

April 18, 2025

Koo Yul Kim

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EDUCATION

- | | |
|---------------------|---|
| 09. 2017 ~ 05. 2022 | Temple University , Fox School of Business, Philadelphia, PA <ul style="list-style-type: none">- Ph.D. in Business Administration- Concentration in Sport Management |
| 09. 2011 ~ 05. 2013 | Ohio University , College of Business Athens, OH
Master of Sport Administration/ Master of Business Administration |
| 09. 2005 ~ 12. 2007 | University of Oregon , Lundquist College of Business, Eugene, OR <ul style="list-style-type: none">- Bachelor of Arts in Business Administration- Concentration: Sport Business- Cum Laude |
| 03. 2000 ~ 06. 2005 | Kookmin University , Seoul, Korea <ul style="list-style-type: none">- Bachelor of Business Administration |

RESEARCH INTERESTS

Consumer behavior in relation to marketing strategy
Revenue generation aspects of sport teams/organizations
Sports gambling/betting
Ticket resale market

RESEARCH

Publications

Kim, K. Y., López, C., & Lee, Y. H. (2025). Get Your Tickets Here: An Examination of How Reputation and Pricing Strategies of Ticket Sellers Affect Consumers' Willingness to Purchase Sport Tickets. *Sport Marketing Quarterly*, 34(1), 16-30.

Kim, K. Y., & Lopez, C. (2025). Examining Factors Affecting Consumers' Daily Fantasy Sports and Sports Betting Participation: Comparing Motivation and Perception of Skill Versus Luck. *UNLV Gaming Research & Review Journal*, 29(1), 1-18.

Kim, K. Y., Lopez, C., & Drayer, J. (2023). Do consumers care about credibility? Examining corporate credibility and price on sport ticket purchase decision making. *Sport Management Review*, 26(3), 471-493.

Kim, K. Y. & Drayer, J. (2021). A Better Together? Examining the impact of official secondary ticketing partnerships on consumers' attitudes and behaviors. *Sport Marketing Quarterly*.30(4) 280-290

Lopez, C., **Kim, K. Y.**, Drayer, J., & Jordan, J. S. (2021). A Run for Their Money: Examining Changes in Runners' Event-Related Expenditures. *Sport Marketing Quarterly*, 30(3) 207-219.

Conference Presentations

Kim, K.Y. & Lopez, C. (2024). Gambling and Addiction: Influence of Motivations and Perception of Skill vs. Luck on Problem Gambling in Sports. 25th ICRG (International Center for Responsible Gaming) Conference

Kim, K.Y. & Lopez, C. (2024). Examining Factors Affecting Consumers' DFS and Sports Betting Participation: Comparing Motivation and Perception of Skill Versus Luck. Inaugural NASHE (Northwest Association for Sport in Higher Education) Conference

Hei, Z, Morse, A, & **Kim K.Y.** (2024) The Influence of "IFBB Pro" Designation on the Consumer Decision-Making Process for Online Personal Training Services: An Experimental Investigation. Sport Marketing Association

Kim, K.Y & Lopez, C. (2023). Examining the impact of official partnerships of sports betting on consumers' attitudes and behaviors. Sport Marketing Association

Kim, K., & Lopez, C. (2022). Get Your Tickets Here! An Examination of How Reputation of Ticket Sellers Affects Consumers' Willingness to Purchase Sport Tickets. Sport Marketing Association

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Kim, K. & Drayer, J. (advisor). (2020). A Better Together? Examining the impact of official secondary ticketing partnerships on consumers' attitudes and behaviors. the North American Society for Sport Management

Kim, K., & Drayer, J. (advisor). (2019). Examining the impact of corporate credibility and the interaction between price and corporate credibility on sport ticket purchase decision making in the secondary market. Presented at the North American Society for Sport Management, New Orleans, LA, United States.

