

CURRICULUM VITAE

Yoon Tae Sung, Ph.D.

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EDUCATION

Ph.D., Sport Management

Florida State University, Tallahassee, FL

December, 2015

Concentration: Sport Finance and Economics

Dissertation: “The Effect of the National Basketball Association (NBA)
Schedule on Team Productivity”

M.S., Recreation, Sport, and Tourism

University of Illinois at Urbana-Champaign, Champaign, IL

May, 2011

Concentration: Sport Management

Thesis: “Efficient Market Hypothesis in National Football League (NFL)
Wagering Market”

B.S., Sports and Leisure Studies

August, 2008

Yonsei University, Seoul, South Korea.

Major: Sports and Leisure Studies

ACADEMIC EXPERIENCE

Assistant Professor

August, 2016 – present

Sport and Exercise Science

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 and Teaching Assistant
Department of Sport Management
College of Education
Florida State University
Tallahassee, FL

2012 – 2015

Undergraduate Instructor
Department of Sport Management
College of Education
Florida State University
Tallahassee, FL

2011 – 2014

RESEARCH INTERESTS

- a) Organizational Performance
- b) Worker Productivity and Efficiency
- c) Economic Impact Analysis
- d) Standard of Living and Quality of Life with Sports
- e) Sport Wagering and Efficient Market Hypothesis

PEER REVIEWED PUBLICATIONS

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.

OTHER PUBLICATIONS

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).

MANUSCRIPTS IN PROGRESS

Lee, C, **Sung, Y. T.**, & Laura, P. Serious Leisure of International Students and Culturalization. *Data analyzed (preparation to submit to Journal of College Student Development in September, 2016).*

Sung, Y. T. The Consistent Violation in Efficient Market Hypothesis: Bye Weeks in the National Football League Wagering Market and Team Performance. *Under final preparation to submit to the Journal of Sport Economics in November 2016).*

Sung, Y. T., James, J., & Kim, D. The Fairness of the National Basketball Association Schedule: Rest and Productivity. *Data analyzed (preparation to submit to the Journal of Sport Economics in December, 2016).*

Sung, Y. T. The Compressed Basketball Schedule, Home Advantage, and Team Productivity in the National Basketball Association. *Data analyzed (preparation to submit to the Journal of Sports Science in December, 2016).*

Sung, Y. T. Do Employers Consider Performance Consistency of Employees in a Contract? A Salary Determination of Free Agents in the National Basketball Association. *Data collected.*

Sung, Y. T. Do Bettors Act Like Sport Fans or Investors? The Comparison of the Influential Factors in the National Football League Wagering Market. *Data collected.*

Sung, Y. T. & Kim, M. The Degree of Starting Pitchers' Contribution to Team Productivity in Major League Baseball. *Data collection stage.*

Sung, Y. T., & Sung, H. The Important Factors for Wins in Major League Soccer. *Data collection stage.*

Sung, Y. T. Light and Shade of Sport Facility Subsidies. *Data collection stage.*

CONFERENCE PRESENTATIONS

- Sung, Y. T.** (2016, May). *The National Football League schedule and efficient market hypothesis: trends caused by rest days*. Accepted by North American Society for Sport Management, Orlando, FL.
- 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., 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.
- 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.** (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.

OTHER RESEARCH EXPERIENCE

- Served as a research assistant for Drs. Amy Kim, Jason Pappas, and Ryan Rodenberg (2012 – 2015)
 - Collected data and literature for research.
 - Proofread manuscripts before submission to journals and research conferences.
 - Submitted abstracts for research conferences (i.e., Sport Marketing Association, North American Society for Sport Management, European Association for Sport Management).
 - Scheduled research survey protocol.
 - Led meetings with Parks and Recreation, Neighborhood Affairs of the City of Tallahassee, and survey participants.

ACADEMIC COMMUNITY MEMBERSHIPS

- The North American Association of Sports Economics (NASSE)
- The European Association for Sport Management (EASM)
- North American Society of Sport Management (NASSM)

GRANTS, HONORS, AND AWARDS

- a) National Research Foundation of Korea
 - External Grant Funded (Approx. US\$ 5,000). “The Effect of Sport Industry Loan Program on Beneficiaries’ Business Performance: An Analysis of Profitability Ratios and In-Depth Interview (2015S1A5A2A02048201). Funding Dates: November 2015 to October 2016.
- b) The Congress of Graduate Students, Florida State University (2014)
 - Grant funded \$500
- c) Florida State University Sport Management Graduate Enhancement Award (2014)
 - Grant funded \$250
- d) Council on Research in Education, College of Education, Florida State University (2012)
 - Grant funded \$350
- e) Gunyoung Scholarship Foundation (2006 – 2008)
 - Tuition Funded
- f) Honor Student Scholarships, Yonsei University (2006 – 2008)
 - Tuition Funded
- g) College’s Excellence Award, Yonsei University (2006)

TEACHING EXPERIENCE

- a) Research Methods (SES 602), Graduate course, Fall 2016
- b) Sport and Higher Education (SES 670), Graduate course, Fall 2016
- c) Administration and Law (SES 461), Undergraduate course, Fall 2016

- d) Sport Finance (SPM 4505), Undergraduate core course, Fall 2013 – Fall 2014
 - Enrollment: 121 students
 - Average student evaluation: 4.14/5 (Five-year departmental average): 4.0/5
- e) Research Methods (SPM 5202), 2012 Fall
 - Enrollment: 80 students
- f) Stretch and Relaxation (PEM 1121), Spring 2012, Spring 2014, and Summer 2014
 - Enrollment: 144 students
 - Average student evaluation: 4.84/5
- g) Basic Weight Training (PEM 1131), Summer 2012, Spring 2013, Fall 2013, Summer 2014
 - Enrollment: 50 students
 - Average student evaluation: 4.69/5
- h) Bowling (PEM1111), Spring 2013
 - Enrollment: 60 students
 - Average student evaluation: 4.92/5
- i) Walking for Fitness (PEM 1148), Fall 2011
 - Enrollment: 14 students
- j) Basketball (PEM1621), Fall 2011
 - Enrollment: 10 students

OTHER WORK AND VOLUNTEERISM

- Volunteer worker for the 2007 Seoul International Marathon
- Setting up the posters for Council on Research in Education of the College of Education, Florida State University (2015)
- Hospitality staff for guest speakers and conference participants, Florida State University Annual Sport Management Conference (2011 – 2014)

MEDIA

- 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>.