

CURRICULUM VITAE

Dr. Kevin K. Byon

Chair & Glenn Simmons Endowed Professor
Department of Applied Physiology & Sport Management
Simmons School of Education and Human Development
Southern Methodist University
Dallas, TX, 75275
Email: kbyon@smu.edu

CURRENT POSITION: Department Chair & Glenn Simmons Endowed Professor

EDUCATION

University of Florida *Gainesville, Florida*
Ph. D. – Health and Human Performance (Sport Management) August 2008
Minor: Research Evaluation and Measurement
Dissertation: *The Impact of Market Demand and Game Support Programs on Consumption Levels of Professional Team Sport Spectators as Mediated by Perceived Value*

Slippery Rock University of Pennsylvania *Slippery Rock, Pennsylvania*
M.S. – Sport Management August 2004
Thesis: *Analysis of Consumers' Recall and Recognition of Ambush Marketing in the 2004 NCAA Division I Men's Basketball Championship*

Hannam University *Taejeon, South Korea*
B.A. Japanese Language and Literature February 1998

UNIVERSITY LEADERSHIP AND ADMINISTRATIVE APPOINTMENTS

At Southern Methodist University
August 2025 – Present: Department Chair of Applied Physiology & Sport Management

At Indiana University – Bloomington
December 2024 – Spring 2025: Director of Sport Management Program
August 2023 – November 2024: Director of Graduate Studies for Department of Kinesiology
August 2022 – May 2023: Interim Director of Graduate Studies for Department of Kinesiology
August 2023 – November 2024: Coordinator, Sport Management Graduate Program, Indiana University.
August 2019 – August 2022: Coordinator, Sport Management Doctoral Program, Indiana University.
August 2018 – July 2019: Coordinator, Sport Management Graduate Program, Indiana University.

August 2015 – July 2018: Coordinator, Sport Management Master’s Program, Indiana University.
Fall 2015 – Summer 2018: Coordinator, Sport Management Master’s Program, Indiana University.

ACADEMIC APPOINTMENTS

August 2025 – Present: *Glenn Simmons Endowed Professor*, Applied Physiology & Sport Management, Southern Methodist University, Dallas, Texas

July 2021 – July 2025: *Professor*, Sport Management Program, Indiana University, Bloomington, Indiana

July 2015 – June 2021: *Associate Professor*, Sport Management Program, Indiana University, Bloomington, Indiana

August 2014 – June 2015: *Associate Professor*, Sport Management and Policy Program, The University of Georgia, Athens, Georgia.

March 2011 – July 2014: *Assistant Professor*, Sport Management and Policy Program, The University of Georgia, Athens, Georgia

August 2010 – February 2011: *Lecturer*, Sport Management and Policy Program, The University of Georgia, Athens, Georgia.

August 2008 – July 2010: *Assistant Professor*, Sport Management Program, The University of Southern Mississippi, Hattiesburg, Mississippi.

OTHER ACADEMIC APPOINTMENTS

Summer 2017 – present: *Adjunct Full Professor*, Department of Marketing, Rikkyo University, Tokyo, Japan

Summer 2014 – Fall 2019: *Adjunct Professor*, School of Economics and Management (Sport Management Program), Shanghai University of Sport, Shanghai, China

Summer 2014 - Spring 2018: *Adjunct Professor*, School of Sports Science and Physical Education (Sport Management Program), Southwestern University Finance and Economics University, Chengdu, China

PROFESSIONAL ACTIVITIES

Editorships

Editor-in-Chief – *Sport Marketing Quarterly*
Associate Editor – *Sport Marketing Quarterly*

(2025 December - Present)
(2023 – 2025 November)

Special Issue Editor (with Do-Young Pyun & James Du: *Is the Singularity Near? Causal Inference in Sport Consumer Behavior Research*)
Frontiers in Psychology (Organizational Psychology)
 (2022-2023)

Special Issue Editor (with Joe Phua: *Digital and Interactive Marketing Communications in Sport*)
Journal of Interactive Advertising
 (2020-2021)

Special Issue Editor (with James J. Zhang: *Critical Measurement Issues in Sport Management*)
Measurement in Physical Education and Exercise Science
 (2019)

Sport Management Section Editor - *Measurement in Physical Education and Exercise Science*
 (2010-2016)

Reviewing Editor – *Cogent Psychology* (2016-present)

Article Handling Editor - *SAGE Open Access Publica* (2016, 2019)

Article Handling Editor – *Frontiers in Psychology – Personality and Social Psychology* (2022)
Frontiers in Psychology – Movement Science and Sport Psychology (2023)

Editorial Board Memberships

Editorial Board Member – *International Journal of Sports Marketing and Sponsorship*
 Editorial Board Member – *Sport Marketing Quarterly*
 Editorial Board Member – *International Journal of Sport Communication*
 Editorial Board Member – *Journal of Interactive Advertising*
 Editorial Board Member – *Journal of Global Sport Management*
 Editorial Board Member - *Journal of Electronic Gaming and Esports*
 Editorial Board Member – *Korean Journal of Convergence Science*
 Editor Advisory Member – *Sports & Exercise Research* (Indexed in Taiwan Humanities Citation Index)

HONORS, AWARDS, AND ACHIEVEMENTS (N=32)

1. The Faculty advisor of Applied Sport Management Association (ASMA) Graduate Student Research Competition Finalist (Huiyeon (Edward) Kim)
2. Nominated for the Stotlar Award at the Sport Marketing Association (SMA)
3. Recognized as the top 0.5% of all scholars worldwide for publication records in my discipline by ScholarGPS
4. National Academy of Kinesiology Fellow (2023)
5. 2023 Asian Society for Sport Management (ASSM) Best Poster Competition Winner.
6. The Faculty advisor of 2023 GSBA Faculty Research Grant Competition Winner (Wooyoung (William) Jang)
7. Top reviewer (2022) for *Cogent Business and Management* journal.
8. The Faculty advisor of 2022 GSBA Faculty Research Grant Competition Winner (Wooyoung (William) Jang)
9. The Faculty advisor of 2022 GSBA Student Research Grant Competition Winner (Hyunseok Song)
10. The Faculty advisor of 2022 ASMA Student Research Competition Finalist (Junwoo Choi)
11. Sport Marketing Association (SMA) Research Fellow (2021)

12. Outstanding Paper Award Winner at the Emerald Literati Network Awards for Excellence 2021 (Title: Antecedents and consequence associated with eSports gameplay *published in International Journal of Sports Marketing and Sponsorship*)
13. The Faculty advisor of 2020 EASM New Research Award Competition Finalist (Kyungyoel (Anthony) Kim)
14. The faculty advisor of 2020 Academy of Kinesiology Association (AKA) Doctoral Student Writing Award (IU Kinesiology, Kyungyoel (Anthony) Kim)
15. The Faculty advisor of 2019 EASM New Research Award Competition Finalist (Jingxian (Cecilia) Zhang)
16. The Faculty advisor of 2019 GSBA Student Research Grant Competition Winner (Wooyoung (William) Jang)
17. The Faculty advisor of 2019 ASMA Student Research Competition Winner (Kyungyoel (Anthony) Kim)
18. 20 exceptional sport management and athletic administration professors by BSchool.Org
19. The Faculty advisor of 2018 SMA Best Student Research Winning Paper (Kyungyoel (Anthony) Kim)
20. The Faculty advisor of 2018 NASSM Student Research Competition Finalist (Wooyoung (William) Jang)
21. The Faculty advisor of 2018 NASSM Doctoral Student Research Grant Competition Winner (Kyungyeol (Anthony) Kim)
22. The Faculty advisor of 2018 GSBA Student Research Grant Competition Winner (Kyungyeol (Anthony) Kim)
23. The Faculty advisor of 2017 NASSM Student Research Competition Winner (Kyungyeol (Anthony) Kim)
24. The Faculty advisor of 2017 NASSM Doctoral Student Research Grant Competition Winner (Wooyoung (William) Jang)
25. The Faculty advisor of 2015 Outstanding Teaching Assistant Award (Charles W. Jones) 2015
26. The Faculty advisor of 2014 Outstanding Teaching Assistant Award (Brian H. Yim)
27. The Faculty advisor of 2013 Sport Marketing Association (SMA) conference Best Student Paper Award Winner (Carolina Salge)
28. The Faculty advisor (co-advisor) of 2013 Sport & Recreation, Law Association (SRLA) Bernard Patrick Maloy Student Research Award Winner (Natasha Brison)
29. The Faculty advisor of 2012 Graduate Student Case Study Competition Winner at the annual Sport Marketing Association (Alyssa Tavormina, Brian Yim, Carolina Salge, and Gregg Rich)
30. Outstanding Paper Award Winner at the Emerald Literati Network Awards for Excellence 2011 (Title: Development of a scale measuring destination image published in *Marketing Intelligence & Planning*)
31. Listed in the Cambridge Who's Who among Executives and Professionals
32. College of Health Emerging Scholar Faculty Award (University of Southern Mississippi)

PH.D. CHAIR/COMMITTEE

Indiana University

1. Chair, Jungju, Ok: 2023-present. Successful Doctoral Dissertation Proposal Defense, December, 2025, Qualifying Examination Defense, September, 2025
2. Chair, Taegu, Bok: 2023-present. Successful Dissertation Proposal Defense, November 2025, Qualifying Examination Defense, July, 2025
3. Chair, Benqiao (Stella) Jiang: 2021-present. Successful Proposal Defense, June 2025, Assistant Professor at Arkansas State University
4. Chair, Junwoo Choi: 2019-present. Successful Dissertation Proposal Defense, May 2025, Assistant Professor at Viterbo University
5. Chair, Hyunseok Song: Successful Dissertation Defense, November 2022, Assistant Professor at Northern State University
6. Chair, Jingxian (Cecilia) Zhang: Successful Dissertation Defense, October 2021, Assistant Professor at St. Mary's College of Maryland
7. Chair, Wooyoung (William) Jang: Successful Dissertation Defense, August 2020, Clinical Assistant Professor at Indiana University
8. Chair, Kyungyeol (Anthony) Kim: Successful Dissertation Defense, April 2020, Assistant Professor at Kongju University (South Korea)
9. Chair, Charles W. Jones: Successful Dissertation Defense, July 2017, Associate Professor at East Tennessee State University
10. Member, Andy Wilk, Successful Dissertation Proposal Defense, January, 2026, Qualifying Examination Defense, October, 2025
11. Member, Ramir Williams, Successful Qualifying Examination Defense, December, 2025
12. Member, Sinhae Roh. Successful Dissertation Proposal Defense, July 2025
13. Member, Kelly Brummett. Successful Dissertation Proposal Defense, June 2025
14. Member, David Lovell; Successful Dissertation Defense, January 2025, Assistant Professor at the University of Indianapolis
15. Member, Braden Norris. Successful Quals Defense, April 2022; Dissertation Proposal Defense, October 2022; Successful Dissertation Defense, January 2024, Assistant Professor at Sam Houston State University
16. Member, Yoon Heo. Successful Quals Defense, December 2021; Successful Dissertation Defense, July, 2023, Assistant Professor at Loras College
17. Member, Tyler Ratts. Successful Quals Defense, July 2022; Successful Dissertation Defense, May2023, Assistant Professor at University of Dubuque
18. Member, Zack Pedersen. Successful Quals Defense, April 2022; Dissertation Proposal Defense, September 2022; Successful Dissertation Defense, February 2023, Assistant Professor at West Virginia University
19. Member, Sungwook (Sean) Son. Successful Dissertation Defense, August 2021, Assistant Professor at Farmingdale State College
20. Member, Jonathan Benedek. Successful Dissertation Defense, December 2020. Senior Associate Athletic Director at Indiana University
21. Member, Alex Gang. Successful Dissertation Defense, November 2020, Assistant Professor at Washington State University

22. Member, Jin Park. Successful Dissertation Defense, April 2021, Assistant Professor at Illinois State University
23. Member, Byungik Park. Successful Defense of Dissertation, December 2018
24. Member (outside), Taeyoung Kim. Public Relations Department at Indiana University, Successful Dissertation Defense, December 2021, Assistant Professor at University of Loyola Chicago
25. Member, Hansol Hwang. Successful Dissertation Defense, November 2016
26. Member, Namhun Lim. Successful Dissertation, February 2017, Assistant Professor at Elizabeth City State University
27. Member, Wanyong Choi. Successful Dissertation Defense, April 2016, Associate Professor at the University of North Florida
28. Member, Ben Wright. Successful Dissertation Defense, November 2015, Senior Lecturer at American University
29. Consultant, Minkyoo Lee. Successful Dissertation Defense, April 2016, Assistant Professor at the University of Nevada, Las Vegas
30. Member, Rebecca Allen (Dissertation in Progress)

University of Georgia

1. Member (outside), Jaemin Kim, University of Georgia, Successful Dissertation Defense, October 2025.
2. Member (outside), Hui Du. University of Georgia, Successful Dissertation Defense, June 2024, Lecturer at the University of New Haven
3. Member (outside), Yetao Wang. University of Georgia, Successful Dissertation Defense, November 2021
4. Member (outside), Michelle Versfeld. University of Georgia, Successful Dissertation Defense, December 2020
5. Chair, Alyssa Tavormina. Successful Defense, April 2013, Instructional Associate Professor, Director of the Online Sport Management Program at the University of Florida
6. Chair, Brian H. Yim. Successful Defense, June 2015, Associate Professor at Kent State University
7. Co-Chair, Natasha Brison. Successful Defense, April 2015, Associate Professor at the University of South Carolina
8. Co-Chair, Cyntrice Thomas. Successful Defense, July 2012, Senior Instructor at the University of South Carolina
9. Member, Deulre (Sophia) Min. Associate Professor at the University of New Hampshire
10. Member, Chris Henderson. Assistant Professor at Miami University of Ohio
11. Member, Kuan-Chou (Kenny) Chen. Assistant Professor at National Taiwan University of Sport

Universiti Malaya

1. External Examiner, Le Lyu. Successful Dissertation Defense, March 2025

Loughborough University

1. External Examiner, Yuchen Shi. Successful Dissertation Defense, December 17, 2021

Hanyang University

1. Member, Taegeun Kwon. Hanyang University, Successful Dissertation Defense, May 2021

University of Southern Mississippi

1. Member, James T. Allen. Associate Professor at Queens University of Charlotte

MASTER. CHAIR/COMMITTEE

Aiden Eastom, Kellen Northam, Mason Kruse, Haechan (Brent) Chung, Michael Pedroni, Shuai Shi, Caroline Smith, Brandon Yoder, Caleb Kabanaugh, MaGuire Heacock, Rachel Orme, Aiden Eastom, Carter Kincaid, Huiyeon (Edward) Kim, Yin-Cheng Lien, Michael Peters, Parker Denney, Ce'Etter Stevens, Chase Connell, Madison Russin, Maple Delayne, Hannah Wery, Justin Collett, Andrea Wilk, Keelan Grant, Morgan Finney, Avere Duff, Adam Howard, Trajan Cunningham, Ryan Svetanoff, Jourdan Seib, Kari Bellville, Karly Kikkert, Ashley Williams, Trent Pennington, Brittany Messina, Hamza Khan, Aggrey Sam, Daniel Wrenholt, Wesley Rogers, William Carter Mills, Jeremy Armstrong, Michael Nuckles, Alexander Ware.

Committee:

Lauren Falgiano, Douglas Hendrix, John Ruskell, Megan Hampton, Jonathan Hodge, Joey Jewell, Naoko Ueshima, Sara Noel Childers, Danielle Bell, Fred Munzenmaier, Connor Nolte, Courtney McCool, Courtney Kupets, Meredith Mitchell, Aron White, Nicholas Arnold, Adrienne Starr, Eric Elliot, Courtney Hewatt, Rebecca Mobley, Jennifer Gooch, Corina Weiglein, Marion Massee, Stephen Floyd, Michael Terry, Robert Hope, Joe McCollum, Randi Olney, James Boling, Lukman Abdulai, Monica Scott, Scott Rosen, Adrianna Archie, Emma Ariyo, Markus Edwards, Anne Threlkeld, Kara Galloway, Richard Davis, Alexandra Kraemer.

POST-DOCTORAL STUDENTS/VISITING SCHOLARS

Indiana University

1. Advisor, Dr. Yoon-seok Choi (Korea National University of Transportation): 2019-2020 spring)
2. Advisor, Mr. Dae-guem Kang (Ministry of Korean Culture, Tourism, and Sports: 2016-2017)

University of Georgia

1. Advisor, Dr. Kyungsik Kim (Hoseo University: 2014-2015)
2. Advisor, Dr. Taebum Ryu (Hanbat National University: 2014-2015)

3. Advisor, Mr. Dohyung Kim (Ministry of Korean Culture, Tourism, and Sports: 2014-2015)
4. Advisor, Dr. Xiaying Chen (Guangzhou Sport University: 2014-2015)
5. Advisor, Dr. Yonggun Lee (Kyunghee University: 2013-2014)
6. Advisor, Dr. Hongbin Li (Shanghai University of Finance and Economics: 2013-2014)

MASTER. CHAIR/COMMITTEE (THESIS)

University of Georgia

1. Chair, Sung-keun (SK) Koo (Successful Defense, April 2013)
2. Chair, Woo-young (William) Jang (Successful Defense, April 2014)
3. Chair, Young-moo Lee (Successful Defense, April 2014)
4. Member, Junqi (Jerry) Wang (Successful Defense, April 2014)
5. Member, Mushimie Lona Panda (Successful Defense, April 2014)

INVITED PRESENTATION (International/Domestic, N=47)

1. **Byon, K. K.**, Odio, M. A., Pedersen, P. M., Vermilion, M., & Corr, C. (2026, February). *Sport Scholarship Editorial Panel: An Open Discussion with Journal Editors*. Presented (invited panel lecture) at the 2026 Commission on Sport Management Accreditation Conference, St. Augustine, Florida.
2. **Byon, K. K.** (2025, December). *How to publish in SSCI journals*. Presented (invited lecture) at University of Tsukuba, Chiba, Japan.
3. **Byon, K. K.** (2025, June). *How to publish in SSCI journals*. Presented (invited lecture) at Hoseo University, Cheonan, Korea.
4. **Byon, K. K.** (2025, April). *Publishing in SSCI journals*. Presented (invited lecture) at National Pingtung University of Science and Technology, Pingtung, Taiwan.
5. **Byon, K. K.** (2025, February). *Interdisciplinary conversation with journal editors*. Hosted by the Korean American Association for Sport Management (KASSM).
 - a. Byon was one of the four panels at the webinar (i.e., Daehee Kwak, Seoki Lee, and Jinwon Kim)
6. **Byon, K. K.** (2024, December). *My life as college professor, successful pursuit of graduate studies in U.S., & publishing in international journals*. Presented (invited lecture) at Hanyang University, Seoul, Korea.
7. **Byon, K. K.** (2024, December). *Sport spectatorship and consumer well-being: A scoping review*. Presented (invited lecture) at Rikkyo University, Tokyo, Japan.
8. **Byon, K. K.** (2024, December). *Publishing in international journals*. Presented (invited lecture) at University of Tsukuba, Chiba, Japan.

