

Min Kil Kim

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ACADEMIC BACKGROUND

University of Florida

Ph.D. Health and Human Performance
Major: Sport Management
Cognitive Area: Marketing

Gainesville, Florida
August 2010

Doctoral dissertation entitled, “Structural Relationships among Market Demand, Perceived Benefits, Perceived Constraints, Perceived Value, Member Satisfaction, and Member Commitment toward Martial Arts Participation”
Advisor: Dr. James J. Zhang

University of Florida

M.S. Health and Human Performance
Major: Sport Management
Advisor: Dr. James J. Zhang

Gainesville, Florida
August 2006

University of Alabama

B.S. Culverhouse College of Commerce
Major: Marketing

Tuscaloosa, Alabama
December 2003

ACADMIC EXPERIENCE

Associate Professor, *Troy University- Atlanta*

August 2017 – Current

Assistant Professor, *Troy University- Atlanta*

October 2010 – Present

- Graduate Faculty Status
- Responsibilities include performing research, graduate courses teaching, advising graduate students, and performing service duties for the Sport Management Program in the School of Hospitality, Sport and Tourism Management

Graduate Assistant, *University of Florida*

August 2005 – May 2010

- Teaching Assistant/Instructor
 - Taught undergraduate theory course per semester in the Department of Tourism, Recreation, and Sport Management

- Taught undergraduate physical education course per semester in the Alan C. Moore Sport and Fitness Program
- Research Assistant
 - Assisted with research projects and grant writing; Performed literature searches and reviews; Assisted with data collection and analyses; Presented and published results; and Assisted with class preparations.

RESEARCH/SCHOLARSHIP INTEREST

- Studies of sport consumer behavior in the area of market demand, service quality, and consumer satisfaction in martial arts, logistics of sport event planning, marketing, and operations

REFEREED PUBLICATIONS

1. Park, K. Koo, G., & **Kim, M. K.** (2023). The effect of the United Nations resolution for Olympic. *Journal of Human Sport & Exercise*, 18(1), 107-125.
2. **Kim, M. K.**, An, Y., & Kwon, W. (2022). A case study on service quality perceptions and member retention towards Taekwondo participants in North America. *International Journal of Applied Sports Sciences*, 33(2), 248-262.
3. Park, K., DeSabato, A. P., **Kim, M. K.**, Koo, G, Y., & Yook, H. (2022). Examining the difference of stress sources between American and Korean elite swimmers. *International Journal of Human Movement Science*, 16(1), 59-76.
4. Kim, D., Koo, G., **Kim, M. K.**, Shin, S., & Dixon, A. (2021). Development of a multi-dimensional scale to measure professional athletes as role models. *Journal of Health, Sports, and Kinesiology*, 2(4), 20-28.
5. Tian, J., Xu, C., Kim, K., Nauright, J., **Kim, M. K.**, David Pifer, N., & Zhang, J. J. (2021). Examining the relationship among service quality, perceived value, and sport consumption at the Wuhan tennis open. *Sport in Society*, 1-17.
6. Hewitt, J., **Kim, M. K.**, Park, K., & Park, I (2020). The Influence of Brutal Violence and its Impact on Fan Motivation in Mixed Martial Arts. *International Journal of Human Movement Science*, 14(2), 37-52.
7. **Kim, M. K.**, & Zhang, J. J. (2019). Structural relationship between market demand and psychological factors in martial arts participants. *International Journal of Sports Marketing and Sponsorship*, 20(3), 516-537.
8. Wang, Y., Zhang, J. J., Pifer, N. D., **Kim, M. K.** (2018). Factors affecting the regional strategies for developing and advancing the Chinese sport industry. *International Journal of*

Sports Marketing and Sponsorship, 19(2), 178-193.

9. Zhang, Y., **Kim, M. K.**, Wang, J. J., & Pitts, B. D. (2018). Reversing the tide of sport globalization from west to east? Examining consumer demand for table tennis clubs in the U.S. *International Journal of Sports Marketing and Sponsorship*, 19(2), 217-235.
10. **Kim, M. K.**, Jeon, H. W., & Kwon, W. (2017). Leveraging the Olympic Game's Brand Equity through Social Interaction and Team Identity, *Journal of Sport and Leisure Studies*, 67, 9-23.
11. **Kim, M. K.**, Kim, S. K., Park, J. A., Carroll, M. S., & Yu, J. G. (2017). Measuring the Economic Impacts of Major Sports Events: The Case of Formula One Grand Prix (F1). *Asia Pacific Journal of Tourism Research*, 22(1), 64-73.
12. Park, J. A., Sung, J., **Kim, M. K.**, & Kim, S. K. (2016). Effect of Service Quality on Revisit Intention and Word-of-Mouth at the F-1 Chinese Grand Prix. *International Journal of Applied Sports Sciences*, 28(1), 42-52.
13. Gong, Bo., Pifer, N. D., Wang, J., Kim, M., **Kim, M. K.**, Qian, T. Y., & Zhang, J. J. (2015). What Is Wrong With Chinese Soccer? Consumers' Attention, Involvement, and Satisfaction. *Social Behavior and Personality*, 43(10), 1667-1682.
14. Zhang, A. Y., **Kim, M. K.**, Pitts, B., & Zhang J. J. (2015). From East to West: Growth and organization of Asian sport events in North America. *Journal of Shanghai University of Sport*, 39(4), 19-23.
15. **Kim, M. K.**, Lee, D., Kim, S. K., & Kim, M. (2015). Leisure Constraints of Experienced Martial Art Participants. *Asia Pacific Journal of Tourism Research*, 20(9), 1063-1079.
16. Min, S. D., Zhang, J. J., **Kim, M. K.**, & Kim, C. (2014). Understanding Consumers of Asian Female Sports: A Case Study of the Womens Korean Basketball League (WKBL). *International Journal of Sport Management and Marketing*, 15(1-2), 19-35.
17. Kim, S. K., **Kim, M. K.**, Park, J. A., Yoo, J., & Kwon, W. D. (2014). The Relationship among Service Quality, Satisfaction, and Future Intentions of Users at Main Media Center: Case of Guangzhou Asian Games. *International Journal of Applied Sports Science*, 26(1), 52-60.
18. **Kim, M. K.**, Lee, D., Schoenstedt, L., Sunbok, Lee., & Kim, S. K. (2014). Effects of Service Quality in Motor Boat Racing: Relationships among Perceived Service Quality, Customer Satisfaction, and Word of Mouth. *International Journal of Sport Science*, 4(2), 39-46.
19. Yu, J. G., **Kim, M. K.**, & Kim, S. K. (2014). The Study of the Mutual Influence of the Development of Economy and of Professional Sports in China. *Korean Journal of Physical Education*, 53(2), 281-292.

