

CURRICULUM VITA

Doyeon Won

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Personal Information:

Office Address: 330 River Road
 Department of Kinesiology
 The University of Georgia
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Education:

Ph.D. **The Ohio State University**, Columbus, OH, 2004
 Major: Sport & Exercise Management
 Cognate: Management and Human Resources, College of Business
 Minor: Research Methods in HR Development, Graduate School

M.S. **University of Michigan**, Ann Arbor, MI, 2001
 Major: Sport Management/ Kinesiology

B.S. **Yonsei University** – Seoul, Korea, 1997
 Major: Sport and Leisure Studies (Magna cum laude)

Employment:

2005–Present *Assistant Professor*, Sport Management Program, Department of Kinesiology
The University of Georgia, Athens, GA

2004–2005 *Instructor* (full-time), Division of Sports Administration
Ohio University, Athens, OH

2002–2004 *Teaching Associate*, School of Physical Activity and Educational Services
The Ohio State University, Columbus, OH

2001–2002 *Research Associate*, Sport Management Program, School of PAES
The Ohio State University, Columbus, OH

Peer-Reviewed Publications [21] :

1. **Won, D.**, & Bravo, G. A. (in press). Designing a preferred sport management course: Perspectives from the students. *Journal of Hospitality, Leisure, Sport, and Tourism Education*.
2. Bang, H., **Won, D.**, & Kim, Y. (in press). Motivations, commitment, and intentions to continue volunteering for sporting events. *Event Management*.
3. **Won, D.**, & Pack, S. M. (in press). Violations of the psychological contracts in interscholastic athletics. *International Journal of Sport Management*.
4. **Won, D.**, & Zhang, Z. (in press). The relative importance of selected risk relievers in purchasing a licensed sport team jersey online: A conjoint experiment. *International Journal of Sport Management*.
5. Zhang, Z., & **Won, D.** (in press). Buyers vs. browsers: An analysis of online sport fans. *International Journal of Sport Marketing & Sponsorship*.
6. **Won, D.**, Park, M., & Turner, B. (in press). Participation motivations of charity sporting events. *Journal of Venue and Event Management*.
7. Hwang, S., & **Won, D.** (in press). A conjoint analysis regarding influencing factors of golfers' preferred golf ranges in Korea. *International Journal of Leisure and Tourism Marketing*, 1(3).
8. Bravo, G. A., **Won, D.**, & Ferreira, M. (2009). Attributes, trade-offs and choice: A conjoint analysis in Sport Management programs. *Sport Management Education Journal*, 3(1), 19-33.
9. Zhang, Z., & **Won, D.** (2009). The effects of sport consumers' trust in internet shopping and psychological attachment on purchasing intentions of licensed sport merchandise on the internet. *International Journal of Sport Management and Marketing*, 6(1), 87-105.
10. **Won, D.**, Pack, S. M., & Pastore, D. L. (2009). Using importance-performance analysis to evaluate sportsmanship in interscholastic athletics. *Future Focus*, 30(1), 29-37.
11. **Won, D.**, Hwang, S., & Kleiber, D. A. (2009). How do golfers choose a golf course? A conjoint analysis of influencing factors. *Journal of Park and Recreation Administration*, 27(2), 1-16.
12. Kim, M., **Won, D.**, & Harrolle, M. G. (2009). Influences of gifts on prospective volunteers: A conjoint analysis approach. *International Journal of Sport Management*. 10(1), 51-67.
13. **Won, D.**, & Hwang, S. (2009). Factors influencing the college skiers and snowboarders' choice of a ski destination in Korea: A conjoint study. *Managing Leisure*. 14(1), 17-27.
14. **Won, D.**, & Hwang, S. (2008). The course to tee off: Golfers' participation constraints, age, income, and leisure identity salience. *International Council for Health, Physical Education, Recreation, Sport and Dance (ICHPER-SD) Journal of Research*, 3(2), 55-61.
15. **Won, D.**, Bang, H., & Shonk, D. J. (2008). Relative importance of factors involved in choosing a regional ski destination: Influence of consumption situation and recreation specialization. *Journal of Sport & Tourism*, 13(4), 249-271.
16. Pack, S. M., **Won, D.**, & Pastore, D. L. (2008). Multi-rater perceptions of the achievement of sportsmanship initiatives by high school baseball and softball coaches. *Applied Research in Coaching and Athletics Annual*, 23, 84-110.
17. **Won, D.**, & Chelladurai, P. (2008). Attractiveness of sport management jobs and their attributes. *International Journal of Sport Management*, 9(1), 81-101.

18. **Won, D.**, & Pack, S. M. (2007). False consensus in interscholastic athletics. *Journal for the Study of Sports and Athletes in Education*, 1(2), 207-220.
19. Zhang, Z., **Won, D.**, & Pastore, D. L. (2005). The relationship between attitudes toward sponsorships and psychological attachment on purchasing intentions in intercollegiate athletics. *Sport Marketing Quarterly*, 14(3), 177-187.

