

August 2023

Hoyoon Jung, Ph.D.

Assistant Professor of Sport Management
 Department of Kinesiology and Sport Management
 Texas Tech University
 Lubbock, TX, 79409
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EDUCATION

- | | | |
|-------|---|------|
| Ph.D. | University of Northern Colorado , Greeley, CO
Major: Sport Administration
Cognate Area: Sport Economics
Minor: Applied Statistics and Research Methods
Dissertation: <i>Salary Discrimination in the Sports Labor Market: An Evidence from Major League Soccer</i> | 2021 |
| M.A. | Hanyang University , Seoul, Korea
Major: Economics & Finance
Cognate Area: Econometrics
Thesis: <i>Determinants of the Number of Spectators in the Korean Professional Baseball League</i> | 2017 |
| B.A. | Hanyang University , Seoul, Korea
Major: Economics & Finance | 2015 |
| B.S. | Hanyang University , Seoul, Korea
Major: Sport Management | 2015 |

ACADEMIC APPOINTMENTS

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| 2021 – | Assistant Professor
Department of Kinesiology and Sport Management, Texas Tech University |
| 2017 – 2020 | Instructor
School of Sport and Exercise Science, University of Northern Colorado |
| 2017 – 2020 | Graduate Research / Teaching Assistant
School of Sport and Exercise Science, University of Northern Colorado |
| 2015 – 2017 | Graduate Research / Teaching Assistant
Department of Economics and Finance, Hanyang University, Seoul, Korea |

GRANT ACTIVITIES

PI: Sekiguchi, Y.; Co-PI: **Jung, H.** et al. (2022). Identifying Heat Acclimatization State and Heat Illness Risks during Air Force's Special Warfare Training. Department of Defense. Amount: \$700,000.00. Status: Not Funded (External)

PI: Paek, B.; Co-PI: **Jung, H.** et al. (2019). Sports Consumer Well-being and Flow in Online Shopping. School of Sport and Exercise Science, University of Northern Colorado. Amount: \$800.00. Status: Funded (Internal)

PI: Cho, S.; Co-PI: **Jung, H.** et al. (2017). The Economic Impact of 2017 Tour De Korea. Korea Sports Promotion Foundation. Amount: \$16,355.00. Status: Funded (External)

RESEARCH INTERESTS

- Sport Economics (Labor Issues in Sports, League Structure and Policy, Economic Impact, Behavioral Economics, Computable General Equilibrium, Uncertainty of Outcome)
- Sport Analytics (Organizational Performance, Forecasting Model, Machine Learning)

REFEREED PUBLICATIONS

Paek, B., Kim, M., Morse, A., & **Jung, H.** (2021). Sport Consumer Flow and Shopping Well-being in Online Shopping. *International Journal of Sports Marketing and Sponsorship*, 22(4), 721-736. DOI: <https://doi.org/10.1108/IJSMS-06-2020-0116>

Hazzaa, R, N., Oja, B. D., & **Jung, H.** (2021). The Importance of Value Congruence: An Analysis of College Recreation Employees and Organizations. *Managing Sport and Leisure*, 26(3), 161-174. DOI: <https://doi.org/10.1080/23750472.2020.1728703>

Jung, H., Moon, C-G., & Sung, Y. T. (2020). Outcome Uncertainty and Demand for Baseball: A Single-Game Approach in the Korean Professional Baseball League. *International Journal of Sport Finance*, 15(1), 39-52. DOI: <http://doi.org/10.32731/IJSF/151.022020.04>

WORKS IN REVIEW

Lee, Y., Sung, Y. T., & **Jung, H.** Do Uncertain Outcomes Matter for Ticket Pricing? The Role of Outcome Uncertainty in the National Football League Secondary Ticket Market.

Jung, H., Paek, B., & Sung, Y. T. Do Fans Care about Playoff Structure? The Impact of Playoff Format on Fan Demand in Major League Soccer.

Ha, T., Yu, H., Lim, B., **Jung, H.**, Brooks, C., Krause, J. M., & Dauenhauer, B. ChatGPT in the field of kinesiology: Opportunities and considerations.

