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## Wonyoung Kim, Ph.D.

Associate Professor & Graduate Coordinator  
 Executive Director of SMART Lab  
 Department of Sport Management  
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### EDUCATION

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<b>Ph.D.</b>	<b>The University of Southern Mississippi, Hattiesburg, MS</b> Major: Human Performance (Emphasis: Administration & Teaching)	2012
<b>M.S.</b>	<b>Mississippi State University, Starkville, MS</b> Major: Sport Administration	2009
<b>M.P.E.</b>	<b>Chungnam National University, Daejeon, Korea</b> Major: Physical Education (Emphasis: Sociology of Sport)	2003
<b>B.P.E.</b>	<b>Chungnam National University, Daejeon, Korea</b> Major: Physical Education	2001

### PROFESSIONAL WORK EXPERIENCE

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#### *ACADEMIC POSITIONS HELD*

<b>Associate Professor (tenured)</b> , Wichita State University	2018 – Present
<ul style="list-style-type: none"> <li>▪ Graduate Coordinator in the Department of Sport Management</li> <li>▪ Executive Director of the SMART Lab (formerly PASM)           <ul style="list-style-type: none"> <li>○ Perform industry consulting</li> <li>○ Developing local/national/international partnerships</li> <li>○ Developing community engagements and service learning projects</li> </ul> </li> <li>▪ WSU Service Learning Faculty Scholar (2018)</li> <li>▪ Performing research, teaching, and service duties for the Department of Sport Management</li> </ul>	
<b>Assistant Professor (tenure-track)</b> , Wichita State University	2012 – 2018
<ul style="list-style-type: none"> <li>▪ Graduate Coordinator in the Department of Sport Management</li> <li>▪ Executive Director of the Partnership for the Advancement of Sport Management (PASM)</li> <li>▪ WSU Service Learning Faculty Scholar (2016-2017)</li> <li>▪ Performing research, teaching, and service duties for the Department of Sport Management</li> </ul>	

<b>Visiting Instructor</b> , The University of Southern Mississippi	2011 – 2012
▪ Performed teaching and service duties as a full-time faculty of the Sport Management Program in the School of Human Performance and Recreation	
<b>Graduate Assistant</b> , The University of Southern Mississippi	2009 – 2011
<b>Graduate Teaching Assistant</b> , Mississippi State University	2007 – 2009
<b>Adjunct Lecturer</b> , Daejeon University, Korea	2005 – 2006
<b>Adjunct Lecturer</b> , Kongju National University, Korea	2005 – 2006
<b>Academic Advisor/Office Manager</b> , Kongju National University, Korea	2003 – 2005
<b>Graduate Research Assistant</b> , Chungnam National University, Korea	2002 – 2003

#### ***OTHER PROFESSIONAL POSITIONS HELD***

<b>Athletic Marketing Intern</b> , Mississippi State University	2009
<b>Marketing Intern</b> , Humannet Co., Ltd., Daejeon, Korea	2002 – 2003

#### **AWARDS & SCHOLARSHIPS**

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Technology Innovation Award, College of Education, Wichita State University	2017
Service Learning Faculty Scholar, Wichita State University	2016 – Present
Online Learning Faculty Fellow, Wichita State University	2016
Curriculum Development Award, College of Education, Wichita State University	2015
Outstanding Research Award, College of Education, Wichita State University	2014
Outstanding Doctoral Student of the Year Award, School of Human Performance and Recreation, The University of Southern Mississippi	2011
Athletic Scholarship for Outstanding Student-Athlete, Chungnam National University	2001
Superior Academic Performance, Chungnam National University	1999 – 2000

#### **PROFESSIONAL DEVELOPMENT & CERTIFICATE**

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Certificate of the Peer Reviewer Course, Quality Matters	2017
Certificate of the Applying the QM Rubric, Quality Matters	2017
IBM Watson Analytics Level 1 Certificate	2015
Faculty Reboot Camp for Online Course Development, Wichita State University	2013

## **RESEARCH ACTIVITIES**

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### ***AREAS OF RESEARCH INTEREST***

- Consumer behavior and decision-making in sport and related products
- Socio-Psychological impacts of hosting sport tourism events and facility development on communities and tourism destinations
- Utilization of business analytics for sport and recreation organizations for effective decision making

### ***PUBLICATIONS***

[\*Denotes graduate/post-doctoral student author]

