

# Dae Hee Kwak, PhD

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## EDUCATION

- PhD** University of Maryland, College Park, MD  
2009 Kinesiology, Concentration: Sport Management and Media Psychology
- MA** Seoul National University, Seoul, Korea  
2004 Concentration: Sport Marketing
- BS** Seoul National University, Seoul, Korea  
2002 Sports Science

## ACADEMIC APPOINTMENTS

### University of Michigan-Ann Arbor

Associate Professor (2016-present), Department of Sport Management | School of Kinesiology  
Assistant Professor (2010-2016), Department of Sport Management | School of Kinesiology  
Director (2016-present), [Center for Sport Marketing Research](#)  
Core Faculty (2017-present), Nam Center for Korean Studies

### Seoul National University, Seoul, Korea

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

### Indiana University-Bloomington

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

## HONORS, AWARDS AND FELLOWSHIPS

- 2015 Faculty Research Excellence Award | School of Kinesiology, University of Michigan
- 2014 North American Society for Sport Management (NASSM) Research Fellow
- 2014 Academic Minute Radio Segment Listener's Choice Award Finalist
- 2012 Best Conference Paper Award | Global Marketing Conference, Seoul, Korea. 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
- 2008 Distinguished Teaching Assistant Award | Center for Teaching Excellence (CTE), University of Maryland
- 2004-06 David H. Clarke Fellow | University of Maryland

## PEER-REVIEWED JOURNAL PUBLICATIONS

- 38 Lee, J. S., Kwak, D. H., & Bagozzi, R. (accepted for publication). Cultural cognition and endorser scandal: Impact of consumer information processing mode on moral judgment in the endorsement context. *Journal of Business Research* [IF: 4.874]
- 37 Kwak, D. H., & Pradhan, S. (in press). "If you ain't first, you're last!" Understanding identity threat, team identification, and advertisement messages when your favorite team loses. *Journal of Sport Management*. [IF: 2.550]
- 36 Chan-Olmsted, S. & Kwak, D. H. (2020). Fantasy sport usage and multiplatform sport media consumption. *Sport Marketing Quarterly*. [IF: 1.143]
- 35 Jang, W. S., Kwak, D. H., & Ko, Y. J. (2019). Vitalizing effect of athlete-drafting task in fantasy sports: The role of competitive goal-framing, involvement, and competitiveness trait. *European Sport Management Quarterly*. <https://doi.org/10.1080/16184742.2019.1618889>
- 34 Jang, W. E., Lee, J. S., Kwak, D. H., & Ko, Y. J. (2019). Meaningful vs. hedonic consumption: The effects of elevation on online sharing and information searching behaviors. *Telematics and Informatics*. doi: <https://doi.org/10.1016/j.tele.2019.101298> [IF: 3.714].
- 33 Kwak, D. H., & Pradhan, S. (2019). Fans' responses to the National Basketball Association's (NBA) pilot jersey sponsorship program: An experimental approach. *Journal of Sport Analytics*, 5, 121-136. doi: 10.3233/JSA-180250
- 32 Kwak, D. H., Lee, J. S., Kwon, Y. B., & Babiak, K. (2019). 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*, 19(3/4), 208-232.
- 31 Kwak, D. H., Lee, J. S., & Chan-Olmsted, S. (2018). Athlete scandals and endorsement marketing: Research trends and introduction to topics. *Journal of Global Sport Management*, 3(2), 99-106.
- 30 Kim, Y. K., Smith, R., & Kwak, D. H. (2018). Feelings of gratitude: A mechanism for consumer reciprocity. *European Sport Management Quarterly*, 18(3), 307-329. [IF: 2.270]
- 29 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]
- 28 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]
- 27 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.
- 26 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: 1.659]
- 25 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: 2.167]
- 24 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.
- 23 Chan-Olmsted, S. & Kwak, D. H. (in press). Fantasy sport usage and multiplatform sport media consumption. *Sport Marketing Quarterly*. [IF: 1.143]
- 22 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]
- 21 Cornwell, T. B., & Kwak, D. H. (2015). Sponsorship-linked marketing: Introduction to topics. *Journal of Sport Management*, 29(2), 133-136. [Editorial Paper] [IF: 2.167]
- 20 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: 2.917]
- 19 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]