20. Pinzon, S., Martin, C. L. L., **Kim, M. K.** & Martinez, J. M. (2014). An Exploration of the Impact and Needs of Brand Identity Campaigns within Divisions of the National Collegiate Athletic Association (NCAA). *Journal of Contemporary Athletics*, 8(4), 263-288.
21. **Kim, M. K.**, Kim, S. K., Lee, D., Judge, L. W., & Huang, H (2013). Factors Explaining Satisfaction and Future Recommendation of Users at Main Media Center: Case Study of International Amateur Athletic Federation (IAAF). *ICHPERSD-Journal of Research*, 8(2), 39-44.
22. **Kim, M. K.**, Zhang, J. J., Jackson, E. N., Connaughton, D. P., & Kim, M. (2013). Modification and Revision of the Scale of Market Demand for Taekwondo Schools. *Measurement in Physical Education and Exercise Science*, 17(3), 187-207.
23. Lee, D., Pierce, D., **Kim, M. K.**, Judge, L. W., & Lee, S. J. (2011). Ethnic Identity, Attitude toward PGA Golfers and Intention to Consume Golf. *The Korea Journal of Sports Science*, 20(4), 697-711.
24. Ko, Y., **Kim, M. K.**, Kim, Y. K., Lee, J. H., & Cattani, K. (2010). The Consumer Profiles of US Open Taekwondo Championship. *Event Management: An International Journal*, 14(3), 205-214.
25. Kim, M., **Kim, M. K.**, & Odio, M. (2010). Are You Proud? The Influence of Sport and Community Identity and Job Satisfaction on Pride of Mega event Volunteers. *Event Management: An International Journal*, 14(2), 127-136.
26. Ko, Y., Kim, Y. K., **Kim, M. K.**, & Lee, J. H. (2010). The Role of Involvement and Identification on Quality Perception and Satisfaction. *Asia Pacific Journal of Marketing & Logistics*, 22(1), 25-39.
27. **Kim, M. K.**, Zhang, J. J., & Ko, Y. J. (2009). Dimensions of Market Demand Associated with Taekwondo Schools in North America: Development of a Scale. *Sport Management Review*, 12(3), 149-166.

REFEREED PUBLICATIONS IN REVIEW

1. Park. K., & Koo, G., **Kim, M. K.**, & Kim, S. (In Minor Reivew). Examining factors affecting the adoption of virtual reality to the spectator sport industry. *International Journal of Sports Marketing and Sponsorship*.
2. Park, K., **Kim, M. K.**, Koo, G., & Lee, J. (analysis complete and manuscript written-up). Corporate social responsibility in virtual reality: A walk in their shoes. *Journal of Communication*.

REFEREED PUBLICATIONS IN PROGRESS

BOOK CHAPTERS

1. **Kim, M. K.**, & Zhang, J. J. (2015). Promoting an Asian Sport to the World: The Case of Taekwondo. In Leng, H. K., & Hsu, N. Y (Eds.), *Emerging Trends and Innovation in Sports Marketing and Management in Asia*. Hershey, PA: IGI Global.

INVITED PRESENTATIONS

1. **Kim, M. K.**, & Zhang, J. J. (Advisor) (2010, June). Modification and revision of the scale of market demand for Taekwondo schools. Selected invitation to present at the Student Research Symposia to the annual conference of North American Society for Sport Management, Tampa, FL.

