

## CURRICULUM VITAE

***Lydia Yun***

Assistant Professor

Department of Sport Management

Brock University

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### **EDUCATION**

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**University of Florida (Gainesville, Florida)**

Aug 2022 – Aug 2025

*Doctor of Philosophy*

- **Major:** Sport Management
- **Dissertation Committee Chair:** Dr. Yong Jae Ko
- **Dissertation Topic:** Corporate Social Responsibility (3 article-format)

*Master of Science*

Aug 2020 – May 2022

- **Major:** Sport Management
- **Thesis Committee Chair:** Dr. Yong Jae Ko
- **Thesis Topic:** The antecedents and consequences of perceived authenticity of sport related YouTube channels

**Seoul National University (Seoul, South Korea)**

Mar 2015 – Feb 2019

*Bachelor of Sport Science*

- **Major:** Physical Education

### **ACADEMIC APPOINTMENT**

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**University of Florida (UF) / Department of Sport Management (SPM)**

Graduate Research/Teaching Assistant

Fall 2021 - Aug 2025

- Instructor of record for SPM 4703 Sport Marketing Analytics and SPM 3306 Sport Marketing
- Grader for core sport management courses
- Participated in funded research project; Provided research support to chair of the department
- Developed and managed internship/alumni data to report graduates' employment status; Categorized and cleansed data to make statistically meaningful values
- Collected and organized the historical data of the SPM department – Legacy and promotion

**UF Center for Sport Analytics (newly developed center)**

- Affiliate member
- Engage in individual and collaborative research
- Mentor lab members in research development
- Recruit prospective lab members

Spring 2025 - Aug 2025

**Sport Marketing Research (SMR) Lab**

- Associate Director of SMR Lab
- Manager of SMR Lab
- Engaged in individual and collaborative research
- Mentored lab members in research development
- Managed and moderated international symposiums (Loughborough University; Waseda University; Sungkyunkwan University)

Summer 2024 - Aug 2025

Fall 2023 - Spring 2024

- Recruited prospective lab members

## **MAIN AREAS OF RESEARCH INTERESTS**

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- Corporate social responsibility (CSR)
- Social media big data analysis
- Sport branding

## **PUBLICATION**

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Ko, Y. J., **Yun, L.**, & Kang, P. (2025). A conceptual framework for understanding brand connection to sport mascots. *Sport Management Review*, 1-24.

## **MANUSCRIPTS IN REVIEW**

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**Yun, L.**, Ko, Y. J., & Cheong, J. (in review). No pains, no gains: The effects of company's CSR motives and perceived pain in charity events on consumers' perceived authenticity, meaningfulness and behavioral intentions. Submitted to *European Sport Management Quarterly*

**Yun, L.**, Kim, J., & Ko, Y. J. (in review). How do fans respond to athlete migration in social media? The Cases of Lionel Messi and Cristiano Ronaldo. Submitted to *Communication & Sport*

Yoo, S., **Yun, L.**, Kang, P., & Ko, Y. J. (in review). When logos speak louder: The effect of self-presentation on conspicuous sports brand preference. Submitted to *Journal of Sport Management*

Kim, J. H., **Yun, L.**, & Ko, Y. J. (in review). Historizing your present: The effect of cultural identity mindset framing on the resident's and spectator's perceptions and behavioral intentions toward 2024 Paris Olympics. Submitted to *Journal of Sport Management*

Hwang, D., **Yun, L.**, Kim, J. H., & Ko, Y. J. (in review). Athlete migration in the global soccer industry: Network analysis approach. (Target Journal: *European Sport Management Quarterly*)

Yoo, S., Ko, Y. J., & **Yun, L.** (in review). Understanding sustainable sport fan support behavior: Social comparison and counterfactual thinking perspectives. Submitted to *Journal of Sport Management*

## **MANUSCRIPTS IN PROGRESS**

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**Yun, L.**, Ko, Y. J., Chang, Y., & Shin, J. (nearing submission). Effects of YouTuber's expertise and integrity on perceived channel authenticity and behavioral intentions: Moderating role of consumption goals. (Target Journal: *Communication & Sport*)

