

CURRICULUM VITAE

Win (Gi-Yong) Koo, Ed.D.

Troy University
School of
Hospitality, Sport and Tourism Management
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EDUCATIONAL HISTORY

- University of Arkansas** (Fayetteville, AR) July 2010–December 2012
Ed.D.-Major in Recreation & Sport Management
Cognate Area: Sport Marketing & Statistics
Dissertation Title: *“Analytical Research Topics in Sport Management”*
- Florida State University** (Tallahassee, FL) August 2001– December 2004
ABD-Major in Sport Administration
Cognate Area: Sport Marketing
- Yonsei University** (Seoul, Korea) September 1996 – February 1999
M.S. Major in Physical Education
Cognate Area: Sport Management
Thesis Title: *“The Comparative Analysis of the Korean Professional Sports Image.”*
- Yonsei University** (Seoul, Korea) March 1992 – August 1996
B.S. Major in Sports & Leisure Studies

PROFESSIONAL EXPERIENCE

- Troy University** (Troy AL) August 2013– Present
Position: *Associate Professor* in the School of Hospitality, Sport and Tourism Management
Duties: Research, teaching, and service in relation to sport management program
- University of Arkansas**, (Fayetteville, AR) January 2013– June 2013
Position: *Full-time Adjunct Faculty* in Recreation & Sport Management
Duties: Teaching undergraduate recreation and sport management courses
- University of Arkansas** (Fayetteville, AR) August 2010 – December 2012
Position: Teaching Assistant in Recreation & Sport Management
Duties: Teaching undergraduate recreation and sport management courses

- East Tennessee State University** (Johnson City, TN) August 2009 – May 2010
Position: Full Time Lecturer in Sport Management
Duties: Teaching and service in relation to sport management program
- University of Tennessee** (Knoxville, TN) August 2005 – July 2009
Position: Assistant Professor in Sport Management
Duties: Research, teaching, and service in relation to sport management program
- Florida A&M University** (Tallahassee, FL) August 2004 – May 2005
Position: Adjunct Faculty (part-time)
Duties: Teaching a graduate sport law course and undergraduate basic karate courses
- Tallahassee Community College** (Tallahassee, FL) January 2005 – May 2005
Position: Adjunct Faculty (part-time)
Duties: Teaching undergraduate basketball courses
- Florida State University** (Tallahassee, FL) January 2002 – December 2004
Position: Teaching Assistant & Research Assistant
Duties: Teaching undergraduate physical activity courses
Assisting research projects and classes (research method, sport administration, & organizational theory courses)
- Yonsei University** (Seoul, Korea) March 1999 – May 2001
Position: Instructor (part-time)
Duties: Teaching undergraduate physical activity courses
- ING Korea Co.** (Seoul, Korea) August 1998 – December 2000
Position: Marketing Consultant (part-time)
Duties: Consulting for promotion strategy, sponsorship, and web-design

TEACHING EXPERIENCES

Troy University (Troy, AL)	August 2013 – Present
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Graduate Courses

- SFM 6604: Statistical Analysis & Interpretation
- SFM 6630: Critical Issues in Sport & Fitness Management

Undergraduate Courses

- HSTM4430: Marketing in Hospitality, Sport and Tourism
- HSTM4451: Sport Finance & Business
- HSTM4445: Research Methods in Hospitality, Sport and Tourism
- HSTM 4440: Governing Agencies in Sport
- HSTM4435: Current Issues in Sport Management
- HSTM4435: Current Issues in Sport Management (**on-line**)
- KHP3350: Psychology of Wellness & Performance (**on-line**)

University of Arkansas (Fayetteville, AR)	August 2010 – July 2013
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Undergraduate Courses

- RESM2813: Recreation and Sport Leadership
- RESM2603: Commercial Recreation, Sport, and Tourism
- RESM2853: Leisure and Society
- RESM2853: Leisure and Society (**on-line**)
- RESM3023: Sport Management Fundamentals
- RESM3843: Recreation and Sport Facility
- RESM4003: Innovative Practices in Recreation and Sport

East Tennessee State University (Johnson City, TN)	August 2009 – May 2010
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Graduate Courses

- SALM5243: Sport Marketing (**on-line**)
- SALM5245: Financing Sport (**on-line**)
- SALM5230: Legal Issues in PE and Sport (**on-line**)
- SALM5240: Risk Management in Sport (**on-line**)
- SALM5225: Planning/Operating Facilities (**on-line**)

Undergraduate Courses

- SALM3225: Marketing Strategies
- SALM3220: Facility Plan/Event Management (**on-line**)
- SALM4210: Legal issues in SI Activities

University of Tennessee (Knoxville, TN)	August 2005 – July 2009
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Graduate Courses

- SM540: Sport Marketing
- SM580: Seminar in Sport Marketing
- SM532: Research Techniques in Sport
- SM593: Social Issues in Sport Organization

Undergraduate Courses

- SM440: Sport Marketing
- SM380: Sport Finance
- SM250: Foundation of Sport Management

Florida A&M University (Tallahassee, FL)	August 2004 – May 2005
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Graduate Course

- PEM5412: Sport Law

Undergraduate Course

- PEM1441: Basic Karate

Florida State University (Tallahassee, FL)	January 2002 – December 2004
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Undergraduate Courses

- PEM1405: Self-Defense
- PEP1001: Stretching & Relaxation
- PEM1141: Aerobic Conditioning

Yonsei University (Seoul, Korea)	March 1999 – May 2001
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Undergraduate Courses

- SLS2107: Self-Defense
- UCL1119: Tae Kwon Do
- UCL1112: Table Tennis
- UCL1104: Basketball

SCHOLARLY PUBLICATIONS

The intent for my research is to have a direct effect on improving the discipline of sport management, to prepare students for entry into the sport management field, and to bridge the gap between academics and athletics in higher education. Accordingly, I have conducted research specific to sport management education focusing on different aspects of sport marketing, especially, sport sponsorship/endorsement, consumer behavior, service marketing; and have published research papers in the prominent refereed journals in the field of sport management.

