

# Curriculum Vitae

## Dr. Don Lee

Associate Professor in Sport and Fitness Administration  
Department of Health and Human Performance  
University of Houston  
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## APPOINTMENTS AND POSITIONS

### University of Houston, Houston, Texas.

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

### Ball State University, Muncie, Indiana.

Assistant Professor (tenure-track) in Sport Administration Program  
Department 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) in Sport Management Program  
Department of Business Administration  
August 2008–June 2010.

## EDUCATION

**Ph.D.** in Tourism, Recreation, & Sport Management, University of Florida, Gainesville, FL – *Graduated in 2008*

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

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

## PUBLICATIONS

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

\* *Indicates senior or leading author contribution*

1. Wang, L., Lee, D., Johnston, D., & Zhang, Y. (accepted for publication). Successful operations of private youth sports academies in China: The case study of Cao Yanhua Table Tennis School in Shanghai. *International Journal of Sports Marketing and Sponsorship*. **SSCI**
2. Park, J. H., Lee, D., Park, J., & Yoo, W. S. (2025). Third person effects of online produce reviews: Moderating roles of review tone, product involvement, and consumer loyalty. *Journal of Brand Strategy*, 14(3), 286-304.
3. \*Lee, M., Lee, D., Cottingham, M., & Hawkins, B. (2025). Strategic philanthropy of athletes after

- transgression: Examining the congruence effect of pre-transgression and transgression issues. *International Journal of Sports Marketing and Sponsorship*, 26(1), 92-107. **SSCI**
4. \*Cho, M., Cottingham, M., Hawkins, B., & Lee, D. (2023). Sport analytics business: Exploring fan engagement on analytical content. *International Journal of Applied Sports Sciences*, 35(2), 201-214. DOI:10.24985/ijass.2023.35.2.201
  5. \*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(2), 101098. **SSCI**
  6. \*Yu, H., Lee, M., Robinson, G., 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*, 27(3), 339-351.
  7. \*Yu, H., Foreman, J. Lee, D., & 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*, 4(1), 23-44.
  8. Yun, J., Park, J., Lee, D., & Cottingham, M. (2023). New generation commerce: The rise of live commerce (L-commerce). *Journal of Retailing and Consumer Services*, 74(C). <https://doi.org/10.1016/j.jretconser.2023.103394>
  9. Judge, L. W., Kim, H. J., Lee, D., & Razon, S. (2023). Exploring body satisfaction and physical activity levels among collegiate females: A cross-cultural comparison. *Journal of Health and Physical Literacy*, 2(2), 48-69.
  10. Hu, T., Cottingham, M., Sharpiro, D., & Lee, D. (2023). Promote the “wow”: (mis)representation, perception, and reception of media promotion on wheelchair rugby. *International Journal of Sports Marketing and Sponsorship*, 24(3), 470-484. <https://doi.org/10.1108/IJSMS-03-2022-0060> **SSCI**
  11. Trail, G., Lee, D., Triantafyllidis, S., Minkove, J., Kim, A., Sweeney, K., Choi, W., & Alfaro-Barrantes, P. (2023). Are single-item needs' and values' measures a good alternative to multi-item measures for sport marketers? *International Journal of Sport Marketing and Sponsorship*, 24(1), 168-185. DOI:10.1108/IJSMS-11-2021-0225 **SSCI**
  12. \*Yu, H., Robinson, G., & Lee, D. (2021). 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*, 22(4), 677-698. **SSCI**
  13. Cottingham, M., Hu, T., Williams, D., Lee, D., & Olushola-Ogunrinde, J. (2021). Exploring wheelchair tennis marketing and promotion through the eyes of US professional athletes. *Journal of Medicine Science and Tennis*, (21)3, 18-28.
  14. Lee, D., Cottingham, M., Powers, S., & Maeng, I. (2020). Perceived fan associations with MLB teams: Bask in spite of reflected failure versus cut off reflected success. *International Journal of Sport Management and Marketing*, 20(1/2), 9-28.
  15. \*Yu, H. Y., Lee, D., Cottingham, M., & Maeng, L. (2019). Consumer perceptions to luxury co-branding partnership in sport wearable market. *International Journal of Human Movement Science*, 13(3), 17-29.
  16. \*Lee, M., Maeng, L. S., Jeon, C., & 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.
  17. \*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.
  18. \*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.
  19. 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**
20. 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.
  21. \* 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.
  22. 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*, 1-14.  
<http://www.tandfonline.com/doi/full/10.1080/17430437.2017.1421174>
  23. **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. **SSCI**
  24. **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.
  25. 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.
  26. **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. **SSCI**
  27. 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.
  28. \* 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.
  29. 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.
  30. 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.
  31. 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.
  32. 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**
  33. **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.
  34. 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.
  35. **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.
  36. \*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.

