

## MINKYO LEE, Ph.D.

### HOME ADDRESS

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### OFFICE ADDRESS

Department of Sport Management  
College of Business & Management  
East Stroudsburg University  
200 Prospect St, 227 Zimbar Hall  
East Stroudsburg, PA 18301

### EDUCATION

Ph.D. Indiana University, Bloomington, IN  
Concentration: Sport Management (2017)  
Minor: Telecommunication

Dissertation Topic: Motivated processing of commercial information in televised sports:

How team performance influences cognitive information processing and attitude formation

M.S. Yonsei University, Seoul, Korea  
Sport & Leisure Studies (2012)

B.S. Yonsei University, Seoul, Korea  
Sport & Leisure Studies (2010)

### EMPLOYMENT/EXPERIENCE HISTORY

#### East Stroudsburg University, Stroudsburg, PA

Assistant Professor (2018.08-Present)

Full-Time Instructor (2018.01-2018.08)

#### *Graduate Class*

Advanced Research Methods (SMGT 513) – Spring, 2018

Introductions to Research Methods (SMGT 570) – Fall, 2018

Planning & Management for Sport Facilities (SMGT 546) – Fall, 2018

Sport Law (SMGT 549) – Summer, 2018

*Undergraduate Class*

Computer Applications in Sport Management [Sport Analytics] (SMGT 346)  
– Spring, 2018; Fall 2018

Sport Facilities (SMGT 447) – Spring, 2018; Summer, 2018; Fall 2018

Field Experience and Internship (SMGT 486) – Spring, 2018; Summer, 2018

**Indiana University, Bloomington, IN**

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Postdoctoral Research Fellow (2017.8-2018.01)

Adjunct Instructor (2013-2017)

*Graduate Class*

Understanding Sport Media (C580) – Spring, 2017 (Online); Fall, 2016  
(Online); Fall, 2015

*Undergraduate Class*

Sports Analytics (M304) – Fall, 2017 (Online)

Strategic Management in the Sport Industry (M428) – Spring, 2014; Fall, 2013

Graduate Teaching Assistant

Introduction to Sport Communication (C213) – Spring, 2015.

Research and Data Analysis in Sport Management (K500) – Fall, 2012

**Yonsei University, Seoul, Korea**

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Graduate Researcher

Center for Physical Education, Sport, & Leisure Studies (Assistant to  
Professor In-sung Yeo, Department of Sport & Leisure Studies) – Spring, 2010;  
Fall, 2010; Spring, 2011; Fall, 2011

Graduate Teaching Assistant

Department of Sport & Leisure Studies (SLS-8103, SLS-6111, SPE-6565 SLS-4207,  
SLS-3203, SLS-2100, SLS-4207, SLS-2202) – Spring, 2010; Fall, 2010; Spring, 2011;  
Fall, 2011

**SCHOLARSHIP INTEREST**

Within my broad scholarly interest of sport management are my specific research endeavors often related to the areas of sport consumer behavior and sport communications. For instance, my research interests focus on how mediated sports interact with fans' emotions and cognitive systems, which in turn, influence sport consumers' cognitions, perceptions, and behaviors. This line of inquiry draws on theories and concepts from

literature in marketing, psychology, management, and communication and applies them to the sport industry. Most of my studies involve experimental or quasi-experimental examinations of sport media audiences and consumers.

Foci: Sport Consumer Behavior, Sport Communication, Media Psychophysiology

## HONORS & AWARDS

Finalists, Annual Student Research Competition (2017). North American Society for Sport Management (NASSM), Denver, CO.

Grant Award, Annual Doctoral Research Grant Competition (2016). North American Society for Sport Management (NASSM), Orlando, FL.

## PUBLICATIONS – REFEREED ARTICLES

**Lee, M. K.,** Potter, R., & Pedersen, P. M. (In press). The effect of emotion on cognitive effort to process stadium-embedded game advertising: A dynamic motivational system approach, *European Sport Management Quarterly*.

**Lee, M. K.,** Potter, R., Lim, C., & Pedersen, P. M. (2018). The effectiveness of advertising embedded in televised sport programming: How team performance influence attitude formation, *Sport Marketing Quarterly*, 27, 221-235.