### **REFEREED JOURNAL ARTICLES**

1. Rhee, Y., Barnes, J., **Kim, W.**, & Carroll, D. (2018). Motivational Factors Influencing University Selection of Non-Revenue Generation Sport Student-Athletes. *Journal of Contemporary Athletics*, 12(3).
2. **Kim, W.**, Park, H., Choi, W., & Jun, H. (2017). The relationships between service quality, satisfaction, and behavioral intentions of customers at non-profit business. *International Journal of Business Marketing and Management*, 2(11), 12-19.
3. Barnhill, C. R., Palmero, M., & **Kim, W.** (2016). Students' perceptions of the benefits and costs of transitioning to FBS football: An exploratory study. *Journal of Contemporary Athletics*, 10(2), 73-86.
4. Kim, S., \*Park, J., & **Kim, W.** (2015). The mediating effect of destination image on the relationship between spectator satisfaction and behavioral intentions at international sport tourism event. *Asia Pacific Journal for Tourism Research*, 21(3), 273-292. **SSCI**
5. Cottingham, M., Gearity, B., Goldsmith, A. L., **Kim, W.**, & Walker, M. (2015). A comparative analysis of factors influencing spectatorship of disability sport: A qualitative inquiry and next steps. *Journal of Applied Sport Management*, 7(1), 20-39.
6. **Kim, W.**, Jun, H., Walker, M., & Drane, D. (2015). Evaluating the perceived social impacts of hosting large-scale sport tourism events: Scale development and validation. *Tourism Management*, 48, 21-32. **SSCI**
7. \*Lee, S., **Kim, W.**, & Kim, E. (2014). The extended match-up hypothesis model: The role of self-referencing in celebrity endorsement effects. *International Journal of Sport Management and Marketing*, 15(5/6), 301-321.
8. Lee, J., & **Kim, W.** (2004). The relationships among religious activities, leisure attitudes, and variables relating to leisure activities. *Journal of Physical Education and Sports Science*, 21(1), 70-80.

### **MANUSCRIPTS UNDER REVIEW**

1. Lim, N., **Kim, W.**, & Drane, D. (under review). Predictive analysis of the attendance determinants of the National Basketball Association: A hierarchical linear regression modeling. Submitted to *Journal of Contemporary Athletics*.

## MANUSCRIPTS IN PROGRESS

1. Chung, J., Rhee, Y., & **Kim, W.** (in final writing stage). Psychic income of college students: Examining the impact of team identification, college students' perceived athletic department success on psychic income.
2. **Kim, W.**, Choi, W., Lim, N., & Jun, H. (in final writing stage). Measuring the effectiveness of sponsorship of a professional sport event.
3. **Kim, W.**, \*Davies, A., & Vermillion, M. (in data analysis). Factors relating to the college selection by NCAA Lacrosse student-athletes.
4. **Kim, W.**, Jun, H., & Rhee, Y. (in data collection). The legacy of perceived social impacts of the sport tourism event on volunteers' behavioral intention.
5. **Kim, W.**, Jun, H., & Rhee, Y. (in data analysis). Mega sport event and legacy: Does it really sustain after 15 years later?
6. Park, H., **Kim, W.**, Choi, W., & Vermillion, M. (in literature review). The impact of sport tourism infrastructure development on destination image.

## PUBLISHED RESEARCH PROCEEDINGS

1. Choi, W., **Kim, W.**, Chung, J., & Kim, D. (2017). Gender difference in the relationship between acquisition types of sport rules knowledge and future consumption. *Conference Abstract of the 2017 North American Society for Sport Management Annual Conference*, 411-412.
2. **Kim, W.**, Andreis, R., Kim, M., Drane, D., & Palmero, M. (2016). Relationship between residents' perceived social impacts and event support: A case of 2014 FIFA World Cup. *Conference Abstract of the 2016 Sport Entertainment & Venues Tomorrow Conference*, 21-22.
3. Andreis, R., Drane, D., Luz, M., Palmero, M., & **Kim, W.** (2015). Motivational factors influencing the fans in professional soccer events: A comparison between major and minor soccer leagues in Brazil. *Annals of the IV Congress of the Latin American Association of Sports Management*, 103-104.
4. \*Lee, S., **Kim, W.**, Kim, E., & \*Han, J. K. (2015). The influence of self-referencing in celebrity endorsements. *The 2015 American Academy of Advertising Conference Proceedings*.
5. **Kim, W.** (2014). Why do governments subsidize sports facilities? The social impact perspective. *The 19<sup>th</sup> East Asia Sport and Exercise Science Society Conference Proceedings*, 5-12.
6. **Kim, W.**, Noble, J., Ross, M., & Stoldt, C. (2014). Relationships between general public's perceptions on social impact and behavioral intentions toward publicly funded multipurpose sport facility. *Conference Abstract of the 2014 North American Society of Sport Management Conference*, 557-558.

7. Andreis, R., Drane, D., Palmero, M., & **Kim, W.** (2013). Exploring spectator motives at Brazilian professional soccer events: A comparison between major and minor leagues. *Sport Marketing Quarterly*, 22(Supplement), 81-83.
8. **Kim, W.**, Walker, M., Noble, J., Ross, M., Vermillion, M., Stoldt, S., & Drane, D. (2013). Residents' perceived social impacts of public funded multipurpose sport facility: A case of the Intrust Bank Arena in Wichita, KS. *Sport Marketing Quarterly*, 22(Supplement), 217-220.
9. **Kim, W.**, Jun, H., Drane, D., Mohn, R., Hall, S., Phillips, D., & Walker, M. (2012). Development of a scale to measure perceived social impacts of hosting large-scale sport events. *Sport Marketing Quarterly*, 21(Supplement), 10.

