

CURRICULUM VITAE

Yoon Tae Sung, Ph.D.

Sport Administration
Department of Kinesiology, Nutrition, and Dietetics
University of Northern Colorado
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EDUCATION

Ph.D., Sport Management
Florida State University, Tallahassee, FL December 2015

M.S., Recreation, Sport, and Tourism
University of Illinois at Urbana-Champaign, Champaign, IL May 2011

B.S., Sports and Leisure Studies
Yonsei University, Seoul, South Korea August 2008

ACADEMIC POSITIONS

Associate Professor August 2021 – present
Sport Administration
Department of Kinesiology, Nutrition, and Dietetics
College of Natural and Health Science
University of Northern Colorado
Greeley, CO

Assistant Professor August 2016 – 2021
Sport Administration
Department of Kinesiology, Nutrition, and Dietetics
College of Natural and Health Science
University of Northern Colorado
Greeley, CO

Associate in Research January 2016 – July 2016
Department of Sport Management
College of Education
Florida State University
Tallahassee, FL

RESEARCH INTERESTS

- Sport economics, sport finance, big data analysis
 - a. Organizational performance
 - b. Consumer demand
 - c. Quality of life with sports
 - d. Sport wagering and efficient market hypothesis
 - e. Economic impact of sports

PUBLICATIONS

Sung, Y. T. (accepted). Importance-Performance Analysis. *Routledge Encyclopedia of Sport Studies*.

Fowler, B., Martyn, J., Sung, Y. T. (forthcoming). Exploring academic performance: An examination of athletic reclassification from FCS to FBS. *Journal for the Study of Sports and Athletes in Education*.

Romano, A., Riggs, J., Sung, Y. T., & Morse, A. (2021). Intercollegiate Athletics Marketing-Generated Revenue: Within Autonomy Football Bowl Subdivision. *Journal of Applied Sport Management*, 13(1), 29-37.

Sung, Y. T. (2020). The National Football League and efficient market hypothesis: An analysis of trends in Thursday Night Football and post-bye week games. *International Journal of Sport Finance*, 15(2), 69-82.

Jung, H., Moon, C-G., & Sung, Y. T. (2020). Uncertainty of outcome hypothesis and attendance in the Korean Professional Baseball League. *International Journal of Sport Finance*, 15(1), 39-51.

Paek, B., Sung, Y. T., & Kim, M. (2019). A Conceptual Model of Ticketing Pricing in Intercollegiate Sports. *International Journal of Human Movement Science*, 13(1), 37-50.

- Lee, C., Sung, Y. T., Zhou, Y., & Lee, S. (2018). The Relationships between the Seriousness of Leisure Activities, Social Support and School Adaptation among Asian International Students in the U.S. *Leisure Studies*, 37(2), 197-210.
- Kwon, W., Sung, Y. T., & Maeng, L. S. (2016). The Impact of a Sporting Event on Host Cities Economies. *The Korean Journal of Physical Education*, 55(5), 469-479.
- Sung, Y. T., & Tainsky, S. (2014). The National Football League Wagering Market: Simple Strategies and Bye Week-Related Inefficiencies. *Journal of Sports Economics*, 15(4), 365-384.
- Kwon, W., Sung, Y. T., & Kim, W. (2014). The Effect of Sport Industry Loan Program on Beneficiaries' Business Performance: An Analysis of Profitability Ratios and In-Depth Interview. *Korean Journal of Sport Management*, 19(3), 87-102.
- Sung, Y. T. (2012). Poker is a Game of Skill, not Chance, but What about Sports Betting? *Sports Litigation Alert*, 9 (21).
- Sung, Y. T., & Rodenberg, R (2012). A Primer on Sports Betting Litigation in New Jersey, *Sports Litigation Alert*, 9 (17).
- Rodenberg, R., & Sung, Y. T. (2012). Mancina v. Goodell and NFL: Aggrieved Fan Sues. *Sports Litigation Alert*, 9 (20).

