Yonghwan Chang, SMASH Research Lab

Department of Sport Management, College of Health and Human Performance
yhchang@ufl.edu; FLG 310; (352)-294-1664

EDUCATION

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

ACADEMIC APPOINTMENTS

2025–present Associate Professor (with Tenure), University of Florida, Gainesville, FL

PRE-ACADEMIC PROFESSIONAL EXPERIENCE

2007–2010 Financial Consultant, Kumho Asiana Group, Seoul, South Korea
2000–2003 Military Service, ROK Army Special Forces, 203rd Commando Brigade, South Korea

HONORS & AWARDS

Student Honors/Awards

2025 Finalist, NASSM Student Research Competition, *"Winning sweet, losing spicy: How emotion and team identification shape flavor preferences in sport fans"*, Alex Taewoong Yoo
2025 Winner, University Research Scholars Program (URSP), Undergraduate Research Award, *"AI-driven decision tree analytics for season ticket holder segmentation",* Keyes Rodriguez

Faculty Honors / Awards

2019 NASSM Research Fellow Award
2019 Emerging Scholar in Sport Marketing Award, American Marketing Association (AMA), Sport & Sponsorship-linked Marketing Special Interest Group (SportSIG)
2018 Janet B. Parks Research Grant Award, North American Society for Sport Management (NASSM)
2016 Research Grants Award, Sport Marketing Association (SMA)
2012–2016 Graduate School Fellowship, Academic Affairs, University of Florida
2008 Semiannual Achievement Champion Award (Financial Consultant), Kumho Asiana Group, Seoul, S. Korea

SELECTED SCHOLARLY PUBLICATIONS (click here to access full list)

Chang, Y., Yoo, T., Warren, C., & Wann, D. L. (2025). Game day guilt: How ingroup affiliation and identity threat influence indulgent food choices among fans. *Sport Management Review, 28*, 328-347.

Chang, Y., Mansfield, A., & Yoo, T. (2025). Influence of game context on sport fan dietary choices: Framing food attributes to promote healthier eating. *International Journal of Sports Marketing and Sponsorship, 26*, 507-522.

Chang, Y., Warren, C., & Lee, T. (2024). Virtual reality technology induced flow in the spectator sports context: Empirical examinations of VR flow, its unique antecedents and consequences. *Sport Marketing Quarterly, 33*, 81-95.

Chang, Y., Lei, Y., & Mansfield, A. (2024). NFL fandom and unhealthy eating behavior: Exploring the role of introspective focus from a functionalist perspective of emotions. *Sport Management Review, 27*, 213-233.

Chang, Y., & Katz, M. (2024). When feeling is for pursuing: Exploring the moderating role of spectatorship locus of control on fans' emotion-directed pursuit of consumption goals. *Sport Management Review, 27*, 1-22.

Chang, Y., Warren, C., & Katz, M. (2023). Determinants of subscription renewal behavior in sport spectatorship services: A CHAID decision tree modeling approach. *Sport Marketing Quarterly, 32*, 124-136.

Chang, Y., & Kwak, D. H. (2023). When team sponsorship of cause-related messages leads to unfavorable fan reactions: The interplay among competency, cause orientation, and message source. *European Sport Management Quarterly, 23*, 1024-1045.

Chang, Y., & Wann, D. L. (2022). Effects of game outcomes and status instability on spectators' status consumption: The moderating role of implicit team identification. *Frontiers in Psychology, 13*, 819644.

Chang, Y. (2021). Effects of game situation-dependent emotions on sport spectators' food craving. *Frontiers in Psychology, 12*, 724220.

Chang, Y., & Inoue, Y. (2021). Spectator emotions in predicting psychological vigor: Emotional meta experience and affect valuation perspectives. *Sport Management Review, 24*, 594-619.

Chang, Y., Schull, V., & Kihl, L. A. (2021). Remedying stereotype threat effects in spectator sports. *Journal of Sport Management, 35*, 172-184.

Chang, Y., Ko, Y. J., & Jang, W. (2019). Personality determinants of consumption of premium seats in sports stadiums. *International Journal of Contemporary Hospitality Management, 31*, 3395-3414.

Chang, Y. (2019). Spectators' emotional responses in tweets during the Super Bowl 50 game. *Sport Management Review*, 22, 348-362.

Chang, Y. (2018). Exploring the patterns of dual attitude changes in the context of athlete endorsement: The interplay of fit, evaluative conditioning, and introspection focus. *Journal of Sport Management, 32*, 413-425.

Chang, Y. (2018). When infamy becomes fame: The positive side of negative athlete publicity. *Journal of Sport Management, 32*, 401-411.

Chang, Y., Ko, Y. J., & Carlson, B. D. (2018). Implicit and explicit affective evaluations of athlete brands: The associative evaluation-emotional appraisal-intention (AEI) model of athlete endorsements. *Journal of Sport Management, 32*, 497-510.

Chang, Y., Wann, D. L., & Inoue, Y. (2018). The effects of implicit team identification on revisit and word-of-mouth intentions: A moderated mediation of emotions and flow. *Journal of Sport Management, 32*, 334-347.

Chang, Y., & Ko, Y. J. (2018). The effects of association strength on attention and product evaluation: Reconsidering endorsement effectiveness. *European Journal of Marketing, 52*, 1257-1279.

Chang, Y., & Ko, Y. J. (2017). Consumers' perceived post purchase risk in luxury services. *International Journal of Hospitality Management, 61*, 94-106.

