

Curriculum Vitae

Dr. Don Lee

Associate Professor in Sport and Fitness Administration
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APPOINTMENTS AND POSITIONS

University of Houston, Houston, Texas.

Associate Professor (tenure-track) in Sport & Fitness Administration, Dpt. of Health & Human Performance, August 2014–2020 (Assistant), 2020–Present (Associate).

Ball State University, Muncie, Indiana.

Assistant Professor (tenure-track) in Sport Administration, Dpt. of Physical Education, Sport, & Exercise Science, August 2010–June 2014.

Mount St. Joseph University, Cincinnati, Ohio. (Formerly “College of Mount St. Joseph”)

Assistant Professor (tenure-track on the 2nd year) in Sport Management, Dpt. of Business Administration, August 2008–June 2010.

EDUCATION

Ph.D. Tourism, Recreation, & Sport Management, University of Florida, Gainesville, FL, August 2008.

M.A. Sport Management, The Ohio State University, Columbus, OH, May 2003.

B.S. Leisure Studies, Keimyung University, Daegu, South Korea, February 1999.

PUBLICATIONS

Peer-Reviewed Publications: In Print, In Press, or Accepted for Publication

1. Yu, H. Y., Robinson, G. M., & Lee, D. (Accepted for publication). To partner or not? A study of co-branding partnership and consumers' perceptions of symbolism and functionality towards co-branded sports products. *International Journal of Sports Marketing and Sponsorship*.
2. Yu, H. Y., Lee, D., Cottingham, M., & Maeng, L. (in press). Consumer perceptions to luxury co-branding partnership in sport wearable market. *International Journal of Human Movement Science*.
3. Lee, D., Cottingham, M., Powers, S., & Maeng, I. (in Press). Perceived fan associations with MLB teams: Bask In spite of Reflected Failure versus Cut Off Reflected Success. *International Journal of Sport Management and Marketing*
4. *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.
5. *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.

6. Walsh, D. W., Green, B. C., Holahan, C., Cance, J. D., & Lee, D. (2019). Healthy aging: An evaluation of sport participation as a resource for older adults in retirement. *Journal of Leisure Research*, 50, 56-80. **SSCI**
7. *Russell, A., Cottingham, M., Barry, A. E., Lee, D., & Walsh, D. (2018). Students transitioning to college and out of competitive sport: Athletic identity, coping, and stress. *Journal of Applied Sport Management*, 10(4), 34-50.
8. * 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.
9. Cottingham, M., Hums, M., Jefferss, M., Lee, D., & Richard, H. (2018). Women of power soccer: Exploring disability and gender in the first competitive team sport for powerchair users. *Sport in Society: Culture, Commerce, Media, Politics*, volume, 1-14.
<http://www.tandfonline.com/doi/full/10.1080/17430437.2017.1421174>
10. Lee, D., Zhang, Y., Cottingham, M., Park, J., & Yu, H. Y. (2017). Values and goals of Chinese sport consumers contrary to American counterparts. *International Journal of Sports Marketing and Sponsorship*, 18(1), 11-28.
11. Lee, D., Giannoulakis, C., Pearson, D., Breslin, W., & Kim, S-H. (2017). Perceived authenticity of sport teams: An exploratory analysis. *International Journal of Sport Management*, 18, 292-312.
12. Trail, G. T., Anderson, D. F., & Lee, D. (2017). A longitudinal study of team-fan role identity on self-reported attendance behavior and future intentions. *Journal of Amateur Sport*, 3(1), 27-49.
13. Lee, D., Cottingham, M., Pearson, D., Kim, S-H., & Park, J. (2016). Collaborative strategy in sports industry: Team co-branding. *The Service Industries Journal*, 36(11-12), 595-613.
14. Kim, S-H., Kim, M-S., & Lee, D. (2016). The effects of personality traits and congruity on customer satisfaction and brand loyalty: Evidence from coffee shop customers. *Advances in Hospitality and Leisure*, 12, 3-33.
15. * Yu, H. Y., Lee, D., & Judge, L. W. (2016). Perceived service qualities and spectator satisfaction: A case study on gender differences. *International Journal of Human Movement Science*, 10(2), 5-19.
16. Judge, L. W., Lee, D., Powers, S., Cottingham, M., Jones, L., Jupin, D., & Krill, C. (2016). Event personality of the NFL and its impact on sponsorship objectives. *Journal of Facility Planning, Design, and Management*, 4(2), 117-130.
17. Judge, L. W., Lee, D., Hoover, D. L., Petersen, J. C., Bellar, D. M., Deitz, S., Leitzelar, B., & Holtzclaw, K. (2016). Marketing effectiveness of the Nanjing Youth Olympic Games: Implications for physical activity. *The Physical Educator*, 73(3), 600-617.
18. Cottingham, M., Carroll, M., Lee, D., Shapiro, D., & Pitts, B. (2016). The historical realization of the Americans with Disabilities Act on athletes with disabilities. *Journal of Legal Aspects of Sport*, 26, 5-21.
19. Kim, M. K., Lee, D., Kim, S-K., & Kim, M. (2015). Leisure constraints affecting experienced martial arts participants. *Asia Pacific Journal of Tourism Research*, 20(9), 1063-1079. **SSCI**
20. Lee, D., Blom, L., Zhang, J., Kim, S-H., & Judge, L. W. (2015). Sport brand extension evaluations: Relationships among brand breath, brand fit, brand attitude, and purchase intention. *International Journal of Sport Management*, 16, 165-181.
21. Kim, S-H., Lee, D. H., & Cannon, D. F. (2014). The application of evaluative congruity theory in destination loyalty. *International Journal of Tourism and Hospitality Research*, 28(10), 5-19.
22. Lee, D., Pierce, D., Kim, K-O., Krill, C., & Felver, N. (2014). Cross cultural differences in consumer evaluation of cobranding in sport. *The Journal of Sport*, 3(2), 203-220.
23. * Zhang, Y., Lee, D., Judge, L. W., & Johnson, J. E. (2014). The relationship among service quality, satisfaction, and future attendance intention: The case of Shanghai ATP Masters 1000. *International Journal of Sports Science*, 4(2), 50-59.
24. * Wanless, E. A., Judge, L. W., Bellar, D. M., Craig, B. W., Pierce, D., Lee, D., & Simon, L. (2014). Pre-and post-activity stretching protocols of NCAA American football programs:

Influence of certification and division affiliation. *International Journal of Sports Science and Coaching*, 9(3), 473-484.

