

Dr. Kwangho Park

Recent Publications

Referred 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.-P., Lee, H.-W. (2024). Determinants of consumers' adoption of mobile ticketing via self-service technology. *International Journal of Sport Communication*, 17(2), 150-161.
- 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*, 13(2). [SSCI Indexed / Impact Factor: 2.3].
- 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]

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).

Encyclopedia

- Park, K.,** & Lee, J. Y. (2024). *Video games*. *Encyclopedia of Sport Management* (2nd ed., pp. 1015–1016). London: Edward Elgar Publishing.