



Curriculum Vita
November 2025

Dr. Hyeol Yu, Ph.D.

Assistant Professor

Department: Health and Human Performance

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EDUCATION

Doctor of Philosophy Kinesiology (Ph.D.), Kinesiology – Sport and Fitness Administration,
University of Houston, 2020

Master of Science (M.S.), Sport Management, Florida State University, 2015

Bachelor of Science (B.S.), Sport Science, Daejin University, 2011

TEACHING EXPERIENCE

Texas A&M University Commerce, Commerce, Texas. Assistant Professor (tenure-track) in
Sport and Recreation Management Program (August 2024 – present).

Arkansas State University, Jonesboro, Arkansas. Assistant Professor (tenure-track) in Sport
Management Program (August 2020 – May 2024).

University of Houston, Houston, Texas. Teaching Fellow (August 2015 – May 2020).

Florida State University, Tallahassee, Florida. Graduate Teaching Instructor (August 2013 – May
2014).

PUBLICATIONS

24. **Yu, H. Y.**, Chung, K., Schelfhout, S., & Pizzo, A. (In press). Esports gamers' NFT consumption: How innovation adoption, perceived risk, and investment intentions affect purchase intentions. *Journal of Global Sport Management*. [ESCI: IF = 1.9]
23. **Yu, H. Y.**, Chung, K., Pizzo, A., Na, S., & Schelfhout, S. (In press). Consumers perceptions of digital assets in esports industry: The role of esports identification. *Journal of Contemporary Issues in Sport*.

22. Cho, M., Bae, W., **Yu, H. Y.** & Ojemaye, L. (2025). What drives volunteer retention in a mega sporting event? An analysis of behavioral influences. *The Sport Journal*.
<https://thesportjournal.org/article/what-drives-volunteer-retention-in-a-mega-sporting-event-an-analysis-of-behavioral-influences/>
21. **Yu, H. Y.**, Kim, S., & Slavich, M. (2025). Sport spectators' acceptance of in-seat mobile ordering apps at sporting events: Mediating role of mobile engagement. *International Journal of Sport Communication*. Advance online publication <https://doi.org/10.1123/ijsc.2025-0128>. [ESCI: IF = 2.1]
20. Zhao, X., Pribyslavskaya, V., **Yu, H. Y.**, & Scudamore, E. (2025). Preseason functional movement screen but not Y-Balance test scores predict musculoskeletal injury in elite female fast-pitch softball athletes. *Journal of Sport Rehabilitation*. 34(5), 551-556 [SSCI: IF = 1.3]
19. **Yu, H. Y.**, Choi, G., Kim, S., & Lee, S. (2024). Examining the relationships between emerging sport attributes, psychological commitment, and positive word-of-mouth intention among floorball spectators. *The Korean Journal of Physical Education*, 63(5), 389-405. doi: [10.23949/kjpe.2024.9.63.5.27](https://doi.org/10.23949/kjpe.2024.9.63.5.27)
18. Nam, C., **Yu, H. Y.**, & Manchiraju, S. (2024). Smart fitness apparel influencing consumers' purchase intention: An application of the technology acceptance model. *Asian Sport Management Review*, 18, 65-84.
17. Kim, Y., **Yu, H. Y.**, Nam, C., & Dabbs, M. S. (2023). The effect of an athletic department's pro-environmental initiatives on the tri-component attitude model: An experimental examination. *Sustainability and Sports Science Journal*, 1(2), 53-72.
16. **Yu, H. Y.**, Lee, D., Ahn, J., Lee, M., & Foreman, J. (2023). City branding's impact on cities hosting sporting events: Top-down and bottom-up effects in a pre-post study. *Tourism Management Perspectives*, 46(2), 101098. [SSCI: IF = 7.3]
15. **Yu, H. Y.**, Foreman, J., Lee, D., & Lee, M. (2023). Sport fan's team switching behavior: The link between team associations and actual team switchers. *International Journal of Business in Sports, Tourism & Hospitality Management*, 4(1), 23-44.
14. **Yu, H. Y.**, Lee, M., Robinson, G. M., Lee, D., & Kwon, W. (2023). An investigation of the relationship between resident place image and attitudes during hosting sporting event: A reflective-formative approach. *Event Management*, 27(3), 339-351.
13. **Yu, H. Y.**, Robinson, G. M., Ternes, N., & Jung, M. (2022). Consumers of fitness centers: An analysis of impact of leadership styles on dropout behavior. *Journal of SPORT*, 9(1), 57-68.
12. Kwon, J., **Yu, H. Y.**, & Ahn, J. (2022). Multidimensional value of customers' mobile service experiences in the food context. *Journal of Hospitality and Tourism Insights*, 6(2), 912-927. [SSCI: IF = 4.8]
11. Kim, K., **Yu, H. Y.**, & Jung, M. (2022). The impact of coach communication on sparring athlete satisfaction and continued sport participation within collegiate Taekwondo. *Korean Society of Martial Arts*, 16(2), 109-131.

