

## CURRICULUM VITAE

### Kwangho Park, Ph.D.

Assistant Professor (Tenure-Track)  
Sport Management Program  
School of Hospitality, Sport and Tourism Management  
Sorrell College of Business  
Troy University  
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## EDUCATION

**TROY UNIVERSITY** (Troy, AL) August 2017–December 2022

**The School of Hospitality, Sport and Tourism Management**

**Ph.D.** Major in Sport Management (Program accredited from COSMA)

Cognate Area: International Relations

(Advisors: Dr. Gi Yong Koo and Dr. Minkil Kim)

**Dissertation Title:** *“The Effect of Playing Narrative Sport Video Games with Face-Scanning Technology on Self-Perception Alteration and Sport Consumption Behavioral Intentions”*

**FLORIDA STATE UNIVERSITY** (Tallahassee, USA)

August 2015 – December 2016

**Department of Sport Management**

**M.S.** Major in Sport Management

**INDIANA UNIVERSITY – BLOOMINGTON** (Bloomington, USA)

August 2013 – July 2015

**School of Public Health**

**M.S.** Major in Athletic Administration / Sport Communication (Advisor: Dr. Paul Mark Pedersen)

**KOREA NATIONAL SPORT UNIVERSITY** (Seoul, South Korea)

**M.S.** Major in Sport Industry Management

March 2007 – Feb 2013

(Advisor: Dr. Susan Kim)

**Dissertation Title:** *“The Effect of Spectators’ Optimal Stimulation Level on the Viewing Passion and Viewing Satisfaction of Professional Sport Spectators”*

**B.S.** Major in Community Sport

March 2003 – February 2007

## PROFESSIONAL EXPERIENCE

**TROY UNIVERSITY** (Troy, AL)

August 2025 – Present

**The School of Hospitality, Sport and Tourism Management, Sorrell College of Business**

**Position:** Assistant Professor of Sport Management Program

**Duties:** Research, teaching, advising and service in relation to sport management program

**THE CITADEL** (Charleston, SC) August 2023 – May 2025  
**The Department of Health and Human Performance, Swain Family School of Science and Mathematics**  
Position: Assistant Professor of Sport Management Program (*Rank: Captain*)  
Duties: Research, teaching, advising and service in relation to sport management program

**NORTHERN STATE UNIVERSITY** (Aberdeen, SD) January 2025 – May 2025  
**The Department of Sports Science, Millicent Atkins School of Education**  
Position: Adjunct Online Instructor  
Duties: Teaching two courses (International Sport Management / Financial Aspects of Sport)

**KOREA NATIONAL SPORT UNIVERSITY** (Seoul, South Korea) June 2024 – July 2024  
**Wellness Program for Top Managers (WPTM) Program**  
Position: SCUBA Diving Instructor  
Duties: Teaching SCUBA Diving and Underwater Guiding

**Seasonal Course for the Community Sport Department**  
Position: Hiking and Camping Assistant Instructor  
Duties: Supporting the seasonal course and giving a guest lecture during the course

**VITERBO UNIVERSITY** (La Crosse, WI) May 2024 – July 2024  
**Dahl School of Business** (Accredited from ACBSP)  
Position: Adjunct Instructor of Project Management  
Duties: Teaching a sport psychology course

**TROY UNIVERSITY** (Troy, AL) March 2024– May 2025  
Position: Adjunct Instructor of Esports-Related Courses  
Duties: Teaching undergraduate students for Esports Business / Esports Performance / Shoutcasting

**VITERBO UNIVERSITY** (La Crosse, WI) August 2023 – December 2023  
**School of Humanities and Human Behavior**  
Position: Adjunct Instructor of Psychology Program  
Duties: Teaching a sport psychology course

**VITERBO UNIVERSITY** (La Crosse, WI) August 2021 – July 2023  
**Dahl School of Business** (Accredited from ACBSP)  
Position: Assistant Professor and Lead Faculty Member of Sport Management and Leadership Program  
Duties: Research, teaching, advising and service in relation to sport management program

**JOURNAL OF CONTEMPORARY ISSUES IN SPORT** December 2023 – Present  
Position: Member of Editorial Board

**JOURNAL OF EDUCATION AND RECREATION PATTERNS (ISSN 2757-9344)** May 2021 – Present  
Position: Member of Editorial Board

**KOREAN AMERICAN ASSOCIATION FOR SPORT MANAGEMENT (Non-Profit, USA) May 2020 – May 2022**

Position: Student Representative (Board of Directors)

Duties: Representative on behalf of Korean American academic students in KAASM

- Responsible for fostering social exchange among students both online and offline
- Serving the KAASM in accounting, communication, and record keeping
- Preparing and holding the 2021 Student Career Development Seminar
- KAASM Newsletter Committee / Student Development Committee

**TROY UNIVERSITY (Troy AL)**

August 2017– Spring 2021

Position: Adjunct Instructor

Duties: Teaching undergraduate students sport management-related regular courses

**TROY UNIVERSITY (Troy AL)**

August 2017 – Spring 2021

Position: Teaching and Research Assistant

Duties: Assisting research projects and classes

**FLORIDA STATE UNIVERSITY (Tallahassee, FL)**

December 2016 – May 2017

**Event and Facility Management for Athletic Department**

Position: Event and Facility Management Intern

Duties: Responsible for preparation and work before, during, and after all kinds of collegiate sport events (e.g., setting up for events, controlling spectators for safety, inspecting sport facilities, organizing and managing sport equipment...)

**FLORIDA STATE UNIVERSITY (Tallahassee, FL)**

August 2015 – December 2016

Position: Teaching Assistant & Research Assistant

Duties: Assisting research projects and classes

**FLORIDA STATE UNIVERSITY (Tallahassee, FL)**

August 2015 – December 2016

**Lifetime Activity Program**

Position: Physical Activity Instructor

Duties: Teaching various physical activity classes (Taekwondo, Bowling, and Stretch & Relaxation)

**KOREA NATIONAL SPORT UNIVERSITY (Seoul, Korea)**

March 2013 – June 2013

**Sport Diplomacy Institute**

Position: Researcher

Duties: Published national data research as a senior researcher in analyzing feasibility of hosting 2020 Jeong Seon Youth Olympics as requested by Jung Sun County

**KOREA NATIONAL SPORT UNIVERSITY (Seoul, Korea)**

March 2013 – August 2013

**Department of Community Sports**

Position: Adjunct Instructor

Duties: Teaching an undergraduate Swimming class

**KOREA NATIONAL SPORT UNIVERSITY** (Seoul, Korea)

March 2012 – March 2013

**Marine Leisure Sport Research Institute**

Position: Researcher

Duties: Consulting projects for invigorating four major rivers in the Republic of Korea upon request from the Ministry of Land, Transport and Maritime Affairs (The project included plans for job creation, safety, water cleaning, and the hosting of sporting events)

**MINISTRY OF NATIONAL DEFENSE OF KOREA** (Korea)

July 2007 – October 2010

**6 Division 7 Regiment**

Position: Infantry Platoon Leader / Tactical Operation Officer for Army (Rank: Lieutenant)

Duties: Managing & training soldiers and Guarding the assigned areas of South Korea

- Defense for the assigned location of forward edge of battle area (FEBA) and demilitarized zone (DMZ) in front of the borderline between South and North Korea
- Awards for Ammo Management (Division Level) and for Best Platoon (Battalion Level)
- Ranked 13<sup>th</sup> out of 730 officers in officer candidate school (OCS)
- Devised and made battle tactics and plans
- Responsible for 37 soldiers of a platoon

