

DeukMook Bae

Curriculum Vitae

Ph.D.

Department of Applied Physiology and Sport Management

Simmons School of Education and Human Development

Southern Methodist University

Email: dbae@smu.edu; Mobile: (803)-348-9541

Office: 3101 University Blvd, Suite #306-G, Dallas, TX 75275-0385

EDUCATION

University of South Carolina, Columbia, SC, USA

2025

Ph.D. in Sport and Entertainment Management,

Dissertation: The mediating role of gratifications in gamified AI chatbot engagement:
A stimulus-organism-response approach

Committee: Dr. Stephen Shapiro (Chair), Dr. Khalid Ballouli, Dr. Nicholas Watanabe,
Dr. Chad Goebert

Seoul National University

2017 – 2020

Master of Sport Management

- Academic Advisor: Dr. YuKyuom Kim

Seoul National University

2010 – 2015

Bachelor of Arts in Sport Science

ACADEMIC EXPERIENCE

Southern Methodist University

2025 Fall –

Assistant Professor

University of South Carolina

2022 Fall – 2025 Summer

Graduate Research Assistant / Instructor

University of South Carolina

2021 Fall – 2022 Spring

Graduate Teaching Assistant / Research Assistant

Seoul National University

2017 – 2019

Teaching Assistant / Research Assistant

PRIMARY RESEARCH INTERESTS

Overarching research theme: Complementary Elements to Enhance Sport Fan Engagement in the Digital Consumer Journey

- Sport Ticket Pricing
- Sport Gambling Consumer Behavior
- Fan-to-Fan interaction on Social Media
- Integration of AI and Sport Consumer Behavior
- Sport Data Analytics

RESEARCH/SCHOLARLY ACTIVITIES

Publication

Bae, D., Shapiro, S. L., Dwyer, B. (2025). Overcoming a bad beat: An examination of sport gambling consumer motives, dehumanization, and athlete blame. Accepted for publication, *Sport Marketing Quarterly*.

Bae, D., Shapiro, S. L., Dwyer, B. (2025). Navigating a gambling loss: Examining the impact of cognitive appraisal and sport gambling identity. Accepted for publication, *Journal of Sport Management*.

Bae, D., & Shapiro, S. L. (2025). An examination of the impact of reference price on fairness perceptions: Assessing the influence of self-construal. *Sport Marketing Quarterly*, 34(1).

López-Carril, S., Glebova, E., **Bae, D.**, & Huertas, M. (2025). Social media as a teaching-learning tool to enhance students' professional profile: The case of LinkedIn. *European Journal of Education*.

López-Carril, S., **Bae, D.**, Ribeiro, T., & Alguacil, M. (2025). Social media as a driver of physical activity proposals: A snapshot from sport sciences students. *Performance Enhancement & Health*.

Manuscript in Progress (Data-collection is completed)

Bae, D., & Shapiro, S. L. (2025, manuscript in development, targeting *Journal of Sport Management*). The mediating role of gratifications in gamified AI chatbot engagement: A stimulus-organism-response approach.

Nachtigal, J., Stocz, M., **Bae, D.** (2025, manuscript in development, targeting *International Journal of Sports Marketing and Sponsorships*). AI insights into Intermountain Health and Select Health naming rights and sport sponsorships.

Bae, D., & Shapiro, S. L. (2025, manuscript in development, targeting *Sport Management Review*). Impact of sport gambler cognitive process to determine future gambling intention after a loss: A cognitive dissonance theory approach.

Bae, D., & Shapiro, S. L. (2025, manuscript in development, targeting *Journal of Sport Management*). The dynamics of fan-oriented trash-talk and fan engagement on social media: Examining the role of social identity threat, psychological reactance, and disidentification.

Bae, D., & Shapiro, S. L. (2025, manuscript in development, targeting *European Sport Management Quarterly*). How to enhance interest among non-fans? Examining the role of trolling by fans of top dog and under dog teams.

Manuscript in Progress (Pre-data collection)

Bae, D., & Shapiro, S. L. (2025, drafting manuscript). What factors influence sport consumer AI chatbot adoption? An application of the extended technology acceptance model and gamification.

Oh, J., **Bae, D., & Chang, J.** (2025, drafting manuscript). Human vs. virtual endorser: Examining the role of endorser type, advertising appeal, and sports product type.

REFERRED CONFERENCE PRESENTATIONS

Bae, D., & Shapiro, S. L., Jiayao, Qi (October, 2025). *Gamified AI chatbots in spectator sport: Examining their impact on User gratification and behavioral engagement*. Abstract accepted for oral presentation, SMA 2025, Phoenix, AZ.

Bae, D., & Shapiro, S. L. (October, 2025). *An Examination of Re-engaging after Gambling Losses: A Cognitive Dissonance Approach*. Abstract accepted for oral presentation, SMA 2025, Phoenix, AZ.