10. **Yu, H. Y.**, Ternes, N., Benevides, C., A., & Kim, S. (2022). Relationship between a reflective-formative model of team brand associations and behavioral intentions: The mediating effect of fan identification. *Journal of Applied Sport Management*, 14(1), 18-27.
9. Song, J., Jung, M, Park, G, & **Yu, H. Y.**^ (2022). Water sport tourists hesitation in destination decision making in the COVID-19 pandemic era: The moderating effect of destination image. *Sustainability*, 14(8), 1-13. [SSCI: IF = 3.3]
8. Kim, S., **Yu, H. Y.**^, & Lee, H. (2022). Motivational determinants of digital ticketing: The mediating effect of service satisfaction and the moderating effect of psychological discomfort. *International Journal of Sports Marketing and Sponsorship*, 23(2), 326-345. [SSCI: IF = 3.0]
7. **Yu, H. Y.**, Robinson, G. M., & Lee, D. (2021). To partner or not? A study of co-branding partnership and consumers' perceptions of symbolism and functionality towards co-branded sports products. *International Journal of Sports Marketing and Sponsorship*, 22(4), 677-698. [SSCI: IF = 3.0]
6. **Yu, H. Y.**, Lee, D., Cottingham, M., & Maeng, L. (2019). Consumer perceptions to luxury co-branding partnership in sport wearable market. *International Journal of Human Movement Science*, 13(3), 17-29.
5. Lee, M. W., Lee, D., Hawkins, B. J., Cottingham, M. & **Yu, H. Y.** (2019). Sport brand extension evaluation: The role of brand extension authenticity. *International Journal of Sport Management*, 20(1), 125-149.
4. **Yu, H. Y.**, & James, J. D. (2018). Ratings of service quality and satisfaction by sport spectators with different personality. *International Journal of Sport Management*, 19(4), 383-411.
3. **Yu, H. Y.**, Lee, D., Hawkins, B. J., Cottingham, M., & Lee, M. W. (2018). Perceived fan associations with teams: Across NFL, NBA, MLB, and MLS. *International Journal of Sport Management*, 19(3), 289-314.
2. Lee, D., Zhang, Y., Cottingham, M., Park, J., & **Yu, H. Y.** (2017). Values and goals of Chinese sport consumers contrary to American counterparts. *International Journal of Sports Marketing and Sponsorship*, 18(1), 11-28.
1. **Yu, H. Y.**, Lee, D., & Judge, L. W. (2016). Perceived service qualities and spectator satisfaction: A case study on gender differences. *International Journal of Human Movement Science*, 10(2), 25-39.

BOOK CHAPTERS

- Lee, D., Pearson, D., Cottingham, M., Lee, M., **Yu, H. Y.**, Pitts, B. & Zhang, J. J. (2020). Management and Marketing of Sports in the U.S.: Introduction. In B. G. Pitts. & J. J. Zhang. (Eds.), *Sport business in the United States* (pp. 1-23). London, UK: Routledge (ISBN: 978-0-367-52840-9).