#### TECHNICAL RESEARCH REPORTS

1. **Kim, W.** (2018). Comprehensive analysis of the consumer behavior at the 2018 Wichita Open. PASM Technical Report, Written for the Wichita Open, Wichita, KS.
2. **Kim, W.** (2018). Comprehensive analysis of the current inventory of athletic facilities in Wichita, KS and similar cities. PASM Technical Report, Written for the Wichita Park and Recreation, Wichita, KS.
3. **Kim, W.**, Choi, W., Rhee, Y., & Vermillion, M. (2017). Analysis of residents' attitudes toward the development of a new recreation center. PASM Technical Report, Written for the Mulvane Recreation Commission, Mulvane, KS.
4. **Kim, W.**, Vermillion, M., Noble, J., & Ross, M. (2016). *Examination of sponsorship effectiveness and Economic Impact of the 2016 Air Capital Classic*. Written for Air Capital Classic, Wichita, KS.
5. **Kim, W.**, Vermillion, M., Ross, M., Noble, J., & Jasso, K. (2015). *Marketing analytics on consumer behavior at Sporting Kansas City game events*. Written for Sporting Kansas City, Kansas City, KS.
6. **Kim, W.**, \*Davies, A., \*Branstetter, K., \*Ament, B., & \*Bronson, D. (2015). *Data analytics on new ballpark development in Derby, KS*. Written for Derby Recreation Commission, Derby, KS.
7. **Kim, W.**, Vermillion, M., & Stoldt, R. (2015). *Analyses on consumer behavior and sponsorship effectiveness at 2015 Air Capital Classic*. Written for Air Capital Classic, Wichita, KS.
8. Ross, M., Vermillion, M., Stoldt, C., Noble, J., **Kim, W.**, \*Howe, C., \*Richardson, R., \*Zhang, L., & \*Elmore, C. (2014). *Final Four media exposure valuation*. PASM Technical Report.
9. **Kim, W.** & Sevilla, M. (2008). *Developing effective online marketing strategies for enhancing consumer satisfaction*. Written for Cadence Bank, MS.

#### SCHOLARLY PRESENTATIONS

[\*Denotes graduate/post-doctoral student author]

INVITED RESEARCH PRESENTATIONS:

1. **Kim, W.** (2016). *Revitalization of rural communities through sport tourism events and facilities*. Distinguished Speaker Lecture, Department of Physical Education, the Institute of Sport Industry, and the University for Creative Korea Foundation at Mokpo National University, Muan, Korea.
2. **Kim, W.** (2014). *Why do governments subsidize sports facilities? The social impact perspective*. Keynote speaker, 19<sup>th</sup> Annual Conference of the East Asia Sport and Exercise Science Society, Pusan, Korea.
3. **Kim, W.** (2014). *Globalization and sport management: The trend*. Department of Physical Education and the Institute of Sport Industry at Mokpo National University Distinguished Speaker Seminar, Muan, Korea.

PRESENTATIONS SUBMITTED FOR REVIEW:

PRESENTATIONS ACCEPTED:

1. Lim, N., **Kim, W.**, Choi, W., & Vermillion, M. (2019). *Using a cluster analysis and hierarchical linear regression to examine and compare attendance determinants in four groups of Major League Baseball (MLB) teams*. Accepted (oral) at the 2019 Applied Sport Management Association Annual Conference, Nashville, TN.
2. Lim, N., **Kim, W.**, Vermillion, M., & Noble, J. (2019). *Analyzing attendance determinants of the National Basketball Association (NBA): A hierarchical linear regression analysis of the 2005-18 seasons*. Accepted (poster) at the 2019 Applied Sport Management Association Annual Conference, Nashville, TN.
3. Lim, N., **Kim, W.**, Vermillion, M., & Ross, M. (2019). *Analyzing multilevel data in sport using general linear modelling (GLM) and hierarchical linear regression modelling (HLM)*. Accepted (oral) at the 2019 North American Society for Sport Management Annual Conference, New Orleans, LA.
4. Rhee, Y., Chung, J., **Kim, W.**, Ha, J., & Kim, T. (2019). *Power Five conference? Does it really matter?: A comparison between power five conference and mid-major conference on psychic income*. Accepted (poster) at the 2019 North American Society for Sport Management Annual Conference, New Orleans, LA.

RESEARCH PRESENTATIONS:

*International/National*

1. Kim, D., Kim, K., Lee, W., & **Kim, W.** (2018). *Rasch calibration and optimal categorization of sponsorship effectiveness assessment*. Presented (poster) at the 2018 Applied Sport Management Association Annual Conference, Waco, TX.
2. **Kim, W.**, Choi, W., Lee, W., & Kim, D. (2018). *Relationship between perceived community benefits and supports toward the development of public funded recreation center*. Presented (poster) at the 2018 Applied Sport Management Association Annual Conference, Waco, TX.