**KOREA NATIONAL SPORT UNIVERSITY** (Seoul, Korea)

Seasonal 2004 - 2007

**Department of Community Sports**

Position: Sub-Instructor

Duties: Teaching an undergraduate Ski and SCUBA Diving class

**KOREA WATER LEISURE SAFETY FEDERATION** (Seoul, Korea)

March 2013 – August 2013

Position: CPR and First Aid Instructor

## TEACHING EXPERIENCES

**TROY UNIVERSITY** (Troy, AL)

August 2017 – Present

***Undergraduate Courses as Adjunct Instructor***

**Hospitality, Sport, and Tourism Management (HSTM) -Related Courses**

- ✦ HSTM 4435: Current Issues in Sport Management (Fall 2025)
- ✦ HSTM 2255-1: Introduction to Sport Management (Fall 2025)
- ✦ HSTM 2255-2: Introduction to HSTM (2 semesters)
- ✦ HSTM 2201: Leisure in Society (6 semesters)
- ✦ HSTM 3359: Shoutcasting (Esports, Online Course, Term4 2025)
- ✦ HSTM 3358: Esports Performance (Online Course, Spring 2024)
- ✦ HSTM 3356: Business Found of Esports (2 semesters)

**Graduate Course (Master Level)**

- ✦ SM 6633: Sport Consumer Behavior (2 semesters)

***Courses as Teaching Assistant*****Graduate Courses (Doctoral Level)**

- ✦ SFM 8835: Seminar in Advanced Statistics in Sport Management (Online; 2 Semesters)
- ✦ SFM 8810: Seminar in Applied Statistics in Sport Management (Online)
- ✦ SFM 8812: Seminar in Sport Marketing (Online)

**Graduate Courses (Master Level)**

- ✦ SFM 6604: Statistical Analysis & Interpretation (3 Semesters)
- ✦ SFM 6633: Sport Consumer Behavior
- ✦ SFM 6632: Critical Issues in Sport & Fitness Management
- ✦ SFM 6640: Sport Marketing

**Undergraduate Level**

- ✦ HSTM 4435: Current Issues in Sport Management (2 Semesters)
- ✦ HSTM 4430: Marketing in HSTM (5 Semesters)
- ✦ HSTM 4452: Sport Communication
- ✦ HSTM 3365: Research Methods (3 Semesters) (Online and Face to Face)

**THE CITADEL (Charleston, SC)****August 2023 – May 2025*****Undergraduate Courses***

- ✦ SMGT 201: Introduction to Sport Management (2 Semester)
- ✦ SMGT 202: Social and Cultural Aspects of Sport (2 Semesters)
- ✦ SMGT 499: Internship in Sport Management (4 Semesters)
- ✦ SMGT 421: Senior Seminar in Sport Management (4 Semesters)

***Graduate Course***

- ✦ SMGT 559: Research Methods in Sport Management (Hybrid and QM approved / 2 Semesters)
- ✦ SMGT 513: Sport Event and Facility Management (Hybrid and QM approved / 2 Semesters)
- ✦ SMGT 556: Sport Finance (Quality Matter [QM] Approved Online Course / 2 Semesters)
- ✦ SMGT 555: Sport Law (Quality Matter [QM] Approved Online Course / 2 Semesters)
- ✦ HESS 598: Thesis 1 (Fall 2024)
- ✦ HESS 599: Thesis 2 (Spring 2025)

**VITERBO UNIVERSITY (La Crosse, WI)****August 2021 – July 2024*****Undergraduate Courses*****Sport Management-Related Courses**

- ✦ SPML 455: Sport, Recreation, & Event Marketing
- ✦ SPML 350: Event and Facility Management
- ✦ SPML 220: History of Sport (4 semesters)
- ✦ SPML 120: Introduction to Sport Leadership (2 semesters)
- ✦ SPML 330: Finance for the Sport Leader
- ✦ SPML 340: Legal Environment of Sport
- ✦ SPML 486: Esports Management

**Business-Related Courses**

- ✦ MGMT 455: Managerial Statistics (4 semesters)
- ✦ MGMT305 and BUSL 403: Project Management (Online, 4 semesters)
- ✦ INFO 103: Spreadsheet Fundamentals (3 semesters)

**Psychology-Related Course**

- ✦ PSYC-344: Sports Psychology

**NORTHERN STATE UNIVERSITY** (Aberdeen, SD)

January 2025 – May 2025

***Undergraduate & Graduate Mixed Courses***

- ✦ PE 456 & 556: International Sport Management (Online, Spring 2025)
- ✦ PE 412 & 512: Financial Aspects of Sport (Online, Spring 2025)

**FLORIDA STATE UNIVERSITY** (Tallahassee, FL)

August 2015 – December 2016

***Courses as Teaching Assistant*****Graduate Courses (Master Level)**

- ✦ SPM 5116: Strategic Management for Sport Organizations (2 Semesters)

***Physical Activity Courses***

- ✦ PEM 1405: Self-Defense and Martial Arts (7 Semesters)
- ✦ PEM 1120: Stretch and Relaxation (4 Semesters)
- ✦ PEM 1111: Bowling (1 Semester)

**KOREA NATIONAL SPORT UNIVERSITY** (Seoul, Korea)

2004 –2007

***Undergraduate Courses***

- ✦ Undergraduate Swimming (1 Semester)

***Seasonal Course***

- ✦ Undergraduate Ski (3 Semesters)
- ✦ Undergraduate SCUBA Diving (3 Semesters)

## SCHOLARLY PUBLICATIONS

### 1. Publication as National Data

Kang. K., Kim. J., Kim. S, **Park. K.** (2013). Report on the potential of Jeong Seon hosting the 2020 Youth Olympics. *National Achieve of Korea*. Document management number: DM00033663.

## 2. Refereed Journal Articles

- Park, K.**, Koo, G. Y., Kim, M., & Kim, S. (2025). Consumer adoption of virtual reality for spectator sport: an adopter categorization based on the diffusion of innovation and uses and gratification theories. *International Journal of Sports Marketing and Sponsorship*. Ahead-of-print. **[SSCI Indexed / Impact Factor: 3.0]**
- Choi, J., **Park, K.**, Lee, J., Kim, S., & Kim, M. (2025). Development of Korea National Sport University through the history of elite sports in South Korea. *The International Journal of the History of Sport*. **[SSCI Indexed/Impact Factor: 0.8]**.
- Kim, S., **Park, K.**, Uhm, J., & Lee, H. (2024). Determinants of consumers' adoption of mobile ticketing via self-service technology. *International Journal of Sport Communication*, 17(2).
- Park, K.**, Koo, G. & Kim, M. (2023). The effect of UN resolution for Olympic Truce on peace based on functionalism. *Journal of Human Sport and Exercise*, 18(1). **[Scopus Indexed / Impact Factor: 1.237]**.
- Choi, J. & Park, K. (2023). The rising sun flag at the Olympics: Determining South Koreans' perspectives using semantic network analysis. *SAGE Open*. **[SSCI Indexed / Impact Factor: 2.032]**
- Hardin, R., Childs, M. L., Koo, G. Y., & **Park, K.** (2022). College Students' Purchase Behaviors of Single-Serve Premium Juices. *Journal of Applied Marketing Theory*.
- Song, J., Jung, M., **Park, K.**, & Yu, H. Y. (2022). Water sport tourists' hesitation in decision-making during the COVID-19 pandemic: The moderating effect of destination image. *Sustainability*, 14(8), 4414 **[SSCI and SCIE Indexed / Impact Factor: 3.889]**
- Park, K.**, Desabato, A. P., Kim, M., Koo, G. Y., & Youk, H. (2022). Examining the difference of stress sources between American and Korean elite swimmers. *International Journal of Human Movement Science*, 16(1), 59-76.
- Hewitt, J., Kim, M., **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.
- Koo, G., Shoffner, S., Rainey, T., Sung, J., & **Park, K.** (2019). Effects of benefits derived from campus recreation on emotional attachment towards the university. *Global Sport Business Journal*. 7(1), 19-33.
- Childs, M., Hardin, R., Koo, G., & **Park, K.** (2019). Service quality within officially licensed university retail outlets. *Global Sport Business Journal*. 7(1), 34-52.
- Park, K.** (2017). Neuro-doping: The rise of another loophole to get around anti-doping policy. *Cogent Social Science*. 3(1), 1360462. (Dr. Vassil Girginov, Reviewing Editor) **[Scopus Indexed / Impact Score: 1.61]**

## 3. Law-Related Articles

- Park, K.** (2025). The Federal Limits of Transgender Rights in School Sports. *Sport Litigation Alert*, 22(8).
- Whaley, J., & **Park, K.** (2025). Appeals court affirms ruling parent's lawsuit, alleging basketball academy's slogan misrepresented its promise. *Sport Litigation Alert*, 22(6).