SCHOLARLY CONFERENCE PRESENTATIONS

INTERNATIONAL/NATIONAL CONFERENCES

1. Choi, J., Park, K., Koo, G. Y., & **Kim, M. K.** (2023). Effects of the athlete's inappropriate behaviors on fan sustainability using text mining and semantic network analyses. *2023 North American Society for Sport Management (NASSM) Conference*, Montréal, Canada.
2. Park, K., Koo, G. Y., **Kim, M. K.**, & Martin, C. (2022, June). The Effect of Playing Narrative Sport Video Games with Face-Scanning Technology on Self-Perception Alteration and Sport Consumption Behavioral Intention. Presented at the annual conference of NASSM, Atlanta, GA.
3. Kim, M., Yoon, Y., & **Kim, M. K.** (2022, June). Institutionalization of Professional Sport Team Nonprofit Organization in Major League Baseball (MLB). Presented at the annual conference of NASSM, Atlanta, GA.
4. Yoon, Y., Kim, M., & **Kim, M. K.** (2022, June). Psychological and Sociocultural Adaptation of International Students through Sport Spectatorship: A Qualitative Approach. Presented at the annual conference of NASSM, Atlanta, GA.
5. Park, K., Evans, J., **Kim, M. K.**, & Koo, G. Y. (2022, February). The Sport law Issue and solutions: The little black dots in the artificial turf. Presented at the annual conference of Applied Sport Management Conference (ASMA), Indianapolis, IN.
6. Lim, N., Kim, W., **Kim, M. K.**, & Choi, W. (2020, February). Comparison of attendance dominants in between the 2013-18 Major League Baseball (MLB) seasons and the previous six seasons (2007-12). Presented at the annual conference of Applied Sport Management Conference (ASMA), Waco, TX.
7. Park, K., **Kim, M. K.**, Dixon, A., & Koo, G. (2020, February). Sustainable development:

- The financial savings and carbon dioxide reduction by changing to LED lights in sport stadiums. Presented at the annual conference of Applied Sport Management Conference (ASMA), Waco, TX.
8. Park, K., Davis, G. D., **Kim, M. K.** & Koo, G. (2019, November). Can U.N. Resolution for the Olympic Truce retain peace? Presented at the annual conference of North American Society for the Sociology of Sport (NASSS) Conference, Virginia Beach, VA.
 9. Hewitt, J., **Kim, M. K.**, Kwon, W., Kim, S. K., & Park, K (2019, November). The Influence of Brutal Violence and its Impact on Fan Motivation in Mixed Martial Arts. Presented at the annual conference of Sport Marketing Association (SMA) Conference, Chicago, IL.
 10. **Kim, M. K.**, & Zhang, J. J. (2019 October). Impact of Taekwondo on Youth Development. Will be presented at World Association for Sport Management Conference (WASM), Santiago, Chile.
 11. Park, K., G. D., Koo, G., & **Kim, M. K.** (2019, February). Sustainable development in sport industry. Presented at the annual conference of Applied Sport Management Association (ASMA), Nashville, TN.
 12. Chung, J., Boyd, J., Tucker, Q., & **Kim, M. K.** (2019, February). Impact of Perceived Job Satisfaction amongst Campus Recreation Student Employees on Job Retention Campus Retention, and Intention to Stay within the Recreation Profession Post Graduation. Presented at the annual conference of Applied Sport Management Association (ASMA), Nashville, TN.
 13. Choi, W., Rhee, Y., Kim, T., **Kim, M. K.**, Kim, W., & Chung, J. (2018, October). Effects of Service Learning on Student Attitudes Toward Academic Engagement. Presented at the annual conference of Western Society for Kinesiology and Wellness (WSKW), Reno, NV.
 14. Choi, W., Rhee, Y., Kim, T., **Kim, M. K.**, Kim, W., & Chung, J. (2018, October). Gender Differences in the Relationship between Consumer Engagement and Extra-Role Behavior: Spectating Sport Industry. Presented at the annual conference of Western Society for Kinesiology and Wellness (WSKW), Reno, NV.
 15. Park, K., Chelladural, P., **Kim, M. K.** & Park, M. (2018, June). Crisis Responsibility on CSR Outcomes: The Case of Sportswear Industry. Presented at the annual conference of NASSM, Halifax, Canada.
 16. Park, K., Lee, J., **Kim, M. K.** (2018, March). Corporate social responsibility in virtual reality: A walk in their shoes. Presented at the annual conference of American Advertising Association (AAA), New York, NY.

17. Choi, W., Lee, Y., Dan, D., & **Kim, M. K.** (2018, March). Examining Impact of Intercollegiate Basketball Fans' Points of Attachment and Psychic Income on Word-of-Mouth, Social Media, and Attendance Behavior. Presented at the annual conference of Sport, Entertainment, and Venues Tomorrow (SEVT), Columbia, SC.
18. Choi, W., Rhee, Y., Kim, T., & **Kim, M. K.**, Kim, W., & Chung, J. (2017, October). Exploring motivation factors for university selection of non-revenue sports athletes. Presented at the annual conference of Western Society for Kinesiology and Wellness (WSKW), Reno, NV.
19. Chung, J., Jenny, S., Rhee, Y., Kim, T., **Kim, M. K.**, Kim, W., Choi, W. (2017, October). University Students' (Sport Management Majors and Others) Perceived and Experienced Challenges and Benefits to Studying Abroad. Presented at the annual conference of Western Society for Kinesiology and Wellness (WSKW), Reno, NV.
20. Wang, Y., **Kim, M. K.**, Zhang, J. J. (2017, June). Factors Affecting the Regional Strategies for Developing and Advancing the Sports Industry. Presented at the annual conference of NASSM, Denver, CO.
21. Zhang, M. Y., **Kim, M. K.**, Byon, K. K., & Zhang, J. J. (2016, August). From East to West: Growth and organization of Asian sports in North America. Presented at the 2016 International Convention on Science, Education, and Medicine in Sport, San Paulo, Brazil.
22. Min, S. D., Byon, K. K., **Kim, M. K.**, Baker, T. A., & Zhang, J. J. (2016, May). Structural Relationship among Socio-Motivation, Market Demand, Overall Satisfaction, and Consumption of WNBA Game Events. Presented at the annual conference of NASSM, Orlando, FL
23. Jin, L., Kim, M., **Kim, M. K.**, Byon, K. K., Connaughton, D., & Zhang, J. J. (2016, May). College Football Consumers' Reaction towards Supporting an Environmentally Friendly Stadium. Presented at the annual conference of NASSM, Orlando, FL
24. Kim, W., Andreis, R., **Kim, M. K.**, Drane, D., & Palmero, M. (2016, March) Relationship between residents' perceived social impacts and event support: A case of 2104 FIFA World Cup. Presented at the SEVT, Columbia, SC
25. Zhang, M., **Kim, M. K.**, Zhang, L., & Zhang, J. J. (2015, October). Assessing Market Demand Factors Associate with Table Tennis Clubs in North America. Presented at the annual conference of Sport Marketing Association, Atlanta, GA.
26. Min, S.D., Byon, K. K., **Kim, M. K.**, Baker, T. A., & Zhang, J. J. (2015, October). Push and Pull Factors Associated with the Consumption of Women's Professional Basketball Games: A Canonical Correlation Analysis. Presented at the annual conference of Sport Marketing Association, Atlanta, GA.