5. Choi, W., **Kim, W.**, Chung, J., & Kim, D. (2017). *Gender difference in the relationship between acquisition types of sport rules knowledge and future consumption*. Presented (poster) at the 2017 North American Society for Sport Management Annual Conference, Denver, CO.
6. Chung, J., Rhee, Y., Kim, M., **Kim, W.**, Kim, T., & Choi, W. (2017). *Analysis of the student attitude toward the study abroad course*. Presented (poster) at the 2017 Western Society of Kinesiology and Wellness, Reno, NV.
7. **Kim, W.**, \*Kim, I., Choi, W., Vermillion, M., & Kim, J. (2017). *The impact of sponsorship activation on event-sponsor-fit, attitude toward sponsor, and purchase intention: A longitudinal study*. Presented (oral) at the 2017 Applied Sport Management Association Annual Conference, Baton Rouge, LA.
8. \*Yoo, J., Kim, S., & **Kim, W.** (2017). *Investigating the motivation of college students in China and the United States to participate in physical activities*. Presented (poster) at the 2017 Sport Marketing Association Annual Conference, Boston, MA.
9. \*Yoo, J., Li, B., \*Kim, S., Yang, J., \*Song, D., **Kim, W.**, & Dittmore, S. (2017). *Investigating the relationships between service quality and behavioral intentions: A case study of the Formula One Chinese Grand Prix*. Presented (poster) at the 2017 Applied Sport Management Association Annual Conference, Baton Rouge, LA.
10. \*Ament, B., **Kim, W.**, Vermillion, M., Ross, M., & Noble, J. (2016). *The relationships between service quality, satisfaction, and behavioral intentions of customers at a non-profit sports organization*. Presented (poster) at the 2016 Applied Sport Management Association Annual Conference, Baton Rouge, LA.
11. \*Davies, A., **Kim, W.**, & Vermillion, M. (2016). *University selection factors of NCAA lacrosse student-athletes*. Presented (poster) at the 9<sup>th</sup> Annual College Sport Research Institute Conference on College Sport, Columbia, SC.
12. **Kim, W.**, Andreis, R., Kim, M., Drane, D., & Palmero, M. (2016). *Relationship between residents' perceived social impacts and event support: A case of 2014 FIFA World Cup*. Presented (poster) at the 2016 Sport Entertainment & Venues Tomorrow Conference, Columbia, SC.
13. Stoldt, C., Vermillion, M., **Kim, W.**, & Noble, J. (2016). *Leveraging sport management on an innovation campus*. Presented (oral) at the 2016 Commission on Sport Management Accreditation Annual Conference, Tampa, FL.
14. Stous, B., **Kim, W.**, Vermillion, M., Stoldt, R., & Choi, W. (2016). *Examination of sponsorship effectiveness at a minor professional sporting event*. Presented (poster) at the 2016 Applied Sport Management Association Annual Conference, Baton Rouge, LA.
15. Andreis, R., Drane, D., Luz, M., Palmero, M., & **Kim, W.** (2015). *Motivational factors influencing the fans in professional soccer events: A comparison between major and minor soccer leagues in Brazil*. Presented (oral) at the 4<sup>th</sup> Congress of the Associacion Latinoamericana de Manages Deportiva – ALGEDE, Sao Paulo, Brazil.

16. \*Lee, S., **Kim, W.**, Kim, E., & \*Han, J. K. (2015). *The extended match-up hypothesis model: The role of self-referencing in celebrity endorsement effects*. Presented (oral) at the 2015 American Academy of Advertising Conference, Chicago, IL.
17. \*Yoo, J., **Kim, W.**, \*Li, B., & Moiseichik, M. L. (2015). *Examining motives of participants in campus recreation: A cross cultural study*. Presented (poster) at the 2015 Sport Marketing Association Conference, Atlanta, GA.
18. **Kim, W.**, Andreis, R., Francalacci, V., Walker, M., & Palmero, M. (2014). *Exploring social impacts of the 2014 FIFA World Cup Brazil*. Presented (oral) at 2014 Sport Marketing Association Conference, Philadelphia, PA.
19. **Kim, W.**, Noble, J., Ross, M., & Stoldt, C. (2014). *Relationships between general public's perceptions on social impact and behavioral intentions toward publicly funded multipurpose sport facility*. Presented (oral) at the 2014 North American Society of Sport Management Conference, Pittsburgh, PA.
20. Andreis, R., Drane, D., **Kim, W.**, & Kim, K. (2013). *Exploring spectators' motivation and attitude toward venue quality of Brazilian professional soccer events: A qualitative study*. Presented (oral) at the 2013 Southern Sport Management Conference, Troy, AL.
21. Andreis, R., Drane, D., Palmero, M., & **Kim, W.** (2013). *Exploring spectator motives at Brazilian professional soccer events*. Presented (oral) at the 2013 Sport Marketing Association Conference, Albuquerque, NM.
22. **Kim, W.**, Walker, M., Noble, J., Ross, M., Vermillion, M., Stoldt, C., & Drane, D. (2013). *Residents' perceived social impacts of public funded multipurpose sport facility: A case of the Intrust Bank Arena in Wichita, KS*. Presented (oral) at the 2013 Sport Marketing Association Conference, Albuquerque, NM.
23. \*Lee, S., **Kim, W.**, Stoldt, G. C., Drane, D., & Kim, E. (2013). *Exploring the impacts of self-referencing on endorsement effectiveness: A case of female athlete endorsements*. Presented (oral) at the 2013 North American Society for Sport Management Conference, Austin, TX.
24. Drane, D., **Kim, W.**, & Kim, D. (2012). *The 2011 Mississippi Team Tennis Championship: An economic impact case study*. Presented (oral) at the 2012 North American Society for Sport Management Conference, Seattle, WA.
25. **Kim, W.**, Jun, H., Drane, D., Mohn, R., Hall, S., Phillips, D., & Walker, M. (2012). *Development of a scale to measure local residents' perceived social impacts of hosting large-scale sport events*. Presented (oral) at the 2012 Sport Marketing Association Conference, Orlando, FL.
26. **Kim, W.**, Jun, H., Love, A., Walker, M., Drane, D., & Kim, S. (2012). *The influence of perceived social impacts of the sport event on volunteers' behavioral intent*. Presented (oral) at the 2012 North American Society for Sport Management Conference, Seattle, WA.
27. Drane, D., **Kim, W.**, Goldsmith, A., & Phillips, D. (2011). *The Effective use of Humor in the Sport Management Classroom*. Presented (oral) at the 2011 North American Society for Sport Management Conference, London, WO, Canada.



