

Myungwoo Lee, Ph.D.

Assistant Professor of Sport Management
 Director, Sport Management program
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 Southeast Missouri State University
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EDUCATION

Ph.D.	University of Houston, Houston, TX Kinesiology, Concentration: Sport and Fitness Administration	2021
M.A.	Florida State University, Tallahassee, FL Sport Management	2016
M.A.	Kook Min University, Seoul, South Korea Sport Management	2011
B.A.	Kook Min University, Seoul, South Korea Concentration: Sport Management Minor: Business Administration	2009

ACADEMIC APPOINTMENTS

Southeast Missouri State University , Cape Girardeau, MO	2021 – present
<ul style="list-style-type: none"> • Assistant Professor of Sport Management (tenure-track) <ul style="list-style-type: none"> ○ Director of Sport Management program ○ Internship Coordinator ○ Faculty Director of Commission on Sport Management Accreditation (COSMA) 	
University of Houston , Houston, TX	2017 – 2021
<ul style="list-style-type: none"> • Teaching Fellow 	

PEER-REVIEWED JOURNAL PUBLICATIONS

1. Yu, H. Y., Lee, M., Robinson, G. M., Lee, D., & Kwon, W. (2023). An investigation of the relationship between resident place image and attitudes during hosting sporting event: A reflective-formative approach. *Event Management*.
2. Yu, H. Y., Lee, D., Foreman, J., & Lee, M. (2023). Sport fans' team switching behavior: The link between team associations and actual team switchers. *International Journal of Business in Sports, Tourism & Hospitality Management*.
3. Yu, H. Y., Lee, D., Ahn, J., Lee, M., & Foreman, J. (2023). City branding's impact on cities hosting sporting events: Top-down and bottom-up effects in a pre-post study. *Tourism Management Perspectives*, 46, 1-12.
4. Lee, M. (2021). Immoral behavior of professional athletes and the effect of social responsibility activities. *Journal of Sport and Ethics*, 1(2), 39-46.
5. Lee, M. (2020). Effects of celebrity athlete authenticity on brand authenticity and sports consumer behaviors. *International Journal of Human Movement Science*, 14(2), 139-150.

6. **Lee, M.**, Maeng, L. S., Jeon, C. S., & Lee, D. (2019). Endorser-brand congruence, endorser authenticity, and self-brand connection: Three-way interaction effects of on brand attitude in sport. *International Journal of Human Movement Science*, 13(3), 1-15.
7. **Lee, M.**, & James, J. D. (2019). Determinants of volunteer motives and future behavior in community sporting events. *International Journal of Sport Management*, 20(3), 199-228.
8. **Lee, M.**, Lee, D., Cottingham, M., Hawkins, B., & Yu, H. Y. (2019). Sport brand extension evaluation: The role of brand extension authenticity. *International Journal of Sport Management*, 20(2), 125-149.
9. **Lee, M.**, Jun, C. S., Maeng, L. S., & Lee, D. (2019). The impact of sport brand extension on brand loyalty. *International Journal of Human Movement Science*, 13(1), 51-63.
10. Yu, H. Y., Lee, D., Hawkins, B., Cottingham, M., & **Lee, M.** (2018). Perceived fan associations with teams: Across NFL, NBA, MLB, and MLS. *International Journal of Sport Management*, 19(3), 289-314.
11. **Lee, M.**, Koo, R. H., & Shin, S. H. (2011). The relationship among team identification, corporation identification and purchasing intention based on seating sections. *The Korean Journal of Sport and Leisure Studies*, 45, 389-398.

BOOK CHAPTERS

1. Lee, D., Pearson, D., Cottingham, M., **Lee, M.**, Yu, H. Y., Pitts, B., & Zhang, J. J. (2021). Management and marketing of sports in the U.S.: An introduction. In B. G. Pitts. & J. J. Zhang (Eds.), *Sport business in the U.S.: Contemporary perspectives* (pp. 1-23). London, UK: Routledge (ISBN: 978-0-367-52840-9).
2. Lee, D., Walsh, D. W., Maeng, L. S., & **Lee, M.** (2021). BIRFing and CORSSing of sport fans: A case analysis. In B. G. Pitts. & J. J. Zhang. (Eds.), *Sport business in the United States.: Contemporary perspectives* (pp. 214-228). London, UK: Routledge (ISBN: 978-0-367-52840-9).
3. Cottingham, M., Lee, D., & **Lee, M.** (2018). An exploration of relevant literature on disability sport and population statistics of individuals with disabilities. *Challenged Athletes Foundation*.

