

YOONKI CHUN, PH.D.

Department of Kinesiology
University of Alabama in Huntsville, Huntsville, AL
(256) 824-6009 | yoonki.chun@uah.edu

EDUCATION

University of Florida, Gainesville, FL Doctor of Philosophy ; Major: Sport Management Minor: Research and Evaluation Methodology	August, 2024
Kyung Hee University, Seoul, Korea Master of Science ; Major: Sport Management	February 2020
University of Illinois, Champaign, IL Bachelor of Science ; Major: Recreation, Sport, and Tourism Concentration: Sport Management	May 2016

RESEARCH EXPERTISE

I study identity in the sport industry with a specific focus on athletic identity in the context of athlete development. My research employs multiple methods, including artificial intelligence, natural language processing, and semi-structured interviews.

Specific Research Topics

1. Athletic identity work involving identity coherence, continuity, and distinctiveness
2. Interdependent identity development of athlete and sport consumer
3. Methodological application of artificial intelligence and natural language processing

ACADEMIC APPOINTMENTS

University of Alabama in Huntsville, Department of Kinesiology Assistant Professor	August 2024 - Present
University of Florida, Department of Sport Management Graduate Assistant	January 2021 –May 2024
University of Florida, Institute for Coaching Excellence Graduate Assistant	Fall 2021 – May 2024
Kyung-Hee University, Sports Science Institute Research Assistant	March 2018 – August 2019
Kyung-Hee University, Sports Industry-Marketing Research Center Research Assistant	March 2018 – February 2020

REFEREED PUBLICATIONS

*Corresponding author underlined

1. Chun, Y., Wendling, E., & Sagas, M. (2023). Identity work in athletes: A systematic review of the literature. *Sports, 11*(10), 203.

2. **Chun, Y.**, Lee, J. H., Kim, M. J., & Ko, S. J. (2023). Sport brands' social media information traits, consumers' media and brand engagement, and purchase intention: A structural equation modeling approach. *Journal of Sport and Leisure Studies*, 93, 79-96.
3. **Chun, Y.**, & Sagas, M. (2022). Integrated Fan Identity: Theoretical Framework and Conceptualization. *Sports Innovation Journal*, 3, 45-60.
4. **Chun, Y.**, Sagas, M., & Wendling, E. (2022). The Intervening Effects of Perceived Organizational Support on COVID-19 Pandemic Stress, Job Burnout and Occupational Turnover Intentions of Collegiate Sport Athlete-Facing Professionals. *Sustainability*, 14(11), 6807.
5. Lee, J. H., **Chun, Y. K.**, & Lee, J. H. (2019). The structural relationship between emotional response, brand-event image congruence, brand attitude and brand loyalty among sport brands' marathon event participants. *The Korea Journal of Sports Science*, 28(5), 487-500.
6. Lee, J. H., **Chun, Y. K.**, Lee, E. J., & Seo, J. Y. (2019). The effects of KBO League highlight TV program female announcer's image on viewer's satisfaction, channel reputation, and viewing intention. *The Korea Journal of Sports Science*, 28(5), 429-440.
7. Lee, J. H., **Chun, Y. K.**, & Kim M. J. (2019). Effects of sports O2O platform's service quality on platform attitude, satisfaction, and behavioral intention of platform users. *The Korea Journal of Sports Science*, 28(2), 463-478.

REFEREED PUBLICATIONS UNDER REVIEW

*Corresponding author underlined

1. Kang, P., Ko, Y. J., Youm, S., & **Chun, Y.** (Working paper). Consumer heuristics, value and risk perceptions towards sport Non-Fungible Token (NFT): Application of artificial intelligence approach. [REDACTED]