1. Refereed Journal Articles

Koo, G. Y., Sung, J., & Martinez, J. M. (in press). Effects of team identification on social and emotional adjustment in Higher Education. *Journal of Intercollegiate Sport*.

Koo, G. Y., Hardin, R., & Dittmore, S. (in press). Effects of service dimensions on service assessment in consumer response: A study of college football season ticket holders. *International Journal of Sport Management*.

Hardin, R., Trendafilova, S., Kistler, B., & **Koo, G. Y.** (2014). Motivations to recruit international student-athletes: A pilot study. *Applied Research in Coaching and Athletics Annual*, 29, 168-192.

Koo, G. Y. & Dittmore, S. (2014). Effects of intercollegiate athletics on private giving in higher education. *Journal of issues in intercollegiate athletics*, 7, 1-16

Hardin, R., Trendafilova, S., Stokowski, S., & **Koo, G. Y.** (2013). Academic major choice of international student-athletes in the NCAA. *International Journal of Sport Management*, 14(2), 191-210.

Koo, G. Y., Ruihley, R., & Dittmore, S. (2012). Impact of perceived on-field performance on sport celebrity source credibility. *Sports Marketing Quarterly*, 21(3), 147-158.

Hardin, R., **Koo, G. Y.,** Ruihley, R., Dittmore, S., & McGreevey, M. (2012). Motivation for consumption of collegiate athletics subscription web-site. *International Journal of Sport Communication*, 5, 368-383.

- Gaffney, B., Hardin, R., Fitzhugh, E., & **Koo, G. Y.** (2012). The relationship between burnout and job satisfaction in certified athletic trainers. *International Journal of Sport Management*, 13, 1-14.
- Lim, S. Y., **Koo, G. Y.**, Diacin, M. (2012). Gender discrimination occurring at collegiate athletic departments: Practical effectiveness of radical feminism in the U.S. *Korean Institute of Sport Science*, 28(1), 68-79.
- Love, A., Hardin, R., **Koo, G. Y.**, & Morse, A. (2011). Effects of motives on satisfaction and behavioral intentions of volunteers at a PGA TOUR event. *International Journal of Sport Management*. 12, 86-101.
- Hardin, R., Piercy, A., Bemiller, J. & **Koo, G. Y.** (2010). Cultivating financial support for women's athletics: An examination of donor motivations. *American Journal of Educational Studies*, 3(1), 53-66.
- Koo, G. Y.**, Andrew, D.P.S., Hardin, R., & Greenwell, T.C. (2009). Classification of sports consumers on the basis of emotional attachment: A Study of Minor League Ice Hockey Fans and Spectators. *International Journal of Sport Management*, 10(3), 307-329.
- Koo, G. Y.**, Hardin, R., McClung, S., Jung, T., Cronin, J., Vorhees, C., & Bourdeau, B. (2009). Examination of the causal effects between dimensions of service quality and spectator satisfaction in Minor League Baseball. *International Journal of Sport Marketing and Sponsorship*, 11(1), 12-25.
- Kim, S. Haley, E., & **Koo, G. Y.** (2009). Comparison of the paths from consumer involvement types to Ad responses between corporate advertising and product advertising. *Journal of Advertising*, 38(3), 67-80.
- Hardin, R., **Koo, G. Y.**, Pancratz, M., & Andrew, D.P.S. (2009). Parental Motivations and Summer Collegiate Basketball Camps. *Applied Research in Coaching and Athletics Annual*, 24, 51-84.
- Hardin, R., Andrew, D. P. S., **Koo, G. Y.**, & Bemiller, J. (2009). Motivational factors for participating in basic instruction programs. *Physical Educator*, 66(2), 71-84.
- Andrew, D.P.S., **Koo, G.Y.**, Hardin, R., & Greenwell, T.C. (2009). Analysing motives of minor league hockey fans: The introduction of violence as a spectator motive. *International Journal of Sport Management and Marketing*, 5(1/2), 73-89.
- Koo, G. Y.**, Andrew, D. P. S., & Kim, S. (2008). Mediated relationships between the constituents of service quality and behavioral intentions: Women's college basketball. *International Journal of Sport Management & Marketing*, 4(4), 390-412.
- Koo, G. Y.**, & Hardin, R. (2008). Difference in interrelationship between spectators' motives and behavioral intentions based upon emotional attachment. *Sports Marketing Quarterly*, 17(1). 30-43.
- Jones, S. G., **Koo, G. Y.**, Kim, S., Andrew, D.P.S., & Hardin, R. (2008). Motivations of international student-athletes to participate in intercollegiate athletics. *Journal of Contemporary Athletic*, 3(4).

Koo, G. Y. & Love, A., (2007). Effects of cause related marketing (CRM) on team-public relationships. *Korean Journal of Sport Management*, 12(4). 27-37.

Hardin, R., **Koo, G. Y.**, King, B., & Zdroik, J. (2007). Sport volunteer motivations and demographic influences at a nationwide tour event. *International Journal of Sport Management*, 8(1), 80-94.

Koo, G. Y., Quarterman, J., & Flynn, L. (2006). Effect of perceived sport event and sponsor image fit on consumers' cognition, affect, and behavioral intentions. *Sports Marketing Quarterly*, 15(2), 80-90.

Koo, G. Y., Quarterman, J., & Jackson, E. N. (2006). The effect perceived image fit on brand awareness: 2002 Korea-Japan World Cup. *International Journal of Sports Marketing & Sponsorship*, 7(3), 180-191.

Quarterman, J., Jackson, E. N., Kim, K., Yoo, E., **Koo, G. Y.**, Pruegger, B., & Han, K. (2006). Statistical data analysis techniques employed in the Journal of Sport Management: January 1987 to October 2004. *International Journal of Sport Management*, 7(1), 13-30.

Koo, G. Y. (2005). Sport sponsorship image match-up effect on consumer based brand equity. *Korean Journal of Sport Management*, 10(4), 135-144.

