

CURRICULUM VITAE

HyunSeok Song

Sport Management Program
 Department of Sport Management, Wellness, and Physical Education
 College of Education
 University of West Georgia
 Carrollton, GA, 30118
hsong@westga.edu

EDUCATION

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

BACKGROUND

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

RESEARCH

RESEARCH INTERESTS

My research interests are broadly concerned with consumers' behavior, marketing strategies, and consumer relationship marketing in the sport industry. I am particularly interested in customers' motivations and consequent consumption behaviors in relation to online sports betting, service failures and esports, along with the current issues related to data analytics.

PUBLICATIONS

SSCI (Social Sciences Citation Index)

Impact Factor (IF)

For accepted articles, doi is added when available.

Google Scholar: Citations: 414

1. **Song, H.**, Kim, M. J, Choi, W., & Jang, W. W. (Forthcoming), Fear of missing out's mediating role in sensation-seeking and online betting intentions: Impact of sales promotions, *Sport, Business and Management: An International Journal*. (Scopus CiteScore = 3.5, SSCI IF = 2.3).
2. **Song, H.**, Jang, W.(W)., Min, S., Jara-Pazmino, S. and Byon, K.K. (2024), The indirect effects of coping strategies on the relationship between service failures and negative behavioral intention in the fitness industry: moderated mediation analysis, *Sport, Business and Management: An International Journal*, *Ahead-of-print*. <https://doi.org/10.1108/SBM-11-2023-0141> (Scopus CiteScore = 3.5, SSCI IF = 2.3).
3. **Song, H.**, Byon, K. K., & Pedersen, P. M. (2024). Identifying online sports betting motivations associated with betting intention. *International Journal of Sports Marketing and Sponsorship*. 25, 705-731. <https://doi.org/10.1108/IJSMS-06-2023-0131> (Scopus CiteScore = 4.2, SSCI IF = 3).
4. Choi, W., Jang, W. W., **Song, H.**, Kim, M. J., Lee, Wonju, & Byon, K. K. (2024). Esports for development? Exploring esports player profiles and their development and well-being outcomes. *International Journal of Sports Marketing and Sponsorship*. 25, 648-704. <https://doi.org/10.1108/IJSMS-08-2023-0160> (Scopus CiteScore = 4.2, SSCI IF = 3).
5. Jang, W. W., Choi, W., Kim, M. J., **Song, H.**, & Byon, K. K. (2024). What makes esports consumers watch streamers' esports live-streaming contents? Extending the theory of planned behavior. *International Journal of Sports Marketing and Sponsorship*, 25, 288-309. <https://doi.org/10.1108/IJSMS-07-2023-0132> (Scopus CiteScore = 4.2, 2023 IF = 3).
6. Jeon, J. H., Byon, K. K., **Song, H.**, & Park, S. B. R. (2022). The influence of core service quality associated with Korean women's volleyball on national image and consumption engagement of Korean products: Perspective of Korean Wave in Thailand. *Frontiers in*

Psychology, 4353. <https://doi.org/10.3389/fpsyg.2022.788257> . (Scopus CiteScore = 5.3, SSCI IF = 2.6).

7. **Song, H.**, & Byon, K. K. (2021). Moderating effect of the power-distance belief on the relationship between employees' service failures and customers' behavioral outcomes in the sport service industry. *International Journal of Environmental Research and Public Health*, 18, 2488. <https://doi.org/10.3390/ijerph18052488>. (Scopus CiteScore = 7.3, SSCI IF = 4.614).
8. Jang, W. W., Byon, K. K., & **Song, H.** (2021). Effect of prior gameplay experience on the relationships between esports gameplay intention and live esports streaming content, *Sustainability*, 12, 8019. <https://doi.org/10.3390/su13148019>. (Scopus CiteScore = 5.8, SSCI IF = 3.6).
9. Baek, W-Y., **Song, H-S.**, Kim, D-H., & Byon, K. K. (2020). Cause-related marketing and purchase intention toward team-licensed products: Moderating effects of sport consumers' altruism, *Sustainability*, 12, 3183. <https://doi.org/10.3390/su12083183>. (Scopus CiteScore = 5.8, SSCI IF = 3.6).
10. Kumar, V., Anand, A., & **Song, H.** (2017). Future of retailer profitability: An organizing framework, *Journal of Retailing*, 93, 96-119. <https://doi.org/10.1016/j.jretai.2016.11.003>. (Scopus CiteScore = 15.9, SSCI IF = 8.0).
11. Han, S-L., **Song, H.**, & Han, J. J. (2013). Effects of technology readiness on prosumer attitude and eWOM, *Journal of Global Scholars of Marketing Science: Bridging Asia and the World*, 23, 159-174. <https://doi.org/10.1080/21639159.2012.760924> (Scopus CiteScore = 4.0, SSCI IF = 1.9).

