

CURRICULUM VITAE

HyunSeok Song

Sport Management Program
Department of Sport Management, Wellness, and Physical Education
College of Education
University of West Georgia
Carrollton, GA, 30118
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EDUCATION

Ph.D.		2022
	Indiana University, Bloomington, Indiana	
	Major: Sport Management	
	Minor: Leisure Behavior	
	Dissertation: <i>Identifying online sports betting motivations associated with betting intention</i>	
	Advisor: Dr. Kevin K. Byon	
M.S.		
	Georgia State University, Atlanta, Georgia	
	Major: Marketing	2017
	Major: Mathematics (Concentration: Statistics)	2014
	Hanyang University, Seoul, South Korea	
	Major: Marketing	2010
	Thesis: <i>The effect of consumers' technology readiness on the prosumer's attitude and electronic word-of-mouth</i>	
	Advisor: Dr. Sang-Lin Han	
B.S.		
	Hanyang University, Seoul, South Korea	2007
	Major: Business Administration	
	Minor: Philosophy	

BACKGROUND

Assistant Professor		
	University of West Georgia, Carrollton, Georgia	2022 - Present
Associate Instructor		
	Indiana University, Bloomington, Indiana	2019 - 2021

RESEARCH

RESEARCH INTERESTS

My research interests are broadly concerned with consumers' behavior, marketing strategies, and consumer relationship marketing in the sport industry. I am particularly interested in customers' motivations and consequent consumption behaviors in relation to

esports, online sports betting, and service failures, along with the current issues related to data analytics.

PUBLICATIONS

SSCI (Social Sciences Citation Index)

Impact Factor (IF)

For accepted articles, doi is added when available.

Google Scholar: Citations: 298

1. Choi, W., Jang, W. W., **Song, H.**, Kim, M. J., Lee, Wonju, & Byon, K. K. (2024). Esports for Development? Exploring Esports Player Profiles and Their Development and Well-Being Outcomes. *International Journal of Sports Marketing and Sponsorship*. (SSCI, 2020 IF = 3.21)
2. Jang, W. W., Choi, W., Kim, M. J., **Song, H.**, & Byon, K. K. (2024). What makes esports consumers watch streamers' esports live-streaming contents? Extending the theory of planned behavior. *International Journal of Sports Marketing and Sponsorship*. (SSCI, 2020 IF = 3.21)
3. Jeon, J. H., Byon, K. K., **Song, H.**, & Park, S. B. R. (2022). The influence of core service quality associated with Korean women's volleyball on national image and consumption engagement of Korean products: Perspective of Korean Wave in Thailand. *Frontiers in Psychology*, 4353. <https://doi.org/10.3389/fpsyg.2022.788257> . (SSCI, IF = 4.232)
4. **Song, H.**, & Byon, K. K. (2021). Moderating effect of the power-distance belief on the relationship between employees' service failures and customers' behavioral outcomes in the sport service industry. *International Journal of Environmental Research and Public Health*, 18, 2488. <https://doi.org/10.3390/ijerph18052488>. (SSCI, IF = 3.390)
5. Jang, W. W., Byon, K. K., & **Song, H.** (2021). Effect of prior gameplay experience on the relationships between esports gameplay intention and live esports streaming content, *Sustainability*, 12, 8019. <https://doi.org/10.3390/su13148019>. (SSCI, IF = 3.251)
6. Baek, W-Y., **Song, H-S.**, Kim, D-H., & Byon, K. K. (2020). Cause-related marketing and purchase intention toward team-licensed products: Moderating effects of sport consumers' altruism, *Sustainability*, 12, 3183. <https://doi.org/10.3390/su12083183>. (SSCI, IF = 3.251).
7. Kumar, V., Anand, A., & **Song, H.** (2017). Future of retailer profitability: An organizing framework, *Journal of Retailing*, 93, 96-119. <https://doi.org/10.1016/j.jretai.2016.11.003>. (SSCI, IF = 5.245).
8. Han, S-L., **Song, H.**, & Han, J. J. (2013). Effects of technology readiness on prosumer attitude and eWOM, *Journal of Global Scholars of Marketing Science: Bridging Asia and the World*, 23, 159-174. <https://doi.org/10.1080/21639159.2012.760924>

PUBLICATIONS – BOOK CHAPTERS

1. Byon, K. K., Yim, B. H., **Song, H. S.**, & Zhang, J. J. (2022). Sport marketing analysis: An introduction. In K. K. Byon, Yim, B. H., & J. J. Zhang (1st edition), *Contemporary marketing analysis in sport business: Global perspectives*. UK: Routledge.