REFEREED CONFERENCE PROCEEDINGS

Nam, C., **Yu, H. Y.**, Manchiraju, S. & Anderson, A., (2025). Consumers' smart fitness apparel purchase intention: Do social acceptability attributes, environmental concerns, and health beliefs matter?. *International Textile and Apparel Association Annual Conference Proceedings*, 81(1). doi: <https://doi.org/10.31274/itaa.15877>

RESEARCH PRESENTATION

- *47. #Payne, T., Blaylock, R., Flores, C., & **Yu, H. Y.** (2026, Submitted). Behind the play, behind the mic: The dual lives of athlete podcasters. Applied Sport Management Association.
- *46. **Yu, H. Y.**, Lee, M., Na, S., & Chung, K. (2026, Submitted) *Sustainable benefits of small-scale participatory sport events: Impacts on participant satisfaction and destination image*. Applied Sport Management Association.
- *45. Prewitt, S., Campbell, P., & **Yu, H. Y.** (2026, Submitted). *Keeping coaches in the game: The impact of organizational resilience on turnover intentions*. Applied Sport Management Association.
- *44. Chung, K., **Yu, H. Y.**, Kim, M., & Lee, W. (2026, Submitted). *Managing heat risks in sport: How acclimatization shapes ethnic sport participants' satisfaction, burnout, and subjective well-being*. Applied Sport Management Association.
- *43. Chung, K., **Yu, H. Y.**, & Kim, M. (2026, Submitted). *Heat risk mitigation in ethnic sporting event: The dynamics of satisfaction, burnout, and subjective well-being*. North America Society for Sport Management.
- *42. Nam, C., **Yu, H. Y.**, & Lee, S. H. (2025, Accepted). *M-Commerce with luxury fashion goods in pre-owned markets*. International Textile and Apparel Association.
- *41. **Yu, H. Y.**, Bae, W., Kim, S., & Cho, M. (2025, October). *Identifying motivational factors influencing pickleball participation behavior*. Presented at Sport Marketing Association. Phoenix, AR.
- *40. **Yu, H. Y.**, Kim, H., & Alonso, F. (2025, October). *Live sports streaming service quality and viewer loyalty: Strategic insights from cognitive and complexity perspectives*. Presented at Sport Marketing Association. Phoenix, AR.
- *39. Bae, W., **Yu, H. Y.**, & Cho, M. (2025, September). *Why we play: A deep dive into the motivational factors behind pickleball participation and well-being*. Presented at European Association Sport Management. Budapest, Hungary.
- *38. Bae, W., Cho, M. & **Yu, H. Y.** (2025, July). *Building fan connections and personal brands: An analysis of social media strategies by female professional athletes*. Presented at World Congress of Sociology of Sport. Seoul, South Korea.
- *37. Nam, C., **Yu, H. Y.**, & Wachira, E. (2025, May). *Beyond self-preservation: Extending protection motivation theory to elucidate face covering adoption during a global pandemic*. Presented at Texas Public Health Association. Brownsville, TX.
- *36. **Yu, H. Y.**, Bae, W., Cho, M., Chung, K., & Runyan, B. (2025, February). *Risk management in the esports industry about in-game items based on non-fungible tokens: Differences in esports identification*. Presented at Applied Sport Management Association. Cincinnati, OH.

