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**Wonyoung Kim, Ph.D.**

Assistant Professor  
Department of Sport Management  
Wichita State University  
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**EDUCATION**

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- Ph.D.**      **The University of Southern Mississippi, Hattiesburg, MS, August 2012**  
Major: Human Performance (Emphasis: Sport Management)  
Dissertation: *Development of a Scale to Measure Local Residents' Perceived Social Impacts of Hosting Large-Scale Sport Events*  
Advisor: Dr. Dan Drane
- M.S.**      **Mississippi State University, Starkville, MS, May 2009**  
Major: Sport Administration
- M.P.E.**     **Chungnam National University, Daejeon, Korea, August 2003**  
Major: Physical Education (Emphasis: Sport Sociology)  
Thesis: *The Relationship between Religious Activities and Leisure Attitudes and Variables relating to Leisure Activities*
- B.P.E.**     **Chungnam National University, Daejeon, Korea, August 2001**  
Major: Physical Education  
Intercollegiate Athlete: Bowling

**PROFESSIONAL WORK EXPERIENCE**

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**ACADEMIC POSITIONS HELD**

- Assistant Professor (tenure-track)**, Wichita State University      08/12 – Present
- Performing research, teaching, and service duties for the Department of Sport Management

<b>Visiting Instructor</b> , The University of Southern Mississippi	08/11 – 07/12
<ul style="list-style-type: none"> <li>Performed teaching and service duties as an undergraduate faculty for the Sport Management Program in the School of Human Performance and Recreation</li> </ul>	
<b>Graduate Assistant</b> , The University of Southern Mississippi	08/09 – 05/11
<b>Graduate Teaching Assistant</b> , Mississippi State University	08/07 – 05/09
<b>Adjunct Instructor</b> , Daejeon University, Korea	08/05 – 02/06
<b>Adjunct Instructor</b> , Kongju National University, Korea	08/05 – 02/06
<b>Graduate Research Assistant</b> , Chungnam National University, Korea	03/02 – 02/03

### ***OTHER PROFESSIONAL EXPERIENCES***

<b>Athletic Marketing Intern</b> , Mississippi State University	01/09 – 05/09
<ul style="list-style-type: none"> <li>Worked as a marketing intern for the Department of Athletics</li> </ul>	
<b>Department Secretary</b> , Kongju National University, Korea	09/03 – 08/05
<ul style="list-style-type: none"> <li>Served as a full-time academic secretary and academic advisor for the Department of Lifesports</li> </ul>	
<b>Marketing Intern</b> , Humannet Co., Ltd., Daejeon, Korea	03/02 – 05/03
<ul style="list-style-type: none"> <li>Worked as a marketing research intern to promote web-based fitness management softwares and devices</li> </ul>	

### **AWARDS & SCHOLARSHIPS**

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#### Wichita State University

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| <ul style="list-style-type: none"> <li>Curriculum Development Award, College of Education</li> </ul> | 2015 |
| <ul style="list-style-type: none"> <li>Outstanding Research Award, College of Education</li> </ul>   | 2014 |

#### The University of Southern Mississippi

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| <ul style="list-style-type: none"> <li>Outstanding Doctoral Student of the Year Award, School of Human Performance and Recreation</li> </ul> | 2011 |
|--|------|

#### Chungnam National University

- |   |             |
|---|-------------|
| <ul style="list-style-type: none"> <li>Graduate Academic Scholarship, Department of Sport Science</li> </ul>                        | 2001 – 2002 |
| <ul style="list-style-type: none"> <li>Outstanding Student-Athletes Scholarship Award</li> </ul>                                    | 2001        |
| <ul style="list-style-type: none"> <li>Outstanding Undergraduate Students Scholarship Award, Department of Sport Science</li> </ul> | 1999 – 2000 |
| <ul style="list-style-type: none"> <li>Undergraduate Academic Scholarship, Department of Sport Science</li> </ul>                   | 1995, 1999  |

## RESEARCH ACTIVITIES

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### AREAS OF RESEARCH INTEREST

- The impact (e.g., social impact, psychic income, corporate social responsibility, etc.) of sport tourism events on communities
- Consumer behavior and decision-making in sport and related products
- Sport for development

