



KYU-SOO CHUNG

CONTACT INFORMATION

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 Kennesaw, GA 30144-5591
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 iqsoo  Kyu-soo Chung

ACADEMIC POSITION

Kennesaw State University

2021 - Present Associate Professor of Sport Management
 2018 - Present Researcher at Sport Consumer Experience and Technology Laboratory
 2016 - Present Graduate Faculty of Applied Exercise and Health Science
 2016 - 2021 Assistant Professor of Sport Management

Winston-Salem State University

2014 - 2016 Assistant Professor of Sport Management
 2013 - 2014 Lecturer of Sport Management

Huston-Tillotson University

2010 - 2012 Adjunct Faculty of Kinesiology

EDUCATION

The University of Texas at Austin

Doctor of Philosophy in Kinesiology and Health Education - 2014
 Dissertation: The Role of Immigrant Parents in Children's Sport Development
 (Academic Advisor: B. Christine Green, Ph.D.)

Central Michigan University

Master of Arts in Sport Administration - 2008

Korea University

Master of Science in Physical Education - 2006
 Thesis: Market Segmentation of Spectators in Korean Professional Baseball

Korea University

Bachelor of Education in Physical Education - 2004

GRANTS & GIFTS

Internal Funds

2018 Kennesaw State University Internationalization Project Funding (\$2,500)

- 2018 Kennesaw State University Graduate Faculty Travel Funding (\$3,000)
 2017 Kennesaw State University One-Time Faculty Funding (\$26,930)
 2016 Kennesaw State University Faculty Research Grant (\$8,870)
 2016 Winston-Salem State University Faculty Research Grant (\$2,073)
 2014 Winston-Salem State University Faculty Research Grant (\$2,130)

External Funds

- 2017 **Chung, K.-S.** Sport Marketing Association Research Grants (\$1,500)
 2013 Sin, S. Y., **Chung, K.-S.**, & Green, B. C. Kangwondo Shooting Federation for the Disabled (\$3,000)
 2012 **Chung, K.-S.**, Ryu, D. S., & Green, B. C. Houston Korean Education Center (\$3,000)
 2012 Ryu, D. S., **Chung, K.-S.**, & Green, B. C. Ten Plus (\$10,000)
 2009 **Chung, K.-S.**, & Green, B. C. Sungwoo Automotive, Co., Ltd. (\$2,000)
 2009 Heere, B., **Chung, K.-S.**, Kim, C., Lim, S. Y., & Ogura, T. North American Society of Sport Management (\$1,540)

AWARDS

Kennesaw State University

Wellstar College of Health and Human Services Outstanding Early Career Faculty Award - 2021

PEER-REVIEWED PAPERS (*SSCI /**Scopus /***ABDC /§Corresponding Author)

Chung, K.-S. (2021). The antecedents and consequences of subjective well-being among sport participants: The case of Korean American Sports Festival. **/** *Event Management*. <https://doi.org/10.3727/152599521X16106577965134>

§**Chung, K.-S.**, & Green, B. C. (2021). Parental roles in children's sport participation: Effects of ethnicity and immigration. **/** *Journal of Global Sport Management*. <https://doi.org/10.1080/24704067.2021.1902369>

Kim, E., **Chung, K.-S.**, Chepyator-Thomson, J., Lu, Z., & Zhang, J. (2020). The LPGA's global tour and domestic audience: Factors influencing viewer's intention to watch in the United States. **/** *Sport in Society*, 23(11), 1793-1810.

Chung, K.-S. (2020). Spectators' sensory experience and sociability at the American racetrack. **/** *Managing Sport and Leisure*, 25(5), 344-357.

Hwang, G., & §**Chung, K.-S.** (2020). The dynamics of cause-related marketing platform and interactivity on college sport fans' donations. **/** *Sport, Business and Management: An International Journal*, 10(2), 227-241.

§**Chung, K.-S.**, Hwang, G., & Ryu, D. S. (2019). Scandal and social inequality: How young Korean feel relative deprivation to sport celebrities. **/** *Sport in Society*, 22(8), 1396-1414.