Koo, G. Y., & Cho, K. M. (1999). The comparative analysis of the ideal and real images in the major Korean professional sports, *Korean Journal of Sport Management*, 1(2), 185-205.

2. Book Chapter

Koo, G. Y., & Quarterman, J. (2011). Effect of perceived sport event and sponsor image fit on consumers' cognition, affect, and behavioral intentions. In N.L. Lough & W.A. Sutton (Ed.), *Handbook of Sport Marketing Research*. Morgantown, WV: Fitness Information Technology.

Garant-Jones, S., **Koo, G. Y.**, Kim, S., Andrew, D.P.S., & Hardin, R. (2011). Motivations of international student-athletes to participate in intercollegiate athletics. In J.P. Waldorf (Ed.), *Advances in Sports and Athletics Volume 1*. Hauppauge, NY: Nova Science Publishers. (reprint)

3. Invited Writing

Koo, G. Y. (2009). Korea sport organizations, In Parks, J., Quarterman, J., & Thibault, L. (Eds.), *Contemporary Sport Management* (4th ed.). Champaign, IL: Human Kinetics.

Koo, G. Y. (2007). Korea sport organizations, In Parks, J., Quarterman, J., & Thibault, L. (Eds.), *Contemporary Sport Management* (3rd ed.). Champaign, IL: Human Kinetics.

4. Refereed Conference Proceedings

Koo, G. Y., Love, A., & Kim, J. (May 2007). The role of sport team-public relationships in strengthening team identification. Conference Proceedings of the 2006 conference of *Academy of Marketing Science*. Coral Gables, FL.

Koo, G. Y., Hardin, R., McClung, S., Jung, T., Cronin, J., & Vorhees, C. (May 2007). Effects of dimensions of service quality on spectators' cognitive and affective responses: Minor League Baseball. Conference Proceedings of the 2006 conference of *Academy of Marketing Science*. Coral Gables, FL.

Koo, G. Y., Hardin, R., & Bemiller, J. (February 2006). Effect of the image fit of Super Bowl/sponsors on consumer based outcomes. Conference Proceedings of the *Southeast Decision Sciences Institute*. Wilmington, NC.

Koo, G. Y., Kim, S., & Kim, S. (July 2006). Effects of service attributes, perceived service quality, and satisfaction on customers' behavioral intentions in women's college basketball. Conference Proceedings of the 2006 conference of *Academy of Marketing Science*, Seoul, Korea.

5. Research Reports

Hardin, R. & **Koo, G. Y.** (2009). Evaluation of service quality at Neyland Stadium. Prepared for The University of Tennessee Men's Athletic Department.

Andrew, D.P.S., Hardin, R., & **Koo, G. Y.** (2007). Demographics profile and motivations of spectators at Neyland Stadium. Prepared for The University of Tennessee Men's Athletic Department.

6. Working Manuscripts (under review)

Koo, G. Y., & Diacin, M. J., Dixon, A. (under 2nd review). Effects of internship satisfaction on pursuit of employment in sport management. *Sport Management Educational Journal*.

Sung, J., **Koo, G. Y.**, Kim, S., & Dittmore, D. W. (under 1st review). Enhancement of non-academic environment by intercollegiate athletics and its intangible benefits in higher education. *Journal of Physical Education and Sport*.

Martinez, J. M., Miller, J & **Koo, G. Y.** (under 1st review). Influences of organizational commitment among intercollegiate athletics employees. *International Journal of Sport Management*.

Sanderson, J., **Koo, G.**, & Hardin, R., Bowles, J. (under 1st review). Building a personal brand: Motivations to retweet. *International Journal of Sport Communication*.

7. Working Manuscripts

Koo, G. Y. (in progress). Effects of the association with an unhealthy sponsor on consumer-based event equity.

Koo, G. Y. (in progress). An understanding of how source credibility contaminated by off-the field issues can be rehabilitated by on-field performance considering their severities.

Koo, G. Y., & Hardin, R. (in progress). Effects of the hierarchical relationships of constraints on student attendance.

Dittmore, S., **Koo, G. Y.**, & McCarthy, S. T. (in progress). How perception of service quality mediates consumer-to consumer exchange behaviors in sports.

Martinez, M., Miller, J & **Koo, G. Y.** (in progress). Marketing to your employees: Perceptions of internal marketing practices in NCAA Intercollegiate Athletics

Kim, S., & **Koo, G. Y.**, Dittmore, S. (in progress). The impact of perceived value of intercollegiate athletics on college choice.

Dixon, A., **Koo, G. Y.**, & Dixon, H. (in progress). The relationship between private consumption benefits and involvement: A case of college football game experience.

REFEREED RESEARCH PRESENTATIONS

Koo, G. Y., & Hardin, R. (2015). *Understanding student attendance in college football through the hierarchical relationships of constraints*, Will present at the 29th Annual North American Society for Sport Management Conference, Ottawa, Ontario.

Sung, J., **Koo, G. Y.**, Kim, S., & Dittmore, D. W. (2015). *The role of intercollegiate athletic program in predicting students' adjustment in college life*, Will present at the College Sport Research Institute Conference on College Sport. Columbia, S.C.

Kim, S., **Koo, G. Y.**, & Dittmore, D. W. (2015). *Effects of intercollegiate athletics on college choice intentions*, Will present at the College Sport Research Institute Conference on College Sport. Columbia, S.C.

Sung, J., **Koo, G. Y.**, Kim, S., & Dittmore, D. W. (2015). *Understanding of the team identification on academic performance in higher education*, Presented at the 2015 Southern Sport Management Conference, Baton Rouge, LA.

Hardin, R., Sanderson, J., Bowles, J., & **Koo, G.** (2015). *Building a personal brand: Motivations to retweet*. Presented at the 8th Summit on Communication and Sport, Charlotte, NC.

Martinez, M. Miller, J., & **Koo, G. Y.** (2014). *Determinants of Organizational Commitment Among Intercollegiate Athletic Department Personnel*, Presented at the 2014 Sport Entertainment & Venues Tomorrow, Columbia, SC.