25. Kim, M. K., **Lee, D.**, Schoenstedt, L., Lee, S., & Kim, S-K. (2014). Effects of service quality in motor boat racing: Relationships among perceived service quality, customer satisfaction, and word-of-mouth. *International Journal of Sport Science*, 4(2), 39-46.
26. Judge, L. W., Surber, K. D., Petersen, J., **Lee, D.**, Bellar, D., & Simon, L. (2014). Making the millennial mark: Lessons learned by the Youth Olympic Games. *International Journal of Sport Management*, 15(2), 129-150.
27. Judge, L., **Lee, D.**, Petersen, J., Bellar, D., Surber, K., & Krill, C. (2014). The impact of social media on the awareness of the Olympic movement. *The Sport Journal*
<http://thesportjournal.org/article/the-impact-of-social-media-on-the-awareness-of-the-olympic-movement/> ISSN: 1543-9518
28. Pierce, D., **Lee, D.**, & Petersen, J. (2014). Sport sales personnel perceptions of factors impacting job performance: A factor analysis of sport sales activities. *International Journal of Sport Management*, 15, 71-90.
29. Judge, L. W., **Lee, D.**, Surber, K., Bellar, D., Petersen, J., Ivan, E., & Kim, H. J. (2013). The promotion and perception of the Youth Olympic Games: A Korean Perspective. *ICHPER-SD Journal of Research*, 8(2), 12-18.
30. Lee, C., Bang, H., & **Lee, D.** (2013). Regaining fans' trust after negative incidents: Fit between responses and nature of incidents. *Sports Marketing Quarterly*, 22(4), 235-245. *SSCI*
31. Kim, M. K., Kim, S-K., **Lee, D.**, Judge, L. W., & Huang, H. (2013). Service quality and satisfaction perspectives at the 2011 International Amateur Athletic Federation (IAAF) World Championships. *ICHPER-SD Journal of Research*, 8(2), 39-44.
32. **Lee, D.**, Trail, G. T., Lee, C., & Schoenstedt, L. J. (2013). Exploring factors that affect purchase intention of athletic team merchandise. *ICHPER-SD Journal of Research*, 8(1), 40-48.
33. Choi, H., **Lee, D.**, Judge, L. W., Kim, B., & Park, J. (2013). A study on the relationships between sports broadcasting, sports values, and viewer satisfaction. *Asia Pacific Journal of Innovation and Entrepreneurship*, 6(3), 99-115.
34. Johnson, J. E., Blom, L. C., Judge, L. W., **Lee, D.**, Pierce, D. A., & Ridley, M. J. (2013). The impact of football bowl subdivision head coaching changes on NCAA academic progress rate. *Journal of Issues in Intercollegiate Athletics*, 6, 131-154.
35. Pierce, D., Petersen, J., & **Lee, D.** (2013). Time allocation of sales activities in professional sport organizations. *The Journal of Sport*, 2(1), 1-20.
36. **Lee, D.**, Byon, K. K., Schoenstedt, L., Johns, G., Bussell, L. A., & Choi, H. (2012). Validation of the consumer values versus perceived product attributes model measuring the purchase of athletic team merchandise. *ICHPER-SD Journal of Research*, 7(1), 39-45.
37. Judge, L., Bellar, D., **Lee, D.**, Petersen, J., Wanless, E., Surber, K., Ferkel, R., & Simon, L. (2012). An exploratory study of physical activity patterns of college students at a Midwest state university in the United States. *The Sport Journal*, Volume 15 (ISSN: 1543-9518).
38. **Lee, D.**, Kroncke, C., & Johnson, J. E. (2012). Consumer evaluation of brand fit, attitude, and purchase intention of athletic team merchandise. *International Journal of Sport Management and Marketing*, 11, 3/4, 158-171.
39. Judge, L. W., Bellar, D., Blom, L. C., **Lee, D.**, Harris, B., Turk, M., McAtee, G., & Johnson, J. (2012). Perceived social support from strength and conditioning coaches among injured student athletes. *Journal of Strength & Conditioning Research*, 26(4), 1154-1161.
40. **Lee, D.**, & Trail, G. T. (2012). Confirmatory analysis of the athletic team merchandise model. *Measurement in Physical Education and Exercise Science*, 16, 101-118.
41. **Lee, D.**, Cheon, W., Judge, L. W., Shin, H., & Kim, K-O. (2012). Motives and marketing stimuli affecting eSports consumption: Cross-cultural perspectives. *International Journal of Sport Management*, 13(2), 203-223.
42. **Lee, D.**, Zhang, J. J., Armstrong, K. L., & Kim, S-H. (2011). Self, social, team, and situational factors influencing televised sports viewership. *Journal of Applied Marketing Theory*, 2(1), 59-

78.