9. **Byon, K. K.** (2024, December). *Transcending borders through the power of sport*. Presented (invited lecture) at the U.S.- Japan Council's Tomodachi Initiative.
10. **Byon, K. K.** (2024, October). *Pursuing graduate studies in the United States*. Presented (invited lecture) at the National Cheng Kung University, Tainan, Taiwan.
11. **Byon, K. K.** (2024, August). *Research method: Best practices for rigorous and impactful research*. Presented (invited workshop) at the 2024 Asian Association for Sport Management (AASM) Conference, Jeju, South Korea.
12. **Byon, K. K.** (2024, May). *My grant writing journey*. Presented (invited lecture for a seminar on securing research grants in kinesiology, recreation, and sport study) at the University of Tennessee, Knoxville, TN.
13. **Byon, K. K.** (2023, December). *Fitness Switching Costs Scale (FSCS). Development and assessment of higher-order reflective-formative scale*. Presented (invited lecture) at Rikkyo University, Tokyo, Japan.
14. **Byon, K. K.** (2022, March). *Introduction to North American Sport Industry & Sport Spectatorship*. Presented (invited lecture) at Jeju National University, Jeju, Korea.
15. **Byon, K. K.** (2021, June). *Structural equation modeling: Concepts and applications*. Presented (virtual seminar) at Rikkyo University, Tokyo, Japan.
16. **Byon, K. K.** (2021, January). *This Club is Ours: Insights from Sports Fan Behavior in Germany and the US*. Presented (webinar) at Indiana University European Encounters.
 - a. Byon was one of the three panels at the webinar (i.e., Tim Ströbel and Class Christian Germelmann)
17. **Byon, K. K.** (2019, December). *How to design and publish manuscripts in SSCI journals*. Presented (seminar) at Guangzhou Sport University, Guangzhou, China.
18. **Byon, K. K.** (2019, December). *Publishing manuscripts in SSCI journals*. Presented (seminar) at Shanghai University of Sport, Shanghai, China.
19. **Byon, K. K.** (2019, June). *Coping as a mediation mechanism between severity of spectator dysfunctional behavior and revisit intention*. Presented (invited lecture) at Waseda University, Tokyo, Japan.
20. **Byon, K. K.** (2019, June). *Coping as a mediation mechanism between severity of spectator dysfunctional behavior and revisit intention: The moderating effects of self-construal in sport consumption*. Presented (invited lecture) at Rikkyo University, Tokyo, Japan.
21. **Byon, K. K.** (2018, June). *A mechanism of mutually beneficial relationships between employees and consumers: A dyadic analysis of employee-consumer interaction*. Presented (invited lecture) at Waseda University, Tokyo, Japan.

22. **Byon, K. K.** (2018, December). *A mechanism of mutually beneficial relationships between employees and consumers: A dyadic analysis of employee-consumer interaction* *What is sport consumer behavior?* Presented (invited lecture) at the South Western University of Finance and Economics. Chengdu, China.
23. **Byon, K. K.** (2018, December). *Understanding sport spectator behavior through importance-performance analysis.* Presented (invited lecture) at the South Western University of Finance and Economics. Chengdu, China.
24. **Byon, K. K.** (2018, June). *A mechanism of mutually beneficial relationships between employees and consumers: A dyadic analysis of employee-consumer interaction.* Presented (invited lecture) at Rikkyo University, Tokyo, Japan.
25. **Byon, K. K.** (2018, June). *A mechanism of mutually beneficial relationships between employees and consumers: A dyadic analysis of employee-consumer interaction.* Presented (invited lecture) at Waseda University, Tokyo, Japan.
26. **Byon, K. K.** (2018, June). *Season ticket sales management.* Presented (invited lecture) at 2018 Sport DeMers Special Lecture Series hosted in Hanyang University, Seoul, Korea.
27. **Byon, K. K.** (2018, June). *Sport consumer behavior.* Presented (invited lecture) at Kyonggi University, Suwon, Korea.
28. **Byon, K. K.** (2017, June). *How does physical environment impact on spectator's attitude toward Shanghai Formula One Grand Prix Event? Perceptual difference between residents and tourists.* Presented (invited lecture) at Rikkyo University, Tokyo, Japan.
29. **Byon, K. K.** (2017, May). *Sport consumer behavior research: North American perspective.* Presented (invited lecture) at the Shanghai University of Finance and Economics. Shanghai, China.
30. **Byon, K. K.** (2017, May). *What is sport consumer behavior?* Presented (invited lecture) at the South Western University of Finance and Economics. Chengdu, China.
31. **Byon, K. K.** (2017, May). *Understanding sport spectator satisfaction through confirmation/disconfirmation paradigm.* Presented (invited lecture) at the South Western University of Finance and Economics. Chengdu, China.
32. **Byon, K. K.** (2016, July). *Sport tourism in sport management literature: North American perspective.* Presented (keynote) at 6th Institute of Physical Education International Conference (IPEIC). Bangkok, Thailand.
33. **Byon, K. K.** (2016, July). *Sport and Tourism in the Future of Each Country (U.S., Britain, Portugal, and Thailand (panel discussion) at 6th Institute of Physical Education International Conference (IPEIC). Bangkok, Thailand.*

34. **Byon, K. K.** (2016, June). *Importance and performance analysis for service attributes associated with Shanghai Formula One*. Presented (invited lecture) at Rikkyo University, Tokyo, Japan.
35. **Byon, K. K.** (2016, May). *Sport spectator motivation and its behavioral consequences*. Presented (invited lecture) at the South Western University of Finance and Economics. Chengdu, China.
36. **Byon, K. K.** (2016, May). *What is sport consumer behavior?*. Presented (invited lecture) at the South Western University of Finance and Economics. Chengdu, China.
37. **Byon, K. K.** (2015, May). *Risk management in sport events*. Presented (invited lecture) at the Shanghai University of Sport. Shanghai, China.
38. **Byon, K. K.** (2015, May). *Sport spectator consumer behavior*. Presented (invited lecture) at the South Western University of Finance and Economics. Chengdu, China.
39. **Byon, K. K.** (2015, May). *Impact of physical evidence on spectator behavior in a mega sport event*. Presented (invited lecture) at the Shanghai University of Finance and Economics. Shanghai, China.
40. **Byon, K. K.** (2014, April). *The effects of small-scale sport event on tourism*. Presented (invited lecture) at the South Western University of Finance and Economics. Chengdu, China.
41. **Byon, K. K.** (2014, April). *Assessing service quality perception associated with Shanghai Formula One event: Importance and performance analysis (IPA)*. Presented (invited lecture) at the South Western University of Finance and Economics. Chengdu, China.
42. **Byon, K. K.** (2014, April). *Research methods in sport management*. Presented (invited lecture) at the Shanghai University of Sport. Shanghai, China.
43. **Byon, K. K.** (2014, February). *Doctoral training in sport management: Trend, challenges, and success. North American (U.S.) program perspective*. Presented (keynote) at the 2014 Global Sport Industry Forum. Seoul, Korea.
44. **Byon, K. K.** (2013, February). *Sustainability associated with small-scale event sport tourism in North America: Development of research framework*. Presented (keynote) at the 2013 Seoul International Sport Industry Forum. Seoul, Korea.
45. **Byon, K. K.** (2013, February). *Sport consumer behavior: Development of theory-based practice*. Presented (invited lecture) at the Global Sport Industry program at Hanyang University. Seoul, Korea.
46. **Byon, K. K.** (2010, June). *Current trends in statistical analyses of sport marketing research*. Presented (invited lecture) at the Advanced Statistics Summer Workshop. Sookmyung Women's University. Seoul, Korea.

RESEARCH INTERESTS

My primary research interest is exploring psychological and environmental variables that affect consumer behavior in sport marketing and sport tourism. In line with this interest, my research has examined how service quality, motivation, perceived value, value co-creation, constraints, destination image, and attachment interact with decision-making strategies to influence sport consumer behavior across various contexts, including domestic professional sport, global sport, collegiate sport, and disability sport. My secondary research interest is to expand my expertise in research design, measurement, and statistics. This line of research includes multi-disciplinary contributions to the advancement of quantitative methods in sport management.

PUBLICATIONS (Total Publications, N=168, Refereed Journal Articles, N=139)

* indicates research conducted by graduate or post-doctoral students under my direction

**Thesis Work based on the student's thesis

***Dissertation Work based on the student's dissertation

Bold and underlined indicate that Kevin K. Byon is the senior author

SSCI (*Social Sciences Citation Index*)

2024 Journal Citation Reports (JCR) Impact Factor (IF)

For accepted articles, doi is added when available.

Google Scholar: Citations: 4503, h-index: 36, i10-index: 79

1. *Choi, J. W., **Byon, K. K.**, & Pedersen, P. M. (in press). The impact of banner ads on consumer attitude and purchase intention toward golf products: Using product classification and contextual congruity. *International Journal of Sports Marketing and Sponsorship*. (SSCI, IF = 2.7).
2. Heo, Y., Williams, A. S., & **Byon, K. K.** (in press). Understanding the sport product collaborations in the lens of limited editions. *Sport Marketing Quarterly* (SSCI, IF = 2.0).
3. *Jiang, S. B., & **Byon, K. K.** (in press). Factors influencing sport fans' purchase of sport-related non-fungible tokens (NFT). *International Journal of Sports Marketing and Sponsorship*. (SSCI, IF = 2.7).
4. *Jiang, S. B., *Brummett, K. J., Svetina-Valdivia, D., Williams, A. S., & **Byon, K. K.** (2025). Developing and validating the athlete fan identification scale (AFIS) using classical and modern approaches. *Measurement in Physical Education and Exercise Science* (SSCI, IF = 1.9). <https://doi: 10.1080/1091367X.2025.2601252>
5. Min, S. D., Wang, R. T., Scola, Z., & **Byon, K. K.** (2025). Throwback jerseys or not: How political ideology affects sport consumer preferences for retro marketing. *Sport Marketing Quarterly* (SSCI, IF = 2.0). <https://doi: 10.1177/10616934251397215>

6. Roh, S. H., Pedersen, Z. P., **Byon, K. K.**, & Pedersen, P. M. (2025). Comparing emotional and rational appeals in CSR messaging for sport products. *International Journal of Sports Marketing and Sponsorship*. (SSCI, IF = 2.7). <https://doi: 10.1108/IJSMS-04-2025-0202>
7. Ma, S. C., Yi, H., Tsai, C. L., Jang, W. W., & **Byon, K. K.** (2025). Effectiveness of esports sponsor advertising: Analyzing screen placement, sponsor type, and match period in esports events with eye-tracking. *International Journal of Sports Marketing and Sponsorship*. (SSCI, IF = 2.7). <https://doi: 10.1108/IJSMS-06-2025-0287>
8. Min, S. D., Zhang, J. J., Wang, R. T., & **Byon, K. K.** (2025). Ends and means: Can market demand satisfy spectator motives for sport consumption in the WNBA. *Journal of Global Sport Management*. (SCOPUS). <https://doi.org/10.1080/24704067.2025.2470163>
9. Ma, S. C., **Byon, K. K.**, & Ma, S. M. (2025). Spectators' adaptation to health-related risk: The moderating role of team identification and past spectating experience. *International Journal of Sports Marketing and Sponsorship*. (SSCI, IF = 2.7). <https://doi-org.proxyiub.uits.iu.edu/10.1108/IJSMS-06-2024-0144>
10. Kim, M. J., Song, H., Jang, W. W., Choi, W., & **Byon, K. K.** (2025). Bridging the Distance: Non-local College Sport Fans' Media Consumption Motivations. *Asia Pacific Journal of Applied Sport Sciences*, 6(3), 1-18. <https://doi.org/10.46695/ASCS.6.3.1>
11. *Du, H., Baker, T. B., Su, Y., **Byon, K. K.**, & Katz, M. (2025). Sport spectatorship and consumer psychological well-being. A scoping review. *Sport Management Review*, 28(2), 232-256. (SSCI, IF = 3.7). <https://doi.org/10.1080/14413523.2024.2421064>
12. Won, J. W., Min, S. I., Fischer, K., *Won, E. C., & **Byon, K. K.** (2025). Conceptual model for explaining spectators' game attendance behavior. *Journal of Regional Policy Studies*, 14(20), 39-49.
13. *Park, M. E., & **Byon, K. K.** (2025). Effects of transformational leadership on perceived performance of Taekwondo athletes mediated by leader trust. *Social Behavior & Personality*, 53(3), 1-10. (SSCI, IF = 0.8).
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BOOK (N=2)

Bold and underlined indicates Kevin K. Byon is the senior author

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PUBLICATIONS – REFEREED BOOK CHAPTERS (N=12)

Bold and underlined indicates Kevin K. Byon is the senior author

[*Denotes Graduate/Post-doctoral Student Author]

**Thesis Based on student's thesis

***Dissertation Based on student's dissertation

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PUBLICATIONS – NON-REFEREED ARTICLES/COLUMNS (N=13)

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161. Song, H. S., & **Byon, K. K.** (2024). Online Sports Betting (p. 670-672). In P. M. Pedersen (2nd Ed.). *Encyclopedia of sport management*. Cheltenham, UK: Edward Elgar.
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<https://doi.org/10.4337/9781035317189.ch186>
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168. **Byon, K. K.** (2020, June). Implications associated with the Korea Baseball League's Opening and Broadcasting during the Covid-19 (KBO 리그 개막과 중계, 그 의미와 현황). *The Seoul Sports*. Seoul Sports Council, Korea, p. 24-25.
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MANUSCRIPTS UNDER REVIEW (N=12)

12 manuscripts are currently under review.

GRANT SUBMISSION

2025

1. Principal Investigator: **Dr. Pei Wang**. Co-Investigators: Dr. Bo Li & **Dr. Kevin K. Byon**. Betting on the future: Data-driven prevention of online sports gambling risks among college students and athletes. The International Center for Responsible Gaming (ICRG). Total \$450,000 (Indirect Cost - \$64143.00).
Research Grant
2. Principal Investigator: **Dr. Shang-Min Ma**. Co-Investigator: **Dr. Kevin K. Byon**. Taiwan–U.S. Comparison: Need for Cognition as a Moderator in an Extended Elaboration Likelihood Model of Low-Carbon Exercise Constraint Negotiation and Participation among Fitness Center Members. National Science and Technology Council, Taiwan. Total \$59200. (Indirect Cost - \$5,920)
Research Grant

FUNDED GRANT (CONTRACT)

2026

1. Principal Investigator: **Dr. Kevin K. Byon**. Low-carbon sport events as catalysts for sustainability behavior. General Board of Higher Education and Ministry. Total \$1,600 (Indirect Cost - \$0).
Research Grant

2025

1. Principal Investigators: **Dr. Bo Li, Dr. Kevin K. Byon, & Dr. Sarah Stokowski**. Betting, bullying, and burnout: Examining online harassment from sport wagering and its impacts on student-athletes wellbeing and coping. Atlantic Coastal Conference Center for Research in Intercollegiate Athletics. Total \$5,320 (Indirect Cost - \$0).
Research Grant

2. Principal Investigators: **Drs. Quentin Sedlacek, Willis Jones, Leanne Ketterlin Geller, Kevin K. Byon, Bo Li, & Kelsey Schenck**. 2025-2026 Ph.D. recruitment grant. SMU Moody School of Graduate and Advanced Studies. Total \$3,870 (Indirect Cost - \$0).

Service Grant

2024

3. Principal Investigator: **Dr. Shang-Chun Ma**. Co-Investigator: **Dr. Kevin K. Byon**. Can low-carbon sporting events drive pro-sustainable behaviors? From intentions to actual behavior in a cross-national study. National Science and Technology Council, Taiwan. Total \$66,592 (Indirect Cost - \$8,703.76).

Research Grant

4. Principal Investigator: **Dr. Kevin K. Byon**. Spectators' adaptive sport consumption behavior during post Covid-19 era: A multi-cultural cross-comparison study. Academy of Korean Studies. Total \$13,200 (Indirect Cost - \$0).

Research Grant

2023

5. Principal Investigator: **Dr. Kevin K. Byon**. Spectators' adaptive behavior and emotional contagion amid COVID-19: Perspectives from a mixed methods cross-national study. National Cheng Kung University. Total \$7,000 (Indirect Cost - \$630)

6. Principal Investigator: Dr. Wooyoung (William) Jang. Co-Principal Investigator: **Dr. Kevin K. Byon**. What makes esports consumers watch streamers' live-streaming: Extending the theory of planned behavior. 2023 Global Sport Business Association. Total \$1000 (Indirect Cost - \$0).

Research Grant

2022

7. Principal Investigator: Dr. Wooyoung (William) Jang. Co-Principal Investigator: **Dr. Kevin K. Byon**. Scoping review of the theory of planned behavior: Millennials' sport consumption behavior. 2022 Global Sport Business Association. Total \$1000 (Indirect Cost - \$0).