In Korean

20. Hwang, S., & **Won, D.** (2008). Ski destination choices and recreation specialization. *Korean Journal of Sport Science*, 19(3), 96-105.
21. Kim, K., Hwang, S., & **Won, D.** (2008). Leisure constraints negotiation: Measurement scale development and application. *Korean Journal of Physical Education*, 47(3), 365-376.

Manuscripts Under Review Process [3] :

1. **Won, D.**, Bravo, G. A., & Chelladurai, P. (revise and resubmit). Reputation and legitimacy in sport management programs: Critical resources to achieve competitive advantage. *Journal of Sport Management*.
2. **Won, D.**, & Park, M. (3rd review). Motivating factors influencing college students' participation in charity sporting events. *International Journal of Sport Management and Marketing*.
3. **Won, D.**, & Lee, S. (1st review). Prioritized risk relievers in purchasing licensed sport merchandise online: Influence of product price as purchase involvement. *International Journal of Sport Management and Marketing*.

Book Chapter [1]:

1. Bravo, G. A., Shonk, D. J., & **Won, D.** (in progress). Psychological contract in the context of sport organizations (A chapter in the *Handbook of Sport Management*).

Abstract Published [2]:

1. Hwang, S., & **Won, D.** (March, 2008). What are the constraints of golfers? *Research Quarterly for Exercise and Sport*, 79 (1, Supplement), A-31.
2. **Won, D.**, Pack, S. M., & Pastore, D. L. (March, 2006). False consensus effects in interscholastic athletics: An exploratory study. *Research Quarterly for Exercise and Sport*, 77 (1, Supplement), A-108.

Dissertation:

1. Won, D. (2004). *Competitive advantage in intercollegiate athletics: A resource-based view*. Unpublished doctoral dissertation. The Ohio State University, Columbus, OH.

Manuscripts in Preparation (all titles tentative):

1. Factors affecting employee selection in the sport industry: A case of entry level positions in intercollegiate athletics (with G. Bravo, & D. Shonk)
2. Competitive advantages in intercollegiate athletics: Roles of intangible resources (with P. Chelladurai)
3. A resource-based view of competitive service advantage in sport (with D. Shonk)
4. The effects of psychological contract fulfillments and the state of psychological contract violations on employee-related outcomes (with G. Bravo)
5. Road cycling event preferences for racing cyclists (with D. Larson)
6. Analysis of factors influencing the choice of a charity sport event (with M. Park)
7. Stakeholders' priorities concerning intercollegiate athletic budgets: A case study (with J. Maxcy)
8. Understanding spectators of minor league baseball: Group differences on external and internal factors (with S. Lee)

Papers and Posters Presented at National / International Conferences [24]:

1. **Won, D.**, Lee, S., & Park, M. (2009, October). *Factors influencing the college students' choice of a charity sport event: A conjoint analysis*. Poster to be presented at the Annual Meeting of the Sport Marketing Association (SMA), Cleveland, OH.
2. Bang, H., & **Won, D.** (2009, June). *Returning and First-Time Volunteers at the Sony Ericsson: Theory of Planned Behavior*. Poster presented at the Annual Meeting of the North American Society for Sport Management (NASSM), Columbia, SC.
3. Bravo, G. A., & **Won, D.** (2009, June). *Giving and Receiving: An Examination of the Psychological Contract in NCAA Coaches*. Poster presented at the 2009 NASSM Conference, Columbia, SC.
4. Larson, D., & **Won, D.** (2008, June). *Road cycling event preferences for racing cyclists*. Paper presented at the 2008 NASSM Conference, Toronto, Canada
5. Bravo, G. A., **Won, D.**, & Ferreira, M. (2008, June). *A conjoint analysis of choice preferences for sport management programs*. Paper presented at the 2008 NASSM Conference, Toronto, Canada.
6. Hwang, S., & **Won, D.** (2008, April). *What are the constraints of golfers?* Poster presented at the Annual Meeting of the American Alliances of Health, Physical Education, Recreation, and Dance (AAHPERD), Fort Worth, TX.
7. **Won, D.**, Hwang, S., & Pack, S. M. (2007, November). *Condition, condition, condition: The factor that attracts all golfers*. Paper presented at the Annual Meeting of the International Conference on Sport & Entertainment Business (ICSEB), Columbia, SC.
8. Bang, H., **Won, D.**, & Lee, C. (2007, November). *Volunteerism in non-profit sport organizations: A social exchange theory perspective*. Poster presented at the Annual Meeting of the North American Society of Sport Sociology (NASSS), Pittsburg, PA.