**Park, K.** (2022). Ski resort successful in defense against a party injured during transportation by ski patrolman. *Sports Litigation Alert*, 19(14), 5-6. <https://sportslitigationalert.com/wp-content/uploads/2022/07/SLA-2022-07-29.pdf> (Hackney Publication)

**Park, K.** (2022). Ski resort successful in defense against a party injured during transportation by ski patrolman. *Sports Facilities and the Law*, 7(1), 2-4. <https://sportsfacilitieslaw.com/wp-content/uploads/2022/08/SFL-7-1.pdf> (Hackney Publication)

### 3. Thesis and Dissertation

**Park, K.** (2022). The effect of playing narrative sport video games with face-scanning technology on self-perception alteration and sport consumption behavioral intentions. Doctoral Dissertation, Troy University, USA.

**Park, K.** (2013). The influence of spectators' optimal stimulation level on viewing passion and satisfaction on professional sports. Master's thesis, Korea National Sport University, Korea.

### 4. Magazine / Encyclopedia / Media Appearance or Interviews

**Park, K., & Lee, J. Y.** (2024). Video Games. *Encyclopedia of Sport Management (2<sup>nd</sup> Ed)*. Edward Elgar.

**Park, K.** (2024). Professor advances Citadel initiatives in South Korea (*Notes from the Provost*). *The Citadel*. (**Article:** [Link](#))

**Park, K.** (2023). Youth sports obsessed with technique and performance, what is the result? *Current Issues and Diagnosis in Sports* (vol. 151, pp. 291-295). Seoul: Korea Sports Promotion Foundation. (**Article:** [Link](#))

### 5. Articles Under Review / Works In Progress

**Park, K., Kim, M., Yu, H., & Lee, J.** (Analysis Completed / Manuscript Written-up). Corporate social responsibility in virtual reality: A walk in their shoes. Expected to be submitted in Summer 2024 to *Journal of Communication*.

**Park, K., & Curto, J. J.** (Manuscript Written Up). The Little Black Dots in the Artificial Turf. Expected to be submitted in Spring 2024 to *The International Sports Law Journal*.

Nelson, N., **Park, K.**, & Davis, G. D. (Manuscript Written Up). *Authoritarian Sportswashing: A Qualitative Case Study Grounded in Soft Power Theory*. Expected to be submitted in Spring 2024 to *International Journal of Sport Policy and Politics*.



## REFEREED RESEARCH PRESENTATIONS

### 1. Oral Presentations

- Nelson, N., **Park, K.**, & Davis, G. D. (2024). Authoritarian Sportswashing: A Qualitative Case Study Grounded in Soft Power Theory. *2019 North American Society for the Sociology of Sport (NASSS) Conference*. Chicago, IL.
- Park, K.**, Kim, S & Choi, J. (2024). Exploring the Adoption Dynamics of Virtual Reality in Spectator Sports. *9th International XR-Metaverse Conference*, Busan, South Korea.
- Lee, M., Park, B., Coyner, M., Lough, N., Lee, J., & **Park, K.** (2024). Comparing effectiveness of eSports and sport sponsorship: Moderating roles of brand type and brand awareness. *2024 North American Society for Sport Management Conference (NASSM)*. Minneapolis, MN.
- Nelson, N. & **Park, K.** (2023). Authoritarian sportswashing – A qualitative case study using soft power theory. *7 Rivers Undergraduate Research Symposium*, La Crosse, WI.
- Park, K.**, Koo, G. Y., Kim, M., & Martin, C. (2022). The Effect of Playing Narrative Sport Video Games with Face-Scanning Technology on Self-Perception Alteration and Sport Consumption Behavioral Intention. *2022 North American Society for Sport Management (NASSM) Conference*, Atlanta, GA.
- Mathner, R., Martin, C., & **Park, K.** (2022). Extending Sports Wagering Studies Outside of the NCAA Student-athlete Population: High School student-athletes Gambling and Sport Wagering Behaviors. *2022 North American Society for Sport Management (NASSM) Conference*, Atlanta, GA.
- Evans, J., & **Park, K.** (2022). Digital data privacy and sport organizations: Risks, duties, and recommendations. *2022 Sport and Recreation Law Association (SRLA) Conference*, Atlanta, GA.
- Kim, S., **Park, K.**, & Lee, H. (2020). Determinants of consumers' adoption of digital ticketing via Self-Service Technology. *2020 Sport Management Association of Australia & New Zealand Conference (SMAANZ)*.
- Atwater, C., & **Park, K.** (Accepted but not presented due to Covid-19, 2020). Using R to analyze and visualize NCAA Division-I athletics expenses and efficiencies. *2020 College Sport Research Institution Conference (CSRC)*.
- Mathner, R.P., & Martin, C.L.L., Vogt, S., & **Park, K.** (Accepted but not presented due to Covid-19, 2020). Extending Sports Wagering Studies Outside of the NCAA Student-Athlete Population: High School Student-Athletes Gambling and Sport Wagering Behaviors. *2020 North American Society of Sport Management Conference (NAASM)*.
- Park, K.**, Davis, G. D., Kim, M., & Koo, G. Y. (2019). Can U.N. Resolution for the Olympic Truce retain peace? *2019 North American Society for the Sociology of Sport (NASSS) Conference*.
- Hou, Z., Koo, G., Dixon, A., Mathner, R., & **Park, K.** (2019). Meditating role of cohesion in relationship between athlete leadership and athlete satisfaction. *2019 North American Society for Sport Management (NASSM) Conference*, New Orleans, LA.
- Park, K.**, Boyd, C., Koo, G., & Kim, M. (2019). Sustainable development in sport industry. *2019 Applied Sport Management Association (ASMA) Conference*, Nashville, TN.

- Park, K.,** Lee, J., & Kim, M. (2018). Corporate social responsibility in virtual reality: A walk in their shoes. *2018 American Academy of Advertising (AAA) Conference*, New York, NY.
- Kim, A. Chelladurai, P. Kim, Y., Lee, H., Kim, S., **Park, K.** (2017). History of the Journal of Sport Management (JSM), 1987 - 2015: Citation and Co-citation Network Analysis. *2017 North American Society for Sport Management (NAASM) Conference*, Denver, CO.
- Park, K.,** & McDowell, S. (2017). Examining factors affecting the adoption of virtual reality to the spectator sport industry. *2017 International Association for Communication and Sport (IACS) Conference*, Phoenix, AZ.
- Park, K.,** & Kim, S., & P. M. Pedersen. (2014). Analyzing sport spectators' optimal stimulation levels and their viewing satisfaction. *2014 Sport Marketing Association (SMA) Conference*, Philadelphia, PA.

