Hur, Y., **Ko, Y. J.**, & Chang, K. (2007, June). The effects of fan loyalty, perceived ease of use and usefulness of sport teams' websites on attitude and intention to use the websites. NASSM, Fort Lauderdale, FL. (D)
233. *Kim, N., Lee, H., Seo, W., **Ko, Y. J.** (Advisors), & Green, B. C. (Advisors). (2007, June). Integrating a new culture: Does sport participation affect Korean immigrants' acculturation into the US culture? NASSM, Fort Lauderdale, FL.
234. *Seo, W., Lee, S., Kim, N., Green, B. C., & **Ko, Y. J.** (Advisor). (2007, June). Does American and Korean sport media consumption help Korean immigrants' acculturation into the US culture? NASSM, Fort Lauderdale, FL.
235. *Kim, M., Kim, M., Zhang, J. J. (Advisor), & **Ko, Y. J.** (Advisor). (2007, June). Dimensions of market demand associated with private Taekwondo schools in North America: Development of a theoretical framework. NASSM, Fort Lauderdale, FL. (T)
236. **Ko, Y. J.** (2006, June). Antecedents and a consequence of sport fans' psychological attachment to team (PCT). NASSM, Kansas City, MO.
237. **Ko, Y. J.** (2005, November). A hierarchical model of service quality in the spectating sport industry. SMA. Tempe, AZ.
238. **Ko, Y. J.** & *Hur, Y. (2005, November). Assessing sport spectators' perception of web quality: A conceptual model. SMA. Tempe, AZ.
239. *Hur, Y. & **Ko, Y. J.** (2005, November). A structural model of the relationships between sport web quality, e-satisfaction, e-loyalty, and behavioral intention of sport fans. SMA. Tempe, AZ.
240. *Seo, W., Green, B. C., **Ko, Y. J.**, Schenewark, J., & Lee, S. (2005, June). The relationships among motivation, commitment, attitude, and web consumption in the context of NFL teams' websites. NASSM (poster session), Regina, Saskatchewan, Canada.
241. *Hur, Y., & **Ko, Y. J.** (2005, June). Investigating Motivation and Concerns of Online Sport Consumers. NASSM, Regina, Saskatchewan, Canada. (T)
242. *Mangiantini, J., **Ko, Y. J.** (advisor), & Durrant, S. M. (2005, June). A Model of Service Quality in College Sport. NASSM, Regina, Saskatchewan, Canada.
243. *Mangiantini, J., Durrant, S. M., & **Ko, Y. J.** (advisor, 2005, June), Assessment of Services Provided to Student-Athletes. Paper at NCAA Division I-A Institutions. NASSM, Regina, Saskatchewan, Canada. (T)
244. **Ko, Y. J.**, & Valacich, J. (2004, November). Why people participate in martial arts: An analysis of motivation factors. SMA, Memphis, TN.
245. *Hur, Y., & **Ko, Y. J.** (2004, November). Profiles of online sport consumers: Usage pattern and attitudes. SMA, Memphis, TN. (T)
246. *Park, H. W. & **Ko, Y. J.** (2004, November). Analyzing motivation factors of action sport participants. SMA, Memphis, TN. (T)
247. Turner, B., Daprano, C., **Ko, Y.**, Dixon, M., Bruening, J., Greenwell, C., Lilienthal, S., Jordan, J., & Pastore, D. L. (2004, June). Technology in sport management: Faculty perspectives. NASSM, Atlanta, GA.
248. **Ko, Y. J.**, Kwon, H. H. (2003, November). Single item measure of the scale of service quality for the recreational sport industry (SSQRS). SMA (Inaugural Conference), Gainesville, FL.
249. *Kim, K., & **Ko, Y. J.** (2003, May). The effect of consumer involvement on corporate awareness, corporate image, and intention to purchase corporate sponsors' products. NASSM, Ithaca, NY.
250. Pastore, D. L., Jordan, J., Daprano, C., Dixon, M., Turner, B., Ferreira, M., Greenwell, C., **Ko, Y. J.**, Bruening, J. (2002, June). Surviving your first year as a sport management faculty: Successful strategies. NASSM, Canmore, Alberta, Canada.
251. **Ko, Y. J.** (2002). Corporate sponsorship: A new revenue source for martial arts events. Invited presentation at academic symposium held in conjunction with 7th World University Taekwondo Championship, University of California at Berkeley, CA.
252. **Ko, Y. J.** & Matsuoka, H. (2001, May). Service quality in the spectating sport industry: A conceptual model. NASSM, Virginia Beach, VA.
253. **Ko, Y. J.** & Pastore, D. L. (2001, June). Consumers' perceptions of service quality: An assessment and practical implications for University recreational sport programs. NASSM, Virginia Beach, VA.

254. **Ko, Y. J.** & Pastore, D. L. (2001, June) An empirical assessment of a model of service quality in the participant sport industry. Pre NASSM, Virginia Beach, VA.
255. **Ko, Y. J.** & Pastore, D. L. (2000, June). A multidimensional and hierarchical approach of service quality: A conceptual model of perceived service quality for participant sport. NASSM, Colorado Springs, CO.
256. Funk, D. C., **Ko, Y. J.**, & Choi, J. P. (1999, June). An empirical analysis of attitudes, product perception and style among martial arts competitors and spectators. NASSM, Vancouver, Canada.
257. **Ko, Y. J.** (1999). Taekwondo in 21st century: Creating new opportunity with marketing and Management. Presented at 1999 The 3rd International Taekwondo Symposium held in conjunction with 14th World Taekwondo Championship. University of Alberta, Edmonton, Alberta, Canada. (Invited presentation).
258. Bruening, J., Daprano, C., Funk, D. C., Jordan, J., **Ko, Y. J.**, & Ridinger, L. (1998, June). Surviving your doctorate and beyond: Successful strategies. Presented at the annual conference of North American Society for Sport Management, Buffalo, NY.
259. **Ko, Y. J.** (1997, June). Building quality culture: An organizational change model for sport organizations. NASSM, San Antonio, TX.
260. **Ko, Y. J.** (1996, June). Analyzing cultural values of sport organization: The case of United States Taekwondo Union members. NASSM (Poster session), New Brunswick, Canada.

I. National Conference (N = 6):

1. **Ko, Y. J.**, Sagas, M., Bopp, T., Cattani, K., Kim, T., & Arai, A. (2010, January). A comparative analysis of student-athletes' welfare and related services. Presented at 3rd Annual Scholarly Colloquium on Intercollegiate Athletics In Conjunction with the NCAA Annual Convention, Atlanta, GA.
2. Lee, C. Y., **Ko, Y. J.**, Hiroko, K., & Chen, C. M. (2009, May). A comparative analysis of school health education in US, Japan, and Taiwan. Presented at 38th Korean School Health Education conference (hosted by The Korean Society of School Health), Seoul, Korea.
3. **Ko, Y. J.**, & Yun, J. (2004, April). Identification of factors influencing martial arts tournament participation: The case of the NCTA championship. Presented at 6th Annual National Collegiate Taekwondo Association Symposium, Bridgeport, CT.
4. **Ko, Y. J.** (2001, November). Effective sponsorship strategies for martial arts events. Presented at the 3rd Annual National Collegiate Taekwondo Association Symposium, Austin, TX.
5. ***Ko, Y. J.** (2000). A conceptualization of service quality in the martial arts industry. Presented at the Annual Academic Symposium entitled "Martial Arts in Education" at the University of California, Berkeley, CA. (Invited presentation).
6. ***Ko, Y. J.** (1999, November). Promotional strategies for martial arts programs in college. Presented at the 1st Annual National Collegiate Taekwondo Association Symposium, Los Angeles, CA.

J. State/Regional Conference (N = 3):

1. **Ko, Y. J.**, (2016, April). Experimental research in sport marketing. Southern Sport Management Doctoral Student Symposium.
2. **Ko, Y. J.**, Matsuoka, H. (1999, December). Sport marketing – past, present, and future. Presented at the annual conference of Ohio Association for Health, Physical Education, Recreation, and Dance, Columbus, OH.
3. **Ko, Y. J.** & Pastore, D. L. (2001, March). A multidimensional and hierarchical model of service quality in the participant sport industry (Scale development of service quality in participant sport – SSQPS). Presented at the annual conference of American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD), Cincinnati, OH.

