

Dae Hee Kwak, Ph.D.

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EDUCATION

University of Maryland, College Park, MD

Ph.D. in Kinesiology, 2009

Concentration: Sport Management and Media Psychology

Seoul National University, Seoul, Korea

M.A. in Sport Marketing, 2004

Seoul National University, Seoul, Korea

Bachelor of Science in Sports Science, 2002

ACADEMIC APPOINTMENTS

University of Michigan—Ann Arbor

Associate Professor (2016-present), Department of Sport Management

Assistant Professor (2010-2016), Department of Sport Management

Director (2016-present), [Center for Sport Marketing Research](#)

Core Faculty (2017-present), Nam Center for Korean Studies

Seoul National University

Visiting Associate Professor (Fall, 2017), Department of Global Sport Management

Indiana University—Bloomington (2009-2010)

Assistant Professor, Department of Kinesiology, School of Public Health

University of Maryland-College Park

Teaching Assistant (2006 – 2008), Department of Kinesiology

David H. Clarke Fellow (2004 – 2006), Department of Kinesiology

Seoul National University

Research Assistant (2002 – 2004), Center for Sport Industry

Teaching Assistant (2002 – 2004), Language Education Institute

HONORS, AWARDS AND FELLOWSHIPS

- 2015 Faculty Research Excellence Award – School of Kinesiology, University of Michigan
- 2014 NASSM Research Fellow Award
- 2014 2013-2014 Academic Minute Listener's Choice Award Finalist
- 2012 Best Conference Paper Award, 2012 *Global Marketing Conference* in Seoul. Hosted by Yonsei University and Sogang Business School, Sogang University, Korea.
- 2011 Janet B. Parks NASSM Research Grant Award, North American Society for Sport Management
- 2009 James H. Humphrey Student Published Research Award, University of Maryland
- 2009 Jacob K. Goldhaber Travel Grant Award, University of Maryland
- 2008 Distinguished Teaching Assistant Award, Center for Teaching Excellence (CTE), University of Maryland
- 2004-06 David H. Clarke Fellow, University of Maryland
- 1996-00 Scholarship for Academic Excellence, Department of Physical Education, Seoul National University

PEER-REVIEWED JOURNAL PUBLICATIONS

1. **Kwak, D. H.**, Lee, J. S., Kwon, Y. B., & Babiak, K. (in press). Exploring consumer responses to a nationwide breast cancer awareness campaign: The case of the National Football League's Crucial Catch campaign. *International Journal of Sport Management and Marketing*.
2. Kim, Y. K., Smith, R., & **Kwak, D. H.** (in press). Feelings of gratitude: A mechanism for consumer reciprocity. *European Sport Management Quarterly*. <http://dx.doi.org/10.1080/16184742.2017.1389973> [IF: 1.778]
3. **Kwak, D. H.** (2017). Consumer responses to sport organizations' corporate social responsibility initiatives: A focus on moral emotions. *Korean Journal of Sport Science*, 28(4), 795-807. [Invited review paper]
4. Lee, J. S., & **Kwak, D. H.** (2017). Can winning take care of everything? A longitudinal assessment of post-transgression actions on celebrity endorser's trust repair. *Sport Management Review*, 20(3), 261-272. [IF: 2.128]
5. Degaris, L., **Kwak, D. H.**, & McDaniel, S. R. (2017). Modeling the effects of sponsorship-linked marketing: When does memory matter?. *Journal of Promotion Management*, 23(2), 320-339.
6. **Kwak, D. H.**, & Kwon, Y. B. (2016). Can an organization's philanthropic donations encourage consumers to give? The roles of gratitude and boundary conditions. *Journal of Consumer Behaviour*, 15(4), 348-358. DOI: 10.1002/cb.1576 [IF: 1.022]

7. Lee, J. S., **Kwak, D. H.**, & Minkove, J. (2016). Coping with my favorite athlete's immoral behavior: Roles of athlete identification and moral emotions on moral reasoning strategies. *Journal of Sport Management*, 30, 176-191. [IF: 0.684]
8. Kim, K. T., **Kwak, D. H.**, & Babiak, K. (2015). Gender differences on the effect of CSR engagement on team attitude and loyalty: A case study of a professional soccer club in Korea. *International Journal of Sport Marketing and Management*, 16(1-2), 92-111.
9. Lee, J. S., **Kwak, D. H.**, & Moore, D. J.* (2015). Athletes' transgressions and sponsor evaluations: A focus on consumers' moral reasoning strategies. *Journal of Sport Management*, 29(6), 672-687. [IF: 0.684]
10. **Kwak, D. H.**, Kwon, Y. B., & Lim, C. H. (2015). Licensing a sport brand: Effects of team brand cue, identification, and performance priming on multidimensional values and purchase intentions. *Journal of Product and Brand Management*, 24(3), 198-210. [Lead Article]
11. Cornwell, T. B., & **Kwak, D. H.** (2015). Sponsorship-linked marketing: Introduction to topics. *Journal of Sport Management*, 29(2), 133-136. [Editorial Paper] [IF: 0.73]
12. Lee, J. S. & **Kwak, D. H.** (2015).* Consumers' responses to public figures' transgression: Moral reasoning strategies and implications for endorsed brands. *Journal of Business Ethics*. DOI: 10.1007/s10551-015-2544-1 [IF: 1.837]
13. **Kwak, D. H.** (2015). The overestimation phenomenon in a skill-based gaming context: The case of March Madness pools. *Journal of Gambling Studies*. DOI: 10.1007/s10899-015-9520-7 [IF: 2.750]
14. Kwon, Y. B., & **Kwak, D. H.** (2014). Revisiting the team identification-value-purchase relationship in the team-licensed merchandise consumption context: A multidimensional consumer value approach. *Sport Marketing Quarterly*, 23(2), 100-114.
15. Mills, B., **Kwak, D. H.**, Lee, J. S., & Lee, W-Y. (2014).* Competitive environments in fantasy sports: Effects of entry fees and rewards on opposition quality and league sorting. *International Gambling Studies*, 14(1), 161-180. [IF: 1.23]
16. **Kwak, D. H.**, Lee J. S., & Mahan, J. E. (2013).* Ad-evoked illusory judgments in fantasy sports participation: Effects of customization level and expert information. *Journal of Sport Management*, 27(5), 393-406. [IF: 0.73]
17. **Kwak, D. H.**, & McDaniel, S. R. (2013). The effects of variance in Perceived Message Sensation Value and optimum stimulation levels on consumer responses to ads promoting violent sports media. *Journal of Global Scholars of Marketing Science*, 23(1), 8-22. [Lead article]
18. **Kwak, D. H.**, McDaniel, S. R., & Kim, K. T. (2012). Revisiting the satisfaction-loyalty relationship in the sport video gaming context: The mediating role of consumer expertise.