INTERNATIONAL/NATIONAL RESEARCH PRESENTATIONS (N=15)

1. **Song, H.**, Choi, W., Jang W. W., Kim, M.J., & Byon, K. K. (2023, Oct). *The structural relationship among sensation seeking, fear of missing out, and online sports betting intention: Moderated mediating effect of sales promotion*. 20th Annual Sport Marketing Association, St. Petersburg, FL.
2. Kim, M. J., Jang W. W., **Song, H.**, Choi, W., & Byon, K. K. (2023, Oct). *Understanding the Media Consumption Associated with Domestic Distant Sport Fans*. 20th Annual Sport Marketing Association, St. Petersburg, FL.
3. Jang, W. W., **Song, H.**, & Byon, K. K. (2023, February). *What makes esports consumers' live-streaming: Extending the theory of planned behavior*. (poster presentation) at the 10th Global Sport Business Association Conference. Nassau, Bahamas.
4. Jeon, J-H., Byon K. K., **Song, H.**, & Park., S. (2022, May). *The Influence of core service quality associated with Korean women's volleyball on national image and consumption engagement of Korean products: Perspective of Korean Wave in Thailand*. (poster presentation) at the 2022 North American Society for Sport Management. Atlanta, GA.
5. **Song, H.**, Byon K. K. & Jang, W. W. (2022, March). *Mediation effect of coping strategies between service failures and negative behavioral intentions*. (oral presentation) at the 9th Global Sport Business Association Conference. Nassau, Bahamas.
6. Kim, K. A., Byon. K. K., & **Song, H.** (2021, October). *Revisiting the effects of satisfaction and service quality moderated by switching costs in fitness centers*. Presented (poster presentation) at the 2021 Sport Marketing Association Conference. Las Vegas, Nevada.
7. **Song, H.**, & Byon K. K. (2021, June). *The moderating effect of power-distance belief on the relationship between employees' service failures and behavioral outcomes of fitness center customers*. Presented (poster presentation) at the 2021 North American Society for Sport Management. Virtual Conference.
8. **Song, H.**, & Byon K. K. (2020, May). *Typology of service failures: Age and gender perspectives*. Presented (poster presentation) at the 2020 North American Society for Sport Management. Virtual Conference.

9. **Song, H.**, & Byon K. K. (2019, November). *Antecedents of sport event attendance: A meta-analysis*. Presented (poster presentation) at the 17th Sport Marketing Association Conference. Chicago, Illinois.
10. **Song, H.**, & Byon K. K. (2019, May). *The Effect of RFM scores on behavioral intention*. Presented (poster presentation) at the 2019 North American Society for Sport Management. New Orleans, Louisiana.
11. **Song, H.**, Byon K. K. & Choi, Y. S. (2019, February). *Meta-analysis in sport management*. Presented (poster presentation) at the 7th Global Sport Business Association Conference. Cozumel, Mexico.
12. **Song, H.**, & Byon K. K. (2018, October). *The impact of individual motive, service quality, and past behavior on behavioral intention*. Presented (poster presentation) at the 16th Sport Marketing Association Conference. Dallas, Texas.
13. **Song, H.**, & Byon K. K. (2018, September). *RFM scoring to measure season ticket purchase behavior intention*. Presented (poster presentation) at the 2018 European Association of Sport Management. Malmo, Sweden.
14. **Song, H.**, & Byon K. K. (2018, June). *Athlete endorsement effect in Twitter: Perspective from Big Data*. Presented (poster presentation) at the 2018 North American Society for Sport Management. Halifax, Nova Scotia.
15. **Song, H.**, & Byon K. K. (2018, February). *The impact of athlete endorsement on stock price*. Presented (poster presentation) at the 6th Global Sport Business Association Conference. Cozumel, Mexico.
16. Han, S-L., **Song, H.**, & Han, J. J. (2010, September). *Effects of technology readiness on prosumer attitude and eWOM*. Presented (poster presentation) at the 2010 Global Marketing Conference, Tokyo, Japan.
17. Han, S-L. & **Song, H.** (2010, March). *The effect of consumers' technology readiness on the prosumer's attitude and electronic word-of-mouth*, Presented (oral presentation) at the 2010 Spring Conference of Korea Marketing Association, Seoul, Korea.

AWARDS

1. 9th Global Sport Business Association's Conference. Doctoral Grant Award Competition Winner. Nassau, Bahamas.

