

YONG CHAE RHEE, PH. D.

C U R R I C U L U M V I T A E

Associate Professor
Educational Leadership & Sport Management
College of Education
Washington State University
Room 265 Cleveland Hall
Pullman, WA. 99164-2136
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HIGHER EDUCATION

University of Florida

Post Doctorate 2011

Concentration: Sport Marketing & Consumer Behavior

Mentor: Dr. Yong Jae Ko

Seoul National University,

Doctor of Philosophy 2008

Major: Sport Management

Concentrations: Sport Marketing, Consumer Behavior

Dissertation: *The effect of regional identification and relative deprivation on sport team identification.*

Advisor: Dr. Joon-Ho Kang

Seoul National University

Master of Science in Exercise and Sport Science 2003

Major: Sport Management

Thesis: *Sponsorship effect through patterns of sponsorship*

Pusan National University

Bachelor of Arts in Education 1998

Major: Physical Education

ACADEMIC APPOINTMENT

University of Mississippi (2021 ~ Present)

Adjunct Professor

Washington State University (2018 ~ Present)

Associate Professor

Washington State University (2013 ~ 2018)

Assistant Professor

Washington State University (2011 ~ 2013)

Clinical Assistant Professor

University of Florida (2008 ~ 2011)

Pos-Doc., Lecturer

The Center for Sport Industry, Seoul National University (2004 ~ present)
Associate Researcher

Seoul National University, Seoul Korea (2005 ~ 2008)
Lecturer

Sogang University, Seoul Korea (2004 ~ 2008)
Lecturer

Sang-Myung University, Seoul Korea (2006 ~ 2007)
Lecturer

RESEARCH GOAL

The overriding goal of my research is to improve the understanding of sport consumer behavior and sport organizational behaviors focused particularly on the topic of Social Identification and Relative Deprivation/Gratification. I am interested in identifying key psychological variables that influence sport consumers' identification toward their team. Also, interested in understanding organization members' behaviors through variables including Relative Deprivation, Relative Gratification and Social Identification. These variables are very important in predicting various behavioral aspects of sport consumption and organizational behaviors, such as media and merchandise consumption, event attendance, social mobility, social creation, and social competition. In addition, I am interested in the development and application of various statistical (e.g., structural equation model test) and methodological approaches (e.g., experimental and qualitative studies) to my research interest areas.

RESEARCH INTEREST

- Study of Sport Consumer Behaviors & Motivation
- Study of Effect of Corporate Social Responsibility
- Study of Sport Marketing through Social Media
- Research Design, Measurement, and Statistics

REFEREED PUBLICATIONS

- Rhee, Y. C.,** Chung, J., & Pearson, A. (2021). Perception of Hockey Violence on Prospective Customers: An Experimental Approach. *International Journal of Human Movement Science*. 15(2), 25-39.
- Chung, J., **Rhee, Y. C.,** & Kim, W. (2020). How to Attract Your Students to Your Game: Difference of Mediating effects of Psychic Income on the relationship between Points of Attachment and Behavioral Attributes. *Journal of Applied Sport Management*. 12(2), 64-75.
- Chung, J., **Rhee, Y. C.,** Kim, W., & Drane, D. (2020). Does Beer Matter When It Comes to the Attendance of College Baseball Games? Examining the Relationship between Team Identification, Satisfaction, and Attitude toward Beer Sales on Revisit Intention. *Journal of Contemporary Athletics*. 14(1), 81-91.