Journal of Sport Management, 26, 81-91. [IF: 0.73]

19. Eagleman, A. N., Clavio, G. C., & **Kwak, D. H.** (2011). Treading the political media waters: Coverage of the 2008 Olympic Games in U.S. and Chinese news outlets. *International Journal of Sport Management*, 12, 1-15.
20. **Kwak, D. H.**, Kim, Y. K., & Hirt, E. R. (2011). Exploring the role of emotions on sport consumers' behavioral and cognitive responses to marketing stimuli. *European Sport Management Quarterly*, 11(3), 225-250. [IF: 1.02]
21. **Kwak, D. H.**, & McDaniel, S. R. (2011). Using an extended Technology Acceptance Model in exploring antecedents to adopting fantasy sport league websites. *International Journal of Sports Marketing and Sponsorship*, 12(3), 240-253. [IF: 0.394]
22. Lee, W., **Kwak, D. H.**, Lim, C., Pedersen, P. M., & Miloch, K. (2011). Effects of personality and gender on fantasy sports game participation: The moderating role of perceived knowledge. *Journal of Gambling Studies*, 27, 427-441. [IF: 2.750]
23. Suh, Y. I., Lim, C., **Kwak, D. H.**, & Pedersen, P. M. (2010). Examining the psychological factors associated with involvement in fantasy sports: An analysis of participants' motivations and constraints. *International Journal of Sport Management, Recreation and Tourism*, 5, 1-28. DOI: 10.5199/ijsmart-1791-874X-5a
24. **Kwak, D. H.**, Lim, C., Lee, W. Y., & Mahan, J. E. (2010). How confident are you to win your fantasy league? Exploring the antecedents and consequences of winning expectancy. *Journal of Sport Management*, 24(4), 416-433. [IF: 0.73]
25. **Kwak, D. H.**, Clavio, G. E., Eagleman, A. N., & Kim, K. T. (2010). Exploring the antecedents and consequences of personalizing sport video game experience. *Sport Marketing Quarterly*, 19(4), 217-225.
26. **Kwak, D. H.**, Kim, Y. K., & Zimmerman, M. H. (2010). User-generated content vs. mainstream media: Effects of media source, message valence, and team identification on sports consumers' cognitive response. *International Journal of Sport Communication*, 3(4), 402-421.
27. Kim, K. T., **Kwak, D. H.**, & Kim, Y. K. (2010). The impact of cause-related marketing (CRM) in spectator sport. *Journal of Management and Organization*, 16(4), 530-542. [IF: 0.594]
28. Lim, C. H., Martin, T. G., & **Kwak, D. H.** (2010). Examining television consumers of mixed martial arts: The relationship among risk-taking, emotion, attitude, and actual sport media consumption behavior. *International Journal of Sport Communication*, 3, 49-63.
29. **Kwak, D. H.**, & Kang, J. (2009). Symbolic purchase in sport: The roles of self-image congruence and perceived quality. *Management Decision*, 47(1), 85-99. [IF: 1.429]

30. **Kwak, D. H.**, & Kang, J. (2008). The effect of self/team follower image congruence on spectator sport consumption behavior and team loyalty. *International Journal of Sport and Health Science*, 6, 135-144.
31. McDaniel, S. R., & **Kwak, D. H.** (2007). Investigating the additive effects of demographics, lifestyles, and personality on physical activity levels in adult consumers. *Advances in Consumer Research*, 34, 472-473.

**Indicates publications with graduate students.*

BOOK

1. **Kwak, D. H.**, Ko, Y. J., Kang, I., & Rosentraub, M. S. (eds.) (2017). *Sport in Korea: History, Development, Management*. Routledge: London.

BOOK CHAPTERS

1. Kim, K. T., & **Kwak, D. H.** (2015). Building team identity through place attachment: A case of a Korean professional soccer club. In Y. H. Lee & R. Fort (Eds.) *The Sports Business in The Pacific Rim—Economics and Policy*. Springer.
2. **Kwak, D. H.**, & Cornwell, T. B. (2013). Cause-related marketing/sponsorship in sport. In J. L. Paramio, K. Babiak, & G. Walters (Eds.) *Handbook of Sport and Corporate Social Responsibility*. London: Routledge.
3. **Kwak, D. H.**, & Kim, Y. K. (2013). The impact of sport publicity on sport fans' emotion, future prediction, and behavioral response. In P. M. Pedersen (Ed.) *Handbook of Sport Communication* (pp. 178-187). New York: Routledge.

