



Curriculum Vita
August 2024

Instructor: Hoyeol Yu, Ph.D.

Academic Department: Health and Human Performance

University Address: Nursing and Health Sciences
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EDUCATION

Doctor of Philosophy Kinesiology (Ph.D.), Kinesiology – Sport and Fitness Administration,
University of Houston, Houston, TX, August 2020

Master of Science (M.S.), Sport Management, Florida State University, Tallahassee, FL,
May 2015

Bachelor of Science (B.S.), Sport Science, Daejin University, Korea, February 2011

TEACHING EXPERIENCE

Texas A&M University Commerce, Commerce, Texas. Assistant Professor (tenure-track) in
Sport and Recreation Management Program (August 2024 – present).

Arkansas State University, Jonesboro, Arkansas. Assistant Professor (tenure-track) in Sport
Management Program (August 2020 – May 2024).

University of Houston, Houston, Texas. Teaching Fellow (August 2015 – May 2020).

Florida State University, Tallahassee, Florida. Graduate Teaching Instructor (August 2013 –
May 2014).

PUBLICATIONS

18. Nam, C., **Yu, H. Y.**, & Manchiraju, S. (2024). Smart fitness apparel influencing consumers' purchase intention: An application of the technology acceptance model. *Asian Sport Management Review*, 18, 65-84
17. Kim, Y., **Yu, H. Y.**, Nam, C., & Dabbs, M. S. (2023). The effect of an athletic department's pro-environmental initiatives on the tri-component attitude model: An experimental examination. *Sustainability and Sports Science Journal*, 1(2), 53-72.
16. **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.
15. **Yu, H. Y.**, Foreman, J., Lee, D., & Lee, M. (2023). Sport fan's 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.

14. **Yu, H. Y.**, Lee, M., Robinson, G. M., 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.
13. **Yu, H. Y.**, Robinson, G. M., Ternes, N., & Jung, M. (2022). Consumers of fitness centers: An analysis of impact of leadership styles on dropout behavior. *Journal of SPORT*, 9(1), 57-68.
12. Kwon, J., **Yu, H. Y.**, & Ahn, J. (2022). Multidimensional value of customers' mobile service experiences in the food context. *Journal of Hospitality and Tourism Insights*, 6(2), 912-927.
11. Kim, K., **Yu, H. Y.**, & Jung, M. (2022). The impact of coach communication on sparring athlete satisfaction and continued sport participation within collegiate Taekwondo. *Korean Society of Martial Arts*, 16(2), 109-131.
10. **Yu, H. Y.**, Ternes, N., Benevides, C., A., & Kim, S. (2022). Relationship between a reflective-formative model of team brand associations and behavioral intentions: The mediating effect of fan identification. *Journal of Applied Sport Management*, 14(1), 18-27.
9. Song, J., Jung, M, Park, G, & **Yu, H. Y.**^ (2022). Water sport tourists hesitation in destination decision making in the COVID-19 pandemic era: The moderating effect of destination image. *Sustainability*, 14(8), 1-13.
8. Kim, S., **Yu, H. Y.**^, & Lee, H. (2022). Motivational determinants of digital ticketing: The mediating effect of service satisfaction and the moderating effect of psychological discomfort. *International Journal of Sports Marketing and Sponsorship*, 23(2), 326-345.
7. **Yu, H. Y.**, Robinson, G. M., & 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.
6. **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.
5. Lee, M. W., Lee, D., Hawkins, B. J., Cottingham, M. & **Yu, H. Y.** (2019). Sport brand extension evaluation: The role of brand extension authenticity. *International Journal of Sport Management*, 20(1), 125-149.
4. **Yu, H. Y.**, & James, J. D. (2018). Ratings of service quality and satisfaction by sport spectators with different personality. *International Journal of Sport Management*, 19(4), 383-411.
3. **Yu, H. Y.**, Lee, D., Hawkins, B. J., Cottingham, M., & Lee, M. W. (2018). Perceived fan associations with teams: Across NFL, NBA, MLB, and MLS. *International Journal of Sport Management*, 19(3), 289-314.
2. 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.
1. **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), 25-39.

RESEARCH GRANTS AND AWARDS

FUNDED RESEARCH PROJECTS

1. Research Assistant

- Cottingham, M (PI), Lee, D (Co-I), & Lee, B-C (2016). Development of measures for classification system for athletes with disabilities. Research Progress Grant. Division of Research at UH. Proposal#: I182-11. **Funded amount: \$11,795**

2. Primary Investigator

- Ho Yeol Yu (PI) (2022). Faculty Research Fund at Arkansas State University. Revitalizing sport fans' game-day experience via mobile ordering at stadiums. Proposal# 150170-254401-1220. **Funded amount: \$5,949.15**

NOT FUNDED RESEARCH PROJECTS

1. Primary Investigator

- Ho Yeol Yu (PI) (2021). Faculty Research Fund at Arkansas State University. Revitalizing sport fans' game-day experience via mobile ordering at stadiums. **Requested fund amount: \$4886.40**