

## **HoYeol Yu**

Assistant Professor of Sport Management  
Health, Physical Education and Sport Sciences  
Arkansas State University  
Email: hyu@astate.edu  
Office: (870) 972-8446

### **EDUCATION**

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- Ph.D.     **University of Houston**, August 2020  
Cognate: Kinesiology – Sport & Fitness Administration  
Dissertation title: *Symbolic and Ingredient Co-branding Strategies in the Sport Context*.  
Academic advisor: Dr. Dong Hun Lee
- M.S.     **Florida State University**, May 2015  
Cognate: Sport Management  
Thesis title: *The Effect of Personality Traits on Spectators Ratings of Service Quality and Satisfaction*.  
Academic advisor: Dr. Jeffrey D. James
- B.S.     **Daejin University**, February 2011  
Cognate: Sports Science

### **ACADEMIC APPOINTMENT**

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**Arkansas State University, Jonesboro, Arkansas.**

Assistant Professor (tenure-track) in Sport Management, Health, Physical Education and Sport Sciences (from August 2020 – Present).

**University of Houston, Houston, Texas.**

Graduate Teaching Fellow in Sport and Fitness Administration, Department of Health and Human Performance (August 2015 – May 2020).

**University of Houston, Houston, Texas.**

Graduate Research Assistant on Funded-Project in Sport and Fitness Administration, Department of Health and Human Performance (June 2016 – August 2016).

**Florida State University, Tallahassee, Florida.**

Graduate Teaching Assistant in Sport Management, Department of Sport Management (August 2013 – May 2014).

## **REFEREED JOURNAL PUBLICATIONS IN PRINT**

6. **Yu, H. Y.**, Lee, D., Cottingham, M., & Maeng, L. (2019). Consumer perceptions to luxury co-branding partnership in sport wearable market. *International Journal of Human Movement Science*, 13(3), 17-29.
5. Lee, M. W., Lee, D., Hawkins, B. J., Cottingham, M. & **Yu, H. Y.** (2019). The role of brand extension authenticity. *International Journal of Sport Management*, 20(1), 125-149.
4. **Yu, H. Y.**, & James, J. D. (2018). Ratings of service quality and satisfaction by sport spectators with different personality. *International Journal of Sport Management*, 19(4), 383-411.
3. **Yu, H. Y.**, Lee, D., Hawkins, B. J., Cottingham, M., & Lee, M. W. (2018). Perceived fan associations with teams: Across NFL, NBA, MLB, and MLS. *International Journal of Sport Management*, 19(3), 289-314.
2. Lee, D., Zhang, Y., Cottingham, M., Park, J., & **Yu, H. Y.** (2017). Values and goals of Chinese sport consumers contrary to American counterparts. *International Journal of Sports Marketing and Sponsorship*, 18(1), 11-28\*.
1. **Yu, H. Y.**, Lee, D., & Judge, L. W. (2016). Perceived service qualities and spectator satisfaction: A case study on gender differences. *International Journal of Human Movement Science*, 10(2), 25-39.

## **MANUSCRIPTS IN PRESS**

1. **Yu, H. Y.**, Robinson, G. M., & Lee, D. (In press). To partner or not? A study of co-branding partnership and consumers' perceptions of symbolism and functionality towards co-branded sports products. *International Journal of Sports Marketing and Sponsorship*\*.

## **BOOK CHAPTERS**

1. Lee, D., Pearson, D., Cottingham, M., Lee, M., **Yu, H. Y.**, Zhang, J., & Pitts, B. (2020). Introduction. In J. J. Zhang., & B. G. Pitts. (Eds.), *Sport consumer behavior studies in the global context* (pp. xx-xx). London, UK: Routledge (ISBN: xxx-x-xxx-xxxxx-x).

## **MANUSCRIPTS IN PROGRESS (\*SSCI Journals)**

1. **Yu, H. Y.**, & Lee, D. (In progress). Consumers perceptions of symbolic and ingredient co-branding in the sports industries. To be submitted to *Journal of Sport Management*.
2. **Yu, H. Y.**, Lee, D., & Cottingham, M. (Data collected). The direct link between sport team associations and behavioural intentions: The mediating role of gender and team identification. To be submitted to *Sport Marketing Quarterly*.
3. **Yu, H. Y.**, Lee, M., & Lee, D. (Nearing submission). City branding image: The moderating effect of event awareness. To be submitted to *International Journal of Sport Marketing and Management*.
4. **Yu, H. Y.**, Kim, S., Ahn, J., & Lee, D. (Nearing submission). Place promotion strategies through sporting events. To be submitted to *Journal of Applied Sport Management*.
5. **Yu, H. Y.**, Lee, D., Forman, J., & Lee, M. (1st revision). Sport fan's CORsing behavior: The link between team associations and actual team switchers. *Sport Management Review*.