- Chung, J., **Rhee, Y. C.**, Boyd, J., Choi, W., & Ha, J. (2020). The Effect of Leisure Participation on the Relationship between the Leisure Satisfaction and Perceived Stress: Perspective of US College Students. *The Korea Journal of Sports Science*, 29(4), 599-609.
- Ko, Y. J., Kim, Y. K., Kim, T. H., Arai, A., **Rhee, Y. C.**, & Park, C. M. (2019). The Impact of Perceived Trustworthiness on Donor Decision: A Case of Boosters in University Athletics. *Sport in Society*, 23(2), 180-203.
- Rhee, Y. C.**, Barnes, J., Kim, W., & Carrol, D (2018). Motivational factors influencing university selection of non-revenue generating sport student-athletes. *Journal of Contemporary Athletics*. 12(3). 209-236.
- Rhee, Y. C.**, & Wong, J. (2018). Knocked Out!: Marketing the Philadelphia Quakers. *Journal of Sport History* 45(1). 41-65.
- Rhee, Y. C.**, Wong, J., & Kim, Y. (2017). Becoming Sport Fans: Relative Deprivation and Social Identity. *International Journal of Business Administration* 8(2), 118-134.
- Sodano, R., **Rhee, Y. C.**, & Kim, Y. (2017). Policy Development of Pre-Participatory Screening Procedure for Fitness Industry. *International Journal of Human Movement Science* 11(1), 49-74.
- Kim, K., & **Rhee, Y. C.** (2017). University Recreation Sports Safety Management in U.S.: A Qualitative Case Study. *Korean Journal of Security Convergence Management* 6(3). 1-33.
- Rew, D., Kim, J., & **Rhee, Y. C.** (2017). The role of customer attitudes in building the reputation of a company sponsoring sport events. *Journal of Management and Marketing Research*, 21. Retrieved from <http://www.aabri.com/manuscripts/172578.pdf>
- Rhee, Y. C.**, Kim, Y., & Kim, G. (2016). Relationship between Regional Identification and Team Identification. *International Journal of Human Movement Science*, 10(1), 21-42.
- Barnes, J., **Rhee, Y. C.**, & Tallent, R. J. (2016). Motivation toward Physical Activity: Effect of Social Media Community on Exercise Adherence. *Journal of Communication Media Watch* 7(3), 299-314.
- Hong, S. P. & **Rhee, Y. C.** (2016). Effect of SNS on Purchasing Intention for Sport Product. *The Sport Journal*. Retrieved November 15, 2016, from <http://thesportjournal.org/article/effect-of-sns-on-purchasing-intention-for-sport-product/>
- Ko, Y. J., **Rhee, Y. C.**, Kim, Y. K., & Kim, T. (2014). The influence of corporate social responsibility on donor behavior: Commitment and trust perspectives. *Sport Marketing Quarterly*. 23(2), 73-85.
- Ko, Y. J., Chang, Y. H., **Rhee, Y. C.**, Valacich, J. V., Hur, Y., & Park, C. M. (2014). Value-based stakeholder loyalty toward sport technology. A case of the electronic body protector and scoring system in taekwondo events. *International Journal of Sport Science*, 10(35), 34-45.
- Ko, Y. J., **Rhee, Y. C.**, Walker, M., & Lee, J-H. (2013). What motivates donors to athletic programs: A new model of donor behavior. *Non-Profit and Voluntary Sector Quarterly*, 43(3), 523-546.
- Magnusen, M., **Rhee, Y. C.**, & Kim, Y. (2010). The Effect of Team Identification and Game Satisfaction on Revisit Intention: A Case of Korean Basketball League Spectators, *International Journal of Human Movement Science*, 4(2), 23-47.

- Rhee, Y. C., & Kang, J.** (2009). The effect of relative deprivation on sport team identification: An experimental study. *Korean Journal of Sports Management*, 14(3), 87-103.
- Rhee, Y. C., Kim, Y., & Kang, J.** (2009). A structural model of the effect of relative deprivation and regional identification on sport team identification. *Korean Journal of Sport Science*, 20(3), 567-584.
- Rhee, Y. C., & Kang, J.** (2007). The Sponsorship effect through patterns of sponsorship. *Sport Research Institute Journal*, 23(1), 1-10.
- Rhee, Y. C.** (2007). Effect of female fans' sport consumption motivation on intention to re-attend and word of mouth intention according to level of team identification. *Journal of the Korea Contents Association*, 7(10), 262-273.
- Cho, S., Oh, Y., & Rhee, Y. C.** (2004). Scale of Service Quality in Sport Activity Classes: Development and Adaptation. *The Korean Journal of Physical Education*, 43(6), 703-771.

NON-REFEREED PUBLICATIONS

- Rhee, Y. C.** (2017, June). The wind of change in collegiate sport: Love of America-the Successful model of collegiate sport NCAA. Retrieved from http://blog.seoulsports.or.kr/jsp/user/bbs/bbs_viewpage.jsp?cpage=&writecmd=&viewSeq=807&select_main_seq=1&select_sub_seq=37&m_seq=3
- Kim, W., Choi, W., Rhee, Y., & Vermillion, M.** (2017). Analysis of residents' attitudes toward the development of a new recreation center, Partnership for the Advancement of Sport Management Technical Report, Written for the Mulvane Recreation Commission, Mulvane, KS. Retrieved from http://webs.wichita.edu/?u=coepasm&p=/initiatives_research/
- Rhee, Y. C.** (2013, Jan.). The First Sport Festival of the Year - The BCS National Championship. Retrieved from <http://sports.media.daum.net/sports/general/newsview?newsId=20130118130911709>
- Rhee, Y. C.** (2012, Nov.). Lost in LA – The LA Lakers. Retrieved from http://www.samsungsports.net/Story/globalReportView/?idx=2333&page=1&continent=CD026002_CON&reporter=&srhGubun=&srhWord=
- Rhee, Y. C.** (2012, Oct.). The NFL and Business Partnership. Retrieved from <http://sports.media.daum.net/sports/general/newsview?newsId=20121016143429319>
- Rhee, Y. C.** (2012, Sept.). The last grand slam of the year – The US Open. Retrieved from <http://sports.media.daum.net/sports/general/newsview?newsId=20120918121416300>

MANUSCRIPTS IN REVIEW

- Rhee, Y. C. & Kim, Y.** (revised and resubmitted) Effect of NASCAR's Cause-Related Marketing on potential stakeholders. *Applied Journal of Sport Management*.
- Rhee, Y. C. & Lee, J.** Perceived Constraints to Campus Intramural Sports Participation: A qualitative comparison between female and male, and

participants and non-participants.