Kim, A. C. H., Kim, M., Cho, S., **Koo, G. Y.**, Newman, J., & Lee, H-W. (2014). *Youth sport leagues and social well-being at community level: Network formation patterns of community members through youth sport leagues*, Presented at the annual conference of World Leisure Congress, Mobile, AL.

Koo, G. Y., Hardin, R., Kim, S. (2014). *Effects of constraints on student attendance in college football*, Presented at the 28th Annual North American Society for Sport Management Conference. Pittsburgh, PA.

Dixon, A., **Koo, G. Y.**, Dixon, H., & Sung, J. (2014). *Comparing the private consumption benefits derived from the college football game experience by level of involvement*, Presented at the 28th Annual North American Society for Sport Management Conference. Pittsburgh, PA.

- Koo, G. Y., & Sung, J.** (2014). *Role of team identification in students' college adjustments*, Presented at the 2014 American Alliance for Health, Physical Education, Recreation, and Dance Annual Conference. St. Louis, MO.
- Kim, S., & **Koo, G. Y.**, Dittmore, S. (2014). *An empirical note on the impact of intercollegiate athletics on college choice*, Presented at the 2014 American Alliance for Health, Physical Education, Recreation, and Dance Annual Conference. St. Louis, MO.
- Hardin, R., Trendafilova, S., Stokowski, S., & **Koo, G. Y.** (2014). *Factors influencing academic major choice of international student-athletes competing in the NCAA*, Presented at the Southern Sport Management Conference. Nashville, TN.
- Hardin, R., Trendafilova, S., & **Koo, G. Y.** (2014). *Cultural exchange: The recruitment of international student-athletes*, Presented at the College Sport Research Institute Conference on College Sport. Columbia, S.C.
- Kim, S., & **Koo, G. Y.** (2013). *The mediating effect of team identification on student college choice*, Presented at the Southern Sport Management Conference, Troy, AL.
- Sung, J., & **Koo, G. Y.** (2013). *A framework for understanding the effects of team identification on academic achievement*, Presented at the Southern Sport Management Conference, Troy, AL.
- Koo, G. Y.**, Park, J., & Dittmore, S. (2013). *Framing messages through social networking service: Korean LPGA players' twitter usage*, Presented at the 6th Summit on Communication and Sport. Austin, TX.
- Hardin, R., Rauhley, R., **Koo, G. Y.**, & Dittmore, S. (2013). *An examination of motivations to use subscription-based message boards*, Presented at the 6th Summit on Communication and Sport. Austin, TX.
- Dittmore, S., & **Koo, G. Y.** (2012). *Content, copyright and transmission: Analyzing current legal issues in sport media rights*, Presented at the 27th Annual North American Society for Sport Management Conference. Seattle, WA.
- Koo, G. Y.**, & Dittmore, S. (2012). *Crowding-out effects of athletic giving on academic giving at FBS institution*, Presented the College Sport Research Institute Conference on College Sport. Chapel Hill, NC.
- Hardin, R., **Koo, G. Y.**, & Dittmore, S. (2011). *Online sport media-subscription motives and media-use behaviors*, Presented at the 9th Annual Conference of the Sport Marketing Houston, Texas.
- Koo, G. Y.**, Hardin, R., & Dittmore, S. (2011). *Collegiate football season ticket holders perception of service quality*, Presented at the College Sport Research Institute Conference on College Sport. Chapel Hill, NC.
- Gaffney, B. Hardin, R., Fitzhugh, E. C., & **Koo, G. Y.** (2010). *Burnout and job satisfaction in certified athletic*, Presented at Southeast Chapter of the American College of Sports Medicine Southeast Annual Meeting. Greenville, SC.

- Hardin, R., Blum, S., & **Koo, G. Y.** (2010). *Collegiate women's basketball: Motivations to be a season ticket holder*, Presented at the College Sport Research Institute Conference on College Sport. Chapel Hill, NC.
- Love, A., Hardin, R., **Koo, G. Y.**, & Morse, A. (2009). *Mediating effects of satisfaction on the relationship between motivation and behavioral intentions for volunteers at a PGA TOUR event*, Presented at the MSU College of Education 2nd Annual Faculty/Student Research Forum. Mississippi State, MS.
- Diacin, M. J., **Koo, G. Y.**, & Lim, S. (2009). *Female employees' perceptions of employment trends in intercollegiate athletics departments*, Presented at the 125th American Alliance for Health, Physical Education, Recreation, and Dance Annual Conference. Tampa, FL.
- Hardin, R., **Koo, G. Y.**, McMillin, A., Cooper, C., & Hultquist, C. (2009). *Physical training motivations: female student-athletes and the female student population*, Presented at the College Sport Research Institute Conference on College Sport. Chapel Hill, NC.
- Hardin, R., McMillin, A., **Koo, G. Y.**, Hultquist, C. (2009). *Training motivations for collegiate female student-athletes*, Presented to Southeast Chapter for the American College of Sports Medicine. Birmingham, AL.
- Goble, A., Bemiller, J., **Koo, G. Y.**, & Hardin, R. (2008). *Institutional liability for student-athlete misconduct*, Presented at the 23rd Annual North American Society for Sport Management Conference, Ontario, Canada.
- Koo, G. Y.**, Diacin, J. M., & Hardin, R. (2008). *The effects of internship satisfaction on affective commitment and behavioral intentions*, Presented at the 23rd Annual North American Society for Sport Management Conference. Ontario, Canada.
- Koo, G. Y.**, Rauhley, B., Pratt, A., & Hardin, R. (2008). *Communication with donors: Donor motivations and athletic development web sites*, Presented at the 3rd Communication & Sport. Clemson, SC.
- Andrew, D.P.S., **Koo, G. Y.**, Hardin, R. & Bemiller, J. (2008). *Motivations for participating in basic instruction programs: Academic benefit factor*, Presented at the 124th American Alliance for Health, Physical Education, Recreation, and Dance Annual Conference. Fort Worth, TX.
- Andrew, D.P.S., **Koo, G. Y.**, Hardin, R., & Greenwell, T.C. (2007). *Analyzing motives of minor league hockey fans: The introduction of violence as a spectator motive*, Presented at the 5th Annual Sport Marketing Association Conference. Pittsburgh, PA.
- Hardin, R., **Koo, G. Y.**, & McClung, S. (2007). *Spectator satisfaction of service quality at Minor League Baseball games*, Presented at the 5th Annual Sport Marketing Association Conference: Pittsburgh, PA.
- Lim, S., **Koo, G. Y.**, & Diacin, M. J. (2007). *Women's athletics departments: Greater opportunity through a radical feminist approach?* Presented at the 28th Annual conference of the North American Society for the Sociology of Sport. Pittsburgh, PA.