43. **Lee, D.**, & Schoenstedt, L. J. (2011). Comparison of eSports and traditional sports consumption motives. *ICHPER-SD Journal of Research*, 6(2), 39-44.
44. **Lee, D.**, & Trail, G. (2011). The influence of personal values and goals on cognitive and behavioral involvement in sport. *Journal of Sport Management*, 25(6), 1-26.
45. Johnson, J, E., & **Lee, D.** (2011). Super Bowl commercial and game consumption for the college demographic. *The Sport Journal*, 14(1), 1-17 (ISSN: 1543-9518).
46. **Lee, D-H.**, Pierce, D., Kim, M-K., Judge, L. W., & Lee, S-J. (2011). Ethnic identification, attitude toward PGA golfers, and intention to consume golf. *The Korea Journal of Sports Science*, 20(4), 697-711.
47. **Lee, D.**, & Trail, G. T. (2011). A theoretical model of team-licensed merchandise purchasing (TLMP). *ICHPER-SD Journal of Research*, 6(1), 52-57.
48. **Lee, D.**, Trail, G. T., Kwon, H. H., & Anderson, D. F. (2011). Consumer values versus perceived product attributes: Relationships among items from the MVS, PRS, and PERVAL scales. *Sport Management Review*, 14, 89-101.
49. **Lee, D-H.**, Lee, S-J., & Houlette, M. A. (2010). Multigroup confirmatory factor analysis of the licensed team merchandise model. *The Korea Journal of Sports Science*, 19(3), 801-812.
50. **Lee, D.**, Cianfrone, B. A., Byon, K. K., & Schoenstedt, L. (2010). An examination of the relationships among personal values, team identification, product involvement, product attributes, and purchase intention of licensed team merchandise. *International Journal of Sport Management*, 11, 517-540.
51. **Lee, D.**, Trail, G. T., & Anderson, D. F. (2009). Differences in motives and points of attachment by season ticket status: A case study of the ACHA. *International Journal of Sport Management and Marketing*, 5(1/2), 132-150.
52. Kwon, H. H., Trail, G. T., & **Lee, D.** (2008). The effects of vicarious achievement and team identification on BIRGing and CORFing. *Sport Marketing Quarterly*, 17, 209-217.
53. **Lee, D.**, & Armstrong, K. L. (2008). Gender differences in the factors influencing viewership of televised sports. *International Journal of Sport Management*, 9, 46-66.

Book Chapters, Reports, Abstracts, Reviews, Letters, and Editorials

1. **Lee, D.**, Pearson, D., Cottingham, M., Lee, M., Yu, H. Y., Pitts, B. G., & Zhang, J. J. (2020). 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. xx-xx). London, UK: Routledge (ISBN: xxx-x-xxx-xxxxx-x).
2. **Lee, D.**, Walsh, D., Maeng, L-S., & Lee, M. (2020). BIRFing and CORSing of Sport Fans: A Case Analysis. In J. J. Zhang., & B. G. Pitts. (Eds.), *Sport business in the U.S.: Contemporary perspectives* (pp. xx-xx). London, UK: Routledge (ISBN: xxx-x-xxx-xxxxx-x).
3. Cottingham, M., **Lee, D.**, & Lee, M. (2018). Title of Work Here. *Challenged Athletes Foundation*.
4. **Lee, D.** (2018). Betting on sports: Post 2018 legal sports betting. *Korea Institute of Sport Science*. Vol.42, pp. 1-24. (In Korean)
5. Cottingham, M., **Lee, D.**, Lee, M., & Daundasekara, S. (2018). An exploration of relevant literature on disability sport and population statistics of individuals with disabilities. *Challenged Athletes Foundation*.
6. Cottingham, M., Velasco, F., Laughlin, M., & **Lee, D.** (2015). Examination of the Size and Scope of Youth Disability Sport Participation in the United States. *National Collegiate Athletic Association*.

PRESENTATIONS

National / International Professional Presentations

1. *Yu, H. Y., Lee, D., & Cottingham, M. (2020, May). *Sport fan's team switching behavior in the case of CORSing*. North American Society for Sport Management Conference, San Diego, CA.
2. *Yu, H. Y., Lee, D., & Cottingham, M. (2019, November). *To partner or not? The effect of brand alliance on consumer behavior within sports industry*. Sport Entertainment & Venues Tomorrow Conference, Columbus, SC.
3. *Lee, M., Lee, D., & Foreman, J. (2019, November). *The interaction effects between endorser-brand congruence and endorser authenticity on consumer responses*. Sport Marketing Association Conference, Chicago, IL.
4. *Yu, H. Y., Lee, D., & Cottingham, M. (2019, November). *Co-branding positioning and strategies in sports context*. Sport Marketing Association Conference, Chicago, IL.
5. *Yu, H. Y., Robinson, M. G., Lee, D., & Cottingham, M. (2019, May). *Servant leadership in the sport fitness industries: A relational model to increase member retention*. North American Society for Sport Management Conference, New Orleans, LA.
6. *Lee, M., Shin, S-H., Jun, C., 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 Conference, New Orleans, LA.
7. Cottingham, M., Lee, D., & Daundasekara, S. S. (2019, May). *The next level: An examination of barriers for athletes at different levels of competition*. North American Society for Sport Management Conference, New Orleans, LA.
8. 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 Conference, New Orleans, LA.
9. *Yu, H. Y., Robinson, M. G., Magnusen, M. J., 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 Conference, Nashville, TN.
10. Lee, D., Park, I., Maeng, I., Yu, H. Y., & Lee, M. (2018, October). *How sport consumers authenticate teams: Global perspectives*. Sport Marketing Association Conference, Dallas, TX.
11. *Lee, M. W., & Lee, D. (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 Conference, Halifax, Nova Scotia, Canada. – **Student Research Competition Award Finalist**
12. Lee, D., Maeng, I., Park, J., & Hyun, H. (2018, April). *Perceived team authenticity: Perspectives from Korean marketplace*. International Conference of Asian Marketing Associations, Bangkok, Thailand.
13. Park, J., Lee, D., Park, J., & Yoo, W. S. (2018, April). *The power of negative online product reviews: Application of the third person effects in online product reviews among smartphone users*. International Conference of Asian Marketing Associations, Bangkok, Thailand.
14. Yu*, H., Lee, M., Lee, D., Cottingham, M., & Lee, M. (2018, February). *Exploring sport fan association types across sports*. Applied Sport Management Association conference, Waco, TX.
15. Cottingham, M., Lee, D., Ogunrinde, J. O., & Ramirez, L. (2018, March). *Exploring the impact of legislation on quality of lives of athletes with disabilities on Nicaragua and Columbia*. Sport & Recreation Law Association Conference, San Antonio, TX.
16. Lee, D., Lee, M., Yu, H., & Cottingham, M. (2017, November). *Visual Mapping of Fan Associations: BIRFers and CORSers*. Sport Marketing Association conference, Boston, MA.
17. Lee, M. W., 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 Conference, Denver, CO. *
18. Yu, H. Y., Lee, M. W., Dasmohapatra, M., Winkler, K., & Lee, D. (2017, February). *Case study competition*. Applied Sport Management Association conference, Baton Rouge, LA. *