PUBLICATIONS – BOOK CHAPTERS

1. **Song, H.**, & Byon, K. K. (2024). Online sports betting. In P. M. Pedersen (Ed.), *Encyclopedia of Sport Management (2nd Edition)*, Cheltenham, UK: Edward Elgar.
2. Byon, K. K., Yim, B. H., **Song, H. S.**, & Zhang, J. J. (2022). Sport marketing analysis: An introduction. In K. K. Byon, Yim, B. H., & J. J. Zhang (*1st edition*), *Contemporary marketing analysis in sport business: Global perspectives*. UK: Routledge.

MANUSCRIPTS UNDER REVIEW

1. Kim, M. J., **Song, H.**, Jang, W. W., Choi, W., & Byon, K. K. (Under review). Understanding the media consumption motivations associated with sport fan diaspora. *International Journal of Sport Communication*.

MANUSCRIPTS IN-PROGRESS

1. The Advantages of using AI search engines: Case of sport tourism literature search

2. A cross-cultural study comparing customer responses in the U.S. and Taiwan following the global health crisis
3. Alternative metrics development for NCAA performance evaluation
4. Relationship between variables (Book chapter)
5. Prediction of group membership (Book chapter)

INTERNATIONAL/NATIONAL RESEARCH PRESENTATIONS

1. **Song, H.**, Kim, K. & Byon, K. K. (2025, May). *Sport spectators' risk-perceptions and responses: Comparative Study between the U.S. and Taiwan*. Under review (poster presentation) at the 2025 North American Society for Sport Management. San Diego, CA.
2. **Song, H.**, Kim, K. & Byon, K. K. (2025, Feb). *Alternative weighted on-base averages (wOBA) for NCAA*. Accepted (poster presentation) at the 2025 Applied Sport Management Association. Cincinnati, Ohio.
3. Ok, J., **Song, H.**, & Byon, K. K. (2024, Nov). *The role of core and peripheral factors on perceived values in participant sport event: A case study of local Taekwondo competition*. Accepted (poster presentation) at the 21st Annual Sport Marketing Association, St. Louis, MO.
4. **Song, H.**, Byon, K. K., Jang, W. (W.), Tsuji, Y., & Willett, M. S. (2024, Aug). *The Advantages of using AI search engines: Case of sport tourism literature Search*. Presented (poster presentation) at the 2024 Asian Association for Sport Management. Jeju, Korea.
5. Jang, W. (W.), Byon, K. K., Tsuji, Y., **Song, H.** & Willett, M. S. (2024, Aug). *Exploring the psychological mechanisms of purchasing intention for game items in esports*. Presented (poster presentation) at the 2024 Asian Association for Sport Management. Jeju, Korea.
6. Ok, J., **Song, H.**, & Byon, K. K. (2024, May). *Enhance your predictable outcome: Can Taekwondo reinforce adolescent self-efficacy?* Presented (poster presentation) at the 2024 North American Society for Sport Management. Minneapolis, MN.
7. Choi, W., Jang, W. W., **Song, H.**, Kim, M. J., & Byon, K. K. (2024, May). *Esports for development? Exploring esports player profiles and their development and well-being outcomes*. Presented (oral presentation) at the 2024 North American Society for Sport Management. Minneapolis, MN.
8. **Song, H.**, Choi, W., Jang, W. W., Kim, M. J., & Byon, K. K. (2023, Oct). *The structural relationship among sensation seeking, fear of missing out, and online sports betting*