37. 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.
38. 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.
39. 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.
40. 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
41. 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.
42. 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.
43. 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**
44. 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.
45. **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.
46. 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.
47. 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.
48. Pierce, D., Petersen, J., & **Lee, D.** (2013). Time allocation of sales activities in professional sport organizations. *The Journal of Sport*, 2(1), 1-20.
49. **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.
50. 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).
51. **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.
52. 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.
53. **Lee, D.**, & Trail, G. T. (2012). Confirmatory analysis of the athletic team merchandise model. *Measurement in Physical Education and Exercise Science*, 16, 101-118. **SSCI**
54. **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.

55. 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.
56. Lee, D., & Schoenstedt, L. J. (2011). Comparison of eSports and traditional sports consumption motives. *ICHPER-SD Journal of Research*, 6(2), 39-44.
57. 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. **SSCI**
58. 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).
59. 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.
60. Lee, D., & Trail, G. T. (2011). A theoretical model of team-licensed merchandise purchasing (TLMP). *ICHPER-SD Journal of Research*, 6(1), 52-57.
61. 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. **SSCI**
62. 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.
63. 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.
64. 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.
65. 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. **SSCI**
66. 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

\* Indicates senior or leading author contribution

1. Cottingham, M., Ogunrinde, J., Hu, T., Ramirez, L., Lee, D., Sequeira, V., Bahrami, J., Okanlami, F., & Judge, L. (2025). Exploring the Impact of Disability Legislation on the Lives of Athletes with Disabilities in Nicaragua and Colombia. In R. Hardin. & J. R. Pate. (Ed), *Diversity, equality, and inclusivity in the global sport community*. Champaign, IL: Human Kinetics (ISBN: 9781718214538).
2. Cottingham, M., Hu, T., Lee, D., & Okanlami, O. (2025). Funding Disability Sport. In R. Hardin. & J. R. Pate. (Ed), *Introduction to adaptive sport and recreation*. Champaign, IL: Human Kinetics (ISBN: 9781718214538).
3. Lee, D., Cottingham, M., Park, J. H., & Cho, M. (2024). Emergence of Logo-Less Branding: Application to the Context of Sports. In H. K. Leng. & J. J. Zhang. (Eds.), *Sports sponsorship & branding: Global perspectives and emerging trends* (pp. 75-88). London, UK: Routledge (ISBN: 9781032603902).

4. **Lee, D.**, Pearson, D. W., Cottingham, M., Lee, M., Yu, H. Y., Pitts, B. G., & 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 United States.: Contemporary perspectives* (pp. 1-23). London, UK: Routledge (ISBN: 978-0-367-52840-9).
5. **Lee, D.**, Walsh, D., Maeng, L-S., & Lee, M. (2021). BIRFing and CORSing 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).
6. 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*.
7. **Lee, D.** (2018). Betting on sports: Post 2018 legal sports betting. *Korea Institute of Sport Science*. Vol.42, pp. 1-24. (In Korean)
8. 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*.
9. 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

\* Indicates senior or leading author contribution

1. Hu, T., Cottingham, M., Zhang, J., Pitts, B., & **Lee, D.** (2026, May). *Viewers' interpretation of influencer athletes with disabilities' branding on TikTok*. North American Society for Sport Management Conference, Los Angeles, CA, USA.
2. \*Cho, M., & **Lee, D.** (2026, February). *Whistle, replay, and flow: How officiating technology shapes soccer fans' game experience*. Applied Sport Management Association Conference, Philadelphia, PA.
3. \*Cho, M. & **Lee, D.** (2024, June). *Officiating technology and team identification: Impacts of video assistant referee (VAR) on game pace*. North American Society for Sport Management Conference, Minneapolis, MN, USA.
4. \*Lee, M., **Lee, D.**, & Kim, W. (2024, November). *From scandal to support: Leveraging philanthropy for athlete reputation recovery and brand enhancement*. Sport Marketing Association, St. Louis, MO.
5. \*Yu, H. Y., Kim, S., Robinson, G. M., & **Lee, D.** (2024, June). *Analyzing fan behavior in utilizing in-seat mobile food delivery apps*. North American Society for Sport Management Conference, Minneapolis, MN.
6. \*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.
7. \*Cho, M., & **Lee, D.** (2022, May). *Exploring media platform preferences by interests in sport analytics*. North American Society for Sport Management Conference, Atlanta, GA.
8. Cottingham, M., Hu, T., Williams, D., **Lee, D.**, & Olushola Ogunrinde, J. (2022, May). *Promoting wheelchair tennis: Perspectives from Team USA*. North American Society for Sport Management Conference, Atlanta, GA.
9. \*Cho, M., Cottingham, M., & **Lee, D.** (2022, May). *Sport brand association types in the absence of brand logos*. North American Society for Sport Management Conference, Atlanta, GA.