- §**Chung, K.-S.**, Brown, C., & Willett, J. (2019). Korean MLB players: The effects of motives and identification on fan loyalty. *****Sport, Business and Management: An International Journal*, 9(3), 239-254.
- Harshaw, C. E., Harshaw, C. C., & **Chung, K.-S.** (2019). Justice for all? The effect of competitive balance in NHRA Pro Stock Motorcycle racing. *International Journal of Motorsport Management*, 7, 1-15.
- §**Chung, K.-S.**, & Bowers, M. T. (2018). Parents' interactions with contextual factors in youth sport participation: The case of Korean immigrants in the USA. *****International Journal of Sport Management and Marketing*, 18(4), 322-339.
- Hwang, G., & §**Chung, K.-S.** (2018). The dynamics of image repair strategy on sport celebrity scandal: How university students' attitudes are shaped according to scandal type, perceived credibility, and sport involvement. *****International Journal of Sport Management and Marketing*, 18(4), 285-300.
- §**Chung, K.-S.**, Ryu, D. S., & Lee, S. (2016). The effects of prior affect and sensory stimuli on motorsport spectators' in-the-moment experiences. *****International Journal of Sports Marketing and Sponsorship*, 17(4), 302-319.
- §**Chung, K.-S.**, & Lim, S. Y. (2016). Sport participation of immigrants: Antecedents and consequences of organisational commitment and ethnic identity amongst Koreans in USA. ****South African Journal for Research in Sport, Physical Education and Recreation*, 38(2), 37-48.
- §**Chung, K.-S.**, Green, B. C., Lim, S. Y., & Harshaw, C. E. (2016). What should NASCAR events include to attract new fans? University students' fanship development. ****International Journal of Sport Management*, 17(2), 273-293.
- §**Chung, K.-S.**, Ryu, D. S., Green, B. C., & Kang, H. M. (2015). The effects of sensory stimuli on motorsports spectators. *****International Journal of Sports Marketing and Sponsorship*, 16(5), 365-384.
- §**Chung, K.-S.**, & Hwang, G. (2015). Antecedents and consequences of Formula One fanship development: The case of inaugural Grand Prix. *Journal of Physical Education and Sport Management*, 6(6), 38-46.
- Hwang, G., & §**Chung, K.-S.** (2015). What makes sport spectators scan Quick Response code? Application of Technology Acceptance Model to MLB attendees. *Journal of Physical Education and Sports Management*, 2(2), 88-99.
- Ryu, D. S., **Chung, K.-S.**, & Kim, J. K. (2014). A comparison of storytelling and direct information on sport consumers' attitudes and evaluations. *The Korean Journal of Physical Education*, 53(5), 293-308.

- Lee, S., Heere, B., & **Chung, K.-S.** (2013). Which senses matter more? The impact of our senses on team identity and team loyalty. *Sport Marketing Quarterly*, 22(4), 203-213.
- Chung, K.-S.**, Ryu, D. S., & Kang, H. M. (2012). Sport participation and developing social capital: The case of South Korean adults. *Korean Journal of Sociology of Sport*, 25(3), 61-76.
- Wang, C.-H., Li, L., Olusholar, J., **Chung, K.-S.**, Ogura, T., & Heere, B. (2012). Social capital within sport participation systems: A multi-national inquiry. *International Journal of Sport Management and Marketing*, 12(3/4), 241-259.
- Heere, B., Kim, C. Y., Yoshida, M., Nakamura, H., Ogura, T., **Chung, K.-S.**, & Lim, S. Y. (2012). The impact of World Cup 2002 on the bilateral relationship between South Korea and Japan. *Journal of Sport Management*, 26(2), 127-142.
- Seo, W. J., Lee, S. W., **Chung, K.-S.**, & Green, B. C. (2010). Korean immigrants' media use and acculturation in the U.S. *Korean Journal of Sociology of Sport*, 23(3), 99- 129.
- Kang, H. M., **Chung, K.-S.**, Lee, H. S., Han, N. H., & Kim, J. Y. (2006). An analysis of the market segmentation based on spectators' team identification level and their purchasing behavior at professional baseball games. *Korean Journal of Sport & Leisure Studies*, 28, 113-124.
- Chung, K.-S.**, Ji, M. J., & Kim, J. Y. (2005). A study on the spectator's experiences at Korean car racing circuit: Integrative approach of qualitative and quantitative research method. *Korean Journal of Leisure & Recreation Studies*, 28, 31-48.

BOOK CHAPTER & TRANSLATION

- Hwang, G., & **Chung, K.-S.** (2018). Chapter 20 - South Korea. In K. Hallmann & S. Fairley (eds). *Sports volunteers around the globe: Meaning and understanding of volunteering and its societal impact* (pp. 225-235). Cham, Switzerland: Springer.
- Seo, W., Lim, S., **Chung, K.-S.**, & Sung, Y. (2011). Sports Media: Reporting, Producing, and Planning. Seoul: Rainbow Books. (from Schultz, B. (2005). *Sports Media: Reporting, Producing, and Planning*. Burlington, MA: Elsevier.)