- intention: Moderated mediating effect of sales promotion.* Presented (poster presentation) at the 20th Annual Sport Marketing Association, St. Petersburg, FL.
9. Kim, M. J., Jang W. W., **Song, H.**, Choi, W., & Byon, K. K. (2023, Oct). *Understanding the Media Consumption Associated with Domestic Distant Sport Fans.* Presented (poster presentation) at the 20th Annual Sport Marketing Association, St. Petersburg, FL.
 10. **Song, H.**, & Byon, K. K. (2023, May). Identifying online sports betting motivations associated with online sport consumption. Presented (oral presentation) at 2023 North American Society for Sport Management. Montréal, Québec.
 11. **Song, H.**, Jang, W. W., Min, S., & Byon, K. K. (2023, May). *The relationship between service failures, coping, and negative behaviors at fitness centers: The four segments by high/low-contacts and transactional/non-transactional outcomes.* Presented (poster presentation) at 2023 North American Society for Sport Management. Montréal, Québec.
 12. Jang, W. W., **Song, H.**, & Byon, K. K. (2023, February). *What makes esports consumers' live-streaming: Extending the theory of planned behavior.* Presented (poster presentation) at the 10th Global Sport Business Association. Nassau, Bahamas.
 13. Jeon, J-H., Byon K. K., **Song, H.**, & Park., S. (2022, May). *The Influence of core service quality associated with Korean women's volleyball on national image and consumption engagement of Korean products: Perspective of Korean Wave in Thailand.* Presented (poster presentation) at the 2022 North American Society for Sport Management. Atlanta, GA.
 14. **Song, H.**, Byon K. K. & Jang, W. W. (2022, March). *Mediation effect of coping strategies between service failures and negative behavioral intentions.* Presented (oral presentation) at the 9th Global Sport Business Association. Nassau, Bahamas.
 15. Kim, K. A., Byon. K. K., & **Song, H.** (2021, October). *Revisiting the effects of satisfaction and service quality moderated by switching costs in fitness centers.* Presented (poster presentation) at the 2021 Sport Marketing Association. Las Vegas, Nevada.
 16. **Song, H.**, & Byon K. K. (2021, June). *The moderating effect of power-distance belief on the relationship between employees' service failures and behavioral outcomes of fitness center customers.* Presented (poster presentation) at the 2021 North American Society for Sport Management. Virtual Conference.
 17. **Song, H.**, & Byon K. K. (2020, May). *Typology of service failures: Age and gender perspectives.* Presented (poster presentation) at the 2020 North American Society for Sport Management. Virtual Conference.
 18. **Song, H.**, & Byon K. K. (2019, November). *Antecedents of sport event attendance: A meta-analysis.* Presented (poster presentation) at the 17th Sport Marketing Association. Chicago, Illinois.

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

AWARDS

1. 9th Global Sport Business Association's Conference (2022). Doctoral Grant Award Competition Winner. Nassau, Bahamas.
2. Korean Academy of Marketing Science Spring Conference (2010). Master Thesis Competition Winner. Seoul, Korea.

FUNDING

2024

Song, H. *Enhancing UWG athletics through data Analysis and marketing strategies*.
Student Research Assistant Program at University of West Georgia. Total \$2,000
(Indirect Cost - \$0)
Internal Research Grant

2023

Song, H. & Jang, W. W. *Enhancing UWG athletics through data Analysis and marketing strategies*. Student Research Assistant Program at University of West Georgia. Total \$2,750 (Indirect Cost - \$0)
Internal Research Grant

TEACHING

TEACHING INTERESTS

I am deeply passionate about sport marketing and enthusiastic about teaching a wide range of subjects, including hands-on lab sessions. My expertise spans sport consumer behavior, online sports betting, esports, digital currency, Non Fungible Tokens (NFTs), and strategic management in the sport industry. I am also confident in teaching sport analytics, research methods, and multivariate statistical analysis, with the necessary skills to effectively convey these concepts to students and foster their understanding.

TEACHING EXPERIENCE

University of West Georgia

Carrollton, Georgia

Fall 2024

SPMG-6120: Strategic Management in Sport Organization (Graduate)
SPMG-6330: Applied Network Analysis Sport (Graduate)
SPMG-4685: Sport Fan Behavior (Undergraduate)

Summer 2024

SPMG-6001: Social Issues in Sport (Graduate)
SPMG-6130: Research & Assessment in Sport (Graduate)
SPMG-4685: Issues in Sports Films (Undergraduate)

Spring 2024

SPMG-6120: Strategic Management in Sport Organization (Graduate)
SPMG-6130: Research & Assessment in Sport (Graduate)
SPMG-4680: Applied Research Methods in Sport (Undergraduate)