- *35. Chung, K., & **Yu, H. Y.** (2025, February). *Car crashes in F1 races: The marketing potential of multisensory imagery*. Presented at Applied Sport Management Association. Cincinnati, OH.
- *34. **Yu, H. Y.**, Schelfhout, S., & Chung, K. (2025, January). *Exploring esports consumer behavior: A study of in-game digital assets*. Presented at COSMA. Las Vegas, NV.
- *33. Nam, C., **Yu, H. Y.**, Manchiraju, S., & Anderson., A. (2024, November). *Consumers' smart fitness apparel purchase intention: Do social acceptability attributes, environmental concerns, and health beliefs matter?* Presented at International Textile and Apparel Association. Long Beach, CA.
- *32. #Quattlebaum, B., & **Yu, H. Y.** (2024, November). *Exploring the impact of exit velocity and launch angle on home run success: A sport data analytics using open source python packages*. Presented at Sport Marketing Association. St. Louis, MO.
- *31. **Yu, H. Y.**, Kim, S., Park, S., & Cho, M. (2024, November). *An analysis of the sport fans' experiences with in-seat mobile ordering in stadiums*. Presented at Sport Marketing Association. St. Louis, MO.
- 30. Lee, M., Kim, W., & **Yu, H. Y.** (2024, November). *Can environmental value-driven messages change fans' pro-sustainable behavior?* Presented at Sport Marketing Association. St. Louis, MO.
- 29. **Yu, H. Y.**, Kim, S., Robinson, G. M., & Lee, D. (2024, June). *Analyzing fan behavior in utilizing in-seat mobile food delivery apps*. Presented at NASSM, Minneapolis, MN.
- 28. **Yu, H. Y.**, Lee, S., & Kim, S., (2024, June). *Examining the relationship between niche sport attributes, psychological commitment, and positive word of mouth among floorball spectators in Korea*. Presented at NASSM, Minneapolis, MN.
- 27. Lee, S. & **Yu, H. Y.** (2024, February). *Assessment of higher-order reflective-formative scale of niche sport attributes: A PLS-SEM Approach*. Presented at ASMA, Knoxville, TN.
- 26. #Buchanan, B., & **Yu, H. Y.** (2023, November). *Understanding the prospective student-athletes' decisions of school selection: Identifying athletic-related and non-athletic-related factors*. Presented at SHAPE, Jonesboro, AR.
- 25. Kim, H., **Yu, H. Y.**, & Kim, Y. (2023, October). *No more controversial calls? Exploring the perception and impact of technology-assisted decision making system*. Presented at Sport Marketing Association, Tampa, FL.
- 24. **Yu, H. Y.**, Chung, K., Schelfhout, S., & Ternes, N. (2023, October). *Exploring esports consumers perceptions of Non-Fungible Tokens-based items and skins in game*. Presented at Sport Marketing Association, Tampa, FL.
- 23. #Sommer, C., Hicks, E., Ousley, S., & **Yu, H. Y.** (2022, November). *The impact of golf shots on PGA players performance: Examining the relationship between in-game elements and scoring average*. Presented at Mid-South Educational Research Association, Little Rock, AR.
- 22. Kim, Y., **Yu, H. Y.**, & Lehm, K. (2022, October). *The effect of an athletic department's pro-environmental initiatives on the tri-component attitude model: An experimental examination*. Presented at Sport Marketing Association, Charlotte, NC.
- 21. Kim, S., **Yu, H. Y.**, Park, S., & Lee, H. (2022, June). *Intentions to use mobile in-seat ordering services at stadiums: Integrating UTAUT2, service delivery, and service satisfaction literature*. Presented at the North America Society for Sport Management conference, Atlanta, GA.