### PUBLICATIONS

#### REFEREED JOURNAL ARTICLES

1. Barnhill, C. R., Palmero, M., & **Kim, W.** (forthcoming). Students' perceptions of the benefits and costs of transitioning to FBS football: An exploratory study. *Journal of Contemporary Athletics*, 10(2).
2. Drane, D., & **Kim, W.** (accepted). The economic impact of a state team tennis event. *Journal of Contemporary Athletics*.
3. Kim, S., Park, J., & **Kim, W.** (accepted). 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*. **SSCI**
4. 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.
5. **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**
6. 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. Andreis, R., **Kim, W.**, Drane, D., & Palmero, M. (under review). Examination of the relationship among fan motives, satisfaction, and behavioral intentions at Brazilian professional soccer leagues. *International Journal of Sports and Exercise Medicine*.

2. Lee, S., **Kim, W.**, Kim, E., Han, J. (under review). The extended match-up hypothesis model: The role of self-referencing in celebrity endorsement effects. *International Journal of Sport Management and Marketing*.

#### PUBLISHED RESEARCH PROCEEDINGS

1. Lee, S., **Kim, W.**, Kim, E., & Han, J. K. (forthcoming). *The influence of self-referencing in celebrity enforcements. The 2015 American Academy of Advertising Conference Proceedings*.
2. **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.
3. 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 Quartely*, 22(Supplement), 81-83.
4. **Kim, W.**, Walker, M., Noble, J., Ross, M., Vermillion, M., Stoldt, S., & Drane, D. (2013). Residents's 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.
5. **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.

#### MANUSCRIPTS IN PROGRESS

1. Duemig, J., **Kim, W.**, & Drane, D. (in final writing stage). The effective integrated marketing communication strategy at collegiate sporting events.
2. **Kim, W.**, & Vermillion, M. (in progress). Measuring the social impact of sport in the modern society: A scale development.
3. **Kim, W.**, Vermillion, M., Traore, M., Noble, J., & Ross, M. (in progress). The examination of the role of sport in developing countries: A case study of Mali, Africa.
4. **Kim, W.**, Walker, M., Andreis, R., Francalacci, V. & Palmero, M. (in progress). Social impact and legacy of hosting 2014 Brazil World Cup.
5. **Kim, W.**, Walker, M., & Jun. H. (in final writing stage). The influence of perceived social impacts of the sport tourism event on volunteers' behavioral intention.

## WORKING PAPERS/TECHNICAL REPORTS

1. Ross, R. M., Vermillion, M., Stoldt, G. C., Noble, J., **Kim, W.**, Howe, C., Richardson, R., Zhang, L., & Elmore, C. (2014). *Final Four media exposure valuation*. Partnership for the Advancement of Sport Management Working Papers.
2. **Kim, W.** & Sevilla, M. (2008). *Developing effective online marketing strategies for enhancing consumer satisfaction*. Written for Cadence Bank, MS.

## **SCHOLARLY PRESENTATIONS**

### INVITED RESEARCH PRESENTATIONS

#### *International*

1. **Kim, W.** (2014). *Why do governments subsidize sports facilities? The social impact perspective*. Invited lecturer as a keynote speaker, 19<sup>th</sup> Annual Conference of the East Asia Sport and Exercise Science Society, Pusan, Korea.
2. **Kim, W.** (2014). *Globalization and sport management: The trend*. Invited lecture, Department of Physical Education at Mokpo National University Distinguished Speaker Seminar, Mokpo, Korea.

#### *National/Regional*

1. **Kim, W.** (2014). *Rio 2016. Brazil, Globalization, and the Olympics*. Invited lecture, Citius, Altius, Fortius: Olympic Symposium and Discussion by Partnership for the Advancement of Sport Management, Wichita, KS.
2. **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.

### PRESENTATIONS SUBMITTED FOR REVIEW:

1. Yoo, J., Li, B., **Kim, W.**, & Dittmore, S. W. (2015). *The relationship among service quality, satisfaction, and behavioral intentions: A case study of Formula One Chinese Grand Prix*. Submitted for oral presentation at the 2015 Sport Marketing Association Conference, Atlanta, GA.
2. Yoo, J., **Kim, W.**, Li, B., & Moiseichik, M. L. (2015). *Examining motives of participants in campus recreation: A cross cultural study*. Submitted for poster presentation at the 2015 Sport Marketing Association Conference, Atlanta, GA.

