

## Recent Publications

**Kim, M. K.**, & Zhang, J. J. (Accept). The structural relationship between market demand and psychological factors in martial arts participants. *International Journal of Sports Marketing and Sponsorship*.

Wang, Y., Zhang, J. J., Pifer, N. D., **Kim, M. K.** (2018). Factors affecting the regional strategies for developing and advancing the Chinese sport industry. *International Journal of Sports Marketing and Sponsorship*, 19(2), 178-193.

Zhang, Y., **Kim, M. K.**, Wang, J. J., & Pitts, B. D. (2018). Reversing the tide of sport globalization from west to east? Examining consumer demand for table tennis clubs in the U.S. *International Journal of Sports Marketing and Sponsorship*, 19(2), 217-235.

**Kim, M. K.**, Jeon, H. W., & Kwon, W. (2017). Leveraging the Olympic Game's Brand Equity through Social Interaction and Team Identity, *Journal of Sport and Leisure Studies*, 67, 9-23.

**Kim, M. K.**, Kim, S. K., Park, J. A., Carroll, M. S., & Yu, J. G. (2017). Measuring the Economic Impacts of Major Sports Events: The Case of Formula One Grand Prix (F1). *Asia Pacific Journal of Tourism Research*, 22(1), 64-73.