Research Grant

8. Principal Investigator: Hyunseok Song. Co-Principal Investigator: **Dr. Kevin K. Byon** and Dr. Wooyoung (William) Jang. Mediating effect of coping strategies between service failures and negative behavioral intentions. 2022 Global Sport Business Association. Total \$500 (Indirect Cost - \$0).

Research Grant

2021

9. Principal Investigator: Dr. Armin Marquez. Co-Principal Investigators: Dr. Antonio Williams & **Dr. Kevin K. Byon**. Fritz's Adventure consumer behavior research. Funded by *Fritz's Branson, LLC*. Amount funded: \$15,000 (direct costs: \$11,364; indirect costs: \$3,636). September 2021–March 2022.

Research Grant

10. Principal Investigator: **Dr. Kevin K. Byon**. Leisure activities, happiness, life satisfaction, and health perception of older Korean adults. Indiana University Office of the Vice Provost for Research. Total \$667.00 (Indirect Cost - \$0)

Research Grant

2020

11. Principal Investigator: Dr. Junhyoung Kim. Co-Investigator: **Dr. Kevin K. Byon**. A cross-cultural study of leisure-time physical activity, coping, and health among older Korean immigrants in the United States and older Korean adults in South Korea. Academy of Korean Studies. Total \$18,570 (Indirect Cost - \$0).

Research Grant

2019

12. Principal Investigator: **Dr. Kevin K. Byon**. The Effects of Physical Evidence on Sport Tourist's Satisfaction and Behavioral Intentions of Formula One (F-1) Event. Shanghai Shangti Sport and Health Research & Shanghai Collaborative Innovation Center of Sports and Health Industry at Shanghai University of Sport. Total \$13,915 (Indirect Cost - \$1,265).

Research Grant

13. Principal Investigator: Wooyoung (William) Jang. Co-Principal Investigator: Kyung-yeol (Anthony) Kim, **Dr. Kevin K. Byon**. eSportscape: The Physical and Social Atmospherics in eSports Event Venues. 2019 Global Sport Business Association. Total \$500 (Indirect Cost - \$0).

Research Grant

2018

14. Principal Investigator: **Dr. Kevin K. Byon**. Co-Principal Investigator: Kyung-yeol (Anthony) Kim. Coping with Spectator Dysfunctional Behavior: The Moderating and Mediating Mechanisms of Coping Strategies between Anger and Revisit Intention. North American Society for Sport Management. Total \$1,470 (Indirect Cost - \$0).

Research Grant

15. Principal Investigator: Kyung-yeol (Anthony) Kim. Co-Principal Investigator: **Dr. Kevin K. Byon**, Dr. Woo-yeul Baek, & Dr. Antonio S. Williams. A conceptual model examining antecedents and consequences of consumer-to-consumer interaction in spectator sport. 2018 Global Sport Business Association. Total \$500 (Indirect Cost - \$0).

Research Grant

2017

16. Principal Investigator: **Dr. Kevin K. Byon**. Co-Principal Investigator: Wooyoung (William) Jang. Antecedents and Consequences Associated with eSports. North American Society for Sport Management. Total \$1,570 (Indirect Cost - \$0).

Research Grant

17. Principal Investigator: **Dr. Kevin K. Byon**. Co-Principal Investigator: Dr. Antonio S. Williams. The 3rd International Study and Training Educational Program (iSTEP). Shanghai International Studies University. Total \$43,988 (Indirect Cost - \$4,398.80).

Service/Training Grant

2016

18. Principal Investigator: **Dr. Kevin K. Byon**. Co-Principal Investigator: Dr. Antonio S. Williams. Solidifying the Rainbow Bridge between Indiana University and Shanghai International Studies University: International Study and Training Educational Program (iSTEP). Shanghai International Studies University. Total \$49,643 (Indirect Cost - \$4,513).

Service/Training Grant

2015

19. Principal Investigator: **Dr. Kevin K. Byon**. Co-Principal Investigator: Dr. Antonio S. Williams. 2015 iSTEP's Global Training Educational Program. Shanghai International Studies University. Total \$62,502 (Indirect Cost - \$5,682).

Service/Training Grant

2014

20. Principal Investigator: **Dr. Kevin K. Byon**. Co-Principal Investigators: Dr. Thomas A. Baker & Dr. James J. Zhang. Development of Global Training Educational Program. Shanghai International Studies University. Total \$81,301.85 (Indirect Cost - \$8,131).

Research Grant

21. Principal Investigator: **Dr. Kevin K. Byon**. A Mediated-Moderation Model of Constraints, Negotiation, Motivation, and Sport Consumption: A Case of Wheelchair Basketball Spectators. University of Georgia 2013 Provost Summer Research Grant. Total \$5,000 (Direct Cost - \$5,000).

Research Grant

2013

22. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: Dr. Thomas A. Baker, & **Dr. Kevin K. Byon**. Constructing a Gorgeous Bridge between Shanghai International Studies University (SHISU) and University of Georgia (UGA): Proposing the Study and Training Educational Program (STEP). Shanghai International Studies University. Total \$88,447 (Indirect Cost - \$8,041).

Service/Training Grant

23. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: Dr. Thomas A. Baker., **Dr. Kevin K. Byon**., Ms. Sophia Min., Mr. Kenny Chen., & Mr. Minhong Kim. (2012). Intensifying traffic activities on the rainbow bridge: An amendment. Center for Sport Industry and Marketing at Hanyang University. Total \$34,918 and Indirect Cost \$3,174).

Research Grant

2012

24. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: Dr. Thomas A. Baker, **Dr. Kevin K. Byon**, & Dr. Rose Chepyator-Thompson. Assessing the accomplishments of the 21st CCLC program in the state of Georgia: 2010-2011. Georgia Department of Education. Total \$49,932 and Indirect Cost \$3,699.

Research Grant

25. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: Dr. Michael Ferrara, Dr. Thomas A. Baker, **Dr. Kevin K. Byon**, Dr. Rose Chepayator-Thomson, & Dr. Billy Hawkins. Shanghai International Studies University (SHISU) – University of Georgia (UGA): Proposing the Study and Training Abroad Program (STAP). Shanghai International Studies University. Total \$78,991 and Indirect Cost, \$7,899.10.

Service/Training Grant

26. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: Dr. Billy Hawkins, Dr. Thomas A Baker, **Dr. Kevin K. Byon**, & Ms. Esther Lee: Tracing Leadership Functions Critical to the Advancement and Accomplishment of LPGA in Korea: A Qualitative Inquiry. Olympic Coliseum, Inc, Seoul, Korea. Total \$32,000 (Direct Cost - \$25,397.00, Indirect Cost - \$6,603.00).

Research Grant

27. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: Dr. Thomas A Baker, **Dr. Kevin K. Byon**: Envisioning a Rainbow Bridge between Seoul, Korea and Athens, Georgia: Materializing an International Exchange Program through Academic Collaborations. Center for Sport Industry and Marketing at Hanyang University. Total \$25,000 (Direct Cost - \$22,727.30, Indirect Cost - \$2,272.70).

Service/Training Grant

2011

28. Principal Investigator: Dr. Thomas A. Baker. Co-Principal Investigator: **Dr. Kevin K. Byon**: Building Better Youth: Researching and Administering Florida's Out-Of-School Youth Programs, The University of Florida. Total \$10,000 (Direct Cost - \$9,091, Indirect Cost - \$909).

Research Grant

29. Principal Investigator: **Dr. Kevin K. Byon**. Co-Principal Investigator: Dr. Thomas A. Baker. Modification and Application on the Start Leadership Model: Enhancing the 21st CCLC Initiative, The University of Florida. Total \$10,000 (Direct Cost - \$9,091, Indirect Cost - \$909).

Research Grant

30. Principal Investigator: Dr. Thomas A. Baker. Co-Principal Investigator: **Dr. Kevin K. Byon**. Expanding the Horizons of 21st Century After School Programs: Continuation of the Star Leadership Model, The University of Florida. Total \$10,000 (Direct Cost - \$9,091, Indirect Cost - \$909).

Research Grant

2008

31. Principal Investigator: **Kevin K. Byon**. Co-Principal Investigator: Dr. James J. Zhang. Success of Intercollegiate Sport Team on Transformation of Sport Identification, Destination Image, and Visit Tourism Conation. Alachua County Visitors and Convention Bureau. Total \$5,000 (Direct Cost - \$5,000).

Research Grant

Unfunded

1. Dr. Kyle Kercher. Principal Investigator: Co-Investigators: Dr. Cassandra Coble, Dr. Vanessa Kercher, & **Dr. Kevin K. Byon**. Hoosier Sport for Social Change. The Center for Sport Leadership at Virginia Commonwealth University. Total \$118,945. Indirect Cost \$16,039
Service/Training Grant
2. Dr. Wooyoung (William) Jang. Co-Principal Investigators: Dr. E. Su Jara-Pazmino & **Dr. Kevin K. Byon**. *Coping Strategies of College Esports Athletes: Longitudinal Study for Academic and Esports Performances*. 2022 Sport Marketing Association (SMA) Research Grant Program. Total \$1,500
3. Principal Investigator: Dr. Haiyan Huang. Co-Principal Investigator: **Dr. Kevin K. Byon**, Dr. Dongfeng Liu, Dr. Liangjun Zhou, Dr. Yuanxin Chen, & Dr. Fang Zhang. Research on the High-Quality Development of China's Sport Industry. Ministry of Education of the People's Republic of China. Total \$120,000 (Indirect Cost - \$12,000).
Research Grant
4. Principal Investigator: **Dr. Kevin K. Byon**. Structural Relationship among Negative Emotions, Coping, Rumination, and Spectator Consumption Behaviors: Moderating Effect of Gender. Indiana University Institute for Advanced Study. Total \$3,000 (Indirect Cost - \$0).
Research Grant
5. Principal Investigator: Kyung-yeol (Anthony) Kim, Co-Principal Investigator: **Dr. Kevin K. Byon**. Rumination on Spectator Dysfunctional Behavior as a Negative Predictor of Life Satisfaction: The Moderating Role of Self-Construal based on a Repeated-Measures Survey Experiment. North American Society for Sport Management. Total \$1,743.00 (Indirect Cost - \$0).
Research Grant
6. Principal Investigator: **Dr. Kevin K. Byon**. Co-Principal Investigators: Dr. Thomas A. Baker, Dr. James J. Zhang. Development of Global Sports Leadership Program. Korean Foundation for the Next Generation of Sports Talents. Total \$216,000 (Indirect Cost - \$21,600).
Service/Training Grant
7. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: Dr. Kirk Cureton, Dr. Paul Schempp, Dr. Thomas A. Baker, & **Dr. Kevin K. Byon**. Sustaining the Legacy of Mega Sport Events in Kazan: Market Demands for Well-Trained Sport Professionals and Well-Designed Sport Programs in Russia's Sport Industry. Sport Academy and Volga Region Academy of Physical Culture and Sports. Total \$1,964.999 (Direct Cost - \$1,477.443, Indirect Cost - \$487,556).
Service/Training Grant

8. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: Dr. Michael S. Ferrara, Dr. Kirk Cureton, Thomas A. Baker, **Dr. Kevin K. Byon**, & Dr. Paul Schempp. Good Ideas Need Good Action Plans: Conducting Needs Assessment and Strategic Planning for Sport Industry Development and Growth in Kazan, Tatarstan, Russia. Sport Academy and Volga Region Academy of Physical Culture and Sports. Total \$176,057 (Direct Cost - \$133,075, Indirect Cost - \$42,982).
Service/Training Grant
9. Principal Investigator: **Dr. Kevin K. Byon**. Co-Principal Investigators: Dr. Thomas A. Baker, Dr. Michael Cottingham, & Dr. Donghun Lee. Motivation on Consumption of Wheelchair Basketball: Moderating Role of Relationship to Disability. Research Consortium, Early Career Investigator. American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD). Total \$3,116.
Research Grant
10. Principal Investigator: **Dr. Kevin K. Byon**. Co-Principal Investigator: Dr. Thomas A. Baker. Relationship between Spectator Motivation and Sport Consumption: Moderating Role of Team Identification in Adaptive Sports. University of Georgia 2013 Faculty Research Grant. Total \$9,750.
Research Grant
11. Principal Investigator: Dr. Thomas A. Baker. Co-Principal Investigator: **Dr. Kevin K. Byon**. Summer 2012 Innovative Instruction Faculty Grants. University of Georgia College of Education. Total \$5,000.
Research Grant
12. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: **Dr. Kevin K. Byon**, Dr. Thomas A. Baker, Dr. Michael S. Ferrara, Dr. Rose Chepyator-Thompson, & Dr. Billy Hawkins. Contributing to the Mission of the NEST Foundation: A Program Designed for Developing and Empowering Global Sport Leaders. Korean Foundation for the Next Generation of Sports Talents (NEST). Total \$2,087,250 and Indirect Cost - \$208,725 (2012-2017).
Service/Training Grant
13. Principal Investigator: **Dr. Kevin K. Byon**. Co-Principal Investigators: Dr. Thomas A. Baker. Relationship between Spectator Motivation and Sport Consumption by Levels of Team Identification. Research Consortium, Early Career Investigator. American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD). Total \$7,499.
Research Grant
14. Principal Investigator: Dr. Dan Drane. Co-Principal Investigators: **Dr. Kevin K. Byon**, and Dr. Mellisa Murray. International Sports Programming Initiative. United State Department of State Bureau of Educational and Cultural Affairs. Total \$386,167.
Service/Training Grant

15. Principal Investigator: **Dr. Kevin K. Byon**. Co-Principal Investigators: *Michael Cottingham II and Dr. Dan Drane. Finding the Wheelchair Tennis Consumer: A Qualitative Study on Consumer Behavior of Prospective Wheelchair Tennis Fans. United States Tennis Association. Total \$3,504.77.

Research Grant

16. Principal Investigator: **Dr. Kevin K. Byon**. (2008). Development of a scale for assessing perceived value of professional sports. School of Human Performance & Recreation at University of Southern Mississippi (summer faculty research grant). Total Funding: \$10,000.

Research Grant

RESEARCH PRESENTATIONS (Refereed)

Bold and underline indicate that Kevin K. Byon is the principal/senior author.

* indicates research conducted by graduate or post-doctoral students under my direction

INTERNATIONAL/NATIONAL RESEARCH PRESENTATIONS (N=269)

1. Bae, D., Oh, J., Qi, J., & **Byon, K. K.** (2026, January). *Can machines feel the game? Exploring empathy and enjoyment in artificial intelligence vs. human sport commentators*. Accepted (oral presentation) at the 2026 North American Society for Sport Management. Puerto Rico.
2. *Roh, S. H., Pedersen, Z. P., **Byon, K. K.**, & Pedersen, M. P. (2026, January). *Too much of a good thing? The effects of CSR-core business fit and number of initiatives on consumer responses*. Accepted (oral presentation) at the 2026 North American Society for Sport Management. Puerto Rico.
3. Jiang, B. S., **Byon, K. K.**, Qi, J., & Pedersen, M. P. (2026, January). *Online fan narratives in the 2024 Australian Open: Insights from Reddit topic modeling*. Accepted (oral presentation) at the 2026 North American Society for Sport Management. Puerto Rico.
4. Li, B., **Byon, K. K.**, Scott, O., & *Kim, E. (2026, March). *Betting, bullying, and burnout: Examining online harassment from sport wagering and its impacts on student-athletes well-being and coping*. Accepted (oral) at the 2026 International Association for Communication and Sport (IACS), Dublin, Ireland.
5. Li, B., Scott, O., **Byon, K. K.**, & Chen, R. (2026, March). *Setting public agenda on social media: Exploring how nationalism shapes trending topics on Chinese Weibo during the 2024 Paris Olympics*. Accepted (oral) at the 2026 International Association for Communication and Sport (IACS), Dublin, Ireland.

6. Carton, P., Hammit, S., Bae, D., Li, B., & **Byon, K. K.** (2026, February). *Connecting theory to practice: Broadening global perspectives in sport management education*. Accepted (oral presentation) at the 2026 Commission on Sport Management Accreditation (COSMA) Conference. St. Augustine, Florida.
7. Hammit, S., Carton, P., Li, B., Bae, D., & **Byon, K. K.** (2026, February). *Bridging research and relevance: Redefining undergraduate research through senior project in sport management*. Accepted (oral presentation) at the 2026 Commission on Sport Management Accreditation (COSMA) Conference. St. Augustine, Florida.
8. *Bok, T. G., & **Byon, K. K.** (2026, February). *When to trust, when to own: temporal distance, adherence, and attribution in AI predictions*. Submitted (oral presentation) at the 2026 Applied Sport Management Association Conference. Philadelphia, Pennsylvania.
9. *Choi, J. W., **Byon, K. K.**, & Pedersen, M. P. (2026, February). *Human versus Virtual Influencers in Sport Service Marketing: The Role of Service Value Orientation and Consumer Information Processing*. Accepted (oral presentation) at the 2026 Applied Sport Management Association Conference. Philadelphia, Pennsylvania.
10. *Ok, J. J., **Byon, K. K.**, & Pedersen, M. P. (2026, February). *An integrative model of motivation and constraints: Understanding sport loyalty in Taekwondo participation*. Accepted (oral presentation) at the 2026 Applied Sport Management Association Conference. Philadelphia, Pennsylvania.
11. *Roh, S. H., Pedersen, Z. P., **Byon, K. K.**, & Pedersen, M. P. (2026, February). *When effort matters more than money: The impact of participatory CSR on consumers' psychological ownership and behavioral intentions*. Submitted (oral presentation) at the 2026 Applied Sport Management Association Conference. Philadelphia, Pennsylvania.
12. *Kim, H. E., & **Byon, K. K.** (2026, February). *Eco-framed giveaways as credibility signals: Examining the impact on merchandise purchase intentions and the moderating role of fan identification*. Submitted (oral presentation) at the 2026 Applied Sport Management Association Conference. Philadelphia, Pennsylvania.
13. *Roh, S. H., Pedersen, Z. P., *Bok, T. G., **Byon, K. K.**, & Pedersen, P. M. (2025, October). *Impact of CSR message congruity on corporate attitudes and behavioral intentions in the context of online sports betting*. Presented (poster presentation) at the 22nd Annual Sport Marketing Association, Glendale. AZ.
14. *Choi, J. W., & **Byon, K. K.** (2025, October). *Matching product value and influencer type in social media marketing*. Presented (poster presentation) at the 22nd Annual Sport Marketing Association, Glendale. AZ.