## PEER-REVIEWED JOURNAL PUBLICATIONS - cont.

- 18 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. [IF: 1.143]
- 17 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: 1.563]
- 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: 2.167]
- 15 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]
- 14 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: 2.167]
- 13 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.
- 12 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: 2.270]
- 11 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: 0.848]
- 10 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]
- 9 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
- 8 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: 2.167]
- 7 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. [IF: 1.143]
- 6 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.
- 5 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: 1.021]
- 4 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.
- 3 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: 1.963]
- 2 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.
- 1 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

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



## BOOK CHAPTERS

**Kwak, D. H.,** & Kang, J.-H. (2017). Sport in modern Korea: A historical perspective. In D.H. Kwak, Y. J. Ko, I. Kang, & M.S. Rosentraub (eds.), *Sport in Korea: History, development, and management* (pp. 15-30). New York, NY: Routledge.

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.

**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.

**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.

## NON-PEER REVIEWED INVITED ARTICLES AND COLUMNS

Kwak, D. H. (2020, June). Unprecedented opportunity for KBO due to COVID-19. *Seoul Sports Magazine*. (in Korean).

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>

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.phpsc=51000012&cm=Trend&year=2016&no=685259&relatedcode=000140316>

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>

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), Champagne, IL: Human Kinetics.

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

## INVITED KEYNOTE

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

## INVITED PRESENTATIONS AND PANELS

24 Seoul National University. Invited as a speaker for the "The 2020 Fostering World-Leading Department Seminar Series". Presented *Conducting Experiments in Sport Consumer Behavior Research* (December 3, 2020)

23 The Convention, Sports & Entertainment Facilities Conference 2020. Invited as a moderator of the session "Business-Driven Design Process for Event Venues and Ancillary Developments" (Panels: Mike Plant, President & CEO of Braves Development Company, Jim Renne, SVP, National Director of Sports+Entertainment, JLL, Sung Jung, DLA+ Architecture & Interior Design (August 14, 2020)

22 Sports Biz Virtual Career Exploration Camp. Invited as a panel in the "Data, Insight, and Action" session targeting high school students exploring their careers in the sport industry. (July 16, 2020)

## INVITED PRESENTATIONS AND PANEL - cont.

- 21 Edinburgh Critical Studies in Sport (ECSS) International Virtual Symposium. “The Global Sport Industry and Coronavirus” Invited as a panel to discuss the COVID-19 and its impact on the U.S. sport industry. (June 5, 2020)
- 20 Korean Sport Promotion Organization (KSPO). “Sport organizations and corporate social responsibility” to members of Next Sport Talent Academy. (July 29, 2018).
- 19 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, staff, and students. (February 21, 2018)
- 18 Dream Together Master’s Program, Seoul National University. Invited to present “Greater Social Impact Through Strategic Partnership” to international students (December 15, 2017).
- 17 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).
- 16 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).
- 15 2017 Sports Industry Global Conference ([www.sigc2017.com](http://www.sigc2017.com)), Seoul, Korea. Invited as a discussant and a moderator for the keynote speaker. Conference was sponsored by the Korean Ministry of Culture, Sports, and Tourism (November 30, 2017).
- 14 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).
- 13 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).
- 12 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).
- 11 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).
- 9 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)
- 8 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)
- 7 Indiana University at Bloomington. Invited to present “Symbolic Purchase in Sport” to graduate students in the Sport Management program. (August 2015)
- 6 K-League-Major League Soccer (MLS) Marketing Forum. Invited to present “Building ‘My’ Team Through Fan Engagement” Seoul, Korea. (December 2014).
- 5 1. K-League CEO Academy. Invited to present “Sponsorship 2.0: From exposure to engagement” Paju National Football Center, Korea. (December 2014)
- 4 Warsaw Sports Marketing Center, University of Oregon, Invited as a discussant. “Research Conference in Sport Marketing: Focus on Sponsorship” Portland, OR. (June 2012)
- 3 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)
- 2 Fantasy Sport Trade Association’s Annual Business & Technology Summit. San Francisco, CA. Invited to present “What Drives Fantasy Sport Consumption?” (June 2011)
- 1 International Center’s Graduate Seminar. Invited to present “Academic Job Search Strategies” University of Michigan. (October 2010)