V. RESEARCH GRANTS/CONTRACTS

A. Funded Externally (N = 29):

1. *Kim, J. (PI), & **Ko, Y. J.** (Co-PI) (2025). The impact of player's migration on sports fans' psychological and behavioral responses: A norm violation perspective. NASSM Doctoral Research Grant. (\$1,375) (2025).
2. *Chang, S. H. (PI), *Yun, L. (Co-PI), & **Ko, Y. J.** (Co-PI) (2024). Exploring the potential of Generative AI in sport: Implications for sport management and education. Ministry of Education, Taipei, Taiwan. (\$16,000) (August 6, 2025 – July 30, 2026).
3. *Chang, S. H. (PI), *Yun, L. (Co-PI), & **Ko, Y. J.** (Co-PI) (2023). Sport fans' preference and emotional journey toward game outcomes in the 2023 World Baseball Classic: Application of natural language processing to the cases of the Team Taiwan and Team USA. Taipei, Taiwan. Total Funding: \$16,000. (Direct cost - \$16, 000). (August 6, 2024 – July 30, 2025).
4. Chang, Y. (PI), **Ko, Y. J. (Co-PI)**, & Sagas, M. (CO-PI) (2022). Global sports leadership program. AMOS, France. Total Funding: \$77,582. (Direct cost - \$52,290 and Indirect Cost - \$25,292). (October 6, 2021 – January 31, 2022).
5. **Ko, Y. J. (PI)**, Sagas, M. (CO-PI), & Chang, Y. (CO-PI) (2021). Global sports leadership program. Korea Sports Promotion Foundation. Total Funding: \$43,464. (Direct cost - \$32,778 and Indirect Cost - \$10,686). (October 6, 2021 – January 31, 2022).
6. **Ko, Y. J. (PI)**, & Sagas, M. (CO-PI) (2020). Global sports leadership program. Korea Sports Promotion Foundation. Total Funding: \$32,906. (Direct cost - \$24,816 and Indirect Cost - \$8,090). (September 25, 2020 – February 28, 2020).
7. **Ko, Y. J. (PI)**, Sagas, M. (CO-PI), Lee, J. (CO-PI), & Schmidt, C. (CO-PI) (2019). Global sports leadership program. Korea Sports Promotion Foundation. Total Funding: \$276,676. (Direct cost - \$234,263 and Indirect Cost - \$42,413). (August 1, 2019 –March 3, 2020).
8. **Ko, Y. J. (PI)**, Sagas, M. (CO-PI), Lee, J. (CO-PI), & Schmidt, C. (CO-PI) (2018). Global sports leadership program. Korea Sports Promotion Foundation. Total Funding: \$274,826.81 (Direct cost - \$232,868 and Indirect Cost - \$41,958.81). (August 1, 2018 –March 3, 2019).
9. **Ko, Y. J. (PI)**, Sagas, M. (CO-PI), Lee, J. (CO-PI), & Mills, B. (CO-PI) (2017). Global sports leadership program. Korea Sports Promotion Foundation. Total Funding: \$268,775.65 (Direct cost - \$227,005.20 and Indirect Cost - \$41,770.45). (July 17, 2017 –March 3, 2018).
10. **Ko, Y. J. (PI)**, *Chang, Y. (CO-PI), *Jang, W. (CO-PI), & *Sato, S. (CO-PI) (2016). The effectiveness of anthropomorphized mascots in team branding. Sport Marketing Association Research Grant. Total Funding: \$1,500 (Direct cost - \$1,500 and Indirect Cost - \$0,00). (August 1, 2016-August 2017).
11. **Ko, Y. J. (PI)**, & Spengler, J. (CO-PI) (2015). Dissemination of state-specific shared use training and resources for school officials. Robert Wood Johnson Foundation. Active living research. Transferred by Dr. Spengler (PI). Total Funding: \$39,760. (June 2014 – June 2016).
12. **Ko, Y. J. (PI)**, *Sato, S. (CO-PI), *Jang, W. (CO-PI), & *Yilmaz, S. (CO-PI). (2014). University student athletes' goal pursuits and self-regulatory behaviors. Hokkaido Basketball Association. (Direct cost - \$778.97 and Indirect Cost - \$389.00). (August 2014-February 2015).
13. Sagas, M. (CO-PI), Kaplanidou, K. (CO-PI), & **Ko, Y. J.** (CO-PI). (2013). Barriers and motivations of youth sport participation. ESPN The Magazine. Total Finding: \$20,000.00 (Direct cost - \$18,182.00 and Indirect Cost - \$1,818). (April 2013-September 2013).
14. Lee, J. (PI), Lee, M. (CO-PI), Kim, W. (CO-PI), & **Ko, Y. J.** (CO-PI). (2013). Development of Evaluation Standard for Athletic Programs in Workplace. City of Seoul, Seoul, Korea. Total Finding Requested: \$15,000. (Direct cost - \$18,000 and Indirect Cost - \$2,000). (February 2013-May 2013) (Grant work done in South Korea).
15. Lee, J. (PI), **Ko, Y. J.** (CO-PI), Kim, J. (CO-PI), & Kim, U. (CO-PI). (2012). 2012 Korean Golf Index. Korean Golf Association. Seoul, Korea. Total Finding Requested: \$40,000. (December 2012-April 2013). (Grant work done in South Korea).
16. Lee, J. (PI), Kim, W., Oh, S., Lee, J., & **Ko, Y. J.** (CO-PI). (2011). Feasibility Study of Sport for All Leadership Placement – Transformation to Social Enterprise. Korea Council of Sport for All, Seoul,

- Korea. Total Finding Requested: \$30,000. (September 2011-December 2011). (Grant work done in South Korea).
17. Lee, J. (PI), **Ko, Y. J.** (CO-PI), Kim, J. (CO-PI), & Kim, U. (CO-PI). (2011). Development of Taekwondo tour program connected to Taekwondo Park. Ministry of Culture, Sports and Tourism, Seoul, Korea. Total Finding Requested: \$20,000. (March 2011-December 2011). (Grant work done in South Korea).
 18. **Ko, Y. J. (PI)**, *Chang, Y. H., *Cattani, K., & *Rhee, Y. C. (2010). Consumer attitude and perception about Electronic Impact Detention and Scoring System (EIDSS) adapted by US Open Taekwondo Championship. LaJust. Total Funding Requested: \$5,000 (Direct cost - \$3,813 and Indirect Cost - \$1,187). (June 2010-August 2011).
 19. **Ko, Y. J. (PI)**, & *Akiko, A. (CO-PI). (2010). Branding individual athlete: Developing a conceptual model of athlete brand image (MABI). Anchor Publication, Inc. Total Funding Requested: \$2,000 (Direct cost - \$1,480 and Indirect Cost - \$520). (March 2010-August 2010).
 20. **Ko, Y. J. (PI)**, & Zhang, J. J. (CO-PI). (2009). Development of consumer profiles and information system: Market Research of Taekwondo consumers. World Taekwondo Federation. Total Funding Requested: \$24,999 (Direct Cost - \$24,999 and Indirect Cost - \$0). (March 2009 – August 2010).
 21. Spengler, J. O. (PI), & **Ko, Y. J. (Co-PI)**. (2009). An analysis of macro level policies relevant to the joint and shared use of municipal parks for organized sport and recreation opportunities. Active Living Research (Round 9). Total Funding Requested: \$49,653 (Direct Cost - \$44,333 and Indirect Cost - \$5,320). (October 2009 – October 2010).
 22. **Ko, Y. J. (PI)**, & Lee, J. (CO-PI). (2009). Golf tourism in South Korea: Demographics and psychographic profiles of golf tourists. DS Management, Suwon, Korea. Total Funding: \$2,500 (Direct Cost - \$2,500 and Indirect Cost - \$0). (December 2008 – June 2009).
 23. Lee, J. (PI), Sung, M. (CO-PI), & **Ko, Y. J.** (CO-PI). (2009). Jangheung resorts developmental plan., Jangheung County. Total Funding Requested: \$20,000. (March 2009 – December 2009). (Grant work done in South Korea).
 24. Lowman, K. K. (PI), Byrd, C. E. (CO-PI), Zhang, J. J. (CO-PI), **Ko, Y. J. (CO-PI)**, Kaplanidou, K. (CO-PI), & Byon, K. K. (CO-PI). (2008). Assessment of Student Achievement: Examining the EdVenture Curricula. EdVenture Group, Morgantown, West Virginia. Total Funding: \$38,000 (Direct Cost - \$33,043 and Indirect Cost - \$4,957). (February 2008 – December 2008).
 25. Kim, M. (PI), **Ko, Y. J. (CO-PI)**, Gibson, H. (CO-PI). (2007). An examination of the relationships among art involvement, donor benefits, donor motivations and donor behavior. WolfBrown - Major University Presenters (MUP). San Francisco, CA. Total Funding: \$3,500 (Direct Cost - \$3,500 and Indirect Cost - \$0). (2007- 2008).
 26. Kim, M. (PI), **Ko, Y. J. (CO-PI)**, & Zhang, J. (CO-PI) (2006). The study of sport event management and marketing in Korea: 1) Volunteer Management and 2) Service Quality. Seoul Olympic Sport Promotion Foundation. South Korea. Total Funding: \$8,700 (Direct Cost - \$8,285 and Indirect Cost - \$415). (2006 - 2007).
 27. **Ko, Y. J. (PI)**. (2003). Why do people participate in martial arts? Submitted to Master Chong's Taekwondo Center at Williamsville, NY. Total Funding: \$500 (Direct Cost - \$500 and Indirect Cost - \$0). (2007- 2008).
 28. ***Ko, Y. J. (PI)**. (2000). Assessment of service quality in the martial arts industry. The United Way and World United Martial Arts Federation. Columbus Ohio. Total Funding: \$5,000 (Direct Cost - \$5,000 and Indirect Cost - \$0). (2000 - 2001).
 29. Lim, B. J. (PI), and research team (*Chang, Y. K., *Bae, S. J., *Chung, Y. L., *Lee, M. K., & **Choi, S. W. ****Ko, Y. J.**). (1990). Development of Lifetime Sport in S. Korea. Ministry of Physical Education. South Korea. Total Funding: \$20,000 (Direct Cost - \$20,000 and Indirect Cost - \$0). (1990 - 1991).