Ha, W. Y., **Rhee, Y. C.**, & Barnes, J. The Impact of Different Types of NFL's Corporate Social Responsibility on Behavioral Intentions Among Generation Z fans. *Sport Marketing Quarterly*.

Evans, H & **Rhee, Y. C.** Esports Players' Motivation to Participate and Watch an eSports Event. *Sport Marketing Quarterly*.

Lee, Y. & **Rhee Y. C.** The Effect of Athletes' Off-Field Immoral Behaviors on Fans' Emotions and Team Identification.

Kim, T. H., Ko, Y. J. & **Rhee, Y. C.** The Moderating Effects of Commitment in the Structural Relationship between Sport Event Quality and Revisit Intention. *Global Sport Management*.

RESEARCH/DEVELOPMENT PROJECTS IN PROGRESS

Chung, J., & **Rhee, Y. C.** Team or sports? Where should the focus be for the athletic department when it comes to college baseball?

Rhee, Y. C., Chung, J., & Kim, W. Power Five conference? Does it really matter?: A comparison between power five conference and mid-major conference on Psychic Income.

Rhee, Y. C. The impact of Right of Publicity (Name, Image, Likeness) in NCAA on College sport Fans Behavior.

Lee, J. E., & **Rhee, Y. C.** The effect of Biometric Scanning technology in the Fitness Industry.

Lee, J. E., & **Rhee, Y. C.** Development of a Quality of College Student Life Scale.

Barnes, J. & **Rhee, Y. C.** The Influence of Media on Decision to Select University.

Rhee, Y. C. Aesthetics in Sport marketing: Beauty as a key marketing factor in Sport marketing.

Rhee, Y. C., & Chung J. The effect of study abroad program on sport management students: Is it worth it?

Kim, W., Jun. H., **Rhee, Y. C.**, & Vermillion, M. (in final writing stage). The influence of perceived social impacts of the sport tourism event on volunteers' behavioral intention.

Kim, W., Park, H., & **Rhee, Y. C.** (in data analysis). Relationship between perceived social impact and stakeholder's behavioral intention at a small-scale sport tourism event.

Kim, W., Jun. H., & **Rhee, Y. C.** (in literature review). Mega sport event and legacy: After 15 years of hosting the 2012 FIFA World Cup Korea and Japan.

REFEREED CONFERENCE PRESENTATIONS

Chung, J., **Rhee, Y.**, Kim, W., & Lee, W. (2021). Does beer matter when it comes to the attendance of college baseball games? Examining the relationship between team identification, satisfaction, and attitude toward beer sales on revisit intention. Presented at the 2021 Applied Sport Management Association Virtual Annual Conference.

- Kim, W., **Rhee, Y.**, Yoo, J., & Dittmore, S. (2021). Examining the relationship among endorser credibility, level of involvements, and attitude toward stimuli on purchase intention: An elaboration likelihood model. Presented at the 2021 Applied Sport Management Association Virtual Annual Conference.
- Lim, N., Kim, W., Jun, H., & **Rhee, Y. C.** (2020). Application of random slopes modeling for Major League Baseball (MLB) attendance analysis. The 2020 Applied Sport Management Conference (ASMA), Waco, TX.
- Rhee, Y. C.** & Barns, J. (2020). The Influence of Media Exposure of University Athletics on Motivating Factors Impacting Prospective Students' College Selection: Self-Determination Theory Perspective. 2020 North American Society for Sport Management Conference (Accepted, Not Presented due to COVID)
- Evans, H. & **Rhee, Y. C.** (2020). Motivational Factors for Export Participation and Viewership: Modified ERG Theory Perspective. 2020 North American Society for Sport Management Conference (Accepted, Not Presented due to COVID)
- Rhee, Y. C.**, Chung J., Kim, Min, & Barnes, J. (2019). Is selling of alcohol the answer for college baseball attendance?: The modified theory of reasoned action. 2019 SEVT conference. Columbus, South Carolina: USA.
- Chung, J., **Rhee, Y. C.**, Lee, W., & Kim, W. (2019). Team or sports? Where should the focus be for the athletic department when it comes to college baseball? 2019 SEVT conference. Columbus, South Carolina: USA.
- Rhee, Y. C.**, Chung, J., Kim, W., Ha., J., & Kim T. (2019). Power Five conference? Does it really matter?: A comparison between power five conference and mid-major conference on Psychic Income. 2019 North American Society for Sport Management Conference, New Orleans, Louisiana: USA.
- Evans, H., & **Rhee, Y. C.** (2018). Esports Players' Motivation to Participate and Watch an eSports Event. 2018 SEVT conference. Columbus, South Carolina: USA.
- Kim, W., **Rhee, Y. C.**, Kim, M., & Chung J. (2018). Effects of service learning on student attitudes toward academic engagement. 63rd Annual Conference Western Society for Kinesiology & Wellness, Reno, Nevada: USA.
- Kim, T., Choi, W. **Rhee, Y. C.** & Kim M. (2018). Gender differences in the relationship between consumer engagement and extra-role behavior: Spectating sport industry. 63rd Annual Conference Western Society for Kinesiology & Wellness, Reno, Nevada: USA.
- Rhee, Y. C.**, Choi, W., Kim, T., Kim, M., Kim, W., & Chung, J (2017). Exploring motivation factors for university selection of non-revenue sports athletes. 62nd Annual Conference Western Society for Kinesiology & Wellness, Reno, Nevada: USA.
- Chung, J., Seth, H., **Rhee., Y. C.**, Kim, T., Kim, M., Kim, W., & Choi, W (2017). University Students' (Sport Management Majors and Others) Perceived and Experienced Challenges and Benefits to Studying Abroad. 62nd Annual Conference Western Society for Kinesiology & Wellness, Reno, Nevada: USA.
- Rhee, Y. C.**, Lee, Y. & Kim, Y. K. (2017). Effect of Environmental CSR Initiatives on Public Perceptions of Non-Environmentally Friendly Sporting Events. Presented at the 2017 North American Society for Sport Management Conference, Denver, Colorado: USA.
- Lee, Y. & **Rhee, Y. C.** (2017). The Effect of Athletes' Off-Field Immoral Behaviors on