28. **Kim, W.**, Goldsmith, A., & Drane, D. (2011). *Marketing challenges and strategies for the Professional Bowling Association (PBA) Tour: An examination of the relationship between sociodemographics and fan motivation*. Presented (oral) at the 2011 North American Society for Sport Management Conference, London, WO, Canada.
29. **Kim, W.**, Jun, H., & Drane, D. (2011). *Residents' perception on social Impacts of hosting Formula One Korean Grand Prix*. Presented (oral) at the 2011 Sport Marketing Association Conference, Houston, TX.
30. Duemig, J., **Kim, W.**, & Drane, D. (2010). *The effect of sponsorship activation via integrated marketing communications at collegiate baseball games*. Presented (oral) at the 2010 North American Society for Sport Management Conference, Tampa, FL.
31. Goldsmith, A., Carroll, M., & **Kim, W.** (2010). *Examining the moral and ethical ramifications of the NCAA Amateurism By-Laws in regards to sponsorship and endorsements*. Presented (poster) at the 2010 Sport Entertainment and Venues Tomorrow, Columbia, SC.
32. **Kim, W.**, Goldsmith, A., Son, J., & Cottingham, M., & Carroll, M. (2010). *Positioning the New Orleans Hornets in the "Who Dat?" city*. Presented (poster) at the Graduate Student Case Study Competition, 2010 Sport Marketing Association Conference. New Orleans, LA.

#### *Regional/Other*

1. Choi, W., Kim, T., **Kim, W.**, & Chung, J. (2018). *Examining the relationship between football fans' learning types of sport rules and future sport-related consumption*. Presented (poster) at the 2018 Western Society of Kinesiology and Wellness, Reno, NV.
2. **Kim, W.**, Rhee, Y., Kim, M., & Chung, J. (2018). *Effects of service learning on student attitudes toward academic engagement*. Presented (poster) at the 2018 Western Society of Kinesiology and Wellness, Reno, NV.
3. \*Kim, I., & **Kim, W.** (2017). *Psychological benefits of professional sport franchise to the community*. Presented (poster) at the 13rd Annual Symposium on Graduate Research and Scholarly Projects at Wichita State University, Wichita, KS.
4. Rhee, Y., Kim, M., **Kim, W.**, Chung, J., Kim, T., & Choi, W. (2017). *Motivational factors influencing university selection of non-revenue generation sport student-athletes*. Presented (poster) at the 2017 Western Society of Kinesiology and Wellness, Reno, NV.
5. Chung, J., Choi, W., Lee, W., **Kim, W.**, Ha., J., & Drane, D. (2016). *Psychic income of college students: Examining the impact of team identification, college students' perceived athletic department success on psychic income*. Presented (poster) at the 2016 Western Society for Kinesiology & Wellness Annual Conference, Reno, NV.
6. **Kim, W.**, Chung, J., Choi, W., Ha., J., & Lee, W. (2016). *Evaluating the perceived social impact of a regional sport event*. Presented (poster) at the 2016 Western Society for Kinesiology & Wellness Annual Conference, Reno, NV.