PRESENTATIONS

- Chung, K.-S.** (2021). *How sport celebrities promote college students' COVID-19 prevention behaviors: Persuasion of powerful and powerless message on social media*. 2021 Sport Marketing Association Conference, Las Vegas, NV, October 20-22.
- Chung, K.-S.** (2021). *Baseball simulation: The impact of sensory experience on interest*,

- athletic identity, and participation intention*. 2021 Sport Marketing Association Conference, Las Vegas, NV, October 20-22.
- Chung, K.-S., & Johnson, J. D.** (2020). *How real does sport VR feel? The dynamics of sensory stimuli, presence, emotion, and behavioral intention*. 2020 North American Society for Sport Management Conference, Virtual Presentation, May 27-30.
- Chung, K.-S.** (2019). *The antecedents and consequences of well-being among ethnic sport participants*. The 10th International Conference on Sport and Society, Toronto, Canada, June 20-21.
- Chung, K.-S., & Hwang, G.** (2018). *The dynamics of temporal and continuous sensory stimuli, liminality, and communitas on team identification: How should a new college football team attract more students?* 2018 Sport Marketing Association Conference, Frisco, TX, October 24-26.
- Chung, K.-S., & Brown, C.** (2018). *The sixth sense? Motorsport spectators' sensory imagery and its mediating role in sensory stimuli and arousal's relationship with revisit intentions*. 2018 North American Society for Sport Management Conference, Halifax, NS, June 5-9.
- Chung, K.-S.** (2017). *Motives for Korean baseball fans' behavioral loyalty to Korean MLB players*. 2017 North American Society for Sport Management Conference, Denver, CO, May 30-June 3.
- Chung, K.-S., & Harshaw, C.** (2017). *The dynamics of sensory stimuli, social interaction, sense of community, and social consumption among racing spectators*. 2017 North American Society for Sport Management Conference, Denver, CO, May 30-June 3.
- Harshaw, C. E., Harshaw C. C., & **Chung, K.-S.** (2017). *What does it cost to go to the races? Developing a motorsports fan cost index*. 2017 Applied Sport Management Conference, Baton Rouge, LA, February 22-24.
- Lim, S. Y., Lee, W.-Y., Kim, D. Y., **Chung, K.-S.**, Slana, R., & Gerdes, D. (2016). *Becoming a sport fan as a woman: Exploring cultural barriers and marketing implications*. 2016 Sport Marketing Association Conference, Indianapolis, IN, November 2-4.
- Chung, K.-S., Hwang, G., Shin, S. Y., & Harshaw, C. E.** (2016). *The antecedents and consequences of organizational commitment in ethnic sporting event: The social impact of 2015 Korean Sports Festival*. 2016 North American Society for Sport Management Conference, Orlando, FL, May 31-June 4.

- Chung, K.-S., & Kang, H. M.** (2016). *Sensory experience in sport virtual simulation: The dynamics of participants' sensory stimuli, sport identity, flow experience, and revisit intentions*. 2016 North American Society for Sport Management Conference, Orlando, FL, May 31-June 4.
- Chung, K.-S., Hwang, G., Ryu, D. S., & Lee, S.** (2015). *Relative deprivation and social media: How South Korean university students react to sport celebrity scandals*. 2015 Sport Marketing Association Conference, Atlanta, GA, October 28-30.
- Harshaw, C. E., Harshaw, C. C., **Chung, K.-S.**, Rhodes, E. (2015). *Changing the rules for competitiveness: The case of NHRA Pro Stock Motorcycle Drag Racing*. 2015 NCAAHPERD-SM Convention, Winston-Salem, NC, October 28-31.
- Chung, K.-S., Hwang, G., Ryu, D. S., & Harshaw, C. E.** (2014). *Formula One spectators' fanship: Antecedents and consequences*. 2014 Sport Marketing Association Conference, Philadelphia, PA, October 21-25.
- Hwang, G., & **Chung, K.-S.** (2014). *Managing a sports celebrity's brand image tarnished by scandals*. 2014 Sport Marketing Association Conference, Philadelphia, PA, October 21-25.
- Chung, K.-S., Harshaw, C., Lim, S. Y., & Bowers, M.** (2014). *Understanding participants of ethnic sport events: The role of ethnic identity and organizational commitment in ethnic group's sport participation*. 2014 North American Society for Sport Management Conference, Pittsburgh, PA, May 27-31.
- Hwang, G., **Chung, K.-S.**, & Kihl, L. (2014). *How sport organizations should handle crisis: An image repair strategy on the situation of an athletic celebrity scandal*. 2014 North American Society for Sport Management Conference, Pittsburgh, PA, May 27-31.
- Chung, K.-S., Ryu, D. S., Green, B. C., Hwang, G., & Griffiths, R.** (2013). *The effects of prior experiences on the perception of live sensory stimuli*. 2013 North American Society for Sport Management Conference, Austin, TX, May 28-June 1.
- Lee, S., Heere, B., & **Chung, K.-S.** (2013). *The impact of our senses on our perception of the brand community*. 2013 North American Society for Sport Management Conference, Austin, TX, May 28-June 1.
- Chung, K.-S., Ryu, D. S., Green, B. C., & Kang, H. M.** (2012). *An exploration of immigrant fathers' sport fatherhood in ethnic youth sport program*. 2012 North American Society for Sport Management Conference, Seattle, WA, May 22-26.
- Ryu, D. S., **Chung, K.-S.**, & Green, B. C. (2012). *Building the sustainability of local sport event: The perspective of public sector*. 1st Annual Texas Graduate Sport Management Student Symposium, Austin, TX, February 3.