HONORS, AWARDS AND FELLOWSHIPS

Recipient	Graduate Tuition Fellowship (2020-2021). University of Houston.
Finalist	Graduate Student Research Competition (2020). Applied Sport Management Association (ASMA), Waco, TX.
Recipient	Graduate Tuition Fellowship (2019-2020). University of Houston.
Finalist	Student Research Competition (2018). North American Society for Sport Management (NASSM), Halifax, CA.
Recipient	Graduate Tuition Fellowship (2018-2019). University of Houston.
Finalist	Best Professional Paper Award (2017). Sport Marketing Association (SMA), Boston, MA.
Recipient	Korean-American Doctoral Student Scholarship (2017). Korean American Association for Sport Management (KAASM) (\$500).
Recipient	Sugar Land Scholarship (2016-2017). University of Houston.
Finalist	Marvalene Hughes Research Award (2016). Florida State University, Tallahassee, FL.
Winner	Best Professional Paper Award (2014). Incheon Asian Games International Sport,

South Korea.

CONFERENCE PRESENTATIONS

Underlined -- Undergraduate student, *Underlined and Italics* – Graduate student

1. **Lee, M.**, Lee, D., Lim, N., Kim, W., & Rhee, Y. (2023, February). *Systematic examination of corporate social responsibility strategies: Moderating effects of transgression severity*. Applied Sport Management Association conference, Birmingham, AL.
2. Dotson, B., Baker, B., Schave, L., & **Lee, M.** (2023, February). *Examining the polarizing debate between PGA and LIV golf tours*. Applied Sport Management Association conference, Birmingham, AL.
3. Rhee, Y. C., Kim, W., Lim, N., & **Lee, M.** (2023, February). *The impact of NCAA Name, Image, Likeness legislation on Non-Revenue Female Student-Athletes: A qualitative approach*. Applied Sport Management Association conference, Birmingham. AL.
4. Lim, N., Kim, W., Kim, D. Y., Choi, W, & **Lee, M.** (2022, February). *Using a hierarchical linear model to investigate the relationship between the Major League Baseball (MLB) attendance and game playing time for the 2006-2018 regular seasons*. Applied Sport Management Association, Indianapolis, IN.
5. Kim, W., Lim, N., Vermillion, M., & **Lee, M.** (2022, February). *Do I really belong here? Exploration of the syndrome in the sport industry: A case study of the Korean American sport administrators*. Applied Sport Management Association, Indianapolis, IN.
6. **Lee, M.** & Lee, D. (2021, October). *Exploring consumer responses to athlete's charity activities: Congruence effect between pre- and post-transgression*. Sport Marketing Association, Las Vegas, NV.
7. **Lee, M.**, Lee, D., & Cottingham, M. (2021, October). *The role of network centrality and psychological ownership to the local community: A case of 2020 Houston Astros cheating scandal*. Sport Marketing Association, Las Vegas, NV.
8. **Lee, M.**, Lee, D., & Cottingham, M. (2021, May). *When an athlete breaks the rules: Post-transgression CSR communication strategy*. North American Society for Sport Management, Zoom conference.
9. Yu, H. Y., **Lee, M.**, Reid, C. E., & Lee, D. (2020, November). *The impact of sporting events on host city: A resident's perspective*. Sport Management Association of Australia & New Zealand.
10. **Lee, M.**, Jun, C. S., & Shin, S. H. (2020, May). *CSR congruence and consistency strategy in sport*. North American Society for Sport Management, San Diego, CA.
11. **Lee, M.** (2020, February). *Retention strategy in CSR communication: Issues with endorser transgression*. Applied Sport Management Association, Waco, TX. **[Selected as the graduate student research competition finalist]**
12. **Lee, M.**, Lee, D., & Foreman, J. (2019, November). *The interaction effects between endorser-brand congruence and endorser authenticity on consumer responses*. Sport Marketing Association, Chicago, IL.
13. **Lee, M.**, Shin, S. H., Jun, C. S., Lee, D., & Cottingham, M. (2019, May). *The relationship between brand extension and brand loyalty in sport: A case of brand extension failure*. North American Society for Sport Management, New Orleans, LA.
14. Walsh, D., Lee, D., & **Lee, M.** (2019, May). *Sport as a resource to affect healthy aging: A structural equation model evaluation*. North American Society for Sport Management, New Orleans, LA.