FUNDING

2023

Song, H. & Jang, W. W. *Enhancing UWG athletics through data Analysis and marketing strategies*. Student Research Assistant Program at University of West Georgia. Total \$1,550 (Indirect Cost - \$0)

1-29-2024

Internal Research Grant

2023

Jang, W. W., **Song, H.**, & Byon, K. K. *What makes esports consumers watch streamers' live-streaming: Extending the theory of planned behavior*. Junior Faculty Research Grant Competition Award at 10th Global Sport Business Association Conference. Total \$500 (Indirect Cost - \$0)

External Research Grant

2022

Song, H., Byon, K. K. and Jang, W. W. *Mediation effect of coping strategies between service failures and negative behavioral intentions*. Doctoral Grant Award at 9th Global Sport Business Association Conference. Total \$500 (Indirect Cost - \$0)

External Research Grant

TEACHING

TEACHING INTERESTS

I am passionate about sports analytics and have a strong interest in teaching various levels of classes, including hands-on lab sessions. I am also knowledgeable about sport consumer behaviors and have a deep understanding of sport marketing, online sports betting, digital currency, NFTs, and strategic management in the sport industry. Furthermore, I am confident in teaching research methods and have the skills necessary to effectively impart this knowledge to students.

TEACHING EXPERIENCE

University of West Georgia

Carrollton, Georgia

Spring 2024

SPMG-6130: Research & Assessment in Sport (Graduate)

SPMG-6120: Strategic Management in Sport Organization (Graduate)

SPMG-4680: Applied Research Methods in Sport (Undergraduate)

Fall 2023

SPMG-6130: Big Data & Stat Analysis Sport (Graduate)

SPMG-6120: Strategic Management in Sport Organization (Graduate)

SPMG-4685: Sport Fan Behavior (Undergraduate)

Summer 2023

SPMG-6130: Research & Assessment in Sport (Graduate)

SPMG-4685: Issues in Sports Films (Undergraduate)

Spring 2023

SPMG-6120: Strategic Management in Sport Organization (Graduate)

SPMG-6200: Intercollegiate Athletics Management (Graduate)

SPMG-4680: Applied Research Methods in Sport (Undergraduate)

Fall 2022

1-29-2024

SPMG-6120: Strategic Management in Sport Organization (Graduate)
SPMG-4685: Digital Currency in Sport (Undergraduate)
SPMG-4685: Performance-Based Sport Data Analytics (Undergraduate)

Indiana University

Bloomington, *Indiana*

M428: Strategic Management in Sport Industry (Undergraduate, Fall 2021)
M304: International Sport Management (Undergraduate, Spring 2021)
M304 (11319): Sports Analytics (Undergraduate, Fall 2020)
M304 (12366): Sports Analytics (Undergraduate, Fall 2019)
M304: Mega-Sport Event Management (Undergraduate, Spring 2019)

INTERNATIONAL/NATIONAL TEACHING PRESENTATIONS (N=2)

1. **Song, H.**, (2023, Oct). *Cryptocurrency, NFTs, and their influence in the sports industry*. 20th Annual Sport Marketing Association Pedagogy Symposium, St. Petersburg, FL.
2. **Song, H.**, (2022, Oct). *Data Analytics Exercise Using MLB Data*. 19th Annual Sport Marketing Association Pedagogy Symposium, Charlotte, NC.

SERVICE

MANUSCRIPT REVIEWER

Sport Marketing Quarterly
International Journal of Sport Communication
International Journal of Sports Marketing and Sponsorship
Measurement in Physical Education and Exercise Science

PROFESSIONAL SERVICE ACTIVITIES

University of West Georgia

Carrollton, *Georgia*

College of Education Diversity Advisory Committee (2023 – present)

Indiana University

Bloomington, *Indiana*

Doctoral Student Research Committee Member (2018 – present)

Assistant - Sport Management Doctoral Symposium (2021), Indiana University
Assistant - Sport Management Doctoral Symposium (2020), Indiana University
Assistant - Sport Management Doctoral Symposium (2019), Indiana University
Assistant - Sport Management Doctoral Symposium (2018), Indiana University

Doctoral Student Communication Committee Member (2018 – present)

Communication Events Organizing

Annual Sport Management Golf Tournament for faculty and graduate students (2021)
Tailgating Party for faculty and graduate students (2019)
Annual Sport Management Golf Tournament for faculty and graduate students (2019)

1-29-2024

Annual Sport Management Golf Tournament for faculty and graduate students (2018)

Georgia State University

Atlanta, *Georgia*

Advisor in Korean Graduate Student Association (May, 2013 – May, 2014)

President in Korean Graduate Student Association (May, 2012 – May, 2013)

Korean Scholars of Marketing Science

Seoul, *South Korea*

Assistant to the Editor (Jan, 2008 – Jan 2009)