27. **Kim, M. K.**, Lee, D., Kim, S. K., & Schoenstedt, L. (2014, May). Effects of Service Quality in Motor Boat Racing. Presented at the annual conference of NASSM, Pittsburgh, PA. Presented at the annual conference of NASSM, Pittsburgh, PA.
28. Lee, D. **Kim, M. K.**, & Krill, C. (2014, May). Qualitative analysis of consumer brand associations for sports brands: Cross-cultural comparison. Presented at the annual conference of NASSM, Pittsburgh, PA.
29. **Kim, M. K.**, Min, S. D., Lee, D., Kim, S. K., & Judge, L. W. (2013, October). Factors explaining satisfaction and future recommendation among media personnel: Case Study for 2011 International Amateur Athletic Federation (IAAF) World Championships in Athletics. Presented at the annual conference of Sport Marketing Association, Albuquerque, New Mexico.
30. Min, S. D., Zhang, J. J., & **Kim, M. K.** (2012, October). Examining the Impact of Market Demand Factors on Game Consumption Level in the Context of Professional Women's Basketball: Development of a Conceptual Framework. Presented at the annual conference of Sport Marketing Association, Orlando, FL.
31. Schoenstedt, L. J., Lee, D., Reau, J., Judge, L. W., & **Kim, M. K.** (2012, October). Use of Social Media Marketing for the Western & Southern Tennis Open. Presented at the annual conference of Sport Marketing Association, Orlando, FL.
32. **Kim, M. K.**, Lee, D., & Schoenstedt, L. J., (2012, May). The Martial Arts Participants Profiles: A case of Amateur Athletic Union (AAU) Taekwondo. Presented at the annual conference of North American Society for Sport Management, Seattle, WA.
33. Kim, S. K., **Kim, M. K.**, Min, S. D., & Zhang, J. J. (2012, May). The relationship among service quality, satisfaction, and future intentions of users at Main Media Center (MMC): Case of Guangzhou Asian Games. Presented at the annual conference of North American Society for Sport Management, Seattle, WA.
34. **Kim, M. K.**, & Martin, C. L. L. (2011, November). Market Segmentation of Division I School Fan through Socio-Demographics and Consumption Level. Presented at the annual conference of Sport, Entertainment, and Venues, Columbia, SC.
35. Lee, D., Judge, L. W., Pierce, D., & **Kim, M. K.** (2011, November). Ethnic identity, attitude toward PGA golfers and intention to consume recreational golf. Presented for presentation (free communication) at the conference of Sports Management Association of Australia and New Zealand, Melbourne, Australia.
36. Martin, C. L. L., & **Kim, M. K.** (2011, October). Division I school Game Attendance Factors. Presented for presentation (poster) to the annual conference of Sport Marketing Association, Houston, Texas.