**Lee, M. K.,** Lee, J., & Pedersen, P. M. (2016). The role of personality in mediated sport consumption: An application of the 3M model to sport event emotional responses. *Modern Sport Communication*, 2, 84-108.

**Lee, M. K.,** Kim, D. Y., Williams, A. S., & Pedersen, P. M. (2016). Investigating the role of sport commentary: The relationships among quality, flow, satisfaction, and sport-media-consumption behavior. *Journal of Sports Media*, 11(1), 145-167.

**Lee, M. K.,** Lim, C., Yeo, I. S., & Pedersen, P. M. (2015). The marketing of an international match in Asia: The effects of sport commentary and sporting nationalism on framing, priming, and consumer behavior. *Sport Marketing Quarterly*, 24, 234-245.

**Lee, M. K.,** Ryu, S. Y., Clavio, G., Lovell, D. M., Lim, C. H., & Pedersen, P. M. (2014). The effect of Twitter comments on audience perceptions: The controversial referee's call in the 2012 London Olympic Games. *International Journal of Sport Management and Marketing*, 15(3), 102-119.

Yoo, D. H., **Lee, M. K.**, & Yeo, I. S. (2012). The effects of color commentary on audience satisfaction with the commentator, viewing flow, and re-viewing intention in local sports broadcasting: An examination of disposition theory. *Korean Journal of Sports Science*, 21(4), 749-759.

**Lee, M. K.**, & Yeo, I. S. (2011). The effects of home team announcer and color commentator on team image, identification, loyalty, and TV audience satisfaction of a sports contest. *Korean Journal of Physical Education*, 50(3), 193-206.

## PRESENTATIONS – REFEREED

**Lee, M. K.**, Lee, J., Xiaochen, Z., Arner, E. J., & Pedersen, P. M. (Accepted). The effects of dramatic sports programming and congruence on television advertising effectiveness: An examination of emotional and cognitive priming effects using psycho-physiological approaches. The 2019 Conference of the North American Society for Sport Management (NASSM), New Orleans, LA.

Jackson, D., **Lee, M. K.**, & Xiaochen, Z. (Accepted). Single vs. multiple signage: Applying limited capacity message processing to fans' s recognition and recall of in-stadium advertising. The 2019 Conference of the North American Society for Sport Management (NASSM), New Orleans, LA.

Vogt, V. I., **Lee, M. K.**, & Lee, J. (Accepted). The effect of fan passion on sport consumer behavior in the minor league context. The 2019 Conference of the North American Society for Sport Management (NASSM), New Orleans, LA.

Gang, A. C., **Lee, M. K.**, Yoon, J., Pedersen, Z., Willett, M., & Pedersen, P. M (2018, June 9). Strategic Human Resource Management of Foreign Players in Professional Soccer: A Case of the Korean Professional Football League (K-League). The 2018 Conference of the North American Society for Sport Management (NASSM), Halifax, NS, Canada.

Gang, A. C., Yoon, J., **Lee, M. K.**, Pedersen, Z., & Pedersen, P. M (2018, Feb 17). An Analysis of the Turnover Ratio of Foreign Players in Professional Soccer: Identifying the Rationale Behind the Recruitment and Release Procedures Used in the K-league.

The 2018 Conference of the Applied Sport Management Conference (ASMA), Waco, TX.

**Lee, M. K.**, Pedersen, P. M., & Lim, C. H. (2017, July 28). Reexamining Sport Program-Ad Emotion Matching Effect: Motivated Processing of Advertisement Information Embedded in Sport Program Context. The 2017 Conference of the Asian Association for Sport Management (AASM), Pyeongchang, Korea.

**Lee, M. K.**, & Pedersen, P. M. (2017, June 3). The effectiveness of advertising embedded in televised sport programming: How team performance influences attitude formation. The 2017 Conference of the North American Society for Sport Management (NASSM), Denver, CO.

**Lee, M. K.**, & Pedersen, P. M. (2017, June 3). Psychophysiological responses of sport consumers. The 2017 Conference of the North American Society for Sport Management (NASSM), Denver, CO.