19. Cottingham, M., Hums, M., Jeffress, M., & **Lee, D.** (2016, November). *Women of power soccer: Exploring disability and gender in the first competitive team sport for powerchair users*. North American Society for the Sociology of Sport conference, Tampa Bay, FL.
20. **Lee, D.**, Yu, H. Y., Cottingham, M., Pearson, D., & Walsh, D. W. (2016, November). *Team association types among CORSErs and BIRFers*. Sport Marketing Association Conference, Indianapolis, IN.
21. **Lee, D.**, Yu, H. Y., Kim, C., Cottingham, M., & Kim, S-H. (2016, November). *Place promotion and mega sporting events: Perspectives from the Final Four 2016*. Sport Marketing Association Conference, Indianapolis, IN.
22. Cottingham, M., **Lee, D.**, Laughlin, M., & Velasco, M. F. (2016, June). *Examining the size and scope of youth disability sport*. North American Society for Sport Management Conference, Orlando, FL.
23. Yu, H., **Lee, D.**, & Cottingham, M. (2016, June). *The link between team associations and team product consumptive behaviors*. North American Society for Sport Management Conference, Orlando, FL. *
24. **Lee, D.**, Zhang, Y., Cottingham, M., & Yu, H. (2016, June). *Personal values, goals, and involvements in sport: A cross-cultural study*. North American Society for Sport Management Conference, Orlando, FL.
25. Powers, S., Razon, S., & **Lee, D.** (2016, April). *From Division I athletic leadership advantage to leadership deficit thinking*. The College Sport Research Institute Conference, Columbia, SC.
26. Powers, S., Judge, L., & **Lee, D.** (2016, April). *An Investigation of Destructive Leadership in a Division I Intercollegiate Athletic Department: A Toxic Triangle Perspective*. The College Sport Research Institute Conference, Columbia, SC.
27. Chou, W-H., Cottingham, M., **Lee, D.**, & Pearson, D. (2015, October). *Beautiful vs. Ugly Team: The Effects of Sport Team Appearance*. Sport Marketing Association Conference, Atlanta, GA. *
28. **Lee, D.**, Giannoulakis, C., Pearson, D., & Breslin, W. (2015, June). *Sport Team Brand Authenticity: An Exploratory Analysis*. North American Society for Sport Management Conference, Ottawa, Ontario, Canada.
29. Chou, W., Cottingham II, M., **Lee, D.**, & Pearson, D. (2015, February). *An Examination of the Team Symbolic Factors that Influence Sport Consumption*. Southern Sport Management Conference, Baton Rouge, LA. *
30. Judge, L. W., Petersen, J., Bellar, D., Dieringer, S., **Lee, D.**, Wanless, E., & Blake, A. (2014, October). *The Youth Olympic Games: Still the Best Kept Secret in Sports?* The 12th International Symposium for Olympic Research, London, Ontario, Canada.
31. Kim, H. J., **Lee, D.**, Bellar, D., Dieringer, S., Shin, C. H., Cho, H. C., & Judge, L. W. (2014, July). *The Relationship between the Level of Physical Activity and Body Satisfaction in Collegiate Females*. National Strength and Conditioning Association, Las Vegas, NV. *
32. **Lee, D.**, Kim, M., & Krill, C. (2014, May). *Qualitative Analysis of Consumer Brand Associations for Sports Brands: Cross-Cultural Comparison*. North American Society for Sport Management, Pittsburgh, PA.
33. Kim, M., **Lee, D.**, Kim, S-K., & Schoenstedt, L. (2014, May). *Service Quality, Perceived Value, Satisfaction, and Intention for Word-Of-Mouth among Spectators in Motor Boat Racing*. North American Society for Sport Management, Pittsburgh, PA.
34. Tracy, D., Johnson, J. E., **Lee, D.**, Goins, A., & Cretin, Katherine. (2014, April). *An Analysis of Football Game Attendance Motivations at an NAIA Institution*. College Sports Research Institute, Columbia, SC.
35. Pierce, A. D., Petersen, J., & **Lee, D.** (2014, April). *Sales Performance in Professional Sport Organizations*. AAHPERD National Convention & Expo, St. Louis, MO.
36. Petersen, J., Judge, L. W., Bellar, D., & **Lee, D.** (2013, October). *Growing the Youth Olympic Games: Comparing Millennial Generation Sport Festival Engagement*. Sport Marketing Association Conference, Albuquerque, NM.
37. Kim, M-K., Min, S. D., **Lee, D.**, Kim, S-K., & Judge, L. W. (2013, October). *Factors Explaining*