## ACADEMIC CONFERENCE PRESENTATIONS

50. Kwak, D. H., Pradhan, S., & Chen, R. (2020, December). "Speak Up" Investigating Professional Sports Teams' #BlackLivesMatter Statements on Social Media. Presented at the annual conference of Sport Management Association for Australia and New Zealand (virtual conference).
49. Kwak, D. H., & Pradhan, S. (2020, August). "Notice Me!" Predictors of Jersey Sponsor Patch Recall in the National Basketball Association (NBA). Presented at the annual conference of the American Marketing Association. (virtual conference)
48. Jang, W., Kwak, D. H., & Bucy, E. (2020, June). The Rise of Robot Journalism: Can Robot Reporters Replace Human Reporters in Sports? Accepted for oral presentation at the annual conference of the North American Society for Sport Management, San Diego, CA. (conference cancelled)
47. Chang, Y., Kwak, D. H., Cho, S., & Won, S. J. (2019, November). When Team Sponsorship of Cause-related Messages Leads to Unfavorable Fan Reactions: The Interplay of Competency, Cause Orientation, and Message Source. Presented at the annual conference of the Sport Marketing Association, Chicago, IL.
46. Park, Y., & Kwak, D. H. (2019, August). Exploring the evidence of social desirability biases in consumer responses to sponsors. Presented at the annual summer conference of the American Marketing Association, Chicago, IL.
45. Kwak, D. H., & Pradhan, S. (2019, May). If you ain't first, you're last! The impact of advertising losing teams on sport fans' identity and consumption behavior. Presented at the annual conference of North American Society for Sport Management, New Orleans, LA
44. Chan-Olmsted, S. & Kwak, D. H. (2018, June). Fantasy sports usage and sports media consumption behaviors across platforms. Presented at the annual conference of North American Society for Sport Management, Halifax, Nova Scotia.
43. Jang, W. S., Kwak, D. H., & Ko, Y. J. (2018, June). Beyond hedonic consumption: Exploring the role of meaningful experiences in online sports consumption. Presented at the annual conference of North American Society for Sport Management, Halifax, Nova Scotia.
42. 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.
41. 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. Presentation at the annual conference of North American Society for Sport Management, Denver, CO.
40. 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.
39. 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.
38. 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]
37. 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.
36. 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.
35. 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.
34. 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.
33. 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.
32. 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.
31. 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.
30. 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.
29. 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.
28. 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.
27. 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.
26. 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.

## ACADEMIC CONFERENCE PRESENTATIONS - cont.

25. 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.
24. 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.
23. 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.
22. 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.
21. 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.
20. 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.
19. 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.
18. 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.
17. 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.
16. 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.
15. 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.
14. 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.
13. 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.
12. 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.
11. 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.
10. 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.
9. 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.
8. 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.
7. 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.
6. 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.
5. 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.
4. 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.
3. 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.
2. 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.
1. 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.

## IN THE MEDIA

### [Popular Media Research Coverage]

Associated Press, Wall Street Journal, New York Times, Huffington Post, ABC News Radio, PBS Newshour, Business Insider, International Business Times, Business Standard, Daily Mail UK, Boston Globe, Yahoo India, Men's Fitness, Science Daily.