Ream, C., **Jung, H.**, & Paek, B. Team and Coach Gender: The Effect of the Expletive Halftime Speech.

WORKS IN PROGRESS

Jung, H., & Sung, Y. T. Salary Discrimination in Major League Soccer.

Jung, H., & Sung, Y. T. Salary Discrimination among Superstar Players? An Evidence from Major League Soccer.

Jung, H., Sung, Y. T., & Oja, B. D. Out of Left Field? An Estimation of the Effect of Bullpen-Day on Team Performance in Major League Baseball: Evidence from Tampa Bay Rays.

Jung, H., & Sung, Y. T. Who is Acting upon Salary Discrimination? An Examination of the Effect of Players' Origin of Birth on Salaries in Major League Soccer.

Allen, J., Michaelis, T., Carr, J., & **Jung, H.** Fail now or fail later: A latent growth curve analysis of the effects of early vs late failures on solo-entrepreneurial performance.

Paek, B., Yang, H., Song, S., & **Jung, H.** The Unfamiliarity Attracts Attention, but the Familiarity Enhances Memory: The Effects of Color on Sponsorship Information in English and Other Languages.

Sung, Y. T., & **Jung, H.** What Determines Players' Salaries? Evidence from Major League Baseball Starting Pitchers and Relief Pitchers.

Sung, Y. T., & **Jung, H.** Does Performance Consistency Pay off Financially for Players in National Basketball Association?

REFEREED PRESENTATIONS

Paek, B., Morse, A., Sung, Y. T., & **Jung, H.** (2023, October). *Assessing Sports Consumer Flourishing: Focusing on Fantasy Baseball and Social Media Engagement*. Poster Presentation at 2023 Sport Marketing Association (SMA), Tampa-St. Petersburg, FL.

Jung, H., & Ream, C. (2023, October). *Team and Coach Gender: The Effect of the Expletive Halftime Speech*. Poster Presentation at 2023 Sport Marketing Association (SMA), Tampa-St. Petersburg, FL.

Paek, B., Yang, H., Song, S., & **Jung, H.** (2023, September). The Unfamiliarity Attracts Attention, but the Familiarity Enhances Memory: The Effects of Color on Sponsorship Information in English and Other Languages. Poster Presentation at 2023 European Association for Sport Management (EASM), Belfast, Northern Ireland.

Paek, B., Morse, A., Sung, Y. T., & **Jung, H.** (2022, October). *Effects of Social Media Engagement and Perceived Value on Sport Consumers' Flourishing: An Empirical Model from Regulatory Engagement Theory*. Oral Presentation at 2022 Sport Marketing Association (SMA), Charlotte, NC.

Lee, Y., Sung, Y. T., & **Jung, H.** (2022, May). *Do Uncertain Outcomes Matter for Ticket Prices? The National Football League's Secondary Ticket Market*. Oral Presentation at 2022 North American Society for Sport Management (NASSM), Atlanta, GA.

Jung, H., Paek, B., & Sung, Y. T. (2021, October). *Do Fans Care about Playoff Structure? The Impact of Playoff Format on Fan Demand in Major League Soccer*. Poster Presentation at 2021 Sport Marketing Association (SMA), Las Vegas, LV.

Jung, H., Paek, B., & Sung, Y. T. (2021, Apreil). *Do Fans Care about Playoff Structure? The Impact of Playoff Format on Fan Demand in Major League Soccer*. Oral Presentation at 2021 Research Day, University of Northern Colorado, Greeley, CO.

Jung, H., & Sung, Y. T. (2020, May). *Salary Discrimination among Superstars: An Evidence from Major League Soccer*. Virtual presentation at 2020 North American Society for Sport Management (NASSM).

Jung, H., Sung, Y. T., & Oja, B. D. (2020, May). *Out of left Field? An estimation of the effect of bullpen day on team performance in Major League Baseball: Evidence from Tampa Bay Rays*. Virtual Presentation at 2020 North American Society for Sport Management (NASSM).