10. Walsh, D., & Lee, D. (2022, May). *Keep on playing!! An examination of sport participation's influence on resources in older adults after the retirement transition*. North American Society for Sport Management Conference, Atlanta, GA.
11. \*Lee, M., & Lee, D. (2021, October). *Exploring consumer responses to athlete's charity activities: Congruence effect between pre- and post-transgression*. Sport Marketing Association Conference, Las Vegas, NV.
12. \*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 Conference, Las Vegas, NV.
13. \*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 Conference, Virtual.
14. Hu, T., Cottingham, M., Shapiro, D., & Lee, D. (2021, October). *Athlete's Perspectives of Media Promotion of Wheelchair Rugby*. Sport Marketing Association Conference, Las Vegas, NV.
15. \*Cho, M., Cottingham, M., & Lee, D. (2021, October). *Sport analytics business: The effect of analytics content to increase sport fan engagement*. Sport Marketing Association Conference, Las Vegas, NV.
16. \*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, Virtual.
17. \*Yu, H. Y., Lee, D., & Cottingham, M. (2020, November). *CORS team fan's actual team switching behavior*. Sport Management Association of Australia & New Zealand, Virtual.
18. \*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.
19. \*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.
20. \*Yu, H. Y., Lee, D., & Cottingham, M. (2019, November). *Consumer aspects of symbolic and ingredient co-branding in sports context*. Sport Marketing Association Conference, Chicago, IL.
21. \*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.
22. \*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.
23. 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.
24. 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.
25. \*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.
26. 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.
27. \*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**

28. **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.
29. 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.
30. \*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.
31. 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.
32. **Lee, D.**, Lee, M., Yu, H., & Cottingham, M. (2017, November). *Visual Mapping of Fan Associations: BIRFers and CORSers*. Sport Marketing Association conference, Boston, MA.
33. \*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. \*
34. \* Lee, M., Yu, H. Y., Winkler, K., Dasmohapatra, M., & **Lee, D.** (2017, February). *Case study competition*. Applied Sport Management Association conference, Baton Rouge, LA. \*
35. 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.
36. **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.
37. **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.
38. 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.
39. \*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. \*
40. **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.
41. 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.
42. 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.
43. 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. \*
44. **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.
45. 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. \*



46. 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 12<sup>th</sup> International Symposium for Olympic Research, London, Ontario, Canada.
47. \*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. \*
48. **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.
49. 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.
50. \*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.
51. Pierce, A. D., Petersen, J., & **Lee, D.** (2014, April). *Sales Performance in Professional Sport Organizations*. AAHPERD National Convention & Expo, St. Louis, MO.
52. 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.
53. 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.
54. 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.
55. 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.
56. 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.
57. 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.
58. **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.
59. 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.
60. 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.
61. 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.
62. 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.
63. 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.

64. 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**
65. 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.
66. 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.
67. 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.
68. 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.
69. 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.
70. 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.
71. 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.
72. 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.
73. 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.
74. 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.
75. 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.
76. Lee, D., & Schoenstedt, L. (2011, October). *eSports consumption motives: Comparison to traditional sport involvement*. Sport Marketing Association Conference, Houston, TX.
77. 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.
78. 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.
79. 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.
80. 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.
81. Kim, S-H., & Lee, D. (2011, February). *Similarities and Differences in Younger and Older Seniors' Travel Experience*. Southeast CHRIE Conference, Atlanta, GA.
82. Judge, L., Lee, D., Bellar, D., Gilbreath, E., & Wanless, E. (2010, October). *Resistance training*

- patterns among university students*. 7<sup>th</sup> International Strength Training Conference, Bratislava, Slovakia.
83. **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.
  84. 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.
  85. **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.
  86. 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.
  87. 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.
  88. 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.
  89. **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.
  90. **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.
  91. 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.
  92. 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.
  93. **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.
  94. 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.

## FUNDED EXTERNAL GRANTS AND CONTRACTS

1. Kwon, W., Kim, S., Choi, W., **Lee, D (Co-I)**, & Maeng, I. “Dive-in, AI” – Development of Educational Utilization Methods and Business Model for Marine Sports Tourism Resources in Jeju. National Research Foundation of Korea. **Total Award: \$61,075 (June 1, 2025–February 28, 2026)**.
2. Cottingham, M (PI), & **Lee, D (Co-I)**. *USTA National Development ITF Grant*. United States Tennis Association. **Total Award: \$6,500 (30% effort, 0 IDC, 2023)**.
3. Cottingham M (PI), & **Lee., D (Co-I)**. *USTA Junior Wheelchair Development Grant*. United States Tennis Association. **Total Award: \$8,520 (2022)**.

