

## **\*Announcement of Doctoral Student Assistantship\***



Dr. Dae Hee Kwak, Associate Professor in Sport Management in the School of Kinesiology, and the Director of Center for Sport Marketing Research ([www.csmar.kines.umich.edu](http://www.csmar.kines.umich.edu)) at the University of Michigan in Ann Arbor, **is currently seeking a dedicated and motivated Doctoral Student to work on research related to sport consumer behavior and consumer psychology for Fall 2020!**

Dr. Kwak's research focuses on examining various psychological factors that affect sport consumers' decision making and behavior across sport-related consumption settings such as sponsorship, athlete endorsement, sport betting, etc. He has published more than 30 articles in peer-reviewed journals and he also received multiple awards, including the Research Fellow Award (North American Society for Sport Management) and the Faculty Research Excellence Award (School of Kinesiology). He also serves on the editorial boards for *Journal of Sport Management*, *Sport Marketing Quarterly*, and *Journal of Global Sport Management*.

- The selected student will begin the PhD program in **Fall 2020** and will be provided with full funding for tuition, a living stipend and health care (student/family) as a Graduate Student Instructor (GSI). The GSI assistantship will cover four years of doctoral study.
- The selected student will be affiliated with the Center for Sport Marketing Research and will be involved in several ongoing projects. Creative mindsets with willingness to bridge the gap between theory and practice is highly desirable. Selected ongoing projects can be found in here: (<https://www.csmar.kines.umich.edu/projects>)
- Applicants should have a Master's and Bachelor's degree in Marketing, Psychology, Communications, Kinesiology, Sport Management or other sport management-relevant field. Strong data analytical background and relevant research experiences are highly desirable.
- For best consideration, interested students should immediately send current curriculum vitae and writing sample to Dr. Kwak at [kwakd@umich.edu](mailto:kwakd@umich.edu). Please include in the subject line of your e-mail submissions: "Ph.D. Position: Sport Marketing"
- For more information on applying to the School of Kinesiology, please contact Charlene Ruloff at [cruloff@umich.edu](mailto:cruloff@umich.edu). Information about the Kinesiology Ph.D. program can be found at: <http://www.kines.umich.edu/graduate-admissions>, which includes a video describing the doctoral program. Information about Dr. Kwak's research can be found at <https://www.kines.umich.edu/directory/dae-hee-kwak>