7. **Kim, W.** (2014). *Rio 2016. Brazil, Globalization, and the Olympics*. Citius, Altius, Fortius: Olympic Symposium and Discussion by Partnership for the Advancement of Sport Management, Wichita, KS.
8. **Kim, W.**, Jun, H., Drane, D., & Walker, M. (2012). *The attitudes of residents on social impacts derived from hosting major sport events: Comparisons of pre- and post-events*. Presented (oral) at the 2012 Southern Sport Management Conference, Troy, AL.
9. **Kim, W.**, & Drane, D. (2011). *Exploring brand personality of Professional Bowling Association (PBA) Tour*. Presented (oral) at the 2011 Southern Sport Management Conference, Troy, AL.
10. **Kim, W.**, Goldsmith, A., Hall, S., & Drane, D. (2011). *Recent research trends of sport security management: A content analysis*. Presented (oral) at the 2011 Southern Sport Management Conference, Troy, AL.
11. **Kim, W.**, Goldsmith, A., Son, J., Cottingham, M, Carroll, M., & Drane, D. (2011). *Effective strategies for positioning the brand of professional sport franchise: A case study of the New Orleans Hornets*. Presented (oral) at the University of Southern Mississippi 2011 Graduate Student Research Symposium, Hattiesburg, MS.

#### PROFESSIONAL PRESENTATIONS:

1. Vermillion, M., & **Kim, W.** (2018). *Applied leadership: How service learning supports sport, education, and recreation partnerships*. 2018 Kansas Recreation & Park Association Annual Conference, Wichita, KS.
2. **Kim, W.** (2017). *Wichita State University Partnership Studies*. 2017 Kansas Recreation & Park Association Annual Conference, Manhattan, KS.
3. Vermillion, M., **Kim, W.**, Noble, J., & Ross, M. (2016). *Coaching off the court*. Professional training for youth basketball coaches, Wichita, KS.
4. **Kim, W.** (2015). *The utilization of technology in sport marketing as a tool of the integrated marketing communication*. East Meets West Symposium on Human Sport Performance Management Studies, Wichita, KS.
5. **Kim, W.**, \*Davies, A., & \*Ament, B. (2015). *Data analytics using IBM Watson Analytics*. The 2015 WSU Technology Fair, Wichita, KS.

#### GRANTS/FUNDS

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##### Funded

1. Principal Investigator: **Kim, W.** (2018). Analyses of consumer behavior and attitude toward the WSU Athletics events. WSU Athletics. Total \$808 (Gift-in-Kind).
2. Principal Investigator: **Kim, W.** (2018). Analyses of consumer behavior and sponsorship effectiveness of the 2018 Wichita Open. The Wichita Open. Total \$5,000 (Gift-in-Kind).

3. Principal Investigator: **Kim, W.** (2017). Attitude toward the development of new recreation center. Mulvane Recreation Commission. Total \$4,240.
4. Principal Investigator: **Kim, W.** (2017). Analyses of social impacts and sponsorship effectiveness of the 2017 Air Capital Classic. The Air Capital Classic. Total \$4,300 (Gift-in-Kind).
5. Principal Investigator: **Kim, W.** (2017). Analysis of fan demographic and consumption behavior of the Wichita Force. Wichita Force. Total \$750 (Gift-in-Kind).
6. Principal Investigator: **Kim, W.** (2016). Assessing consumer behavior using marketing analytics at the Wichita Sports Forum. Wichita Sports Forum. Total \$500.
7. Principal Investigator: **Kim, W.** (2016). Development of marketing plan. Wichita Sports Forum. Total \$1,000 (Gift-in-Kind).
8. Principal Investigator: **Kim, W.** (2016). Assessing tangible and intangible impacts of the Wichita Thunder on Wichita Metropolitan Areas. Wichita Thunder. Total \$4,000 (Gift-in-Kind).
9. Principal Investigator: **Kim, W.** (2016). Development of effective marketing communication for youth sports programs. Derby Recreation Commission. Total \$1,000 (Gift-in-Kind).
10. Principal Investigator: **Kim, W.** Co-Principal Investigators: Vermillion, M., Noble, J., & Ross, M. (2016). Economic impacts of the 2016 Air Capital Classic on the Wichita Metropolitan Areas. The Air Capital Classic. Total \$2,000 (Gift-in-Kind).
11. Principal Investigator: **Kim, W.** Co-Principal Investigators: Vermillion, M., Noble, J., & Ross, M. (2016). Effective sponsorship activation of the presenting sponsor, AETNA, at the 2016 Air Capital Classic. The Air Capital Classic. Total \$700 (Gift-in-Kind).
12. Principal Investigator: **Kim, W.** (2016). Development of the integrated marketing communication strategies for the Valley Point Golf Course in Valley Center, KS and youth sports programs. Valley Center Recreation Commission. Total \$700 (Gift-in-Kind).
13. Principal Investigator: **Kim, W.** (2015). Feasibility study of the DeCarsky Park in Derby, KS. Derby Recreation Commission. Total \$300 (Gift-in-Kind).
14. Principal Investigator: **Kim, W.** (2014). Globalization of Sport Industry: A marketing perspective. International Collaborative Research Grant, Mokpo National University, Korea. Total \$2,400.
15. Principal Investigator: Jun, H. Co-Principal Investigators: **Kim, W.**, & Drane, D. (2011). Social impacts of hosting a major international sport event in rural area. International Collaborative Research Grant, Mokpo National University, Korea. Total \$8,000.

