

## CURRICULUM VITA

### Doyeon Won

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#### Personal Information:

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#### Education:

Ph.D. **The Ohio State University**, 2004  
Major: Sport & Exercise Management  
Minor: Research Methods in Human Resource Development, Graduate School  
Cognate Area: Management and Human Resources, College of Business  
Advisor: Dr. Packianathan Chelladurai

M.S. **The University of Michigan**, 2001  
Major: Sport Management/ Kinesiology  
Advisor: Dr. Richard A. Wolfe

B.S. **Yonsei University** – Seoul, Korea, 1997 (Magna cum laude)  
Major: Sport and Leisure Studies

#### Employment:

2005–Present Assistant Professor, Department of Kinesiology, The University of Georgia

2004–2005 Instructor (full-time), Division of Sports Administration, Ohio University–Athens

2002–2004 Teaching Assistant, School of PAES, The Ohio State University

2002–2004 Technology Assistant, School of PAES, The Ohio State University

2001–2002 Research Assistant, Sport Management Program, The Ohio State University

## Grants:

### Funded

- 2006 Developing a scale to measure motivation, constraint, and intention of charitable sporting event participation. College of Education Early Career Faculty Grant, The University of Georgia, \$6,940.
- 2004 Multi-rater performance appraisals of Ohio high school coaches concerning sportsmanship, ethics, and integrity. The OAHPERD Research Grant Program, The Ohio Alliance of Health, Physical Education, Recreation, and Dance (OAHPERD), \$1,500.

### Not Funded

- 2007 Examining the Role of Sport Activities in the Adaptation of Immigrants and Non-immigrant Internationals. Faculty Research Grants, The University of Georgia, \$3,485.

## Peer-Reviewed Publications:

1. **Won, D.**, Bang, H., & Shonk, D. J. (accepted pending revision). Influencing factors of regional ski destinations: The influence of consumption situation and recreation specialization. *Journal of Sport & Tourism*.
2. **Won, D.**, & Zhang, Z. (accepted with revision). The relative importance of selected risk relievers in purchasing a licensed sport team jersey online: A conjoint experiment. *International Journal of Sport Management*.
3. **Won, D.**, & Hwang, S. (accepted pending revision). Factors influencing the college skiers and snowboarders' choice of a ski destination in Korea: A Conjoint Study. *Managing Leisure: An International Journal*.
4. **Won, D.**, Hwang, S., & Kleiber, D. A. (forthcoming). How do golfers choose a golf course? A conjoint analysis of influencing factors. *Journal of Park and Recreation Administration*.
5. Zhang, Z., & **Won, D.** (forthcoming in 2009). Buyers vs. Browsers: An analysis of online sport fans. *International Journal of Sport Marketing & Sponsorship*, 10(2).
6. **Won, D.**, & Hwang, S. (forthcoming). The course to tee off: Golfers' participation constraints, age, income, and leisure identity salience. *ICHPER-SD Journal of Research*.
7. Zhang, Z., & **Won, D.** (forthcoming). The effects of sport consumers' trust in internet shopping and psychological attachment on purchasing intentions of licensed sport merchandise on the internet. *International Journal of Sport Management and Marketing*.
8. Kim, M., **Won, D.**, & Harrolle, M. G. (forthcoming). Influences of gifts on prospective volunteers: A conjoint analysis approach. *International Journal of Sport Management*.

9. Hwang, S., & **Won, D.** (forthcoming in 2008). Ski destination choices and recreation specialization. *Korean Journal of Sport Science*, 19(3). [in Korean]
10. Kim, K., Hwang, S., & **Won, D.** (2008). Leisure constraints negotiation: Measurement scale development and application. *Korean Journal of Physical Education*, 47(3), 365-376. [in Korean]
11. Pack, S. M., **Won, D.**, & Pastore, D. L. (2008). Multi-rater performance appraisals of high school coaches concerning sportsmanship, ethics, and integrity. *Applied Research in Coaching and Athletics Annual*, 23(1), 84-110.
12. **Won, D.**, & Chelladurai, P. (2008). Attractiveness of sport management jobs and their attributes. *International Journal of Sport Management*, 9(1), 81-101.
13. **Won, D.**, & Pack, S. M. (2007). False consensus in interscholastic athletics. *Journal for the Study of Sports and Athletes in Education*, 1(2), 207-220.
14. Zhang, Z., **Won, D.**, & Pastore, D. L. (2005). The relationship between attitudes toward sponsorships and psychological attachment on purchasing intentions in intercollegiate athletics. *Sport Marketing Quarterly*, 14(3), 177-187.

