

Recent Publications

- Kim, M. K.**, Lee, D., Kim, S. K., & Kim, M. (in print). Leisure Constraints of Experienced Martial Art Participants. *Asia Pacific Journal of Tourism Research*.
- Min, S. D., Zhang, J. J., **Kim, M. K.**, & Kim, C. (in print). Understanding Consumers of Asian Female Sports: A Case Study of the Womens Korean Basketball League (WKBL). *International Journal of Sport Management and Marketing*
- Kim, S. K., **Kim, M. K.**, Park, J. A., Yoo, J., & Kwon, W. D. (2014). The Relationship among Service Quality, Satisfaction, and Future Intentions of Users at Main Media Center: Case of Guangzhou Asian Games. *International Journal of Applied Sports Science*, 26(1), 52-60.
- Kim, M. K.**, Lee, D., Schoenstedt, L., Sunbok, Lee. & Kim, S. K. (2014). Effects of Service Quality in Motor Boat Racing: Relationships among Perceived Service Quality, Customer Satisfaction, and Word of Mouth. *International Journal of Sport Science*, 4(2), 39-46.
- Yu, J. G., **Kim, M. K.**, & Kim, S. K. (2014). The Study of the Mutual Influence of the Development of Economy and of Professional Sports in China. *Korean Journal of Physical Education*, 53(2), 281-292.
- Pinzon, S., Martin, C. L. L., **Kim, M. K.** & Martinez, J. M. (2014). An Exploration of the Impact and Needs of Brand Identity Campaigns within Divisions of the National Collegiate Athletic Association (NCAA). *Journal of Contemporary Athletics*, 8(4), 263-288.

Book Chapter

- Kim, M. K.**, & Zhang, J. J. Promoting an Asian Sport to the World: The Case of Taekwondo. In Leng, H. K., & Hsu, N. Y (Eds.), *Emerging Trends and Innovation in Sports Marketing and Management in Asia* (in press). Hershey, PA: IGI Global.