- Satisfaction and Future Recommendation at Sport Media Center*. Sport Marketing Association Conference, Albuquerque, NM.
38. Petersen, J., Judge, L. W., Bellar, D., & Lee, D. (2013, October). *Growing the Youth Olympic Games: Comparing Millennial Generation Sport Festival Engagement*. Sport Marketing Association Conference, Albuquerque, NM.
 39. Judge, L. W., Lee, D., Bellar, D., Petersen, J., Wanless, E., & Surber, K. (2013, July). *The Promotion and Perception of the Youth Olympic Games: A Korean Perspective*. The ISSA World Congress of Sociology of Sport, Glasgow, UK.
 40. Judge, L. W., Lee, D., Petersen, J., & Bellar, D. (2013, July). *The Impact of Social Media on the Awareness of the Olympic Movement*. The 2012 Pre-Olympic Congress, Liverpool, UK.
 41. Johnson, J. E., Judge, L. W., Lee, D., Blom, L. C., Wanless, E., & Ridley, M. (2013, May). *Does a Head Coach Change Impact NCAA Academic Progress Rate?: A Study of FBS Coaching Changes from 2003-2011*. North American Society for Sport Management Conference, Austin, TX.
 42. Lee, D., Pierce, D., Kim, M., Kim, S-H., & Judge, L. W. (2013, April). *Cross-Cultural Difference in the Evaluation of Cobranding*. Southern Sport Management Conference, Troy, AL.
 43. Johnson, J. E., Judge, L. W., Pierce, D. A., Lee, D., & Ridley, M. J. (2013, April). *APR, Head Coaching Changes, and Athletic Success: An Exploratory Analysis of FBS and FCS Football Programs*. College Sport Research Institute Conference, Chapel Hill, NC.
 44. Judge, L. W., Bellar, D., Petersen, J., Lutz, R. Gilreath, E., & Lee, D. (2012, November). *Attitudes and insights about PED use in adolescent track and field athletes*. North American Society of Sport Sociology Conference, New Orleans, LA.
 45. Judge, L. W., Pierce, D., Wanless, E., Lee, D., & Petersen, J. (2012, November). *Utilizing Experiential Learning to Teach Sport Event Management: The Chase Charlie into Shape Project*. Sport Entertainment & Venues Tomorrow Conference, Columbia, SC.
 46. Judge, L. W., Lee, D., Petersen, J., Surber, K., Schoenstedt, L., & Wanless, E. (2012, October). *Millennial Marketing in the Youth Olympic Games: Hit or Miss?* Sport Marketing Association Conference, Orlando, FL.
 47. Schoenstedt, L., Lee, D., Reau, J., Judge, L. W., & Kim, M. (2012, October). *Use of Social Media Marketing for the Western & Southern Tennis Open*. Sport Marketing Association Conference, Orlando, FL.
 48. Pierce, D., Petersen, J., & Lee, D. (2012, October). *Sport Sales Job Activities and Job Performance: A Factor Analysis*. Sport Marketing Association Conference, Orlando, FL. – **SMA Best Professional Paper Winner**
 49. Lee, D., Blom, C. L., Zhang, J. J., Kim, S-H., & Choi, H. (2012, October). *Consumers' Sport Brand Extension Evaluations*. Sport Marketing Association Conference, Orlando, FL.
 50. Judge, L. W., Bellar, D., Petersen, J., Lutz, R., Gilbreath, E., & Lee, D. (2012, October). *Utilizing the Theory of Planned Behavior to predict Adolescent PED Use*. Association for Applied Sport Psychology Conference, Atlanta, GA.
 51. Kim, S-H., & Lee, D. (2012, August). *A Structural Model for Examining How Destination Image, Perceived Value, and Service Quality Affect Destination Loyalty*. ICHRIE Conference, Providence, RI.
 52. Judge, L. W., Lee, D., Petersen, J., & Bellar, D. (2012, July). *The Impact of Social Media on the Awareness of the Olympic Movement*. The 2012 Pre- Olympic Congress, Liverpool, UK.
 53. Judge, L., Lee, D., Bellar, D., Petersen, J., Wanless, E., & Surber, K. (2012, July). *The Promotion and Perception of the Youth Olympic Games: A Korean Perspective*. The ISSA World Congress of Sociology of Sport, Glasgow, UK.
 54. Kim, S-H., Lee, D., & Han, H-S. (2012, July). *The Effect of Confirmation Bias on Tourist's Loyalty*. TOSOK International Tourism Conference, Ulsan, S. Korea.
 55. Kim, M. K., Lee, D., & Schoenstedt, L. (2012, May). *The Martial Arts Participants Profiles: A case of Amateur Athletic Union (AAU) Taekwondo*. North American Society for Sport Management Conference, Seattle, WA.
 56. Byon, K. K., Lee, D., Baker, T. A., Kim, M. K., & Thomas, C. (2012, April). *Identification of*

- Dimensions Associated with Perceived Value in Spectator Sport*. Southern Sport Management Conference, Troy, AL.
57. **Lee, D.**, Byon, K. K., Schoenstedt, L., Kim, M. K., Johns, G., & Bussell, L. D. (2012, April). *Validation of the Consumer Values Versus Perceived Product Attributes Model Measuring the Purchase of Athletic Team Merchandise*. Southern Sport Management Conference, Troy, AL.
 58. **Lee, D.**, Judge, L. W., Pierce, D., & Kim, M. K. (2011, November). *Ethnic identity, attitude toward PGA golfers, and intention to consume recreational golf*. Sports Management Association of Australia and New Zealand, Melbourne, Australia.
 59. Judge, L. W., Surber, K. D., Petersen, J., Bellar, D., & **Lee, D.** (2011, November). *Making the Millennial mark: Lessons learned by the Youth Olympic Games*. Sports Management Association of Australia and New Zealand, Melbourne, Australia.
 60. **Lee, D.**, & Schoenstedt, L. (2011, October). *eSports consumption motives: Comparison to traditional sport involvement*. Sport Marketing Association Conference, Houston, TX.
 61. Min, S. D., Wang, R. T., **Lee, D.**, & Zhang, J. J. (2011, October). *Demographic differentiation of market demand of professional women's basketball game events in Korea*. Sport Marketing Association Conference, Houston, TX.
 62. **Lee, D.**, Kroncke, C., Johnson, J. E., & Wanless, E. (2011, October). *Consumer evaluation of brand fit, attitude, and purchase intention of athletic team merchandise*. Sport Marketing Association Conference, Houston, TX.
 63. **Lee, D.**, Judge, L., Bellar, D., Cheon, W., & Lee, S. (2011, July). *Resistance training patterns among university students: Cross-cultural comparison*. National Strength and Conditioning Association Conference, Las Vegas, NV.
 64. **Lee, D.**, Judge, L., Kim, S-H., & Pierce, D. (2011, June). *Motives Impacting eSports Consumption: A Cross-Cultural Comparison*. North American Society for Sport Management Conference, London, Ontario, Canada.
 65. Kim, S-H., & **Lee, D.** (2011, February). *Similarities and Differences in Younger and Older Seniors' Travel Experience*. Southeast CHRIE Conference, Atlanta, GA.
 66. Judge, L., **Lee, D.**, Bellar, D., Gilreath, E., & Wanless, E. (2010, October). *Resistance training patterns among university students*. 7th International Strength Training Conference, Bratislava, Slovakia.
 67. **Lee, D.**, Cianfrone, B., Byon, K. K., & Schoenstedt, L. (2009, May). *An Empirical Examination of the Licensed Team Merchandise Model*. North American Society for Sport Management Conference, Columbia, SC.
 68. Schoenstedt, L., & **Lee, D.** (2009, May). *A New Media Olympic Experience: 8.8.08 @ 8:00*. North American Society for Sport Management Conference, Columbia, SC.
 69. **Lee, D.**, Cianfrone, B., & Byon, K. K. (2008, July). *A Conceptual Framework of the Relationships among Personal Values, Team Identification, Product Involvement, Perceived Value, and Consumption of Team Licensed Merchandise*. Sport Marketing Association Conference, Gold Coast, Australia.
 70. Trail, G. T., Kwon, H. H., & **Lee, D.** (2007, May). *The Effects of Vicarious Achievement and Team Identification on BIRGing and CORFing*. North American Society for Sport Management Conference, Fort Lauderdale, FL.
 71. Trail, G. T., Anderson, D. F., & **Lee, D.** (2006, November). *Determinants of Attendance: The Predictive Value of Team Identification, Past Attendance, and Attendance Intentions*. Sport Marketing Association Conference, Denver, CO.
 72. Trail, G. T., Kim, M., Chelladurai, P., & **Lee, D.** (2006, June). *Differences by Gender and Institutional Level across Personal Values, Organizational Goals and Processes in Intercollegiate Athletics*. North American Society for Sport Management Conference, Kansas City, KS.
 73. **Lee, D.**, Trail, G. T., & Anderson, D. F. (2005, November). *Motives and Points of Attachment by Season Ticket Status: A Case Study on the ACHA*. Sport Marketing Association Conference, Tempe, AZ.
 74. **Lee, D.**, Trail, G. T., Kwon, H. H., & Anderson, D. F. (2005, November). *Licensed Sport Merchandise Consumption: Psychometric Properties of the MVS, PRS, and PERVAL Scales*.