INVITED ARTICLES AND COLUMNS

1. **Kwak, D. H.** (2017, November). Professional sport teams' brand strategy: A case of the Hanhwa Eagles baseball team. *Sport Science Magazine* published by Korean Institute of Sport Science (in Korean). <https://www.sports.re.kr/front/research/pub/orginView.do>
2. **Kwak, D. H.** (2016, September 30). Can an organization's philanthropic donations encourage consumers to give? *MK The Biz Times* (in Korean). <http://mba.mk.co.kr/view.php?sc=51000012&cm=Trend&year=2016&no=685259&relatedcode=000140316>
3. **Kwak, D. H.** (2016, March 14). Is your March Madness bracket really better than mine? *The Conversation*. <https://theconversation.com/is-your-march-madness-bracket-really-better-than-mine-55745>
4. **Kwak, D. H.** (2014, July). *Emotion and Sport Consumer Behavior* (sidebar). In B. J.

Mullin, S. Hardy, and W. A. Sutton (Eds.), *Sport Marketing* (4th Ed. pp. 74-76),
Champaign, IL: Human Kinetics.

5. **Kwak, D. H.** (2013, March). Maximizing corporate citizenship through sport properties and cause-linked sponsorship. *Impact Business Review (in Korean)*.

INVITED KEYNOTE

1. [Keynote] "Mungyeong Sports Forum" Invited as a keynote speaker to present "*Place Marketing and Destination Branding through Sport*" at the Mungyeong Sports Forum (November 15, 2017), Mungyeong, Korea. About 300 city officials and tourism industry professionals attended the forum.

INVITED PRESENTATIONS

1. Nam Center Colloquium Series. University of Michigan. Invited to present "*From 1988 Seoul to 2018 Pyeongchang: What Have We Learned in Hosting Mega Events?*" to faculty and students. (February 21, 2018).
2. Dream Together Master's Program, Seoul National University. Invited to present "*Greater Social Impact Through Strategic Partnership*" to international students (December 15, 2017).
3. Gyeongsang National University, Jinju, Korea. Invited to present "2018 Pyeongchang Olympics and Marketing" to undergraduate and graduate students in the Department of Physical Education (December 14, 2017).
4. Yeungnam University, Daegu, Korea. Invited as a panel to discuss "*Academic Trends in Sport Management Programs in the U.S.*" to undergraduate sport management students at Yeungnam University (December 4, 2017).
5. 2017 Sports Industry Global Conference (www.sigc2017.com), Seoul, Korea. Invited as a discussant and a moderator. Conference was sponsored by the Korean Ministry of Culture, Sports, and Tourism (November 30, 2017).
6. Hanyang University, Seoul, Korea. Invited to present "*Trends in Global Sport Sponsorship*" to undergraduate students in the Sport Management Department at Hanyang University (November 8, 2017).
7. Seoul Facilities Corporation, Seoul Korea. Invited to present "*Value Creation through Sport Facilities in the 4th Industrial Revolution.*" to the executives at Seoul Facilities Corporation (September 27, 2017).
8. Public Sport Facility Development Conference. Seoul, Korea. Invited to present "*From Sport Facility Managers to Sport Value Creators*" to the public audience (August 24, 2017).
9. Sangmyung University, Seoul, Korea. Invited to present "*Value Creation in Sport*" to the undergraduate students in the Department of Physical Education (September 6, 2017).

10. University of Florida, Gainesville, FL. Invited to present "*Can a Sport Organization's Philanthropic Giving Encourage Fans to Give?*" to the Department of Tourism, Recreation, and Sport Management graduate students and faculty. (November 2016)
11. Seoul National University, Seoul, Korea. Invited to present "*Sponsorship and Community Leadership: A Client-Centric Approach*" to Dream Together Master's Program students. (October 2016)
12. Yonsei University, Seoul, Korea. Invited to present "*Can Winning Take Care of Everything?*" to graduate students and faculty in the Sport Industry program. (October 2016)
13. Indiana University at Bloomington. Invited to present "*Symbolic Purchase in Sport*" to graduate students in the Sport Management program. (August 2015)
14. K-League-Major League Soccer (MLS) Marketing Forum. Invited to present "*Building 'My' Team Through Fan Engagement*" Seoul, Korea. (December 2014).
15. K-League CEO Academy. Invited to present "*Sponsorship 2.0: From exposure to engagement*" Paju National Football Center, Korea. (December 2014)
16. Warsaw Sports Marketing Center, University of Oregon, Invited as a discussant. "*Research Conference in Sport Marketing: Focus on Sponsorship*" Portland, OR. (June 2012)
17. Mark H. McCormack Department of Sport Management, University of Massachusetts, Amherst, MA. Invited to present "*Emotion and Fan Behavior*" at annual doctoral and faculty seminar. (October 2011)
18. Fantasy Sport Trade Association's Annual Business & Technology Summit. San Francisco, CA. Invited to present "*What Drives Fantasy Sport Consumption?*" (June 2011)
19. International Center's Graduate Seminar. Invited to present "*Academic Job Search Strategies*" University of Michigan. (October 2010)

CONFERENCE PRESENTATIONS

1. Chan-Olmsted, S. & **Kwak, D. H.** (2018, June). Fantasy sports usage and sports media consumption behaviors across platforms. Accepted for oral presentation at the annual conference of *North American Society for Sport Management*, Halifax, Nova Scotia.
2. Jang, W. S., **Kwak, D. H.**, & Ko, Y. J. (2018, June). Beyond hedonic consumption: Exploring the role of meaningful experiences in online sports consumption. Accepted for oral presentation at the annual conference of *North American Society for Sport Management*, Halifax, Nova Scotia.
3. Ko, Y. J., **Kwak, D. H.**, Jang, W., ... Pradhan, S. (2017, June). Using experiments in sport consumer behavior research. Presented in the 60-minute symposium session at the annual conference of *North American Society for Sport Management*, Denver, CO.