- Bemiller, J., Hardin, R., & Andrew, D.P.S., **Koo, G. Y.** (2007). *Pole vault safety: Should helmets be mandatory? Using a legal analysis to examine the issue*, Presented at the International Conference on Sport and Entertainment Business. Columbia, SC.
- Koo, G. Y.**, Andrew D.P.S., Hardin, R., & Bemiller J. (2007). *Marketing implications of motivational factors for participating in basic instruction programs*, Presented at the Tennessee Association of Health, Physical Education, Recreation, and Dance Annual Conference. Franklin, TN.
- Koo, G. Y.**, & Kim, J. (2007). *Effects of sport team-public relationships on team identification*, Presented at the 22nd Annual North American Society for Sport Management Conference. Miami, FL.
- Franz, Z., Hurt, A., Coomer, B., & **Koo, G. Y.** (2007). *Understanding the impact of Michelle Wies's performamnce on soure credibility*, Presented at the 22nd Annual North American Society for Sport Management Conference. Miami, FL.
- Kim, S., **Koo, G. Y.**, & Haley, E. (2007). *Different roles of advertisement involvement in corporate advertising: A path analysis of the relationships between involvement types and attitude/behavioral intentions*, Presented at the 2007 conference of American Academy of Advertising. Burlington, VT.
- Hardin, R., **Koo, G. Y.**, King, B., Zdroik, J. & Bemiller, J. (2007). *Motivations and demographic profile of volunteers at a nationwide tour event*, Presented at the 123th American Alliance for Health, Physical, Education, Recreation and Dance Annual Conference, Baltimore, MD.
- Adam L., Bemiller, J., Hardin, R., & **Koo, G. Y.** (2007). *Equal rights, gender equity, discrimination, interscholastic sport*, Presented at the 20th Annual Sport, Physical Activity, Presented at the Recreation and Law Conference. Chapel Hill, NC.
- Koo, G. Y.**, Hardin, R., & Seok, B. (2006). *Interrelationship between constructs of service quality and behavioral intensions*, Presented to the 3rd conference of Asian Association for Sport Management. Tokyo, Japan.
- Bemiller, J., Hardin, R., & **Koo, G. Y.** (2006). *Standard of care and risk management in the pole vault*, Presented to U.S. Track & Field and Cross County Coaches Association. San Antonio, TX.
- Koo, G. Y.**, Quarterman, J., Jackson, E. N., & Shu, Y. (2005). *An approach of schematic information processing for sport sponsorship effectiveness*, Presented to the 121st American Alliance for Health, Physical Education, Recreation and Dance. Chicago, IL.
- Koo, G. Y.** (2004). *Sport sponsorship match-up effect on consumer based brand equity. 2004 Super Bowl XXXVIII*, Presented to the 2nd Sport Marketing Association. Memphis, TN.
- Koo, G. Y.** (2004). *Perceived sport event/sponsor match-up effect on consumer based brand equity*, Presented at the 19th Annual North American Society for Sport Management. Atlanta, GA. The Runner-Up (***One of the Top 3 Finalists***) of Student Research Competition.

- Koo, G. Y.**, Jackson, E. N., & Mun, S. (2004). *Influence of an associated power between fans and preferred team on the sponsorship environment*, Presented at the 120th American Alliance for Health, Physical Education, Recreation and Dance. New Orleans, LA.
- Chung, T. W., **Koo, G. Y.**, Baeg, J., & Stringfellow, D. (2004). *Perception of NCAA Bylaw relative to gambling activities*, Presented at the 17th Annual Sport, Physical Activity, Recreation and Law Conference. Las Vegas, NV.
- Baeg, J., **Koo, G. Y.**, Bae, S., & Chung, T. W. (2004). *Do athletes own their name. Publicity rights and the First Amendment in sport*, Presented at the 17th Annual Sport, Physical Activity, Recreation and Law Conference. Las Vegas, NV.
- Koo, G. Y.**, Han, J., & Jung, T. W. (2003). *The factors associated with spectator attendance*, Presented at the 54th Annual Florida Alliance for Health, Physical Education, Recreation and Dance Conference. Jacksonville, FL.
- Koo, G. Y.**, & Kim, S. (2003). *The match-up effect of sponsorship recall and image transfer*, Presented at the 18th Annual North American Society for Sport Management Conference. Ithaca, NY.
- Quarterman, J., Jackson, E. N., Yoo, E., **Koo, G. Y.** & Pruegger, B. (2003). *An assessment of statistical data analysis techniques employed in the Journal of Sport Management: 1987-2002*, Presented at the 119th American Alliance for Health, Physical Education, Recreation and Dance. Philadelphia, PA.
- Quarterman, J., Jackson, E. N., & **Koo, G. Y.** (2002). *Managerial roles of intercollegiate athletics directors of NCAA Division IAA members' institutions: The Mintzberg model*, Presented at the 53rd Annual Florida Alliance for Health, Physical Education, Recreation and Dance Conference. Daytona, FL.
- Koo, G. Y.** (1999). *The analysis of the professional sports images for the brand positioning*, Presented at the 4th Korean Society for Sport Management Conference. Chuan-An, South Korea.