Bae, D., & Shapiro, S. L. (June, 2025). *What factors influence sport consumer AI chatbot adoption? An application of the extended technology acceptance model and gamification*. Abstract accepted for oral presentation, NASSM 2025, Sandiego, CA.

Bae, D., & Shapiro, S. L. (November, 2024). *Impact of sport gambler cognitive process to determine future gambling intention after a loss: A cognitive dissonance theory approach*. Abstract accepted for oral presentation, SEVT 2024, Columbia, SC.

Bae, D., & Shapiro, S. L. (November, 2024). *An examination of sport consumer responses to trolling on social media*. Oral presentation at SMA 2024, St. Louis, MO.

- Bae, D.,** & Shapiro, S. L., (September, 2024). *The effect of fan-oriented trash-talk on behavioral engagement of other fans: The role of pre-existing attitudes towards the teams and psychological reactance*. Oral presentation at EASM 2024, Paris, France.
- Bae, D.,** Shapiro, S. L., & Dwyer, B. (May, 2024). *Navigating a gambling loss: Examining the impact of cognitive appraisal and gambling identity*. Oral presentation at NASSM 2024, Minneapolis, MN.
- Bae, D.,** & Shapiro, S. L. (November, 2023). *A conceptual examination of the effect of sport gambling on the parasocial relationship between sport consumers and athletes*. Oral Presentation at SEVT 2023, Columbia, SC.
- Bae, D.,** Shapiro, S. L., & Dwyer, D. (October, 2023). *Sport gambling losses and dehumanization: Examining the role of betting motivations and attribution of responsibility*. Oral presentation at SMA 2023, Tampa, FL.
- Bae, D.,** & Shapiro, S. L. (June, 2023). *An Examination of the gambling sport consumer: The effect of power on behavioral responses after a gambling loss*. Oral presentation at NASSM 2023, Montreal, Quebec, Canada.
- Shapiro, S. L., Dwyer, B., **Bae, D.,** & Reams, L. (June, 2023). *Wagering among team sport fans: An examination of gambling participation, mediated consumption, and interest in game outcomes*. Oral presentation at NASSM 2023, Montreal, Quebec, Canada.
- Bae, D.,** & Shapiro, S. L. (April, 2023). *Sport gambling losses and dehumanization: A conceptual analysis*. Poster Presentation at Discover USC, Columbia, SC.
- Bae, D.,** & Shapiro, S. L. (November, 2022). *An examination of psychological state and sport gambling consumer behavior: The impact of power on gambling losses*. Oral Presentation at SEVT 2022, Columbia, SC.
- Bae, D.,** & Shapiro, S. L. (October, 2022). *An empirical examination of the impact of reference price on fairness perceptions: Assessing the influence of self-construal and relational value*. Poster Presentation at SMA 2022, Charlotte, NC.
- Bae, D.,** & Shapiro, S. L. (April, 2022). *A conceptual examination of the impact of reference price on fairness perceptions: Assessing the influence of self-construal and relational value*. Poster Presentation at Discover USC, Columbia, SC.
- Oh, J., **Bae, D.,** & Kim, Y. (June, 2018). *Influence of spectator decision factors on spectating intention according to temporal distance*. Oral Presentation at NASSM 2018, Halifax, Nova Scotia, Canada

ACADEMIC TEACHING EXPERIENCE

Southern Methodist University

- APSM 4371: Revenues in Sports 2025 Fall

Instructor of Record, University of South Carolina

- SPTE 440: Sport Business and Finance 2025 Spring
- SPTE 440: Sport Business and Finance 2024 Fall
Average Student Evaluation Score = 4.70/5
- SPTE 380: Sport and Entertainment Marketing 2024 Spring
Average Student Evaluation Score = 4.41/5
- SPTE 580: Business Principles in Sport Management (**graduate level**) 2023 Fall
Average Student Evaluation Score = 4.66/5
- SPTE 380: Sport and Entertainment Marketing 2023 Fall
Average Student Evaluation Score = 4.63/5
- SPTE 380: Sport and Entertainment Marketing 2023 Spring
Average Student Evaluation Score = 4.76/5
- SPTE 380: Sport and Entertainment Marketing 2022 Fall
Average Student Evaluation Score = 4.59/5

Teaching Assistant

University of South Carolina

- SPTE 274: Computer Applications in Hospitality, Retail, and Sport Management
2021 Fall – 2022 Spring

Seoul National University 2017 – 2019

- Dr. YuKyoum Kim's 'Basketball' course (2017 – 2018)
- Dr. YuKyoum Kim's 'Sports Marketing' course (2017 – 2018)
- Dr. Young-il Na's 'Mountain and life' course (2018 – 2019)