#### Unfunded

1. Principal Investigator: Vermillion, M. Co-Principal Investigators: **Kim, W.**, Noble, J., Ross, M., Stoldt, C. G., & Bass, J. (2014). Division I student athletes' perceptions of support, identity and performance. NCAA Innovations in Research and Practice Grant. Total \$6,627.

**TEACHING EXPERIENCE**

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**Wichita State University**

2012 – Present

*Current Teaching Courses**Undergraduate Courses:*

SMGT 428 Sport Finance (Traditional, Hybrid &amp; Online)

SMGT 446 Pre-Internship Seminar (Hybrid)

SMGT 466 Marketing Sport &amp; Physical Activity (Hybrid)

*Undergraduate/Graduate Courses:*

SMGT 520 Sport Tournament &amp; Event Management (Hybrid)

SMGT 540 Business Analytics in Sport (Hybrid)

SMGT 552 Study Abroad in Global Sport Industry (Hybrid; 2 weeks of trip to Korea)

*Graduate Courses:*

SMGT 800 Analytics &amp; Decision Making in Sport (Hybrid)

SMGT 835 Legal Issues in the Profession I (Hybrid)

*Practicum/Internship Supervising:*

SMGT 447A Internship (Undergraduate)

SMGT 847 Internship (Graduate)

*Previous Teaching Courses**Undergraduate/Graduate Courses:*

SMGT 511 Selling in the Sport Industry (Hybrid)

SMGT 590 Independent Study (Traditional)

*Graduate Courses:*

SMGT 890 Special Topics (Traditional &amp; Hybrid)

*Practicum/Internship Supervising:*

SMGT 210 Practicum (Undergraduate)

SMGT 781 Cooperative Education (Graduate)

**The University of Southern Mississippi**

2009 – 2012

*Undergraduate Courses*

HPR 105 Concepts in Physical Fitness (Traditional)

HPR 130 Racquetball (Traditional)

HPR 307 Organization &amp; Administration of Sports Programs (Traditional)

HPR 330 Issues in Sport Administration (Traditional)

HPR 414 Personal and Organizational Ethics in Sport (Traditional)

HPR 468 Sport Law (Traditional &amp; Online)

**Kongju National University, Korea**

2005

*Undergraduate Course*

Physical Education IV (Traditional)

**Daejeon University, Korea**

2005

*Undergraduate Course*

Ski &amp; Health (Traditional)

**INVITED GUEST LECTURES****Washington State University**

- SPMGT 464 Sport Marketing (Graduate) taught by Dr. Yongchae Rhee

2018

- Introduction to Business Analytics

Sport Management Symposium at Mokpo National University, Daejeon, Korea

- Emerging Trends in the U.S. Sport Industry, Invited speaker 2018
- Business Analytics in Sport Industry, Invited speaker 2017

Global Sport Symposium at Chungnam National University, Daejeon, Korea

- Analytics and Decision Making in Sport Industry, Invited speaker 2017

Daedeok High School, Daejeon, Korea

- Big data and sport marketing in the U.S., Invited speaker 2017

Sehan University, Yeongam, Korea

- Understanding sport consumers: U.S. trend and perspective. Invited speaker by the School of Sport Studies 2016

Wichita State University

- SMGT 112 Introduction to Sport Management (Undergraduate) taught by Dr. Jeff Noble
  - Business analytics using visualization – Fall 2018
- SMGT 803 Sport Marketing (Graduate) taught by Dr. Clay Stoldt
  - Consumer behavior in sport – Spring 2016, Spring 2017

The University of Southern Mississippi

- HPR 642 Sport Venue and Event Management (Graduate) taught by Dr. Dan Drane
  - Planning and development of sport facility – Spring 2011
  - Event planning and promotion – Spring 2011
- HPR 682 Applied Research Methods and Statistics (Graduate) taught by Dr. Dan Drane
  - How to conduct sport management research – Spring 2011
- HPR 676 Trend and Issues in Sport (Graduate) taught by Dr. Dan Drane
  - Sport industry in South Korea – Fall 2010
- HPR 715 Sport Marketing and Public Relations (Graduate) taught by Dr. Dan Drane
  - Data-based marketing in sport management – Fall 2010
  - Integrated marketing communication for branding – Fall 2010
  - Research methods in sport marketing – Fall 2010
- HPR 410 Introduction to Sport Marketing (Undergraduate) taught by Dr. Kevin Byon
  - Research design and methods in sport marketing – Spring 2010

**SERVICE ACTIVITIES**

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**Wichita State University***University Level*

- Participant/Presenter, WSU Study Abroad Fair 2017 – 2018
- Faculty Panel, International Student Orientation 2016 – 2017
- Online Learning Faculty Fellow 2016 – 2017
- Service Learning Faculty Scholar 2016 – Present
- Faculty Advisor, WSU Korean Student Association 2013 – Present

*College Level*

- Member, Curriculum Committee, College of Education 2013 – Present
- Member, Graduate Showcase Committee, College of Education 2013 – 2016