INVITED LECTURES

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| Guest Lecture on <u><i>Cultural Competency</i></u>
Dr. Langsner's Recreation/Sport Principal Graduate Class, University of Arkansas | July 2011 |
| Guest Lecturer on <u><i>Factors Influencing the Development of Korean Elite Sports</i></u>
Department Seminar, University of Tennessee | November 2008 |
| Invited Lecture (lecture Series) on <u><i>American Sport Cultures & Sports Marketing</i></u>
Department of Physical Education, Chonnam National University, Gwang-Ju, South Korea | July 2008 |
| Invited Lecture on <u><i>The Trend of Sports Management Research</i></u>
Department of Sport & Leisure Studies, Yonsei University, Seoul, South Korea | June 2008 |
| Invited Lecture on <u><i>Globalization & Sports Management</i></u>
Dr. Young Sin Won's Undergraduate Sports Sociology Class, Yonsei University, Seoul, South Korea | June 2008 |

- Invited Lecture on *The Trend of American Sports Management Research* June 2008
College of Art and Physical Education, Doug-Eui University, Bu-San, South Korea
- Guest Lecture on *Expert Experience* March 2008
Dr. Jeffrey Fairbrother's Expert Performance in Sport (SS536), University of Tennessee
- Guest Lecture on *Expert Experience* June 2007
Dr. Jeffrey Fairbrother's Expert Performance in Sport (SS536), University of Tennessee
- Guest Lecture on *Mapping Out a Research Agenda* February 2007
Department Seminar, University of Tennessee
- Guest Lecture on *Local Revenue Enhancement* October 2006
Dr. Dennie Kelley's Administration/Supervision in Sport, University of Tennessee
- Guest Lecture on *Sports Branding* October 2005
Dr. Dennie Kelley's Administration/Supervision in Sport, University of Tennessee
- Guest Lecture on *Sports Marketing* September 2004
Dr. E. Newton Jackson, Jr.'s Sport Marketing Class, Florida A & M University
- Guest Lecture on *Sports Marketing* August 2004
Instructor Andreas Taylor's Sport Administration Class, Florida State University
- Guest Lecture on *Sports Marketing* October 2003
Dr. E. Newton Jackson, Jr.'s Sport Administration Class, Florida State University
- Guest Lecture on *Sports Sponsorship Effectiveness* October 2003
Instructor Don Stringfellow's Sports Marketing Class, Florida State University
- Guest Lecture on *American Sports Management Curriculum* June 2003
Dr. Kwang Min Cho's Sport Management Doctoral Seminar, Yonsei University, Seoul, South Korea
- Guest Lecture on *Sports Administration* May 2001
Dr. Kwang Min Cho's Sport Facility & Administration Class, Yonsei University, Seoul, South Korea

RESEARCH GRANTS

Funded

- Koo, G. Y.** (September 2011). *Crowding-out effects of athletic giving on academic giving at NCAA Division I, II, and III institutions.* Funded by the National Collegiate Athletic Association in the amount of \$7,500.
- Hardin, R. & **Koo, G. Y.** (May 2009). *Evaluation of service quality at Neyland Stadium.* Funded by the University of Tennessee Men's Athletic Department in the amount of \$1,500 (in kind).

Koo, G. Y. (September 2008). *The Role of internship in sport management program and causal relationships among internship satisfaction, affective commitment, and behavioral intentions to pursue employment.* Funded by the Korea Foundation for the Next Generation Sports Talent in the amount of \$4,500.

Polite, F. & **Koo, G. Y.** (June 2007). *Ready For The World: Bridging the cultural divide via collaborations in international sport business management.* Funded by CEHHS international/intercultural initiative in the amount of \$5,000.

Andrew, D.P.S., Hardin, R., & **Koo, G.Y.** (September 2007). *Demographics profile and motivations of spectators at Neyland Stadium.* Funded by the University of Tennessee Men's Athletic Department in the amount of \$1,500 (in kind).

Koo, G. Y., Andrew, D.P.S., Hardin, R., & Greenwell, T.C. (November 2006). *Consumer motivations of minor league ice hockey fans.* Funded by the Knoxville Ice Bears minor league hockey team in the amount of \$500 (in kind).

Koo, G. Y., & Hardin, R. (March 2006). *Spectator motivations of college women's basketball.* Funded by the University of Tennessee Athletic Department in the amount of \$500 (in kind).

RESEARCH TRAVEL/PRESENTATION GRANTS

Koo, G. Y. (April 2014). Awarded a Paper Presentation Grant. Funded by Troy University's Faculty Development Committee in the amount of \$750.

Koo, G. Y. (April 2012). Travel Grant. Funded by University of Arkansas Graduate School in the amount of \$1,100.

Koo, G. Y. (April 2011). Travel Grant. Funded by University of Arkansas Graduate School in the amount of \$1,100.

Koo, G. Y. (June 2004). Conference Presentation Grant. Funded by Florida State University Congress of Graduate Students in the amount of \$400.

Koo, G. Y. (May 2004). Travel Grant. Funded by Florida State University College of Education in the amount of \$250.

Koo, G. Y. (June 2003). Conference Presentation Grant. Funded by Florida State University Congress of Graduate Students in the amount of \$400.

Koo, G. Y. (October 2002). Conference Presentation Grant. Funded by Florida State University Congress of Graduate Students in the amount of \$100.