- Sport Marketing Association Conference, Tempe, AZ.
75. Kwon, H. H., Trail, G. T., Anderson, D. F., & Lee, D. (2004, November). *Three-Factor Model of Point of Attachment Index (PAI): Parsimony and Meaningfulness*. Sport Marketing Association Conference, Memphis, TN.
 76. Anderson, D., Lee, D., Trail, G. T., & Kwon, H. H. (2004, November). *Stability of sport consumer's motives across college football season among college students*. Sport Marketing Association Conference, Memphis, TN.
 77. Lee, D., & Armstrong, K. L. (2004, November). *An Examination of the Influence of Self, Social, and Team Related Motives on the Consumption of Televised Sports*. Sport Marketing Association Conference, Memphis, TN.
 78. Kwon, H. H., Trail, G. T., Anderson, D. F., & Lee, D. (2004, June). *Points of attachment: The comparison of three models*. North American Society for Sport Management Conference, Atlanta, GA.

Invited Lectures and Presentations

Research Symposiums

1. Lee, D. (2019, October). *Post May 2018 in Sport*. Presented at Health and Human Performance Research Symposium, University of Houston, TX.
2. Lee, D. (2017, October). *Fans' associations with teams: BIRFers vs. CORSers*. Presented at Health and Human Performance Research Symposium, University of Houston, TX.
3. Lee, D. (2015, October). *Perceived meaning of authenticity for professional sport teams*. Presented at Health and Human Performance Research Symposium, University of Houston, TX.
4. Lee, D. (2014, October). *Co-Branding Practices in Sports*. Presented at Health and Human Performance Research Symposium, University of Houston, TX.

Guest Lectures

1. Lee, D. (2019, October). *Current Issues in the Sports and Fitness Industry*. PEP 8303, University of Houston, TX.
2. Lee, D. (2018, October). *Legal Sports Betting in the U.S.* PEP 8303, University of Houston, TX.
3. Lee, D. (2017, October). *Measurements in the Field of Sport and Fitness Industry*. PEP 8303, University of Houston, TX.
4. Lee, D. (2016, October). *Measurements in the Field of Sport and Fitness Industry*. PEP 8303, University of Houston, TX.
5. Lee, D. (2015, October). *Current Issues in the Sports and Fitness Industry*. PEP 8303, University of Houston, TX.
6. Lee, D. (2013, October). *Application of Multivariate Statistics in Sport Administration*. Guest lecture in sport psychology class, Ball State University, IN.

INTERVIEWS AND PUBLICITY

1. Interviews with Houston Korean Herold, March, 2015

FUNDED EXTERNAL GRANTS AND CONTRACTS

1. Lee, D (PI). Business and research development for for-profit organization. Martial Arts USA. Proposal#: 000178038. (FUNDED AMOUNT: \$10,728; 31% IDC; 100% effort; January, 2019—March, 2020).
2. Cottingham, M (PI), & Lee, D (Co-I). Exploration of disability demographic data and development of measures to determine the potential and impact of disability sport participation. Challenged Athletes Foundation. Proposal#: 000176484. (FUNDED AMOUNT: \$8,803; 10%

IDC; 30% effort; February, 2018 – August, 2019).

3. Cottingham, M (PI), & **Lee, D (Co-I)**. Development of Collegiate Wheelchair Tennis. United States Tennis Association. (FUNDED AMOUNT: \$3,000; 40% effort; January 6th - Dec, 2018).
4. Cottingham, M (PI), Kwan, S., & **Lee, D. (Co-I)**. Advancement of Adaptive Athletics at UH. Craig Nielsen Foundation. Requested amount: \$70,000 (FUNDED AMOUNT: \$61,500; 20% effort; September 15th 2017 – November, 2018).
5. Layne, C (PI), Walsh, D., Cottingham, M., **Lee, D (Co-I)**, & Pearson, D. Super Four Internship Experience. Houston Final Four 2016 and Houston Super Bowl 2017 Committee. Proposal#: I182-11. Requested amount: \$25,000 (FUNDED AMOUNT: \$25,000; Approved on April, 2015).
6. Cottingham, M (PI), Kwan, S., & **Lee, D. (Co-I)**. Growth and development of wheelchair tennis. United States Tennis Association. (FUNDED AMOUNT: \$8,000; Approved on April, 2017).
7. Cottingham, M (PI), & **Lee, D (Co-I)**. The addition of wheelchair tennis in adaptive athletics at University of Houston. United States Tennis Association. Proposal#: 12357. Requested amount: \$9,580 (FUNDED AMOUNT: \$4,350; 10% IDC; 20% effort; Approved on December, 2014).
8. **Lee, D (PI)**. Experiential Learning via a Marketing Campaign for MD's Golf Academy. D & M Golf Corporation. Proposal#: 340-14. Requested amount: \$2,000 (FUNDED AMOUNT: \$2,000; Approved on February 24, 2014).
9. Judge, L. W (PI), Pierce, D., **Lee, D. (Co-I)**, & Gilreath, E. Charlie Cardinal into Shape. Ball Brothers Foundation. Proposal#: 562-11. Requested amount: \$5,000 (FUNDED AMOUNT: \$2,500; Approved on March 4, 2011).