37. **Kim, M. K.**, Min, S. D., & Zhang, J. J. (2011, June). Structural Relationships among Market Demand and Psychological Constructs toward Martial Arts Participation. Accepted for presentation (free communication) at the annual conference of North American Society for Sport Management, London, Ontario, Canada.
38. **Kim, M. K.**, Zhang, J. J., & Min, S. D. (2011, April). Market segmentation of Taekwondo club Members in North America. Presented for presentation (poster) at the Global Sport Management Submit, Damshui, Taiwan.
39. Min, S. D., Wang, R. T., **Kim, M. K.**, & Zhang, J. J. (2011, April). Segmentation of the Women's Korean Basketball League Consumers through Socio-demographics and Game Consumption Level. Presented for presentation (poster) at the Global Sport Management Summit, Damshui, Taiwan.
40. **Kim, M. K.**, & Zhang, J. J. (2011, March). Growth and Popularity of Taekwondo: Lessons Learned for Tai Chi: Presented for presentation (symposium) at the Association of Marketing Theory and Practice 2011 Conference. Panama Beach, FL.
41. Min, S. D., Zhang, J. J., Kim, C., **Kim, M. K.**, & Kim, D. H. (2011, March). Dimensions of Market Demand Associated with Professional Women Basketball Game Events in Korea. Presented for presentation (symposium) at the Association of Marketing Theory and Practice 2011 Conference. Panama Beach, FL.
42. Zhang, J. J., Shurman, C., Li L., **Kim, M. K.**, Mao, L. L., & Jin, L. (2011, March). Overcoming challenges of promoting Tai Chi to Americans and formulating marketing strategies to increase its participation. Presented for presentation (symposium) at the Association of Marketing Theory and Practice 2011 Conference. Panama Beach, FL.
43. **Kim, M. K.**, Chen, K. K., Min, S. D., & Zhang, J. J. (2010, October). Understanding Martial Arts Participants: Sociodemographic Characteristics and Perceived Constraints Factors. Presented for presentation (free communication) to the annual conference of Sport Marketing Association, New Orleans, LA.
44. Chen, K. K., **Kim, M. K.**, & Zhang, J. J. (2010, October). Examining the Effectiveness of Ticket Bundling Strategies: Development of a Conceptual Framework. Presented for presentation (free communication) to the annual conference of Sport Marketing Association, New Orleans, LA.
45. Mao, L. L., **Kim, M. K.**, & Zhang, J. J. (2010, October). Going International: A Case Study of Cross-Border Cooperation in Sport Management Education. Presented for presentation at the annual conference of Sport Marketing Association Pedagogy Symposium, New Orleans, LA.
46. **Kim, M. K.**, Kim, M., & Zhang, J. J. (2010, June). Relationship among market demand, perceived benefits, perceived constraints, perceived value, and member satisfaction to martial

- arts participation: Development of a framework. Presented for presentation (free communication) to the annual conference of North American Society for Sport Management, Tampa, FL.
47. Mao, L. L., **Kim, M. K.**, & James J. Zhang. (2010, June). Relationship between involvement and emotions: Implications for promoting Olympic Games in an Eastern country. Presented for presentation (free communication) to the annual conference of North American Society for Sport Management, Tampa, FL.
 48. **Kim, M. K.**, & Zhang, J. J. (2009, October). Modification and revision of the scale of market demand for Taekwondo schools: Development of framework. Presented (poster) at annual conference of Sport Marketing Association, Cleveland, OH.
 49. **Kim, M. K.**, & Kim, M. (2009, October). Are you proud? The influence of sport and community identity and job satisfaction on pride of volunteers in a mega sporting event. Presented (poster) at annual conference of Sport Marketing Association, Cleveland, OH.
 50. Zhang, J. J., Cianfrone, B. A., **Kim, M. K.**, Chen, K. C., Wang, R. T., Jin, L., & Mao, L. L. (2009, October). Dimensions of market demand associate intercollegiate women's Division II soccer games. Presented (poster) at annual conference of Sport Marketing Association, Cleveland, OH.
 51. Lee, S. C., & **Kim, M. K.** (2009, June). Maximizing the impact of title sponsorship to enhance employees' perception toward the respective organization. Presented (free communication) at the annual conference of North American Society for Sport Management, Columbia, SC.
 52. Kim, M., & **Kim, M. K.** (2009, June). Comparison of volunteer motivation among four different sport volunteer groups. Presented (free communication) at the annual conference of North American Society for Sport Management, Columbia, SC.
 53. Byrd, C. E., Zhang, J. J., Connaughton, D. P., Carroll, M. S., & **Kim, M. K.** (2009). Teaching and learning sport management in the global context: Offering an experiential sport management course in Italy. Presented (poster) at the annual conference of North American Society for Sport Management, Columbia, SC.
 54. **Kim, M. K.**, Kim, M., Zhang, J. J., & Ko, Y. J. (2008, November). Understanding Taekwondo school participants: Sociodemographic characteristics and market demand factors. Presented (free communication) at the annual conference of Sport, Entertainment, and Venues, Columbia, SC.
 55. Yu, H. S., Kim, D. H., & **Kim, M. K.** (2008, November). Relationship among involvement, attitude, corporate image, and corporate cognition of sport event participants. Presented (free communication) at the annual conference of Sport, Entertainment, and Venues, Columbia, SC.

56. **Kim, M. K.**, Kim, M., Zhang, J. J., & Ko, Y. J. (2007, June). Dimensions of market demand associated with private Taekwondo schools in North America: Development of a theoretical framework. Presented (free communication) at 2007 North American Society for Sport Management Conference, Ft. Lauderdale, FL.
57. Kim, Y. K., Ko, Y. J., **Kim, M. K.**, & Park, S. H. (2007, November). Measuring spectators quality perceptions and satisfaction: The case of 2007 US Open Taekwondo Championship. Presented (free communication) at annual conference of Sport Marketing Association, Pittsburg, PA.
58. Kim, Y. K, Ko, Y. J., Kim, W., & **Kim, M. K.** (2007, November). The profiles of martial arts event spectators: The case of 2007 US Open Taekwondo Championship. Presented (free communication) at the annual conference of International Conference on Sport and Entertainment Business, Columbia, SC.
59. Kim, D.H., Byon, K., Zhang, J.J., Mitchell, J., **Kim, M. K.**, & Connaughton, D.P. (2006, November). Factors affecting the market demand of the intercollegiate women's basketball games: A case study. Presented (free communication) at the annual conference of International Conference on Sport and Entertainment Business, Columbia, SC.

