

CURRICULUM VITAE**Lydia Yun**

Assistant Professor
Department of Sport Management
Brock University
Email: lyun@brocku.ca

EDUCATION

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

Brock University / Department of Sport Management (SPMA)

Assistant Professor

July 2025 – Present

- Instructor of record for SPMA 2P65 Sport Marketing, SPMA 3P07 Quantitative Analysis for Sport Management, SPMA 4P95 Advanced Sport Marketing, MSMX 5P25 Revenue Generation in Sport
- Participate in diverse research projects and research grants
- MSM committee

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 a funded research project; Provided research support to the 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

Spring 2025 - Aug 2025

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

Sport Marketing Research (SMR) Lab

- Associate Director of SMR Lab Summer 2024 - Aug 2025
- Manager of SMR Lab Fall 2023 - Spring 2024
- Engaged in individual and collaborative research
- Mentored lab members in research development
- Managed and moderated international symposiums (Loughborough University; Waseda University; Sungkyunkwan University)
- Recruited prospective lab members

MAIN AREAS OF RESEARCH INTERESTS

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

PUBLICATION

Yun, L., Ko, Y. J., & Cheong, J. (In press). The effects of partnership-based corporate social responsibility program on consumers' perceived authenticity, meaningfulness, and supporting behaviors: Moderating roles of perceived pain and calling. *Journal of Consumer Behaviour*.

Yun, L., Ko, Y. J., Kim, J., & Hwang, D. (2026). How do fans respond to athlete migration in social media? The cases of Lionel Messi and Cristiano Ronaldo. *Communication & Sport*, 21674795261431275.

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

Ko, Y. J., Kim, J., **Yun, L.**, Lei, Y., Lee, T., Chang, S. H., & Yang, Y. (1st revision). Do sports team mascots enhance consumer social wellbeing?. Submitted to *Journal of Sport Management*

Yoo, S., Ko, Y. J., & **Yun, L.** (1st revision). Imagining better outcomes: Effects of counterfactual thinking on sport fans' continued support. Submitted to *Communication & Sport*

Yoo, S., Ko, Y. J., Kang, P., & **Yun, L.** (1st revision). When logos speak louder: The effect of self-presentation on sport fans' logo size preference. Submitted to *Journal of Consumer Behaviour*

Hwang, D., **Yun, L.**, Kim, J. H., & Ko, Y. J. (under review). Global dynamics of soccer athlete transfers: A social network analysis approach. Submitted to *Sport Marketing Quarterly*

MANUSCRIPTS IN PROGRESS

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. & 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. (manuscript development). 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). 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 *Sport Management Review*

Kim, J. H., **Yun, L.**, & Ko, Y. J. (nearing submission). The Impact of athlete transfer on sports fans' psychological and behavioral responses: An expectancy violation theory perspective. (Target Journal: *Sport Management Review*)

Yang, Y., **Yun, L.**, & Ko, Y. J. (nearing submission). Exploring the effect of communication styles and content sources of delivering CSR messages: A case of 'Basketball without Borders' (Target Journal: *Communication & Sport*)

Yang, Y., **Yun, L.**, & Ko, Y. J. (nearing submission). The effect of hero narrative framing on perceived authenticity, meaningfulness, and emulation in athlete-led CSR communication (Target Journal: *Sport Marketing Quarterly*)

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

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

Yun, L., Francis, J., Garrison, K., Kim, J., Lee, T., Lei, Y., Santana, W. F., Uzun, B., & Cunningham, G. B. (2026). 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

Yun, L., & Ko, Y. J. (Accepted). *Shared Brand Equity in Sport CSR Partnerships*. 2026 Sport Marketing Association conference (SMA). Baltimore, MD, United States.

Yun, L., Lei, Y., Kim, J., Yang, Y., & Ko, Y. J. *How does transformational storytelling inspire consumer support in sport corporate social responsibility?*. (Accepted). 2026 European Association for Sport Management conference (EASM), Thessaloniki, Greece.

Yun, L., Ko, Y. J., Kim, J., Lei, Y., Lee, T. H., Yang, Y., & Kim, H. (Accepted). *Do sports team mascots enhance consumer social well-being?*. 2026 EASM, Thessaloniki, Greece.

Yun, L., Lei, Y., Yang, Y., & Ko, Y. J. *From ordinary to extraordinary: Does storytelling inspire support for athlete development programs?* (2026, May). 2026 North American Society for Sport Management conference (NASSM), Puerto Rico, United States.

Yang, Y., **Yun, L.,** & Ko, Y. J. *How do heroes inspire in sport CSR? The power of hero narratives in consumers' emulation and prosocial behaviors* (2026, May). 2026 NASSM, Puerto Rico, United States.

Ko, Y. J., Kim, J., **Yun, L.,** & Kim, H. (2026, May). *Do sports team mascots enhance fans' social well-being? A case of Florida Gators fans*. 2026 NASSM, Puerto Rico, United States.

Yun, L., Asada, A., & Ko, Y. J. (2025, October). *Exploring fans' justification for attending losing games*. 2025 SMA. Phoenix, AZ, United States.