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.

Chang, Y., Ko, Y. J., & Leite, W. (2016). The effect of perceived brand leadership on luxury service WOM. *Journal of Services Marketing, 30*, 659-671.

Chang, Y., Ko, Y. J., Tasci, A., Arai, A., & Kim, T. H. (2014). Strategic match of athlete endorsement in global markets: An associative learning perspective. *International Journal of Sports Marketing and Sponsorship, 15*, 253-271.

Chang, Y., & Ko, Y. J. (2014). The brand leadership: Scale development and validation. *Journal of Brand Management, 21*, 63-80.

GRANTS & CONSULTING PROJECTS

Ferris, E. (PI), Vincent, J. (Co-PI), Coche, R. (Co-PI), Reed, D. (Co-PI), Cunningham, G. B. (Co-PI), & **Chang, Y.** (Co-I) (2024). *UF & Sport Collaborative*. University of Florida President's Strategic Funding Initiative, Department of Sport Management, University of Florida, USA ($2,500,000 total; Department of Sport Management allocation: $397,443; Funded).

Chang, Y. (PI), Binesh, N. (Co-PI), Berry, M. (Co-PI), & Yoo, T. (Co-I) (2024). *The taste of sport: HiPerGator supercomputer-powered analysis of food biases, emotions, and dietary habits among sports enthusiasts on social media.* AI Collaborative Research Projects Seed Grant, College of Health and Human Performance, University of Florida President's Strategic Funding Initiative, University of Florida, USA ($25,000; Funded).

Chang, Y. (PI) (2024). *Virtual reality spectatorship and psychophysiological health: Longitudinal analysis.* Good/Teacher/School (GTS) Educational Institute (charitable, non-profit organization), South Korea ($16,371; Funded).

Chang, Y. (PI), Lee, I. (Co-I), Plunkett, E. (Co-I), & Yoo, T. (Co-I) (2023). *Wylie character programs and psychophysiological outcomes: The spectator sports solution for economically disadvantaged adolescents*. Texas Wylie Independent School District (Wylie ISD), USA ($79,915; Funded).

Chang, Y. (PI), Plunkett, E. (Co-PI), Sagas, M. (Co-PI), & Lee, I. (Co-I) (2022). *Exploring the effects of character programs on socio-psychological outcomes: A case study of the Wylie Independent School District*. Texas Wylie Independent School District (Wylie ISD), USA ($70,085; Funded).

Chang, Y. (PI), Ko, Y. J. (Co-PI), Avery, B. (Co-PI), & Sagas, M. (Co-PI) (2022). *Global sports leadership program.* AMOS School of Sport Business, France ($77,582; Funded).

Chang, Y. (PI) (2018). *The multiple identities approach: Reducing the negative consequences of stereotype threat for women in sport*. Janet B. Parks NASSM Research Grant, USA ($3,815; Funded).

Chang, Y. (PI) (2017). *Unconscious consumer learning in sport sponsorship*. New faculty research support, University of Minnesota, USA ($36,270, Funded).

Chang, Y. (PI) (2016). *Implicit memory in sport consumer behavior*. Office of the Vice President for Research (Core Research Support) & College of Arts and Sciences (Incentive Fund), Texas Tech University, USA ($60,000, Funded).

ACADEMIC TEACHING

I teach both undergraduate and graduate courses in sport management, with an emphasis on sport marketing, sport marketing analytics, sport consumer behavior, and research methods. Student course evaluations consistently reflect positive perceptions of my teaching effectiveness and course design. My average ratings are 4.69 for instructor effectiveness and 4.42 for course quality, both exceeding departmental and university benchmarks.

ACADEMIC ADVISING

Doctoral Students

Chair: Taewoong "Alex" Yoo; Gyujik Han
Co-Chair: Sean Davis
Committee Member: David Lucier; Jinwoo Ahn; Seongjin Yoo; Daniel McDonough; Ji "Jacob" Wu; Madeleine Orr

Directed Doctoral Independent Studies

Supervised multiple doctoral independent studies since 2017 across sport marketing; analytics; emotions; technology; and consumer behavior

Master's Students

Chair: Hyunwoo Yeo; Taewoong Yoo; Gyujik Han
Committee Member: Donghyun Kim; Lydia Yoon

Directed Master's Independent Studies and Capstone Projects

Supervised multiple non thesis projects since 2016 in sport consumer behavior; media; and analytics

Undergraduate Students

Directed honors theses; senior projects; and independent studies including interdisciplinary teams with Computer and Information Sciences; University of Florida

COMMUNITY SERVICE

2025–present	Research Conflict of Interest Committee, UF Research Integrity, Security and Compliance (RISC), University of Florida
2024–present	Faculty Mentor, University Mentorship Program (UMP), Division of Student Life, University of Florida
2021–2025	Military discipline course review committee (developing uniform criteria for awarding postsecondary credit for prior military training), University of Florida, State University System of Florida
2025–present	Stanley Lecture & Research Symposia Committee Chair, College of Health and Human Performance
2025–present	Tenure and Promotion committee, College of Health and Human Performance
2022–present	Research committee (Co-Chair from Fall 2023 to Spring 2024), College of Health and Human Performance
2022–present	Director, Sport Marketing Analytics, Strategies, and Health Research Laboratory (SMASH Lab), Department of Sport Management