15. *Bok, T. G., *Roh, S. H., **Byon, K. K.**, & Pedersen, P. M. (2025, October). *Your choice, your team: Psychological ownership and AI decision-making*. Presented (poster presentation) at the 22nd Annual Sport Marketing Association, Glendale. AZ.
16. *Ok, J. J., Song, H. S., & **Byon, K. K.** (2025, October). *Exploring the Black Belt Paradox: Motivations and attrition in Taekwondo training*. Presented (oral presentation) at the 22nd Annual Sport Marketing Association, Glendale. AZ.
17. *Jiang, S. B., & **Byon, K. K.** (2025, October). *March Madness through fans' eyes: Exploring Reddit discussions on the NCAA basketball tournament*. Presented (poster presentation) at the 22nd Annual Sport Marketing Association, Glendale. AZ.
18. Ma, S. C., **Byon, K. K.**, Shintaro, S., & Ma, S. M. (2025, September). *Extending the sport sustainability campaign evaluation model: The role of low-carbon literacy in shaping sustainable behaviors*. Presented (oral presentation) at the 2025 European Association of Sport Management. Budapest, Hungary.
19. *Lo, Y. Y., Ma, S. C., & **Byon, K. K.** (2025, September). *Development and validation of the participatory environmental sustainability sport event scale*. Presented (oral presentation) at the 2025 European Association of Sport Management. Budapest, Hungary.
20. *Tseng, C. W., Ma, S. C., & **Byon, K. K.** (2025, September). *How race, age, team market size, player performance, and prospects rankings affect consumer preferences: A case study of minor league baseball card transactions*. Presented (oral presentation) at the 2025 European Association of Sport Management. Budapest, Hungary.
21. *Roh, S. H., Pedersen, Z. P., **Byon, K. K.**, & Pedersen, P. M. (2025, May). *Comparing emotional and rational appeals in CSR messaging for sport products*. Presented (poster presentation) at the 2025 North American Society for Sport Management. San Diego, California.
22. *Jiang, S. B., **Byon, K. K.**, & Pedersen, P. M. (2025, May). *Understanding fan perspectives in online sport forums during the 2024 Olympics*. Presented (poster presentation) at the 2025 North American Society for Sport Management. San Diego, California.
23. Song, H. S., Kim, K. K., & **Byon, K. K.** (2025, May). *Sport spectators' risk perceptions and responses: Comparative study between the U.S. and Taiwan*. Presented (poster presentation) at the 2025 North American Society for Sport Management. San Diego, California.
24. *Choi, J. W., Jang, W. W., & **Byon, K. K.** (2025, May). *Examining the impact of product and service values on sport consumption behavior moderated by influential type (human versus virtual)*. Presented (poster presentation) at the 2025 North American Society for Sport Management. San Diego, California.

25. Jang, W. W., Jara-Pazmino, E. S., Pazmino, C., Kearns, A., & **Byon, K. K.** (2025, March). *An analysis of the coping process of college esports athletes' academic and esports performance*. Presented (poster presentation) at the 2025 College Sport Research Institute, Columbia, SC.
26. *Jiang, B. S., *Bok, T. G., *Ok, J. J., Jang, W. W., & **Byon, K. K.** (2025, February). *Impact of service quality changes on spectator engagement during the health crisis: A study on live sport events*. Presented (poster presentation) at the 2025 Applied Sport Management Association Conference. Cincinnati, Ohio.
27. Song, H. S., Kim, K. K. & **Byon, K. K.** (2025, February). *Alternative weighted on-base averages (wOBA) for NCAA*. Presented (poster presentation) at the 2025 Applied Sport Management Association Conference. Cincinnati, Ohio.
28. Choi, W. J., Jang, W. W., Kim, M. J., Min, S. D., & **Byon, K. K.** (2024, November). *Examining the role of esports motivation and participation frequency in development outcomes among recreational gamers*. Presented (oral) at the 21st Annual Sport Marketing Association, St. Louis. MO.
29. Bok, T. G., Choi, J. W., & **Byon, K. K.** (2024, November). *Understanding the impact of NIL participation on fan's psychological ownership and subjective well-being in college sport: A moderating role of subjective knowledge*. Presented (poster) at the 21st Annual Sport Marketing Association, St. Louis. MO.
30. Ok, J. J., Song, H. S., & **Byon, K. K.** (2024, November). *The role of core and peripheral factors on perceived values in participant sport events: A case study of local Taekwondo competition*. Presented (poster) at the 21st Annual Sport Marketing Association, St. Louis. MO.
31. Jiang, S. B., Willett, M. S., & **Byon, K. K.** (2024, November). *Using descriptive norms to promote college women's sport*. Presented (poster) at the 21st Annual Sport Marketing Association, St. Louis. MO.
32. Song, H. S., **Byon, K. K.**, Jang, W. W., Tsuji, Y., & Willett, M. S. (2024, August). *The advantages of using AI search engines: Case of sport tourism literature search*. Presented (poster presentation) at the 2024 Asian Association for Sport Management. Jeju, South Korea.
33. Jang, W. W., **Byon, K. K.**, Tsuji, Y., Song, H. S., & Willett, M. S. (2024, August). *Exploring the psychological mechanisms of purchasing intention for game items in esports*. Presented (poster presentation) at the 2024 Asian Association for Sport Management. Jeju, South Korea.
34. Ma, S. C., Wang, C. H., & **Byon, K. K.** (2024, August). *Emotion and behavioral intention of online watching experiences in the context of health-related risks: A behavioral and EEG study*. Presented (poster presentation) at the 2024 Asian Association for Sport Management. Jeju, South Korea.

35. Choi, W. J., Jang, W. W., Song, H. S., Kim, M. J., & **Byon, K. K.** (2024, May). *Esports for development? Exploring esports player profiles and their development and well-being outcomes*. Presented (oral presentation) at the 2024 North American Society for Sport Management. Minneapolis, Minnesota.
36. *Brummett, K., *Jiang, B. S., Svetina-Valdivia, D., Williams, A. S., & **Byon, K. K.** (2024, May). *Developing and validating the athlete fan identification scale (AFIS) using classical and modern approaches. sports for development? Exploring esports player profiles and their development and well-being outcomes*. Presented (poster presentation) at the 2024 North American Society for Sport Management. Minneapolis, Minnesota.
37. *Heo, Y., Williams, A. S., & **Byon, K. K.** (2024, May). *Understanding the sport product collaboration as limited editions: The impact of self-image congruence on attitude toward collaboration*. Presented (poster presentation) at the 2024 North American Society for Sport Management. Minneapolis, Minnesota.
38. *Jiang, B. S., & **Byon, K. K.** (2024, May). *Analyzing sports betting motivation: A comparison between in-play micro-betting and traditional betting*. Presented (poster presentation) at the 2024 North American Society for Sport Management. Minneapolis, Minnesota.
39. *Choi, J. W., Jang, W. W., & **Byon, K. K.** (2024, May). *The impact of banner ads on consumer attitudes and purchase intention toward golf products: Using product classification and contextual congruity*. Presented (poster presentation) at the 2024 North American Society for Sport Management. Minneapolis, Minnesota.
40. *Ok, J. J., Song, H. S., & **Byon, K. K.** (2024, May). *Enhance your predictable outcome: Can Taekwondo reinforce adolescent self-efficacy?* Presented (poster presentation) at the 2024 North American Society for Sport Management. Minneapolis, Minnesota.
41. Song, H. S., Choi, W. J., Jang W. W., Kim, M. J., & **Byon, K. K.** (2023, October). *The structural relationship among sensation seeking, fear of missing out, and online sports betting intention: Moderated mediating effect of sales promotion*. Presented (poster) 20th Annual Sport Marketing Association, St. Petersburg, FL.
42. Kim, M. J., Jang W. W., Song, H.S., Choi, W. J., & **Byon, K. K.** (2023, October). *Understanding the Media Consumption Associated with Domestic Distant Sport Fans*. Presented (poster) 20th Annual Sport Marketing Association, St. Petersburg, FL.
43. *Choi, J. W., & **Byon, K. K.** (2023, October). *A comparison of millennials and generation Z in terms of purchase intentions for CSR-friendly products based on utilitarian and hedonic values*. Presented (poster) 20th Annual Sport Marketing Association, St. Petersburg, FL.

44. *Jiang, B. S., & **Byon, K. K.** (2023, October). *The motivations for sport fans purchasing sport non-fungible tokens (NFT) products*. Presented (poster) 20th Annual Sport Marketing Association, St. Petersburg, FL.
45. *Bok, T. G., Jang W. W., & **Byon, K. K.** (2023, October). *Variables affecting psychological ownership for spectators: Moderating roles of gender and relationship length*. Presented (poster) 20th Annual Sport Marketing Association, St. Petersburg, FL.
46. Ma, S. C., **Byon, K. K.**, & Ma, S. M. (2023, March). *Adaptive behavior in response to COVID-19: A comparison of highly and lowly identified fans*. Presented (oral presentation) at the 2023 Asian Association for Sport Management conference. Sarawak, Malaysia. **(2023 ASSM Research Poster Competition Winner)**.
47. *Song, H., Jang W. W., Min, S., & **Byon, K. K.** (2023, January). *The relationship between service failures, coping, and negative behaviors at fitness centers: The four segments by high/low-contacts and transactional/non-transactional outcomes*. Presented (poster presentation) at the 2023 North American Society for Sport Management. Montréal, Québec.
48. *Song, H. S., & **Byon, K. K.** (2023, January). *Identifying online betting motivations associated with online sport consumption*. Presented (oral presentation) at the 2023 North American Society for Sport Management. Montréal, Québec.
49. Jang, W. W., **Byon, K. K.**, & Tsuji, Y. (2023, January). *Exploring the effect of NBA 2K esports brand extension: The moderating role of esports game betting*. Presented (poster presentation) at the 2023 North American Society for Sport Management. Montréal, Québec.
50. *Brummett, K., **Byon, K. K.**, & Williams, A. S. (2023, January). *Examining race's moderating effect between athlete activism and purchase intention*. Presented (oral presentation) at the 2023 North American Society for Sport Management. Montréal, Québec.
51. *Choi, J. W., & **Byon, K. K.** (2023, January). *Comparing millennials and generation Z on the intention to purchase CSR-friendly sport products*. Presented (poster presentation) at the 2023 North American Society for Sport Management. Montréal, Québec.
52. Yoon, J. H., Zhang, K. T., & **Byon, K. K.** (2023, January). *Determinants of playing intention of mobile and PC esports game*. Presented (poster presentation) at the 2023 North American Society for Sport Management. Montréal, Québec.
53. *Wang, Y. Baker, T. A., **Byon, K. K.**, & Chepyator-Thomson, J. R. (2023, January). *The impact of esports brand experience on brand equity in the context of game genres: An implementation of the newly developed MDBEL model*. Presented (poster presentation) at the 2023 North American Society for Sport Management. Montréal, Québec.

54. Jang W. W., Song, H., **Byon, K. K.** (2023, February). *What makes esports consumers watch streamers' live-streaming: Extending the theory of planned behavior*. Presented (oral presentation) at the 10th Global Sport Business Association Conference. Nassau, Bahamas.
(2023 GSBA Junior Faculty Research Grant Competition Winner).
55. Jang, W. W., Chou, S. Y., Ma, S. C., **Byon, K. K.**, & Chang, C. H. (2022, October). *Comparison of PC and Mobile Platforms in Esports Players Behavioral Intention: Flow and Clutch Experiences*. Presented (poster presentation) at the 19th Annual Sport Marketing Association conference. Charlotte, North Carolina.
56. Jiang, S. B., & **Byon, K. K.** (2022, October). *Fan motivation for in-play micro-betting*. Presented (poster presentation) at the 19th Annual Sport Marketing Association conference. Charlotte, North Carolina.
57. Zhang, J. C. & **Byon, K. K.** (2022, October). *The relationship between value co-creation, revisit intention, and word-of-mouth: A case study of Indianapolis 500*. Presented (poster presentation) at the 19th Annual Sport Marketing Association conference. Charlotte, North Carolina.
58. Heo, Y., Pedersen, Z. P., Williams, A. S., & **Byon, K. K.** (2022, October). *An examination of consumer's brand loyalty and purchase intention towards collaborations in the sports brand footwear industry*. (oral presentation) at the 19th Annual Sport Marketing Association conference. Charlotte, North Carolina.
59. Choi, J. W., & **Byon, K. K.** (2022, October). *Using social norms to increase millennials' interest in Olympic Sports*. Presented (poster presentation) at the 19th Annual Sport Marketing Association conference. Charlotte, North Carolina.
60. Du, H., Baker, T. B., **Byon, K. K.**, & Katz, M. (2022, October). *Sport spectatorship and psychological well-being of spectators: A scoping review*. Presented (oral presentation) at the 19th Annual Sport Marketing Association. Charlotte, North Carolina.
61. Zhang, J. C., & **Byon, K. K.** (2022, September). *Does value co-creation differ between residents and sport tourists in the recurring sport event? A reflective hierarchical measurement approach*. Presented (oral presentation) at the 2022 European Sport Management Association conference. Innsbruck, Austria.
62. **Byon, K. K.**, Hahm J. B., *Choi, J. W., & *Jiang, B. S. (2022, May). *Mediating role of team identification on the relationship between spectators' motivation and consumption behaviors: Case of Shanghai Formula One event*. Presented (poster presentation) at the 2022 North American Society for Sport Management. Atlanta, Georgia.

63. *Jeon, J. H., **Byon, K. K.**, Song, H. S., & Park, S. B. (2022, May). *The influence of core service quality associated with Korean women's volleyball on national image and consumption engagement of Korean products: Perspective of Korean Wave in Thailand*. Presented (poster presentation) at the 2022 North American Society for Sport Management. Atlanta, Georgia.
64. Jang, W. W., & **Byon, K. K.** (2022, May). *The boundary of esports consumers: A scoping review*. Presented (poster presentation) at the 2022 North American Society for Sport Management. Atlanta, Georgia.
65. Kwon, W., Min, S. D., *Mau, K., & **Byon, K. K.** (2022, May). *Dual impact of sportscape and core service quality on fan loyalty in Korean professional baseball*. Presented (poster presentation) at the 2022 North American Society for Sport Management. Atlanta, Georgia.
66. *Zhang, J. C., & **Byon, K. K.** (2022, May). *Exploring differences of value co-creation in recurring sport events: A comparison of residents and tourists*. Presented (poster presentation) at the 2022 North American Society for Sport Management. Atlanta, Georgia.
67. *Mau, K., *Brummett, K., Jang, W. W., Williams, A. S., & **Byon, K. K.** (2022, May). *Too masculine for me? Analyzing the moderating effects of consumption gender on motives and online consumption in esports*. Presented (oral presentation) at the 2022 North American Society for Sport Management. Atlanta, Georgia.
68. *Jiang, B. S., *Choi, J. W., *Norris, B., **Byon, K. K.**, Williams, A. S., & Pedersen, P. M. (2022, May). *The motivational drivers of sport fans' athlete live streaming behavior*. Presented (oral presentation) at the 2022 North American Society for Sport Management. Atlanta, Georgia.
69. *Wang, Y., *Baker, T. B., Chepyator-thomson, R., & **Byon, K. K.** (2022, May). *An exploration of the individual effects of esports on brand experience dimensions*. Presented (poster presentation) at the 2022 North American Society for Sport Management. Atlanta, Georgia.
70. *Ratts, T., *Williams, R., **Byon, K. K.**, Williams, A. S., & Pedersen, P. M. (2022, March). *Evaluating the motivations driving fantasy football participants to select individual analysts for information consumption*. Presented (oral presentation) at the 2022 International Association for Communication and Sport. New Jersey, New Jersey.
71. *Song, H. S., **Byon, K. K.**, & Jang, W. W. (2022, March). *Mediating effect of coping strategies between service failures and negative behavioral intentions*. Presented (oral presentation) at the 9th Global Sport Business Association Conference. Nassau, Bahamas. **(2022 GSBA Student Research Grant Competition Winner)**.

72. *Choi, J. W., **Byon, K. K.**, Jang W. W. (2022, March). *Scoping review of the theory of planned behavior: Millennials' sport consumption behavior*. Presented (poster presentation) at the 9th Global Sport Business Association Conference. Nassau, Bahamas. **(2022 GSBA Faculty Research Grant Competition Winner)**.
73. *Choi, J. W., & **Byon, K. K.** (2022, February). *A scoping review on Millennials' Sport Consumption*. Accepted (oral presentation) at the 2022 Applied Sport Management Association Conference. Indianapolis, Indiana. **(2022 ASMA Student Research Competition Finalist)**.
74. *Kim, K. A., **Byon, K. K.**, & *Song, H. S. (2021, October). *Revisiting the effects of satisfaction and service quality moderated by switching costs in fitness centers*. Presented (poster presentation) at the 19th Sport Marketing Association Conference. Las Vegas, Nevada.
75. *Zhang, J. C., & **Byon, K. K.** (2021, October). *The effect of social and individual factors on value co-creation*. Presented (poster presentation) at the 19th Sport Marketing Association Conference. Las Vegas, Nevada.
76. Jang, W. W., **Byon, K. K.**, Pecoraro, J., Tsuji, Y., & Jones, C. W. (2021, October). *An exploration of esports gamer clusters via experiences*. Presented (poster presentation) at the 19th Sport Marketing Association Conference. Las Vegas, Nevada.
77. Yim, B. H., & **Byon, K. K.** (2021, October). *The Impact of COVID-19 on sport digital media consumption: Generational comparison*. Presented (poster presentation) at the 19th Sport Marketing Association Conference. Las Vegas, Nevada.
78. *Kim, K. A., & **Byon, K. K.** (2021, June). *Development and assessment of higher-order reflective-formative fitness switching costs scale (FSCS)*. Presented (poster presentation) at the 2021 North American Society for Sport Management. Virtual Conference.
79. *Jang, W. W., **Byon, K. K.**, & Williams, A. S. (2021, June). *The Impact of the interaction effect of gender and genre on the drivers behind esports gameplay intention*. Presented (poster presentation) at the 2021 North American Society for Sport Management. Virtual Conference.
80. *Song, H. S., & **Byon K. K.** (2021, June). *The moderating effect of power-distance belief on the relationship between employees' service failures and behavioral outcomes of fitness center customers*. Presented (poster presentation) at the 2021 North American Society for Sport Management. Virtual Conference.
81. *Zhang, J. C., & **Byon, K. K.** (2021, June). *A conceptual framework of value co-creation in recurring sport events*. Presented (oral presentation) at the 2021 North American Society for Sport Management. Virtual Conference.