SELECTED ABSTRACTS, PROCEEDINGS, AND PRESENTATIONS

- Padhye, Y., Lee, Y, Sung, Y. T., & Morse, A. (2022, Oct). *What motivates sport spectators? A deeper look into consumer motivations in traditional sport versus esport*. Sport marketing Association. Charlotte, NC.
- Lee, Y., Sung, Y. T., & Morse, A. (2022, Oct). *New policies and restrictions; secondary market ticket prices in the Major League Baseball spring training*. Sport marketing Association. Charlotte, NC.
- Paek, B, Morse, A., Sung, Y. T., & Jung, H. (2022, Oct). *Effects of social media engagement and perceived value on sport consumers' flourishing: An Empirical Model from Regulatory Engagement Theory*. Sport Marketing Association. Charlotte, NC.
- Lee, Y., Sung, Y. T., & Jung, H. (2022, June). *Do uncertain outcomes matter for ticket prices? The National Football League's secondary ticket market*. North American Society for Sport Management. 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*. Sport marketing Association. Las Vegas, NV.
- Hajek, T. J., Lee, Y., Oja, B. D., Schuetz, L., & Sung, Y. T. (2021, October). *Bet on it: Exploring sport betting partnerships in professional sport*. Sport Marketing Association. Las Vegas, NV.
- Kim, M., Sung, Y. T., & Yoon, Y. M. (2021, May). *Are they doing good and right? Assessing the nonprofit effectiveness and community impact of professional sport team nonprofit organizations*. North American Society for Sport Management, Virtual Conference.
- Hajek, T., & Sung, Y. T. (2021, May). *Team Performance Metrics in the 2020 NBA Bubble: A Case Study*. North American Society for Sport Management, Virtual Conference.
- Hajek, T., & Sung, Y. T. (2021, May). *Video Interviews Via Student Question Submissions*. North American Society for Sport Management, Virtual Conference.
- Romano, A., Sung, Y. T., Morse, A. (2021, February). *Factors Impacting Revenue Generation Within the Power 5 Institutions*. Applied Sport Management Association, Virtual Conference.
- Hajek, T., & Sung, Y. T. (2021, February). *Industry Interview with Walter Holland from the Minnesota Lynx about Range and Adaptability in Sport Management*. Applied Sport Management Association, Virtual.
- Hajek, T., & Sung, Y. T. (2020, May). *Sport management program satisfaction perceived by Generation Z Students*. North American Society for Sport Management, San Diego, CA.
- Jung, H., & Sung, Y. T. (2020, May). *Salary Discrimination among Superstars: An evidence from Major League Soccer*. North American Society for Sport Management, San Diego, CA.
- Jung, H., & Sung, Y. T., & Oja, B. (2020, May). *Out of left field? An estimation of the effect of bullpening on team performance in Major League Baseball: Evidence from Tampa Bay Rays*. North American Society for Sport Management, San Diego, CA.
- Kim, M., Sung, Y. T., & Yoon, Y. (2020, May). *Assessing the financial performance of*

- professional sport team nonprofit organizations: A case of Dallas-Forth Worth metroplex.* North American Society for Sport Management, San Diego, CA.
- Martyn, J., & Sung, Y. T. (2019, November). *Double charging residents: An examination of public stadium subsidies, the NFL Fan Cost Index, and median household incomes.* Annual Sport Entertainment and Venues Tomorrow Conference, Columbia, SC.
- Jung, H., & Sung, Y. T. (2019, October). *Pay and performance in Major League Soccer.* Sport Marketing Association, Chicago, IL.
- Sung, Y. T., & Kim, M (2019, September). *Game schedules and fairness in sports leagues.* European Association for Sport Management, Seville, Spain.
- Sung, Y. T. (2019, May). *Rest schedules and market efficiency in NFL point spread markets.* North American Society for Sport Management, New Orleans, LA.
- Hazzaa, R. N., Oja, B. D., & Sung, Y. T. (2019, May). *The effects of corporate social responsibility and psychological capital on sport employees' prosocial attitudes and behaviors.* North American Society for Sport Management, New Orleans, LA.
- Jung, H., Paek, B., & Sung, Y. T. (2018, October). *Determinants of the number of spectators in the Major League Soccer.* Sport Marketing Association, Dallas, TX.
- Kim, M., Chin, J-H., & Sung, Y. T. (2018, September). *Other than athletic performance? The pursuit of student-athletes' academic psychological capital and well-being.* European Association for Sport Management, Malmö, Sweden.
- Jung, H., Moon, C-G., & Sung, Y. T. (2018, May). *Determinants of the number of spectators in the Korean Professional Baseball League.* North American Society for Sport Management, Halifax, Canada.
- Paek, B., Sung, Y. T., & Kim, M. (2018, April). *A conceptual model of ticket pricing process in intercollegiate sport.* College Sports Research Institute, Columbia, SC.
- Fowler, B., & Sung, Y. T. (2018, April). *The effects of reclassification: An examination of the transition from FCS to FBS.* College Sports Research Institute, Columbia, SC.
- Martyn, J., & Sung, Y. T. (2018, April). *Title IX: An exploratory case study of northern vs. southern universities proportionality compliance.* College Sports Research Institute, Columbia, SC.