B. Funded Internally (N = 14):

1. *Chang, S. H. (PI), & **Ko, Y. J.** (Co-PI) (2025). Exploring sport coaches' perception and adoption of generative AI: The roles of perceived value. Institute of Coaching Excellence Research Grant, University of Florida. Total Funding: \$1,500.
2. *Chang, S. H. (PI), & **Ko, Y. J.** (Co-PI) (2025). Exploring AI applications in health and human performance. UF AP² Center Research Grant, University of Florida. Total Funding: \$2,000.

3. Chang, Y. (PI), *Han, Q. (CO-PI), **Ko, Y. J.** (CO-PI). (2020). University Athletic Association. Data analytics of season ticket holders. Total Funding: \$10,000.
4. *Davis, S. (PI), *Kang, P. (CO-PI), **Ko, Y. J.** (CO-PI) (2020). University Athletic Association. Data analytics of selling licensed products and donors. Total Funding: \$10,000.
5. **Ko, Y. J.** (2016). Development of sport consumer profile. Department of Tourism, Recreation, and Sport Management at University of Florida. Total Funding: \$1,000.
6. **Ko, Y. J. (PI)**, & Zhang, J. (CO-PI) (2006). Understanding of Fantasy Sport Participants: An Application of the Technology Acceptance Model. College of Health and Human Performance at University of Florida (Research Opportunity Fund). Total Funding: \$3,025 (Direct Cost - \$3,025 and Indirect Cost - \$0). (2006 - 2007).
7. **Ko, Y. J.** (2006). Faculty travel grant from *College of Education at WSU*. Total Funding: \$1,000 (Direct Cost - \$1,000 and Indirect Cost - \$0). (2006 - 2007).
8. **Ko, Y. J.** (2004). Development and test of service quality model and scale in the spectating sport industry. Faculty Research Grant Award from the *College of Education at WSU*. Total Funding: \$4,920 (Direct Cost - \$4,920 and Indirect Cost - \$0). (2004 - 2005).
9. **Ko, Y. J.** (2003). Measuring the effects of sport sponsorship: The case of 2002 FIFA World Cup Korea/Japan. Faculty Research Grant from *College of Education at WSU*. Total Funding: \$1,850 (Direct Cost - \$1,850 and Indirect Cost - \$0). (2003 - 2004).
10. **Ko, Y. J.** (2001). URI Faculty Research Travel Grant from the *Department of Education at the University of Texas at Austin*. Total Funding: \$1,000. (Direct Cost - \$1,000 and Indirect Cost - \$0). (January 2001 – December 2001).
11. ***Ko, Y. J.** (2000). Multidimensional and hierarchical model of the recreation sport industry. Research Grant of *School of Education (Oberteuffer Fund) at the OSU*. Total Funding: \$650 (Direct Cost - \$650 and Indirect Cost - \$0). (January 2000 - August 2001).
12. ***Ko, Y. J.** (2000). Student travel grant from the *School of Physical Activity and Educational Services (PAES) at OSU*. Total funding: \$300 (Direct Cost - \$300 and Indirect Cost - \$0). (May 2000 - June 2001).
13. ***Ko, Y. J.** (1998). Student travel grant from the *School of Physical Activity and Educational Services (PAES) at OSU*. Total funding: \$300 (Direct Cost - \$300 and Indirect Cost - \$0) (May 1998 - June 1998).
14. ***Ko, Y. J.** (1996). Analyzing cultural values of sport organization: The case of United States Taekwondo Union members. Research Grant from *Office of International Education (OIE) at the OSU*. Total Funding: \$500 (Direct Cost - \$500 and Indirect Cost - \$0). (January 1996 - August 1996).

C. Submitted/In-Progress (N = 3):

1. **Ko, Y. J.**, *Yun, L., *Kim, J., Chang, S., *Lee, T., Lei, Y., & Kim, H. (in progress). Sport socialization among sport fans and loneliness: Integrative framework and empirical evidence. National Football League & National Basketball Association. Total Funding: \$34,500.
2. *Lee, T. (PI), Connaughton, D. P. (Co-PI), & **Ko, Y. J.** (Co-PI) (in progress). Connecting fans in virtual environments: Avatar spectatorship as promising tool to mitigate loneliness and alienation. FIFA Research Scholarship, Neuchâtel, Switzerland. Total Funding: \$25,000.
3. *Chang, S. H. (PI), & **Ko, Y. J.** (Co-PI) (in progress). Human branding in sport: Conceptual framework, social media analytics, and experimental comparisons of generative AI and human-created content. National Science and Technology Council Taiwanese Overseas Pioneers Grant, Taipei, Taiwan. Total Funding: \$30,000.

D. Submitted but Not Funded (N = 41):

1. **Ko, Y. J.**, Kang, P., *Chun, Y., *Yun, L., *Kim, J., Chang, S., & Davis, S. (2024). Loneliness and Socialization among Student-Athletes: Integrative Framework and Empirical Evidence. 2024 NCAA Innovations in Research and Practice Grant. Total Funding: \$34,500.
2. **Ko, Y. J. (PI)**, Kang, P., *Yun, L., Asada, A., Davis, S., *Kim, J., *Chang, H. (2023). Mascots and consumer socialization: An integrative model. Sport Marketing Association Research Grant. Total Funding: \$1,809 (Direct cost - \$1,809 and Indirect Cost - \$0,00).

3. *Yun, L. (PI) & Ko, Y. J. (Advisor) (under review). How do spectators justify their attendance of losing games? Effects of socially shared retrieval-induced forgetting on perceived justification. NASSM Doctoral Research Grant, NASSM (\$1,500).
4. Jang, E. W. (PI), Lee, J. S., Kwak, D. H., & **Ko, Y. J.** (CO-PI) (2018). Beyond the Hedonic Consumption: Effects of Meaningful Sport Consumption on the Long-Term Enhancement of Subjective Well-Being. Janet B. Parks NASSM Research Grant. Not funded (\$2,000).
5. Lee, J. S. (PI), **Ko, Y. J.** (CO-PI), & Sagas, M. (CO-PI). Sport as a catalyst for social stability in South Korea: Past, present, and future. U.S. Embassy Seoul. Total Funding: \$47,738.38
6. Park, C. (PI), Leng, H. K. (CO-PI), Kawabata, M. (CO-PI), & **Ko, Y. J.** (CO-PI) (2018). Social benefits of sports in Singapore. The proposal was submitted to The Sport Singapore. Total Funding: \$196,887.00.
7. **Ko, Y. J. (PI)**, Chang, Y. (CO-PI), Jang, W. (CO-PI), & Sato, S. (CO-PI) (2016). The effectiveness of anthropomorphized mascots in team branding. North American Society for Sport Management Research Grant. Total Funding: \$1,500 (Direct cost - \$1,500 and Indirect Cost - \$0.00).
8. **Ko, Y.** (PI). Global Fellows Program. The proposal was submitted to UF International Center. Total Funding: \$4,000. (2016).
9. **Ko, Y. J.** (PI), Sagas, M. (CO-PI), DeMichele, D. (CO-PI), Mills, B. (CO-PI), Lee, J. (CO-PI), Jang, E. (CO-PI), Chang, Y. (CO-PI), Sato, S. (CO-PI), Asada, A. (CO-PI), & Kim, D. (CO-PI) (2015). PGA Golf Management University Program: Assessment and Strategic Direction. The proposal was submitted to PGA of America. Total Funding: \$145,139.66 (Indirect Cost - \$48,379.89).
10. **Ko, Y. J.** (PI), *Jang, W. (CO-PI), & *Sato, S. (CO-PI) (2016). The effect of the anthropomorphism on sport consumers' responses toward team's performance. The proposal was submitted to NASSM Research Grant. Total Funding: \$1,947.00 (Indirect Cost - \$177.00).
11. **Ko, Y. J.** (PI), & Sagas, M. (CO-PI) (2014). Developing Global Sports Leaders. The proposal was submitted to Korea Foundation for the Next Generation Sports Talent (NEST). Total Funding: \$215,969.00 (Indirect Cost - \$43,194).
12. **Ko, Y. J.** (PI), & Eddosary, M. A. (CO-PI). (2014). Consumer Inventory Survey: Physical Activities and Obesity Propensity in Saudi Arabia. The proposal was submitted to King Saud University. Total Funding: \$17,500.00 (Indirect Cost - \$680.00).
13. Cho, S. (PI), & **Ko, Y. J.** (CO-PI) (2014). Consumer value in sport: Scale development and cross-cultural analysis. Total Funding: \$40,000.00. Korea Research Foundation.
14. Lee, J. (PI), Kim, W., Oh, S., Lee, J., & **Ko, Y. J.** (CO-PI). (2014). Domestic and International Leisure Survey. Leisure Sport Association, Seoul, Korea. Total Finding Requested: \$200,000.
15. **Ko, Y. J.** (PI), & Sagas, M. (CO-PI) (2013). Establishing a Sustainable Youth Sport Business Model in Turkey. The proposal was submitted to U.S. Department of State, Bureau of Educational and Cultural Affairs. Total Funding: \$282,812.86.
16. Lee, J. (PI), Kim, W., Oh, S., Lee, J., & **Ko, Y. J.** (CO-PI). (2013). Development of Service Platform for International Sport Event Management. Ministry of Trade Industry and Energy, Seoul, Korea. Total Finding Requested: \$4,000,000.
17. Lee, J. (PI), & **Ko, Y. J.** (advisory board member) (2013). Development of Master Plan and Feasibility Study of Hosting 2024 JeongSeon Winter Youth Olympic Games. The proposal was submitted to Kangwon Province, South Korea. Total Funding: \$75,000.00.
18. **Ko, Y. J.** (PI), Sagas, M. (CO-PI), & Kerwin, S. (CO-PI) (2012). Establishing a Sustainable Youth Sport Business Model in Turkey. The proposal was submitted to U.S. Department of State, Bureau of Educational and Cultural Affairs. Total Funding: \$282,812.86.
19. James, D. C. S. (PI), Black, E. (CO-PI), & **Ko, Y. J.** (CO-PI) (2012). HealthySteps: Development of an interactive Web-based intervention to prevent childhood obesity among African Americans. The proposal was submitted to the University of Florida. Total funding: \$59,097.20.
20. **Ko, Y. J.**, & Chang, Y. (2011). NASSM grant. Examination of athlete brand image and expected benefits: A case of Annika. Research Grant from Annika Foundation. Total Funding: \$17,766.40 (Direct Cost - \$14,213.12 and Indirect Cost - \$3,553.28). (February 2001 - January 2012).
21. **Ko, Y. J.**, & Arai, A. (2011). Examination of athlete brand image and expected benefits: A case of Annika. Research Grant from Annika Foundation. Total Funding: \$17,766.40 (Direct Cost - \$14,213.12 and Indirect Cost - \$3,553.28). (February 2001 - January 2012).