**Lee, M. K.**, Lee, J. Y., & Pedersen, P. M. (2015, June 4). Applying the 3M model of personality and motivation to sporting contests. The 2015 Conference of the North American Society for Sport Management (NASSM), Ottawa, CA, Canada.

**Lee, M. K.**, Rhee, M., Park, B. I., & Pedersen, P. M. (2015, June 4). Scent marketing in sport industry. The 2015 Conference of the North American Society for Sport Management (NASSM), Ottawa, CA, Canada.

**Lee, M. K.**, Chung, J. W., Lee, J., Lim, C. H., & Pedersen, P. M. (2014, October 23). The role of emotion in sport sponsorship. 12th Annual Conference of the Sport Marketing Association (SMA), Philadelphia, PA.

Lee, J., Kwon, E. Y., **Lee, M. K.**, & Pedersen, P. M. (2014, October 23). Analyzing social media profile photos: endorsement, faceism, and image construction. 12th Annual Conference of the Sport Marketing Association (SMA), Philadelphia, PA.

**Lee, M.K.**, Lee, J. Y., Yoon, J., Park, B.I., Rhee, M., Willett, M. S., Williams, A., & Pedersen, P.M. (2014, September 10). The role of home team performance on fans'

future attendance. The 22nd Conference of the European Association for Sport Management (EASM). London, UK.

**Lee, M. K.**, Park, J., Lee, J. Y., Lawrence, H., Clavio, G., & Sables, G. (2014, May 30). The effect of Twitter comments on audience's perception: The controversial referee's call in the 2012 London Olympic Games. The 2014 Conference of the North American Society for Sport Management (NASSM), Pittsburgh, PA.

Chung, J. W., Lim, C. H., Lee, W. Y., & **Lee, M. K.** (2013, October 23). Examining the antecedents of using eWOM among golf product consumers. 11th Annual Conference of the Sport Marketing Association (SMA), Albuquerque, NM.

**Lee, M. K.**, Yeo, I. S., Lim, C. H., Clavio, G., & Pedersen, P. M. (2013, May 31). Color commentary in international sport competitions: Analyzing the effects on audience perception and satisfaction. The 2013 Conference of the North American Society for Sport Management (NASSM), Austin, TX.

**Lee, M. K.**, Won, D. Y., & Yeo, I. S. (2011, November 23). Color commentary in local sports broadcasting: The role of color commentators. International Conference of Korean Scholars of Marketing Science, Seoul, Korea.

## PRESENTATIONS – INVITED

**Lee, M. K.** (2016, April 25). How to create effective advertising strategies in sport broadcasting industry. Introduction to Sport Communication (C213), Sport Management (Undergraduate Class), Indiana University, Bloomington, IN.

**Lee, M. K.** (2015, November 6). Motivated processing of commercial information in televised sports: How team performance and commercial influences affective responses, Doctoral Symposium, Sport Management Program, Indiana University, Bloomington, IN.

**Lee, M. K.** (2015, February 9). Strategic Sport Communication Model (SSCM). Introduction to Sport Communication (C213), Sport Management (Undergraduate Class), Indiana University, Bloomington, IN.

**Lee, M. K.** (2014, October 14). The effect of team performance and uncertainty of outcome on sport sponsorship. *Sport Communications (C580), Sport Management (Graduate Class)*, Indiana University, Bloomington, IN.

**Lee, M. K., Park, B. I., & Rhee, M.** (2014, September 2). The role of home team performance on fans' future attendance. *Sport Communications (C580), Sport Management (Graduate Class)*, Indiana University, Bloomington, IN.

**Lee, M. K., Lim, C. H., & Williams, A.** (2013, October 12). Framing and priming effect of commentary on audiences' perceptions: The moderating role of sport nationalism. *Perspectives on Contemporary Korea Conference, Series III*, Ann Arbor, MI.

## RESEARCH & INSTRUCTION GRANTS

**Lee, M.K.** (Awarded). Motivated processing of commercial information in televised sports: How team performance influences cognitive information processing and attitude formation. Doctoral Student Research Grant, North American Society for Sport Management (NASSM). Proposed Grant Amount: \$1,800. Accepted April, 2016.