## 2. Poster Presentations

- Park, K.,** Choi, J., & Sole, C. (2025). From fame to fallout: Network analysis of sports stars' social behaviors and fandom continuity. *2025 ISSA (International Sociology of Sport Association) World Congress of Sociology of Sport*. Seoul, South Korea.
- Alston, A., **Park, K.,** & Lee, J. (2025). The Moderating Effect of Ethnocentrism on the Relationship Between Student-Athlete Homesickness and Perceived Stress. *2025 Applied Sport Management Association Conference (ASMA)*. Cincinnati, OH.
- McLendon, M., **Park, K.,** & Lee, J. (2025). What are the Impacts, Challenges, and Opportunities in Name Image and Likeness (NIL) for Collegiate Level Stakeholders?. *2025 Applied Sport Management Association Conference (ASMA)*. Cincinnati, OH.
- Whaley, J., **Park, K.,** & Lee, J. (2025). From Bullets to Balls: The Impact of Wars on the Spread of Sports in The United States. *2025 Applied Sport Management Association Conference (ASMA)*. Cincinnati, OH.
- Jackson, M., **Park, K.,** & Lee, J. (2025). The Mediating Effect of the Coach-Athlete Relationship on the Relationship Between Perceived Social Support and Student-Athletes' Psychological Wellbeing. *2025 Applied Sport Management Association Conference (ASMA)*. Cincinnati, OH.
- Alston, A., Simokat, B., Jackson, M., Lee, J., & **Park, K.** (2025). WAGs and HABs on Display: Exploring Social Identity and Self-Presentation Through the Lens of Sport Media. *2025 Applied Sport Management Association Conference (ASMA)*. Cincinnati, OH.
- Park, S., Kim, S., & **Park, K.** (2024). The Effect of Other Customers' Body Shape in Fitness Centers on Service Participation Continuation. *2024 Sport Marketing Association (SMA) Conference*.
- Piontek, J., **Park, K.,** & Lee, J. (2024). The impact of turf types on player injuries in the NFL: Astro turf vs. natural turf surfaces. *2024 Applied Sport Management Association Conference (ASMA)*. Knoxville, TN.
- Elgren, M., **Park, K.,** & Lee, J. (2024). Examining the differences in performance anxiety, athletes' pressure, and motivation between individual and team sports. *2024 Applied Sport Management Association Conference (ASMA)*. Knoxville, TN.

- Russell, C., **Park, K.**, & Lee, J. (2024). Analyzing divergent fan identification on the Cleveland baseball team's rebranding. *2024 Applied Sport Management Association Conference (ASMA)*. Knoxville, TN.
- Moehling, S., **Park, K.**, & Lee, J. (2024). Wearing makeup during athletic competition and its effect on self-esteem: The mediating role of narcissism. *2024 Applied Sport Management Association Conference (ASMA)*. Knoxville, TN.
- Smith, C., **Park, K.**, & Lee, J. (2024). National Football League: Higher fourth down attempts correlation to win percentage. *2024 Applied Sport Management Association Conference (ASMA)*. Knoxville, TN.
- Hammond, H., **Park, K.**, & Lee, J. (2024). Impact of ideological perspectives on attitudes towards soccer and behavioral intentions to participate in the 2026 FIFA World Cup: A mediation analysis. *2024 Applied Sport Management Association Conference (ASMA)*. Knoxville, TN.
- Boyd, J., Short, J., **Park, K.**, & Lee, J. (2024). Exploring the impact of NIL policies on NCAA athletes: Personal, professional, and interpersonal dynamics. *2024 Applied Sport Management Association Conference (ASMA)*. Knoxville, TN.
- Park, K.**, Hiers, D. L., & Lee, J. Y. (2023). The effect of narrative on the process of empathizing with In-game characters in sport video games. *2023 Sport Event & Venues Tomorrow (SEVT) Conference*, Columbia, SC.
- Park, S., Ahn, S., Kim, S., & **Park, K.** (2023). How and when CSR-Linked event type influences retail product purchase. *2023 Sport Marketing Association (SMA) Conference*, St. Petersburg, Florida.
- Choi, J., **Park, K.**, Koo, G. Y., & Kim, M. (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 (NAASM) Conference*, Montréal, Canada.
- Park, K.**, Evans, J., Kim, M., & Koo, G. Y. (2022). The sport law issue and solutions: The little black dots in the artificial turf. *2022 Applied Sport Management Association (ASMA) Conference*, Indianapolis, IN.
- Park, K.**, Kim, M., Dixon, A., Koo, G., & Park, J. (2020). Sustainable development: The financial savings and carbon dioxide reduction by changing to LED lights in sport stadiums. *2020 Applied Sport Management Association (ASMA) Conference*.
- Choi, J., & **Park, K.** (2020). Sport and politics: The use of the rising sun flag in the 2020 Tokyo Olympics. *2020 North American Society for Sport Management (NAASM) Conference*.
- Hewitt, J., Kim, K., Kwon, W., Kim, S., & **Park, K.** (2019). The Influence of Brutal Violence and its Impact on Fan Motivation in Mixed Martial Arts. *2019 Sport Marketing Association (SMA) Conference*, Chicago, IL.
- Park, K.**, Chelladurai, P., Kim, M., & Park, M. (2018). Crisis Responsibility on CSR Outcomes: The Case of Sportswear Industry. *2018 North American Society for Sport Management (NAASM) Conference*, Halifax, Canada.
- Park, K.**, & Kim, A. (2017). Neuro-doping (tDCS): The rise of another loophole to get around anti-doping policy. *2017 North American Society for Sport Management (NAASM) Conference*, Denver, CO.

### 3. University Event-Related or Undergraduate-Involved Presentations

- Alston, A., Covington, S., & **Park, K.** (2025). From homesickness to stress: The moderating role of ethnocentrism in student-athletes. *Academy Excellence Day*. The Citadel – The Military College of South Carolina. Charleston, SC.
- McLendon, M., & **Park, K.** (2025). Exploring NIL's impact, challenges, and opportunities for collegiate stakeholders. 2025 *The Citadel Academy of Science and Mathematics Annual Banquet and Awards Ceremony (CASM)*. Charleston, SC.
- Smith, C., Dure, A., **Park, K.**, & Lee, J. (2024) Analyzing NFL fourth down strategies: Impact on game dynamics. 2024 *The Citadel Academy of Science and Mathematics Annual Banquet and Awards Ceremony (CASM)*. North Charleston, SC.
- Hiers, D. L., **Park, K.**, & Lee, J. Y. (2024). *The effect of narrative on the process of empathizing with In-game characters in sport video games*. 2024 *The Citadel Academy of Science and Mathematics Annual Banquet and Awards Ceremony (CASM)*. North Charleston, SC.