### Manuscripts Under Review Process:

1. **Won, D.**, Bravo, G. A., & Chelladurai, P. (under revision for 2<sup>nd</sup> review). Reputation and legitimacy in sport management programs: Critical resources to achieve competitive advantage. *Journal of Sport Management*.
2. **Won, D.**, & Pack, S. M. (1<sup>st</sup> review). Violations of the psychological contracts in interscholastic athletics. *International Journal of Sport Management*.
3. **Won, D.**, Park, M., & Turner, B. (1<sup>st</sup> review). Participation motivations of health related charity sporting event. *Journal of Venue and Event Management*.

### Research in Progress (all titles tentative):

#### Manuscripts in Preparation

1. Bravo, G. A., **Won, D.**, & Ferreira, M. (In final writing stage). An examination of program choice: A conjoint analysis in sport management programs.
2. **Won, D.**, & Chelladurai, P. (In progress). Competitive advantages in intercollegiate athletics: Roles of intangible resources.
3. Shonk, D. J., & **Won, D.** (In progress). A resource-based view of competitive service advantage in sport.

Data is Ready for the Analysis Stage

1. **Won, D.**, Bravo, G. A., & Ferreira, M. (In progress). Designing sport management courses.
2. **Won, D.**, & Maxcy, J. (In progress). Stakeholders' priorities concerning intercollegiate athletic budgets.
3. **Won, D.**, & Hwang, S. (In progress). Prioritized collegiate athletics goals in South Korea.
4. **Won, D.**, & Park, M. (In progress). Motivation, constraints, and intentions of charity sporting event participation.
5. Hwang, S., Kim, K., & **Won, D.** (In progress). Leisure affordance and negotiation strategies: Sports For All.
6. Bravo, G. A., Chelladurai, P., & **Won, D.** (In progress). Interscholastic athletics in public school districts: A stakeholder salience analysis.

Conceptual or Data Collection Stage

1. **Won, D.**, & Bravo, G. A. (In progress). The effects of psychological contract fulfillments on employee-related outcomes.
2. Bravo, G. A., & **Won, D.** (In progress). A comparative analysis of psychological contract violations: A case study.
3. **Won, D.**, & Lee, C. (In progress). Preferred promotional items in minor league baseball games.
4. Bravo, G. A., **Won, D.**, & Maza, M. (In progress). Globalization of sport: an exploratory study of NFL influence among players of flag football in Mexico.

**Dissertation:**

**Won, D.** (2004). *Competitive advantage in intercollegiate athletics: A resource-based view*. Unpublished doctoral dissertation, The Ohio State University, Columbus [Available via the *OhioLink ETD*].

Committee Members: Drs. P. Chelladurai (Chair), Donna Pastore, & Janet Fink

**Abstract Published:**

1. Hwang, S., & **Won, D.** (March, 2008). What are the constraints of golfers? *Research Quarterly for Exercise and Sport*, 79 (1, Supplement), A-31.
2. **Won, D.**, Pack, S. M., & Pastore, D. L. (March, 2006). False consensus effects in interscholastic athletics: An exploratory study. *Research Quarterly for Exercise and Sport*, 77 (1, Supplement), A-108.

## Papers and Posters Presented at National / International Conferences

### To be Presented

1. Pack, S. M., **Won, D.**, Greenhalgh, G., & Ha, J. (November, 2008). *Impact of burnout for interscholastic coaches and administrators*. Paper to be presented at the Annual Meeting of the International Conference on Sport & Entertainment Business (ICSEB), Columbia, SC.