WORK IN PROGRESS

*Corresponding author underlined

Data collected, analyzed, and early draft completed

1. **Chun, Y.**, Wendling, E., & Sagas, M. (Working paper). Athlete inside me never dies: An integrated theoretical perspective on identity continuity. *Targeting Sport, Exercise, and Performance Psychology*.
2. **Chun, Y.**, Kim, M., Sagas, M., & Shin, J. (Working paper). Identity continuity of transitioned athletes: An assessment using natural language processing. *Targeting Journal of Sport Management*.
3. Wendling, E., **Chun, Y.**, & Sagas, M. (Working paper). Meaning in life and career calling of former college athletes during emerging adulthood and adulthood. *Targeting Sport Management Review*.
4. Sagas, M., Wendling, E., & Chun, Y. Organizational turnover intentions in the era of COVID-19. *Targeting International Journal of Environmental Research and Public Health*.
5. **Chun, Y.**, Sagas, M., & Wendling, E. (Working paper). A one-year follow-up study of job stress and organizational turnovers of NCAA employees during the COVID-19 pandemic. *Targeting Journal of Sport Management*.

Conceptualization, literature review, or data collection

1. **Chun, Y.** (Working paper). A longitudinal change of sentiments of student-athletes following the implementation of NIL. *Status: data collection. Target journal to be decided.*
2. **Chun, Y.**, & Kang, P. (Working paper). Expectancy shift and future plan for consumption of MLB fans following the conclusion of 2023 season: a LDA topic modeling approach. *Status: data collection. Targeting International Journal of Sport Marketing and Sponsorship.*
3. **Chun, Y.**, Wendling, E., & Sagas, M. (Working paper). A Cross-cultural comparison of identity continuity development between Korean and American transitioned athletes. *Status: data collection. Targeting Journal of Sport Management.*
4. **Chun, Y.** (Working Paper). Exploring the impact of social media usage on athletic identity development in the NIL era: A LDA topic modeling approach. *Targeting Journal of Sport Management.*
5. **Chun, Y.**, & Ko, S.J. (Working paper). Development and preliminary validation of the Korean Academic and Athletic Identity Scale. *Targeting Sport, Exercise, and Performance Psychology.*

INSTRUCTOR OF RECORD

Courses Taught at University of Alabama in Huntsville

Undergraduate

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| 1. Facility and Equipment Management | Fall 2024 |
| 2. Introduction to Sport Law | Fall 2024 |

Courses Taught at the University of Florida

Undergraduate

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| 1. Ethical Issues in Sport (SPM3204) | Fall 2022 – Spring 2024 |
| <ul style="list-style-type: none"> - Fall 2022: 30 students / students' average rating: 4.49; College average: 4.49 - Spring 2023: 26 students / students' average rating: 4.78; College average: 4.53 - Fall 2023: 17 students: students' average rating: 4.78; College average: 4.52 - Spring 2024: 20 students | |

TEACHING ASSISTANT

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| 1. Ethical Issues in Sport (SPM3204) | Spring 2022 |
| 2. Introduction to Sport Management (SPM2000) | Summer 2021 – Spring 2022 |
| 3. Sport and Society (SPM3012) | Spring 2021 – Fall 2021 |

GRANTS & CONTRACTS

1. Ko, Y.J., Kang, P., **Chun, Y.**, Yun, L., Kim, J., Chang, S., & Davis, S. Loneliness and socialization among student-athletes: Integrative framework and empirical evidence. *NCAA Innovations in Research and Practice Grant*. Not Funded: \$34,500 2024
2. **Chun, Y.** (PI), & Sagas, M. (Advisor). Identity continuity of former college athletes: Assessment and

implication for career adaptation.

NCAA Graduate Student Research Grant. Not Funded: \$4,900

3. Plunkett, E. (PI), & **Chun, Y.** (Co-PI). Situational Analysis for a Division I athletic program. *Carr Sports*. Funded: \$3,000 2021
4. Sagas, M. (PI), Plunkett, E. (Co-PI), & **Chun, Y.** (Co-PI). Situational Analysis for a Division I athletic program. *Carr Sports*. Funded: \$2,000 2021
5. Lee, J. H. (PI), Kim, M. J. (Co-PI), Kim, S. Y. (Co-PI), Lim, S. J (Co-I), & **Chun, Y.** (RA). 88 Country Club Customer Satisfaction Index Research. *Korea Ministry of Patriots and Veterans Affairs*. Funded: \$17,000 2018
6. Lee, J. H. (PI), **Chun, Y.** (Co-PI), & Kim, M.J (Co-PI). Development of Multi-professional sports corporate social responsibility (CSR) platform. *Korea Professional Sports Association (KPSA)*. Funded: \$57,000 2018-2019