### INVITED LECTURES

- Park, K.** (2024, July 18). Basics, Skill, Opportunities, and Miracle: The Secret of World Class. Ilans High School, South Korea.
- Park, K.** (2024, July 8). Basics, Skill, Opportunities, and Miracle: The Secret of World Class. Hyeonsan Middle School, South Korea.
- Park, K.** (2024, July 3). Know-How to Study Abroad in the United States. Oma Middle School, South Korea.
- Park, K.** (2024, July 2). Know-How to Study Abroad in the United States. Ilsan-Dong Middle School, South Korea.
- Park, K.** (2024, June 21). Introduction to Sport Management and Studying Abroad. Doraewool Highschool, South Korea.
- Park, K.** (2024, June 12). Introduction to Sport Management and Studying Abroad. Goyang Dongsan Highschool, South Korea.
- Park, K.** (2024, June 16). Various Social Issues Caused by Sports. Lectured in Sport Sociology, KonKuk University, South Korea.
- Park, K.** (2024, June 5). Introduction to How to Become a Professional in the Sport Management Field. Lectured in Sport Agency, BaekSeok University, South Korea.
- Park, K.** (2024, May 29). Emerging Innovations & Developments in Sport Media. Lectured in Sport Media, SoonChunHyang University, South Korea.
- Park, K.** (2023, August 23). Emerging Technology Developments in Sport Management. Lectured in Sport Marketing (HSTM 4430), Troy University, AL.
- Park, K.** (2023, April 16). Business statistics and analytics. Lectured in Comprehensive Capstone (MGMT 492), Viterbo University, WI.
- Park, K.** (2022, March 14). Introduction to sport management and leadership program. Dahl School of Business, Viterbo University, WI.

- Park, K.** (2021, December 6). How to be professional in your academic life. Lectured in Introduction to Business: Viterbo Style (MGMT 101), Viterbo University, WI.
- Park, K.** (2021, May 4). How to develop introduction part using my research about VR for spectator sports. Lectured in Research Method (HSTM 3365), Troy University, AL.
- Park, K.** (2020, September 9). Neuro-doping (tDCS): Anti-doping policy issues. Current Issues in Sport Management (HSTM 4435), Troy University, AL.
- Park, K.** (2020, September 11). How to develop the introduction. Lectured in Research Methods (HSTM 3365), Troy University, AL.
- Park, K.** (2020, February 7). The difference between vision and mission statement in the aspect of sport organization and community. Principles of Recreation (HSTM 2240), Troy University, AL.
- Park, K.** (2020, June 8). The diffusion of VR for spectator sports based on adopter categories in the perspective of statistics. Lectured in Seminar in Advanced Statistics in Sport Management (SFM 8835), Troy University, AL.
- Park, K.** (2018, October 16). Marketing through innovative technologies. Lectured in Marketing in Hospitality, Sport, and Tourism Management (HSTM 4430), Troy University, AL.
- Park, K.** (2016, March 16). Leadership for strategic management in Sport. Lectured in Strategic Management for Sport Organizations (SPM 5116), Florida State University, FL.
- Park, K.** (2014, October 14). Analyzing sport spectators' optimal stimulation levels and their viewing satisfaction. Lectured in Sport Communication (C580), Indiana University-Bloomington, IN.

## INVITED KEYNOTE SPEAKER

- Park, K.** (2023, December 1). The Consequences of Focusing on Skills and Performance Excellence in Youth Sports. *2023 Korean Society of Sport and Leisure Studies Conference*, Sejong, South Korea.

## ACADEMIC SCHOLARSHIPS / GRANTS

- Park, K. & Nelson, N** (2023). Summer Undergraduate Research Fellowship Grant. Funded by Viterbo University
- Park, K.** (August 2017 – July 2021). Full-Tuition Waiver and Stipend. Funded by School of Hospitality, Sport, and Tourism Management at Troy University
- Park, K.** (August 2015 – December 2016). Full-Tuition Waiver and Stipend. Funded by Department of Sport Management at Florida State University
- Park, K.** (2004, 2005, 2006). Scholarships for Academic Excellence (Partial Tuition Waiver). Funded by Korea Sport National University

## RESEARCH TRAVEL / PRESENTATION GRANTS

- Park, K.** (2024, December). Approved Swain Family School of Science and Mathematics Faculty Presentation Grant. Funded by The Citadel Foundation in the amount of \$1582.00
- Park, K.** (2024, September 17). Approved Swain Family School of Science and Mathematics Faculty Presentation Grant. Funded by The Citadel Foundation in the amount of \$1581.27
- Park, K.** (2024, June 13). Approved Swain Family School of Science and Mathematics Faculty Presentation Grant. Funded by The Citadel Foundation in the amount of \$3978.00
- Park, K.** (2024, May 27). Awarded Swain Family School of Science and Mathematics Faculty Presentation Grant. Funded by The Citadel Foundation in the amount of \$350.52
- Park, K.** (2024, February 19). Awarded Swain Family School of Science and Mathematics Faculty Presentation Grant. Funded by The Citadel Foundation in the amount of \$1337.59
- Park, K.** (2023, November 16). Awarded Swain Family School of Science and Mathematics Faculty Presentation Grant. Funded by The Citadel Foundation in the amount of \$1191.18
- Park, K.** (2023, Summer). Awarded Summer Undergraduate Research Fellowship Grant. Funded by Viterbo University in the amount of \$750
- Park, K.** (2023, June 14). Awarded a Paper Presentation Grant. Funded by Viterbo University's Faculty Development Program in the amount of \$1515
- Park, K.** (2022, June 22). Awarded a Paper Presentation Grant. Funded by College of Business, Leadership, and Ethics at Viterbo University in the amount of \$513
- Park, K.** (2022, April 20). Awarded a Paper Presentation Grant. Funded by Viterbo University's Faculty Development Program in the amount of \$620
- Park, K.** (2022, January 17). Awarded a Paper Presentation Grant. Funded by Viterbo University's Faculty Development Program in the amount of \$780
- Park, K.** (2014, November). Student Travel Grant. Funded by School of Public Health at Indiana University-Bloomington in the amount of \$400
- Park, K.** (2007, December). Student Language Study Abroad Grant. Funded by Korea National Sport University in the amount of \$1000

## HONORS AND AWARDS

- 2021 COSMA Chi Sigma Mu Student Honor Society Nomination (Photo: [Link](#))**  
Commission on Sport Management Accreditation (COSMA)
- 2020 Finalist for Graduate Student Research Competition**  
**Park, K. (2020).** The diffusion of virtual reality for spectator sports based on adopter categories. *2020 Applied Sport Management Association (ASMA) Conference.*
- 2013 30th Blood Donation Meritorious Silver Medal**  
Korean Red Cross
- 2013 Bronze Medal (Third Place) in Men Breaststroke 50 meter (Photo: [Link](#))**  
Gang-Dong County Swimming Competition, Korea

**2010 Best Ammo Management Certificate Award**

Republic of Korea Army, 6<sup>th</sup> Division

**2009 Best Platoon Award**

Republic of Korea Army, 6<sup>th</sup> Division, 7<sup>th</sup> Regiment, 2<sup>nd</sup> Battalion

**2002 Award Certificate**

Gyeonggi Province Federation of Teachers Association

## SERVICES

### SERVICES TO THE UNIVERSITY / COLLEGE

#### 1. The Citadel – The Military College of South Carolina (Charleston, SC: 2023 – 2025)

**Member**

September 2024 – May 2025

*Advisement Resources and Training Subcommittee (Under Advising and Retention Council, ARC)*  
The Citadel, Charleston, SC

**Member**

January 2024 – May 2025

Transitioning the Sport Management Master's program to an online platform

- Dr. Park has currently established four online courses for SMGT 513/555/556/559, which have been approved for Quality Matters (QM) standards.
- The Swain Family of Science and Mathematics, The Citadel, Charleston, SC

**Volunteer**

August 2024

Department of HHP Representative for Fall Information Day 2024

- Welcomed cadets' parents in the Swain Family School of Science and Mathematics booth
- Provided information about the department's programs in Exercise Science, Physical Education, and Sport Management.