4. Pradhan, S., **Kwak, D. H.**, & Laraway, S. (2017, June)*. Is there no turning back? Introducing black sheep regret and ancillary effects of post transgression athlete behavior. Accepted for oral presentation at the annual conference of *North American Society for Sport Management*, Denver, CO.
5. Pradhan, S., & **Kwak, D. H.** (2016, June)*. How you like me now? The influence of performance expectations and team identification on the black sheep effect and sports consumption behavior. Presented at the annual conference of *North American Society for Sport Management*, Orlando, FL.
6. Lee, J. S., & **Kwak, D. H.** (2016, June)*. When self-concept meets moral reasoning: A comparison between individual and collective self-concepts on processing celebrity endorsers' transgressions. Presented at the annual conference of *North American Society for Sport Management*, Orlando, FL.
7. Lee, J. S., & **Kwak, D. H.** (2015, October)*. Forgetting or forgiving? A longitudinal assessment of post-transgression behaviors on athlete trust restoration. Presented at the annual conference of *Sport Marketing Association*, Atlanta, GA. **[Selected as the best conference paper]**
8. Lee, J. S., & **Kwak, D. H.** (2015, June). Effects of fan identification on moral reasoning processes: Focusing on the Ray Rice case. Presented at the annual conference of *North American Society for Sport Management*, Ottawa, ON.
9. Lee, J. S., & **Kwak, D. H.** (2015, June)*. When is the tipping point? The role of emotions on consumers' processing of celebrity athletes' transgression. Presented at the annual conference of *North American Society for Sport Management*, Ottawa, ON.
10. Lee, J. S., & **Kwak, D. H.** (2014, October)*. Moral coupling strategy: Focusing on athlete endorsers' transgression. Presented at the annual conference of *Sport Marketing Quarterly*, Philadelphia, PA.
11. Lee, J. S., & **Kwak, D. H.** (2014, May)*. Uh-Oh, Tiger Is In Trouble: Empirical Analysis of Consumers' Moral Reasoning Strategies and Their Implications for Endorsed Brands. Working paper presented at the annual conference of *American Marketing Science*, Indianapolis, IN.
12. DeGaris, L., **Kwak, D. H.**, & McDaniel, S. R. (2014, May). Beyond the Sponsor Recall and Recognition: The Role of Sponsorship-Linked Communications on Creating Brand Attitude and Purchase Intention. Working paper presented at the annual conference of *American Marketing Science*, Indianapolis, IN.
13. Lee, J. S., & **Kwak, D. H.** (2014, May)*. Influences of Athlete's Transgression in Endorsement Context: Effects of Transgression Type and Functional Fit. Presented at the

- annual conference of *North American Society for Sport Management*, Pittsburgh, PA.
14. Xiaochen, Z., & **Kwak, D. H.** (2014, May).* Sports Consumer Response to Negative Publicity: The Moderating Effect of Publicity Type and Commitment Level. Presented at the annual conference of *North American Society for Sport Management*, Pittsburgh, PA.
 15. **Kwak, D. H.**, & Kim, Y. K. (2013, September). The impact of corporate social responsibility on sport consumers: Effects of media consumption behaviors and cause involvement. Presented at the annual conference of *European Association for Sport Management*, Istanbul, Turkey.
 16. **Kwak, D. H.**, Armstrong, K. L., & Lee, S. P. (2013, May). The Role of Moral Emotions on Consumers' Responses toward a Sport Property-Driven Cause-Related Marketing Campaign: A Case of NFL's Breast Cancer Awareness Campaign. Presented at the annual conference of *North American Society for Sport Management*, Austin, TX.
 17. Kim, K., & **Kwak, D. H.** (2013, May). Enjoyment from Mediated Sport as Gratifications of Sport Consumption Needs. Presented at the annual conference of *North American Society for Sport Management*, Austin, TX.
 18. Lee, J. S., & **Kwak, D. H.** (2013, May).* How sport consumer research can benefit from the human brain? Presented at the annual conference of *North American Society for Sport Management*, Austin, TX.
 19. Lee, J. S., Hengsteler, K., & **Kwak, D. H.** (2013, May).* Selling Pink: Exploring the Impact of Breast Cancer-Related Marketing Campaigns. Presented at the annual conference of *North American Society for Sport Management*, Austin, TX.
 20. Mills, B., Lee, J. S., Lee, W.-Y., & **Kwak, D. H.** (2012, October).* Expected Opposition Quality and Fantasy Sport Participants' Winning Expectancy. Presented at the annual conference of *Sport Marketing Association*, Orlando, FL.
 21. **Kwak, D. H.** (2012, July). The overestimation phenomena in skill-based gaming situations: The case of March Madness*. Presented at the *2012 Global Marketing Conference*, Seoul, Korea. ***Selected as the Best Conference Paper.**
 22. **Kwak, D. H.**, Kwon, Y., & Lim, C. H. (2012, May). Heuristic cues and perceived product value: Effects of priming, team-brand cue and product category. Presented at the annual conference of *North American Society for Sport Management*, Seattle, WA.
 23. Kim, Y. K., & **Kwak, D. H.** (2012, May). Tapping into feelings of gratitude: A new approach in understanding how sponsorship works. Presented at the annual conference of *North American Society for Sport Management*, Seattle, WA.
 24. **Kwak, D. H.** (2012, February). My pick is better than yours: Exploring the overestimation phenomena in skill-based gaming situations. Presented at the annual conference of *Society*

for *Consumer Psychology*, Las Vegas, NV.