REFEREED CONFERENCE PRESENTATIONS

1. **Chun, Y.**, Sagas, M., Ko, Y. J., McLeod, C., & Shin, J. (June 2024). A post-positivist application of natural language processing: An athlete career transition case. Presented at the *2024 North American Society for Sport Management (NASSM) Conference, Minneapolis, MN. (25-minute oral presentation)*.
2. **Chun, Y.**, Ji, Y.S., Lee, D. H., & McLeod, C. (June 2024). The effect of effort-reward imbalance on student athlete's burnout: The moderating role of athletic identity. Presented at the *2024 North American Society for Sport Management (NASSM) Conference, Minneapolis, MN. (25-minute oral presentation)*.
3. **Chun, Y.**, Sagas, M. (March 2024). Exploring identity continuity and quality of life in post-sport careers of former NCAA athletes. Presented at the *College Sport Research Institute Conference, Columbia, SC. (30-minute oral presentation)*
4. Wendling, E., Sagas, M., & **Chun, Y.** (June 2023). Finding meaning in life in middle and late adulthood: Impact on former athletes' subjective and psychological well-being. Presented at the *Fourteenth International Conference on Sport & Society, Las Vegas, NV. (20-minute oral presentation)*.
5. **Chun, Y.**, Wendling, E., & Sagas, M. (June 2023). Athletic identity work: A systematic review of the literature. Presented at the *Fourteenth International Conference on Sport & Society, Las Vegas, NV. (20-minute oral presentation)*.
6. **Chun, Y.**, Kim, M., Wendling, E., Sagas, M., Shin, J., & Kong, L. (May 2023). Identity continuity of transitioned athletes: An assessment using natural language processing. Presented at the *PAADS Athlete Development Research Symposium, New York, NY. (25-minute oral presentation)*.
7. **Chun, Y.**, Sagas, M., & Wendling, E. (March 2023). The application of integrated and developmental perspective towards sport fan identity. Presented at the *2023 World Association for Sport Management (WASM) Conference, Doha, Qatar. (Poster)*.
8. **Chun, Y.**, Fleshman, S., Sagas, M., & Wendling, E. (June 2022). COVID-19 pandemic stress and occupational turnover intentions of NCAA academic service professionals: The mediating role of organizational support and job burnout. Presented at the *2021 North American Society for Sport Management (NASSM) Conference, Atlanta, GA. (25-minute oral presentation)*.

9. Lee, H., Cho, H., & **Chun, Y.** (June 2022). The effects of sports content creators' public trust on viewers' immersion, satisfaction and viewing intention. To be presented at the *2021 North American Society for Sport Management (NASSM) Conference*, Atlanta, GA. (Poster).
10. **Chun, Y.**, Lee, J. H., & Lee, J. H. (May 2020). A study on female sport participants' subjectivity: the investigation of consumer types towards sport brands' online advertisements using the Q-Methodology. Presented at the *2020 North American Society for Sport Management (NASSM) Conference*, San Diego, CA. (Virtual Asynchronous).
11. **Chun, Y.**, Kim, M.J., Lim, S. J. & Lee, J. H. (October 2019). Structural relationship between sport brands' social networking service, media & brand engagement, and purchase intention. Presented at the *2019 Korean Alliance for Health, Physical Education, Recreation, and Dance Conference*, Seoul, Korea. (20-minute oral presentation).
12. Kim, J. H., Lim, S. Y., **Chun, Y.**, & Lee, J. H. (October 2019). Effects of e-sports broad jokey traits on viewer's satisfaction, immersion, and re-viewing intention. *2019 Korean Alliance for Health, Physical Education, Recreation, and Dance Conference*, Seoul, Korea. (Poster).
13. **Chun, Y.**, Kim, M. J., & Lee, S. K. (October 2018). Effects of sports O2O platform's service quality on platform attitude, satisfaction, and behavioral intention of platform users. Presented at the *2018 International Sport Science Congress in Commemoration of the 1988 Seoul Olympic Games*, Jallabuk-do, Korea. (20-minute oral presentation).