**Volunteer**

May 2024 – June 2024

Promoting the Citadel and the School of Science and Mathematics in universities in South Korea

- Promoted the Citadel and encouraged students to consider the Citadel for their study abroad while giving guest lectures
- Three universities (SoonChunHyang University, BaekSeok University, KonKuk University)

**Volunteer**

June 2024 – July 2024

Promoting the Citadel and the School of Science and Mathematics in middle / high schools in South Korea

- Supported from the Goyang (Province-level) Office of Education
- Three high schools (Doraewool High School / Goyang-Dongsan High School / Ilsan High School)
- Three middle schools (Ilsan Dong Middle School / Oma Middle School / Hyunsan Middle School)

**Member** April 13, 2024  
Introducing the Department of HHP on the Accepted Students Day 2024  
The Citadel, Charleston, SC

**Poster Judge** April 5, 2024  
Academic Excellence Day, The Citadel, Charleston, SC

**Volunteer** January 13, 2024  
Introducing the Sport Management program to the parents of football students for recruitment  
Citadel Football Team, Charleston, SC

**Reviewer** December 2023 – May 2025  
*Quality Matters (QM) Reviewer*  
The Center for Excellence and Innovation in Teaching, Learning and Distance Education  
(CEITL&DE), The Citadel, Charleston, SC

**Member** September 2023 – May 2025  
*Athletic Advisory Committee*  
The Citadel, Charleston, SC

## 2. Viterbo University (La Crosse, WI: 2021 – 2023)

**Committee Member** November 2021 – July 2023  
*The Wellbeing Coalition*  
Viterbo University, La Crosse, WI

**VU Preview Day Meeting (Garrett)** November 11<sup>th</sup> 2022  
*VU Preview Day / Viterbo University, La Crosse, WI*

**VU Preview Day Meeting (Caden)** October 20<sup>th</sup> 2022  
*VU Preview Day / Viterbo University, La Crosse, WI*

**VU Preview Day Meeting** September 17<sup>th</sup> 2022  
*VU Preview Day / Viterbo University, La Crosse, WI*

**Committee Member** April 2022  
*The Search Committee for Vice President of Student Life (Kirsten Gabriel)*  
Viterbo University, La Crosse, WI

**Committee Member** December 2021  
*The Search Committee for E-Sport head coach (Megan Danaher)*  
Viterbo University, La Crosse, WI



**Presenter**

August 2021

*Faculty Connectors for Recruitment (Visiting Aquinas Catholic Schools)*  
Viterbo University, La Crosse, WI

**SERVICES TO PROGRAM / DEPARTMENT / SCHOOL**

**1. Troy University (Troy, AL: 2025 – Present)**

**Committee Member**

August 2025 – Present

*Undergraduate Sport Management Committee*  
The School of Hospitality, Sport and Tourism Management, Sorrell College of Business, Troy, AL

**2. The Citadel – The Military College of South Carolina (Charleston, SC: 2023 – 2025)**

**Social Networking and Marketing Manager**

September 2023 – May 2025

*Sport Management Program, The Department of Health and Human Performance*  
*Instagram / ID: thecitadel\_sportmanagement*

**Member**

September 2023 – May 2025

*Grade Grievance Committee*  
The Department of Health and Human Performance, The Citadel, Charleston, SC

**Member**

January 19 / April 5 / October 4, 2024 / April 2025

SM program representative in “Inside the Gate”  
The Department of Health and Human Performance, The Citadel, Charleston, SC

**Member**

August 13, 2025

*Meet First-Year HHP Students*  
The Department of Health and Human Performance, The Citadel, Charleston, SC

**Assistant**

March 5 / February 28, 2024

*On-Campus Interviews for Finalists for Assistant Professor of Exercise Science position*  
- Candidates: Bryan Terlizzi & Nicholas Goode

**3. Viterbo University (La Crosse, WI: 2021 – 2023)**

**Member**

January 2022 - July 2023

*Undergrad Scholarship Committee*  
Dahl School of Business, Viterbo University, La Crosse, WI

**Social Networking Manager for Sport Management Program**

November 2022 - July 2023

*Instagram / ID: viterbo\_spml*

## SERVICES TO THE PROFESSION

<b>Editorial Board Member</b> <i>Korean Journal of Sport Science [Indexed By KCI and SCOPUS]</i>	April 2025 - Present
<b>Task Force Member</b> <i>Conducting a project for Korea Institute of Sport Science</i>	February 2025 - Present
<b>Ad Hoc Reviewer</b> <i>International Journal of Sport Communication [ABDC B-rating Journal]</i>	March 2025
<b>Ad Hoc Reviewer</b> <i>Korean Journal of Sport Science</i>	November 2024 & February, March 2025
<b>Committee Chair</b> <i>Masters' Thesis Committee Chair for HESS 559 (Sarah Moehling)</i>	August 2024 – May 2025
<b>Ad Hoc Reviewer</b> <i>Communication and Sport [SSCI Indexed]</i>	October 2024
<b>Ad Hoc Reviewer</b> <i>International Journal of Applied Sports Sciences</i>	August 2024
<b>Interaction with Industry</b> <i>Cooper River Bridge Run (Practical Experience for Students)</i>	August 2024 – May 2025
<b>Editorial Board Member</b> <i>Journal of Contemporary Issues in Sport (JCIS)</i>	November 2023 - Present
<b>Ad Hoc Reviewer</b> <i>International Journal of Sport Marketing and Sponsorship [SSCI Indexed]</i>	April 2023
<b>Presenter</b> <i>11<sup>th</sup> Annual Celebration of Faculty Scholarship 2022 (Viterbo University)</i>	October 28 <sup>th</sup> 2022
<b>Ad Hoc Reviewer</b> <i>Journal of Global Scholars of Marketing</i>	May - June 2022
<b>Student Representative (Director of Boards)</b> <i>Korean-American Association for Sport Management (KAASM / Non-profit organization)</i>	May 2020 – May 2022
<b>Editorial Board Member</b> <i>Journal of Education and Recreation Patterns (ISSN 2757-9344)</i>	May 2021 - Present

**Member of Academic Career Event Committee** May 2021  
*Korean-American Association for Sport Management*

**Panelist** May 2021  
*Education USA affiliated with US Government (Photo: [Link](#))*  
 - Round table discussion about how to be a graduate student in the USA

**Member of the Board of Directors** January 2013 – July 2013  
*Swimming Federation of Song-Pa Council of Sport for All, Korea (Photo: [Link](#))*

**Student Vice President** March 2002 – February 2003  
*Ilisan-Dong High School, Goyang City, Korea*

## SERVICES TO THE STUDENTS

### 1. The Citadel – The Military College of South Carolina (Charleston, SC: 2023 – 2025)

**Attending the CGC Commencement ceremony 2025** May 3<sup>rd</sup> 2025

**Student Participation in CASM and Academic Excellence Day under Dr. Park's Mentorship** March – April 2025

- Dr. Park guided four graduate students (Mike, Aaron, Mecca, and Matthew) and one undergraduate student (Covington) in developing their research and supported them in presenting three research projects at two events: the CASM event hosted by SFSSM on March 23 and The Citadel's Academic Excellence Day on April 4.

**Supporting the Establishment of the Sport Management Club** February 2025 – May 2025

**Involving 5 graduate students in research work and an academic conference** Aug 2024 – Feb 2025

- Supervised 5 graduate students to develop their research in the Research Method Course (SMGT 559), and their 5 research was accepted and presented at the 2025 Applied Sport Management Association (ASMA) conference.
- The 5 graduate students successfully finished their poster presentations at the 2025 ASMA conference
- They will continue to develop their research with Dr. Park

**Collaboration with the Career Center for Cadets' Career Preparation** January – April 2025  
 • Same as 2024

**Guiding a Master's Student in Completing Her Research for Her Thesis Course** Aug 2024 – May 2025

**Academic Advisor for a Seminar (LDRS-311) on Leadership Day** October 16<sup>th</sup> 2024  
 • To lead cadets on a visit to ARCO Design/Build as the Academic Advisor for LDRS 311.