22. Rhee, Y. C., **Ko, Y. J.**, & Cho, S. H. (2011). The effect of relative deprivation and relative gratification on organizational commitment and organizational citizenship behavior in collegiate sport setting. National Research Foundation of Korea. Total Funding Requested: \$18,000. (January 2011-December 2011).
23. Spengler, J. O. (PI), Connaughton, D. (CO-PI), & **Ko, Y. J. (CO-PI)** (2010). A macro-level analysis of the outcomes of agreements allowing the shared use of school recreational facilities in under-resourced communities. Submitted to “Active Living Research Call for Proposals Round 10” Robert Wood Johnson Foundation. Total funding: \$49,958 (Direct Cost - \$44,605 and Indirect Cost - \$5,353).
24. Lee, J. H. (PI), **Ko, Y. J. (CO-PI)**, & Lee, Y. H. (CO-PI) (2009). Market research for branding Taekwondo. The Ministry of Culture, Sport, and Tourism in South Korea. Total Funding Requested: \$35,000. (July 2009 – December 2009: Pending).
25. **Ko, Y. J. (PI)**, & Lee, J. H. (CO-PI). (2009). An investigation of recruitment strategies and services offered to student athletes of University of Florida: A case of football and basketball program. The NEST Foundation (S. Korea). Total Funding Requested: \$5,712.40 (Direct Cost - \$5,712.40 and Indirect Cost - \$0). (May 2009 – December 2009: Pending).
26. Lee, J. H. (PI), & **Ko, Y. J. (CO-PI)**. (2009). The plan of sport tourism activation. Korea Research Foundation. Total Funding Requested: \$23,059.53 (Direct Cost - \$23,059.53 and Indirect Cost - \$0). (August 2009 – September 2010: Pending).
27. Lee, C. Y. (PI), Kim, K. S. (CO-PI), Lee, K. Y. (CO-PI), **Ko, Y. J. (CO-PI)**, Komatsu, H. (CO-PI), Kim, H. (CO-PI), & Lee, H. (CO-PI) (2009). Developing health education textbook and guidelines for high school students. Total Funding Requested: \$50,000.
28. **Ko, Y. J.** (2008). The study of the selection process of the US national team members and the training outcomes: The Case of the 2008 Beijing Olympic Games. NEST Foundation, Seoul, Korea. Total Funding Requested: \$5,000.
29. Kaplanidou, K. (PI), & **Ko, Y. J. (CO-PI)** (2008). Attitudes And Behaviors of Non “Customers” Toward UF Women’s Basketball. Submitted to UAA at the University of Florida. Total Funding Requested: \$5,184.
30. **Ko, Y. J. (PI)**, Spengler, J. O. (CO-PI), Bendixen, R. M. (CO-PI), Delp, M. (CO-PI), & Zhang, J. (CO-PI) (2008). Determinants of physical activity and obesity prevention in Asian-American adolescents: cultural uniqueness and physical self-concepts. Submitted to the Robert Wood Johnson Foundation. Total Funding Requested: \$226,272.
31. Cha, J. S., Lee, J. H., Choi, W. S., O, K., & **Ko, Y. J. (2008)**. A research on the human body communication-sensor for muscle power monitoring of sports player. Korea Research Foundation. Total Funding Requested: \$600,000.
32. **Ko, Y. J. (PI)**, Kim, Y. K. (CO-PI), & Zhang, J. J. (CO-PI) (2007). Understanding of Sport Spectators: The Case of Women’s Volleyball at University of Florida. Submitted to the University Athletic Association at UF. Total Funding Requested: \$6,476.
33. **Ko, Y. J. (PI)**, Spengler, J. O. (CO-PI), Bendixen, R. M., Delp, M., & Zhang, J. (CO-PI) (2007). Determinants of physical activity and obesity prevention in Asian-American children: Perceptions, cultural uniqueness, and environment attributes. Submitted to University of Florida 2008 Research Opportunity Incentive Seed Fund. Total Funding Requested: \$84,152.56.
34. **Ko, Y. J. (PI)**, Spengler, J. O. (CO-PI), & Zhang, J. (CO-PI) (2007). Determinants of physical activity among Asian-American adolescents: Perceptions, cultural uniqueness, and environment attributes. Submitted to the Robert Wood Johnson Foundation. Total Funding Requested: \$148,746.80.
35. **Ko, Y. J. (PI)**, Pennington-Gray, L. (CO-PI) & Thapa, B. (2007). Religious travel: Who is the market? *Religious Travel*. Total Funding Requested: \$82,000.
36. **Ko, Y. J. (PI)**, Pennington-Gray, L. (CO-PI) & Scchi, M. (2007). Economic Impacts of 2007 Senior PGA Event to Flagler, Florida. The *Enterprise Flagler*. Total Funding Requested: \$35,000.
37. **Ko, Y. J. (PI)** (2005). A Proposal to Evaluate Professional Sport Events. Submitted to *Seattle Mariners*. Total Funding Requested: \$4,300.
38. Claussen, C. L. (PI), & **Ko, Y. J. (CO-PI)**. (2004). A Proposal to Evaluate Undergraduate Teaching and Develop Learning Improvement Program. Submitted to *the College of Education at WSU*. Total Funding Requested: \$12,645.

39. **Ko, Y. J. (PI)** (2004). Evaluation of service quality in fitness programs. Submitted to *IHRSA*. Total Funding Requested: \$ 4,000.
40. **Ko, Y. J. (PI)** (2002). Measurement of service quality of the spectating sport industry. *New Faculty Research Grant at WSU*. Total Funding Requested: \$4,300.
41. **Ko, Y. J. (PI)** (2002). Service quality in the fitness industry. *New faculty research grant at WSU*. Total Funding Requested: \$10,167.

F. Reports: (N= 18)

1. **Ko, Y. J. (PI)**, Sagas, M. (CO-PI), & Chang, Y. (2022). Global sports leadership program. Korea Sports Promotion Foundation.
2. **Ko, Y. J. (PI)**, Sagas, M. (CO-PI), & Chang, Y. (2021). Global sports leadership program. Korea Sports Promotion Foundation.
3. **Ko, Y. J. (PI)**, & Sagas, M. (CO-PI) (2020). Global sports leadership program. Korea Sports Promotion Foundation.
4. **Ko, Y. J. (PI)**, Sagas, M. (CO-PI), Lee, J. (CO-PI), & Schmidt, C. (CO-PI) (2019). Global sports leadership program. Korea Sports Promotion Foundation.
5. **Ko, Y. J. (PI)**, Sagas, M. (CO-PI), Lee, J. (CO-PI), & Schmidt, C. (CO-PI) (2018). Global sports leadership program. Korea Sports Promotion Foundation.
6. Sagas, M., Kaplanidou, K., & **Ko, Y. J.** Barriers and motivations of youth sport participation. ESPN The Magazine.
7. Lee, J., **Ko, Y. J.**, Kim, J., & Kim, U. 2012 Korean Golf Index. Korean Golf Association. Seoul, Korea.
8. Lee, J., **Ko, Y. J.**, Kim, J., & Kim, U. Development of Taekwondo tour program connected to Taekwondo Park. Ministry of Culture, Sports and Tourism, Seoul, Korea.
9. **Ko, Y. J.**, Chang, Y. H., Cattani, K., & Rhee, Y. C. (2010). Consumer attitude and perception about Electronic Impact Detention and Scoring System (EIDSS) adapted by US Open Taekwondo Championship.
10. **Ko, Y. J.**, & Akiko, A. (2010). Branding individual athlete: Developing a conceptual model of athlete brand image (MABI). Anchor Publication, Inc.
11. Lee, J., Sung, M., & **Ko, Y. J.** Jangheung Reports Developmental Plan. Jangheung County.
12. **Ko, Y. J.**, & Zhang, J. J. (2009). Development of consumer profiles and information system: Market Research of Taekwondo consumers. World Taekwondo Federation.
13. Spengler, J. O., & **Ko, Y. J.** (2009). An analysis of macro level policies relevant to the joint and shared use of municipal parks for organized sport and recreation opportunities. Active Living Research (Round 9).
14. **Ko, Y. J.**, & Lee, J. (2009). Golf tourism in South Korea: Demographics and psychographic profiles of golf tourists. DS Management, Suwon, Korea.
15. Lowman, K. K., Byrd, C. E., Zhang, J. J., **Ko, Y. J.**, Kaplanidou, K., & Byon, K. K. (2008). Assessment of Student Achievement: Examining the EdVenture Curricula. EdVenture Group, Morgantown, West Virginia.
16. Kim, M., **Ko, Y. J.**, Gibson, H. (2007). An examination of the relationships among art involvement, donor benefits, donor motivations and donor behavior. WolfBrown - Major University Presenters (MUP). San Francisco, CA.
17. ***Ko, Y. J.** (2000). Assessment of service quality in the martial arts industry. *The United Way and World United Martial Arts Federation. Columbus Ohio*.
18. Lim, B. J. (PI), and research team (***Chang, Y. K.**, ***Bae, S. J.**, ***Chung, Y. L.**, ***Lee, M. K.**, & ****Choi, S. W.** ****Ko, Y. J.**) (1990). Development of Lifetime Sport in S. Korea. *Ministry of Physical Education. South Korea.* (1990 - 1991).