### [Selected Media Interviews/Appearances]

Associated Press (2020, February 29). Coronavirus outbreak leaves sports leagues looking at games without fans.  
 Front Office Sports (2019, August 28). Gatorade focused on G League as a pathway for innovation.  
 Sporting News (2018, November 3). Facebook-MLB streaming partnership seen as business success, despite backlash.  
 Tribune-Review (2018, March 23). NASCAR sponsorship gives PNC exposure in new markets, 'VIP' access to court customers.  
 Segye Daily (2017, November 7). No clear messages from Pyeongchang to the world. (Korean Newspaper)  
 Bloomberg (2017, September 21). Ronaldo Touts 500-1 Leverage Derivatives Regulators Loathe  
 Greater Good Magazine (2016, November 28). Can corporate giving make you more generous?  
 Wall Street Journal (2015, March 20). March Madness and the Awesome Challenge of Betting.  
 New York Times (2015, March 16). Tool of NCAA Bracket Ignorance.  
 Baltimore Sun (2015, August 14). Under Armour makes high-school push in its 'backyard'.  
 MarketWatch (2015, May 7). "Tom Brady will come out of 'Deflategate' unscathed, experts say."

### [Radio]

BBC World (2016, May 17). Interview on NBA's sponsorship jersey policy and its implications.  
 The Michigan Radio (2015, March 16). Interview on March Madness bracket. "March Madness brackets are out. Start flipping your coins!"  
 The Academic Minute. (2014, March 19). Audio essay on fantasy sports research. WAMC Northeast Public Radio. Featured in Inside Higher Ed.

### [Television]

China Global Television Network (2018, March 30). "Dae Hee Kwak discusses the MLB and its growing popularity in China." Live interview during the Global Business News segment to discuss the growth of baseball in China.  
 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.

## RESEARCH GRANTS/ CONTRACTS

- 19 PI: **Kwak, D. H.** Co-Investigator: Kwon, Y. B. College Football Fan Typology Development. Contract amount: \$35,000 (January 2020-April 2020)
- 18 PI: Jang, W. S., Co-Investigators: **Kwak, D. H.** & Bucy, E. Investigating Robot Journalism in Sport Communication. Samsung Research Fund. Funded amount: \$14,000. July, 2019.
- 17 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. Submitted December 2017. (not funded)
- 16 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)
- 15 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)
- 14 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)



## RESEARCH GRANTS- cont.

- 13 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)
- 12 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.
- 11 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.
- 10 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.
- 9 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.
- 8 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.
- 7 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.
- 6 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.
- 5 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)
- 4 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)
- 3 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)
- 2 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)
- 1 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.)

## CONSULTING

- 5 Client: Korean Institute of Sports Science | Project: Analysis of Sport Service Spending during COVID-19. | Consulted on the data analysis and policy implications of the findings (December 2020-January 2021)
- 4 Client: Detroit Red Wings | Project: Consulted on assessing brand evaluations of the Detroit Red Wings and the NHL around community outreach programs in Detroit. (October 2019-December 2021)
- 3 Client: Korean Institute of Sports Science | Project: Consulted on a research project examining the classification of sport service industry (July/August, 2019)
- 2 Client: Korean Professional Sports Association | Consulted on the development of a CSR program for all professional sports leagues in Korea (April, 2019)
- 1 Client: Ministry of Culture, Sports and Tourism, Korea. | Consulted on the post-Olympic venue utilization with two other facility experts (November 2017)

## COURSES TAUGHT

### University of Michigan

SM550: Marketing Management in the Sport Industry (graduate)  
 SM513: Research in Sponsorship (graduate)  
 SM439: Sponsorship-Linked Marketing (undergraduate)  
 SM444: Professional Selling in Sport (undergraduate)  
 SM435: Sport Consumer Behavior (undergraduate)  
 SM346: Principles of Marketing (undergraduate)

### Indiana University

K701: Readings in Human Performance (Doctoral)

### University of Maryland

KNES355: Sport Management (undergraduate)

## GUEST LECTURES

November 2020: Master's Sport Marketing Course, Coventry University, UK (Online)  
 November 2019: Master's Sport Marketing Course, Coventry University, UK (Online)  
 February 2018: Master's Sport Marketing, Coventry University, UK (Online)  
 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  
 October 2006: PRLS450 (Undergraduate): Research Methods, George Mason University

## DISSERTATIONS ADVISED

### University of Michigan

Zhijing Chen (2024, Ph.D. expected). **Chair**.  
 Kristal McGreggor (2020, Ph.D.). **Committee**. An Ethnographic Exploration of the Culture of Sport Consumption at Historically Black Colleges and Universities.  
 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) | Vol. 2, Issue 2.