**Secured Graduate Travel Funding 24-25 for Graduate / Undergraduate Students** October 9<sup>th</sup> 2024

- *Dr. Park secured the graduate travel funding for the under and graduate students (\$4000)*
- *This funding is supported from the Academic Enhancement Grant from the Citadel Foundation*

**Guiding Cadets in Volunteering at a Community Sport Event** September 28<sup>th</sup> 2024

- *Dr. Park led cadets from his course to volunteer all day at the Kids Run & Family Festival.*
- *Our cadets gained hands-on experience in sport event management*

**Attending the SCCC Commencement ceremony 2024** May 4<sup>th</sup> 2024

- *Dr. Park voluntarily attended the SCCC graduation ceremony on May 4th at 9:00 AM at McAlister Field House.*

**Identifying and Honoring Outstanding Sport Management Students in 23-24** May 2024

- *The program recognizes and celebrates the exceptional achievements of Sport Management students by selecting and honoring outstanding individuals at each academic level*
- *Dr. Park also created a special image of the students to upload to the SMGT Instagram for program promotion*

**Involving a Cadet in Scientific Academic Research for Academic Excellence Day** April 5<sup>th</sup> 2024

- *Involving a cadet (Donald Hiers) in academic research work and presenting the research at the Academic Excellence Day, held at the Citadel.*

**Involving two cadets in scientific academic research for CASM 2024** February – March 24<sup>th</sup> 2024

- *Involving two cadets (Donald Hiers & Alex Dure) in scientific academic research work and presenting the research at the 2024 The Citadel Academy of Science and Mathematics Award Ceremony (CASM 2024) held in North Charleston, SC.*

**Inviting a Professional in the Field of Facility Management for Students** February 28<sup>th</sup> 2024

- *Dr. Park invited a professional in the field of Facility Management, Kyle Putnam (Facility Manager at Deas Hall at the Citadel), to provide our students with field education on sport facility management in the Sport Event and Facility Management Course (SMGT 513)*

**Collaboration with the Career Center for Cadets' Career Preparation** January 2024 – April 2024

- *Collaborated with the Career Center to provide students with two career preparation-related presentations: (1) 16 Personalities Assessment-MBTI (Jan 22nd) and (2) Crash Course in Interviewing (Jan 31st).*
- *Dr. Park utilized a virtual interview program offered by the Career Center for cadets to practice their mock interviews during the semester.*

**Received Graduate Travel Funding 23-24 for Graduate Students** January 2024 – February 2024

- *Dr. Park secured the graduate travel funding for the graduate students (\$6,600) initially*
- *This funding is supported from the Academic Enhancement Grant from the Citadel Foundation*
- *One of them (Jay Piontek, an MS student) has received the graduate travel fund*

**Involving 8 graduate students in research work and an academic conference** Aug 2023 – Feb 2024

- Supervised 8 graduate students to develop their research in the Research Method Course (SMGT 559), and their 7 research was accepted for presentation at the 2024 Applied Sport Management Association (ASMA) conference.
- The 8 graduate students successfully finished their poster presentations at the 2024 ASMA conference
- They will continue to develop their research with Dr. Park

**Giving Motivation on a Social Network for SPML Students**

September 2023 – Present

*Instagram / ID: thecitadel\_sportmanagement*

**Involving a cadet in research work and an academic conference with funding for the cadet's travel**

October 2023 – November 2023

- Involving a cadet (Donald Hiers) in research work and presenting it at the 2023 Sport, Entertainment and Venues Tomorrow (SEVT) conference.
- Dr. Park secured the cadet travel funding for the cadet.

**2. Viterbo University (La Crosses, WI: 2021 – 2023)**

**Advising Undergraduate Students for an Undergraduate Research Program**

Summer 2023

*In Summer Undergraduate Research Fellowship Program at Viterbo University*

**Sharing Career Opportunities on a Social Network for SPML Students**

January 2023 – August 2023

*LinkedIn (Unlisted Group)*

**Taekwondo Instructor**

September 29<sup>th</sup> 2022

*Department of Recreation and Leadership, Viterbo University, WI*

- Volunteered for a recreation event for students

**Volunteer Team Leader**

September 7 – 8<sup>th</sup>, 2022

*The A.L.M Charities Golf Event*

- Organizing a student volunteer team
- Giving students a volunteer opportunity to contribute to the community

**Taekwondo Instructor**

May 3<sup>rd</sup> 2022

*Department of Recreation and Leadership, Viterbo University, WI*

- Volunteered for a recreation event for students

**Taekwondo Instructor**

November 2020 – February 2021

*Office of International Services, Troy University, AL*

- Volunteered for an international culture program for students

**Volunteer for Guest Speaker & Guide around Troy (Montgomery, AL)**

February 2020

*Korean Highschool Student Athletes' USA Tour*

**Club Vice President, Kukshin Water Sport Club**  
Korea National Sport University, Korea

Jan 2011 – May 2013

### SERVICES TO THE COMMUNITY

**Volunteer Team Leader**

September 28<sup>th</sup> 2024

Kids Run & Family Festival (Organized by Cooper River Bridge Run)

**Deacon**

November 2023 – May 2025

Korean Church of Charleston

**Chairperson of Outreach Committee**

April 2023 – July 2023

New Hope Church of La Crosse

**Deacon**

April 2023 – July 2023

New Hope Church of La Crosse

**Volunteer Team Leader**

September 7 – 8, 2022

A Viterbo University SPML Student Volunteer team for the A.L.M Charities

**Member**

April 2022 - Present

A Choir Team for New Hope Church of La Crosse

**Bike Parts Sorting Volunteer**

July 2016

Bicycle House Organization, Tallahassee, FL (Non-Profit Organization for Community)

**Sunday-School Teacher & Lead Role for Christmas Play**

2014 – 2015

Korean Presbyterian Church of Bloomington, IN

**Volunteer in Rope Skipping Event for Fundraiser for Heart Patients**

2013

Korea Heart Foundation (Non-profit organization), Korea

**Volunteer Swimming & SCUBA Instructor for Community**

March 2012 – March 2013

Korea National Sport University, Korea

### MENTORING SERVICE

**Faculty Mentor**

Aug 2024 – April 2025

Faculty Mentee: *Dr. Bryan MacGavin (School of Engineering, The Citadel)*

## DIRECTED STUDENT LEARNING (Dissertation / Thesis / Research)

### MASTER'S THESIS CHAIR

**Sarah Moehling** (Sep 2023 – May 2025). "Wearing makeup during athletic competition and its effect on self-esteem: The mediating role of narcissism." Thesis (HESS-599), The Citadel, Charleston, SC.

### MASTER'S RESEARCH PROJECT ADVISOR

**Research Project Advisor for Aaron Alston** (*Master's student*) August 2024 – May 2025  
The Moderating Effect of Ethnocentrism on the Relationship Between Student-Athlete Homesickness and Perceived Stress. Research Methods, The Citadel, Charleston, SC.

**Research Project Advisor for Mecca Jackson** (*Master's student*) August 2024 – May 2025  
The Mediating Effect of the Coach-Athlete Relationship on the Relationship Between Perceived Social Support and Student-Athletes' Psychological Wellbeing, The Citadel, Charleston, SC.

**Research Project Advisor for Matthew Simokat** (*Master's student*) August – December 2024  
Do successful university athletics increase the number of applications and enrollments at a school? Research Methods, The Citadel, Charleston, SC.

**Research Project Advisor for Jackson Whaley** (*Master's student*) August 2024 – May 2025  
From Bullets to Balls: The Impact of Wars on the Spread of Sports in The United States. Research Methods, The Citadel, Charleston, SC.