82. *Jang, W. W., Yim, B. H., Jones, C. W., & **Byon, K. K.** (2021, June). *Decision-making process of millennial esports fans in esports live streaming consumption*. Presented (poster presentation) at the 2021 North American Society for Sport Management. Virtual Conference.
83. *Pedersen, Z. P., Williams, A. S., Kim, K. A., & **Byon, K. K.** (2020, September). *Moderating effect of trait aggression on the relationship between spectator dysfunctional behavior and spectator enjoyment*. Presented (oral presentation) at the 2020 European Association of Sport Management. Virtual Conference.
84. *Kim, K. A., & **Byon, K. K.** (2020, September). *Conceptualizing switching costs in fitness centers: A reflective-formative model*. Presented (oral presentation) at the 2020 European Association of Sport Management. Virtual Conference.
85. *Jang, W. W., & **Byon, K. K.** (2020, September). *The impact of esports gameplay time on antecedents of esports gameplay intention*. Presented (oral presentation) at the 2020 European Association of Sport Management. Virtual Conference.
86. *Kim, K. A., Lee, S. N., & **Byon, K. K.** (2020, May). *How useful is each item in the sport spectator identification scale? An item response theory analysis*. Presented (poster presentation) at the 2020 North American Society for Sport Management. Virtual Conference.
87. *Jang, W. W., Kim, K. A., & **Byon, K. K.** (2020, May). *Esportscape: A scale for spectators' perception of esports venues*. Presented (poster presentation) at the 2020 North American Society for Sport Management. Virtual Conference.
88. *Zhang, J. C., & **Byon, K. K.** (2020, May). *Customer-to-Customer Value Co-Creation at Recurring Sport Events: Relationship Life-Cycle Perspective*. Presented (poster presentation) at the 2020 North American Society for Sport Management. Virtual Conference.
89. *Song, H. S., & **Byon, K. K.** (2020, May). *Typology of service failures: Age and gender perspectives*. Presented (poster presentation) at the 2020 North American Society for Sport Management. Virtual Conference.
90. *Pedersen, Z., Williams, A. S., & **Byon, K. K.** (2020, May). *Do three wrongs make a right: Relative influence of spectator dysfunctional behaviors on spectator enjoyment*. Presented (oral presentation) at the 2020 North American Society for Sport Management. Virtual Conference.
91. *Zhang, J. C., **Byon, K. K.** & Tsuji, Y. (2019, November). *Co-created value influences resident support through the mediating mechanism of gratitude: A conceptual framework*. Presented (poster presentation) at the 17th Sport Marketing Association Conference. Chicago, Illinois.

92. *Song, H. S., & **Byon, K. K.** (2019, November). *Antecedents of sport event attendance: A meta-analysis*. Presented (poster presentation) at the 17th Sport Marketing Association Conference. Chicago, Illinois.
93. *Jang, W. W., & **Byon, K. K.** (2019, November). *Esports consumption typology*. Presented (poster presentation) at the 17th Sport Marketing Association Conference. Chicago, Illinois.
94. *Kim, K. A., & **Byon, K. K.** (2019, November). *Self-construal as a moderator in coping mechanisms between severity of spectator dysfunctional behavior and revisit intention: A repeated measures survey experiment*. Presented (oral presentation) at the 17th Sport Marketing Association Conference. Chicago, Illinois.
95. *Zhang, J. C., **Byon, K. K.**, & Tsuji, Y. (2019, September). *Co-created value influences resident support through the mediating mechanism of gratitude: Empirical Investigation*. Presented (oral presentation) at the 2019 European Association of Sport Management. Seville, Spain (**2019 EASM New Research Award Finalist**).
96. *Kim, K. A., & **Byon, K. K.** (2019, May). *Mediating mechanisms of coping strategies between severity of spectator dysfunctional behavior and stadium revisit intention*. Presented (poster presentation) at the 2019 North American Society for Sport Management. New Orleans, Louisiana.
97. *Kim, K. A., **Byon, K. K.**, Baek, W. Y., & Jang, W. W. (2019, May). *Consumer-to-consumer value co-creation and co-destruction in spectator sport*. Presented (poster presentation) at the 2019 North American Society for Sport Management. New Orleans, Louisiana.
98. *Song, H. S., & **Byon, K. K.** (2019, May). *The Effect of RFM scores on behavioral intention*. Presented (poster presentation) at the 2019 North American Society for Sport Management. New Orleans, Louisiana.
99. *Gang, A. C., Yoon, J., Park, J. H., Beridze, L., **Byon, K. K.**, & Pedersen, P. M. (2019, May). *Tracing the perceptual changes roused by a mega sport event in the context of strained bilateral relations: Measuring the effect of the 2018 FIFA World Cup Russia on the perceptions of Georgians*. Presented (oral presentation) at the 2019 North American Society for Sport Management. New Orleans, Louisiana.
100. *Jang, W. W., & **Byon, K. K.** (2019, May). *Interrelationships among playing eSports games, watching eSports streaming, and eSports event broadcasts*. Presented (poster presentation) at the 2019 North American Society for Sport Management. New Orleans, Louisiana.
101. *Kim, K. A., & **Byon, K. K.** (2019, February). *The effects of rumination about spectator dysfunctional behavior on anger and behavioral intention: The moderating role of team identification*. Presented (oral presentation) at the 2019 Applied Sport Management Association Conference. Nashville, Tennessee. (**2019 ASMA Student Research Competition Winning Paper**).

102. *Jang, W. W., Kim, K. A., & **Byon, K. K.** (2019, February). *ESportscape: Exploring the Environmental Stimuli in eSports Venues*. Presented (poster presentation) at the 2019 Applied Sport Management Association Conference. Nashville, Tennessee.
103. *Kim, K. A., Lee, S. N., & **Byon, K. K.** (2019, February). *Spectator dysfunctional behavior: A critical literature review and discussion for future research*. Presented (poster presentation) at the 7th Global Sport Business Association Conference. Cozumel, Mexico.
104. *Kim, K. A., & **Byon, K. K.** (2019, February). *Validating the sport spectator identification scale (SSIS) using item response theory*. Presented (poster presentation) at the 7th Global Sport Business Association Conference. Cozumel, Mexico.
105. *Jang, W. W., Kim, K. A., & **Byon, K. K.** (2019, February). *eSportscape: The physical and social atmospherics in eSports event venues*. Presented (poster presentation) at the 7th Global Sport Business Association Conference. Cozumel, Mexico. **(2019 GSBA Student Research Grant Competition Award Winning Paper)**.
106. *Song, H. S., **Byon, K. K.**, & Choi, Y. S. (2019, February). *Meta-analysis in sport management*. Presented (poster presentation) at the 7th Global Sport Business Association Conference. Cozumel, Mexico.
107. *Jang, W. W., **Byon, K. K.**, & Williams, A. S. (2018, October). *Model examining eSports playing intention: Gender difference*. Presented (oral presentation) at the 16th Sport Marketing Association Conference. Dallas, Texas.
108. *Zhang, J. C., **Byon, K. K.**, & Williams, A. S. (2018, October). *Differential effects of event and destination image on sport tourists attachment and loyalty toward destination: an empirical study of Formula One Chinese Grand Prix and U.S. Grand Prix*. Presented (oral presentation) at the 16th Sport Marketing Association Conference. Dallas, Texas.
109. *Kim, K. A., & **Byon, K. K.** (2018, October). *The moderating effects of team identification in the relationships among spectator dysfunctional behavior, anger, and revisit intention*. Presented (oral presentation) at the 16th Sport Marketing Association Conference. Dallas, Texas. **(2018 SMA Best Student Research Winning Paper)**.
110. *Kim, K. A., **Byon, K. K.**, Baek, W. Y., & Williams, A. S. (2018, October). *Mediating effects of excitement and consumer-to-consumer interaction in the relationship between sport service environments and consumer citizenship behaviors: Case of golf events*. Presented (poster presentation) at the 16th Sport Marketing Association Conference. Dallas, Texas.
111. *Song, H. S., & **Byon, K. K.** (2018, October). *The impact of individual motive, service quality, and past behavior on behavioral intention*. Presented (poster presentation) at the 16th Sport Marketing Association Conference. Dallas, Texas.

112. *Yim, B. H., **Byon, K. K.**, Baker, T. A., & Zhang, J. J. (2018, October). *Advantage of the SFMGB model for millennial sport consumers: Comparative analyzes with the theory of reasoned action, theory of planned behavior, and model of goal-directed behavior models*. Presented (poster presentation) at the 16th Sport Marketing Association Conference. Dallas, Texas.
113. *Jang, W. W., **Byon, K. K.**, & Zhang, J. C. (2018, September). *Genre as a moderator of the effects of determinants associated with eSports playing intention*. Presented (oral presentation) at the 2018 European Association of Sport Management. Malmo, Sweden.
114. *Zhang, J. C., **Byon, K. K.**, Svetina, D., & Jang, W. W. (2018, September). *Examining residents perceived measures of positive event impact using item response theory*. Presented (oral presentation) at the 2018 European Association of Sport Management. Malmo, Sweden.
115. *Song, H. S., & **Byon, K. K.** (2018, September). *RFM scoring to measure season ticket purchase behavior intention*. Presented (poster presentation) at the 2018 European Association of Sport Management. Malmo, Sweden.
116. *Jang, W. W., & **Byon, K. K.** (2018, June). *Antecedents and consequence of playing eSports games*. Presented (oral presentation) at the 2018 North American Society for Sport Management. Halifax, Nova Scotia. **(2018 NASSM Student Research Competition Award Finalist Paper)**.
117. *Jones, C. W., **Byon, K. K.**, Pedersen, P. M., & Williams, A. S. (2018, June). *Development and validation of value co-creation in sport*. Presented (poster presentation) at the 2018 North American Society for Sport Management. Halifax, Nova Scotia.
118. *Zhang, C. J., **Byon, K. K.**, Williams, A. S., & Huang, R. H.. (2018, June). *How image influences attachment and loyalty toward event and destination in a recurring event: First-time vs. repeated spectators*. Presented (oral presentation) at the 2018 North American Society for Sport Management. Halifax, Nova Scotia.
119. *Song, H. S., & **Byon, K. K.** (2018, June). *Athlete endorsement effect in Twitter: Perspective from Big Data*. Presented (poster presentation) at the 2018 North American Society for Sport Management. Halifax, Nova Scotia.
120. *Jones, C. W., & **Byon, K. K.** (2018, June). *The Influence of Repeat Attendance and Stakeholder Type on Value Co-Creation in Recurring (Long-Term) Sport Event Setting*. Presented (oral presentation) at the 2018 European Academy of Management Annual Conference. Reykjavik, Iceland.
121. *Kim, K. A., **Byon, K. K.**, Baek, W. Y., & Williams, A. S. (2018, February). *A conceptual model examining antecedents and consequences of consumer-to-consumer interaction in spectator sport*. Presented (poster presentation) at the 6th Global Sport Business Association Conference. Cozumel, Mexico. **(2018 GSBA Student Research Grant Competition Award Winning Paper)**.

122. *Jang, W. W., & **Byon, K. K.** (2018, February). *Validation of the sport stadium atmosphere (SSA) scale*. Presented (poster presentation) at the 6th Global Sport Business Association Conference. Cozumel, Mexico.
123. *Zhang, C. J., **Byon, K. K.**, & Williams, A. S. (2018, February). *Conceptual model examining the effects of event image, destination image, and their interaction on sport tourist loyalty formation*. Presented (poster presentation) at the 6th Global Sport Business Association Conference. Cozumel, Mexico.
124. *Song, H. S., & **Byon, K. K.** (2018, February). *The impact of athlete endorsement on stock price*. Presented (poster presentation) at the 6th Global Sport Business Association Conference. Cozumel, Mexico.
125. *Yim, B. H., & **Byon, K. K.** (2017, November). *The influence of sport consumption emotions on game and service satisfaction and behavioral intentions under winning and losing situation: Moderating effect of team identification*. Presented (poster presentation) at the 15th Sport Marketing Association Conference. Boston, Massachusetts.
126. *Kim, K. A., & **Byon, K. K.** (2017, November). *The effect of consumer participative behavior on employee role ambiguity and the moderating role of employee self-efficacy: Dyadic analysis*. Presented (poster presentation) at the 15th Sport Marketing Association Conference. Boston, Massachusetts.
127. *Jones, C. W., **Byon, K. K.**, & *Kim, K. A. (2017, September). *Structural model examining value co-creation in a branded sport event*. Presented (oral presentation) at the 25th International Colloquium on Relationship Marketing. Munich, Germany.
128. *Kim, K. A., **Byon, K. K.**, & *Jones, C. W. (2017, September). *Value co-creation and co-destruction by consumers themselves*. Presented (oral presentation) at the 25th International Colloquium on Relationship Marketing. Munich, Germany.
129. *Kim, A. K., & **Byon, K. K.** (2017, June). *A Mechanism of Mutually Beneficial Relationships between Employees and Consumers: Dyadic Analysis of Employee-Consumer Interaction*. Presented (oral presentation) at the 2017 North American Society for Sport Management. Denver, Colorado. **(2017 NASSM Student Research Competition Award Winning Paper)**.
130. *Yim, B. H., & **Byon, K. K.** (2017, June). *Empirical Examination of the Critical Factors in the Sport Consumption Decision Making Process of Millennial Sport Fans Using the Model of Goal-Directed Behavior*. Presented (poster presentation) at the 2017 North American Society for Sport Management. Denver, Colorado.
131. *Jones, C. W., & **Byon, K. K.** (2017, June). *Value Co-Creation in Sport: A Proposed Model*. Presented (poster presentation) at the 2017 North American Society for Sport Management. Denver, Colorado.

132. *Zhang, C. J., **Byon, K. K.**, & Huang, H. (2017, June). *Longitudinal Analysis of Event Impact on Residents' Satisfaction and Behavior Intentions: Case of the Nanjing Youth Olympic Games*. Presented (poster presentation) at the 2017 North American Society for Sport Management. Denver, Colorado.
133. *Kim, A. K., & **Byon, K. K.** (2017, June). *Can Employees Contribute to Initiating CSR: The Moderating Role of Promotion Focus between Employees' Persuasion Knowledge and Voice Behavior?*. Presented (poster presentation) at the 2017 North American Society for Sport Management. Denver, Colorado.
134. *Jang, W. W., & **Byon, K. K.** (2017, June). *Testing the External Validity of Sport Stadium Atmosphere (SSA)*. Presented (poster presentation) at the 2017 North American Society for Sport Management. Denver, Colorado.
135. **Byon, K. K.**, *Jang, W. W., & *Jones, C. W. (2017, February). *How does physical environment impact on spectators' attitude toward Shanghai Formula One Grand Prix*. Presented (poster presentation) at the 5th Global Sport Business Association Conference. Cozumel, Mexico.
136. *Jones, C. W., & **Byon, K. K.** (2017, February). *Value co-creation in spectator sport*. Presented (poster presentation) at the 5th Global Sport Business Association Conference. Cozumel, Mexico.
137. Zhang, M. Y., **Byon, K. K.**, & Zhang, J. J. (2016, December). *Factors affecting the quality of professional sport event operations: Implications for the Chinese Table Tennis Super League (CTTSL)*. Presented (oral presentation) at the 10th Chinese Sport Business Association Conference. Changchun, China.
138. *Jones, C. W., & **Byon, K. K.** (2016, November). *A service-centric perspective of perceived value and fan engagement behavior: Case of Shanghai Formula One Racing*. Presented (oral presentation) at the 14th Sport Marketing Association Conference. Indianapolis, Indiana.
139. *Brison, N. T., Baker, T. A., & **Byon, K. K.** (2016, November). *Consumer advertising deception in sport: Development of an interdisciplinary model*. Presented (oral presentation) at the 14th Sport Marketing Association Conference. Indianapolis, Indiana.
140. *Versfeld, M., Baker, T. A., & **Byon, K. K.** (2016, November). *Athlete brand persona and ABP archetype*. Presented (poster presentation) at the 14th Sport Marketing Association Conference. Indianapolis, Indiana.
141. *Zhang, Y., **Byon, K. K.**, & Zhang, J. J. (2016, August). *Understanding motivations associated with spectator attendance of professional sports: Implications for the CTTSL*. Presented for presentation (oral presentation) at the 2016 International Convention on Science, Education, and Medicine in Sport, San Paulo, Brazil.