Paek, B., Kim, M., Morse, A., & **Jung, H.** (2019, November). *Understanding Online Sports Consumers in Sports Team Licensed Merchandise: An Application of Flow Theory and Shopping Well-Being*. Poster Presentation at 2019 Sport Marketing Association (SMA), Chicago, IL.

Jung, H., & Sung, Y. T. (2019, November). *Pay and performance in Major League Soccer*. Oral Presentation at 2019 Sport Marketing Association (SMA), Chicago, IL.

Hazzaa, R. N., **Jung, H.**, & Oja, B. D. (2019, June). *The Impact of Person-Organization Fit on Emotional Attitudes and Behaviors of Campus Recreation Professionals*. Oral Presentation at 2019 North American Society for Sport Management (NASSM), New Orleans, LA.

Jung, H., Mullen, R., Oja, B. D., & Sung, Y. T. (2019, April). *Out of left Field? An estimation of the effect of bullpen day on team performance in Major League Baseball: Evidence from Tampa Bay Rays*. Oral Presentation at 2019 Research Day, University of Northern Colorado, Greeley, CO.

Jung, H., Paek, B., & Sung, Y. T. (2018, November). *Determinants of the Number of Spectators in the Major League Soccer*. Oral Presentation at Sport and Exercise Science Colloquium, University of Northern Colorado, Greeley, CO.

Jung, H., Paek, B., & Sung, Y. T. (2018, October). *Determinants of the Number of Spectators in the Major League Soccer*. Oral Presentation at 2018 Sport Marketing Association (SMA), Frisco, TX.

Jung, H., Moon, C-G., & Sung, Y. T. (2018, June). *Determinants of the Number of Spectators in the Korean Professional Baseball League*. Oral Presentation at 2018 North American Society for Sport Management (NASSM), Halifax, NS, Canada.

Hazzaa, R. N., **Jung, H.**, & Oja, B. D. (2018, April). *The Impact of Person-Organization Fit on Emotional Attitudes and Behaviors of Campus Recreation Professionals*. Oral Presentation at 2018 Research Day, University of Northern Colorado, Greeley, CO.

ACADEMIC TEACHING

Instructor, Texas Tech University

Graduate SPMT 5344 Applied Issues in Sports Analytics
(Fall 2023, Enrollment: 18, Evaluation: N/A)

SPMT 5321 Financial Management in Sport
(Term: Spring 2023, Enrollment: 12 students, Evaluation: 5.0/5.0)
(Term: Spring 2022, Enrollment: 9 students, Evaluation: 4.8/5.0)

Undergraduate SPMT 4379 Introduction to Sport Analytics
(Term: Summer 2023, Enrollment: 35 students, Evaluation: 4.3/5.0)
(Term: Summer 2022, Enrollment: 24 students, Evaluation: 4.8/5.0)

SPMT 4357 Financial and Economic Aspects of Sport
(Term: Fall 2023, Enrollment: 45, Evaluation: N/A)
(Term: Summer 2023, Enrollment: 46 students, Evaluation: 4.4/5.0)
(Term: Spring 2023, Enrollment: 44 students, Evaluation: 4.8/5.0)
(Term: Fall 2022, Enrollment: 42 students, Evaluation: 4.8/5.0)
(Term: Summer 2022, Enrollment: 43 students, Evaluation: 4.5/5.0)
(Term: Spring 2022, Enrollment: 45 students, Evaluation: 4.9/5.0)
(Term: Fall 2021, Enrollment: 45 students, Evaluation: 4.4/5.0)

Instructor, University of Northern Colorado

Undergraduate SES 370 Sport Finance
(Term: Spring 2020, Enrollment: 15 students, Evaluation: 4.75/5.0)

SES 318 Coaching and Officiating of Soccer
(Term: Spring 2019, Enrollment: 18 students, Evaluation: 4.14/5.0)