15. Yu, H. Y., Robinson, M., Magnusen, M., Lee, D., & **Lee, M.** (2019, February). *Servant leadership as an effective model for member retention in the sport performance and fitness industries*. Applied Sport Management Association, Nashville, TN.
16. Lee, D., Park, I., Maeng, L. S., Yu, H. Y., & **Lee, M.** (2018, October). *How sport consumers authenticate teams: Global perspectives*. Sport Marketing Association, Dallas, TX.
17. **Lee, M.** (2018, June). *The role of brand extension authenticity in sport: A case study of Nike Jordan and Under Armour coffee*. North American Society for Sport Management, Halifax, Canada. **[Selected as the student research competition finalist]**
18. Yu, H. Y., **Lee, M.**, Lee, D., Cottingham, M., & Maeng, L. S. (2018, February). *Exploring sport fan association types across sports*. Applied Sport Management Association, Waco, TX.
19. Lee, D., **Lee, M.**, Yu, H. Y., & Cottingham, M. (2017, November). *Visual mapping of fan associations: BIRFers and CORSers*. Sport Marketing Association, Boston, MA. – **[Selected as the best professional paper finalist]**
20. **Lee, M.**, Yu, H. Y., & Lee, D. (2017, June). *Sport brand extension evaluations: A case study of Nike golf and TaylorMade golf*. North American Society for Sport Management, Denver, CO.
21. **Lee, M.**, & James, J. D. (2017, June). *Determinants of volunteer motives and future behavior in community sporting events*. North American Society for Sport Management, Denver, CO.
22. **Lee, M.**, Yu, H. Y., *Winkeler, K.*, *Dasmohapatra, M.*, & Lee, D. (2017, February). *A case study competition*. Applied Sport Management Association, Baton Rouge, LA.
23. **Lee, M.**, & Kim, A. (2015, October). *Developing internal marketing programs for volunteer recruitment and retention in sport: From an occupational health psychology perspective*. Sport Marketing Association, Atlanta, GA.
24. Park, H., Koo, R. H., Kim, N. R., Shin, S. H., & **Lee, M.** (2014, August). *The causal relationship among servicescape, emotion, customer satisfaction, and customer loyalty in martial arts academy: Study on Kyokushin Karate and Brazilian Jiu-Jitsu trainees*. 2014 Incheon Asian Games International Sport Science Congress, Incheon, Korea.
25. Shin, S. A., Jun, C. S., Lee, S. I., Shin, S. H., & **Lee, M.** (2014, August). *Intangible benefit importance-satisfaction at professional basketball stadium using IPA analysis*. 2014 Incheon Asian Games International Sport Science Congress, Incheon, Korea. **[Selected as the best professional paper]**
26. **Lee, M.**, Shin, S. H., & Kim, Y. K. (2014, May). *The segmenting fans based on where they sit: The moderating impact of seat location on the relationship among team identification, corporate identification and purchase intention*. North American Society for Sport Management, Pittsburgh, PA.
27. **Lee, M.**, Jun, C. S., & Shin, S. H. (2010, October). *The influence of professional baseball team's CSR on corporate reputation and brand attitude: Focus on SK Wyverns professional baseball team*. Asian Association for Sport Management, Kuala Lumpur, Malaysia.
28. **Lee, M.**, Kim, H. S., & Shin, S. H. (2010, August). *The effect of European professional football TV viewers' motives on viewing flow, re-viewing intention, and word-of-mouth*. National Sports Festival, Kyung-Sang University, South Korea.
29. **Lee, M.**, Jun, C. S., & Shin, S. H. (2010, October). *The influence of state curiosity about sports entertainment programs on the sports attitude and the participation intention*. International Sport Science Congress, Kang-Won National University, South Korea.
30. **Lee, M.**, Lee, S. M., & Shin, S. H. (2009, August). *The effect of sports star image on attitude toward advertising and purchasing intention*. National Sports Festival, Choong-Nam, South Korea.