VI. GRADUATE COMMITTEE/MENTORING ACTIVITIES

*Tenure track faculty position

Role	Student	Topic (position)	Home Department	Complete Date
Chair, Ph.D. Committees (N = 25)	Yang, Yuting	CSR	SPM - UF	2027 - expected
	Chang, Shu-Hao	Sport branding, social media big data analytics	SPM - UF	2027 - expected
	Kim, Junho	Message framing, social media big data analytics	SPM - UF	2026 - expected
	Lei, Ye (co-chair with Dr. Dan Connaughton)	Sport sponsorship, social media big data analytics Sport sponsorship and social media (U of Minnesota - SPM)	SPM - UF	2026 - expected
	Lee, Taehoon (co-chair with Dr. Dan Connaughton)	New media & technology	SPM - UF	2026 - expected
	Yun, Lydia	CSR, social media big data analytics (Brock U. in Canada – SPM*)	SPM – UF (GSF)	2025
	Chun, Yoonki (co-chair with Dr. Michael Sagas)	Athlete career transition, big data analytics (Bowling Green State U – SPM*)	SPM - UF	2024
	Mercado, Rebecca (co-chair with Dr. Michael Sagas)	Lived experiences of female high school athletes (Pediatric Research Hub – UF Medicine)	SPM - UF	2023
	Kang, Philip	Sport NFT, social media big data analytics (Augusta U. – SPM*)	SPM - UF	2023
	Davis, Sean	Augmented reality, big data analytics (U. of North Florida – SPM*)	SPM - UF	2022
	Ahn, Jinwoo	Sport fan behavior in augmented reality (Texas A&M U. – SPM*)	SPM - UF	2022
	Yoo, Seongjin	Social comparison and counterfactual thinking (SUNY Cortland – SPM*)	SPM – UF (GSF)	2022
	Dolinting, Erica	Information sharing in charity running events (UF Housing & residence life office)	SPM – UF	2020
	Kim, Daehwan	Flow experience in virtual reality spectatorship (BuKyung National U. in S. Korea - SPM*)	SPM - UF	2018
	Asada, Akira	Relative size and homogeneity of sport fan base (Kanda U. – International Business*, Japan)	SPM - UF	2017
	Jang, Wonseok	Choice goal on product evaluation (SungKyunKwan U. in S. Korea - SPM*)	SPM – UF	2016
	Chang, Yonghwan	Dual attitude in athlete endorsement evaluation (U. of Florida – SPM*)	SPM – UF (GSF)	2016
	Yilmaz, Semih	Environmentally sustainable behavior (Bilkent U. in Turkey – hospitality*)	SPM - UF	2016
	Sato, Shintaro	Consumer judgment of scandalized athletes (Waseda U. in Japan – SPM*)	SPM – UF	2015
	Arai, Akiko	Athlete scandals affect consumers' self-concept (Tokyo U. of Science in Japan – Marketing*)	SPM – UF (GSF)	2014
	Kim, Taeho	Customer engagement framework (U. of N. Florida – SPM*)	SPM - UF	2014
	Kim, Heeyoun	Consumer information-processing (independent scholar)	SPM – UF	2013
	Catani, Kevin	Psychological attachment to an athlete (PAA) (U. of Dubuque – SPM*)	SPM - UF	2012

	Kim, Yukyoum (co-chair with Dr. Galen Trail)	A relationship framework (Seoul National U. in S. Korea – SPM*)	SPM - UF	2008
	Hur, Youngjin (co-chair with Dr. Cathy Claussen)	Determinants of sport website acceptance (KonKook U. in S. Korea – SPM*)	ELCP – WSU	2007
Chair, Masters (undergraduate) Thesis Committees (N = 21)	Kim, Wendy	Sport branding	SPM – UF	2027 - expected
	Baalayan, Anas	Sport event and fan attendance (King Saud University – SPM*)	SPM - UF	2025
	Schindelbauer, Finn	Satellite Sport fans (Undergraduate thesis)	SPM-UF	2024
	Kim, Junseok	Sport collectables	SPM - UF	2024
	Chang, Shu-Hao	Spectator emotion and artificial intelligence	SPM – UF	2024
	Yun, Lydia	Authenticity and social media	SPM – UF	2022
	Sears, Jackson	Daily fantasy sport consumers (U. of North Carolina – SPM*)	SPM – UF	2020
	Kang, Philip	Signature sport brands	SPM – UF	2020
	Chung, Minsun	Effects of CSR on brand image and purchase intention	SPM - UF	2018
	Yan, MeiMei	CSR-oriented sports sponsorship	SPM – UF	2018
	Asada, Akira	Word-of-mouth in sport spectatorship	SPM - UF	2014
	Ho, Ming-shen	Response strategies to different sports crises (Florida Atlantic U – Marketing*)	SPM - UF	2012
	Chang, Yonghwan	Does brand leadership matter?	SPM – UF	2012
	Kim, Jihoon	Technology in sports officiating (U of Alabama – Advertising*)	SPM - UF	2012
	Jang, Wonseok	Information-processing model for sport web advertisement	SPM - UF	2012
	Yoo, Dongho	Pricing strategies in MLB	SPM - UF	2012
	Kudo, Masaki	The market value of sport sponsorship	SPM - UF	2010
	Arai, Akiko	Branding individual athletes	SPM - UF	2010
	Kim, Taeho	Does better service quality mean more fans?	SPM - UF	2010
	Park, Hyewon	Participative motivation of action sport	ELCP - WSU	2004
	Hur, Youngjin	Motivation factors of online sport consumption	ELCP – WSU	2004
Member – Ph.D. Committees (N = 39)	McQueen, Darrielle	Psychological well-being of student-athletes	Health Education-UF	2026 - expected
	Francis, Jason	Global south	SPM - UF	2026 - expected
	Hamza, Khan	Sport event and legacy	SPM - UF	2025
	Chang, Hyesoo	Reducing vaping behavior	Advertising -UF	2023

Emily Plunket	Career transition (U Florida – SPM)	SPM - UF	2023
Kim, ChangWook	Sport and community resilience (Brock U. – SPM*)	SPM – UF	2022
Babalou, Vahideh	Risk perception and destination marketing	THEM – UF	2019
Wendling, Elodie	Athlete career transition (Washington State U. – SPM*)	SPM - UF	2019
Harville, Cedric	Prevalence of food insecurity among college students (Southern Illinois U. – Applied Health*)	HEB – UF	2019
Behnoosh, Shima	Celebrity athlete endorsement and social marketing (Insights and Evaluation Lead, New Zealand)	SPM - Auckland U. of Technology	2018
Rhee, Yoojung	Bicycle safety and relevant laws (Gallaudet Univ*).	SPM - UF	2018
Kim, Sungwon	Concussion knowledge, attitude/perception, and risk management practices (St. John's U. – SPM*)	SPM - UF	2018
Triantafyllidis, Stavros	Willingness to pay to offset carbon dioxide from transportation (The Citadel U.*)	SPM - UF	2018
Sung, Hojun	Estimation of game-level attendance in MLS (Incheon National Univ. Korea*)	SPM -UF	2018
Kim, Ari	Roles of fit in sport event sponsorship (U. North Texas – SPM*)	SPM - UF	2017
Wilson, Julia	M-health research among ROTC cadets (US Army*)	HEB - UF	2017
Yoon, Youngmin	Psychological and sociocultural adaptation of international students (Eastern New Mexico U. – SPM*)	SPM – UF	2015
Hwang, Jooyoun	Exploring communication platform effects (Elon U. – PR*)	Public Relation – UF	2015
Sampson, Anthony	Student-athlete recruitment and college-choice behavior (US Air Force Academy – SPM*)	SPM - UF	2015
Kim, Sungjung	Pastoral leadership in South Korea (Presbyterian U. and Theological Seminary in S. Korea – Theology*)	Education Adm. - UF	2014
Asim, Mian	Cross cultural political persuasion (Zayed U. in United Arab Emirates – Advertising*)	Advertising - UF	2014
Buning, Richard	The evolution of active sport event travel careers among cyclists (Indiana U. – SPM*)	SPM – UF	2014
Kim, Kayoung	Sexualization of athletes' body in the media (Seoul National U. in S. Korea – researcher)	SPM - UF	2014
Starr, Walter John	Sports-celebrity endorsed marketing communications (U. Florida – Advertising - lecturer)	Advertising - UF	2013
Foo, Cornell	International student athletes traveling to the U.S. (Auburn U. – SPM*)	SPM - UF	2013
Kim, Dae-hee	Effects of popularity appeals in advertising (Christopher Newport U. – Advertising*)	Advertising – UF	2012
Sadri, Sean	Credibility toward sports articles (Old Dominion U. – Journalism*)	Journalism - UF	2012
Kim, Jinsoo	Online consumer reviews on brand attitude (Kansas State U. – Advertising*)	Advertising - UF	2012
Lee, Chunsik	Online video advertising - skippable? (U. North Florida – Advertising*)	Advertising – UF	2011