**Yun, L.**, Kang, P., & Ko, Y. J. (nearing submission). Effects of YouTuber's passion and transparency on perceived channel authenticity and behavioral intentions (Target Journal: *Computers in Human Behavior*)

**Yun, L.**, Kim, J., & Ko, Y. J. (nearing submission). Exploring order effect of CSR activities on sport fans' cognition, emotions, and supporting behaviors (Target Journal: *Journal of Sport Management*)

**Yun, L.**, Ko, Y. J., Kang, P., Davis, S., & Chang, S. (manuscript development). Consumers' psychological responses toward Olympics mascots: Application of structural topic modeling on Twitter data. (Target Journal: *Journal of Business Research*)

**Yun, L.**, Kim, J., Ko, Y. J., Harry, M. P., & Janelle, C. M. (manuscript development). Exploring student-athletes' career transition and life experience. (Target Journal: *Journal of Issues in Intercollegiate Athletics*)

- Yun, L. & Ko, Y. J.** (manuscript development). Functions of CSR communication on social media: A case of the National Basketball Association. (Target Journal: *Sport Management Review*)
- Yun, L., Kim, J., Lei, Y., Yang, Y., & Ko, Y. J.** (research design). Does mascot storytelling make a difference in promoting CSR programs? Anthropomorphism perspective. (Target Journal: *Sport Management Review*)
- Kim, J. H., Yun, L., & Ko, Y. J.** (nearing submission). The impact of attribution and expectancy of athlete transfer on sports fan's emotional and behavioral responses. (Target Journal: *Journal of Sport Management*)
- Yang, Y., Yun, L., & Ko, Y. J.** (data collection). Exploring the effect of communication styles and content sources of delivering CSR messages: A case of 'Basketball without Borders' (Target Journal: *Sport Management Review*)
- Ko, Y. J., Yoo, S., Kang, P., Kim, D., Yun, L., & Sagas, M.** (nearing submission). The global sports leadership program: Evaluation of effectiveness and future direction. (Target Journal: *Leadership*)
- Ko, Y. J., & Yun, L.** (data collection). Testing the integrative framework of sport fans' brand connection to sport mascots. (Target Journal: *Journal of Sport Management*)
- Ko, Y. J., & Yun, L.** (data collection). Measurement scale of iconic cues of mascot brand authenticity. (Target Journal: *Sport Management Review*)

## **BOOK CHAPTER**

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- Yun, L., Francis, J., Garrison, K., Kim, J., Lee, T., Lei, Y., Santana, W. F., Uzun, B., & Cunningham, G. B.** (final edits). Theoretical approaches to sport management research. In D. P. Andrew & P. M. Pedersen (3rd Eds.), *Research methods and design in sport management*. Human Kinetics.

## **CONFERENCE PRESENTATIONS**

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- Yun, L., Yang, Y., & Ko, Y. J.** (Accepted). Functions of CSR Communication on social media: A Case of the national basketball association (NBA). 2025 European Association for Sport Management conference (EASM), Budapest, Hungary.
- Yun, L., Kang, P., & Ko, Y. J.** (2025, May). *Consumers' response toward sport mascots in social media: Case of selected mega-sports events mascots*. 2025 North American Society for Sport Management conference (NASSM), San Diego, CA, United States.
- Yun, L., Kim, J., & Ko, Y. J.** (2024, November). *Exploring order effect of game outcomes and CSR activity on fans' emotional and behavioral responses*. 2024 Sport Marketing Association conference (SMA), St. Louis, MO, United States.
- Kim, J., Yun, L., & Ko, Y. J.** (2024, November). *The impact of player's departures on sports fan's emotional and behavioral responses: The mediating role of norm violation*. 2024 SMA, St. Louis, MO, United States.
- Yun, L., Kim, J., Ko, Y. J., & Shin, J.** (2024, September). *Fans' attribution of athlete migration in social media: The case of Lionel Messi and Cristiano Ronaldo*. 2024 EASM, Paris, France.
- Yun, L., Kim, J., & Ko, Y. J.** (2024, June). *The order effects on college football fans' emotional and behavioral responses: Moderating role of team identification*. 2024 NASSM, Minneapolis, MN, United States.