FUNDED INTERNAL GRANTS AND CONTRACTS

1. **Lee, D (PI)**, & Walsh, D. W. (Co-I). Healthy aging: Sport participation as a resource for older adults in retirement. Research Progress Grant. Division of Research at University of Houston. Requested amount: \$7,639. (FUNDED AMOUNT: \$4,000; Approved on February, 2018).
2. **Lee, D (PI)**. Quadruple grid of team identification revisited. New Faculty Research Award Program. Division of Research at University of Houston. Requested amount: \$6,000. (FUNDED AMOUNT: \$6,000; Approved on January, 2016).
3. Cottingham, M (PI), **Lee, D (Co-I)**, & Lee, B-C. Development of measures for classification system for athletes with disabilities. Research Progress Grant. Division of Research at University of Houston. Proposal#: I182-11. Requested amount: \$11,795. (FUNDED AMOUNT: \$11,795; Approved on February, 2016)
4. Cottingham, M (PI), **Lee, D (Co-I)**, Pearson, D., & Walsh, D. W. The development of a certificate in sport operations. University of Houston Office of the Provost. Proposal#: 482-13. Requested amount: \$84,230 (FUNDED AMOUNT: \$84,230; Approved on December, 2014).
5. **Lee, D (PI)**. Ethnic identification, attitude toward international professional golfers, and recreational golf consumption. Faculty ASPiRE grant program FY 2011. ASPiRE program at Ball State University. Proposal#: I182-11. Requested amount: \$1,500 (FUNDED AMOUNT: \$1,500; Approved on March 4, 2010).

TEACHING AND STUDENT LEARNING

1. Journal Club (PEP 8304; taught as independent study), University of Houston, Department of Health and Human Performance
2. Economic and Financial Aspects in Sport (PEP 7309)

3. Measurement in Health and Physical Education (PEP 6305), University of Houston, Department of Health and Human Performance
4. Economic and Financial Aspects in Sport (KIN 4345 at UH)
5. Sport Governance (KIN 4340), University of Houston, Department of Health and Human Performance
6. Sport Facility Management (KIN 3370 at UH)
7. Sport Marketing
8. Human Resource Management

Student Advising

Doctorate advisees

1. **Minseok Cho**, Fall 2020 to present.
2. **Myungwoo Lee**, Fall 2016 to present.
 - a. Candidacy project completed (February, 2018)
3. **Hoyeol Yu**, Fall 2015 to Summer 2020.
 - a. Appointed to be an assistant professor at Arkansas State University (Fall 2020)
 - b. Dissertation completed (May, 2020)
 - c. Candidacy project completed (January, 2018)

Master's advisees

1. **Ana Malagon**, 2016~2017.
2. **Natalia Duron**, 2016~2017.
3. **Daniel Paiva**, 2016~2017.
4. **Michael Tank**, Fall 2016.
5. **Christopher Johnson**, 2016~2017.

Students' Achievements

Hoyeol Yu (Doctoral advisee; Fall 2015 ~ Summer 2020)

1. Appointed to be an assistant professor at Arkansas State University (Fall 2020)
2. HHP Student Research Award – Spring 2018
3. ASMA case study competition – Spring 2017 (Role: Advisor)
4. NASSM conference presentation accepted, second author – Spring 2017 (Role: Advisor)
5. Received \$5,000 Sugar Land Scholarship – Fall 2015 through Spring 2016 (Role: Advisor)
6. Primary author publication in International Journal of Human Movement Science – Fall 2016 (Role: Mentor & 2nd author)
7. Publication in International Journal of Sports Marketing and Sponsorship – Fall 2016 (Role: Mentor & Primary author)
8. Presentation I at Sport Marketing Association Conference – November 2016 (Role: Mentor & Primary author)
9. Presentation II at Sport Marketing Association Conference – November 2016 (Role: Mentor & Primary author)
10. Presentation I at North American Society for Sport Management Conference – June 2016 (Role: Mentor & 2nd author)
11. Presentation II at North American Society for Sport Management Conference – June 2016 (Role: Mentor & Primary author)

Myungwoo Lee (Doctoral advisee; Fall 2016 ~ Present)

1. GTF summer funding recipient – 2018
2. Finalist for NASSM Student Research Competition – **Spring 2018** (Role: Advisor)
 - a. Received \$250 award, a waiver of conference registration, and invited talk
3. Recipient of Korean-American Doctoral Student Scholarship – Spring 2017 (Role: Advisor)
4. ASMA case study competition – Spring 2017 (Role: Advisor)

5. NASSM conference presentation accepted, primary author – Spring 2017 (Role: Advisor)
6. Sugar Land Scholarship recipient – Fall 2016 through Spring 2017 (Role: Advisor)
7. Elevator Speech contest, Health and Human Performance – Fall 2016 (Role: Mentor)

Ana Malagon (*Master's advisee; Fall 2016 ~ Present*)

1. Sugar Land Scholarship recipient – Fall 2016 (Role: Advisor)

Thesis and Dissertation Committee

Dissertation Committee

1. Chair, Myungwoo Lee
2. Chair, Hoyeol Yu, completed on May, 2020.

Thesis Committee

3. Member, Alex Russell, defended on July, 2016.
4. Member, Wen-hao Chou, defended on July, 2015.
5. Member, Elizabeth Wanless, defended on July, 2011.

Master's Research Projects completed

1. Chelsie Krill, Research project advisor, completed on July, 2014.
2. Brittany Ridgway, Research project advisor, completed in Spring, 2011.
3. Julian Longo, Research project advisor, completed in Spring, 2011.