STATE/REGIONAL CONFERENCES

1. Gong, Bo., Pifer, N. D., Wang, J., Kim, M., **Kim, M. K.**, Qian, T. Y., & Zhang, J. J. (2016, March). What Is Wrong With Chinese Soccer? Consumers' Attention, Involvement, and Satisfaction. Presented at the Association of Marketing Theory and Practice Conference. St. Simons Island, GA.
2. Lee, D., Pierce, D., **Kim, M. K.**, Kim, S., & Judge, W. L. (2013, April). Cross-Cultural Difference in the Evaluation of Cobranding. Accepted at the annual conference of Southern Sport Management Conference, Troy, AL.
3. Byon, K. K., Lee, D., Baker, T. A., **Kim, M. K.**, & Thomas, C. (2012, April). Identification of dimensions associated with perceived value in spectator sport. Accepted at the annual conference of Southern Sport Management Conference, Troy, AL.
4. **Kim, M. K.**, Zhang, J. J., & Tomasi, L. (2011, April). The Relationships Among Market Demand, Perceived Constraints, Perceived Value, and Member Satisfaction. Presented (free communication) at the annual conference of Southern Sport Management Conference, Troy, AL.
5. **Kim, M. K.**, Zhang, J. J., & Kim, D. H. (2010, February). Growth of Taekwondo schools in North America and their marketing challenges. Presented for presentation (poster) at the Southern District AAHPERD Convention, Myrtle Beach, SC.

6. Kim, D. H., **Kim, M. K.**, Chen, K. C., & Zhang, J. J. (2010, February). Theories and recent research findings on market demand associated with athletic consumption. Presented for presentation (poster) at the Southern District AAHPERD Convention, Myrtle Beach, SC.
7. Chen, K. C., **Kim, M. K.**, Kim, D. H., & Zhang, J. J. (2010, February). Measurement associated with studying the effectiveness of Taekwondo School operations: Issues and conceptual framework. Presented for presentation (poster) at the Southern District AAHPERD Convention, Myrtle Beach, SC.
8. **Kim, M. K.**, Zhang, J. J., & Kim, M. (2010, February). Investigating the constructs of market demand associated with Taekwondo programs. Presented for presentation (poster) at the Southern District AAHPERD Convention, Myrtle Beach, SC.

UNIVERSITY RESEARCH SYMPOSIUMS

1. **Kim, M. K.**, & Zhang, J. J. (2009, November). The scale of market demand for Taekwondo schools. Presented (free communication) at the FSU - UF Sport Management Research Colloquium.

CONFERENCE PRESENTATIONS IN REVIEW

TECHNICAL REPORTS

1. Kim, M., Byon, K. K., & **Kim, M. K.** (2008). Comparison of employee's attitudes and turnover intention among volunteers, practicum/intern students, part-timers, and fulltime employees in the University Athletic Association at University of Florida. Report prepared for the University Athletic Association at University of Florida (HR department), May, 2008 (14p).

INVITED LECTURE (INTERNATIONAL)

1. Kim, M. K. (2014, April). The current and future trends in sport management in the USA. Hanyang University.
2. Kim, M. K. (2014, April). Trend of sport management and graduate sport management programs in the USA. Sangmyung University.
3. Kim, M. K. (2014, November). The process of event management. Soongsil University.
4. Kim, M. K. (2015, May). Importance of Information Technology (IT) for Sports Industry. Sangmyung University.
5. Kim, M. K. (2017, June). USA Golf Industry Trend. Honam University.
6. Kim, M. K. (2019, June). Sport Management in the USA. Dongeui University.
7. Kim, M. K. (2021, June). The college sports in the USA. Jeju University.
8. Kim, M. K. (2021, June). The current trends in sport management in the USA. Dongeui University.

ACADEMIC TEACHING

TROY UNIVERSITY (2010 – Present)

Department of Kinesiology and Health Promotion

- Graduate Courses
 - SM 6600 – Foundation of Sport Management
 - SM 6640 – Sport Marketing
 - SM 6672 – Sport Psychology
 - SM 6673 – Ethics in Sport
 - SM 6615 – Organizational Behavior & Leadership in Sport
 - SM 6616 – Sport Finance
 - SM 6604 – Statistical Analysis & Interpretation
 - SM 6617 – Research Methods I
 - SM 6691 – Research Methods II
 - SM 6633 – Sport Consumer Behavior
- Undergraduate Courses
 - HSTM 4455 – Facility Management
 - HSTM 4451 – Sport Finance & Business
 - HSTM 4430 – Sport and Fitness Marketing
 - HSTM 4443 – Sport Administration
 - HSTM 4452 – Sport Communication
 - HSTM 4430 – Marketing in Hospitality, Sport, and Tourism
 - HSTM 4445 – Research Methods
 - HSTM 4443 – Case Studies in Sports Management
 - HSTM 4431 – Analytics in HSTM (International Teaching at VNU and DTU)
 - HSTM 2255 – Introduction to Sport Management
 - HSTM 4490 – Internship

UNIVERSITY OF FLORIDA (2005 – 2010)

Department of Tourism, Recreation, and Sport Management

- SPM 3306 – Sport Marketing (Undergraduate)

Alan C. Moore Sport and Fitness Program

- PEL 2930 – Taekwondo (Undergraduate)
- PEL 2405 – Self-Defense for Women

GRADUATE-ADVISED RESEARCH ACTIVITIES

Wallace, K. L., & **Kim, M. K.** (2016). Moral Character Differences between Team Sport Athletes and Individual Sport Athletes at the Collegiate Club Level. Awarded the third place at the College of Health and Human Services Graduate Student Research Competition.