142. *Zhang, Y., Kim, M. K., **Byon, K. K.**, & Zhang, J. J. (2016, August). *From East to West: Growth and organization of Asian sports in North America*. Presented for presentation (oral presentation) at the 2016 International Convention on Science, Education, and Medicine in Sport, San Paulo, Brazil.
143. *Pongprasert, S., **Byon, K. K.**, & Karnjanakit, S. (2016, July). *Factors influencing sports tourism development in Thailand: A structural equation model*. Presented (oral presentation) at 6th Institute of Physical Education International Conference (IPEIC). Bangkok, Thailand.
144. Baker, T. A., **Byon, K. K.**, & *Brison, T. A. (2016, June). *Re-conceptualizing reserve meaning transfer: The moderating influence of meaning type*. Presented (oral presentation) at the 2016 European Academy of Management Annual Conference. Paris, France.
145. *Brison, T. A., Baker, T. A., & **Byon, K. K.** (2016, June). *To tweet or not to tweet: The effects of social media endorsements on unfamiliar sport brands and athlete endorsers*. Presented (oral presentation) at the 2016 European Academy of Management Annual Conference. Paris, France.
146. *Min, S. D., **Byon, K. K.**, Kim, M., Baker, T. A., & Zhang, J. J. (2016, June). *Structural relationship among socio-motivation, market demand, overall satisfaction, and consumption of WNBA game events*. Presented (poster presentation) at the 2016 North American Society for Sport Management. Orlando, Florida.
147. *Yim, B. H., **Byon, K. K.**, Baker, T. A., & Zhang, J. J. (2016, June). *Identifying critical factors associated with millennial sport consumption behavior*. Presented (poster presentation) at the 2016 North American Society for Sport Management. Orlando, Florida.
148. *Henderson, C., Zhang, J. J., Leopkey, B., **Byon, K. K.**, & Schempp, P. (2016, June). *Feminist themes within the marketing of the National Women's Soccer League (NWSL)*. Presented (oral presentation) at the 2016 North American Society for Sport Management. Orlando, Florida.
149. *Jin, L., *Kim, M., Kim, M., **Byon, K. K.**, Connaughton, D. P., & Zhang, J. J. (2016, June). *College football consumers' reaction towards supporting an environmentally friendly stadium*. Presented (poster presentation) at the 2016 North American Society for Sport Management. Orlando, Florida.
150. *Jones, C. W., & **Byon, K. K.** (2016, February). *Negotiation and attendance constraints: The moderating effect of strength of motivation*. Accepted (oral presentation) at the 3rd International Sport Management Conference (ISMC). Budapest, Hungary.
151. *Jang, W. W., & **Byon, K. K.** (2016, February). *Influence of the physical environment of National Hockey League venue on spectator's behavioral responses*. Importance and performance analysis approach. Accepted (oral presentation) at the 3rd International Sport Management Conference (ISMC). Budapest, Hungary.

152. *Yim, B. H., & **Byon, K. K.** (2015, October). *Relationship between emotion, satisfaction, team identification, and behavior: Examining the moderating role of team identification using latent moderated structural equation (LMS)*. Presented (poster presentation) at the 13th Annual Sport Marketing Association Conference. Atlanta, Georgia.
153. *Jones., & **Byon, K. K.** (2015, October). *The balance proposition: How strength of motivation moderates the relationship between constraints and attendance intentions for spectators of FBS Division I college football games*. Presented (poster presentation) at the 13th Annual Sport Marketing Association Conference. Atlanta, Georgia.
154. *Jang, W. W., Yim, B. H., & **Byon, K. K.** (2015, October). *The relationship between sportscape elements, spectator emotion, and behavioral intention: Moderating role of team identification*. Presented (poster presentation) at the 13th Annual Sport Marketing Association Conference. Atlanta, Georgia.
155. Cho, S., Baker, T. A., **Byon, K. K.**, & *Brison, N. (2015, October). *The emerging influence of brand image on trademark jurisprudence*. Presented (oral presentation) at the 13th Annual Sport Marketing Association Conference. Atlanta, Georgia.
156. *Min, S. D., **Byon, K. K.**, Kim, M. K., Baker, T. A., & Zhang J. J. (2015, October). *Push and pull factors associated with the consumption of women's professional basketball games: A canonical correlation analysis*. Presented (poster presentation) at the 13th Annual Sport Marketing Association Conference. Atlanta, Georgia.
157. *Wang, J., Zhang, J. J., **Byon, K. K.**, Baker, T. A., & Lu, Z. (2015, June). *Empirically examining the impact of brand-event personality fit on sport sponsors' consumer-based brand equity: A case study in college football*. Presented (poster presentation) at the 2015 North American Society for Sport Management. Ottawa, Canada.
158. *Yim, B. H., & **Byon, K. K.** (2015, March). *Is Emotion Stable for Sport Fans? Structural Relationship among Positive Emotion, Negative Emotion, Game Satisfaction, Service Satisfaction, and Sport Consumption: Moderating Roles of Team Identification and Performance Priming*. Presented (oral presentation) at the 2015 Association of Marketing Theory and Practice. Savannah, Georgia.
159. *Jang, W. W., *Yim, B. H., & **Byon, K. K.** (2015, March). *Examining Inter-Relationship among Atmospheric, Emotion, and Behavioral Intention: Moderating Effects of Level of Team Identification and Gender*. Presented (oral presentation) at the 2015 Association of Marketing Theory and Practice. Savannah, Georgia.
160. *Brison N. T., Baker, T. A., & **Byon, K. K.** (2014, October). *Hat-Tricks and Hamburgers: Premier League endorser effectiveness through Twitter*. Presented (oral presentation) at the 12th Annual Sport Marketing Association Conference. Philadelphia, Pennsylvania.

161. *Lee, Y. M., **Byon, K. K.**, & Baker, T. A. (2014, October). *The impact of participation motivation on well-being of Korean golfers*. Presented (poster presentation) at the 12th Annual Sport Marketing Association Conference. Philadelphia, Pennsylvania.
162. *Jang, W. W., **Byon, K. K.**, & Baker, T. A. (2014, October). *The relationship between sportscape and behavioral intention of spectators*. Presented (poster presentation) at the 12th Annual Sport Marketing Association Conference. Philadelphia, Pennsylvania.
163. *Yim, B. H., **Byon, K. K.**, & Baker, T. A. (2014, October). *The role of legitimacy in sport fan community*. Presented (poster presentation) at the 12th Annual Sport Marketing Association Conference. Philadelphia, Pennsylvania.
164. Baker, T. A., **Byon, K. K.**, & *Brison, N. T. (2014, August). *Re-conceptualizing reverse meaning transfer based on crisis type*. Presented (oral presentation) at the 2014 Academy of Business Administration. Florence, Italy.
165. **Byon, K. K.**, Baker, T. A., & Huang, R. H. (2014, August). *Motivations and consumption behavior of spectators attending a Formula One event in Shanghai: Comparison between domestic vs. foreign spectators*. Presented (oral presentation) at the 2014 Academy of Business Administration. Florence, Italy.
166. *Tavormina, A., **Byon, K. K.**, & Baker, T. A. (2014, May). *Empirical examination of the sport brand love model in professional sports*. Presented (poster presentation) at the 2014 North American Society for Sport Management. Pittsburgh, Pennsylvania.
167. *Koo, S. K., **Byon, K. K.**, & Baker, T. A. (2014, May). *Integrating event image, satisfaction, and behavioral intention: Small-scale marathon event*. Presented (poster presentation) at the 2014 North American Society for Sport Management. Pittsburgh, Pennsylvania.
168. *Brison, N. T., Baker, T. A., & **Byon, K. K.** (2014, May). *Facebook likes as endorsements: The impact of likes on sport brand image and purchase intention*. Presented (poster presentation) at the 2014 North American Society for Sport Management. Pittsburgh, Pennsylvania.
169. *Yim, B. H., **Byon, K. K.**, & Baker, T. A. (2014, May). *Influence of sport fan emotions on sport consumption behavior*. Presented (poster presentation) at the 2014 North American Society for Sport Management. Pittsburgh, Pennsylvania.
170. *Rich, G., **Byon, K. K.**, & Hawkins, B. J. (2014, May). *An interdisciplinary conceptualization of hierarchical leisure constraint theory, constraint negotiation, and endorsement*. Presented (poster presentation) at the 2014 North American Society for Sport Management. Pittsburgh, Pennsylvania.

171. **Byon, K. K.,** Choi, Y. H., & *Yim, B. H. (2014, March). *The impact of multi-dimensional sport service quality on game attendance associated with professional sports: A case of Major League Baseball spectator*. Presented (oral presentation) at the 2014 Association of Marketing Theory and Practice. Hilton Head, South Carolina.
172. *Yim, B. H., **Byon, K. K.,** & Baker, T. A. (2014, March). *Structural relationship among loss aversion, emotion, and sport consumption: The case of NCAA Men's basketball tournament bracketology*. Presented (oral presentation) at the 2014 Association of Marketing Theory and Practice. Hilton Head, South Carolina.
173. **Byon, K. K.,** *Kim, S. K., *Yim, B. H., Yu, J. G., & Kim, C. (2013, December). *Spectator perception of service quality attributes associated with Shanghai Formula One: Importance and performance analysis approach*. Presented (oral presentation) at the 2013 Academy of Business Administration. St. Thomas, USVI.
174. *Kim, S. K., **Byon, K. K.,** Yu, J. G., Kim, C., Zhang, J. J., & Lee, S. M. (2013, October). *Integrated model for the effects of service quality attributes on satisfaction and sport consumption behavior: Shanghai Formula 1 Grand Prix event*. Presented (poster presentation) at the 11th Annual Sport Marketing Association Conference. Albuquerque, New Mexico.
175. Baker, T. A., **Byon, K. K.,** Cianfrone, B. A., & Grady, J. (2013, October). *Examining student-athlete likeness in EA Sports' NCAA Football: Conceptualizing and measuring identity use and identity value on purchase behavior*. Presented (oral presentation) at the 10th Annual Sport Marketing Association Conference. Albuquerque, New Mexico.
176. *Yim, B. H., **Byon, K. K.,** & Baker, T. A. (2013, October). *Development of sport fan emotion scale*. Presented (oral presentation) at the 11th Annual Sport Marketing Association Conference. Albuquerque, New Mexico.
177. *Park, J. H., **Byon, K. K.,** & Kim, J. Y. (2013, October). *Examining differences in the effect of spectator motivation on sport consumption behaviors between senior and Non-senior consumers at Major League Baseball game*. Presented (poster presentation) at the 11th Annual Sport Marketing Association Conference. Albuquerque, New Mexico.
178. *Rich, G., **Byon, K. K.,** & Baker, T. A. (2013, October). *Sleeping bag sponsorship model: Warming up to corporate sponsors*. Presented (poster presentation) at the 11th Annual Sport Marketing Association Conference. Albuquerque, New Mexico.
179. *Salge, C., **Byon, K. K.,** & Baker, T. A. (2013, October). *Team identification and negotiation: A mediated-moderation model for sport consumption*. Presented (oral presentation) at the 11th Annual Sport Marketing Association Conference. Albuquerque, New Mexico (**2013 SMA Best Research Paper Award**).

180. *Tavomina, A., **Byon, K. K.**, Baker, T. A., & Zhang, J. J. (2013, October). *Confirmatory factor analysis of the sport brand love model in professional sports*. Presented (poster presentation) at the 11th Annual Sport Marketing Association Conference. Albuquerque, New Mexico.
181. Piland, S. G., **Byon, K. K.**, Gould, T. E., *Curry, P., *Dysart, J., & Ferrara, M. S., (2013, June). *No factorial validity support for revised baseline and injured factor structures of response to PCSS*. Presented (poster presentation) at the 2013 National Athletic Trainers Association Annual Meeting.
182. Cottingham II, M., Saltzburg, N., **Byon, K. K.**, & Carroll, M. (2013, June). *Examining the influence of relationship to disability on the motivations of wheelchair basketball spectators*. Presented (poster presentation) at the Society for Disability Studies. Orlando, Florida.
183. Cottingham, M., Wann, D. L., & **Byon, K. K.** (2013, May). *The Impact of Knowledge of an Athlete's Physical Disability on Spectators' Impressions of Performance and Interest in Consumption*. Presented (poster presentation) at the 2013 North American Society for Sport Management. Austin, Texas.
184. *Salge, C., **Byon, K. K.**, & Baker, T. A. (2013, May). *Meta-Analysis in Sport Management Research: A Quantitative Systematic Review*. Presented (poster presentation) at the 2013 North American Society for Sport Management. Austin, Texas.
185. *Kim, S. K., **Byon, K. K.**, Kim, C., Yu, J. G., & Zhang, J. J. (2013, May). *Influence of Intrinsic and Extrinsic Motivations on Consumption Behavior of Formula One Event Spectators: The Case of Shanghai Grand Prix*. Presented (poster presentation) at the 2013 North American Society for Sport Management. Austin, Texas.
186. Wann, D. L., Cottingham, M. C., & **Byon, K. K.** (2013, February). *The impact of knowledge of an athlete's physical disability on spectators' impressions of performance and interest in consumption*. Paper presented at the annual Western Kentucky University Sport Psychology Forum. Bowling Green, KY.
187. **Byon, K. K.**, *Kim, S. K., Yu, J. G., Zhang, J. J., & Kim, C. (2013, March). *Influence of Social Motivations on Spectator Consumption Behavior of a Formula One Grand Prix Event*. Presented (oral presentation) at the 2013 Association of Marketing Theory and Practice. Charleston, South Carolina.
188. *Jin, L., Zhang, J. J., Ma, X., Connaughton, D., & **Byon, K. K.** (2013, March). *Effectiveness of green Olympic initiatives on reasons affecting residents' actions to support the Olympic movement*. Presented (oral presentation) at the 2013 Association of Marketing Theory and Practice. Charleston, South Carolina.
189. *Rappole, J. M., Baker, T. A., & **Byon, K. K.** (2013, March). *If amateurism fails, will competitive balance defend against antitrust allegations?* Presented (oral presentation) at Sport and Recreation Law Association. Denver, Colorado.

190. *Brison, N. T., Baker, T. A., & **Byon, K. K.** (2012, October). *Keeping up with the Kardashians: Consumers seek to hold endorsers liable for false advertising claims*. Presented (oral presentation) at the Sport Entertainment and Venues Tomorrow. Columbia, South Carolina.
191. **Byon, K. K.**, Lee, S., Eagleman, A. N., & Baker, T. A. (2012, October). *A cross cultural study of purchase intention of sponsored products through sporting events between American and Korean college students: A case of the 2010 FIFA World Cup South Africa*. Presented (poster presentation) at the 10th Annual Sport Marketing Association Conference. Orlando, Florida.
192. *Ferguson, A. L., **Byon, K. K.**, Zhang, J. J., & Baker, T. A. (2012, October). *Developing a conceptual framework of studying consumer brand attachment in sports: A review of literature*. Presented (oral presentation) at the 10th Annual Sport Marketing Association Conference. Orlando, Florida.
193. *Salge, C., **Byon, K. K.**, Baker, T. A., & Zhang, J. J. (2012, October). *Moderating effect of team identification on the relationship between constraints and sport consumption: Development of a conceptual framework*. Presented (oral presentation) at the 10th Annual Sport Marketing Association Conference. Orlando, Florida.
194. *Yim, B. H., **Byon, K. K.**, Baker, T. A., & Zhang, J. J. (2012, October). *Development of the sport fan emotion scale*. Presented (oral presentation) at the 10th Annual Sport Marketing Association Conference. Orlando, Florida.
195. *Cottingham, M. P., **Byon, K. K.**, & Carroll, M. (2012, October). *How to market and promote disability sport: Reactions from inside wheelchair rugby*. Presented (poster presentation) at the 10th Annual Sport Marketing Association Conference. Orlando, Florida.
196. Piland, S. G., **Byon, K. K.**, Gould, T. E., *Lee, H. R., *Dysart, J., & Ferrara, M. S., (2012, June). *No factorial validity for responses to PCSS by either non-concussed or concussed athletes*. Presented (poster presentation) at the 2012 National Athletic Trainers Association Annual Meeting. St. Louis, Missouri.
197. Baker, T. A., & **Byon, K. K.** (2012, May). *Validating the scale of perception of sex abuse in youth sports (SPSAYS): Confirmatory factor analysis*. Presented (poster presentation) at the 2012 North American Society for Sport Management. Seattle, Washington.
198. Hall, A. S., **Byon, K. K.**, & Baker, T. A. (2012, May). *Managing the threat of terrorism in sport: Importance and performance analysis (IPA) of safety and security preparedness for NCAA sport facilities*. Presented (poster presentation) at the 2012 North American Society for Sport Management. Seattle, Washington.

199. *Brison, N., Baker, T. A., & **Byon, K. K.** (2012, May). *Putting the truth back in advertising: Case analyses of Power Balance and Reebok*. Presented (poster presentation) at the 2012 North American Society for Sport Management. Seattle, Washington.
200. *Thomas, C., Baker, T. A., & **Byon, K. K.** (2012, May). *The use of empirical research to understand antitrust cases involving sports leagues*. Presented (oral presentation) at the 2012 North American Society for Sport Management. Seattle, Washington.
201. *Kim, M., *Min, S. D., Kim, C., **Byon, K. K.**, & Baker, T. A. (2012, May). *Event operation service quality in Korean professional sports: Development of a scale*. Presented (oral presentation) at the 2012 North American Society for Sport Management. Seattle, Washington.
202. *Chen, K. K., *Yim, B. H., *Salge, C., Baker, T. A., & **Byon, K. K.** (2012, May). *Comparing spectators' perception of service quality and their socio-demographic variables across four major Korean professional sports*. Presented (poster presentation) at the 2012 North American Society for Sport Management. Seattle, Washington.
203. *Chen, K. K., *Yim, B. H., **Byon, K. K.**, & Baker, T. A. (2012, May). *Examining the service quality of Korean professional sports from spectators' perspective: With regard to socio-demographics*. Presented (oral presentation) at the 2012 North American Society for Sport Management. Seattle, Washington.
204. *Park, J. H., **Byon, K. K.**, & Kim, J. Y. (2012, April). *Comparative analysis of spectator motivations between senior and non-senior sport consumers*. Presented (poster presentation) at the 2013 9th Annual Southern Sport Management Conference. Troy, Alabama.
205. **Byon, K. K.**, Lee, D., Baker, T. A., Kim, M., & *Thomas, C. (2012, April). *Identification of dimensions associated with perceived value in spectator sport*. Presented (poster presentation) at the 2012 8th Annual Southern Sport Management Conference. Troy, Alabama.
206. Lee, D., **Byon, K. K.**, Schoenstedt, L., Kim, M., Johns, G., & Bussell, L. A. (2012, April). *Validation of the consumer values versus perceived product attributes model measuring the purchase of athletic team merchandise*. Presented (poster presentation) at the 2012 8th Annual Southern Sport Management Conference. Troy, Alabama.
207. **Byon, K. K.**, Baker, T. A., Zhang, J. J., *Sen, S., *Berger, B. S., *Mao, L. L., & *Min, S. D. (2012, March). *Validation of the parent scale for enrichment program (PSEP)*. Presented (poster presentation) at 2012 American Alliance for Health, Physical Education, Recreation, and Dance Convention. Boston, Massachusetts.