- Yun, L., & Ko, Y. J.** (2023, October). *Effects of perceived corporate partner's CSR motives on participant's perceived CSR authenticity: Moderating role of the martyrdom effect and perceived calling*. 2023 SMA, Tempa, FL, United States.
- Yoo, S., **Yun, L.**, & Ko, Y. J. (2023, October). *Sustaining fan support during sport team's challenging time: The impact of social comparison information and fan's counterfactual thinking*. 2023 SMA, Tempa, FL, United States.
- Yun, L.**, Ko, Y. J., Kang, P. & Kim, J. (2023, September). *Consumers' psychological and behavioral responses toward anthropomorphic mascots: An integrative framework*. 2023 EASM, Belfast, North Ireland.
- Ko, Y. J., Kang, P., Davis, S., **Yun, L.**, & Chang, S. H. (2023, September). *Exploring consumer response toward different types of mascots in mega-sports event: Social media big data and machine learning approach*. 2023 EASM, Belfast, North Ireland.
- Yun, L.**, & Ko, Y. J. (2023, June). *Effects of a company's CSR motives on consumers' perceived CSR authenticity and behavioral intentions: Moderating role of martyrdom effect*. 2023 NASSM, Montréal, QC, Canada.
- Yun, L.**, Kang, P., & Ko, Y. J. (2023, June). *Effects of YouTuber attributes on perceived authenticity of sport related YouTube channel: Moderating role of consumption goals*. 2023 NASSM, Montréal, QC, Canada.
- Yun, L.**, Ko, Y. J., & Chang, Y. (2022, October). *The antecedents and consequences of perceived authenticity of sport related YouTube channels*. 2022 SMA, Charlotte, NC, United States.
- Yoo, S., **Yun, L.**, Kang, P., Ko, Y. J., & Chang, Y. (2022, June). *The effect of self-presentation on preference for brand conspicuousness: The moderating role of homogeneity of sports fan community*. 2022 NASSM, Atlanta, GA, United States.

## **POSTER PRESENTATIONS**

### **University of Florida – Annual AI Research Day in College of Health and Human Performance (HHP)**

- Yun, L.**, Kim, J., & Ko, Y. J. (2024, October). *How do fans respond to athlete migration in social media? The cases of Lionel Messi and Cristiano Ronaldo*. 2024 UF College of HHP AI Research Day, Gainesville, FL, United States.
- Kim, J., **Yun, L.**, Lei, Y., Lee, T., & Ko, Y. J. (2024, October). *Exploring consumer emotional responses to Nike's 'what are girls made of' campaign: A sentiment analysis of YouTube comments on sportswear brand's social issue advocacy*. 2024 UF College of HHP AI Research Day, Gainesville, FL, United States.
- Lei, Y., **Yun, L.**, Nam, G., Shin, J., Ko, Y. J. & Connaughton, D. (2024, October). *Are superstar players popular among brand owners? A structural topic modeling and social network analysis approach*. 2024 UF College of HHP AI Research Day, Gainesville, FL, United States.
- Hwang, D., Chang, S. H., **Yun, L.**, Kim, J., Yang, Y., & Ko, Y. J. (2024, October). *Exploring global soccer transfer market trends: Insights from Korean, Japanese, and Chinese player movements (2000-2025)*. 2024 UF College of HHP AI Research Day, Gainesville, FL, United States.

### **University of Florida – Poster Presentation at HHP Annual Stanley Lecture**

- Yun, L.**, Yang, Y., & Ko, Y. J. (2025, March). *Functions of CSR communication on social media: A case of the*

*National Basketball Association*. 2025 HHP research symposium, Gainesville, FL, United States.

Yang, Y., **Yun, L.**, & Ko, Y. J. (2025, March). *Exploring the effects of communication styles and social presence in delivering CSR messages: A case of "Basketball Without Border."* 2025 HHP research symposium, Gainesville, FL, United States.

Kim, J., **Yun, L.**, & Ko, Y. J. (2025, March). *The impact of player's migration on sports fan's psychological and behavioral responses: A norm violation perspective.* 2025 HHP research symposium, Gainesville, FL, United States.