6. Ahn, J., **Yu, H. Y.**, & Kwon, J. (Submitted). Perceived value of multidimensional customers and its consequences in the food delivery application. *International Journal of Hospitality Management*.
7. **Yu, H. Y.**, Robinson, G. M., Neal, T., & Jung, M. (Ready to submit). Conceptual framework of servant and toxic leadership. *Journal of Applied Sport Management*.

### **REFEREED CONFERENCE PRESENTATIONS**

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17. Kim, S., **Yu, H. Y.**, Uhm, J., & Lee, H. (2020, Submitted). *Sport consumers' adoption of digital ticketing: The moderating effect of technology readiness*. North America Society for Sport Management conference.
16. **Yu, H. Y.**, Lee, M., Reid, C. E., & Lee, D. (2020, Accepted). *The impact of sporting events on host city: A resident's perspective*. Sport Management Association of Australia & New Zealand.
15. **Yu, H. Y.**, Lee, D., & Cottingham, M. (2020, Accepted). *CORS team fan's actual team switching behavior*. Sport Management Association of Australia & New Zealand.
14. **Yu, H. Y.**, Lee, D., & Cottingham, M. (2020). *Sport fan's team switching behavior in the case of CORSing* [Oral presentation]. The North America Society for Sport Management conference, San Diego, CA (Conference canceled).
13. Robinson, G. M., Kim, J., & **Yu, H. Y.** (2020). *Win-at-all-costs? Follower bottom-line mentality as a buffer between servant leadership and organizational commitment*. Presented at the North America Society for Sport Management conference, Virtual Conference.
12. **Yu, H. Y.**, Lee, D., & Cottingham, M. (2019). *To partner or not? The effect of brand alliance on consumer behavior within the sports industry* (**Finalist of the student best paper winner**). Presented at the Sport Entertainment & Venues Tomorrow, Columbia, SC.
11. **Yu, H. Y.**, Lee, D., & Cottingham, M. (2019). *Consumer aspects of symbolic and ingredient co-branding in sports context*. Presented at the Sport Marketing Association conference, Chicago, IL.
10. **Yu, H. Y.**, Robinson, G. M., Lee, D., & Cottingham, M. (2019). *Servant leadership in the sport fitness industries: A relational model to increase member retention*. Presented at the North America Society for Sport Management conference, New Orleans, LA.
9. **Yu, H. Y.**, Robinson, G. M., Magnusen, M. J., Lee, D., & Lee, M. (2019). *Servant leadership as an effective model for member retention in the sport performance and fitness industries*. Presented at the Applied Sport Management Association conference, Nashville, TN.
8. **Yu, H. Y.**, Lee, M., Lee, D., Cottingham, M., & Maeng, L. (2018). *Exploring sport fan association types across sports*. Presented at the Applied Sport Management Association conference, Waco, TX.
7. Lee, D., Lee, M., **Yu, H. Y.**, & Cottingham, M. (2017). *Visual mapping of fan associations: BIRFers and CORSers* (**Finalist of the best paper winner**). Presented at the Sport Marketing Association conference, Boston, MA.
6. Lee, M., **Yu, H. Y.**, & Lee, D. (2017). *Sport brand extension evaluations: A case study of Nike Golf and Taylor Made Golf*. Presented at the North America Society for Sport Management conference, Denver, CO.
5. Lee, D., **Yu, H. Y.**, Cottingham, M., Pearson, D., & Walsh, D. W. (2016). *Team association types among CORSers and BIRFers*. Presented at the Sport Marketing Association conference, Indianapolis, IN.

4. Lee, D., **Yu, H. Y.**, Kim, C., Cottingham, M., & Kim, S-H. (2016). *Place promotion and mega sporting events: Perspectives from the Final Four 2016*. Presented at the Sport Marketing Association conference, Indianapolis, IN.
3. **Yu, H. Y.**, Lee, D., & Cottingham, M. (2016). *The link between team associations and team product consumptive behaviors*. Presented at the North America Society for Sport Management, Orlando, FL.
2. Lee, D., Zhang, Y., Cottingham, M., & **Yu, H. Y.** (2016). *Personal values, goals, and involvements in sport: A cross-cultural study*. Presented at the North America Society for Sport Management conference, Orlando, FL.
1. **Yu, H. Y.**, & James, J. D. (2015). *The effect of personality traits on spectators ratings of service quality and satisfaction*. Presented at the North American Society for Sport Management conference, Ottawa, Canada.

### **NON-REFEREED PRESENTATIONS & RESEARCH COMPETITION**

1. **Yu, H. Y.** (2019). *Sport fans association types with professional team*. Presented at the Graduate Research Showcase Competition at the University of Houston, Houston, TX.
2. **Yu, H. Y.** (2018). *Co-branding strategies in the sports industries*. Presented at the annual conference of the Health and Human Performance Department at the University of Houston, Houston, TX.
3. **Yu, H. Y.**, Lee, D., Lee M. W., Kellsie, W., & Madhuri, D. (2017). Applied Sport Management Association (ASMA) conference: Case Study Competition. Participated in a student research competition at the Applied Sport Management Association, Baton Rouge, LA.
4. **Yu, H. Y.** (2017). *Perceived fan associations and their effect on fan's consumptive behaviors*. Participated in 2 minutes speech competition in the annual conference of the Health and Human Performance Department at the University of Houston, Houston, TX.
5. **Yu, H. Y.** (2015). *The influence of personality traits on spectator's perception*. Presented at the annual conference of the Health and Human Performance Department at the University of Houston, Houston, TX.