25. **Kwak, D. H.** (2011, September). Fans and emotion: Why emotion matters in studying sport consumer behaviors. Presented at the annual conference of *European Association for Sport Management*, Madrid, Spain.
26. Lee, J. S., Rosenblum, A., & **Kwak, D. H.** (2011, September). * Effects of entry fees and extrinsic rewards on fantasy sport users' winning confidence and anticipated emotion. Presented at the annual conference of *European Association for Sport Management*, Madrid, Spain.
27. **Kwak, D. H.**, & Lee, J. S. (2011, June). * Effects of personal involvement and expert information on fantasy sports consumers' winning expectancy and anticipated emotion. Presented at the annual conference of *North American Society for Sport Management*, London, ON, Canada.
28. Kim, Y. K., Smith, R., & **Kwak, D. H.** (2011, June). Gratitude toward sponsors: Conceptual framework and empirical examination. Presented at the annual conference of *North American Society for Sport Management*, London, ON, Canada.
29. McDaniel, S. R., DeGaris, L., **Kwak, D. H.**, Kim, Y. K., Cornwell, B., & Kwon, D. Y. (2011, February). "Upon further review . . .": Reflections on and future directions for marketing communication research on sports consumers. Presented at the winter conference of *American Marketing Association*, New Orleans, LA.
30. Eagleman, A. N., Clavio, G. C., & **Kwak, D. H.** (2010, November). Treading the political media waters: U.S. and Chinese coverage of the 2008 Olympic Games. Presented at the annual conference of *Sport Management Association of Australia and New Zealand*, Wellington, New Zealand.
31. **Kwak, D. H.**, Kim, Y. K., & Naylor, M. (2010, October). * Exploring the roles of message-induced emotion on sport consumers' behavior and cognitive responses to marketing stimuli. Presented at the annual conference of *Sport Marketing Association*, New Orleans, LA.
32. Clavio, G. C., Walsh, P., Cianfrone, B. A., **Kwak, D. H.**, & Williams, A. (2010, October). Leveling up: A sport video game research roundtable. Presented at the annual conference of *Sport Marketing Association*, New Orleans, LA.
33. **Kwak, D. H.**, Lim, C. H., Kang, J., & Pedersen, P. M. (2010, February). Influences of image intensity and gender on mental imagery processing of advertisement promoting sports entertainment. Presented at the annual conference of *Society for Consumer Psychology*, St. Pete, FL.
34. **Kwak, D. H.**, Kim, K. T., & McDaniel, S. R. (2009, October). Revisiting the satisfaction-loyalty link in the sport video gaming context: The mediating role of consumer gaming skill.

Presented at the annual conference of *Sport Marketing Association*, Cleveland, OH.

35. Kim, K. T., Bang, S. W., & **Kwak, D. H.** (2009, May). The influence of perceived cause-related marketing on response of professional sport fans. Presented at the annual conference of *North American Society for Sport Management*, Columbia, SC.
36. **Kwak, D. H.**, & McDaniel, S. R. (2009, February). Liking football is not enough: Exploring the antecedents to fantasy sport league consumption. Presented at the annual conference of *Society for Consumer Psychology*, San Diego, CA.
37. Lee, W., **Kwak, D. H.**, & Lim, C. (2008, August). Effects of personality and gender on fantasy sport participation: The moderating role of perceived knowledge. Presented at the *2008 Association for Education in Journalism and Mass Communication (AEJMC)*, Chicago, IL.
38. **Kwak, D. H.**, Lee, W., Mahan, J. E., & Lim, C. (2008, June). How confident are you to win your fantasy league: Exploring the antecedents and outcomes of winning expectancy. Presented at the *2008 North American Society for Sport Management Annual Conference*, Toronto, CA.
39. **Kwak, D. H.**, & Kang, J. (2007, November). The effect of self-image congruence on sport team merchandise quality perception and purchase intention, presented at the *2007 5th Sport Marketing Association Annual Conference*, Pittsburgh, PA.
40. Lee, W., **Kwak, D. H.**, Ryan, J., & Lim, C. (2007, June). Investigating the roles of personality and demographic variables in predicting the consumption of fantasy sport leagues. Presented at the *2007 North American Society for Sport Management Annual Conference*, Ft. Lauderdale, FL.
41. McDaniel, S. R., & **Kwak, D. H.** (2007, April). Investigating the additive effects of demographics, lifestyles, and sensation seeking on physical activity levels in adult consumers. Presented at the *2007 Annual Graduate Research Interaction Day*, College Park, MD.
42. **Kwak, D. H.**, & Kang, J. (2006, November). The effect of self/team-image congruence on spectator sport team consumption behaviors and loyalty intentions. Presented at the *4th Sport Marketing Association Annual Conference*, Denver, CO.
43. McDaniel, S. R., & **Kwak, D. H.** (2006, September). Investigating the additive effects of demographics, lifestyles, and personality on physical activity levels in adult consumers. Presented at the *2006 Association for Consumer Research Annual Conference*, Orlando, FL.
44. Lim, C., **Kwak, D. H.**, & McDaniel, S. R. (2006, June). Investigating the effect of consumers' optimum stimulation levels on gambling involvement and participation: A study in Korea, presented at the *2006 North American Society for Sport Management Annual Conference*, Kansas City, MO.