PRESENTATIONS ACCEPTED:

RESEARCH PRESENTATIONS:

*International/National*

1. 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 Asociacion Latinoamericana de Manages Deportiva – ALGEDE, Sao Paulo, Brazil.
2. 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 2014 American Academy of Advertising Conference, Chicago, IL.
3. **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.
4. **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.
5. 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.
6. **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.
7. 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.
8. 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.

9. **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.
10. **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.
11. 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.
12. **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.
13. **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.
14. 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.
15. 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.

#### *Regional/Other*

1. 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.
2. **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.

3. **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.
4. **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.
5. **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.
6. **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.

#### **GRANTS/FUNDING**

1. **Kim, W.** (2015). Curriculum Development Award. College of Education, Wichita State University. Total \$3000 (funded).
2. **Kim, W.** (2014). Outstanding Research Award. College of Education, Wichita State University. Total \$500 (funded).
3. **Kim, W.** (2014). Research Collaborative Grant, Leaders in Industry-University Cooperation at Mokpo National University, Korea. Total \$2400 (funded).
4. 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 Program. Total \$6,627 (unfunded).
5. **Kim, W.** (2013). Wichita State University Re-Boot Camp for Online Course Development. Total \$4150 (funded).
6. Principal Investigator: Jun, H. Co-Principal Investigators: **Kim, W.**, Drane, D., & Kim, H. (2011). Social impacts of hosting a major international sport event in rural area. International Scholar Collaborative Research Grant, Mokpo National University, Korea. Total \$8,000 (funded).



## **TEACHING EXPERIENCE**

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### **Wichita State University**

08/12 – Present

#### *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 Seminar in Sport Management: Consumer Behavior in Sport (Hybrid)

#### *Graduate Courses:*

SMGT 590 Independent Study (Traditional)

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

SMGT 835 Legal Issues in the Profession I (Hybrid)

SMGT 890 Special Topics: Consumer Behaviors in College Sport (Traditional)

#### *Practicum/Internship Supervising:*

SMGT 210 Practicum (Undergraduate)

SMGT 447A Internship (Undergraduate)

SMGT 781 Cooperative Education (Graduate)

SMGT 847 Internship (Graduate)

### **The University of Southern Mississippi**

08/09 – 07/12

#### *Instructor: Undergraduate Courses*

HPR 105 Concepts in Physical Fitness

HPR 130 Racquetball

HPR 307 Organization &amp; Administration of Sports Programs

HPR 330 Issues in Sport Administration

HPR 414 Personal and Organizational Ethics in Sport

HPR 468 Sport Law (Traditional and online)

#### *Teaching Assistant*

HPR 203 Introduction to Sport Management (Undergraduate)

HPR 410 Introduction to Sport Marketing (Undergraduate)

HPR 682 Applied Research Methods &amp; Statistics in Sport (Graduate)

HPR 715 Sport Marketing &amp; Public Relations (Graduate)

### **Mississippi State University**

08/07 – 05/09

PE 1061 Fitness Walking &amp; Jogging

PE 1071 Soccer

### **Kongju National University**

08/05 – 02/06

Physical Education IV

### **Daejeon University**

08/05 – 02/06

Ski and Health: Snowboarding

**INVITED GUEST LECTURES**

The University of Southern Mississippi

- Applied Research Methods and Statistics (HPR 682-Graduate)
  - How to conduct sport management research
- Introduction to Sport Marketing (HPR 410-Undergraduate)
  - Research design and methods in sport marketing
- Sport Marketing and Public Relations (HPR 715-Graduate)
  - Data-based marketing in sport management
  - Integrated marketing communication for branding
  - Research methods in sport marketing
- Sport Venue and Event Management (HPR 642-Graduate)
  - Planning and development of sport facility
  - Event planning and promotion
- Trend and Issues in Sport (HPR 676-Graduate)
  - Sport Industry in South Korea

**SERVICE ACTIVITIES**

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**Wichita State University**

*University Level*

- Faculty Advisor, WSU Korean Student Association 08/13 – Present

*College Level*

- Member, Curriculum Committee, College of Education 08/13 – present
- Member, College of Education Graduate Showcase 01/13 – present