Hwang, D., **Yun, L.**, Kim, J., Chang, S., Yang, Y., & Ko, Y. J. (2025, March). *Global dynamics of soccer player transfer: Social network analysis approach.* 2025 HHP research symposium, Gainesville, FL, United States.

**Yun, L.**, & Ko, Y. J. (2024, March). *Effects of corporate partner's CSR motives on consumers' CSR authenticity perception: Moderating role of the martyrdom effect and perceived calling.* 2024 HHP research symposium, Gainesville, FL, United States.

**Yun, L.**, & Ko, Y. J. (2023, February). *Effects of a company's CSR motives on consumers' perceived CSR authenticity and behavioral intentions: Moderating role of martyrdom effect.* 2023 HHP research symposium, Gainesville, FL, United States.

**Yun, L.**, & Ko, Y. J. (2022, March). *The antecedents and consequences of perceived authenticity of sport related YouTube channels.* 2022 HHP research symposium, Gainesville, FL, United States.

## **GRANT ACTIVITIES**

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### **External**

Chang, S. H. (PI), **Yun, L.** (Co-PI), & Ko, Y. J. (Co-PI) (2024). *Exploring the potential of Generative AI in sport: Implications for sport management and education.* Ministry of Education, Taipei, Taiwan. (\$16,000).

Chang, S. H. (PI), **Yun, L.**, (Co-PI), & Ko, Y. J. (Co-PI) (2023). *Sport fans' preference and emotional journey toward game outcomes in the 2023 World Baseball Classic: Application of natural language processing to the cases of team Taiwan and team USA.* Ministry of Education, Taipei, Taiwan. (\$16,000).

### **Internal**

**Yun, L.** (PI), & Ko, Y. J. (Co-PI) (2025). *Consumers' response toward sport mascots in social media: Case of selected mega-sports events mascots.* Graduate Student Council Travel Grant, University of Florida (\$400).

**Yun, L.** (PI), & Ko, Y. J. (Co-PI) (2024). *Exploring sport organizations' CSR issues and communication style on social media: A case of NBA teams' CSR posts on Instagram.* SPM Doctoral Research Grant, University of Florida (\$500).

**Yun, L.** (PI), Kim, J. (Co-PI), & Ko, Y. J. (Co-PI) (2024). *The order effects on college football fans' emotional and behavioral responses: Moderating role of team identification.* Graduate Student Council Travel Grant, University of Florida (\$400).

**Yun, L.** (PI), & Ko, Y. J. (Co-PI) (2023). *How do spectators justify their attendance of losing games? Effects of socially shared retrieval-induced forgetting on perceived justification.* SPM Doctoral Research Grant, University of Florida (\$500).

### **Submitted/In-Progress**

**Yun, L.** (PI), & Lei, Y. (Co-PI) (under review). *Exploring the mechanisms eliciting consumers' positive engagement on CSR activities: Focusing on effective CSR framing strategy on social media*. SICSS Florida Research Grant, Summer Institute in Computation Social Science (\$500).

Lei, Y. (PI), **Yun, L.** (Co-PI), & Nam, G. (Co-PI) (under review). *Exploring women's and men's basketball players' brand partnership on social media: Social network and text analysis approaches*. SICSS Florida Research Grant, Summer Institute in Computation Social Science (\$500).

**Yun, L.** (PI), Yang, Y. (Co-PI), & Ko, Y. J. (Co-PI) (in progress). *Exploring sport organizations' CSR issues and communication style on social media: A case of NBA teams' CSR posts on Instagram*. UNESCO and NBA (\$50,000).

Ko, Y. J. (PI), **Yun, L.** (CO-PI), & Kim, J. (CO-PI) (in progress). *Global sports leadership program*. Ministry of Culture, Sport, and Tourism and Korea Sports Promotion Foundation, Seoul, South Korea. (\$274,826.81).

### **Not funded**

**Yun, L.** (PI) & Ko, Y. J. (Advisor) (2025, March). *How do spectators justify their attendance of losing games? Effects of socially shared retrieval-induced forgetting on perceived justification*. NASSM Doctoral Research Grant, North American Society for Sport Management (\$1,500).