- Traugutt, A., Augustine, J., & Sung, Y. T. (2018, February). *Efficient Market Hypothesis in the National Hockey League Wagering Market*. Applied Sport Management Association, Waco, TX.
- Kim, M., Kim, A., & Sung, Y. T. (2017, September). *The Perception of Instant Replaying System in Sport: Fair or Fun?*. European Association for Sport Management, Bern, Switzerland.
- Sung, Y. T. (2016, May). *The National Football League schedule and efficient market hypothesis: Trends caused by rest days*. North American Society for Sport Management, Orlando, FL.
- Kim, Y., & Sung, Y. T. (2016, May). *The comprehensive format and method for sport marketing case studies*. North American Society for Sport Management Teaching and Learning Fair, Orlando, FL.
- Kim, A., Sung, Y. T., Kim, M., Lee, H-W., & Kim, Y. D. (2014, October). *Sponsorship as a partnership opportunity in the network economy: The congruency between sponsorship network portfolio and strategic alliances portfolio*. Sport Marketing Association, Philadelphia, PA.
- Sung, Y. T., Kim, A., Yoon, J., Willett, M., & Pedersen, P. (2014, September). *The sponsorship network portfolio of the Olympic Games: Examining the strategic management of corporate partners from a network perspective*. European Association for Sport Management, Coventry, UK.
- Lee, C., Sung, Y. T., Kim, H. M., & Laura, P. (2014, September). *Serious leisure of international students and culturalization*. World Leisure Congress, Mobile, AL.
- Sung, Y. T. (2014, May). *A potential bias in the NFL betting market related to the number of days off*. Marvalene Hughes Research in Education Conference, Tallahassee, FL.
- Sung, Y. T. (2012, May). *Do NFL bettors act like sports fans or investors? A comparison of the influential factors in sports betting*. North American Society for Sport Management, Seattle, WA.

GRANTS, HONORS, AND AWARDS

- a) *Developing Assessment Strategies for a New Undergraduate Program and an Established Doctoral Program* (Co-investigator). University of Northern Colorado
 - Grant funded \$1,500
 - Funding Dates: July 2019 to June 2021
- b) *Assessing a Recently Created Undergraduate Program and an Established Doctoral Program.* (Co-investigator). University of Northern Colorado (*Not funded*)
- c) *The Effect of Sport Industry Loan Program on Beneficiaries' Business Performance: An Analysis of Profitability Ratios and In-Depth Interview* (Co-investigator). National Research Foundation of Korea
 - Grant Funded (Approx. \$5,000).
 - Funding Dates: November 2015 to October 2016.
- d) The Congress of Graduate Students, Florida State University (2014)
 - Grant funded \$500
- e) Florida State University Sport Management Graduate Enhancement Award (2014)
 - Grant funded \$250
- f) Council on Research in Education, College of Education, Florida State University (2012)
 - Grant funded \$350

OTHER RESEARCH EXPERIENCE

- Research consultant on a project that utilized the Delphi method in developing a model of specific industry classifications for the dance industry (2020)
- Research consultant on a research project, entitled “Revenue Generation Plan of Public Sport and Recreation Centers in Korea”, funded by National Research Foundation of Korea (NRF) (2017).
- Led meetings with Parks and Recreation, Neighborhood Affairs of the City of Tallahassee and conducted survey for a research project by Florida State University Sport Management faculty.