Pinzon, S., Martin, C.L.L., & **Kim, M. K.** (2012-2013). An exploration of the impacts and needs of brand identity campaigns within divisions of the national collegiate athletic association

(NCAA). Presented at the Southern Sport Management Conference, Troy, AL and reviewing in *Journal of Contemporary Athletics*.

SERVICES

University Governance and Service

Troy University

Troy University – Atlanta site

- Consultant–1st Atlanta Asian American College Fair
- Faculty Member of Open House at Atlanta site

College Level

College of Health and Human Services, Troy University

- 2013 College of Health and Human Services Undergraduate and Graduate Student Research competition (Judge)
- Ph.D. Committee and Chair

Department Level

Department of Kinesiology and Health Promotion, Troy University

- Committee member, Search Committee, Hiring faculty in Hospitality, Sport and Tourism Management (HSTM) (2018-2019)
- Committee member, Search Committee, Hiring faculty in Hospitality, Sport and Tourism Management (HSTM) (2017-2018)
- Committee member, HSTM Event Management Minor Review Committee (2015)
- Academic Advisor at Atlanta site – Hospitality, Sport and Tourism Management (HSTM)
- Committee member, Search Committee, Hiring faculty in Hospitality, Sport and Tourism Management (HSTM) (2012-2013)
- Committee member, HSTM Curriculum Review Committee (2012)
- Committee member, Search Committee, Hiring faculty in Sport and Fitness Management (SFM) (2011-2012)
- Committee member, SFM Curriculum Review Committee (2011)
- Committee member, Search Committee, Hiring faculty in Sport and Fitness Management (SFM) (2010-2011)

Editor of a Scholarly Journal, Service on an Editorial Advisory Board or Reviewer for a Scholarly Journal

Editor/Editorial Board

- Editorial Board- *International Journal of Sports Marketing and Sponsorship* (2019-)
- Editorial Board- *International Journal of Human Movement Science* (2019-)
- Editorial Board- *Entertainment Review* (2015- present)

Manuscript Reviewer

- 2024 *International Journal of Sports Marketing and Sponsorship* (4 manuscripts reviewed)

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- 2023 International Journal of Sports Marketing and Sponsorship (3 manuscripts reviewed)
- 2023 International Journal of Applied Sports Sciences (1 manuscript reviewed)
- 2022 International Journal of Sports Marketing and Sponsorship (4 manuscripts reviewed)
- 2022 European Sport Management Quarterly (1 manuscript reviewed)
- 2021 International Journal of Sports Marketing and Sponsorship (4 manuscripts reviewed)
- 2021 International Journal of Human Movement Science (2 manuscripts reviewed)
- 2021 European Sport Management Quarterly (1 manuscript reviewed)
- 2021 International Journal of Applied Sports Sciences (3 manuscripts reviewed)
- 2020 International Journal of Sports Marketing and Sponsorship (6 manuscripts reviewed)
- 2020 International Journal of Human Movement Science (2 manuscripts reviewed)
- 2020 International Journal of Applied Sports Sciences (3 manuscripts reviewed)
- 2020 Event Management: An International Journal (1 manuscript reviewed)
- 2019 International Journal of Sports Marketing and Sponsorship (4 manuscripts reviewed)
- 2019 International Journal of Human Movement Science (4 manuscripts reviewed)
- 2019 Measurement in Physical Education and Exercise Science (1 manuscript reviewed)
- 2019 Event Management: An International Journal (1 manuscript reviewed)
- 2018 International Journal of Sports Marketing and Sponsorship (1 manuscript reviewed)
- 2018 Leisure Science (1 manuscript reviewed)
- 2017 International Journal of Sport Management and Marketing (1 manuscript reviewed)
- 2017 International Journal of Sports Marketing and Sponsorship (1 manuscript reviewed)
- 2017 Journal of Applied Sport Management (1 manuscript reviewed)
- 2016 Event Management: An International Journal (1 manuscript reviewed)
- 2016 Leisure Science (1 manuscript reviewed)
- 2016 International Journal of Sports Marketing and Sponsorship (1 manuscript reviewed)
- 2016 Event Management: An International Journal (2 manuscripts reviewed)
- 2016 Asia Pacific Journal of Tourism Research (1 manuscript reviewed)
- 2016 International Journal of Sport Management and Marketing (2 manuscripts reviewed)
- 2016 International Journal of Sport Psychology (1 manuscript reviewed)
- 2015 Measurement in Physical Education and Exercise Science (1 manuscript reviewed)
- 2015 Asia Pacific Journal of Tourism Research (1 manuscript reviewed)
- 2015 Event Management: An International Journal (1 manuscript reviewed)
- 2012 Journal of Intercollegiate Sport (1 manuscript reviewed)
- 2012 Event Management: An International Journal (1 manuscript reviewed)
- 2011 Measurement in Physical Education and Exercise Science (1 manuscript reviewed)
- 2011-2012 International Journal of Sport Management and Marketing (2 manuscripts reviewed)
- 2011 International Journal of Sport Communication (1 manuscript reviewed)

Conference Presentation/Textbook Reviewer

- Applied Sport Management Association (ASMA), 2021 (Student Competition Research Judge)
- Applied Sport Management Association (ASMA), 2019 (Student Competition Research Judge)
- North American Society for Sport Management (NASSM), 2016 (11 abstracts reviewed)
- North American Society for Sport Management (NASSM), 2015 (14 abstracts reviewed)

- World Association for Sport Management (WASM) I, 2014 (8 abstracts reviewed).
- World Association for Sport Management (WASM) II, 2014 (4 abstracts reviewed).
- North American Society for Sport Management (NASSM), 2012 (14 abstracts reviewed).