208. **Byon, K. K.**, Baker, T. A., Zhang, J. J., *Berger, B. S., *Sen, S., *Min, S. D., & *Mao, L. L. (2012, March). *Relative influences of multidimensional parent satisfaction model on behavioral intentions*. Presented (poster presentation) at 2012 American Alliance for Health, Physical Education, Recreation, and Dance Convention. Boston, Massachusetts.
209. *Thomas, C., Baker, T. A., & **Byon, K. K.** (2011, November). *The role of antitrust law in non-team sports*. Presented (poster presentation) at the Sport Entertainment and Venues Tomorrow. Columbia, South Carolina.
210. *Son, J. M., **Byon, K. K.**, & Drane, D. (2011, October). *A cross-cultural analysis on motivational factors of spectators attending professional baseball games: Comparison of Korean and American spectators*. Presented (poster presentation) at the 9th Annual Sport Marketing Association Conference. Houston, Texas.
211. *Cottingham, M., Gearity, B., **Byon, K. K.**, & *Hill, L. H. (2011, October). *A qualitative examination of the perspective of disability sport executives on sport promotion and the acquisition of sponsors*. Presented (poster presentation) at the 9th Annual Sport Marketing Association Conference. Houston, Texas. (*Nominated one of the top four best papers*).
212. **Byon, K. K.**, & Zhang, J. J., Gibson, H., & Baker, T. A. (2011, September). *Success of major collegiate sport teams on the transformation of sport identification, destination image, and sport tourism behavior*. Presented (poster presentation) at the 2011 European Association for Sport Management Annual Conference. Madrid, Spain.
213. Baker, T. A., & **Byon, K. K.** (2011, September). *An examination of the perceived risk posed by pedophilic or violent coaches to youth sport*. Presented (poster presentation) at the 2011 European Association for Sport Management Annual Conference. Madrid, Spain.
214. *Shin, J. H., **Byon, K. K.**, Kim, C. Y., & Baker, T. A. (2011, June). *The effects of image on satisfaction and behavioral intentions of spectators of Women's Korea Football League*. Presented (poster presentation) at the 2011 North American Society for Sport Management. London, Ontario.
215. **Byon, K. K.**, Baker, T. A., Zhang J. J., *Sen, S., *Mao, L. L., & *Min, S. M. (2011, April). *Structural relationships of parent satisfaction toward the quality of after school enrichment programs and behavioral intentions*. Presented (poster presentation) at the 2011 Global Sport Management Summit. Taiwan.
216. **Byon, K. K.**, *Maas, C., Baker, T. A., & Allen, J. T. (2011, April). *The effects of service quality and satisfaction on behavioral intentions of active tourists to the College World Series*. Presented (poster presentation) at the 2011 Scholarly Conference on College Sport. Chapel Hill, North Carolina.

217. **Byon, K. K.**, Carroll, M. S., *Cottingham, M., Grady, J., & Allen, J. T. (2011, April). *The effect of spectator motivation on repatronage intentions at collegiate wheelchair basketball games: Gender differences*. Presented (poster presentation) at the 2011 Scholarly Conference on College Sport. Chapel Hill, North Carolina.
218. *Rappole, J., Baker, T. A., & **Byon, K. K.** (2011, April). *Equal protection: Why quotas should not be applied to educational opportunities*. Presented (oral presentation) at the 2011 Scholarly Conference on College Sport. Chapel Hill, North Carolina.
219. **Byon, K. K.**, Lam, E. T. C., Zhang, J. J., & *Ziemnik, M. (2011, March). *Does event quality enhance team identification?* Presented (oral presentation) at 2011 American Alliance for Health, Physical Education, Recreation, and Dance Convention. San Diego, California.
220. **Byon, K. K.** & Baker, T. A. (2011, March). *The effect of peripheral service quality on future attendance*. Presented (poster presentation) at 2011 American Alliance for Health, Physical Education, Recreation, and Dance Convention. San Diego, California.
221. **Byon, K. K.** & Zhang, J. J. (2011, March). *The influence of core service quality and peripheral service quality on behavioral intentions: Mediating effect of perceived value*. Presented (oral presentation) at the 2011 Association of Marketing Theory and Practice. Panama City, Florida.
222. *Rappole, J., Baker, T. A., & **Byon, K. K.** (2011, March). *Title IX for men's non-revenue sports: A narrowly tailored approach*. Presented (oral presentation) at the 2011 Sport and Recreation Law Association national conference. Savannah, Georgia.
223. *Allen, J. T., & **Byon, K. K.** (2010, November). *Adaptation and maintenance of cultural identity through sport: International students participating in campus recreational sport*. Presented (oral presentation) at the Sport Entertainment and Venues Tomorrow. Columbia, South Carolina.
224. *Thomas, C., Baker, T. A., & **Byon, K. K.** (2010, November). *Franchise relocation restrictions of sports leagues according to the rule of reason*. Presented (poster presentation) at the Sport Entertainment and Venues Tomorrow. Columbia, South Carolina.
225. Dick, R., Crow, R. B., **Byon, K. K.**, & Titlebaum, P. (2010, October). *The effect of the recession on the National Basketball Association: Marketing techniques perspective*. Presented (poster) at the 2010 Sport Marketing Association Conference. New Orleans, Louisiana.
226. Zhang, J. J., Pitts, B. G., **Byon, K. K.**, & Byrd, C. E. (2010, September). *Factors potentially affecting the attendance of high school state basketball tournament*. Presented (symposium) at the 2010 European Association for Sport Management Annual Conference. Prague, Czech Republic.

227. Cianfrone, B. A., Pitts, B. G., Zhang, J. J., & **Byon, K. K.** (2010, September). *Examining the importance and relevance of market demand factors: Theoretical and practical implications*. Presented (symposium) at the 2010 European Association for Sport Management Annual Conference. Prague, Czech Republic.
228. Piland, S. G., **Byon, K. K.**, Ferrara, M. S., *Lee, H. R., Resch, J. E., Brown, C., & Gould, T. E. (2010, June). *Corroborative factorial evidence for responses to a self-report concussion symptom scale*. Presented (oral presentation) at the 2010 National Athletic Trainers Association Annual Meeting. Philadelphia, Pennsylvania.
229. **Byon, K. K.**, *Cottingham, M., Mohn, R. S., Grady, J., & Carroll, M. S. (2010, June). *Are sport consumers the same? Test for factorial invariance on spectator motivation between wheelchair basketball fans and basketball fans*. Presented (oral presentation) at the 2010 North American Society for Sport Management Conference. Tampa, Florida.
230. Carroll, M. S., **Byon, K. K.**, & Connaughton, D. P. (2010, June). *Development of a scale to measure perceived risk in collegiate spectator sport*. Presented (oral presentation) Accepted for oral presentation at the 2010 North American Society for Sport Management Conference. Tampa, Florida.
231. *Cottingham, M., **Byon, K. K.**, Phillips, D., & Drane, D. (2010, April). *The mediating impact of team identification on the relationship between motive and re-patronage intentions: Case of wheelchair rugby event*. Presented (oral presentation) at the 2010 6th Annual Southern Sport Management Conference. Troy, Alabama.
232. *Allen, J. T., **Byon, K. K.**, & Drane, D. (2010, April). *International students' sport spectatorship and media consumption*. Presented (poster presentation) at the 2010 Scholarly Conference on College Sport. Chapel Hill, North Carolina.
233. Carroll, M. S., & **Byon, K. K.** (2010, March). *Liability and risk associated with crowd management at collegiate arenas and stadiums*. Presented (poster presentation) at the 2010 Scholarly Conference on College Sport. Chapel Hill, North Carolina.
234. *Cottingham, M., **Byon, K. K.**, Phillips, D., & Drane, D. (2010, April). *The mediating impact of team identification on the relationship between motive and re-patronage intentions: Case of wheelchair rugby event*. Presented (oral presentation) at the 2010 6th Annual Southern Sport Management Conference. Troy, Alabama.
235. *Allen, J. T., **Byon, K. K.**, & Drane, D. (2010, April). *International students' sport spectatorship and media consumption*. Presented (poster presentation) at the 2010 Scholarly Conference on College Sport. Chapel Hill, North Carolina.
236. Connaughton, D. P., Carroll, M. S., & **Byon, K. K.** (2010, March). *Liability and risk management associated with bullying in sports*. Presented (poster presentation) at 2010 American Alliance for Health, Physical Education, Recreation, and Dance Convention. Indianapolis, Indiana.

237. Carroll, M. S., & **Byon, K. K.** (2010, March). *Coaches on trial: Commonwealth of Kentucky v. Stinson and implications for sport organizations and practitioners*. Presented (oral presentation) at the 2010 Sport and Recreation Law Association national conference. Albuquerque, New Mexico.
238. **Byon, K. K.**, Zhang, J. J., & Choi, Y. W. (2009, December). *Understanding sport tourist consumption behavior through examining destination image*. Presented (oral presentation) at the 2009 Academy of Business Administration. Cancun, Mexico.
239. **Byon, K. K.**, & *Cottingham, M. (2009, December). *Relative influence of spectator motivation factors on sport consumption behaviors: Wheelchair rugby event*. Presented (oral presentation) at the 2009 Academy of Business Administration. Cancun, Mexico.
240. **Byon, K. K.**, *Cottingham, M., Grady, J., Mohn, R. S., & Carroll, M. S. (2009, November). *A search for new customers: The effect of spectator motives on sport consumption behavior in wheelchair basketball events*. Presented (oral presentation) at the Sport Entertainment and Venues Tomorrow. Columbia, South Carolina.
241. Baker, T. A., **Byon, K. K.**, & Won, D. (2009, November). *Do the protective measures taken by youth sport organizations in Georgia protect participants from dangerously unfit coaches, officials, and administrators?* Presented (poster presentation) at the Sport Entertainment and Venues Tomorrow. Columbia, South Carolina.
242. Carroll, M. S., **Byon, K. K.**, & Ko, Y. J. (2009, November). *A conceptual framework of the multi-dimensional nature of perceived risk*. Presented (oral presentation) at the Sport Entertainment and Venues Tomorrow. Columbia, South Carolina.
243. **Byon, K. K.**, Zhang, J. J., & Drane, D. (2009, October). *Conceptualization and Measurement of General Game Support Programs Associated with Professional Team Sports*. Presented (oral presentation) at the 2009 Sport Marketing Association Conference. Cleveland, Ohio.
244. **Byon, K. K.**, Zhang, J. J., Connaughton, D., & Ko, Y. J. (2009, May). *Dimension of general market demand associated with professional team sports: Development of a scale*. Presented (oral presentation) at the 2009 North American Society for Sport Management Conference. Columbia, South Carolina.
245. Lee, D., Cianfrone, B., **Byon, K. K.**, & Schoenstedt, L. (2009, May). *An Empirical Examination of the Licensed Team Merchandise Model*. Presented (poster presentation) at the 2009 North American Society for Sport Management Conference. Columbia, South Carolina.
246. *Allen, J. T., Drane, D., & **Byon, K. K.** (2009, May). *Conceptualization of the international students sport participation scale*. Presented (poster presentation) at the 2009 North American Society for Sport Management Conference. Columbia, South Carolina.

247. **Byon, K. K.**, Drane, D., *Allen, J. T., & Carroll, M. (2009, April). *Differential effects of various spectator motives on fan loyalty*. Presented (poster presentation) at the 2009 Scholarly Conference on College Sport. Chapel Hill, North Carolina.
248. *Allen, J. T., Drane, D., & **Byon, K. K.** (2009, April). *Psychological motives for attending college baseball games: Scale development and confirmatory factor analysis*. Presented (oral presentation) at the 2009 Scholarly Conference on College Sport. Chapel Hill, North Carolina.
249. **Byon, K. K.**, Drane, D., & *Allen, J. T. (2009, April). *Explanatory power of spectator motives on multi-dimensional loyalty constructs*. Presented (poster presentation) at the 2009 5th Annual Southern Sport Management Conference. Troy, Alabama.
250. *Ingram, A., **Byon, K. K.**, & Drane, D. (2009, March). *Motivation of college students to attend college sport events*. Presented (oral presentation) at the University of Southern Mississippi 2009 Graduate Student Research Symposium. Hattiesburg, Mississippi.
251. *Allen, J., Drane, D., & **Byon, K. K.** (2009, March). *Gender differences in sports spectatorship among college baseball fans*. Presented (oral presentation) at the University of Southern Mississippi 2009 Graduate Student Research Symposium. Hattiesburg, Mississippi.
252. **Byon, K. K.**, & Zhang, J. J. (2008, November). *Official sponsors or ambush marketers? Their differential effects on cognitive and conative consumption in the context of intercollegiate sports*. Presented (poster presentation) at the Sport Entertainment and Venues Tomorrow. Columbia, South Carolina.
253. **Byon, K. K.**, Jun, J. W., & Mueller, T. (2008, November). *Reciprocal spillover effects: The influence of sponsoring mega-events on country branding*. Presented (poster presentation) at the Sport Entertainment and Venues Tomorrow. Columbia, South Carolina.
254. Lee, D., Cianfrone, B., & **Byon, K. K.** (2008, June). *A conceptual framework of the relationship among values, team identification, product involvement, perceived value, and consumption of team licensed merchandise*. Presented (oral presentation) at the 2008 Sport Marketing Association Conference. Gold Coast, Australia.
255. Byrd, C. E., Zhang, J. J., **Byon, K. K.**, Cianfrone, B. A., & Williamson, D. P. (2008, June). *Marketing intercollegiate women's basketball conference tournament games: A market demand perspective*. Presented (poster presentation) at the 2008 Sport Marketing Association Conference. Gold Coast, Australia.
256. **Byon, K. K.**, Zhang, J. J., & Ko, Y. J. (2008, June). *Dimensions of destination image: Development of a scale*. Presented (oral presentation) at the 2008 North American Society for Sport Management Annual Conference. Toronto, Canada.

257. **Byon, K. K.,** Zhang, J. J., & Ko, Y. J. (2008, June). *Development of a scale measuring event sport tourism intentions (ESTIS)*. Presented (oral presentation) at the 2008 North American Society for Sport Management Annual Conference. Toronto, Canada.
258. **Byon, K. K.,** & Zhang, J. J. (2008, March). *How bad is ambush marketing? Its detrimental effect on the sponsorship of intercollegiate sports*. Presented (oral presentation) at the 2008 Association of Collegiate Marketing Educators Federation of Business Disciplines. Houston, Texas.
259. **Byon, K. K.,** & Zhang, J. J. (2008, March). *Concept and strategies of ambush marketing*. Presented (oral presentation) at the 2008 Association of Collegiate Marketing Educators Federation of Business Disciplines. Houston, Texas.
260. **Byon, K. K.,** & Zhang, J. J. (2008, March). *Recent studies on ambush marketing*. Presented (oral presentation) at the 2008 Association of Collegiate Marketing Educators Federation of Business Disciplines. Houston, Texas.
261. **Byon, K. K.,** Zhang, J. J., & Kim, M. (2008, March). *Examining the detrimental effect of ambush marketing*. Presented (oral presentation) at the 2008 Association of Collegiate Marketing Educators Federation of Business Disciplines. Houston, Texas.
262. Kim, D. H., **Byon, K. K.,** Zhang, J. J., Mitchell, J., Kim, M., & Connaughton, D. P. (2006, November). *Factor affecting the market demand of the intercollegiate women's basketball games: A case study*. Presented (oral presentation) at the 2006 The International Conference on Sport & Entertainment Business. Columbia, South Carolina.
263. Zhang, J. J., Connaughton, D., Byrd, C., Cianfrone, B., **Byon, K. K.,** & Kim, D. H. (2006, November). *Formulation of a questionnaire for marketing investigations of professional basketball game attendance: A review of the literature*. Presented (poster) at the 2006 Sport Marketing Association Conference. Denver. Colorado.
264. Zhang, J. J., Connaughton, D., Byrd, C., Cianfrone, B., **Byon, K. K.,** & Kim, D. H. (2006, November). *Formulation of a questionnaire for marketing investigations of professional basketball game attendance: A review of literature*. Presented (poster) at the 2006 Sport Marketing Association Conference. Denver. Colorado.
265. Zhang, J. J., Connaughton, D. P., **Byon, K. K.,** & Kim, D. H. (2006, October). *Entertainment options, interests in professional sports, and professional sport consumption*. Presented (poster) at the 2006 World Leisure Congress. Hangzhou, China.
266. **Byon, K. K.,** Zhang, J. J., Connaughton, D. P., Fleming, D. S., Carroll, M., Byrd, C. E., Cianfrone, B. A., Kim, D. H., & Harrolle, M. (2006, May). *Satisfaction toward the quality of after school enrichment programs: The perspective of youth participants*. Presented (oral presentation) at the 2006 North American Society for Sport Management Annual Conference, Kansas.

267. Williamson, D. P., Zhang, J. J., Braunstein, J. R., Cianfrone, B. A., **Byon, K. K.**, Kim, D. H., & Connaughton, D. P. (2006, May). *Market demand variables associated with an intercollegiate women's basketball conference tournament*. Presented (oral presentation) at the 2006 North American Society for Sport Management Annual Conference, Kansas.
268. **Byon, K. K.**, & Zhang, J. J. (2005, November). *Novel effects of previous use of brands and viewing frequency on sponsorship effectiveness of televised NCAA football and basketball tournament games*. Presented (oral presentation) at the 2005 Sport Marketing Association Conference. Tempe. Arizona.
269. **Byon, K. K.**, Crow, B. R., Ammon, R., Higgs, C., & Zhang, J. J. (2005, November). *Effectiveness of ambush marketing: Consumers' recall, recognition, and purchase intention of brands during the NCAA men's basketball March Madness*. Presented (oral presentation) at the 2005 Sport Marketing Association Conference. Tempe. Arizona.