### **FUNDED RESEARCH PROJECTS**

1. Research Assistant
  - Cottingham, M (PI), Lee, D (Co-I), & Lee, B-C (2016). Development of measures for classification system for athletes with disabilities. Research Progress Grant. Division of Research at UH. Proposal#: I182-11. **Funded amount: \$11,795.**

### **COURSES TAUGHT**

#### Arkansas State University

PE 4773: Organization and Management of Sport Programs

*Overall Teacher Evaluation Score: 5 = "Excellent" and 1 = "Poor"*

Fall 2020

ES 3743: Research and Statistical Methods in Exercise Science

*Overall Teacher Evaluation Score: 5 = "Excellent" and 1 = "Poor"*

Fall 2020 Sec 01

Fall 2020 Sec 02

University of Houston

KIN 3305: Social and Cultural Aspects of Sports

*Overall Teacher Evaluation Score: 5 = "Excellent" and 1 = "Poor"*

Fall 2015 [4.33]

Spring 2016 [4.40]

Fall 2016 [4.35]

Spring 2017 [4.41]

Fall 2017 [4.45]

Spring 2018 [4.43]

Summer 2018-section 01 [4.35]

Summer 2018-section 02 [4.15]

Fall 2018 [4.37]

Spring 2019 [4.15]

Summer 2019-section 01 [4.33]

Summer 2019-section 02 [4.15]

Fall 2019 [4.03]

Spring 2020 (COVID-19) [4.40]

Florida State University

PEM 1405: Self-Defense/Martial Art

*Overall Teacher Evaluation Score: 5 = "Excellent" and 1 = "Poor"*

Fall 2013 [4.76]

Spring 2014 [4.95]

**INVITED GUEST LECTURES**

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1. **Yu, H. Y.** (2019). Sport data analysis using Tableau and Python. Guest lecture to graduate students. PEP 6305: **Measurement in health and physical education**. University of Houston.
2. **Yu, H. Y.** (2018). Management theory and human resources. Guest lecture to undergraduate students. KIN 3370: **Sport facility management**. University of Houston.
3. **Yu, H. Y.** (2018). Management perspectives in sport teams. Guest lecture to undergraduate students. SPMT 4358: **Leadership and management in sport**. Texas Tech University.
4. **Yu, H. Y.** (2018). Marketing strategies: Brand image/associations. Guest lecture to undergraduate students. KIN 4350: **Sport marketing**. University of Houston.
5. **Yu, H. Y.** (2016). Source of revenue for sport in the future. Guest lecture to undergraduate students. KIN 4345: **Economic and financial aspects of sport**. University of Houston.

**PROFESSIONAL FIEFD EXPERIENCE**

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1. Manager at CEN sport communication, **January 2012**
  - Organized and operated soccer tournament events for over 30 teams
  - Oversaw the hiring referees and staffs for sporting events

- Helped develop and plan marketing promotions and budgeting
  - Managed and supervised staffs
2. Team Manager at COTIN Company (<http://www.cotin.co.kr/index.php>), **October 2010**
- Planned and organized “*Association of South East Asian Nations Culture and Tourism Fair 2010*”
    - i. Oversaw the hiring and training event staffs
    - ii. Worked with local officials to operate international performance event
    - iii. Oversaw the planning and operating marketing promotions for event

## **VOLUNTEER ACTIVITIES**

Volunteer: Introduction of Taekwondo, Memorial Hall School in Houston, September 2017

Volunteer: Food Fair at Houston, September 2015

Volunteer: SOS Children’s Villages in Philippines, December 2009

## **CERTIFICATIONS**

- |   |                |
|---|----------------|
| • CPR and First Aid Certification   | September 2013 |
| • Program for Instructional Excellence Certificate (University-wide Support for Graduate Student Teaching Assistants) | August 2013    |
| • Certificate of Skin-Scuba Diving (NAUI)   | December 2009  |
| • National Teaching Certificate for Lifetime Sports in Soccer   | August 2008    |
| • Sports Management Leader Certificate  | December 2007  |

## **PROFESSIONAL SERVICE**

Reviewer for Refereed Journal

2020 – present *International Journal of Sports Marketing and Sponsorship*

## **SERVICE**

Arkansas State University:

- Sport management club advisor
  - i. 1<sup>st</sup> meeting-September 16<sup>th</sup>
- Diversity committee member

## **PROFESSIONAL MEMBERSHIPS**

North American Society for Sport Management (2014 – Present)

Sport Marketing Association (2015 – Present)

Applied Sport Management Association (2016 – Present)

Sport Management Association of Australia & New Zealand (2020 – Present)

Korean American Association for Sport Management (2018 – Present)