	Walker, Nefertiti	The underrepresentation of women in the male dominated sport workplace (U. Massachusetts – SPM*)	SPM – UF	2011
	Heo, Jun	An Examination of market intelligence gaps in the advertising industry (Louisiana State U. – Advertising*)	Advertising - UF	2010
	Kim, Minkil	Reexamination of scale of market demand (Troy U. – SPM*)	SPM – UF	2010
	Kim, SoonHo	Antecedents of destination loyalty (Georgia State U. – Hospitality*)	SPM - UF	2010
	Carroll, Michael	Perceived risk in spectator sport (Troy U. – SPM*)	SPM - UF	2009
	Jun, SooHyun	Information processing strategies in tourism and hospitality contexts (KeiMyung U. in S. Korea – Tourism*)	SPM - UF	2009
	Jeong, Chul	Travel information sources on familiarity and destination image (HanYang U. in S. Korea – Tourism*)	THEM - UF	2008
	Byon, KunWoong	Impact of market demand and game support programs (Indiana U. – SPM*)	SPM - UF	2008
	Cianfrone, Beth	The influence of motives and consumption of sport video games (Georgia State U. – SPM*)	SPM - UF	2007
	Mangiantini, John	Assessing service quality in NCAA Division I programs (Not finished)	ELCP – WSU	2005
Member – Masters committees (N = 13)	Yeo, Hyunwoo	Sport fans and acholic beverage consumption.	SPM-UF	2026-expected
	Wang, Jiyue	Event study analysis in sport sponsorship	SPM-UF	2025
	Gobinath Sivarajah	Spectators' event quality and satisfaction in 2018 PyungChang Olympics	Seoul National U.	2018
	Jang, Wonseok	The effects of mixed emotions on sporting event advertisement	Advertising - UF	2016
	Salm, Brittani	Developing consumer-based league brand association	THEM - UF	2015
	Bice, Brenden	The App TV Fans (research paper option)	Mass Comm.	2014
	Yoshida, Erika	Heritage managers attitudes towards disaster management	THEM - UF	2013
	Watkins, Kristin	Fan identification and quality of life	SPM - UF	2012
	Seitz, Matthew	Religion and college athletics	SPM - UF	2012
	Waechter, Marry	Awareness, perception, and risk management practices	SPM - UF	2011
	Yoon, Youngmin	Choosing an athlete as an endorser	SPM – UF	2010
	Gate, Jessica	Motivation and consumer behavior	SPM - UF	2009
	Kim, Kayoung	Replacing athleticism for sexuality	SPM - UF	2009
Chair - Post-Doc. (N = 7)	Hwang, Dongkyu	Kyunghee University	SPM – UF	2024
	Gonzalez, Maria	University of Valencia, Spain – SPM*	SPM – UF	2019
	Jang, Hyunkil	Independent scholar	SPM - UF	2016- 2017
	Kim, Taehee	Sungkyunkwan U. in S. Korea – SPM*	SPM - UF	2015
	Chang, Jaewon	State U. of New York at Brockport - SPM*	SPM - UF	2013-2015
	Jeong, Seunghoon	WooSeok U. in S.Korea – SPM*	SPM - UF	2012-2015
	Rhee, YongChae	Virginia Commonwealth U. – SPM*	SPM - UF	2009 – 11
Co-chair, Post-Docs. (N = 2)	Park, Chanmin	Inha U., S. Korea – SPM*	SPM - UF	2012-14
	Moon, Kaesung	WonKwang U.; S. Korea – SPM*	SPM - UF	2010-11
Chair, Visiting scholars	Lee, Minyoung	Sungkyunkwan University	SPM – UF	2025
	Jiaxuan Peng	Waseda University	SPM – UF	2023
	Kim, You Jung	Seoul National University	SPM - UF	2020

(N = 9)	Kim, Daehyun	Ministry of Culture, Sports and Tourism	SPM – UF	2019
	Kim, Kangsan (co-chair with Dr. Michael Sagas)	Korea Sport Promotion Foundation	SPM - UF	2017
	Daichi, Oshimi	Waseda U. in Japan	SPM - UF	2016
	Lim, Taehee	YongIn U. in S. Korea	SPM - UF	2016
	Lee, JeongHak	KyungHee U. in S. Korea	SPM – UF	2008, 2015
	Cho, Songhyun	Pusan National U. in S. Korea	SPM – UF	2011

VII. COURSE DEVELOPMENT AND TEACHING

University of Florida (2006 – Present)

◆ Graduate Courses

SPM 6036 – Research Seminar in Sport Management (Developed)
 SPM 7750 – Theories in Sport Management (Developed)
 SPM 6905 – Readings in Sport Management (Strategic Sport Marketing - Developed)
 SPM 5309 – Sport Marketing (Developed)
 SPM 5309 – Online Sport Marketing (Developed)
 SPM 5936 – International Sport Management (Developed; co-teaching with Dr. Emily Plunkett)
 HLP 6535 – Research Methods (Developed)
 HLP 6515 – Evaluation Procedures (Business Analytics; Developed)
 HLP 6515 – Online Evaluation Procedures (Developed)
 SPM 6910 – Supervised Research

Non-credit Weekly seminar for graduate students in Sport Marketing Research Lap (Developed)

◆ Undergraduate Courses

SPM 3306 – Sport Marketing (Developed)
 SPM 3306 – Online Sport Marketing (Developed)
 SPM 3013 – International Sport Management (Developed; co-teaching with Dr. Emily Plunkett)
 SPM 2000 – Introduction to Sport Management
 SPM 4154 – Administration of Sport and Physical Activity (Developed)
 LEI 4880 – Evaluating Leisure Services (Developed)

Washington State University (2001 – June 2006)

◆ Graduate Courses

ED AD 576 – Marketing of Sport Events and Programs
 ED PSY 600 – Independent Study
 ED AD 700 – Master's Research/Thesis

◆ Undergraduate Courses

SPMGT 464 – Sport Marketing
 SPMGT 489 – Theory and Application in Sport Event Management
 SPMGT 468 – Managing Sport Organizations
 SPMGT 276 – Introduction to Sport Management
 SPMGT 491 – Internship
 SPMGT 499 – Independent Study

University of Texas (2000 – 2001)

◆ Undergraduate Courses

KIN 352 – Sport and Event Promotion
 KIN 352 – Media and Public Relations in Sport
 KIN 312 – Structure and Organization of Sport Programs
 KIN 352 – Revenue and Budgeting in Sport

VIII. ADMINISTRATION AND SERVICES

A. UniversityUniversity of Florida (UF), Gainesville, FL

- Member, UF Faculty Senate (2016-2019)
- Member, UF Faculty Advisory Chairs Committee (2015-2016)
- Alternative Sabbatical Committee (2013-2015)
- Faculty advisor, Korean Undergraduate Student Association (2009-2014)
- Faculty advisor, Korean Graduate Student Association (KSA) (2009-2014)
- Panel member of 2007 New faculty orientation session: “Advice I Wish I Had My First Year at UF” (2007)

Washington State University (WSU), Pullman, WA

- Faculty advisor, Korean Student Association (2003 – 2004)
- Member, Martial Arts Advisory Board in Campus Recreation (2003 – 2004)
- Voluntary Coach, Taekwondo Team (2002 – 2005)
- Faculty advisor, Taekwondo Club (2001 – 2005)

B. CollegeCollege of Health and Human Performance, University of Florida, Gainesville, FL

- Scholarship Committee (2025–present)
- Graduate Faculty Committee (2025-present)
- Academic Manager: Corporate agreement with Seoul National Univ. (2024-present)
- Academic Manager: Corporate agreement with Yonsei Univ. (2020-present)
- Administrative Council (2021-2022; 2024-2025)
- College Council (Member) (2016-2017; 2024-2025)
- Petitions Committee (2022-2025)
- T&P SPM representative (2022-2023)
- Tenure and Promotion Committee (Member) (2017-2020; 2022-23)
- Stanley Lecture & Research Symposia (Chair) (2011, 2022)
- Stanley Lecture & Research Symposia (Member) (2009, 2023)
- Mentor to Mentor (Member) (2021)
- Faculty Advisory Council (Chair) (2015-2016)
- Faculty Advisory Council (Member) (2013-15, 2017-18, 2019-2021)
- Research Committee (Member) (2017-2019)
- Graduate Faculty Committee (Chair) (2016-2017, Fall 2019)
- HHP Senator (2016-2019)
- TRSM/SPM Chair Search Committee (Member) (2013, 2017, 2018)
- Grant proposal review committee (Member) (2018)
- Constitution Review Committee (Member) (2010, 2014)
- Student poster presentation review committee (Member) (2012)
- Graduation Marshall (2008, 2016, 2022)
- Teacher/Advisor of the Year Selection Committee (Member) (2007)
- Academic Manager: Corporate agreement with Kookmin University (2014-2019)
- Academic Manager: Corporate agreement with Seoul National University (2011-2019)