- Fans' Emotions and Team Identification. Presented at the 2017 North American Society for Sport Management Conference, Denver, Colorado: USA.
- Evans, H., Park, S., & **Rhee, Y. C. (2017)**. Are You Watching Video Gaming? Why?: The Motivation Behind Viewing eSports. Presented at the 2017 North American Society for Sport Management Conference, Denver, Colorado: USA.
- Olson, A., Pearson, A., & **Rhee, Y. C. (2017)**. What Happened to America's Favorite Pastime? Motivation and Constraints for Youth Participation in Baseball and Softball. Presented at the 2017 North American Society for Sport Management Conference, Denver, Colorado: USA.
- Hurley, A., Campbell, B., & **Rhee, Y. C. (2017)**. An Untold Story: Investigation into Fan Attendance at Collegiate Rowing Events. Presented at the 2017 North American Society for Sport Management Conference, Denver, Colorado: USA.
- Barnes, J., Tallent, B. J., Blevins, K., **Rhee, Y. C.**, & Barnicle, S. P. (2017). A guide to landing your first job. Presented at the Association for Education in Journalism and Mass Communication Conference. Chicago, IL.
- Rhee, Y. C.**, Kim, T. H. & Kim, K. T. (2016). Importance of Consumer Engagement in Fitness Industry: The Effect of Extra-role Behavior on Consumers' Intention to Renew. 61st Annual Conference Western Society for Kinesiology & Wellness, Reno, Nevada: USA.
- Lee, Y., **Rhee, Y. C.**, & Kim, T. H. (2016). Are you angry? Are you disgusted? Yet you are still a fan?: The effect of athletes' off-field immoral behaviors on fans' emotion and team identification. Presented at the 2016 North American Society for Sport Management Conference, Orland, Florida: USA.
- Kim, T. H., Ko, Y., Sagas, M., **Rhee, Y. C.** & Barnes, J. (2016). How Consumer Engagement Influence Consumer Extra-role Behaviors. Presented at the 2016 North American Society for Sport Management Conference, Orland, Florida: USA.
- Rhee, Y. C.**, Wong, John, & Song, H. C. (2015, October). Why Do You Support a Team When They are not Winning? The Relationship among Community Identification, Team Identification, and Relative Deprivation. Presented at the 2015 Sport Marketing Association conference, Atlanta, Georgia: USA.
- Barnes, J., **Rhee, Y. C.**, & Kim, T. H. (2015, October). The Influence of Social Media on Exercise Adherence Motivation and Consumer Fitness Behavior. Presented at the 2015 Sport Marketing Association conference, Atlanta, Georgia: USA.
- Richardson, M., & **Rhee, Y. C.** (2014, November). Roller Derby Participation: Commitment and Motivation Amon Females. Presented at 2014 North American Society for Sport Sociology. Portland, Oregon.
- Rhee, Y. C.**, Barnes, J., & Jang, H. (2014, August). How the Publicity of Athletic Success Molds the Perception of an Institution's Academic Quality. 19th Annual Conference of the East Asia Sport Exercise Science Society. Busan, Korea.
- Barnes, J. & **Rhee, Y. C.** (2014, August). Stay active: The effect of a social media community on exercise adherence motivation. Presented at the Association for Education in Journalism and Mass Communication. Montreal, Quebec.
- Barnes, J., **Rhee, Y. C.** & Crawford, T. (2014, May). If You Build It, They Will Come:

Motivating Factors Impacting Prospective Students' College Selection. Presented at 2014 North American Society for Sport Management, Pittsburgh, PA: USA.