4. Cottingham, M (PI), & Lee, D (Co-I). *USTA Collegiate Wheelchair Tennis Development Grant*. United States Tennis Association. **Total Award: \$5,000 (2022)**.
5. Cottingham M (PI), & Lee., D (Co-I). *Development of Collegiate wheelchair tennis*. United States Tennis Association. **Total Award: \$3,000 (2021)**.
6. Cottingham, M (PI), & Lee, D (Co-I). *Wheelchair tennis COVID response grant*. United States Tennis Association. **Total Award: \$2,000 (2020-2021)**.
7. Lee, D (PI). *Business and research development for for-profit organization*. Martial Arts USA. Proposal#: 000178038. **Total Award: \$10,728 (31% IDC; 100% effort; January, 2019—March, 2020)**.
8. 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. **Total Award: \$8,803 (10% IDC; 30% effort; February, 2018 – August, 2019)**.
9. Cottingham, M (PI), & Lee, D (Co-I). *Development of Collegiate Wheelchair Tennis*. United States Tennis Association. **Total Award: \$3,000 (40% effort; January 6<sup>th</sup> - Dec, 2018)**.
10. Cottingham, M (PI), Kwan, S., & Lee, D. (Co-I). *Advancement of Adaptive Athletics at UH*. Craig Nielsen Foundation. **Total Award: \$61,500 (20% effort; September 15<sup>th</sup> 2017 – November, 2018)**.
11. 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. **Total Award: \$25,000 (April, 2015)**.
12. Cottingham, M (PI), Kwan, S., & Lee, D. (Co-I). *Growth and development of wheelchair tennis*. United States Tennis Association. **Total Award: \$8,000 (April, 2017)**.
13. 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. **Total Award: \$4,350 (10% IDC; 20% effort; Approved on December, 2014)**.
14. Lee, D (PI). *Experiential Learning via a Marketing Campaign for MD's Golf Academy*. D & M Golf Corporation. Proposal#: 340-14. **Total Award: \$2,000 (February 24, 2014)**.
15. Judge, L. W (PI), Pierce, D., Lee, D. (Co-I), & Gilreath, E. *Charlie Cardinal into Shape*. Ball Brothers Foundation. Proposal#: 562-11. **Total Award: \$2,500 (March 4, 2011)**.

## FUNDED INTERNAL GRANTS AND CONTRACTS

1. Lee, D (PI). *Emerging technologies in sports management and administration*. Research Progress Grant. Division of Research at University of Houston. **Total Award: \$4,000 (1/1/2024~8/31/2025)**.
2. 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. **Total Award: \$4,000 (February, 2018)**.
3. Lee, D (PI). *Quadruple grid of team identification revisited*. New Faculty Research Award Program. Division of Research at University of Houston. **Total Award: \$6,000 (January, 2016)**.
4. 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. **Total Award: \$11,795 (February, 2016)**.
5. 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.  
**Total Award: \$84,230 (December, 2014).**

6. **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. **Total Award: \$1,500 (March 4, 2010).**

## **Student Advising**

### **Doctorate advisees**

1. **Yuxin (Miranda) Mu** (Fall 2025 Cohort)
  - a. Role: Advisor
  - b. Anticipated graduation (Spring 2029)
2. **Victoria Warren** (Fall 2020 Cohort)
  - a. Role: member of candidacy project committee
3. **Tiao Hu** (Fall 2020 Cohort)
  - a. Role: member of dissertation committee
  - b. Dissertation completed (Spring, 2026)
4. **Morgan Washington (Ferrara)** (Fall 2021 Cohort)
  - a. Role: member of dissertation committee
  - b. Dissertation completed (Summer, 2025)
5. **Minseok Cho** (Fall 2020 Cohort)
  - a. Role: Advisor (Chair of Dissertation Committee)
  - b. Appointed to be (tenure-track) assistant professor at Springfield College. (April, 2024)
  - c. Chair of Faculty Advisory Committee (members: Drs. Cottingham & Ogunrinde)
  - d. Dissertation completed (Summer, 2024)
6. **Myungwoo Lee** (Fall 2016 Cohort)
  - a. Role: Advisor (Chair of Dissertation Committee)
  - b. Appointed to be (tenure-track) assistant professor at Southeast Missouri State Univ. (Aug, 2021)
  - c. Dissertation completed (Summer 2021)
7. **Hoyeol Yu** (Fall 2015 Cohort)
  - a. Role: Advisor (Chair of Dissertation Committee)
  - b. Appointed to be (tenure-track) assistant professor at Arkansas State Univ. (Fall 2020)
  - c. Dissertation completed (Spring, 2020)