College of Journalism and Communication, University of Florida, Gainesville, FL

- Member – Faculty search committee (joint hire - Lecturer) (2015)

College of Education, Washington State University, Pullman, WA

- Member, Faculty Excellence Award Committee (2005)
- Member, Diversity Committee (2004 – 2005)

C. Department

- Interim Chair (2021-2022, 2024-2025)
- Coordinator in TRSM – Sport Management Program (2016-2019)
- Director, UF Sport Marketing Research Lab (2010-present)
- Director, Global Sports Leadership Program (2017-2022)
- Member, Graduate Studies Committee (2006-2021, 2025-present)
- Member, Tenure and Promotion committee (2011-present)
- Chair – Tenure and Promotion committee (2019-2021)
- Member, M.S. On Campus Admissions Committee (2022-present)
- Chair, SPM Faculty Search Committee (Assistant Prof.) (2008, 2011, 2015, 2019, 2024)
- Member, SPM Faculty Search Committee (1 position) (2007, 2009, 2010, 2025)
- Member – Faculty Search Committee (Full professor/Chair) (2014)
- Member – Faculty Search Committee (Joint hire with College of Journalism and Communication - lecturer) (2015)
- Member - Department Policies (2022-2024)
- Chair, SPM Invited Speaker Series (2022-2024)
- Chair – Sport Management (SPM) Ph.D. Curriculum Review Committee (2012)
- Chair, member – APR review committee (Service) (2022-2024)
- Member – APR revision committee (2014-2017)
- Chair – APR committee (Research) (2010, 2013, 2017, 2025)
- Chair – APR committee (Service) (2022, 2023, 2024)
- Member – APR (Research) (2012, 16)
- Member – APR committee (Teaching) (2014, 2016)
- Member – APR (Service) (2011)
- Chair, workshop: “Advice I Wish I Had My Last Year of Doctoral Program and First Year as faculty: Effective Strategies for Doctoral Training and Faculty Mentoring” (2019)
- Member, Student Learning Objective (SLO) assessment Committee (2016-2018)
- Chair, On Campus Admissions Committee (2016-2018)
- Member, CAPSTONE and Comprehensive Exams Committee (2016)
- Member – Sport policy and research collaborative (2012-2016)
- Member – SPM Curriculum Review Committee (2011)
- Member, Governance Committee (2010)
- Member, Center for Tourism Research and Development (2006-2007)
- Member, Brown Bag Workshop- Active Living Research conference review panel (2009)
- Member, Student Petitions Committee (2006)

Faculty Mentor

- Chair, Faculty mentor committee: Molly Harry (2025-present)
- Chair, Faculty mentor committee: Yonghwan Chang (2020-2021)
- Chair, Faculty mentor committee: Joon Sung Lee (2016-2019)
- Chair, Faculty mentor committee: Tim Kellison (2013-2015)
- Chair, Faculty mentor committee: Asli Tasci (2011-2013)
- External member – Faculty mentor committee:
 1. Texas Tech U., Akira Asada (2019-2023)
 2. Texas Tech U., U. of Minnesota, Yonghwan Chang (2016-2020)

Department of ELCP, Washington State University, Pullman, WA

- Member, SPM Scholarship Committee (2001 – 2005)
- Member, SPM Faculty Search Committee (2003, 2004)
- Member, SPM Curriculum Committee (2001 – 2005)

C-1. Host of delegates/speakers (organized lectures & meetings):

- Chair, Seoul National University – S. Korea (2015, 2024)
- Chair, Waseda University, Japan (2015, 2023)
- Chair, Korea Sport Promotion Foundation (KSPO) (2017-2020)
- Chair, KSPO Sport Talent Academy (2018, 2019)
- Chair, Kyungbook National University – S. Korea (2015)
- Chair, Nanyang Technological University - Singapore (2015)
- Lecturer, Brazilian student-athlete program (2015)
- Lecturer, Students from Rikkyo University (2016)
- Evaluator, Review of sport advertising projects for Bayern-Germany (2015)
- Chair, Kookmin University – South Korea (2014)
- Member, Beijing Sport University - China (2013)
- Member, Korean National Sport University (2007)

D. Editor of a Scholarly Journal, Service on an Editorial Advisory Board or Reviewer for a Scholarly Journal**Review Board Member:**

- Sport Marketing Quarterly (Editorial Board Member) (2015-present)
- Sport Marketing Quarterly (Associate Editor) (2021-2023)
- Sport Marketing Quarterly (Guest Editor in special issue: Experimental study in sport consumer behavior research) (2017)
- Journal of Global Sport Management (2016-present)
- International Journal of Sports Marketing and Sponsorship (2022-2024)
- International Journal of Sport Management, Recreation, and Tourism (2010-2020)
- Korean Journal of Sport Management (2014-2023)
- Journal of International Association of Taekwondo Research (2013-2015)
- (Associate editor: Marketing and Management)
- International Journal of Sport Sciences (2012-2015)
- Journal of Global Academy of Marketing Science (2011-2016)
- International Journal of Human Movement Science (2009-2015)
- (Executive Editorial Board Member)

Reviewer:Academic Journals: Ad Hoc Reviewer

1. Journal of Sport Management
2. Sport Management Review
3. European Sport Management Quarterly
4. Sport, Business, and Management: An International Journal
5. International Journal of Sport Management and Marketing
6. International Journal of Sport Management
7. Sport Management Education Journal
8. Journal of intercollegiate sport
9. Measurement in Physical Education and Exercise Science
10. International Journal of Sport Science
11. Journal of Business Research
12. Psychology & Marketing
13. Computers in Human Behavior
14. Journal of Consumer Research
15. Nonprofit and Voluntary Sector Quarterly

16. Journal of Business and Industrial Marketing
17. The Service Industries Journal
18. Managing Service Quality
19. Journal of Service Management
20. Journal of Service Research
21. Total Quality Management & Business Excellence
22. International Journal of Contemporary Hospitality Management
23. International Journal of Hospitality Management
24. International Journal of Event and Festival Management
25. Tourism Management
26. Leisure Science
27. Leisure Studies
28. Journal of Park and Recreation Administration

Academic Conferences:

1. Virtual Research Colloquium - UF, Waseda University (Japan), Sungkyunkwan University (S. Korea) (2023, 2024 April) (Co-director)
2. Virtual Research Colloquium between UF and Loughborough University (UK) (2024, January) (Co-director)
3. Section Chair for conference abstract review - North American Society for Sport Management (NASSM, 2010, 2020, 2021, 2022, 2023, 2024, 2025, 2026); NASSM (2015) (section member)
4. Sport Marketing Association (SMA: Section Chair: 2015, 2016, 2019, 2020, 2021, 2022, 2023)
5. (Re)-discovering sport in Korea. The University of Michigan Nam Center for Korean Studies (Colloquium), Ann Arbor, MI. (6 manuscripts)
6. Conference of Tourism & Hospitality: The Highway to Sustainable Regional Development (2013)
7. American Marketing Association (AMA) (2010) (2 papers in Consumer Psychology track; 1 paper in Service Marketing track)
8. European Academy of Management (2009) (1 manuscript).
9. North American Society for Sport Management (NASSM) (2009) (29 abstracts)
10. Association of Collegiate Marketing Educators Federation of Business Disciplines Guest member, Guest Review Committee (2007) (6 abstracts; 2 papers)
11. North American Society for Sport Management (NASSM) (2005) (15 abstracts)

E. Promotion Reviews:

2025 Arizona State U., Hong Kong Politech U., Texas A&M U, Florida State U., U. Houston, Old Dominion U., U. New Hampshire
 2024 UF, U. of North Carolina, Indiana U., Florida State U., Ithaca College, U. of Mississippi
 2023 UF, Florida State U., Hong Kong Metropolitan U., Mississippi State U.
 2022 Indiana U., Indiana University-Purdue U.
 2021 Syracuse U.
 2021 Towson U.
 2020 Singapore Nanyang Tech U.
 2019 Wayne State U.
 2018 Temple U.
 2017 Kutztown U.
 2014 West Virginia U.
 2013 Kutztown U.
 2012 Indiana U.
 2012 Florida International U.
 2011 Texas Tech U.
 2010 Southern Illinois U.