Fall 2023

SPMG-6120: Strategic Management in Sport Organization (Graduate)
SPMG-6310: Big Data & Stat Analysis Sport (Graduate)
SPMG-4685: Sport Fan Behavior (Undergraduate)

Summer 2023

SPMG-6130: Research & Assessment in Sport (Graduate)
SPMG-4685: Issues in Sports Films (Undergraduate)

Spring 2023

SPMG-6120: Strategic Management in Sport Organization (Graduate)
SPMG-6200: Intercollegiate Athletics Management (Graduate)
SPMG-4680: Applied Research Methods in Sport (Undergraduate)

Fall 2022

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

SPMG-4685: Digital Currency in Sport (Undergraduate)

SPMG-4685: Performance-Based Sport Data Analytics (Undergraduate)

Indiana University

Bloomington, *Indiana*

M428: Strategic Management in Sport Industry (Undergraduate, Fall 2021)

M304: International Sport Management (Undergraduate, Spring 2021)

M304: Sports Analytics (Undergraduate, Fall 2019, 2020)

M304: Mega-Sport Event Management (Undergraduate, Spring 2019)

INTERNATIONAL/NATIONAL TEACHING PRESENTATIONS

1. **Song, H.** (2024, Nov). *How to apply sport films in sport management courses*. 21st Annual Sport Marketing Association Pedagogy Symposium, St. Louis, MO.
2. **Song, H.** (2023, Oct). *Cryptocurrency, NFTs, and their influence in the sports industry*. 20th Annual Sport Marketing Association Pedagogy Symposium, St. Petersburg, FL.
3. **Song, H.** (2022, Oct). *Data analytics exercise using MLB Data*. 19th Annual Sport Marketing Association Pedagogy Symposium, Charlotte, NC.

REGIONAL TEACHING PRESENTATIONS

1. Johnson, L., Ramsay-Jordan, N., Jara-Pazmino, S., Ross, T., **Song, H.** (2024, May). *Building student engagement: The power of experiential learning*. UWG's 11th Annual Innovations in Pedagogy Conference, Carrollton, GA.

ADVISOR FOR UNDERGRADUATE RESEARCH

2024 University of West Georgia Scholars Day

1. Advisor, Luke Brumm (2024, April). *The correlation between NIL spending and a university's high school and transfer portal recruiting classes*. Presented (poster) in UWG Scholars Day annual conference.
2. Advisor, Keniya Cureton (2024, April). *The importance of positive solutions for the mental health of athletes*. Presented (poster) in UWG Scholars Day annual conference.
3. Advisor, Camron Donatlan (2024, April). *Impact of the Covid-19 pandemic on the financial performance of global sports organizations*. Presented (poster) in UWG Scholars Day annual conference.
4. Advisor, Justin Douglas (2024, April). *NIL and transfer portal impact on athletes' decision-making for universities to attend*. Presented (poster) in UWG Scholars Day annual conference.
5. Advisor, Zachary Goins (2024, April). *The key for success to UWG baseball moving to D-I*. Presented (poster) in UWG Scholars Day annual conference.

6. Advisor, Jamaiya Johnson (2024, April). *Gender wage gap in soccer*. Presented (poster) in UWG Scholars Day annual conference.
7. Advisor, Leroy Naza (2024, April). *Environmental catalysts of mental toughness in sports: Unraveling the key factors for athletic resilience*. Presented (poster) in UWG Scholars Day annual conference.
8. Advisor, Jacob Read (2024, April). *The effects of expanding the college football playoff*. Presented (poster) in UWG Scholars Day annual conference.
9. Advisor, Britton Slifka (2024, April). *Consumerization impacting the culture of the Super Bowl*. Presented (poster) in UWG Scholars Day annual conference.
10. Advisor, Dylan Somers (2024, April). *Impact of budget on collegiate esports performance*. Presented (poster) in UWG Scholars Day annual conference.
11. Advisor, Jake Stubbs (2024, April). *Financial fair play within the EPL*. Presented (poster) in UWG Scholars Day annual conference.
12. Advisor, Jordan Thornton (2024, April). *High school NIL and future projections*. Presented (poster) in UWG Scholars Day annual conference.
13. Advisor, Mykel Tubbs (2024, April). *Artificial grass versus natural grass*. Presented (poster) in UWG Scholars Day annual conference.
14. Advisor, Nicholas Virgle (2024, April). *Players' sports betting and evolution*. Presented (poster) in UWG Scholars Day annual conference.