**Indicates presentations involving graduate or undergraduate students.*

IN THE MEDIA

[Selected Research Coverage]

Wall Street Journal (2015, March 20). "March Madness and the Awesome Challenge of Betting."
<http://www.wsj.com/articles/march-madness-and-the-awesome-challenge-of-betting-1426860862>

New York Times (2015, March 16). "Tool of NCAA Bracket Ignorance: Your Basketball Smarts."
<http://www.nytimes.com/2015/03/17/science/tool-of-ncaa-bracket-ignorance-your-basketball-smarts.html>

Huffington Post (2015, March 14). "You Might as well Flip a Coin to Fill in Your NCAA Brackets, Researcher Says." http://www.huffingtonpost.com/2015/03/14/flip-coin-brackets_n_6857114.html

ABC News Radio (2015, March 12). "Luck Is the Key to Winning March Madness Office Pools."
<http://abcnewsradioonline.com/business-news/luck-is-the-key-to-winning-march-madness-office-pools.html>

PBS Newshour (2015, March 22). "Could Heads or Tails be Your Best March Madness Bracket Gamble?" <http://www.pbs.org/newshour/rundown/heads-tails-best-march-madness-bracket-gamble/>

Business Insider (2015, March 18). "The Secret to Winning Your March Madness Bracket, According to Science" <http://www.businessinsider.com/science-tips-for-march-madness-bracket-2015-3>

International Business Times (2015, March 17). "NCAA March Madness 2015 schedule tools to get you organized for every tournament game." <http://www.ibtimes.com/pulse/ncaa-march-madness-2015-schedule-tools-get-you-organized-every-tournament-game-1848498>

Business Standard (2015, February 7). "Cheating on field worse than cheating on spouse: study" http://www.business-standard.com/article/pti-stories/cheating-on-field-worse-than-cheating-on-spouse-study-115012300832_1.html

Daily Mail UK (2015, January 23). "Could deflategate kill player's careers?" <http://www.dailymail.co.uk/sciencetech/article-2924197/Could-deflategate-kill-players-careers-Cheating-field-WORSE-cheating-spouse-athlete-s-image-sponsorship-study-finds.html>

Boston.com (2015, January 23). "How (and why) fans rationalize deflategate."
<http://www.boston.com/health/2015/01/23/how-and-why-fans-rationalize-deflategate/iB7vBAsWp7rhjwuZS665mN/story.html>

Yahoo India (2015, January 23). "Why fans consider cheating on field worse than infidelity with spouse." <https://in.news.yahoo.com/why-fans-consider-cheating-field-worse-infidelity-spouse-070353002--spt.html>

Men's Fitness, (2014, January 15). "Luck plays out in fantasy sports more than you think."

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[Selected Media Interviews]

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http://greatergood.berkeley.edu/article/item/can_corporate_giving_make_you_more_generous

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[Radio]

BBC World (2016, May 17). Interview on NBA's sponsorship jersey policy and its implications.

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The Michigan Radio (2015, March 16). Interview on March Madness bracket. "March Madness brackets are out. Start flipping your coins!"

<http://michiganradio.org/post/march-madness-brackets-are-out-start-flipping-your-coins>

Health, Wealth, & Wisdom (2015, March 17). Live interview on March Madness and overestimation phenomenon.

1320 WILS Radio (2015, March 12). Live interview on March Madness Basketball Tournament Pools. <http://1320wils.com/assets/files/3-12-15%20Dae%20Hee%20Kwak.mp3>

The Academic Minute. (2014, March 19). Audio essay on fantasy sports research. WAMC Northeast Public Radio. Featured in *Inside Higher Ed*. <http://www.insidehighered.com/audio/2014/03/19/fantasy-sports-and-effective-marketing>

The Mitch Albom Show. (2012, August 6). *Live interview with Mitch Albom on Olympic Athletes' Endorsement Deals. The Mitch Albom Show, WJR760AM.*

[Television]

Detroit Public Television (2014, February 7). *"Driving for Gold: The Auto industry and the Winter Olympics."* Participated as a panel with CMO of BMW North America and R&D Executive Director of Dow Chemical, to talk about the auto industry's sponsorship of 2014 Sochi Winter Olympics. *Autoline Production*. <http://www.autoline.tv/show/1806>

RESEARCH GRANTS

1. PI: **Kwak, D. H.** *Swing like Tiger Woods: Investigating the Role of Mirror Neurons in Consumers' Responses to Advertising Using Athlete Endorsers*. Seed grant submitted to the School of Kinesiology (SoK) Pilot Research Fund Program. Proposed amount: \$15,000. (not funded)
2. PI: **Kwak, D. H.** *The Impact of Sport Sponsorship on Prospect and Current Consumers' Perception toward the Hyundai Brand*. Research pre-proposal submitted to Hyundai-Kia America Technical Center, Inc. Proposed Grant Amount: \$83,000. Submitted January, 2016. (not funded)
3. CO-PI: **Kwak, D. H.** *Fan Activity and Team Success*. Research project along with two U-M Kinesiology Movement Science faculty members proposed to Unilever. Proposed Total Contract Amount: \$233,000. Submitted July, 2015. (not funded)
4. PI: **Kwak, D. H.** *The Impact of Fantasy Sports Gaming Experience on the Development of Gambling Cognitions and Behaviors: A Focus on College Students*. National Center for Responsible Gaming Seed Grant Program. Proposed Grant Amount: \$34,500. Submitted February, 2014. (not funded)
5. PI: **Kwak, D. H.** *Instructional Development Fund*. Center for Research on Learning and Teaching, University of Michigan. Funded Amount \$500. October, 2013.
6. PI: **Kwak, D. H.** *The Effect of Sponsorship on Children's Emotional and Cognitive Responses toward Companies Promoting Unhealthy Products: Evidence from Neuroimaging*. Social Science Annual Institute – Round Four. Proposed Grant Amount:

\$37,500. November, 2012 (not funded)

7. PI: **Kwak, D. H.**; Investigator: Chua, H. F. *Selling Pink: Exploring the Impact of Breast Cancer-Related Marketing Campaigns on Consumer Perception toward the Cause*. Institute for Research on Women and Gender. Funded Amount: \$4,900. January, 2012.
8. PI: **Kwak, D. H.** *The effect of sport publicity and team identification on fan behavior*. Supplementary Research Funding for Undergraduate Research Opportunity Program. Funded Amount: \$1,345. November, 2011.
9. Co-PI: **Kwak, D. H.** *A New Framework for Successful Sport Sponsorship: A Gratitude Perspective*. Janet B. Parks North American Association for Sport Management Research Grant Program. Funded Amount: \$1,350. May, 2011.
10. PI: **Kwak, D. H.** *My pick is better than yours: Exploring the overestimation phenomena in the skill-based gaming situation*. Office of the Vice President for Research (OVPR) Faculty Grants and Awards. Funded Amount: \$8,500. August, 2010.
11. PI: **Kwak, D. H.** *Viewers' Responses to Ad Promoting Violent Sport Media Product: An Application of the Activation Model of Information Exposure*. University of Maryland Kinesiology Graduate Research Initiative Project Fund. Funded Amount: \$705. May, 2009.
12. PI: Kang, J. H.; Investigators: **Kwak, D. H.**, Kim, Y. K., Lim, S. Y., In, S. W., & Kim, K. T. *Development and Promotion of New Sport: Horseback Riding Archery*. Samsung Electronics. Funded Amount: \$50,000. January, 2004.
13. PI: Kang, J. H.; Investigators: **Kwak, D. H.**, Roh, H. C., Kim, Y. K., Rhee, Y. J., Lee, J. H., Huh, S. Y., & Kim, J. W. *Strategic Marketing Plans for Korean Basketball League*. Korean Basketball League. Funded Amount: \$100,000. March, 2003.
14. Co-PI: **Kwak, D. H.**; Co-PI: Mason, D. *Seeking the Adrenaline Rush: A Comparison of Gaming Behavior, Problem Gaming Indices, and Gaming Motives among Mixed Martial Arts (MMA) Consumers and Non-MMA Consumers*. Alberta Gambling Research Institute (AGRI). Proposed Grant Amount: \$145,863. Submitted June, 2012. (Not funded)
15. PI: Kim, K. T.; Co-PI: **Kwak, D. H.**, Kang, H. J., & Lee, K. B. *Development and Application of Service Quality Scale for College Sport (SQSCS)*. Korea Research Foundation. Proposed Grant Amount: \$190,000. Submitted in March, 2011. (Not funded.)
16. PI: **Kwak, D. H.**; Investigator: Chua, H. F. *Does Doing Good Lead to Consumer Welfare? Exploring the Role of Gender on Consumers' Response to Corporate Social Responsibility*. Sport, Health and Activity Research and Policy (SHARP) Center. Proposed Grant Amount: \$15,020. Submitted March, 2011. (Not funded.)
17. PI: **Kwak, D. H.**; Investigators: Eagleman, A., & Clavio, G. *Winning the Minds of Virtual*

General Managers: Antecedents and Consequences of Winning Expectancy. American Academy of Advertising's Empowerment Media/Marketing Research Grant. Proposed Grant Amount: \$6,600. Submitted September, 2009. (Not funded.)

18. CO-PI: **Kwak, D. H.** *Analysis of Olympic New Media and Internet-Based Content*. International Olympic Committee (IOC) Postgraduate Research Grant Programme 2010. Proposed Grant Amount: CHF15,700 (Swiss Francs; USD 15,249). Submitted September, 2009. (Not funded.)

COURSES TAUGHT

University of Michigan

KIN513: Research in Sponsorship (graduate)

SM439: Sponsorship-Linked Marketing (undergraduate)

SM444: Professional Selling in Sport (undergraduate)

SM346: Principles of Marketing (undergraduate)

Indiana University

K701: Readings in Human Performance (Doctoral)

University of Maryland

KNES355: Sport Management (undergraduate)

GUEST LECTURES

- | | |
|---------------|---|
| February 2018 | Master's Sport Marketing, Coventry University, UK |
| January 2018 | SM100: Freshmen Seminar, University of Michigan |
| March 2016 | SM615 (Graduate): Research Methods, University of Michigan |
| February 2016 | SM249 (Undergraduate): Research Methods, University of Michigan |
| March 2015 | KIN615 (Graduate): Research Methods, University of Michigan |
| February 2014 | SM249 (Undergraduate): Research Methods, University of Michigan |
| March 2013 | KIN615 (Graduate): Research Methods, University of Michigan |
| February 2013 | SM249 (Undergraduate): Research Methods, University of Michigan |
| March 2012 | SM 313 (Undergraduate): Research Methods, University of Michigan |
| February 2012 | KIN680 (Graduate): Research in Kinesiology, University of Michigan |
| October 2010 | SM313 (Undergraduate): Research Methods, University of Michigan |
| October 2010 | SM550 (Graduate): Marketing and Management for the Sport Industry, University of Michigan |
| February 2010 | HPER-R490 (Undergraduate): Research and Evaluation, Indiana University |
| November 2009 | HPER-K500 (Graduate): Sport Information Systems, Indiana University |
| October 2007 | KNES689 (Graduate): Event Marketing and Management, University of Maryland |