F. Academic Program Reviews

2020 Seoul National University

G. Other Related Work Experiences and Consultation Outside the University

- Executive Secretary General – Korean-American Association for Sport Management (2021 – present)
- Founding President – Korean-American Association for Sport Management (2016 – 2021)
<https://www.kaasm.org/about>
- President of North American Region – Korean Society for Sport Management (2017 – 2021)
- Member - Scientific Research Committee, World Taekwondo Federation (WTF), S. Korea (2014-2018).
- Board member – Kukkiwon (World Taekwondo Headquarter, South Korea; 2015 – 2017)
- International Symposium for Taekwondo Studies (Representative of scholars in North America; 2017 – 2019)
- Board member - Stars for Workers (2015 – 2020)
- Executive board member of Korean Society for Sport Management (2011 - 2012)
- Member of the Center for Sports Business & Research (CSB&R) Advisory Board (*Research Board*), Smeal College of Business, Penn State University (2012 – 2016).
- Marketing Advisor, LaJUST – Electronic Impact Detection & Scoring System (2010)
- Marketing Advisor, World Taekwondo Federation (WTF), Professional tour division, S. Korea (2008 - 2009).
- Member, Martial Arts Commission, USA Taekwondo, Inc. - Colorado Springs, CO. (2007).
- Presidential Advisor: The United States National Collegiate Taekwondo Association (NCTA). (2000–2004).
- Strategic Partner & Consultant - DAY ONE LLC. Portland, OR. (2002-2004).
- Consultant, The National Football Alliance (NFA), Portland, OR. (2002–2003)
- Voluntary Coach, University Taekwondo Team (WSU; 2002 – 2005)
- Coach, University Taekwondo Team - The Ohio State University (OSU; 1996-2000)
- Director World Martial Arts Business Seminar: “Martial Arts Business and Management in 21st Century,” Columbus, OH. (2000).
- Regional Director: The Ohio State Taekwondo Association. (1999–2000).
- Member, Committee: World Martial Arts Expo & Asian Cultural Fair - World United Martial Arts Alliance (WUMA), Dayton, OH. (1998-1999).
- Member, Asian Cultural Fair Committee (OSU; 1998).
- Coach, U.S. Taekwondo team (The Burlington International Sport Festival in Canada; 1998).
- Marketing Manager - The Department of Recreational Sport (OSU; 1996 – 1997)
- Coach Representative, North Carolina State Taekwondo Association. (1993-1994). 2nd place in U.S. Taekwondo Union Championship.
- Fitness Counselor, MeDeX (Hospital) (1992).
- President, The United National Collegiate Taekwondo Association (UNCTA, S. Korea; 1989 – 1990).
- Coach, University Taekwondo Team (Seoul National University, S. Korea; 1987-1991). Won 1991 National Championship (UNCTA).
- President, University Taekwondo Team (Seoul National University, 1989).
- Volunteer Coordinator, World Taekwondo Championship (S. Korea, 1989)

IX. MEMBERSHIP AND ACTIVITIES IN THE PROFESSION

Professional Membership

- Korean American Association for Sport Management (KAASM) (2016-present)
- Faculty mentor (sport marketing and consumer behavior): Southern Sport Management Doctoral Symposium (2016-2017)

- Research Fellow: Sport Marketing Association (SMA) (2003-present).
- Research Fellow: North American Society for Sport Management (NASSM) (1996- present).
- Member: American Marketing Association (AMA) (2009-2010; 2017).
- Member: American Alliance of Health, Physical Education, Recreation, and Dance (AAHPERD) (1997-2000).
- Member Ohio Association for Health, Physical Education, Recreation, and Dance (OHPERD) (1999-2000).

X. AWARDS

(*Ph.D. students; **MS students)

1. University Athletic Association Endowed Professor in Sport Management – College of Health and Human Performance (2025).
2. 2025-2026 Faculty Doctoral Mentoring Award (College of Health and Human Performance).
3. Outstanding advisor award (Mentor of Shu-Hao Chang) (2024) – Ministry of Education, Taiwan. (Ko served as chair of the dissertation committee)
4. Outstanding service award – 2025 Korean-American Association for Sport Management.
5. Best conference paper award (Finalist; 2024 Sport Marketing Association) - *Kim, J., *Yun, L., Ko, Y. J. (2024). The impact of player's migration on sports fan's psychological and behavioral response: A norm violation perspective. (Ko served as chair of the dissertation committee)
6. Best conference paper award (Finalist - 2024 European Sport Management Association) - * Yoo, S., Ko, Y. J., & Kim, T. Exploring sustaining fan support: social comparison and counterfactual thinking perspectives. (Ko served as chair of the dissertation committee).
7. Nominated for Distinguished Research Award – 2023-25 NASSM.
8. Research Fellow (2023) - Sport Marketing Association (SMA)
9. International Educator of the Year Award (Senior Faculty Category; 2012, 2019). College of Health and Human Performance at UF.
10. University of Florida Sabbatical Awardee (2012, 2019).
11. 2018 Stotlar Award from SMA; honor exceptional contributions to graduate sport marketing education and mentoring.
12. 2018 UF Research Foundation Professorship (research award).
13. Excellence Award for the paper: *Sato, S., Ko, Y. J., Kellison, T., Harada, M., & Bizen, Y. (2017). Do snow-based sport participants intend to purchase products from environmentally friendly companies? *Journal of Global Sport Management*, 2(3), 182-195. (Ko served as chair of the dissertation committee)
14. 2016 UF HHP Term Professorship (research award)
15. Runner-up of student research competition 2015 NASSM conference - *Sato, S. (Ko served as chair of the dissertation committee)
16. “2nd place” award in the 2015 Southern Sport Management conference - *Sato, S. (Ko served as chair of the dissertation committee).
17. 2014 Doctoral Dissertation Advisor/mentor Award (College of Health and Human Performance).
18. “2nd place” Faculty Paper in Advertising Division (2013 Association for Education in Journalism and Mass Communication conference) - *Jang, W., Ko, Y., Morris, J. D., & *Chang, Y. Washington D.C. (Ko served as chair of the dissertation committee)
19. Madelyn Lockhard Dissertation Fellowship & Emerging Scholar (2013; The Academic Women's Association in University of Florida). *Kim, H. Y. (Ko served as chair of the dissertation committee).
20. Best student poster award (2013). International Geographical Union Kyoto Regional Conference. **Erika Yoshida. (Ko served as thesis committee member).
21. Research Fellow (2012) – North American Society for Sport Management.
22. “That's Interesting” Awards (July, 2012 *Global Marketing Conference*). *Kim, H. Y., & Ko, Y. J. (Ko served as chair of the dissertation committee)

23. “Best Paper” award (2010 American Marketing Association Summer Marketing Educators’ Conference; Sport Marketing Track) - **Kim, T., Ko, Y. J., & *Rhee, Y. C. (Ko served as chair of the dissertation committee)
24. “Featured Research” in conference abstract listing (2010 Sport Entertainment & Venues Tomorrow) - *Cattani, K.P., & Ko, Y. J. 2010 SEVT Conference, South Carolina, SC. (Ko served as chair of the dissertation committee)
25. 2010 Sport Marketing Association Graduate Case Study Competition Winner – Kevin Cattani (Ko served as chair of the dissertation committee).
26. University President’s Leadership Award (2009). Leader of the year in the martial arts industry: Martial Arts Program at Bridgeport University, Bridgeport, CT.
27. Award of Appreciation (2004). The President of Bridgeport University, Bridgeport, CT.
28. Scholarship and Award with Research Grant (2000). School of Education (Oberteuffer Fund) at the Ohio State University.
29. Award of Appreciation (1998, 1999, 2000, 2001). US National Collegiate Taekwondo Association (NCTA).
30. Award of Appreciation (1999). University of California at Berkeley Martial Arts Program.
31. Outstanding Leadership Award (1998, 1999). World United Martial Arts Federation (WUMA).
32. Award of Appreciation (1998). The Ohio State University Ethnic Student Services for 10th Asian Awareness Month.
33. The Martin Krumm Scholarship Award with Research Grant (1996). *Office of International Education (OIE) at the OSU*.
34. Scholarship Award (1991). Department of Physical Education at Seoul National University.
35. Leadership and Scholarship Award (1989). Department of Physical Education at Seoul National University.

CHHP Stanley Lecture: Student Poster Competition Awards (Ko served as chair):

1. 2025 – winner of the SPM division – Yuting Yang; Lydia Yun
2. 2025 – runner up of the SPM division – Lydia Yun
3. 2024 – winner of the SPM division – Lydia Yun
4. 2024 – runner up of the SPM division – Shu-Hao (Howard) Chang
5. 2023 – winner of the SPM division – Lydia Yun
6. 2022 – winner of the SPM division – Sean Davis
7. 2017 – winner of the TRSM division – Daehwan Kim
8. 2016 – winner of the TRSM division – Akira Asada.
9. 2016 – runner-up of the TRSM division – Daehwan Kim.
10. 2015 – winner of the TRSM division – Semih Yilmaz.
11. 2015 – runner-up of the TRSM division – Shintaro Sato.
12. 2014 – winner of the TRSM division - Shintaro Sato.
13. 2013 – winner of the TRSM division - Wonseok Jang.
14. 2012 – winner of the TRSM division - Wonseok Jang.
15. 2011 – winner of the TRSM division - Wonseok Jang.
16. 2010 – winner of the TRSM division – Kevin Cattani
17. 2010 – runner-up of the TRSM division - Wonseok Jang.

Other Awards received by Ko’s students:

1. 2024 Outstanding study abroad student award – Shu-Hao Chang (Taiwanese Ministry of Education)
2. 2024 Grinter Award – Shu-Hao Chang
3. 2024 International student award – Shu-Hao (Howard) Chang
4. 2024 International student award – Ye Lei
5. 2023 National Collegiate Sports Analytics Championship – 4th place – Shu-Hao (Howard) Chang.
6. 2023 International student award – Shu-Hao (Howard) Chang
7. 2019 International student award – Seongjin Yoo.
8. 2017 International student award – Daehwan Kim.

9. 2016 International student award – Akira Asada.
10. 2016 International student award – Daehwan Kim.
11. 2014 International student award – Yonghwan Chang.
12. 2013 International student award – Shintaro Sato.
13. 2012 International student award – Yonghwan Chang.
14. 2011 International student award – Yonghwan Chang.
15. 2010 International student award – Akiko Arai.

X. Professional Development

- 2021 – New Chair Leadership Development Certificate