- Onstead, M., & **Rhee, Y. C.** (2014, may). Fan Motivation in Losing Teams: Who Keeps Coming Back? Presented at 2014 North American Society for Sport Management, Pittsburgh, PA: USA.
- Atkinson, B., & **Rhee, Y. C.** (2013, June). Beyond the Physical: Are Policies in Place to Provide High School Football Players in the State of Washington Adequate Psychological Care as it pertains to Personal Development? Presented at 2012 North American Society for Sport Management, Austin, Texas: USA.
- Brandhorst, M., & **Rhee, Y. C.** (2013, June). Hurdling over constraints and onto career success. Presented at 2013 North American Society for Sport Management, Austin, Texas: USA.
- Cole, A., Crawford, T., & **Rhee, Y. C.** (2013, June). Myths and Realities: Understanding Students' Perceptions of Title IX. Presented at 2013 North American Society for Sport Management, Austin, Texas: USA.
- Kim T. H., Ko, Y. J., **Rhee, Y. C.**, & Cattani, K. (2013, May). The Moderating Effect of Commitment on the Event Quality and Revisit Intention Link: A Comparison Between College Men's and Women's Basketball Events. Presented at 2013 North American Society for Sport Management, Austin, TX.
- Mackie, D., & **Rhee, Y. C.** (2013, May). Get Girls Back in the Game: Gender Influences on Participation in Collegiate Recreational Sports. Presented at 2013 North American Society for Sport Management, Austin, TX.
- Barnes, J., & **Rhee, Y. C.** (2012, Oct.). Motivating Factors Linking Athletic Success and Perceptions of Academic Excellence. Presented at the 2012 sport marketing association conference, Orlando, Florida: USA.
- Rhee, Y. C.**, Choo, N., Cho, S., Ha, J., Barnes, J., & Crawford, T. (2012, June). Effect of Consumer Emotion and Store Atmosphere on the Intention to Purchase Golf Equipment. Presented at 2012 NASSM Conference, Seattle, Washington: USA.
- Sorenson, T., & **Rhee, Y. C.** (2012, June). The Role of Nationalism and Xenophobia in Football-Related Violence. Presented at 2012 NASSM Conference, Seattle, Washington: USA.
- Flatley, C., & **Rhee, Y. C.** (2012, June). Attitudes towards NASCAR's CSR in College Students. Presented at 2012 NASSM Conference, Seattle, Washington: USA.
- Ko, Y. J., Chang, Y., & **Rhee, Y. C.** (2011, Oct.) Value-based Brand Loyalty toward Technology Products within Sport Industries. Presented at the 2011 sport marketing association conference, Houston, Texas: USA.
- Bae S. W., Choo, N., & **Rhee, Y. C.** (2011, Oct.) Consumers' Evaluation of Golf-Products: The Roles of Extrinsic Product Cues. Presented at the 2011 sport marketing association conference, Houston, Texas: USA.
- Cho, S., Choo, N., & **Rhee, Y. C.** (2011, Oct.) The Mediating Effect of Emotion/Hedonic Shopping Value on Golf-Product Consumption. Presented at the 2011 sport marketing association conference, Houston, Texas: USA.
- Ko, Y., **Rhee, Y. C.**, Kim, Y., & Kim, T. (2011, June). The Role of CSR in Predicting Donor Behavior: The Mediating Effects of Trust and Commitment. Presented at 2011 NASSM Conference, London, Ontario: Canada.
- Rhee, Y. C.**, Ko, Y. J., & Sagas, M. (2010, Nov.). Becoming sport fans: An application of

- the Relative Deprivation Theory and Social Identification among sport consumers. Presented at the 2010 Sport, Entertainment and Venue Tomorrow Conference, Columbia, South Carolina, USA.
- Ko, Y. J., Kim, T., **Rhee, Y. C.**, & Kim, Y. (2010, Nov.). Sport Spectators' Event Quality Perceptions: A comparison between collegiate sport fans and Professional sport fan. Presented at the 2010 Sport, Entertainment and Venue Tomorrow Conference, Columbia, South Carolina, USA.
- Ko, Y. J., **Rhee, Y. C.**, & Walker, M. (2010, Oct.) The Primary Motives of College Athletic Donors: A Refined Perspective. Presented at the 2010 sport marketing association conference, New Orleans, Louisiana: USA.
- Ko, Y. J., **Rhee, Y. C.**, Kim, T., & Catani, K. (2010, Oct.). Antecedents and Consequences of Trust in a Spectator Sport. Presented at the 2010 sport marketing association conference, New Orleans, Louisiana: USA.
- Rhee, Y. C.**, & Kang, J. (2010, May). Mediating effect of sport team representativeness within the relationship between social identification and team identification. 2010 NASSM conference, Tampa, USA.
- Choo, N., **Rhee, Y. C.**, & Cho, S. (2010, May). What Do You Expect from Temporary Workers?: The Effect of Role Ambiguity of Temporary Instructor in Ski-School on Job Performance, Job Satisfaction and Customer Orientation. 2010 NASSM conference, Tampa, USA.
- Kim, T., Ko, Y. J., & **Rhee, Y. C.** (2010, Sept.). Does better event quality means more fan?; Moderating effect of perceived value, trust, and commitment on the link between event quality factor and behavioral intention. 2010 AMA conference, Boston, USA.
- Rhee, Y. C.**, & Kim, Y. (2009, Nov). The Examination of Multi-Dimensionality of Social Identification in Accordance with Team Identification. Presented at the 2009 Sport, Entertainment and Venue Tomorrow Conference, Columbia, South Carolina, USA.
- Rhee, Y. C.**, Kang, J., & Ko, Y. J. (2009, Oct.). The relationship among relative deprivation, regional identification, and team identification: Test of a structural model. Presented at the 2009 sport marketing association conference, Cleveland: USA.
- Rhee, Y. C.**, Kang, J., & Kim, T. (2009, Oct.). Why relative deprivation matters? The effect of relative deprivation on team identification and regional identification. Presented at the 2009 sport marketing association conference, Cleveland: USA.
- Rhee, Y. C.** (2008, Oct). What women want: Effect of female fans' sport consumption motivation on intention to re-attend and word of mouth intention according to the level of team identification. Presented at the Seoul National University academic conference for sport. Seoul: Korea.
- Lee, J., **Rhee, Y. C.**, & Chang, S. (2006 August). Scale development of brand personality for the golf products. Presented at the conference of Asian Association for Sports Management, Tokyo: Japan.
- Rhee, Y. C.**, Kang, J., Kim, K. & Chang, J. (2006 May). The effect of team identification and game satisfaction on intention to re-attend sport event. Presented at the conference of the North American Society for Sport Management, Kansas City: USA.
- Rhee, Y. C.** (2005, June). The effect of team identification and game satisfaction on re-attend intention of sporting event: A Structural model comparison study. Presented at the international conference of Korean society for sport