SERVICES TO THE PROFESSION

Ad Hoc Reviewer
Event Management Journal

March 2015

Ad Hoc Reviewer <i>Sport Marketing Quarterly</i>	February 2015
Ad Hoc Reviewer <i>International Journal of Sport Management and Marketing</i>	January 2015
Abstract Reviewer <i>2015 Southern Sport Management Conference</i>	December 2014
Ad Hoc Reviewer <i>Event Management Journal</i>	September 2014
Ad Hoc Reviewer <i>Event Management Journal</i>	March 2014
Ad Hoc Reviewer <i>Journal of Applied Sport Management</i>	February 2014
Ad Hoc Reviewer (Special Issue: The Impact of Technology in Sport Management) <i>Journal of Applied Sport Management</i>	September 2013
Ad Hoc Reviewer <i>Event Management Journal</i>	September 2013
Simultaneous Interpreter for the Wal-Mart NW Arkansas Championship <i>The Ladies Professional Golf Association</i>	June 2012
Ad Hoc Reviewer <i>The International Journal of Sport Communication</i>	December 2007
Ad Hoc Reviewer (Special Issue: The Attraction of Sport) <i>The International Journal of Sport Marketing & Management</i>	Spring 2007
Student Board Member <i>North American Society for Sport Management</i>	2003 – 2004
Student Representative <i>Korean Society for Sport Management</i>	1996 – 1998

SERVICES TO THE UNIVERSITY

Who's Who American College and Universities Committee, Troy University (Troy, AL) <i>Role: Selecting honor students</i>	August 2013 – Present
Summer Program Development Committee, Troy University (Troy, AL) <i>Role: Developing the university summer programs for community</i>	August 2013 – Present

- I-LEAD Steering Committee, University of Tennessee (Knoxville, TN) August 2007 – October 2008
Role: *Developing the Institute of Leadership, Ethics, and Diversity in Sport*
- Instructor of the Project GRAD, University of Tennessee (Knoxville, TN) June 2008
Role: *Introducing and Teaching Sport Marketing*
- Instructor of the Project GRAD, University of Tennessee (Knoxville, TN) June 2007
Role: *Teaching Martial Art (Tae-Kwon-Do)*
- Coordinator of the International Education Week, Florida State University (Tallahassee, FL) November 2004
Role: *Coordinating International Education Events*
- Director of High School National Tae Kwon Do Tournament, Yonsei University (Seoul, Korea) May 1995 – August 1999
Role: *Overseeing the entire Tae Kwon Do event*

SERVICES TO THE DEPARTMENT

- Ph.D. Program Ad Hoc Committee, Troy University (Troy, AL) August 2014– Present
Role: *Reviewing all proposed admission requirements; Recommending appropriate procedure*
- Undergraduate Curriculum Committee, Troy University (Troy, AL) August 2013 – Present
Role: *Reviewing all proposed courses and changes; Recommending appropriate policy*
- Graduate Curriculum Committee, Troy University (Troy, AL) August 2013 – Present
Role: *Reviewing all proposed courses and changes; Recommending appropriate policy*
- IMPACT sessions, Troy University (Troy, AL) June 2014
Role: *Representing the school of Hospitality, Sport and Tourism Management*
- Preview Day, Troy University (Troy, AL) May 2014
Role: *Representing the school of Hospitality, Sport and Tourism Management*
- Graduation Ceremony, Troy University (Troy, AL) May 2014
Role: *Representing the school of Hospitality, Sport and Tourism Management*
- Faculty Searching Committee, Troy University (Troy, AL) May 2014 – Present
Role: *Assisting a successful search process for Hospitality Management Program*
- Freshman Orientation Troy University (Troy, AL) November 2013
Role: *Participating in five freshman orientation classes to introduce the new School of Hospitality, Sport and Tourism Management*
- Coordinator of the NEST, University of Tennessee (Knoxville, TN) June 2008 – July 2009
Role: *Developing an international exchange program with the Korea Foundation for the Next Generation Sports Talent (NEST)*
- Graduate Admission Committee, University of Tennessee (Knoxville, TN) August 2005 – July 2009
Role: *Screening/Selecting quality graduate students for Sport Management Program*

Faculty Searching Committee, University of Tennessee (Knoxville, TN) August 2007 – December 2007
Role: Assisting a successful search process for Sport Management Program

SERVICES TO THE STUDENTS

Voluntary Faculty Advisor of the KSA, Troy University (Troy, AL)
Role: Advising and Supporting Troy Korean Student Association (KSA) April 2014 – Present

Voluntary Coach of the University of Aransas TKD Club, University of Arkansas (Fayetteville, AR)
Role: Directing/Coaching UA Take Kwon Do (TKD) Club August 2010– May 2013

Coordinator of the Korean Night, University of Arkansas (Fayetteville, AR)
Role: Coordinating the annual Korean Night March 2011

Voluntary Faculty Advisor of the KSA, University of Tennessee (Knoxville, TN)
Role: Advising and Supporting UT Korean Student Association (KSA) August 2008 – July 2009

Voluntary Coach of the University of Tennessee TKD Club, University of Tennessee (Knoxville, TN)
Role: Directing/Coaching UT Take Kwon Do (TKD) Club October 2006 – November 2007

Voluntary Coach of the Florida State University TKD Club, Florida State University (Tallahassee, FL)
Role: Directing/Coaching FSU Take Kwon Do (TKD) Club August 2001– May 2005

Voluntary Coach of the Yonsei University International TKD Club, Yonsei University (Seoul, Korea)
Role: Directing/Coaching Yonsei Take Kwon Do (TKD) Club August 1996 – March 1999

SERVICES TO THE COMMUNITY

Chairperson of the Alabama Korean Promise Keepers Men's Ministry, Montgomery, AL
Role: Organizing annual meetings and events November 2013 – Present

Lay Leader of the Aransas Korean United Methodist Church, Fayetteville, AR
Role: Serving on all church committee November 2012 – July 2013

Vice Principal of the Korean Language School, Fayetteville, AR August 2010 – December 2010
Role: Developing new curricula, and dealing with school-community relations

Director of the Knoxville Korean Association (KKA), Knoxville, TN October 2009 – July 2010
Role: Supporting the KKA's engagement in sound strategic planning

Board of Trustee of the Knoxville Korean Association (KKA), Knoxville, TN May 2007 – October 2009
Role: Setting and clarifying the KKA's mission and purpose

Director of the Southeastern Korean Olympics, Knoxville, TN May 2009
Role: Directing the South Eastern Korean Olympics

Director of Knoxville Korean Association (KKA), Knoxville, TN May 2006 – May 2007
Role: Supporting the KKA's engagement in sound strategic planning