INVITED PRESENTATIONS & LECTURE

1. Chun, Y. (March 2023). *Application of natural language processing for construct assessment and theory building*. Presented at the Sport Management Ph.D. Research Methods Seminar. University of Florida, Gainesville, FL.
2. Chun, Y. (July 2022). The why, what, and how of sport management research. Presented at the sport management graduate student seminar. Kyung Hee University, Seoul, Korea.

FELLOWSHIPS & AWARDS

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| 1. Korean American Association for Sport Management (KAASM) Scholarship | May, 2024 |
| 2. Nominated for Graduate Student Teaching Award, University of Florida | Spring, 2024 |
| 3. SPM Doctoral Student Research Grant, University of Florida | Fall, 2023 |
| 4. Allen, Holyoak, & Varnes Scholarship, University of Florida | Spring, 2023 |
| 5. SPM Doctoral Research Award, University of Florida | Fall, 2022 |
| 6. Grinter Fellowship Award, University of Florida | 2021 - 2022 |
| 7. Winner, Outstanding professional presentation, KAHPERD Annual Conference | Fall, 2019 |

CAMPUS, COMMUNITY, & PROFESSIONAL SERVICE

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| 1. Graduate Student Member, Diversity, Equity, and Inclusion (DEI) Committee
University of Florida, Department of Sport Management | Fall, 2022 – Spring 2023 |
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PROFESSIONAL INDUSTRY EXPERIENCE

Brion Sports Group Ltd., Seoul, Korea <i>Position:</i> Athlete management and marketing professional	2016 - 2018
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PROFESSIONAL INDUSTRY PROJECTS

Athlete Management

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| <ul style="list-style-type: none"> - <i>Players:</i> Sang-Hwa Lee (Speed Skating, Olympic Gold Medalist),
Seung-Ho Paik (<i>Soccer, FC Barcelona</i>),
Se-Young Park (Short track skating, Asian Game Gold Medalist),
Seung-Hi Park (Speed Skating, Olympic Gold Medalist) - <i>Contribution:</i> Endorsement contracts, training support, and personal development | 2016-2018 |
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Adidas Football X online platform

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| <ul style="list-style-type: none"> - <i>Ordering Organization:</i> Adidas Korea - <i>Budget:</i> \$170,000 - <i>Role:</i> Project Manager - <i>Contribution:</i> Developed online football application for amateur players. | 2016 - 2018 |
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General Motors Korea (Chevrolet brand) Football marketing

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| <ul style="list-style-type: none"> - <i>Ordering Organization:</i> General Motors Korea - <i>Budget:</i> \$860,000 - <i>Role:</i> Project Manager - <i>Contribution:</i> Planned and executed Manchester United sponsorship campaigns | 2017 - 2018 |
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Team Visa Athlete Endorsement Consultation

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| <ul style="list-style-type: none"> - <i>Ordering Organization:</i> VISA - <i>Budget:</i> \$108,000 - <i>Role:</i> Consultant - <i>Contribution:</i> Consulted endorsement candidates for VISA's Pyeongchang Winter Olympic Games sponsorship campaign | 2016 - 2018 |
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Adidas Tango League Seoul

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| <ul style="list-style-type: none"> - <i>Ordering Organization:</i> Adidas Korea - <i>Budget:</i> \$240,000 - <i>Role:</i> Co-Project Manager - <i>Contribution:</i> Planned and executed National futsal tournament for 3,000 students | 2017 |
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ACADEMIC & PROFESSIONAL MEMBERSHIPS

Professional Association of Athlete Development Specialists (PAADS)	2023 – Present
Korean Society of Sport and Leisure Studies (KSSLS)	2023 – Present
North American Society for Sport Management (NASSM)	2019 – Present

Korean American Society for Sport Management (KAASM)	2019 - Present
Korean Alliance for Health, Physical Education, Recreation, and Dance (KAHPERD)	2018 – 2020
Korean Society for Sport Management (KSSM)	2018 – 2020

DATA ANALYTICAL AND VISUALIZATION SKILLS

Intermediate: R, MPlus, Stata

Advanced: SPSS, Python, PowerPoint, Excel, VOS Viewer, Qualtrics