*Department Level*

- Executive Director, SMART Lab 2018 – Present
- Visiting Research Scholar Invitation: Dr. Namhun Lim 2018
- Executive Director, Partnership for the Advancement of Sport Management 2017 – 2018
- Visiting Research Scholar Invitation: Dr. Jungdong Kim 2017
- Member, PASM Rebranding Committee 2016 – Present
- Presenter, Coaching Off the Court Training – Basketball Coaching Training 2016
- Graduate Coordinator 2015 – Present
- Member, Search Committee: Office Manager 2015
- Member, Search Committee: Clinical Educator 2015
- WSU Graduate Program Fair 2015 – 2016
- Board Member, Partnership for the Advancement of Sport Management 2013 – 2017
- Faculty Co-Advisor, Sport Management Student Association 2012 – 2017
- Graduate Research Assistant Supervisor 2012 – 2016
- Member, Sport Management Program Advisory Committee 2012 – Present
- Member, Sport Management Program Committee 2012 – Present
- Member, Scholarship Selection Committee 2012 – Present
- Member, Graduate Curriculum Committee 2012 – Present
- Participant/Presenter, Sport Management Recognition Night 2012 – Present

**The University of Southern Mississippi***Department Level*

- Faculty Advisor, Sport Management Program 2011 – 2012
- Faculty Co-Advisor, Sport Management Student Club 2011 – 2012
- Member, International Scholar Invitation Committee 2011 – 2012
- Operation Manager, 2010 SMA Conference 2010

***PROFESSIONAL SERVICE***Editor of Scholarly Journal, Editorial Advisory Board or Reviewer for a Scholarly Journal*Editor*

- Editor in Administrator, *International Journal of Martial Arts & Sport* 2014 – 2017

*Editorial Board*

- Editorial Board Member, *Journal of Contemporary Athletics* 2018 – Present
- Editorial Board Member, *Journal of Sports Science Research* 2017 – Present

*Ad Hoc Reviewer*

- *Current Issues in Tourism*
- *International Journal of Sport Management and Marketing*
- *Journal of Applied Marketing Theory*
- *Journal of Sustainable Tourism*
- *Journal of Travel & Tourism Marketing*
- *Sport Management Review*
- *Tourism Management*

*Leadership in Professional/Scholarly Associations*

- At-Large Member, Executive Committee, Applied Sport Management Association 2017 – Present
- Board Member, The Scientific Board of International Scientific Conference: 2017

- 2017 World Congress of Sports Science Researches
- Chair of Nominating & Award Review Committees, Korean American Association for Sport Management 2017 – Present

#### *Conference Presentation/Textbook Reviewer*

- 2018 *Applied Sport Management Association* Conference
- 2017 *North American Society for Sport Management* Conference
- 2016 *Applied Sport Management Association* Conference
- 2015 *North American Society for Sport Management* Conference
- 2015 *Southern Sport Management Association* Conference
- 2014 *North American Society for Sport Management* Conference

#### Doctoral Graduate Student Committee

- Jongyeol Yoo (Ph.D. candidate), Recreation & Sport Management, University of Arkansas

#### Industry Consulting

- Stump Eyewear: Consumer Data Analysis 2018
- Wichita Tennis Open, Wichita, KS 2018
- Department of Park & Recreation, City of Wichita 2017
- Mulvane Recreation Commission, Mulvane, KS 2017
- Wichita Force, Professional indoor football team, Wichita, KS 2017
- Agilign Basketball, Non-profit youth basketball organization, Bel Aire, KS 2016 – Present
- The Wichita Thunder, Minor league professional hockey team, Wichita, KS 2016
- Valley Center Recreation Commission, Valley Center, KS 2016
- Wichita Sports Forum, Indoor premier sports facility, Wichita, KS 2016
- Derby Recreation Commission, Derby, KS 2015
- Greater Wichita YMCA, Wichita, KS 2015
- Sporting Kansas City, MLS professional soccer team, Kansas City, KS 2015
- The Wichita Open (The Air Capital Classic), PGA Web.com Tour, Wichita, KS 2015 – Present

#### Other Professional Services

- Advisor, Wichita Korean-American Young Adult Association 2012 – 2017
- Volunteer, Special Olympics, Mississippi State University 2008 – 2009
- Volunteer, TEAMS Conference, Louisville, KY 2007
- Military Service, ARMY, Sergeant, Korea 1996 – 1998

#### Professional Affiliations

- Applied Sport Management Association (ASMA)
- International Society for Sport Science (ISSS)
- Korean American Association for Sport Management (KAASM)
- North American Society for Sport Management (NASSM)
- Sport Marketing Association (SMA)
- Western Society for Kinesiology and Wellness (WSKW)

#### **COMMUNITY SERVICE**

- Volunteer Coach, Wichita North YMCA, Wichita, KS 2013 – 2015
- Volunteer Teacher, Wichita Korean School, Wichita, KS 2012
- Volunteer, Gainesville Homeless Service Center, Gainesville, FL 2006

## REFERENCES

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**Dr. Dan Drane**

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Rock Hill, SC 29733  
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**Dr. Mark Vermillion**

Department Chair & Professor  
College of Applied Studies  
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Wichita State University  
1845 Fairmount Street Box 127  
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