SYMPOSIUM PRESENTATIONS

1. **Lee, M.** (2019). *Athlete endorser's transgression and endorsed brand's corporate social responsibility strategies*. Presented at the Health and Human Performance Research Symposium, University of Houston, TX.
2. **Lee, M.** (2018). *Endorser-brand congruence on sport consumer behaviors*. Presented at the Health and Human Performance Research Symposium, University of Houston, TX.
3. **Lee, M.** (2017). *Brand extension authenticity in sport*. Presented at the Health and Human Performance Research Symposium, University of Houston, TX.
4. **Lee, M.** (2016). *Volunteer motives in community sporting events*. Presented at the Health and Human Performance Research Symposium, University of Houston, TX.
5. **Lee, M., & Kim, A.** (2016). *Developing internal marketing programs for volunteer recruitment and retention in sport: From an occupational health psychology perspective*. Presented at the Research in Education Conference, Florida State University, FL. **[Selected as the research competition finalist]**

COURSES TAUGHT

Southeast Missouri State University

Graduate Courses 2021 – 2022

- SM 610 Principles and Practice of Sport Management
- SM 612 Topics Issues & Trends in Sport

Undergraduate Courses 2021 – Present

- PE 201 Sport and Society
- SM 303 Analysis of Research in Sport
- SM 351 Sport Fan Behavior and Marketing
- SM 360 Sport Event Management
- SM 455 Sport Facility Design and Operation
- SM 460 Fundamentals of Sport Delivery Systems
- SM 470 Internship in Sport Management
- SM 540 Legal Aspects of Sport and Physical Activity
- SM 551 International Sport Management
- SM 570 Management & Leadership Organization
- RC 322 Independent Study

University of Houston 2017 – 2021

Undergraduate Course

- KIN 3370 Sport Facility and Event Management

Florida State University 2014 – 2015

Undergraduate Courses

- PEM 1121 Stretch and Relaxation
- PEM 1131 Weight Training
- PEM 1405 Self-Defense / Martial Arts

GUEST LECTURE

PE310 Assessment for Physical Educators, Southeast Missouri State University April 2022

Principles of Sport Industry, Je-Ju National University, South Korea September 2021

PROFESSIONAL SERVICE

Reviewer , Sport Marketing Quarterly (SSCI Journal; <i>IF</i> : 2.72)	2022 – Present
Faculty Director , Commission on Sport Management Accreditation (COSMA)	2021 – Present
Advisor , Case Study Competition, Applied Sport Management Association	Spring 2022
Judge , FBLA High School Competitive Event (Sports Management)	February 2022
Student Representative , Korean American Association for Sport Management	2018 – 2020

COMMITTEE SERVICE

Southeast Missouri State University (Fall 2021 – Present)

University Level

- **Committee**, International Student Liaison Group 2021 – Present

College Level

- **Committee**, College Council 2022 – Present

Department Level

- **Committee Chair**, The Administrative Assistant Fall 2022
- **Search Committee**, The Administrative Assistant Spring 2022

INDUSTRY WORK EXPERIENCE

Event & Marketing Manager , Korea Orienteering Federation (KOF)	2008 – 2011
○ Building collaborative partnerships with external stakeholders	
○ Participating in bidding for international orienteering championship games	
○ Event operations, venue design, and facility management	
○ Implementing security measures for athletes and spectators	

PROFESSIONAL MEMBERSHIPS

Sport Management Association of Australia & New Zealand (SMAANZ)	2020 – Present
Korean American Association for Sport Management (KAASM)	2017 – Present
European Association for Sport Management (EASM)	2017 – Present
Applied Sport Management Association (ASMA)	2016 – Present
Sport Marketing Association (SMA)	2015 – Present
North American Society for Sport Management (NASSM)	2013 – Present