9. **Won, D.**, & Bang, H. (2007, November). *Relative importance of factors involved in choosing a regional ski destination: Influence of consumption situation and recreation specialization*. Poster presented at the 2007 SMA Conference, Pittsburg, PA.
10. Bravo, G. A., & **Won, D.** (2007, November). *Strategic legitimacy in the marketing of Sport Management programs: An exploratory analysis*. Poster presented at the 2007 SMA Conference, Pittsburg, PA.
11. **Won, D.**, & Hwang, S. (2007, November). *How do golfers choose a course? A conjoint analysis of influencing factors*. Paper to be presented at the 2007 National Recreation and Park Association (NRPA) Leisure Research Symposium, Indianapolis, IN.
12. **Won, D.**, & Park, M. (2007, June). *Understanding participation motivations of charity sporting events*. Paper presented at the 2007 NASSM Conference, Miami, FL.
13. **Won, D.**, & Pack, S. M. (2007, June). *A Personnel Foul: Violation of the Psychological Contract in Interscholastic Athletics*. Poster presented at the 2007 NASSM Conference, Miami, FL.
14. **Won, D.**, Zhang, Z., & Lee, C. (2006, November). *Factors influencing consumers' decision on purchasing licensed sport merchandise (LSM) on the Internet: A conjoint experiment*. Paper presented at the 2006 SMA Conference, Denver, CO.
15. Bravo, G. A., & **Won, D.** (2006, September). *Evaluation of intangibles in sport services: A preliminary study of legitimacy and reputation of sport management programs*. Paper presented at the 4th Latin American Regional Congress of International Council for Health, Physical Education, Recreation, Sport, & Dance (ICHPER-SD), San Carlos, Venezuela.
16. **Won, D.**, & Pack, S. M. (2006, June). *From Push to Pull: Factors Influencing Turnover Decisions in Intercollegiate Athletic Administration*. Paper presented at the 2006 NASSM Conference, Kansas City, MO.
17. Bravo, G. A., & **Won, D.** (2006, June). *Reputation in sport management programs: Why is it important? how is it built? and, where does it come from?* Paper presented to the 2006 NASSM Conference, Kansas City, MO
18. **Won, D.**, Pack, S. M., & Pastore, D. L. (2006, April). *False consensus effects in interscholastic athletics: An exploratory study*. Poster presented at the 2006 AAHPERSD Conference, Salt Lake City, UT.
19. Zhang, Z., **Won, D.**, & Xie, D. (2006, March). *The effects of trust in Internet shopping and psychological attachment on sport fans' intentions to buy licensed sport merchandise on the Internet*. Paper presented at the Annual Meeting of the International Sports Studies Conferences (ISSC), Melbourne, Australia.
20. **Won, D.**, & Chelladurai, P. (2005, June). *Achieving competitive advantages in intercollegiate athletics: Roles of intangible resources*. Paper presented to the 2005 NASSM Conference, Regina, Canada.
21. Zhang, Z., & **Won, D.** (2004, June). *Trust and consumption of licensed sport merchandise on the Internet*. Paper presented at the 2004 NASSM Conference, Atlanta, GA.
22. **Won, D.**, & Park, M. (2003, May). *A proposed conceptual framework for cause-related marketing in sports*. Paper presented at the 2003 NASSM Conference, Ithaca, NY.
23. **Won, D.** (2003, May). *Stability of college students' psychological attachment to an athletic team*. Paper presented at the 2003 NASSM Conference, Ithaca, NY.
24. Lee, H. J., Wolfe, R. A., & **Won, D.** (2001, June). *Perceptions and Priorities Concerning Intercollegiate Athletics: A Comparison across Nations & Cultures*. Paper presented at the 2001 NASSM Conference, Virginia Beach, VA.

Grants:Funded

- 2009 Factors influencing the golfers' choice of a public golf course: A conjoint analysis. *Konkuk University Research Foundation*, \$3,000 (Collaborator)
- 2006 Developing a scale to measure motivation, constraint, and intention of charitable sporting event participation. *UGA College of Education Early Career Faculty Grant*, The University of Georgia, \$6,940 (PI)
- 2004 Multi-rater performance appraisals of Ohio high school coaches concerning sportsmanship, ethics, and integrity. *The OAHPERD Research Grant Program*, The Ohio Alliance of Health, Physical Education, Recreation, and Dance, \$1,500 (Co-PI)

Under Review

- 2009 Preparing student-athletes for a bigger game. *Korea Foundation for the Next Generation Sports Talent*, \$5,000 (pending)

Not Funded

- 2007 Examining the Role of Sport Activities in the Adaptation of Immigrants and Non-immigrant Internationals. *The University of Georgia Faculty Research Grant*, \$3,485