Drayer, J., Shapiro, S., & **Kim, K.** (2019). Examining the effect of ticket fee sizes on purchase intentions. Presented at the European Sport Management Conference, Seville, Spain

Lopez, C., **Kim, K.**, Drayer, J. (advisor), & Jordan, J. S. (advisor). (2018). What's the Difference? Spending between mass participation sporting event first-timers and repeaters. Presented at the North American Society for Sport Management, Halifax, NS, Canada

Manuscripts in Progress

Kim, K., & Kunkel, T. (**submitted, 3/19/2025**). The Effects of Fit Between Promotional Message and Regulatory Focus on Consumers' Sports Betting Behavior: The Moderating Role of Consumers' Familiarity with Online Sports Betting. *International Journal of Sports Marketing and Sponsorship*: **Under Review**

Kim, K., & Lopez, C. (**decision made, 10/8/2024**). The Effects of Interplay Between Different Game Characteristics and Consumer Motivation on Likelihood of Betting and Magnitude of The Monetary Wager. *Sport Marketing Quarterly*.: **Revise and Resubmit**

Kim, K., & Lopez, C. (**Data collection finished**). Examining the impact of official partnerships of sports betting on consumers' attitudes and behaviors. Target Journal: *European Sport Management Quarterly*

Lopez, C., **Kim, K.**, & Srivastava, J. (**Data collection finished**). Influence of bet presentation on sport gambling consumers' attitudes and behaviors. Target Journal: *Journal of Marketing*

GRANTS

Lopez, C., **Kim, K.**, & Srivastava, J. (submitted, 2024) Investigating the Effects of Gambling Visual Cues on Consumer Behavior and the Potential Influence on Problematic Behaviors, The International Center for Responsible Gaming (ICRG): **Funding requested: \$172,500: Not funded**

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Lopez, C., **Kim, K.**, & Srivastava, J. (submitted, 2023) Investigating the Effects of Gambling Advertising on Consumer Behavior and the Potential Influence on Problematic Behaviors, The International Center for Responsible Gaming (ICRG): **Funding requested: \$172,500: Not funded.**

Kim, K., & Drayer, J. (advisor). (2020). Sports gambling and promotion activities: the impact of regulatory focus and regulatory fit on sports gambling intentions. Young Scholar Seed Funding, Temple University. **Funded \$800**

Kim, K., & Drayer, J. (advisor). (2019). Examining the impact of corporate credibility and the interaction between price and corporate credibility on sport ticket purchase decision making in the secondary market. Young Scholar Seed Funding, Temple University. **Funded \$800**

TEACHING

INSTRUCTOR OF RECORD

SES 270 Introduction to Sport Administration. Fall 2024. University of Northern Colorado

SES 704 Marketing & Experimental Design Seminar. Fall 2023. University of Northern Colorado

SES 576 Sport Promotion and Marketing (Online). Fall 2023 & 2024. University of Northern Colorado

SES 478 Sport Marketing. Fall 2023 & 2024. University of Northern Colorado

SES 694 Revenue Generation in Sport. Spring 2023 & 2024. University of Northern Colorado

SES 671 Fundraising & Development in Sport. Spring 2023. University of Northern Colorado

SES 688 Legal Aspects of Sport (Online). Spring 2023 & 2024. University of Northern Colorado

SES 576 Sport Promotion and Marketing. Fall 2022 & 2024. University of Northern Colorado

SES 688 Legal Aspects of Sport. Fall 2022. University of Northern Colorado

SRM 2217 Research in Sport and Recreation. Fall 2021. Temple University

SRM 3296 Marketing Management in sport and recreation. Fall 2020. Temple University

SRM 3296 Marketing Management in sport and recreation. Spring 2020. Temple University

TEACHING ASSISTANT

SRM 3296 Marketing Management in sport and recreation. Fall 2019. Temple University

SRM 1211 Sport and Society. Spring 2019. Temple University

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SRM 3222 Professional & International Sports. Spring 2019. Temple University

SRM 3211 Management in Sports. Fall, 2018. Temple University

SRM 5216 Management in Sports. Fall 2018. Temple University

SRM 3222 Professional & International Sports. Fall 2018. Temple University