

October 14, 2022

# Koo Yul Kim

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## EDUCATION

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09. 2017 ~ 05. 2022    **Temple University**, Fox School of Business, Philadelphia, PA

- Ph.D. in Business Administration
- Concentration in Sport Management

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09. 2011 ~ 05. 2013    **Ohio University**, College of Business, Athens, OH

Master of Sport Administration/ Master of Business Administration

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09. 2005 ~ 12. 2007    **University of Oregon**, Lundquist College of Business, Eugene, OR

- Bachelor of Arts in Business Administration
- Concentration: Sport Business
- Cum Laude

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03. 2000 ~ 06. 2005    **Kookmin University, Seoul, Korea**

- Bachelor of Business Administration

## PROFESSIONAL EXPERIENCES

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08.2022 ~ Present    **Assistant Professor of Sport Administration**, Department of Kinesiology, Nutrition, and Dietetics, *University of Northern Colorado*, Greeley, CO

09. 2017 ~ 05.2022    **Research & Teaching Assistant**, School of Sport, Tourism and Hospitality Management, *Temple University*, Philadelphia, PA

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10. 2015 ~ 06. 2016    **Corporate Sponsorship Manager**, *Brion Sports Group*, Seoul, Korea

- Managed MLB corporate partnership for LG Electronics, while ensuring asset utilization and delivery on behalf of the client
  - Developed and executed new integrated sponsorship strategy for LG to achieve its business objectives including on-site activation at two MLB ballparks
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- Developing and proposed corporate sponsorship opportunities to potential clients
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05. 2014 ~ 08. 2015 **Ticket Sales Representative, *Texas Rangers Baseball Club*, Arlington, Texas**

- Generated new business through cold calling and setting up ballpark appointments with potential customers
  - Responsible for servicing current and new season ticket, suite, and group accounts
  - Responsible for handling Korean community marketing
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01. 2014 ~ 04. 2014 **Sales & Ticket Service Staff, *Shell Houston Open*, Humble, TX**

- Responsible for generating incremental revenue by making calls to past customers
  - Generated more than \$100,000 in incremental revenue by selling hospitality package
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07. 2013 ~ 11. 2013 **Corporate Sales Staff, *Shriners Hospitals for Children Open*, Las Vegas, NV**

- Responsible for generating new leads developed into new businesses
  - Assisted in selling marketing and hospitality opportunities to potential clients
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02. 2009 ~ 09. 2010 **Director of Ticket Operations, *Eugene Emeralds Baseball Club*, Eugene, OR**

- Managed 350+ season ticket and mini-plan accounts, and created 50+ new clients by cold calling
  - Trained two interns and six game-day ticketing employees and supervised them in performing high levels of customer service on a daily basis
  - Communicated and interacted with other departments to implement and coordinate programs to maximize revenue
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05. 2008 ~ 09. 2008 **Promotion & Ticket Sales Intern, *Eugene Emeralds Baseball Club*, Eugene, OR**

- Performed the promotional activities during 2008 season, including pregame set-up, preparation and distribution of promotional items at the gate, and on-field game promotions
  - Coordinated two major promotions including outreach to little league teams and at-risk youth organizations
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## **RESEARCH INTERESTS**

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Consumer behavior in relation to marketing strategy

Revenue generation aspects of sport teams/organizations

Sports gambling/betting

Ticket resale market

## **RESEARCH**

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### **Refereed Publication**

**Kim, K.**, Lopez, C., & Drayer, J. (In press). Do consumers care about credibility? Examining corporate credibility and price on sport ticket purchase decision making. *Sport Management Review*. Accepted September 15, 2022

**Kim, K.** & 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.

### **Refereed Conference Presentations**

**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*

**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

### **Manuscript in Progress**

**Kim, K.**, Kunkel, T., & Roehl, W. (Ready to submit to a journal). The Effects of Interplay Between Different Game Characteristics and Consumer Motivation on Likelihood of Betting and Magnitude of The Monetary Wager. Target Journal: *Sport Management Review*

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**Kim, K.,** Kunkel, T., & Roehl, W. (Ready to submit to a journal). The Effects of Fit Between Promotional Message and Regulatory Focus on Consumers' Betting Behavior. Target Journal: *Journal of Sport Management*

**Kim, K.,** Kunkel, T., & Roehl, W. (Ready to submit to a journal). Examining Factors Affecting Consumers' DFS and Sports Betting Participation: comparing motivation and perception of skill versus luck. Target Journal: *Sport Marketing Quarterly*

**Kim, K.,** & Lopez, C. (Data collection finished). Get Your Tickets Here!: An Examination of How Reputation of Ticket Sellers Affects Consumers' Willingness to Purchase Sport Tickets. Target Journal: *Journal of Sport Management*

Lopez, C & **Kim, K.** (Data collection finished). Integrative review of sports gambling literature. Target Journal: *Journal of Sport Management*

**Kim, K.** (Initial stage). Examining the impact of official sports betting partnerships on consumers' attitudes and behaviors. Target Journal: *Sport Management Review*

## **GRANTS**

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**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**

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### **Instructor of Record**

**SES 576 Sport Promotion and Marketing.** Fall 2022. 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

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

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

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**Teaching Assistant**

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

**SRM 1211 Sport and Society.** Spring 2019. Temple University

**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

**EXTRACURRICULAR ACTIVITIES**

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10. 2013 Interpreter, Jack Nicklaus Golf Club Korea, Presidents Cup, Dublin, OH

10. 2010 Media Relation Volunteer, LPGA Hana Bank Championship, Incheon, Korea

07. 2007 Tryout camp Volunteer, United States Basketball Academy, Eugene, OR

2006 ~2007 University of Oregon Sports Business Club, Member, Eugene, OR

10. 2013 University of Oregon New Student Orientation-Volunteer, Eugene, OR

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