**Research Project Advisor for Kedron Young** (*Master's student*) August 2024 – May 2025  
Name, Image, and Likeness Deals and The Effects They Have on Collegiate Athletes and Their College Choice. Research Methods, The Citadel, Charleston, SC.

**Research Project Advisor for Michael McLendon** (*Master's student*) August 2024 – May 2025  
What are the Impacts, Challenges, and Opportunities in Name Image and Likeness (NIL) for Student-Athletes and Collegiate Level Stakeholders? Research Methods (SMGT559), The Citadel, Charleston, SC.

**Research Project Advisor for Maret Elgren** (*Master's student*) Sep 2023 – Mar 2024  
Examining the differences in performance anxiety, athletes' pressure, and motivation between individual and team sports. Independent Study, The Citadel, Charleston, SC.

**Research Project Advisor for Jeffrey Boyd** (*M.S. Graduated in Spring 2024*) Sep 2023 – Mar 2024  
Exploring the impact of NIL policies on NCAA Athletes: Personal, professional, and interpersonal dynamics. Independent Study, The Citadel, Charleston, SC.

**Research Project Advisor for Joseph Piontek** (*M.S. Graduated in Spring 2024*) Sep 2023 – Mar 2024  
The impact of turf types on player injuries in the NFL: Astro turf vs. natural turf surfaces. Independent Study, The Citadel, Charleston, SC.

**Research Project Advisor for *Cade Smith* (M.S. Graduated in Spring2024)** Sep 2023 – Mar 2024  
National Football League: Higher fourth down attempts correlation to win percentage. Independent Study, The Citadel, Charleston, SC.

**Research Project Advisor for *Caroline Russell* (M.S. Graduated in Fall2023)** Sep 2023 – Mar 2024  
Analyzing divergent fan identification on the Cleveland baseball team's rebranding. Independent Study, The Citadel, Charleston, SC.

**Research Project Advisor for *Hallie Hammond* (M.S. Graduated in Fall2023)** Sep 2023 – Mar 2024  
Impact of ideological perspectives on attitudes towards soccer and behavioral intentions to participate in the 2026 FIFA World Cup: A mediation analysis. Independent Study, The Citadel, Charleston, SC.

### UNDERGRADUATE RESEARCH PROJECT ADVISOR

**Research Project Advisor for *Straton Covington* (Cadet)** Feb 2025 – May 2025  
The Moderating Effect of Ethnocentrism on the Relationship Between Student-Athlete Homesickness and Perceived Stress, The Citadel, Charleston, SC.

**Research Project Advisor for *Donald Hiers* (Cadet)** Sep 2023 – April 2024  
The effect of narrative on the process of empathizing with In-game characters in sport video games. Independent Study, The Citadel, Charleston, SC.

**Research Project Advisor for *Alex Dure* (Cadet)** Sep 2023 – April 2024  
Analyzing NFL fourth down strategies: Impact on game dynamics. Independent Study, The Citadel, Charleston, SC.

### SPORT EVENT, TOURISM AND LEISURE PROFESSIONAL EXPERIENCE

#### 1. Large Sport Event Experience

**Volunteer Team Leader** September 28<sup>th</sup> 2024  
Kids Run & Family Festival (Organized by Cooper River Bridge Run)

**Volunteer Team Leader** September 7 – 8, 2022  
A Viterbo University SPML Student Volunteer team for the A.L.M Charities

**Volunteer Manager & Staff for Event Preparation and Scoring** June 13<sup>th</sup> 2021  
Golf Competition to fundraise for Hangul School, Montgomery, AL

**Volunteer Manager & Staff for Event Preparation and Scoring** June 2<sup>nd</sup> 2019  
Hyundai Capital Korean Community Golf Competition, Montgomery, AL

**Staff for Event Preparation and Scoring** June 22<sup>nd</sup> 2018  
Hyundai Genesis Korean Community Golf Competition, Montgomery, AL

**Staff for Event Preparation** May 2017 – June 2017  
2017 NCAA Division I Regional Tournament – Softball  
2017 NCAA Division I Super Regional Tournament – Baseball



<b>Intern for Sport Event Management</b>	October 2016 – July 2017
Florida State University (Tallahassee, USA)	
- Managing various collegiate sport events	
- Football, Baseball, Volleyball, Track & Field, Softball, and Tennis	
<b>Staff for Florida State University's 17<sup>th</sup> Annual Sport Management Conference</b>	October 2015
Department of Sport Management	
<b>Organizing Committee Member</b>	March 2011 – February 2013
Korea Rope Skipping Federation, Korea	
• <i>14<sup>th</sup> Korea Rope Skipping Championship (2013)</i>	
- Participation in decision-making process for the championship	
- Major role in overall execution of the championship	
• <i>6<sup>th</sup> Asia Rope Skipping Championship (2011)</i>	
- Made arrangement for athletes' transportation, rooms, board, and tour	
- Produced and edited the championship finale video	
- Interpreted for the athletes and organizing committee members	

## **2. Tourism & Leisure Sport Work Experience**

<b>SCUBA Diving Instructor and Guide under the Sea</b>	Summer 2003 – 2004
Jeju Dive, Korea	
<b>Lifeguard Assistant Manager</b>	Summer 2005
Gum-Gang Mountain Water Park, Korea	
<b>Ski Patrol and Ski Instructor</b>	Winter 2003 - 2006
Phoenix Park Ski Resort, Korea	
<b>Swim, SCUBA and Ski Trainer</b>	2005 - 2006
Kukshin Water Sport Club at Korea National Sport University, Korea	

## **CERTIFICATIONS**

- **IRB – Social & Behavior Research certificate**, CITI Program, 2024 - 2027
- **CPR, First Aid and AED certificate**, American Red Cross, 2015
- **CPR and First Aid Instructor**, Korea Water Leisure Safety Federation, #FI-060, 2013
- **Rope Skipping Coach**, Korea Rope Skipping Federation, #KRSF-149-3008, 2012
- **Water Lifeguard Instructor**, Korea Water Leisure Safety Federation, #SI-072, 2011
- **Taekwondo 3rd Dan Black belt**, World Taekwondo Headquarter, #03822332, 2007
- **National Registered Ski Instructor**, #6107, 2007
- **Certified Ski Patrol**, Korea Ski Resort Business Association, #2006-109, 2006
- **SCUBA Instructor**, CMAS, #M2 KOR F00 06-034, 2006
- **National Registered Swimming Instructor**, #78616, 2005

## PROFESSIONAL ASSOCIATIONS

- ✦ International Association of Immersive Technology Innovation
- ✦ North American Society for Sport Management
- ✦ Applied Sport Management Association
- ✦ Korean American Association for Sport Management
- ✦ American Academy of Advertising
- ✦ Korea Ski Instructors Association
- ✦ World Under Water Federation (CMAS)
- ✦ World Tae Kwon Do Federation

## AUDITED CLASSES / CLASS SHADOWING

- SPMT 425 Sport Analytics (R program) offered by George Mason University
  - *(Taught by Dr. Christopher Atwater – Summer 2020)*
- PSY-P 335 Cognitive Psychology offered by Indiana University
  - *(Taught by Dr. Edward Hirt – Spring 2015)*
- PSY-P 304 Social Psychology Individual Differences offered by Indiana University
  - *(Taught by Dr. Edward Hirt – Spring 2014)*
- SPH-Q 501 Introduction to Statistics in Public Health offered by Indiana University
  - *(Taught by Dr. Mikyoung Jun – Spring 2015)*

*(Updated on August 11, 2025 / Dr. Kwangho Park)*