*Department Level*

- Committee Member, Search Committee (Clinical Educator) 04/15
- Visiting Scholar Invitation: Dr. Jaeahm Park 10/14 – 04/15
- Board Member, Partnership for the Advancement of Sport Management 04/13 – present
- Member, Sport Management Program Advisory Committee 08/12 – present
- Member, Sport Management Program Committee 08/12 – present
- Faculty Co-Advisor, Sport Management Student Association 08/12 – present
- Graduate Assistant Supervisor 08/12 – present

**The University of Southern Mississippi**

*Department Level*

- Faculty Advisor, Sport Management Program 08/11 – 07/12
- Faculty Co-Advisor, Sport Management Student Club 08/11 – 07/12
- Member, International Scholar Invitation Committee 08/11 – 05/12
- Manager of Conference Operation, 2010 SMA Conference 10/10

***PROFESSIONAL SERVICE***

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

Editor/Editorial Board

- Guest Editor, *International Journal of Sports and Exercise Medicine* - Special Issue on Sport Management 2015

Ad Hoc Reviewer

- *Tourism Management*
- *International Journal of Sport Management and Marketing*
- *African Journal of Business Management*

Conference Presentation/Textbook Reviewer

- 2015 *North American Society for Sport Management* Conference
- 2015 *Southern Sport Management Association* Conference
- 2014 *North American Society for Sport Management* Conference

Industry Consulting

- PGA Air Capital Classic: Analysis of the consumer behavior and sponsorship effectiveness 2015 – present
- Cherry Oaks Golf Course, Cheney, KS: Consumer analysis 2015 – present
- Rolling Hills Golf Course, Wichita, KS: Consumer analysis 2015 – present
- National Baseball Congress Foundation: Consultation on the event operation and developing marketing strategies for NBC World Series 2014 – present
- Basketball Travelers Inc. (BTI): Consultation on the U.S. National team travel for the 2015 Gwangju World University Game 2013 – 2014

Other Professional Services

- Board Member, MSU Korean Student Association 2008
- Volunteer, Special Olympics, Mississippi State University 2008
- Volunteer, TEAMS Conference, Louisville, KY 2007
- Military Service, ARMY, Sergeant, Korea 1996 – 1998

Professional Affiliations

- North American Society for Sport Management (NASSM)
- Sport Marketing Association (SMA)
- Southern Sport Management Association (SSMA)

***COMMUNITY SERVICE***

- Advisor, Wichita Korean-American Young Adult Association 08/12 – present
- Volunteer Coach, Wichita North YMCA, Wichita, KS 03/13 – present
- Volunteer Teacher, Wichita Korean School, Wichita, KS 12/12
- Volunteer, Gainesville Homeless Service Center, Gainesville, FL 06/06 – 10/06
- Volunteer, Daedeok Senior Welfare Center, Daejeon, Korea 03/99 – 02/00

## REFERENCES

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Dr. Dan Drane  
Chair & Associate Professor  
Department of Physical Education, Sport, & Human Performance  
Winthrop University  
216F West Center  
Rock Hill, SC 29733  
Telephone: 803-323-3688  
E-Mail: [draned@winthrop.edu](mailto:draned@winthrop.edu)

Dr. Matthew Walker  
Chair & Associate Professor  
Division of Sport Management  
Department of Health and Kinesiology  
Texas A & M University  
4243 TAMU  
College Station, TX 77843-4226  
Telephone: 978-845-3109  
E-Mail: [matt.walker@hlkn.tamu.edu](mailto:matt.walker@hlkn.tamu.edu)

Dr. Mark Vermillion  
Department Chair & Associate Professor  
College of Education  
Department of Sport Management  
Wichita State University  
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Wichita, KS 62760-0131  
Telephone: 316-978-5444  
E-Mail: [mark.vermillion@wichita.edu](mailto:mark.vermillion@wichita.edu)

Dr. Dennis Phillips  
Coordinator & Associate Professor  
Sport Management Program  
School of Human Performance and Recreation  
The University of Southern Mississippi  
118 College Drive #5142  
Hattiesburg, MS 39406-0001  
Telephone: 601-266-5578  
E-Mail: [dennis.phillips@usm.edu](mailto:dennis.phillips@usm.edu)