2023 University of West Georgia Scholars Day

1. Advisor, Martrell Beall (2023, April). *Ticket sales: An iconic moment in NBA history for not only King James, but also the league*. Presented (poster) in UWG Scholars Day annual conference.
2. Advisor, Ezra Brown (2023, April). *Examining the pros and cons of using betting on sports as a source of money in sports*. Presented (poster) in UWG Scholars Day annual conference.
3. Advisor, Jacob Chadwick (2023, April). *Transfer portal and how it has affected collegiate football*. Presented (poster) in UWG Scholars Day annual conference.
4. Advisor, Kiera Ellis (2023, April). *Is fan engagement for women's sports growing despite inadequate media and marketing?* Presented (poster) in UWG Scholars Day annual conference.

5. Advisor, Jackson Gamble (2023, April). *Why don't HBCU division one programs receive the equal television time that PWI division one programs receive?* Presented (poster) in UWG Scholars Day annual conference.
6. Advisor, Marcus Gary (2023, April). *Why do athletes get caught up with online sports betting?* Presented (poster) in UWG Scholars Day annual conference.
7. Advisor, William Gates (2023, April). *Gender pay gap in professional sports.* Presented (poster) in UWG Scholars Day annual conference.
8. Advisor, Zachary Goins (2023, April). *NFL deals create a league with no parity.* Presented (poster) in UWG Scholars Day annual conference.
9. Advisor, Jhane McDonald (2023, April). *Inequality in sports.* Presented (poster) in UWG Scholars Day annual conference.
10. Advisor, Cordell Moore (2023, April). *Children's dying interest in sports.* Presented (poster) in UWG Scholars Day annual conference.
11. Advisor, Mason Peacock (2023, April). *The effects of slit-film turf on NFL athletes.* Presented (poster) in UWG Scholars Day annual conference.
12. Advisor, Iyante Price (2023, April). *Transfer portal.* Presented (poster) in UWG Scholars Day annual conference.
13. Advisor, Yizar Rainwater (2023, April). *Improving drug testing in sports.* Presented (poster) in UWG Scholars Day annual conference.
14. Advisor, Nimar Roach (2023, April). *The expansion of college football playoffs.* Presented (poster) in UWG Scholars Day annual conference.
15. Advisor, Ben Whitlock (2023, April). *Legalizing sports gambling involved with addiction.* Presented (poster) in UWG Scholars Day annual conference.
16. Advisor, Jason Williamson (2023, April). *The adults in the room: Who is really controlling the student athlete's value?* Presented (poster) in UWG Scholars Day annual conference.
17. Advisor, Xavier Wynn (2023, April). *Evolving concussion protocols in NFL.* Presented (poster) in UWG Scholars Day annual conference.

SERVICE

SERVICE TO INSTITUTIONS

University of West Georgia

Carrollton, Georgia

Faculty Senate Rules Committee (Aug, 2024 – present)
College of Education Diversity Advisory Committee (Aug, 2023 – present)
Sport Analytics Lab Founder and Advisor (Jan, 2023 – present)
Graduate Student Advisor (Aug, 2022 – present)

Indiana University

Bloomington, *Indiana*

Doctoral Student Research Committee Member (2018 – 2021)
Assistant - Sport Management Doctoral Symposium (2018 – 2021)
Doctoral Student Communication Committee Member (2018 – 2021)
Communication Events Organizing
Annual Sport Management Golf Tournament (2018, 2019, 2021)
Tailgating Party for faculty and graduate students (2019)

Georgia State University

Atlanta, *Georgia*

Advisor in Korean Graduate Student Association (May, 2013 – May, 2014)
President in Korean Graduate Student Association (May, 2012 – May, 2013)

SERVICE TO PROFESSION

Manuscript Reviewer

Sport, Business and Management: An International Journal (Since 2024)
Sport Marketing Quarterly (Since 2023)
International Journal of Sports Marketing and Sponsorship (Since 2020)
UNLV Gaming Research & Review Journal (Since 2024)
North American Society for Sport Management (Since 2023)
Acta Psychologica (Since 2024)

North American Society for Sport Management

Session Moderator (2024)

Korean Scholars of Marketing Science

Seoul, *South Korea*

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

MEMBERSHIPS

North American Society for Sport Management (Since 2018)
Sport Marketing Association (Since 2018)
National Strength and Conditioning Association (Since 2024)