Ko, Y. J. (PI), Kang, P. (Co-PI), Chun, Y. (Co-PI), **Yun, L.** (Co-PI), Kim, J. (Co-PI), Chang, S. (Co-PI), & Davis, S (Co-PI). (2024, January). *Loneliness and socialization among student-athletes: Integrative framework and empirical evidence*. 2024 NCAA Innovation Grant, NCAA (\$34,500).

## **TEACHING EXPERIENCES**

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### **University of Florida**

#### Instructor of Record

- Sport Marketing Analytics [SPM 4703] Fall 2024 – Spring 2025
- Sport Marketing [SPM 3306] Fall 2023

#### Teaching Assistant

- Introduction to Sport Management [SPM 2000] Spring 2024
- Sport Business/Finance [SPM 4515] Fall 2021 – Spring 2022, Spring 2024
- Social Issues in Sport [SPM 3012] Fall 2021 – Summer 2022
- Evaluation Procedures (Business Analytics) [HLP 6515] Fall 2021 – Fall 2022

#### Guest Lecturing

- Evaluation Procedure (Business Analytics) [HLP 6515] Fall 2024  
Topic: Topic modeling and sentiment analysis
- Sport Marketing [SPM 5309] Fall 2023, Spring 2024  
Topic: CSR and social media
- Ethical Issues in Sport [SPM 3204] Spring 2024  
Topic: Gender equity in sport

### **University of Alabama in Huntsville**

#### Guest Lecturing

- Sport Marketing [SFM 470]  
Topic: Importance of CSR in sport marketing and its effectiveness

Spring 2025

### **Other Teaching Experiences**

**The Gainesville Korean School**  
Korean language / dance instructor

August 2019 – December 2021

- Designed lesson plans and created class materials using K-pop and Korean traditional fairy tales
- Taught Korean from low level to advanced level to children and adults whose first language is English
- Taught basic ballet movement and K-pop dance to preschool and elementary school students

**Seoul National University (SNU) High School**  
Trainee teacher

April 2018 – May 2018

- Designed lesson plans
- Taught core topics on badminton and ballet
- Planned and implemented an annual sports festival
- Participated in class observations in high school and elementary school
- Counseled high school students about their career plans and concerns
- Evaluated and shared feedbacks on colleagues' teaching skills and contents

**SNU Center for The Educare Service and Research**  
Teaching assistant for ballet class

March 2016 – May 2017

- Taught basic ballet movements to pre-school students
- Developed ballet class curriculum that based on various plays

**Tiqui-Taca Club (Community Education Service), SNU**  
Teacher

March 2016 – May 2017

- Instructed and led middle school students to choreograph their dance performances
- Taught line dancing and dance sports to high school students
- Led the debate on sports issues
- Prepared a lecture on general information of physical education and career planning
- Guided several recreational events including Korean traditional games and WOD program
- Counseled high school students about their career plans and concerns

**Motor Learning Lab in Department of Sport Science, SNU**  
Pre-school physical education instructor

September 2015 – December 2015

- Taught pre-school students on how to improve their mobility
- Designed various obstacle programs to improve basic physical movements of students
- Documented weekly reports to record and identify students' strengths and weaknesses
- Evaluated the efficacy of the programs through meetings and discussion

## **SERVICE AND LEADERSHIP EXPERIENCES**

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### **Manuscript Reviewer**

*Journal of Business Research (1 manuscript)*

*Journal of Global Sport Management (1 manuscript)*

*Sport Management Review (1 manuscript)*

**Korean American Association for Sport Management (KAASM)**

Student Representative June 2023 – Present

- Communicate with professors and deliver students' opinions on their behalf
- Participated in KAASM board members' meetings and wrote minutes of them
- Organize student virtual seminars
- Contributed to publish newsletters by collecting data regarding conferences
- Prepared appreciation ceremony

**University of Florida**

SPM Faculty (Department Chair) Search Committee (volunteer) January 2025

- Provided feedback for each candidate
- Assisted with candidate campus visit

SPM Climate and Engagement Committee August 2024 – Present

- Constructed personalized team-building activities, strengthening relationships in the department
- Supported access to resources or activities to improve physical and mental health challenges
- Designed a workplace environment, fostering a positive, inclusive, and uplifting atmosphere.
- Facilitated staff and faculty engagement surveys to gauge morale and gather insights on areas for improvement

SPM Faculty (Assistant Professor) Search Committee (member) August 2023 – December 2023

- Reviewed candidates' documents (e.g., cover letter, research statement, teaching philosophy statement, and CV)
- Provided feedback for each candidate
- Participated in search committee meetings
- Interviewed selected candidates (i.e., Zoom and campus interview)
- Assisted with candidate campus visit

Korean Health and Human Performance (KHHP) Vice President August 2022 – June 2024

- Directed the opening event and sporting event
- Managed the annual budget
- Developed yearly plan, etc.