management, Hanyang Univ, Seoul: Korea.

Chang J., **Rhee, Y. C.**, Lee, Y., & Kang, J (2004, May). The perspective of customers' loyalty to a sponsoring company & sport involvement: A longitudinal study. Presented at the conference of the North American Society for Sport Management, Atlanta: USA.

Rhee, Y. C. (2004, 10). Development of master plan for the KBL (Korean Basketball League). Presented at the Seoul National University academic conference for sport. Seoul: Korea.

Rhee, Y. C. (2003, 10). Sponsorship effect through patterns of sponsorship. Presented at the Seoul National University academic conference for sport. Seoul: Korea.

RESEARCH GRANTS

FUNDED GRANTS

Sungnam sport complex master plan development project – City of Sungnam, Korea (2008, 3 ~ 2008. 8)

A legal and economic feasibility study of introduction sports prediction market – Seoul Olympic Sport Promotion foundation (2007. 7 ~ 2007. 12)

SK Professional Soccer Team Business feasibility project – SK corporation (2005. 6 ~ 2005. 9)

Peace Valley resort concept development and business model development planning – Gangwon development company (2004. 7 ~ 2004. 9)

2014 Pyeongchang Winter Olympic feasibility and economic impact research – Gangwon province, Korea (2004. 6 ~ 2004. 8)

Samsung (contents are strictly confidential) – Samsung Electronics (2004. 4 ~ 2004. 10)

Korean Basketball League (KBL) Master Plan development project - Korean Basketball League (2002. 6 ~ 2003. 3.)

SUBMITTED GRANT PROPOSAL

- A. Principal Investigator: Wong, J. & **Rhee, Y. C.** (2014). Power to the people with Disabilities. Submitted to State Department. Funding requested: \$ 224,807 (Not Funded)
- B. Co-Principal Investigator: **Rhee, Y. C.** & Barnes, J. (2014). The Social Network Approach to Increase the Adherence Motivation Commitment to Exercise. Submitted to. Funding requested: \$5,000 (Not Funded).
- C. Principal Investigator: **Rhee, Y. C.** & Wong, J. (2013). Power to the people with Disabilities. Submitted to State Department. Funding requested: \$ 224,807 (Not Funded)
- D. Principal Investigator: Wong, J. & **Rhee, Y. C.** (2013). Swim for Life: A Lifelong Sport that Saves Lives. Submitted to Charlotte Martin Foundation. Funding requested: \$10,000 (Not Funded).
- E. Co-Principal Investigator: **Rhee, Y. C.** (2013). The Social Network Approach to

Increase the Adherence Motivation Commitment to Exercise. Submitted to Washington State University College of Education. Funding requested: \$9,000 (Not Funded).

- F. Principal Investigator: **Rhee, Y. C.** (2012). WSU study abroad program with global cultural development. Submitted to Washington State University. Funding requested: \$5,000 (Not Funded).

SCHOLARSHIPS AND AWARDS

2018 SEVT Best Student Research Paper – Received as the advisor

2010 AMA Best Track Paper Award – 2010 American Marketing Association

NEST Foundation – Received funds for Postdoctoral Program. \$ 33,000 in 2009.

Korea Research Foundation, BK21 researcher - Received a research grant in the amount of \$15,000 from 2006. 3. ~ 2007. 8.