Teaching Activities:**The University of Georgia**

<u>Undergraduate</u>	KINS 3430:	Sport Business Practice
	KINS 3450:	Contemporary Issues in Sport
<u>Graduate</u>	KINS 7200:	Administration in Sport
	KINS 7270:	Facility Design and Event Management in Sport
	KINS 7280:	Sport Marketing
<u>UG (Non-Lecture)</u>	KINS 4000:	Directed Study in KINS
	KINS 5140:	Current Problems in KINS
<u>Grad (Non-Lecture)</u>	KINS 6000:	Directed Study in KINS
	KINS 7000:	Master's Research
	KINS 7300:	Master's Thesis
	KINS 7450:	Internship
	KINS 7650:	Applied Project in KINS
	KINS 7800:	Practicum
	KINS 8990:	Doctoral Seminar

Ohio University – Athens

<u>Undergraduate</u>	PESS 376:	Athletic Facility Planning and Management
	PESS 401:	Sport Marketing
	PESS 430:	Sport Sponsorship and Licensing
<u>Graduate</u>	SAFM 645:	Facility Management and Programming (Graduate)
	SAFM 611:	Special Problems (Graduate)

Academic Advising:

Doctoral Degree Committees:

Nathan Kirkpatrick	Sport Management, 2009–current, Co-advisor
Alyssa Ferguson	Sport Management, 2009–current, Co-advisor
Dan Larson	Sport Management, 2007–current, Member
Jaeyong Chung, Ph.D.	Sport Management, 2005–2008, Member
Sunhwan Hwang, Ph.D.	Recreation and Leisure Studies, 2005–2008, Member

Masters Degree Committees: (Notes: * Major professor; + Current student)

M.S.–Thesis

F. Rodriguez*+

M.Ed./M.S.–Non Thesis

Patrick Felton*+	Sadie Royal (SU08)	Melissa Patterson (SU07)
Christopher Neilson*+	Michelle Greene (SU08)	Earl Larimer (SU07)
Jennifer Holmquist*+	Jeff Rush (SP08)*	Erin Campbell (SU07)
Craig Lawson*+	Jarett Bachman (SP08)	Edward Gawrysiak (SU07)
Shannon Stribos*+	Sarah Dunsmore (SP08)	Stacey Alyes (SP07)
Ebbie Salehzadeh*+	Jocelyn Wyatt (SP08)	Jennifer Binkley (SP07)
Brian Berger*+	Bryan Williams (SP08)	Victoria Cervantez (SP07)
Corey Green*+	Logan Fiorentino (FA07)*	Keturah Armstrong (SP07)
Andy Cavins (SP09)	David Akins (FA07)	Zachary Hurst (FA06)*
Tim Storch (SP09)	Austin Smith (FA07)	Sarah Bradley (FA06)*
Chris Henderson (SP09)	Ken Simonds (FA07)	Sedeirdra Smith (FA06)*
Ben Hess (SP09)*	Travis Watkins (F07)	Kirk Alexander (FA06)
Ben Beaty (FA08)*	Brian Jester (SU07)*	Ashley Forgay (FA06)
N. Kirkpatrick (SU08)	Ashley Godfrey (SU07)*	James Bell (FA06)

University Service

The University of Georgia

College Committees

Tech Fee Advisory Council, 2009–
Nominating Committee, 2009 –

Departmental Committees

Kindig Research Award Selection Committee, 2007
Soule Scholarship Award Selection Committee, 2006, 2009
Search Committee for the Department of Kinesiology, 2005, 2006, 2007

Faculty Advisor

Sport Business Club (SBC), 2005–Present

Ohio University – AthensCollege Committee

Scholarship and Creative Activity Committee, 2004–2005

School Committee

Faculty Scholarship and Development Committee, 2004–2005

Professional Services / Manuscript Referee:

Manuscript Reviewer, <i>Research Quarterly for Exercise and Sport</i>	2008
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Technical Report:

2008 MS Walk Participant Survey 2007 (Reported to the MS Society Georgia Chapter)	
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Membership Professional Organizations:

North American Society of Sport Management, Member	2001 – Present
Southern Management Association, Member	2004 – Present
Sport Marketing Association, Member	2006 & 2009
Korean AHPERD, Member	2008 – Present
Ohio AHPERD, Member	2003 & 2009
Georgia AHPERD, Member	2009 – Present
Academy of Management, Member	2001 – 2005
Pi Lambda Theta – Int'l Honor Society and Prof. Assoc. in Education, Member	2004 – 2005

Honors and Achievements:

Lambda Theta, Honorary Fraternity for Education	2004
Graduate Student Research & Travel Grant, The Ohio State University	2003
Research Fellowship, The University of Michigan	2001
Department of Kinesiology Travel Grant, The University of Michigan	2001
Academic Excellence Fellowship, Yonsei University	1993 – 1996
President's List, Yonsei University	1994 & 1996