- Chung, K.-S.**, Ryu, D. S., Lee, S., & Kang, H. M. (2011). *The application of experience economy to Formula One event attendees*. 2011 Sport Marketing Association Conference, Houston, TX, October 26-29.
- Chung, K.-S.**, Lee, S., Green, B. C., Ryu, D. S., Kang, H. M., & Kim, B. H. (2011). *The role of live sensory experiences in cultivating sport fanship*. 2011 North American Society for Sport Management Conference, London (Canada), June 1-4.
- Lee, S., Lee, H., Green, B. C., & **Chung, K.-S.** (2011). *The effects of liminality, communitas, and fan identification on spectator attendance*. 2011 North American Society for Sport Management Conference, London (Canada), June 1-4.
- Chung, K.-S.**, Seo, W. J., Kim, C., Kang, H. M., & Ryu, D. S. (2010). *The impact of acculturation and Confucianism on parental consumption decision in youth sport: An exploratory study among Korean immigrated parents in the U.S.* 2010 Sport Marketing Association Conference, New Orleans, LA, October 26-29.
- Chung, K.-S.**, Kang, H. M., Kim, B. H. Wang, C.-H., Kim, J. Y., & Jung, J. G. (2010). *Adult sport participation in Korea: The role of social capital toward building a sport community*. 11th World Leisure Congress, Chuncheon, Republic of Korea, August 29-September 2.
- Kim, C., Yoshida, M., Ogura, T., **Chung, K.-S.**, Lim, S. Y., & Heere, B. (2010). *The symbolic power of sport: The impact of World Cup 2002 on bilateral relationship between South Korean and Japan*. 2010 North American Society for Sport Management Conference, Tampa, FL, June 1-5.
- Heere, B., Kim, C., Yoshida, M., **Chung, K.-S.**, Ogura, T., Lim, S. Y., & Hidemasa, N. (2010). *The changing relationship between South Korea and Japan: The performance of the South Korean Team during World Cup 2002*. 2010 International Sport for Development and Peace Association Power of Summit, Boston, MA, June 10-12.
- Chung, K.-S.**, & Lee, S. (2009). *An explanatory study of sport fans' computer mediated self-presentation*. 2009 Sport Marketing Association Conference, Cleveland, OH, October 27-30.
- Ogura, T., **Chung, K.-S.**, & Green, B. C. (2009). *Attracting new fans: The role of live event experiences*. 2009 North American Society for Sport Management Conference, Columbia, SC, May 27-30.
- Dixon, M. A., Heere, B., Green, B. C., Chelladurai, P., **Chung, K.-S.**, Ogura, T., Olushola, J., Wang, C.-H., Berg, B. K., Kim, C., Lim, S. Y., Newhouse-Bailey, M., Bowers, M. T., Gilrado, J. S., Kessler, S. A., Li, L., Ozyurtcu, T., & Warner, S. (2009). *Understanding adult sport participation and community: A multi-national inquiry*. 2009 North American Society for Sport Management Conference, Columbia, SC, May 27-30.

Chung, K.-S. (2007). *New opportunities: Market segmentation of the Korean pro-baseball spectators*. 2007 Sport Marketing Association Conference, Pittsburgh, PA, November 1-3.