PROFESSIONAL MEMBERSHIP

- American Marketing Association (2010 ~)
- North American Society for Sport Management (2004 ~)
- Sport Marketing Association (2009 ~)
- Asian Society for Sport Management (2006 ~)
- Korean Society for Sport Management (2007 ~)
- Korea Alliance for Health, Physical Education, Recreation, and Dance (KAHPERD) (2003 ~)

PROFESSIONAL EXPERIENCE & TEACHING

DOCTORAL DISSERTATION COMMITTEE CHAIR

Jong Eun Lee (2021)

Dissertation: FACTORS PREDICTING STUDENT-ATHLETE RETENTION AND ATTRITION IN HIGHER EDUCATION: A META-ANALYTIC INVESTIGATION

MASTER COMMITTEE CHAIR

Thesis Track

Austin Melhart (Expect to Graduate in 2022)

Thesis: DIFFERENT PERSPECTIVE OF INTERNATIONAL STUDENTS' PERCEPTION OF SUCCESS

Anna Pearson (2018)

Thesis: MARKETING OF VIOLENCE IN HOCKEY

YoungJik Lee (2017)

Thesis: THE EFFECT OF ATHLETES' OFF-FIELD IMMORAL BEHAVIORS ON FANS' EMOTIONS AND TEAM IDENTIFICATION

Ramon Sodano (2016)

Thesis: PRE-PARTICIPATORY SCREENING POLICY DEVELOPMENT: USING A META-ANALYSIS OF THE FUNCTIONAL MOVEMENT SCREEN AS A TEST CASE

DJ Mackie (2016)

Thesis: GET THEM BACK IN THE GAME: CONSTRAINTS TO PARTICIPATION IN COLLEGIATE INTRAMURAL SPORTS

Devon Carroll (2015)

Thesis: WHY STUDENT-ATHLETES COMMIT TO A SPECIFIC UNIVERSITY: MOTIVATIONAL FACTORS INFLUENCING UNIVERSITY SELECTION OF NON-REVENUE GENERATING SPORT STUDENT-ATHLETES

Caristi Flatley (2013)

Thesis: EFFECTS OF NASCAR'S CAUSE-RELATED MARKETING ON POTENTIAL STAKEHOLDERS

Non-Thesis Track

Hailie Palafox (2021)

Chris Johnson (2021)

Raeleigh Earls (2020)

Kyle Kinney (2019)

Gardner Minshew (On Leave)

Derrick Bernstine (On Leave)

Molly Gagnon (2018)

Anna Pearson (2018)

Sam Burns (2018)

Michael Roberts (2018)

Brandon Altenburg (2016)

Hannah Gwazdauskas (2015)

Jordan Profitt (2015)

Megan Onstad (2015)

Becca McLaughlin (2014)

Jenny Escander (2014)

Sami Magallanes (2014)

Matt Zollinger (2013)

MASTER COMMITTEE MEMBER

Kaylee Candy (2017)

Anna Rarig (2017)

Josh Tyler (2017)

Robert Willoughby (2017)

Cameron Adams (2016)

Greg Meager (2016)

Rachel Wright (2015)

Mycah Birge (2015)

Mikayla Brandhorst (2014)

Jenny Barnes (2014)

Brent Atkinson (2014)

Tim Sorensen (2013)

Julie Beck (2013)

Matthew Manley (2013)

Eddie Fultz (2012)

COURSES TAUGHT

- A. **Communication and Data Visualization in Sport** (SA 605)-University of Mississippi Master of Science in Sport Analytics (2021~)
- B. **Sport marketing (SPMGT 464, 564, 564 online)**- Washington State University (2011~ present), University of Florida (2011), Sogang University (2004~2008), Sangmyung University (2007)
- C. **Theory and Application in Sports Event Management (SPMGT 489: Cap Stone)**- Washington State University (2017)
- D. **International Sport Management (SPMGT 496)** – Washington State University (2014~2015, 2017)
- E. **Introduction to Sport Management (SPMGT 276)**- Washington State University (2014)
- F. **Sport Finance (SPMGT 374)** - Washington State University (2012~ 2013)
- G. **Managing Sport Organization (SPMGT 468)** - Washington State University (2012~ 2013)
- H. **Sport Sociology (SPMGT367)**-Washington State University (2011)
- I. **Sport Market Research (SPM 4905)** - University of Florida (2010)
- J. **Sport Management** – Seoul National University (2008)
- K. **Special topics of sport management** - Sogang University, Seoul Korea (2004~2008)
- L. **Sport event planning** - Sogang University, Seoul Korea (2004~2008)
- M. **Practicum in Sport Management (SPMGT 394)** – Washington State University (2011 ~ 2012)
- N. **Intermediate Tennis** – Sogang University (2004-2008), Seoul National University (2004~2008)
- O. **Advanced Tennis** – Seoul National University (2006~2008)

New Course Development

- A. **Communication and Data Visualization in Sport (2021)**
- B. **Analytics in Sport Business (2021)**
- C. **Sport Analytics (2019)**
- D. **International Sport Management (2014)**
- E. **Sport Market Research (2012)**