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

### [EDITORIAL REVIEW BOARD]

Sport Marketing Quarterly (2019-present)  
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)

### [ADHOC REVIEWER]

European Journal of Marketing / Sport Management Review /  
/ European Sport Management Quarterly / Journal of  
Business Research / Journal of Product and Brand  
Management / Journal of Consumer Behaviour / Journal of  
Business Ethics / Journal of Brand Management /  
International Gambling Studies / Journal of Gambling Studies  
/ International Journal of Sports Marketing and Sponsorship  
/ International Journal of Sport Management and Marketing /  
Communication and Sport

### [CONFERENCE ABSTRACT REVIEWING]

North American Association for Sport Management (2019) – Moderator of Oral Presentation Sessions  
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 Program Volunteer NASSM Conference (2011, 2012, 2016, 2018, 2020)

### [INTERNATIONAL CONFERENCE CHAIR]

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.  
Co-Director, Korean American Association for Sport Management Annual Conference (2018, 2019, 2020)  
Co-Director, 1st Korean American Association for Sport Management Industry Forum (2020)

### [EXECUTIVE BOARD]

Korean American Association for Sport Management (KAASM, www.kaasm.org) - Founding Board Member and Director of Communications (2016-2021)

### [ADVISORY COMMITTEE]

Invited to serve as the Advisory Committee Member for the Department of Physical Education Evaluation, Seoul National University

## SERVICE TO DEPARTMENT/UNIVERSITY

### University of Michigan

2020 | Chair, Search Committee Marketing Analytics and Data Science  
2017- | International Institute Student Fellowship Reviewer  
2019-21 | SoK Graduate Committee  
2019 | Intermittent Sport Marketing Lecturer Search Committee Chair  
2019 | School Hartwig Research Grant Review Committee  
2019-20 | Tenure and Promotion Criteria Review Committee  
2019 | Faculty Representative, School of Kinesiology Re-Branding Process  
2018-19 | Sport Management Master’s Program Revision Committee  
2018 | Sport Management Clinical Assistant Professor Search Committee Chair  
2016-18 | Executive Committee, School of Kinesiology  
2018 | Kinesiology Moves the World – Center Presentation  
2018- | School of Kinesiology Campus Day – SM Program Presenter  
2016-17 | School of Kinesiology Kraus Building Committee

## SERVICE TO DEPARTMENT/UNIVERSITY Cont.

2016 | Workshop Presenter, Teaching And Learning in Kinesiology (Kin-TALK)  
 2015 | Faculty Search Committee Member, Assistant Professor, Marketing  
 2015 | Faculty Academic Integrity Committee  
 2014-15 | Faculty Search Committee Member, Lecturer in Sport Management  
 2014-15 | School of Kinesiology Awards Committee  
 2013-15 | Knight-Wallace Fellows Faculty Advisor  
 2014-15 | Faculty Search Committee Member, 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 | On-Campus Interview Committee - Department of State Fulbright Program  
 2012 | OVPR Faculty Grants and Awards Reviewer  
 2010-11 | Undergraduate Research Opportunity Program (UROP) Sponsor  
 2011 | UROP Forum and Symposium Poster Judge  
 2010 | Search Committee Member, Professor, Management/Economics/Policy

## DIVERSITY, EQUITY, AND INCLUSION (DEI) EFFORTS

2020 | Attended SoK DEI Summit Brown Bag Lunch (October 26)  
 2019 | Attended STRIDE Faculty Recruitment Workshop (Dec 11)  
 2019 | Attended lunch meeting with prospective graduate students from HBCUs (Feb 8)  
 2019 | Attended School's Lunar New Year Celebration (Feb 8)  
 2018 | Attended DEI Session "Unconscious Bias" (September 20)  
 2018 | Attended CRLT Inclusive Teaching Workshop (April 24)  
 2018 | Attended lunch meeting with prospective graduate students from HBCU (March 16)  
 2017 | Attended lunch meeting with prospective graduate students from HBCU (February 7)