Professional Service Activities and Consultation outside the University

- Dissertation Committees – Rustam Hajiyev (HSTM– Troy University, 2022-current)
- Dissertation Committees – Lucas Mashburn (HSTM– Troy University, 2018-2022)
- Dissertation Chair– Kwangho Park (HSTM– Troy University, 2018-)
- Dissertation Chair– David Hodge (HSTM– Troy University, 2018-)
- Dissertation Co-Chair – Mark Davis (HSTM– Troy University, 2018-)
- Dissertation Committees – Doyeop Kim (HSTM– Troy University, 2017-2019)
- Thesis Committees – Akuoma Nwadike (Department of Kinesiology – UGA, 2016)
- Dissertation Committees – Sophia Min (Department of Kinesiology – UGA, 2014)
- Consultant – Youth Soccer League in Atlanta (2013-current)
- Commentator, “The positive effects of youth sports” Atlanta Korean Newspapers (2013)

Community Service

- Sport Program Task Force for the South Eastern Korean Olympic Committee, Atlanta, GA (2023~ present)
- Service Department leader in New Church of Atlanta (2021~ present)
- Director of Everyone Soccer Academy (Youth) (2013 ~ present)
- Leader of the 31st Korean American Southeastern Summer Olympic (2011)
- Associate Director of facility Management, Gainesville Korean Baptist Church, FL (2006 ~ 2010)
- Member of Outreach Team to serve dinner to homeless people in the Gainesville community, FL (2006 ~ 2010)

PROFESSIONAL MEMBERSHIPS

- **North American Society for Sport Management (NASSM)** (2006 – present)
- **Sport Marketing Association (SMA)** (2006 – present)
- **Southern Sport Management Conferences (SSMC)** (2011 – 2013)
- **Association of Marketing Theory and Practice (AMTP)** (2010 – 2012)
- **Korean Society of Sports and Leisure Studies (KSSLS)** (2011 – present)

2. HONORS AND AWARDS

September 2023	1 st Place Korean Wrestling Tournament (Sponsored by The Korean American Association of Atlanta)
February 2021	Certificate of Independent Applying the QM Rubric
August 2018	Certificate of Completion- Security Awareness Training
June 2016	Student Planning Online Advising and Registration Training

April 2015	Creating Media Rich Online Courses
April 2015	Effective Communication with Blackboard Tools
August 2014	What's New in Bb Learn
August 2014	Establishing and Fostering Presence in Online Course
April 2013	eColloquium NextGen eLearning: Certificate of Attendance
May 2012	eTROY Colloquium: Certificate of Attendance
March 2011	The Best Papers in Track (AMTP)
June 2010	NASSM Student Research Paper Competition Finalist (\$250)
November 2008	Outstanding Student Academic Awards from International Center, University of Florida
July 2004	Best Intern Award in World Taekwondo Federation
December 2003	Graduate with Distinction, University of Alabama
December 2002	Dean's List, University of Alabama
2022	Faculty Development Foundation, Troy University (\$1500)
2019	Faculty Development Foundation, Troy University (\$1200)
2018	Faculty Development Foundation, Troy University (\$1400)
2017	Faculty Development Foundation, Troy University (\$1400)
2016	Faculty Development Foundation, Troy University (\$750)
2014	Faculty Development Foundation, Troy University (\$1,300)
2013	Faculty Development Foundation, Troy University (\$1,400)
2012	Faculty Development Foundation, Troy University (\$1,400)
2012	Faculty Development Foundation, Troy University (\$450)
2011	Faculty Development Foundation, Troy University (\$1,500)
2010	Faculty Development Foundation, Troy University (\$1,000)
2010	Travel grant for NASSM Conference, University of Florida (\$300)
2010	Travel grant for Southern District AAHPERD, University of Florida (\$300)
2009	Travel grant for NASSM Conference, University of Florida (\$600)
2008	Travel grant for SEVI Conference, University of Florida (\$300)
2007	Travel grant for ICSEB Conference, University of Florida (\$250)
2007	Travel grant for NASSM Conference, University of Florida (\$250)

GRANTS

Principal Investigator: **Kim, M. K.** Co-Principal Investigators: Min, S. D. (2016). Understanding

WNBA Consumers' Decision-Making Process. National Association of Basketball Coaches (NABC). Grant Amount: \$1,000 (not funded)

Kim, M. K. (2010). Economic benefits derived from the college football game experience. Troy University Faculty Development Funds. Awarded: \$1000.

GENERAL WORK EXPERIENCE

World Taekwondo Federation (WTF)

S. Korea – 05/04 –

08/04

- Employed as a staff member at “The 5th World Junior Taekwondo Championships”
- Responsible for the event registrations and assisted with managing database and media promotion
- Facilitated event accessibility by Korean and international media companies

ARAMARK

University of Alabama, Tuscaloosa, AL – 08/02 – 10/03

- Contributed to event promotions and marketing campaigns