



## Curriculum Vita

**Instructor:** Hoyeol Yu, Ph.D.

**Academic Department:** Health and Human Performance

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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. (In press). Smart fitness apparel influencing consumers' purchase intention: An application of the technology acceptance model. *Asian Sport Management Review*.
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.

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| <b>RESEARCH GRANTS AND AWARDS</b> |
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**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**