20. Robinson, G. M., Magnusen, M. J., & **Yu, H. Y.** (2022, February). *Teaching servant leadership through experience and practice: A case study in service-learning*. Presented at the Applied Sport Management Association conference, Indianapolis, IN.
19. **Yu, H. Y.**, Ternes, N., & Foreman, J. (2021, October). *Investigation of the relationships among fan associations, fan identification, and behavioral intention: Reflective-Formative approach*. Presented at Sport Marketing Association conference, Las Vegas, NV.
18. Kim, S., **Yu, H. Y.**, Uhm, J., & Lee, H. (2021, June). *Sport consumers' adoption of digital ticketing: The moderating effect of technology readiness*. Presented at North America Society for Sport Management, Virtual Conference.
17. **Yu, H. Y.**, Lee, M., Reid, C. E., & Lee, D. (2020, November). *The impact of sporting events on host city: A resident's perspective*. Presented at Sport Management Association of Australia & New Zealand, Virtual Conference.
16. **Yu, H. Y.**, Lee, D., & Cottingham, M. (2020, November). *CORS team fan's actual team switching behavior*. Presented at Sport Management Association of Australia & New Zealand, Virtual Conference.
15. **Yu, H. Y.**, Lee, D., & Cottingham, M. (2020). *Sport fan's team switching behavior in the case of CORSing* [Oral presentation]. The North America Society for Sport Management conference, San Diego, CA (Conference canceled).
14. Robinson, G. M., Kim, J., & **Yu, H. Y.** (2020). *Win-at-all-costs? Follower bottom-line mentality as a buffer between servant leadership and organizational commitment*. Presented at the North America Society for Sport Management conference, Virtual Conference.
13. **Yu, H. Y.**, Lee, D., & Cottingham, M. (2019). *To partner or not? The effect of brand alliance on consumer behavior within the sports industry* (**Finalist of the student best paper winner**). Presented at the Sport Entertainment & Venues Tomorrow, Columbia, SC.
12. **Yu, H. Y.**, Lee, D., & Cottingham, M. (2019). *Consumer aspects of symbolic and ingredient co-branding in sports context*. Presented at the Sport Marketing Association conference, Chicago, IL.
11. **Yu, H. Y.**, Robinson, G. M., Lee, D., & Cottingham, M. (2019). *Servant leadership in the sport fitness industries: A relational model to increase member retention*. Presented at the North America Society for Sport Management conference, New Orleans, LA.
10. **Yu, H. Y.**, Robinson, G. M., Magnusen, M. J., Lee, D., & Lee, M. (2019). *Servant leadership as an effective model for member retention in the sport performance and fitness industries*. Presented at the Applied Sport Management Association conference, Nashville, TN.
9. **Yu, H. Y.**, Lee, M., Lee, D., Cottingham, M., & Maeng, L. (2018). *Exploring sport fan association types across sports*. Presented at the Applied Sport Management Association conference, Waco, TX.
8. Lee, D., Park, I., Maeng, L. **Yu, H. Y.**, & Lee, M. (2018). *How sport consumers authenticate teams: Global perspectives*. Presented at the Sport Marketing Association conference, Dallas, TX.

7. Lee, D., Lee, M., **Yu, H. Y.**, & Cottingham, M. (2017). *Visual mapping of fan associations: BIRFers and CORsers (Finalist of the best paper winner)*. Presented at the Sport Marketing Association conference, Boston, MA.
6. Lee, M., **Yu, H. Y.**, & Lee, D. (2017). *Sport brand extension evaluations: A case study of Nike Golf and Taylor Made Golf*. Presented at the North America Society for Sport Management conference, Denver, CO.
5. Lee, D., **Yu, H. Y.**, Cottingham, M., Pearson, D., & Walsh, D. W. (2016). *Team association types among CORsers and BIRFers*. Presented at the Sport Marketing Association conference, Indianapolis, IN.
4. Lee, D., **Yu, H. Y.**, Kim, C., Cottingham, M., & Kim, S-H. (2016). *Place promotion and mega sporting events: Perspectives from the Final Four 2016*. Presented at the Sport Marketing Association conference, Indianapolis, IN.
3. **Yu, H. Y.**, Lee, D., & Cottingham, M. (2016). *The link between team associations and team product consumptive behaviors*. Presented at the North America Society for Sport Management, Orlando, FL.
2. Lee, D., Zhang, Y., Cottingham, M., & **Yu, H. Y.** (2016). *Personal values, goals, and involvements in sport: A cross-cultural study*. Presented at the North America Society for Sport Management conference, Orlando, FL.
1. **Yu, H. Y.**, & James, J. D. (2015). *The effect of personality traits on spectators ratings of service quality and satisfaction*. Presented at the North American Society for Sport Management conference, Ottawa, Canada.

RESEARCH GRANTS AND AWARDS

- Cottingham, M (PI), Lee, D (Co-I), & Lee, B-C (2016). Development of measures for classification system for athletes with disabilities. Research Progress Grant. Division of Research at UH. Proposal#: I182-11. **Funded amount: \$11,795**
- Ho Yeol Yu (PI) (2022). Faculty Research Fund at Arkansas State University. Revitalizing sport fans' game-day experience via mobile ordering at stadiums. Proposal# 150170-254401-1220. **Funded amount: \$5,949.15**