TEACHING EXPERIENCE

Graduate courses

- a) SES 602 Introduction to Research in Sport and Exercise Science
- b) SES 650 Financial Management for Sport Organizations
- c) SES 670 Sport and Higher Education
- d) SES 675 Sport Facility and event Management
- e) SES 692 Gambling in Sport
- f) SES 702 Seminar in Sport Administration Research Methods
- g) SES 750 Sport Finance Seminar
- h) SPM 5202 Research Methods in Sport Management

Undergraduate courses

- a) SES 370 Sport Finance
- b) SES 375 Event and Facility Management
- c) SES 461 Sport Governance and Law
- d) SPM 4505 Sport Finance
- e) PEM 1121 Stretch and Relaxation
- f) PEM 1131 Basic Weight Training
- g) PEM 1111 Bowling
- h) PEM 1148 Walking for Fitness
- i) PEM 1621 Basketball

*SES courses: University of Northern Colorado

*SPM/PEM courses: Florida State University

Course development

- a) Introduction to Research in Sport and Exercise Science (graduate core online)
- b) Financial Management for Sport Organizations (graduate core online)
- c) Sport Facility and Event Management (graduate core online)
- d) Sport Finance Seminar (doctoral core)
- e) Seminar in Sport Administration Research Methods (doctoral core)
- f) Gambling in Sport (graduate elective)
- g) Sport Finance (undergraduate core)
- h) Event and Facility Management (undergraduate core)

STUDENT SUPERVISION

Doctoral Students – Chair

- Hoyoon Jung (August 2021)
- Tyler Hajek (current)

Doctoral Students – Dissertation committee member

- Jiyoung Park (May 2018)
- Alex Traugutt (May 2018)
- Rammi Hazzaa (August 2020)
- Lei Ouyang (August 2020)
- Nicole Sellar (August 2021)
- Kyle Branigan (August 2021)
- Brian Fowler (December 2021)
- Bomin Paek (August 2022)
- Jacob Augustine (current)
- Yohan Lee (current)
- Alicia Romano (current)
- David Shimokawa (current)
- Yash Padhye (current)
- Sami Alanazi (current; faculty representative)

Former Master's and Undergraduate students – Advisor

My former students successfully positioned in college athletics and professional sport organizations, including Denver Nuggets, University of Northern Colorado, Colorado Eagles, California State University at Northridge, Montana State University, Louisiana Tech University.

SERVICE

SES Student Professional Development Proposal Review Committee

- University of Northern Colorado (2021 – present)

SES Faculty Evaluation Committee

- University of Northern Colorado (2022)

Sport Administration Faculty Search Committee

- University of Northern Colorado (2021)

Faculty panel for “Advice for Writing a Dissertation for Multilingual Learners”

- University of Northern Colorado (2021)

Sport administration graduate program application/admission coordinator

- Responsible for application reviews and admission decisions (2016 – present)
- Creation and dissemination of University of Northern Colorado annual alumni newsletter (2016 – 2019)
- Coordinating graduate student comprehensive exam

Editorial Board

- Journal of Global Sport Management (2017 – present)

Ad hoc reviewer

- International Journal of Sport Finance
- Journal for the Study of Sports and Athletes in Education
- Journal of Sport Management and Marketing
- International Journal of Human Movement Science

MEDIA

- WalletHub
 - Kiernan (2017). *2017 World Series Facts – Dodgers vs. Astros*. Retrieved from <https://wallethub.com/blog/world-series-fun-facts/7683/#yoon-tae-sung>
- Illinois News Bureau
 - Forrest, S. (2012). *A better bet? Wagering on teams coming off a bye week*. Retrieved from <https://news.illinois.edu/blog/view/6367/204923>.
 -

PROFESSIONAL MEMBERSHIPS

- The North American Association of Sports Economists (NAASE)
- North American Society for Sport Management (NASSM)
- European Association for Sport Management (EASM)
- Sport Marketing Association (SMA)