SES 134 Self-Defense
(Term: Fall 2019, Enrollment: 15 students, Evaluation: 3.80/5.0)
(Term: Spring 2019, Enrollment: 16 students, Evaluation: 4.33/5.0)
(Term: Fall 2018, Enrollment: 17 students, Evaluation: N/A)
(Term: Spring 2018, Enrollment: 20 students, Evaluation: 4.50/5.0)

SES 111 Bowling
(Term: Spring 2018, Enrollment: 24 students, Evaluation: 4.67/5.0)

SES 102 Soccer
(Term: Fall 2017, Enrollment: 25 students, Evaluation: 5.0/5.0)

Teaching Assistant, University of Northern Colorado

Graduate SES 602-002: Introduction to Research in SES
 (Term: Fall 2019, Enrollment: 17 students)
 (Term: Fall 2018, Enrollment: 22 students)
 (Term: Fall 2017, Enrollment: 12 students)

SES 602-900: Introduction to Research in SES (Online)
 (Term: Fall 2019, Enrollment: 20 students)
 (Term: Fall 2018, Enrollment: 19 students)

Undergraduate SES 370 Sport Finance
 (Term: Spring 2019, Enrollment: 18 students)

Teaching Assistant, Hanyang University

Undergraduate Special Topics in Personal Finance
 (Fall 2015, 91 students)
 (Spring 2015, 82 students)

INVITED GUEST LECTURES

Big Data and Analytics in Sports (2023, July). Presented at International Organization for Health, Sports, and Kinesiology Conference, Chulalongkorn University, Bangkok, Thailand.

Financial Issues in Sport Management (2019, September). Presented at *Management of Sport Organization* (SES 300, Undergraduate), School of Sport and Exercise Science, University of Northern Colorado.

Ethical Issues in Research (2019, September). Presented at *Introduction to Research in Sport and Exercise Science* (SES 602, Graduate), School of Sport and Exercise Science, University of Northern Colorado.

Premise Liability (2019, February). Presented at *Administration and Law* (SES 461, Undergraduate), School of Sport and Exercise Science, University of Northern Colorado.

APA formatting (2017, September). Presented at *Introduction to Research in Sport and Exercise Science* (SES 602, Graduate), School of Sport and Exercise Science, University of Northern Colorado.

PROFESSIONAL SERVICE

To the Academia

2022 – Chair of Leadership Development
 International Organization for Health, Sports, and Kinesiology

2021 – Editorial Board Member
 Journal of Health, Sports, and Kinesiology

2020 – Ad Hoc Reviewer
International Journal of Sport Finance, International Journal of Hospitality Management, Journal of Applied Sport Management, Humanities & Social Sciences Communications, PeerJ – The Journal of Life and Environmental Sciences, PeerJ – Computer Science

To the University

2022 – Graduate Admission Committee
Department of Kinesiology and Sport Management, Texas Tech University

2022 – Reviewer
Undergraduate Research Conference, Texas Tech University

2023 Faculty Search Committee
Department of Kinesiology and Sport Management, Texas Tech University

2022 Scholarship Committee
Department of Kinesiology and Sport Management, Texas Tech University

2022 Faculty Search Committee
Department of Kinesiology and Sport Management, Texas Tech University

2021 Faculty Search Committee
Department of Kinesiology and Sport Management, Texas Tech University

2019 – 2021 Graduate Student Association Representative
Faculty Senate, University of Northern Colorado

HONORS AND AWARDS

2021 Research Excellence Award Top Three Finalist
University of Northern Colorado

2015 – 2017 Graduate Student Scholarships
Hanyang University

2008 – 2013 Honors Student Scholarships
Hanyang University

PROFESSIONAL AFFILIATIONS

2023 – European Association for Sport Management (EASM)
2022 – International Organization for Health, Sports, and Kinesiology (IOHSK)
2019 – Sport Marketing Association (SMA)
2018 – Korean American Association for Sport Management (KAASM)
2018 – North American Society for Sport Management (NASSM)

STATISTICAL PROGRAMMING

Proficient with: R/R-Studio, Stata, EViews, SPSS
Experience with: Python, SAS, MATLAB, GAUSS