Korean Student Association (KSA) Dance Team Instructor/President February 2022 – Present

- Founded the club
- Managed the annual budget of the group
- Lead weekly class for stretching and ballet
- Choreographed for the end of semester presentation

**Seoul National University**

Student Government Member – SNU Department of Physical Education March 2017 – December 2017

- Discussed departmental agendas at weekly meetings
- Worked at the information desk for student government elections
- Enacted departmental regulations
- Directed the 'Body. Mind. Knowledge' Walk event
- Participated in the general student body meeting

Dance Team Instructor/Captain – SNU Center for Sport Development &amp; Promotion January 2017 – December 2017

- Directed and designed historical event performances by incorporating Korean traditional dance, Modern dance, and Ballet
- Managed annual budget
- Presented numerous performing arts
- Scheduled team practice
- Choreographed and participated in ‘The Dance for Reunification flash mob’
- Organized freshman orientation, public performances, and annual productions
- Lectured future career planning for middle school students

## **AWARDS & CERTIFICATES**

### **University of Florida**

- Perry & Noel McGriff Endowed scholarship 2025
- First place 2025 D.K. Stanley Lecture Research Symposium Poster Session 2025
- Runner-up 2025 D.K. Stanley Lecture Research Symposium Poster Session 2025
- Finalist, Best conference paper - Sport Marketing Association - Co-mentored with Dr. Ko J. Kim (2024). The impact of player’s migration on sports fan’s psychological and behavioral response: A norm violation perspective 2024
- 2024 Outstanding KHHP Graduate Student Award 2024
- First place 2024 D.K. Stanley Lecture Research Symposium Poster Session 2024
- First place 2023 D.K. Stanley Lecture Research Symposium Poster Session 2023
- Recipient of UF Graduate School Fellowship for the Ph.D. program 2022
- Semester Certificate of ELI program 2019

### **KAASM**

- Lee Jeoung Hak Research Award 2024

### **Seoul National University**

- Teacher’s Certificate (Ministry of Education, Republic of Korea) 2019
- Eminence scholarship 2016, 2017, 2018
- Yang Cheon-Shik scholarship 2017
- Merit-based scholarship 2015, 2016, 2017

## **METHODOLOGICAL APPROACHES AND EXPERTISE**

- Artificial intelligence application for sport big data analysis (machine learning, topic modeling, sentiment analysis, network analysis)
- Experimental study
- Survey
- Content analysis
- Case analysis

## **DATA ANALYTICAL SKILLS/EXPERIENCE**

- R (descriptive statistics, univariate & multivariate regression, structural equation modeling (SEM), structural topic modeling, sentiment analysis, and network analysis)
- Python (sentiment analysis, LDA topic modeling, machine learning)
- Mplus (confirmatory factor analysis, path analysis, SEM, and Multigroup-SEM)
- SPSS (descriptive statistics, correlation, univariate & multivariate regression, Hayes process macro)
- JASP (descriptive statistics, correlation, univariate & multivariate regression)

**Summer Institute in Computation Social Science (SICSS) - Florida**

SICSS Fellow

Summer 2024

- Took numerous guest lectures covering text analysis, website scraping, digital field experiments, machine learning, and ethics
- Completed group problem sets utilizing diverse computation methods
- Led group research utilizing social networking analysis and topic modeling
- Submitted research grant proposals to SICSS Florida

## REFERENCES

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### 1. Dr. Yong Jae Ko

- Professor, Interim Chair
- Department of Sport Management  
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### 2. Dr. Daniel P. Connaughton

- Professor
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### 3. Dr. JeeWon Cheong

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### 4. Dr. Chris Janiszewski

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