Yun, L., Yang, Y., & Ko, Y. J. (2025, September). *Functions of CSR Communication on social media: A Case of the national basketball association (NBA)*. 2025 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 NASSM, San Diego, CA, United States.

Yun, L., & Ko, Y. J. (2024, November). *Exploring order effect of game outcomes and CSR activity on fans' emotional and behavioral responses*. 2024 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

- Cho, S., Lee, J., Ko, Y. J., **Yun, L.**, & Vy, N. (2026, February). Automated Abercrombie test: AI assisted distinctiveness test for sport trademarks. 2026 Sport and Recreation Law Association conference (SRLA). New Orleans, LA, United States.
- Asada, A., **Yun, L.**, & Ko, Y. J. (2025, October). *Comparing the impact of team representation and team identification on sponsorship effectiveness*. 2025 SMA, Phoenix, AZ, United States.
- 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., 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.

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

External

Yun, L. (PI), Kim, J. H. (Co-PI), & Ko, Y. J. (Co-PI) (2026). *From ordinary to extraordinary: How does storytelling inspire support in sport corporate social responsibility?* Kang Joon-Ho DTM Research Grant. KAASM (\$500).

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).

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), Lei, Y., Kim, J., Yang, Y., & Ko, Y. J. (Co-PI). *From ordinary to extraordinary: How does storytelling inspire support for athlete development programs?*. Janet B. Parks NASSM Research Grant, North American Society for Sport Management (\$1,000)

Yun, L. (PI) & Park, S. J. (Co-PI). *How do spectators justify their attendance at losing games? Effects of socially shared retrieval-induced forgetting on perceived justification*. Explore Grant, Brock University (CAD \$7,000)

Park, S. J. (PI) & **Yun, L.** (Co-PI). *The impact of sport human brand's environmental social governance (ESG) activities on the likelihood of a scandal and its long-term success*. Explore Grant, Brock University (CAD \$7,000)

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

Brock University

Instructor of Record

- Revenue Generation in Sport [MSMX5P25] Winter 2026, Winter 2027
- Quantitative Analysis for Sport Management [SPMA 3P07] Fall 2025 – Winter 2027
- Advanced Sport Marketing [SPMA 4P95] Fall 2026
- Sport Marketing [SPMA 2P65] Summer 2026

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

- Sport Business and Finance [SPM 4515] - University of Florida Spring 2026
Topic: Corporate social responsibility in sport
- Sport Social Media Data Analytics [SPM 4711]- University of Florida Spring 2026
Topic: Fans' attribution of athlete migration in social media: The case of Lionel Messi and Cristiano Ronaldo
- Sport Management Seminar Series - University of Florida Fall 2025
Topic: Fans' attribution of athlete migration in social media: The case of Lionel Messi and Cristiano Ronaldo
- Sport Marketing [SPM 5309] - University of Florida Fall 2025
Topic: Corporate social responsibility in sport
- Sport Marketing [SFM 470] - University of Alabama in Huntsville Spring 2025
Topic: Importance of CSR in sport marketing and its effectiveness
- Ethical Issues in Sport [SPM 3204] - University of Florida Spring 2024
Topic: Gender equity in sport
- Sport Marketing [SPM 5309] - University of Florida Fall 2023, Spring 2024
Topic: CSR and social media

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

April 2018 – May 2018

Trainee teacher

- 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

March 2016 – May 2017

Teaching assistant for ballet class

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

Tiqui-Taca Club (Community Education Service), SNU

March 2016 – May 2017

Teacher

- 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, SNUSeptember 2015 –
December 2015

Pre-school physical education instructor

- 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**Manuscript Reviewer***Cogent Business & Management (1 manuscript)**Humanities and Social Sciences Communications (1 manuscript)*

Journal of Business Research (1 manuscript)

Journal of Global Sport Management (1 manuscript)

Leisure (1 manuscript)

Sport Management Review (1 manuscript)

Sport Marketing Quarterly (1 manuscript)

Sport, Business, Management: An International Journal (1 manuscript)

Telematics and Informatics (1 manuscript)

Conference Abstract Reviewer

NASSM (6 abstracts)

Brock University

MSM committee

September 2025 – Present

- Participate in committee meetings
- Provide feedback for each agenda
- Develop MSM course

Korean American Association for Sport Management (KAASM)

Student Representative

June 2023 – May 2025

- 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 – May 2025

- 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 – May 2025

- 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 & 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
- Runner-up 2025 D.K. Stanley Lecture Research Symposium Poster Session 2025
- 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

1. Dr. Yong Jae Ko

- UAA Endowed Professor
- Department of Sport Management
College of Health and Human Performance, University of Florida
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Gainesville FL 32611
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- yongko@hhp.ufl.edu

2. Dr. Daniel P. Connaughton

- Professor
- Department of Sport Management
College of Health and Human Performance, University of Florida
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- danc@hhp.ufl.edu

3. Dr. Chris Janiszewski

- Russell Berrie Eminent Scholar Chair, Distinguished Professor
- Marketing Department
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