GRANT ACTIVITIES

Funded Projects

Project	Role	Agency/Source	Amount	Period
FC Cincinnati – Cluster Analysis	Research Assistant	FC Cincinnati	\$172,500	2023-2026
FC Cincinnati – Fan Panel Phase II	Research Assistant	FC Cincinnati	\$172,500	2023-2026

FC Cincinnati – Fan Panel Study	Research Assistant	FC Cincinnati	\$150,000	2020-2023
Safety Policy Development for Physical Activity at School	Research Assistant	Korean School Safety and Insurance Federation	\$30,000	2019
Global Sport Industry Environment Analysis	Research Assistant	Korean Institute for Sport Science	\$30,000	2018

Research Grants

- Graduate Research Travel Grant (\$500) 2024-2025
Graduate School Association (\$500)
- Graduate Research Travel Grant (\$2,000) 2024
Department of Sport and Entertainment (\$2,000)
- Graduate Research Travel Grant (\$2,000) 2023
College of Hospitality, Retail, and Sport Management (\$500)
Department of Sport and Entertainment (\$1,500)
- Graduate Research Travel Grant (\$2,300) 2022
College of Hospitality, Retail, and Sport Management (\$500)
Department of Sport and Entertainment (\$1,000)
Graduate School Association (\$800)

SERVICES

Professional Service to the Academia

- Ad Hoc Reviewer: European Journal of Education 2024
- Sport Entertainment & Venues Tomorrow (SEVT) 2021 – Present
Ad Hoc Reviewer: Sport Entertainment and Venues Tomorrow
Moderator of the Oral Presentation Sessions
- Sport Marketing Association 2022-2023
Moderator of the Oral Presentation Sessions

Professional Service to the Industry

- Data Analytics, FC Cincinnati 2022 – Present

Analyzed FC Cincinnati fan panel data to identify consumption behaviors, and provided supporting evidence for developing diverse marketing strategies, including fan segmentation and sponsorship selection

- Development of instructional materials, Korean Handball Association 2022 – 2023
Participated in the development of instructional materials for the training program of international handball coaches
- Data Analytics and policy recommendations, Korean School Safety and Insurance Federation 2019
Analyzed the current state of students' safety accidents in schools, legal standards, and management measures, and proposed alternate preventive methods by applying the behavioral economics concept of 'nudge.'
- Data Analytics and policy recommendations, Korean Institute for Insurance Federation 2018
Conducted a global macro-environment analysis, examined the current state of the global sports industry, investigated sports industry policies in the United States, Japan, and the EU, and proposed strategies for developing the sports industry in South Korea

WORK AND LEADERSHIP EXPERIENCES

Part-time Teacher 2018 – 2021

- Worked as a part-time physical education teacher at 6 different middle schools in South Korea (Cheolsan, Inhun, Gwacheon, Haenuri, Sinchon, Okjung Middle School)

Basketball Coach, Seoul National University Basketball Team 2017 – 2020

- Won third place at the National University Basketball League Division 2 (2018, 2019)

Commissioned Officer (First Lieutenant), R.O.K Army, Cheorwon, Korea 2015 – 2017

- Aide to a colonel-level commander, management and educating of military personnel

Administrative Assistant, Seoul National University Physical Education Institute for the Gifted 2013 – 2015

- Planned and managed curricula / annual training camp and budgets
- Managed and supervised instructors, part-time and guest lecturers

Basketball Player, Seoul National University Basketball Team 2010 – 2015

- Played as a basketball player from 2010 to 2015 and served as team captain in 2012
- Won third place at the National University Basketball League Division 2 (2010, 2011, 2014), and awarded the Excellent Player Award in 2012

Event Organizer, Seoul National University's Intramural Basketball League

2010 – 2015

- Responsible for overall event management, including sponsorship contracts, operating games, marketing, risk management, and financial management

Trainee Teacher, Buyeo Middle School, Seoul, Korea

2014

Educational Mentor, Seoul National University

2012 – 2013

AWARDS AND SCHOLARSHIPS

Career Influencer (University of South Carolina)	2024
Ph.D. student spotlights (University of South Carolina)	2024
National Research Scholarships (Humanities and Social Science)	2018
The KASSM Scholarship ‘YuKyoum Kim Travel Award’	2018
Seoul National University’s ‘Yang Chun Sik’ Scholarship	2017
Scholarship for Academic Excellence	2013
Gwanak Corporation Scholarships	2012

PROFESSIONAL AFFILIATIONS

North American Society for Sport Management (NASSM)

Sport Marketing Association (SMA)

European Association for Sport Management (EASM)

PROFICIENCY

Computer and Programming Skills	MS Office, IBM SPSS, R, Python, Excel, AMOS
Data Analytics	Structural Equation Modelling, Hayes Process Macro, Regression, ANCOVA, Computational Analysis