**Lim, C.H., Lee, M.K., & Yoo, S.K.** (Unfunded). The impact of 3D television on sport spectator's responses through Physiological approach. Samsung electronics. Proposed Grant Amount: \$50,000. Submitted June, 2013.

## FELLOWSHIPS

Graduate Fellowship Award (\$3,000), Department of Kinesiology, School of Public Health, Indiana University – Spring, 2015

Travel Grant Award (\$ 600), Department of Kinesiology, School of Public Health, Indiana University – Spring, 2015; Fall, 2014

Graduate Assistantship (\$5,500), Department of Sport & Leisure Studies, Yonsei University – Spring, 2010; Fall, 2010

Graduate Service Scholarship (\$5,000), Department of Sport & Leisure Studies, Yonsei University – Spring, 2011

Research Fellowship (\$500), Department of Sport & Leisure Studies, Yonsei University –Spring, 2011

Academic Excellence Scholarship (\$2,200), Department of Sport & Leisure Studies, Yonsei University – Spring, 2009

Undergraduate Service Scholarship (\$800), Department of Sport & Leisure Studies, Yonsei University – Spring, 2006; Fall, 2006; Spring, 2007

## SERVICE

### Professional

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Manuscript Reviewer – Communication & Sports, September 2018

Manuscript Reviewer – International Journal of Sport Communication, May, 2016; August, 2016; March, 2017

Manuscript Reviewer – Research in Dance and Physical Education, May, 2017

Manuscript Reviewer – Korean Journal of Physical Education for Girls and Women, August, 2016; November, 2016; February, 2017; May, 2017

### University

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Event Manager, ESU Sport Management Research Symposium, Fall, 2018

Website Manager, Department of Sport Management, East Stroudsburg University, Fall, 2018 –Present

Research Committee, Student Association, Sport Management Doctoral Program, Indiana University, Fall, 2012 – Spring, 2016

General Manager, Winter Sports Camp, Yonsei University, February, 2011, 2012

Student Management Staffer, Department of Sports & Leisure Studies, Yonsei University, January, 2010, 2011, 2012

University Sports Event Volunteer, Student Association of Yonsei University (Athletic Clubs), Yonsei University, March, 2006 – February, 2011

### Community

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President, Kosiers FC, September 2015 – August 2016.

Coach, Kosiers FC, September 2014 – August 2015.



Head Coach, Kosiers FC, September 2013 – August 2014.

Instructor, Seodaemmon Community Center for the Disabled, Seoul, Korea

Rehabilitation and Physical Education (e.g., Swimming, Taekwondo)  
– Fall, 2009, Spring, 2009

Volunteer, Assisting Disabled Children, Paul’s Center, Seoul, Korea, Fall, 2008

Swimming Instructor, Ewha Movement Center, Seoul, Korea, Spring, 2008

Volunteer, Assisting the Homeless, Seoul Station, Seoul, Korea, Fall, 2007

## MEMBERSHIP

Korean Society for Sport Management (NASSM). 2017-Present.

North American Society for Sport Management (NASSM). 2013-Present.

Sport Marketing Association (SMA). 2012-Present.

Korean Alliance for Health, Physical Education, Recreation, & Dance  
(KAHPERD). 2011-2012

Korean Society for Sport and Leisure Studies (KSSLS). 2012-2013

Korean Society for Sport Science (KSSS). 2012-2013

## SKILLS & EXTRACURRICULAR

Computer and Statistical Program Expertise

AMOS, SPSS, MPLUS, MediaLap, DirectRT, and MS Office

Languages: English and Korean

Sport Participation: Golf, Swimming, Snowboarding, and Soccer

## PROFESSIONAL REFERENCES

### References:

Paul Mark Pedersen, Ph.D.  
Editor, *International Journal of Sport Communication*  
Professor & Director, Sport Management/ Communication Programs  
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Director, Institute for Communication Research  
Professor, The Media School  
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Antonio S. Williams, Ph.D.  
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Florida State University  
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139 Chieftan Way  
Tallahassee, FL 32036-4280  
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