TEACHING EXPERIENCES

Kennesaw State University

Undergraduate

- Introduction to Sport Management
- Sponsorship and Fundraising in Sport
- Research Methods in Sport Management
- Directed Study

Graduate

- Trends and Issues in Sports and Exercise
- Sports Sponsorship and Promotion
- Sports Media and Communication
- Sports Facility and Event Management

Winston-Salem State University

- Public Relations and Mass Media in Motorsports
- Principle and Practices of Motorsport Management
- Race Shop Management
- Hospitality Management in Motorsport
- Operational Logistics in Motorsports
- Motorsports Management Seminar
- Internship in Motorsports
- Motorsports Marketing
- Organization and Administration in Sport and Physical Education

Huston-Tillotson University

- Personal Fitness
- Aquatics
- Dimensions of Health and Wellness

INSTITUTIONAL SERVICES

Kennesaw State University

University-Level

- Global Engagement Committee - 2019-Present

College-Level

- Global Engagement Committee - 2018-2019
- Associate Dean Search Committee - Summer 2017

Department-Level

- Curriculum Committee - 2016-Present
- Sport Management Assistant/Associate Professor Search Committee - Fall 2020 / Spring 2019

- Faculty Liaison for Graduate Assistant of Sports and Recreation - 2017-2018
- Graduate Program By-Law Committee - Summer 2017

Winston-Salem State University

University-Level

- International Education Committee - 2013-2016
- Faculty Advisor for Transfer Student - 2013-2016
- Faculty Member of Quantitative Research Group - 2015
- Faculty Member of New Media Consortium - 2015
- Faculty Presenter of Sport Film in International Education Week - 2013-2015
- Faculty Presenter at Scholarship Day - 2013-2015
- Faculty Advisor for Building Bridges Undergraduate Research - 2013-2014

College-Level

- College Curriculum Committee - 2015-2016

Department-Level

- Faculty Liaison for the Center for Excellence in Teaching and Learning - 2014-2016
- Faculty Supervisor for Motorsports Management Experiential Learning - 2013-2016
- Department Grade Appeal Committee - 2013-2014

SCHOLARLY SERVICES

Student Research and Creative Activity Supervisor

- Thesis Chair: Robert Kiss-Mihaly (2019)
- Dissertation Committee: E. S. Kim (University of Georgia, 2018-2020)
- Master's Project: Michael Stephens (Spring 2020)
- Graduate Directed Study
 - Mia Griner (Fall 2019)
 - Desi Fraiser (Spring 2019)
 - Davetta Lackey (Fall 2017)
- Undergraduate Research
 - John Pastore (2019) National Conference on Undergraduate Research
 - Jackie Kisthardt (2018) Kennesaw State University Symposium of Students Scholars
 - Davetta Lackey (2018) Kennesaw State University Symposium of Students Scholars
 - Michelle Robbins & Michael Beatty (2014) Winston-Salem State Scholarship Day
 - Emily Rhodes (2014) Winston-Salem State Scholarship Day

Associate Editor

- International Journal of Motorsport Management - 2015-Present

Invited Journal Article Reviewer (*SSCI/**Scopus/**ABDC)

- Sport, Business and Management: An International Journal**/**
- Measurement in Physical Education and Exercise Science**/**
- International Journal of Sport Psychology**/**
- International Journal of Sports Marketing and Sponsorship**/**
- Journal of Sport Management**/**

- Sport in Society**/****
- International Journal of Asian Business and Information Management
- Journal of Sport and Tourism**/****
- International Journal of Motorsports Management

Guest Speaker and Lecturer

- KSU President's Football Attendance Committee (March 20, 2019)
- Korea Parasports Association of USA (March 2, 2019)
- Kook-Min University (December 3, 2015)
- Korea University (March 17 & 24, 2015)

Market Consultation

- 2018 - Market Research for Atlanta Gladiators
- 2017 - Secret Shopper Program for Guest Services in Atlanta Braves
- 2017 - Market Research for Kennesaw State University Athletics
- 2017 - Market Research for Atlanta Blaze

Media Exposures

- *2017's Best Cities for Soccer Fans* (September 6, 2017) on Wallethub.com
- *The 2015 Indianapolis 500 by the Numbers* (May 20, 2015) on Wallethub.com

COMMUNITY SERVICES

Vice President of Southeast Region in Korea Parasports Association of USA - 2018-2019
 Committee of Korean American Southeastern Sports Festival - 2017-2018
 Faculty Member of Diversity-in-Motion Initiatives Camps - 2013-2015