PROFESSIONAL ASSOCIATIONS

- North American Society for Sport Management
- The American Alliance for Health, Physical Education, Recreation and Dance
- The Academy of Marketing Science
- American Academy of Advertising
- The Tennessee Alliance for Health, Physical Education, Recreation and Dance
- The Florida Alliance for Health, Physical Education, Recreation and Dance
- Korean Society for Sport Management
- World Tae Kwon Do Federation
- Korean Olympic Association

SCHOLASTIC HONORS, AWARDS AND FELLOWSHIPS

University of Arkansas	Academic Excellence: Troy Hendricks Scholarship (\$625)	2012 – 2013
University of Arkansas	Academic Excellence: Luther W. and Edna L. Estelle Scholarship Trust Fund (\$515)	2012 – 2013
University of Arkansas	The Doctoral Student of The Year	2011 – 2012
University of Arkansas	Graduate Teaching Assistantship (\$12,000)	2010 – 2012
Florida State University	Graduate Teaching & Research Assistantship (\$10,000)	2002 – 2004
Florida State University	College of Education (COE) Fellowship (\$6,300)	2001 – 2002
Yonsei University	President Award for Academic Excellence (\$4,200)	1994 – 1996
Yonsei University	COE Scholarship for Academic Excellence (\$3,600)	1992 – 1994

EXTRA CURRICULAR/HONOR SOCIETY AWARDS

The status of HONORARY CITIZENSHIP <i>Awarded by the City of Knoxville (Mayor: Bill Haslam)</i>	December 2006
Graduate Student Award <i>Granted by Korean Society for Sport Management</i>	February 1999

DISSERTATION/THESIS/RESEARCH PROJECT COMMITTEE

1. Doctoral Dissertation Committee

- Sung-Yep Lim (August 2006-2008, University of Tennessee). *“Racial and sexual discriminations toward Korean players on the LPGA Tour”*

2. Master's Thesis Advisor

- Stephanie Garant Jones (December 2006, University of Tennessee). *"Motivational factors influencing foreign-student athletes to participate in the National Colligate Athletic Association"*
- Mark Dutton (May 2009, University of Tennessee). *Impact of Transformational Leadership on job satisfaction of certified athletic trainers in Division I, NCAA, southeastern conference schools"*
- Mitch McGill (May 2009, University of Tennessee). *"The factors influencing emotional attachment to athletes"*

3. Master's Thesis Committee

- Richard Toomer (May 2009, University of Tennessee). *"Marketing the sport psychologist"*
- Fraser J Boyd (August 2008, University of Tennessee). *"Failure to launch: A study into the XFL, WUSA and NASL and their factors of failure through Michael Porter's framework of strategy formation"*
- Jiho Kim (December 2005, University of Tennessee). *"The impact of Asian players on their teams and MLB revenue changes"*

4. Master's Research Project Advisor

- Sara Vogt (May 2014, Troy University). *"Factors affecting student-athletes' choice of major"*
- Elizabeth A. Clough (December 2013, Troy University). *"Effect of collegiate student-athlete community involvement on fan behavior"*
- Ben DeHaan (May 2009, University of Tennessee). *"The effect of promotion on attendance in the Southern Professional Hockey League"*
- Beth Gaffney (May 2009, University of Tennessee). *"The Relationship Between Burnout and Job Satisfaction in BOC Certified Athletic Trainers"*
- Michael Tucker (May 2009, University of Tennessee). *"Possible Discriminatory Practices which Have Led to the Racial Evolution in MLB"*
- Brandon K. Spurlock (May 2009, University of Tennessee). *"NCAA Reclassification from Division I-FCS to Division I-FBS: Factors Contributing to Success at the Next Level"*
- Rachel Joffe (December 2008, University of Tennessee). *"Total direct expenditures of a sports event"*
- Jamie Grauel (August 2008, University of Tennessee). *"The effect of job satisfaction on the turnover intentions of student workers in a university recreational facility"*
- Oliver Fraenkel (May 2008, University of Tennessee). *"The initial spectator motivation to watch Rugby in south east Tennessee"*
- Beth Coomer (May 2007, University of Tennessee). *"Cause-Related Marketing: How can Minor League Baseball benefit?"*
- Adam Wilgus (March 2007, University of Tennessee). *"Do specific campaigns or projects positively affect an athletic donor's motivation to give to the University of Tennessee men's athletic department?"*

5. Master's Research Project Committee

- McGill, Mitch (May 2009, University of Tennessee). *"The Factors that Influence Emotional Attachment to Athletes"*

- Fenwick, Jonathan Tyler (May 2009, University of Tennessee). *“Motivations in Youth, High School, College, and Elite Level Athletics”*
- Tony Williams (May 2009, University of Tennessee). *“Expectations for websites among college sports fans: The impact of content on intention to use official athletes department websites”*
- Jacqueline Mary Wise (May 2009, University of Tennessee). *“The effects of promotions on Minor League Baseball attendance”*
- Derin Harrison (May 2009, University of Tennessee). *“What Do Weiner Dogs Have to Do With Hockey?: A Study of the Efficacy of Theme Nights”*
- Andrea Piercy (August 2008, University of Tennessee). *“Donor motivations and women’s athletics”*
- Mike Giroud (August 2008, University of Tennessee). *“Marketing Major League Baseball to the Hispanic community: What motivation factors reach the Hispanic market according to the Motivation Scale for Sport Consumption and the Points of Attachment Index?”*
- Carolyn Cooper (August 2008, University of Tennessee). *“Motivations for physical activity: A critical analysis of college females at a state university”*
- Adlai A. Hurt (March 2007, University of Tennessee). *“A Content Analysis of Athletic Development Web sites within the Sun Belt Conference.”*
- Emily Kalis (March 2006, University of Tennessee). *“The NCAA’s Middle Child: Division II Athletics”*
- Jamie Smith (May 2006, University of Tennessee). *“The impact of sport sponsorship”*

6. Undergraduate Research Project Advisor

- Torrey Battle (May 2014, Troy Univeristy). *“The First Amendment and social media for college athletes”*
- Ian Grier (May 2014, Troy Univeristy). *“How social media has changed recruiting in college athletics”*