TECHNICAL RESEARCH REPORT

Bold and underline indicate that Kevin K. Byon is the principal/senior author

* indicates research conducted by graduate or post-doctoral students under my direction

1. Zhang, J. J., Baker, T. A., **Byon, K. K.**, Chepyator-Thomson, J. R., *Imperiale-Hagerman, S., Hoover, E. R., *Salge, C., *Russo, A. (2012). Assessing the accomplishments of the 21st CCLC program in the state of Georgia: 2010-2011 General Report. *Georgia Department of Education*.
2. Baker, T. A., **Byon, K. K.**, *Mao, L., *Chen, K. K., *Russo, A., & Nuckles, M. (2011). 21st CCLC after-school project (2009-2010) technical report. *University of Florida 21st Century Community Learning Centers*.
3. **Byon, K. K.**, Baker, T. A., *Sen, S., *Russo, A., *Min, S., & Mao, L. (2011). Modification and application on the star leadership model: Enhancing the 21st CCLC Initiative Expanding the Horizons of 21st Century After School Programs. *University of Florida 21st Century Community Learning Centers*.
4. Baker, T. A., **Byon, K. K.**, *Sen, S., *Russo, A., *Mao, L., & *Min, S. (2011). Expanding the horizons of 21st CCLC after school programs: Continuation of the star leadership model. *University of Florida 21st Century Community Learning Centers*.
5. *Larson, D. J., & **Byon, K. K.** (2010). USA cycling 2010 membership analysis. *USA Cycling Association*.
6. *Cottingham, M., & **Byon, K. K.** (2009). Determining the marketing potential, attendance, and re-patronage intentions of fans attending the 2009 Mile High Massacre. *Submitted to The Denver Harlequins*.

7. **Byon, K. K.,** & Zhang, J. J. (2008). Executive report: Success of intercollegiate sport team on transformation of sport identification, destination image, and visit tourism behavior. *Alachua County Visitor's and Convention Bureau*.
8. Kim, M., **Byon, K. K.,** & Kim, M. (2008). Influence of work status on organizational commitment and sport identity of university athletic department workers. *University of Florida Athletic Department*.

TEACHING ACTIVITIES AND COURSES TAUGHT

Southern Methodist University

Dallas, Texas

EDU7300: Independent Study (Graduate)

Indiana University

Bloomington, Indiana

M211: Introduction to Sport Management (Undergraduate)
 M304: Sport Fan Behavior (Undergraduate)
 M304: Strategic Management of Sport Industry during the Pandemic (Undergraduate)
 M428: Strategic Management in Sport Industry (Undergraduate)
 M510: Administrative Theory Comprising Sports Programs (Graduate)
 M514: Sport Marketing and Sponsorship (Graduate)
 M520: Research Methods in Sport Management (Graduate)
 M588: Sport Strategy and Applications: Culminating Experience (Graduate)
 M688: Culminating Experience: Sport Strategy and Application (Graduate)
 K550: Sport Consumer Behavior (Graduate)
 K550: Research Methods and Data Analysis in Sport Management (Graduate)
 K691: Readings in Physical Education (Graduate)
 K693: Independent Study and Research (Graduate)
 K694: Seminar in Human Performance (Sport Consumer Behavior, Doctoral) (Graduate)
 K694: Seminar in Human Performance (Academic Writing, Doctoral) (Graduate)
 K792: Research in Human Performance (Sport Management Doctoral Seminar)
 K799: Ph.D. Dissertation (Graduate)

Rikkyo University

Tokyo, Japan

KN251: Business Statistical Analysis (Graduate - Summer Short Course)
 BT237: Team Sport Marketing (Undergraduate – Summer Short Course)
 KN251: Team Sport Marketing (Graduate - Summer Short Course)

Southwestern University Finance and Economics University

Chengdu, China

Sport Consumer Behavior (Graduate – Summer/Winter Short Course)

Shanghai University of Sport

Shanghai, China

Research Methods in Sport Management (Winter Short Course)

University of Georgia

Athens, Georgia

HONS 3040H: Honors Research Methods
KINS 3303: Practicum (Undergraduate)
KINS 3430: Sport Business Practices (Undergraduate)
KINS 3560: Contemporary Issues in Sport Management (Undergraduate)
KINS 4000: Directed Study in Kinesiology (Undergraduate)
KINS 4810: Sport Marketing (Undergraduate)
KINS 5140: Current Problems in Kinesiology
KINS 5405: Internship (Undergraduate)
KINS 7005: Graduate Student Seminar (Graduate)
KINS 7140: Current Problems in Kinesiology (Sport Consumer Behavior: Graduate)
KINS 7150: Research Methods and Statistics in Kinesiology (Graduate)
KINS 7200: Administration of Sport (Graduate)
KINS 7280: Sport Marketing (Graduate)
KINS 7300: Master's Thesis (Graduate)
KINS 7650: Application Project in Kinesiology (Graduate)
KINS 7450: Internship (Graduate)
KINS 7800: Practicum (Graduate)
KINS 8500: Sport Consumer Behavior Ph.D. Seminar (Graduate)
KINS 8990: Research Seminar in Kinesiology (Sport Management: Graduate)
KINS 9000: Doctoral Research (Graduate)
KINS 9005: Doctoral Graduate Student Seminar (Graduate)
KINS 9300: Doctoral Dissertation (Graduate)
KINS 9630: Kinesiology Readings (Graduate)

University of Southern Mississippi

Hattiesburg, Mississippi

HPR 715: Sport Marketing and Public Relations (Graduate)
HPR 630: Socio-Ethical Issues in Sport (Graduate)
HPR 441: Practicum (Undergraduate)
HPR 410: Introduction to Sport Marketing (Undergraduate)
HPR 405: Governing Agencies in Sport (Undergraduate)
HPR 203: Introduction to Sport Management (Undergraduate)

University of Florida

Gainesville, Florida

SPM 2000C: Introduction to Sport Management (Undergraduate)
PEL 2930: Taekwondo (Undergraduate)
PEM 1131: Weight Training I (Undergraduate)

Southern Methodist University

School Level Services

Ph.D. Admissions Sub-Committee
Ph.D. Recruitment Sub-Committee

Fall 2025 - Present
Fall 2025 - Present

Department Level Services

Chair of the Department of Applied Physiology & Sport Management, Fall 2025 – Present
APSM Faculty Search Committee (for 4 Clinical Faculty Lines)
Promotion Committee Chair (1 case for Full Professor) Fall 2025
Tenure and Promotion Committee Chair (1 case for Tenure & Promotion to Associate Professor)
Fall 2025

Indiana University

School Level Services

Budget Allocations & Funding Incentives, Fall 2024
Promotion (2 cases for Full Professor), Fall 2023
Scholarship Selection Committee, Spring 2016 – present
School of Public Health Academic Council, Fall 2017- Spring 2019
School of Public Health Faculty Search Committee Member, Fall 2018-Spring 2019
Public Health Research Day (PHRD) Planning Committee/Taskforce, Fall 2017-Spring 2018

Department Level Services

Department Student Academic Appointment (SAA) Task Force Committee, Spring 2024 – Present
Faculty Search Committee Member (Tenure-Track Open Rank), Fall 2024 – Spring 2025
Promotion (1 case for Clinical Full Professor) Review Committee, Fall 2024
Promotion (1 case for Tenure and Promotion) Review Committee, Fall 2024
Department Renovation Committee, Spring 2024
Promotion & Tenure (1 case for Associate Professor), Summer 2023
Promotion (1 case for Full Professor) Review Committee, First Reader (Chair), Fall 2022
Promotion (2 cases for Clinical Full Professor) Review Committee, Fall 2022
Promotion (1 case for Clinical Associate Professor) Review Committee, Fall 2022
3-year Review Committee (Lecturer). Chair, Spring 2022
Faculty Search Committee Member (Open Rank), Fall 2021
Academy of Kinesiology Association (AKA) Scholarship Awards Committee, Fall 2021
Academy of Kinesiology Association (AKA) Scholarship Awards Committee, Spring 2021
Faculty Search Committee Member (Instructor), Spring 2021
Faculty Search Committee Member (Instructor), Fall 2020
Promotion & Tenure Review Committee (2 cases for Tenure and Promotion to Associate Professor and 1 case for Tenure), Summer 2020
Online Instruction Development Task Force Committee, Summer 2020
Promotion (Senior Lecturer) Committee. First Reader, Fall 2019
Promotion (1 case of Clinical Associate Professor and 2 cases of Senior Lecturer), Committee
Fall 2019
Faculty Search Committee Member, Fall 2018-Spring 2019
Tenure and Promotion Committee Member, Fall 2018
Department of Kinesiology Reclassification Committee, Spring 2018
Strategic Plan Review Committee, Spring 2018
Graduate Student Fellowship Selection Committee, Spring 2016 – present

Program Level Services

Director of Sport Management Program

Sport Management Undergraduate Program Coordinator, December 2024 - Present

Sport Management Graduate Program Coordinator, Fall 2024 - Present

Sport Management Graduate Program Coordinator, Fall 2023 – Spring 2024

Sport Management Doctoral Program Coordinator, Fall 2019 – Spring 2022

Sport Management Graduate Program Coordinator, Fall 2018 - Spring 2019

Sport Management Master's Program Coordinator, Fall 2015 – Spring 2017

University of Georgia

University Level Services

Sport Business Club (SBC) Faculty Advisor, Fall 2011 – Summer 2015

Korean Student Association (KSA) Faculty Advisor, Fall 2011- 2012 Summer

College Level Services

COE Faculty Senate Awards Committee, Fall 2012 – Spring 2014

2013 Graduate Student Research Conference Planning Committee, Fall 2012, Spring 2013

2012 Graduate Student Research Conference Planning Committee, Fall 2011, Spring 2012

Department Level Services

Exercise Science Search Committee (Assistant/Associate Professor), Spring 2014

Exercise Science (obesity position) Search Committee (Assistant/Associate Professor), Fall 2012-Spring 2013

Chair to review the Kindig and Jewett Research Award, Spring 2012

Sport Management Search Committee (Assistant/Associate Professor), Spring 2011

Committee to Review the Kindig Research Award, Spring 2011

Sport Management Search Committee (Open Rank), Spring 2011

Sport Management Search Committee (Assistant Professor), Fall 2011

Community Service

Monroe County Community Kitchen (Spring 2016-Summer 2025)

Principal at Athens Korean Language and Cultural School (Fall 2013-Spring 2015)

University of Southern Mississippi

Sport Management Search Committee (Assistant Professor), Fall 2008.

ultural School (Fall 2013-Spring 2015)

University of Southern Mississippi

Sport Management Search Committee (Assistant Professor), Fall 2008.

C. Manuscript Reviewer

European Sport Management Quarterly

Sport Management Review

Journal of Sport Management

Sport Marketing Quarterly
International Journal of Sports Marketing and Sponsorship
International Journal of Sport Communication
International Journal of Sport Management and Marketing
International Journal of Sport Management
Journal of Service Management
Service Industries Journal
Sport, Business and Management: An International Journal
Journal of Global Sport Management
Journal of Applied Sport Management
Measurement in Physical Education and Exercise Science
Research Quarterly for Exercise and Sport
Journal of Interactive Advertising
Journal of Public Relations Research
Applied Psychology: An International Reviewer
International Journal of Sport Psychology
International Journal of Environmental Research and Public Health
Asia Pacific Journal of Tourism Research
Asia Pacific Journal of Marketing and Logistics
Applied Sciences
Sustainability
Sports Innovation Journal
PLoS ONE
Social Sciences
Cogent Business and Management
Asian Academy of Management Journal
Journal of Amateur Sport
International Journal of Sport Management, Recreation & Tourism
Journal of Cleaner Production
Journal of Intercollegiate Sport
Journal of Issues in Intercollegiate Athletics
Journal of Contemporary Athletics
Journal of Applied Marketing Theory
International Journal of Intercultural Information Management
Journal of Quality Assurance in Hospitality and Tourism
International Journal of Event and Festival Management
Korean Journal of Convergence Science

D. Grant Reviewer

- Hong Kong Metropolitan University

Fall 2025

E. Journal Activities

- Chair of a task force for developing the social media team for the *International Journal of Sports Marketing and Sponsorship* (October 2021-present).

F. Tenure/Promotion/Faculty Evaluation External Reviewer

- University of Michigan (Promotion to Full Professor)
- University of Tennessee (Promotion to Full Professor)
- University of Kansas (Promotion to Full Professor)
- Mississippi State University (Promotion to Associate Professor & Tenure)
- Washington State University (Promotion to Associate Professor & Tenure)
- University of Florida (Promotion to Clinical Associate Professor)
- Ithaca University (Promotion to Full Professor)
- Hong Kong Metropolitan University (Promotion to Associate Professor)
- Ajman University (Promotion to Associate Professor)

G. Conference/Textbook Reviewer

2026 *North American Society for Sport Management Conference Reviewer* (Sport Marketing)

2025 NASSM Janet Park Grant Reviewer

2025 Textbook Proposal Reviewer for Columbia University Press (*The Business of Sports*, 3rd edition)

2024 *North American Society for Sport Management Conference Reviewer* (Sport Marketing)

2023 *North American Society for Sport Management Conference Reviewer* (Sport Marketing)

2022 *North American Society for Sport Management Conference Section Head* (Sport Marketing)

2021 Textbook Proposal Reviewer for Palgrave Macmillan (*Rivalry and Group Behavior: Comparisons In and Out of the Sport Context*)

2020 Textbook Proposal Reviewer for Palgrave Macmillan (*Rivalry in Sport: Understanding and Responsibly Promoting the Phenomenon*)

2019 *Reviewer for Association of Marketing Theory and Practice Conference*

2018 Textbook Reviewer for Sage (IBM SPSS by Example: A Practical Guide to Statistical Data Analysis)

2018 Textbook Reviewer for Routledge (Sport Industry Research and Analysis: An Approach to Informed Decision Making)

2017 *Shape America conference*

2016 *European Academy of Management (EURAM) Conference*

2015 *Academy of Business Administration (Global Trends Conference)* – Track Chair (Global Trends in Sport Business)

2014 *Academy of Business Administration (Global Trends Conference)* – Track Chair (Global Trends in Sport Business)

2013 *Association of Marketing Theory and Practice Conference*

2012 *North American Society for Sport Management Conference Section Head* (Sport Marketing)

2011 *North American Society for Sport Management Conference*

2011 *American Alliance for Health, Physical Education, Recreation and Dance Research Consortium*

2010 *American Alliance for Health, Physical Education, Recreation and Dance Research Consortium*

Textbook Proposal Reviewer for McGraw Hill Publishers (*Sports Marketing*) – 2014

Textbook Proposal Reviewer for Butterworth-Heinemann/Elsevier (*Advanced Theory and Practice in Sport Marketing*) – 2011

Textbook Proposal Reviewer for Holcomb Hathaway Publishers (*Social Media in Sport Marketing*) – 2010

Member, Sport Marketing Association Conference Student Research Competition Judging Committee - (2009)

PROFESSIONAL AFFILIATIONS

Commission on Sport Management Accreditation (COSMA)	2026 - present
National Academy of Kinesiology (NAK)	2023 - present
Applied Sport Management Association (ASMA)	2019- present
European Association for Sport Management (EASM)	2018 - present
Sport Marketing Association (SMA)	2003 - present
North American Society for Sport Management (NASSM)	2002 - present
Society for Consumer Psychology (SCP)	2020 - present
American Alliance for Health, Physical Education, Recreation and Dance (AAPHERD)	2009 - 2014
Association of Marketing Theory and Practice (AMTP)	2009 - 2014
Association of Collegiate Marketing Educators (ACME) Federation of Business	2008 - 2009

PROFESSIONAL SERVICES (INDUSTRY)

Carnegie Evaluations	(2020 – present)
International Wheelchair Rugby Federation (IWRF) Marketing and Sponsorship Committee	(2011 - 2015)

PROFESSIONAL SERVICE ACTIVITIES (ACADEMIA)

Panel Discussion - The 2026 Commission on Sport Management Accreditation Conference

- Panel Discussion Title. “*Sport Scholarship Editorial Panel: An Open Discussion with Journal Editors.*” with Drs. Odio, Pedersen, Vermilion, and Corr

Panel Discussion – US-Japan Council, Tomodachi Initiative (2024)

- Panel Discussion Title. “*Transcending borders through the power of sport.*”

Panel Discussion – Korean American Association for Sport Management (2021)

- Panel Discussion Title. “*Preparing interviews for academic positions.*”

Panel Discussion – North American Society for Sport Management Conference (2017)

- Panel Discussion Title. “*Who can’t write good and who want to learn how to write other stuff good too: Understanding the fundamentals of writing for different academic endeavors.*”

Panel Discussion – The 6th Institute of Physical Education International Conference (IPEIC), Bangkok, Thailand (2016)

- Panel Discussion Title. “*Sport tourism research trends*”

Research Symposium – 3rd International Sport Management Conference (2016):

- Section Moderator. “*Shortcomings of the Turkish sports law in respect to governance practices in football: The role of the State, FIFA, UEFA, and ILO.*”
- Section Moderator. “*The predictability of emotional labor on emotional exhaustion and job satisfaction among physical education teachers in South Korea.*”
- Section Moderator. “*Creating value in the professional football industry in Korea: Utilizing the concept of corporate social responsibility (CSR) to target younger generations.*”

Panel Discussion – North American Society for Sport Management Conference (2014)

- Panel Discussion Title. “*I’m not that kind of doctor: What to expect when expecting a Ph.D.*”

Research Symposium - Association of Collegiate Marketing Educator’s Federation of Business (2008):

- Section Moderator. “*A new media market: An examination of sport video games and online gaming.*”
- Section Moderator. “*A theoretical look at motivations to play sport video games.*”
- Section Moderator. “*Video game sponsorships and in-game advertising: A review of literature.*”