### Presented

2. Larson, D., & **Won, D.** (June, 2008). *Road cycling event preferences for racing cyclists*. Paper presented at the Annual Meeting of the North American Society for Sport Management (NASSM), Toronto, Canada
3. Bravo, G. A., **Won, D.**, & Ferreira, M. (June, 2008). *A conjoint analysis of choice preferences for sport management programs*. Paper presented at the Annual Meeting of the North American Society for Sport Management (NASSM), Toronto, Canada
4. Hwang, S., & **Won, D.** (April, 2008). *What are the constraints of golfers?* Poster presented at the Annual Meeting of the American Alliances of Health, Physical Education, Recreation, and Dance (AAHPERD), Fort Worth, TX.
5. **Won, D.**, Hwang, S., & Pack, S. M. (November, 2007). *Condition, condition, condition: The factor that attracts all golfers*. Paper presented at the Annual Meeting of the International Conference on Sport & Entertainment Business (ICSEB), Columbia, SC.
6. Bang, H., **Won, D.**, & Lee, C. (November, 2007). *Volunteerism in non-profit sport organizations: A social exchange theory perspective*. Poster presented at the Annual Meeting of the North American Society of Sport Sociology (NASSS), Pittsburg, PA.
7. **Won, D.**, & Bang, S. (November, 2007). *Relative importance of factors involved in choosing a regional ski destination: Influence of consumption situation and recreation specialization*. Poster presented at the Annual Meeting of the Sport Marketing Association (SMA), Pittsburg, PA.
8. Bravo, G. A., & **Won, D.** (November, 2007). *Strategic legitimacy in the marketing of Sport Management programs: An exploratory analysis*. Poster presented at the Annual Meeting of the Sport Marketing Association (SMA), Pittsburg, PA.
9. **Won, D.**, & Hwang, S. (September, 2007). *How do golfers choose a course? A conjoint analysis of influencing factors*. Paper to be presented at the 2007 National Recreation and Park Association (NRPA) Leisure Research Symposium, Indianapolis, IN.
10. **Won, D.**, & Park, M. (June, 2007). *Understanding participation motivations of charity sporting events*. Paper presented at the Annual Meeting of the North American Society for Sport Management (NASSM), Miami, FL.

11. **Won, D.**, & Pack, S. M. (June, 2007). *A Personnel Foul: Violation of the Psychological Contract in Interscholastic Athletics*. Poster presented at the Annual Meeting of the North American Society for Sport Management (NASSM), Miami, FL.
12. **Won, D.**, Zhang, Z., & Lee, C. (November, 2006). *Factors influencing consumers' decision on purchasing licensed sport merchandise (LSM) on the Internet: A conjoint experiment*. Paper presented at the Annual Meeting of the Sport Marketing Association (SMA), Denver, CO.
13. Bravo, G. A., & **Won, D.** (September, 2006). *Evaluation of intangibles in sport services: A preliminary study of legitimacy and reputation of sport management programs*. Paper presented at the 4<sup>th</sup> Latin American Regional Congress of International Council for Health, Physical Education, Recreation, Sport, & Dance (ICHPER-DS), San Carlos, Venezuela.
14. **Won, D.**, & Pack, S. M. (June, 2006). *From Push to Pull: Factors Influencing Turnover Decisions in Intercollegiate Athletic Administration*. Paper presented at the Annual Meeting of the North American Society for Sport Management (NASSM), Kansas City, MO.
15. Bravo, G. A., & **Won, D.** (June, 2006). *Reputation in sport management programs: Why is it important? how is it built? and, where does it come from?* Paper presented to the Annual Meeting of the North American Society for Sport Management, Kansas City, MO
16. **Won, D.**, Pack, S. M., & Pastore, D. L. (April, 2006). *False consensus effects in interscholastic athletics: An exploratory study*. Poster presented at the Annual Meeting of the American Alliances of Health, Physical Education, Recreation, and Dance (AAHPERD), Salt Lake City, UT.
17. Zhang, Z., **Won, D.**, & Xie, D. (March, 2006). *The effects of trust in Internet shopping and psychological attachment on sport fans' intentions to buy licensed sport merchandise on the Internet*. Paper presented at the Annual Meeting of the International Sports Studies Conferences (ISSC), Melbourne, Australia.
18. **Won, D.**, & Chelladurai, P. (2005, June). *Achieving competitive advantages in intercollegiate athletics: Roles of intangible resources*. Paper presented to the Annual Meeting of the North American Society for Sport Management, Regina, Canada.
19. Zhang, Z., & **Won, D.** (2004, June). *Trust and consumption of licensed sport merchandise on the Internet*. Paper presented at the Annual Meeting of the North American Society for Sport Management (NASSM), Atlanta, GA.
20. **Won, D.**, & Park, M. (2003, May). *A proposed conceptual framework for cause-related marketing in sports*. Paper presented at the Annual Meeting of the North American Society for Sport Management (NASSM), Ithaca, NY.

21. **Won, D.** & Kim, M. (2003, May). *Stability of college students' psychological attachment to an athletic team*. Paper presented at the Annual Meeting of the North American Society for Sport Management (NASSM), Ithaca, NY.
22. Lee, H. J., Wolfe, R. A., & **Won, D.** (2001, June). *Perceptions and Priorities Concerning Intercollegiate Athletics: A Comparison across Nations & Cultures*. Paper presented at the Annual Meeting of the North American Society for Sport Management (NASSM), Virginia Beach, VA.