DISSERTATIONS ADVISED

University of Michigan

Sean Pradhan (2017, Ph.D.). Chair. *How You Like Me Now? The Influence of Athlete Behavior on Fan Group Dynamics and Sports Consumption.*

Joon Sung Lee (2015, Ph.D.). Chair. *Athlete Endorser's Transgression and Sport Consumer's Moral Reasoning Strategy: Moral Coupling and Boundary Conditions.*

Steve Salaga (2012, Ph.D.). Committee. *Empirical Essays in Sport Management.*

Youngbum Kwon (2013, Ph.D.). Committee. *The Effects of Worksite Environment/Culture for Supporting Health on Employee-Based Brand Equity.*

Indiana University

Sanghak Lee (2009, Ph.D.). Committee. *Influence of Brand Exposure Frequency and Sport Involvement on Sport Sponsorship Effects: An Examination of Mere Exposure.*

Young-Ik Suh (2009, Ph.D.). Consultant. *Examining the Psychological Factors associated with Fantasy Sports Participation: The Relationship between Motivations, Constraints, Perceived Service Quality, Satisfaction, Attitude, and Actual Usage.*

SERVICE TO DISCIPLINE

Guest Editor

Journal of Global Sport Management: Special Issue on "Athlete Transgressions and Endorsement Marketing" (2018). Co-editors: Joon Sung Lee (University of Florida), Sylvia Chan-Olmsted (University of Florida).

Journal of Sport Management: Special Issue on "Sponsorship-linked marketing", Vol. 29, No. 2 (March, 2015) Co-editor: T. Bettina Cornwell (University of Oregon).

Editorial Review Board

Journal of Global Sport Management (2016-present)

Journal of Sport Management (2015-present)

Regional Economies and Policies (2015-present)

Journal of Global Scholars of Marketing Science (2011-present)

Korean Journal of Sport Industry and Management (2014-present)

Ad Hoc Reviewing

Journal of Business Research

Journal of Product and Brand Management

Sport Management Review

European Sport Management Quarterly

Journal of Consumer Behaviour

Journal of Business Ethics

Journal of Brand Management

Sport Management Review

Sport Marketing Quarterly

International Gambling Studies

Journal of Gambling Studies

International Journal of Sport Communication

International Journal of Sports Marketing and Sponsorship

International Journal of Sport Management and Marketing

Communication and Sport

Conference Paper/Abstracts/Competition Paper Reviewing

North American Association for Sport Management (2016) – Student Research Competition Reviewer

International Sport Management Conference (2015) – Abstract Reviewer

Association for Consumer Research (2015) – Competitive/Working Paper Reviewer

Association for Consumer Research (2013) – Competitive Paper Reviewer

North American Association for Sport Management (2011, 2014, 2015) – Section Head (Marketing)

North American Association for Sport Management (2012) –Abstract Reviewer (Marketing)

European Association for Sport Management (2013) – Abstract Reviewer

Research Conference in Sport Marketing: Focus on Sponsorship - University of Oregon (2012)

Society for Consumer Psychology (2011) – Working Paper Reviewer

Ad-Hoc Committee

NASSM Early Career Scholar Award (Invited to serve as the committee in initiating the award.)

Conference Faculty-Student Mentoring Volunteer

NASSM Conference (2011, 2012, 2016)

Conference Organizing

Co-Chair, International Conference on Sport in Korea (October 11-12, 2013). “(Re)-Discovering Sport in Korea: Guts, Glory and Geurimja,” Sponsored by Academy of Korean Studies, University of Michigan Nam Center for Korean Studies, and School of Kinesiology.

Korean American Association for Sport Management (KAASM, www.kaasm.org)

Director of Communications (2016-present)

DEPARTMENT/UNIVERSITY SERVICES

University of Michigan

2018 Sport Management Clinical Assistant Professor Search Committee Chair

2018 International Institute Graduate Student Fellowship Reviewer

2017 International Institute Student Fellowship Reviewer
 2016-17 School Executive Committee, School of Kinesiology
 2016- School of Kinesiology Kraus Building Committee
 2016 Workshop Presenter, Teaching And Learning in Kinesiology (Kin-TALK)
 2015 Faculty Seminar Presenter, Prospective Student Day 2015
 2015 Faculty Search Committee, Assistant Professor, Marketing
 2015 Faculty Academic Integrity Committee
 2014-15 Faculty Search Committee, Lecturer in Sport Management
 2014-15 School of Kinesiology Awards Committee
 2014-15 Knight-Wallace Fellows Faculty Advisor
 2013-14 Knight-Wallace Fellows Faculty Advisor, University of Michigan
 2014-15 Faculty Search Committee, Assistant/Associate Level, Marketing/Management
 2013 Faculty Evaluation Committee – Undergraduate Summer Foreign Language and
 Area Studies Fellowships
 2013 Scientific Committee Chair – Sport in Contemporary Korea International Conference
 2012 Campus Interview Committee - Department of State Fulbright Program
 2012 OVPR Faculty Grants and Awards Reviewer
 2011- Core Faculty Member - Nam Center for Korean Studies
 2010- Undergraduate Research Opportunity Program (UROP) Sponsor
 2011- UROP Forum and Symposium Poster Judge
 2010- Graduate Faculty Committee
 2010- Sport Management Faculty Committee
 2010 Search Committee, Professor, Management/Economics/Policy

Indiana University

2009-2010 Graduate Faculty Committee, Department of Kinesiology

University of Maryland

2008-2009 Student Representative, Graduate Committee, Department of Kinesiology

2006-2007 Student Representative, Graduate Appeals Committee, Department of
 Kinesiology

2005-2006 Graduate Student Advisory Committee, Department of Kinesiology