Invited Lectures

- A. **Washington State University (2016)**

College of A COLLEGE OF AGRICULTURAL, HUMAN, AND NATURAL
RESOURCE SCIENCES

Consumer Behavior in Fashion (AMDT 308)

"Consumer Behavior in Fashion and Sport"

B. Washington State University (2014)

College of Education Research Brown Bag

"The Invaluable Experience of Global Exposure for Undergraduate Students:
Sport Management Korea 2014"

C. University of Idaho (2014)

UI Office of Multicultural Affairs and the Palouse Asian-American
Association/School of Journalism and Mass Media

"Linsanity"

D. Washington State University (2013)

What is Sport Marketing (KINE 138)

E. University of Idaho (2013)

School of Journalism and Mass Media

"Sport marketing and promotion"

F. Washington State University (2012)

What is Sport Marketing (KINE 138)

G. Washington State University (2012)

The Asian American Pacific Islander Faculty Staff Association

"Why do you support your team when they suck?"

H. University of Idaho (2012)

College of Journalism

"Integrated Marketing Communication in Sport Management."

I. University of Florida (2008 ~ 2010)

Research in Sport Management (SPM 6036) – Graduate

"Developing a Research Line."

Research in Sport Management (SPM 6036) – Graduate

"Utilizing the SEM technique in Sport Management Studies – the moderating effect
and mediating effect."

Sport Marketing (SPM 5305) - Graduate

"Sport Consumer Behavior – Understanding team identification in new perspective."

Research Method (HLP 6535) – Graduate

"Sampling Procedure"

Research Method (HLP 6535) - Graduate

"Experimental research using priming effect – Effect of relative deprivation on social
identification and team identification."

Sport Marketing (SPM 3306) – Undergraduate
"Sport Branding – Understanding Branding in Sport."

PROFESSIONAL SERVICE

Department

Program Coordinator, Sport Management Graduate Program (2017 ~ 2019)
Sport Management Program Promotion and Outreach Subcommittee (2016 ~)
Sport Management Undergraduate Program Subcommittee (2016 ~)
Sport Management Graduate Program Subcommittee (2016 ~)
Sport Management PH.D. Program Development Subcommittee (2014 ~)
Coordinator, Undergraduate Sport Management Program Assessment (2011 ~)
Coordinator, Graduate Sport Management Program Assessment (2011~2013)
Search Committee Sport Management Program (2014)
Search Committee Sport Management Program (2013)
Search Committee Sport Management Program (2012)
Reviewer, Sport Management Scholarship Selection Committee (2013)
Advisor, Sport Management Club (2013 ~ present)

College/University

Member, WSU Faculty Senate/Academic Affairs Committee (2021 ~)
Member, WSU Health Sciences Diversity, Equity, and Inclusion Committee (2021 ~)
Member, Washington State University Athletics Council (2017 ~)
Member, College of Education Faculty Affairs Committee (2018 ~)
Chair, Graduate Studies Committee (2019 ~ 2021)
Advisor, Korean Student Association (2015 ~)
Advisor, Korean Graduate Student Association (2015 ~)
Member, Graduate Studies Committee (2014 ~ 2017)
Member, Scholarship Committee (2017 ~ 2018)
Lead Faculty, 2017 Study Abroad Program to Korea (2017)
Lead Organizer, 2017 Study Abroad Program to Korea (2017)
Lead Faculty, 2015 Study Abroad Program to Korea (2015)

Lead Organizer, 2015 Study Abroad Program to Korea (2014)

Lead Faculty, 2014 Study Abroad Program to Korea (2014)

Lead Organizer, 2014 Study Abroad Program to Korea (2013)

Member, Assessment Committee College of Education (2011 ~ 2019)

International/National

Advisory Board: SMART Lab (Wichita State University Sport Analytics Lab, 2020 ~)

Editorial Board: Journal of Applied Sport Management (2020 ~)

Editorial Board: Journal of Global Sport Management (2017 ~)

Editorial Board: Journal of Contemporary Athletics (2017 ~)

Reviewer, Journal of Customer Behaviour (2018 ~)

Reviewer, Journal of Sport Management (2014 ~)

Reviewer, Korean Journal of Sport Management (2014 ~ Present)

RELATED WORK EXPERIENCE

FCNetwork (Marketing agency of Korean Football Association): 2002. 2. ~ 7.
Organized and operated 2002 FIFA World Cup Korea/Japan Trophy Tour
Operated exhibition matches of Korean Football Association.
(vs. England; vs. France; vs. Costa Rica; vs. Scotland)
International Sponsorship Marketing, Onsite operation

Posco (2002 FIFA World Cup Marketing Team): 2002. 8. ~ 12.
FIFA official local sponsor Posco Worldcup Marketing Team.
Posco Steel Pavilion venue manager
Liaison with FIFA Marketing
Licensed merchandise distribution
Venue information manager
Translator

MBC-ESPN (National Sports Broadcasting Network): 2001. 6. ~ 8.
Production of sport programs
Translating foreign programs
Maintained detailed records of the program
Developed and Coordinated promotion program for MBC Sports