### Invited Lectures:

1. Won, D. (2006, December). *Current issues and research topics in sport management*. Presentation at Yonsei University, Seoul, South Korea
2. Won, D. (2004, November). *International sports*. Presentation to PESS 201 Introduction to Sport Management, Ohio University, Athens, OH.
3. Won, D. (2004, May). *Competitive advantages in intercollegiate athletics*. Presentation to PAES953 Doctoral research colloquium, The Ohio State University, Columbus, OH.

### Teaching Activities:

#### The University of Georgia

<u>Undergraduate</u>	KINS 3430:	Sport Business Practice
	KINS 3450:	Contemporary Issues in Sport
<u>Graduate</u>	KINS 7200:	Administration in Sport
	KINS 7270:	Facility Design and Event Management in Sport
	KINS 7280:	Sport Marketing
<u>UG (Non-Lecture)</u>	KINS 4000:	Directed Study in PESS+
	KINS 5140:	Current Problems in PESS (Marketing Research)+
<u>Grad (Non-Lecture)</u>	KINS 6000:	Directed Study in PESS+
	KINS 7450:	Internship
	KINS 7650:	Applied Project in PESS+
	KINS 7800:	Practicum
	KINS 8990:	Doctoral Seminar*+

#### Ohio University – Athens

<u>Undergraduate</u>	PESS 376:	Athletic Facility Planning and Management
	PESS 401:	Sport Marketing
	PESS 430:	Sport Sponsorship and Licensing
<u>Graduate</u>	SAFM 645:	Facility Management and Programming (Graduate)
	SAFM 611:	Special Problems (Graduate)*+

*Notes:* \* Not as an instructor of record  
+ Independent or directed study

## Academic Advising:

### Doctoral Degree Committees:

Dan Larson (Sport Management – In progress)  
 Jaeyong Chung (Sport Management – SU08)  
 Sunhwan Hwang (Recreation and Leisure Studies – SP08)

### Masters Degree Committees:

#### M.S.–Thesis

F. Rodriguez (SP09)+

#### M.Ed./M.S.–Non Thesis (Sport Management)

*Brian Berger (SP10)+	Austin Smith (FA07)	Stacey Ayles (SP07)
*Ben Hess (SP09)+	Ken Simonds (FA07)	Jennifer Binkley (SP07)
*Ben Beaty (FA08)+	Travis Watkins (F07)	Victoria Cervantez (SP07)
N. Kirkpatrick (SU08)	*Brian Jester (SU07)	*Zachary Hurst (FA06)
Sadie Royal (SU08)	*Ashley Godfrey (SU07)	*Sarah Bradley (FA06)
*Jeff Rush (SP08)	Melissa Patterson (SU07)	*Sedeirdra Smith (FA06)
Jarett Bachman (SP08)	Earl Larimer (SU07)	Kirk Alexander (FA06)
Sarah Dunsmore (SP08)	Erin Campbell (SU07)	Ashley Forgay (FA06)
*Logan Fiorentino (FA07)	Edward Gawrysiak (SU07)	James Bell (FA06)
David Akins (FA07)		

#### MS–NT (Kinesiology)

Michelle Greene (SU08)	Bryan Williams (SP08)	Keturah Armstrong (SP07)
Jocelyn Wyatt (SP08)		

Notes: \* Major professor  
 + Current student

## Service – Committee Activities:

### **The University of Georgia**

#### Departmental Committees

Kindig Research Award Selection Committee, 2007  
 Soule Scholarship Award Selection Committee, 2006  
 Search Committee for the Department of Kinesiology, 2005, 2006, 2007

### **Ohio University – Athens**

#### College Committee

Scholarship and Creative Activity Committee, 2004–2005

#### School Committee

Faculty Scholarship and Development Committee, 2004–2005

### Membership Professional Organizations:

North American Society of Sport Management, Member	2001–2006
Southern Management Association, Member	2004–present
Academy of Management, Member	2001–2005
Pi Lambda Theta – Int’l Honor Society and Prof. Assoc. in Education, Member	2004–2005
Korean AHPERD, Member	2008–present

### Honors and Achievements:

Lambda Theta, Honorary Fraternity for Education	2004
Graduate Student Research & Travel Grant, The Ohio State University	2003
Research Fellowship, The University of Michigan	2001
Department of Kinesiology Travel Grant, The University of Michigan	2001
Fellowships for Academic Excellence, Yonsei University	1993–1996
President’s List, Yonsei University	1994 & 1996