Graduate Student Research Symposium completed

1. Hoyeol Yu
 - a. Elevator Speech contest in HHP Annual Student Research Symposium, Fall, 2017.
 - b. Oral presentation at HHP Annual Student Research Symposium, Fall, 2015.
2. Myungwoo Lee
 - a. Oral presentation at HHP Annual Student Research Symposium, Fall, 2017.
 - b. Elevator Speech contest in HHP Annual Student Research Symposium, Fall, 2016.
3. Chelsie Krill
 - a. Poster presentation at Ball State University Annual Student Research Symposium, Spring 2014.
4. HJ Kim, JS Park, & KH Kim
 - a. Poster presentation at Ball State University Annual Student Research Symposium, Spring 2012, 2014.

Undergraduate Student Research Symposium completed

1. J Lambert, S Ruekert, L Yoder, & K Towels
 - a. Poster presentation at Ball State University Annual Student Research Symposium, Spring 2014.
2. A Lee & HW Lee
 - a. Poster presentation at Ball State University Annual Student Research Symposium, Spring 2014.
3. C Clifford, L Pritchett, J Miller, & T Wesling
 - a. Poster presentation at Ball State University Annual Student Research Symposium, Spring 2014.
4. S Porter, D Preuett, & E Stevens
 - a. Poster presentation at Ball State University Annual Student Research Symposium, Spring 2012.

ACADEMIC SERVICE

University

1. Member, Finance Committee of the Board of Trustees and the College Planning and Budgeting Committee, Mount St. Joseph University, 2009.

College

1. Nominating committee, Business Administration, Mount St. Joseph University, 2009.

Department

Chair

1. Scholarship Committee, Health and Human Performance Department, 2016.

Member

1. HHP Chair's Council (appointed), Health and Human Performance Department, 2019, 2020.
2. GAR/MEL renovation planning committee, Health and Human Performance Department, 2018.
3. Faculty Review Committee (elected), Health and Human Performance Department, 2016, 2017, & 2018.
4. Search Committee, Assistant Professor of Nutrition, Health and Human Performance Department, 2014.
5. Graduate Research Degrees, Health and Human Performance Department, 2014 ~ Present.
 - a. Membership review subcommittee, Fall 2016 ~ Present.
 - b. SOP and Handbook subcommittee, Fall 2019 ~ Present.
6. Graduate students comprehensive exam reviewer, 2014 ~ Present.
 - a. PEP 6305 (Primary reviewer)
 - b. PEP 7307 (Secondary reviewer)

Program

Chair

1. Search Committee, Assistant/Associate Professor of Sport and Fitness Administration, 2017.
2. Ad hoc Committee for Sugar Land Scholarship, Sport and Fitness Administration, 2016.

Member

1. Comprehensive exam reader
 - a. 1st reader (KIN 6305; every year since 2014) and 2nd reader (sport law; every year since 2014)
2. Search Committee, Professor of Sport and Fitness Administration, 2016.

PROFESSIONAL MEMBERSHIPS, SERVICE, AND CONSULTING

Memberships

1. Association for the Advancement of Sustainability in Higher Education (AASHE), 2013-Present.
2. Korean Alliance of Martial Arts (KAMA), 2012-Present.
3. Korean Society for Sport Management (KSSM), 2012-Present.
4. Korean Society of Sports and Leisure Studies (KSSLS), 2012-Present.
5. International Council for Health, Physical Education, Recreation, Sport, and Dance (ICHPER-SD) Journal of Research, 2011-2013.
6. American Alliance for Health, Physical Education, Recreation & Dance (AAHPERD), 2009-2013.

7. The Korean Society of Sports Science (KSSS), 2009-Present.
8. North American Society for Sport Management (NASSM), 2003-Present.
9. Sport Marketing Association (SMA), 2003-Present.

Consulting

1. National Research Foundation of KOREA. March 2017 ~ February 2018 (fees received = \$2000)
2. Korea Sports Promotion Foundation. March 2017 ~ February 2018 (fees received = \$1000)

Professional Service

Editorial board

1. Member, Journal of Health, Sports, and Kinesiology (JOHSK), 2020 to Present.
2. Member, Journal of Applied Sport Management (JASM).
3. Member, Asian Journal of Physical Education and Sport Science (AJPESS), 2018 to present.
4. Member, International Journal of Health Movement Science (IJHMS), 2019 to Present.
5. Member, International Journal of Sports Science and Physical Education (IJSSPE), 2018 to 2020.
6. Member, Journal of Sports Science (JSS), 2016 to present.

Review board

1. Journal of Sport Behavior, since 2020
2. Sustainability, since 2020
3. Korean American Association for Sport Management (KAASM), since 2019
4. International Journal of Advertising (IJA), 2018.
5. Journal of Social Behavior and Personality (JSBP), since 2018.
6. Korean Society for Sport Management (KSSM), since 2018.
7. International Journal of Sport Management and Marketing (IJSMM), since 2017.
8. TAHPERD, since 2016.
9. Journal of Sport Management (JSM), since 2016.
10. International Journal of Sports Marketing and Sponsorship (IJSMS), since 2014.
11. Indian Journal of Science and Technology (IJST), since 2016.
12. Journal of Consumer Marketing (JCM), since 2016.
13. Career Development International (CDI), since 2015.
14. Measurement in Physical Education and Exercise Science (MPEES), since 2010.
15. Cornell Hospitality Quarterly (CHQ), since 2014.
16. Sport Management Review (SMR), since 2014.
17. ICHPER-SD Journal of Research, since 2014.

Abstract review

1. International Conference of Asian Marketing Association (ICAMA), since 2018.
2. SHAPE America National Convention & Expo (former AAHPERD), since 2016.
3. North American Society for Sport Management (NASSM), since 2011.
4. American Alliance for Health, Physical Education, Recreation & Dance (AAHPERD), since 2012.

HONORS, AWARDS, AND RECOGNITIONS

1. Finalist, Best Professional Paper Winner (a single award given to faculty in the entire conference), Sport Marketing Association Conference, international conference, Boston, MA, 2017.
2. Recipient, Best Professional Paper Winner (a single award given to faculty in the entire conference), Sport Marketing Association Conference, international conference, Orlando, FL, 2012.