

Brian H. Yim

Assistant Professor
FLA
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Education

Ph.D., Kinesiology, Sport Management and Policy University of Georgia, Athens, Georgia	2015
M.A., Sport Marketing Korea National Sport University, Seoul Korea	2007
B.A., Education in Sport and Leisure Studie Korea National Sport University, Seoul Korea	2003

Higher Education Work Experience

Assistant Professor School of Foundations, Leadership and Administration, Kent State University	2015-present
Instructor (Sport Management) Dept. of Kinesiology, University of Georgia, Athens, GA	2014-2015
Basic PE Instructor Dept. of Kinesiology, University of Georgia, Athens, GA	2012-2014

Sport Industry Experience

Staff Korean Olympic Committee, Seoul, Korea	2004-2006
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Peer Reviewed Publications

Yim, B. H., & Byon, K. K. (accepted, 2017) Structural Relationship among Loss Aversion, Emotion, and Sport Consumption: The Case of NCAA Men's Basketball Tournament Bracketology. *Journal of Global Sport Management*.

Yim, B. H., Lyberger, M., & Gerrow, A. (accepted, 2017). Soccer Feasibility Study: Assessment, Value and Demand - A Traditional Approach. *Journal of Shanghai University of Sport, Special Issue: Managing and Marketing Soccer*.

Kim, K. S., & **Yim, B. H.** (2017). Utilizing Social Network Analysis in Social Sciences in Sport. *Asian Pacific Journal of Sport and Social Science*.

Kim, S. K., **Yim, B. H.**, Yu, J. G., Kim, S., & Park, J. (2016). [Spectator perception of service quality attributes associated with Shanghai Formula One: Importance and Performance Analysis Approach](#). *International Journal of Sports Marketing and Sponsorship*, 19(2), 153-171.

Lee, Y. G., **Yim, B. H.**, Jones, C., & Kim, B. G. (2016). [The extended marketing mix in the context of dance as a performing art](#). *Social Behavior and Personality: An International Journal*, 44(6), 1043-1056.

Yim, B. H., Byon, K. K., & Baker, T. A. (2014). [Conceptualization and Empirical Verification of the Sport Fan Emotional Experience](#). *International Journal of Asian Society for Physical Education, Sport and Dance*, 12, 19-39.

Book Chapter Publication

Yim, B. H., Lyberger, M., & Gerrow, A. (accepted 2017). *Soccer Feasibility Study: Assessment, Value and Demand - A Traditional Approach*. World Association for Sport Management (WASM) Series Research Book.

Byon & **Yim** (accepted 2017). *SEM method: application in sport management academic discipline*. Journal of Shanghai University of Sport Research Book chapter.

Yim, B. H., Byon, K. K., & Zhang, J. J. (accepted 2017). *Identifying the Critical Factors in Sport Consumption Decision Making Process for the Millennial Sport Fans: Literature review*. World Association for Sport Management (WASM) Series Research Book.

Yim, B. H., Walton-Fisette, T., & Tunney, J. (2016). ["Killer Slides" in Major League Baseball: On-field Violence and Entertainment Value on Sport](#). *Sports and Violence: History, Theory, and Practice*. Cambridge Scholars Publishing.

Manuscripts Under Review

Yim, B. H., Byon, K. K., & Baker, T. A. (re-submitted after third revision). The Mediating Role of Game and Service Satisfaction between Fan Emotion and Behavioral Intentions: Examination in Winning and Losing Situations. *Sport Marketing Quarterly*.

Song, H. , Kim, K., & **Yim, B. H.** (re-submitted after second revision). The Mediating Effect of Place Attachment on the Relationship between Golf Tourism Destination Image and Revisit Intention. *Asian Pacific Journal of Tourism*.

Yim, B. H & Sabatinelli, D. (under review). Psychophysiological Measurements of Sport Fans' Emotions: Systematic Review. *Asian Pacific Journal of Sport and Social Science*.

Jang, W. W., **Yim, B. H.**, & Byon, K. K. (under review). Examining Inter-Relationship among Atmospherics, Emotion, and Behavioral Intention: Moderating Effects of Level of Team Identification and Gender. *International Journal of Sports*

Manuscripts In Progress

Yim, B. H., Byon, K. K., Baker, T. A. & Zhang, J. J. (in progress, completed study, formatting into journal format). Identifying the Critical Factors in Sport Consumption Decision Making Process for the Millennial Sport Fans: Triangulation Using Literature Review, Focus Group Interview, and Survey Methods. *JSM*

Yim, B. H., Byon, K. K., Baker, T. A. & Zhang, J. J. (in progress, completed study, formatting into journal format). Empirical Examination of the Critical Factors in the Sport Consumption Decision Making Process of Millennial Sport Fans Using the Model of Goal-directed Behavior. *JSM*

Yim, B. H., Byon, K. K., Baker, T. A. & Zhang, J. J. (in progress, completed study, formatting into journal format). Validation of the Sport Fan Model of Goal-directed Behavior: Comparison to Theory of Reasoned Action, Theory of Planned Behavior, and Model of Goal-directed Behavior.

Yim, B. H. (in progress, funding received, data collection completed). Play Responsibly!: An Application of a Model of Goal-Directed Behavior among Daily Fantasy Sports Players. *Funded by EHHS AY15/16 Internal Seed Award Competition. SMR*

Yim, B. H. & Wang, P. (in progress, data collection completed). Cleveland as sport destination: influence of the game performance on sport tourist behavior.

Kim, K. S., **Yim, B. H.**, & Lyberger, M. (in progress, data collection completed for three journals). Analyzing the knowledge network structure of five major academic journal in sport management discipline in last ten years by using social network analysis. *JSM*

Davis, W., Lyberger, M., & **Yim, B. H.** (in progress, collecting the last phase of data collection). Oxford happiness study: examining the longitudinal effect of the Oxford happiness.

Yim, B. H., Lyberger, M., Walton-Fisette, T., & Mulroney, A. (in progress, proposal completed, funding received). Impact of Using Native American Symbol on Organizational Image: Case of Cleveland Indians MLB. *Funded by 2017 North American Society for Sport Management (NASSM) Parks Research Grant. JSM*

Yim, B. H. & Lyberger, M. (in progress, proposal completed, funding received). You belong here: increasing the sense of belonging and attendance at intercollegiate athletic events of international students through sport socialization. *Funded by EHHS AY16/17 Internal Seed Award Competition. JSM*

Technical Reports

Lyberger, M.R., **Yim, B. H.**, Slama, C., Lyberger, J.N., Lyberger, J.M., Dawson, C.

& Markulis, J. (2017). *Cincinnati Sports Nation Feasibility Study*. Conducted for Cincinnati Sports Nation stakeholders at the request of Huntington Bank. Funded \$14,500.

Lyberger, M.R., **Yim, B.**, Mulrooney, A., Tunney, J., Slama, C., Beidle, A., & Gateway Consultant Group. (2016). *Northcoast Feasibility Study – Soccer: An Analysis of Construction*. Funded \$10,000.

Presentations

White, K., Walton-Fisette, T., Wilson, K., **Yim, B. H.**, Lyberger, M., Mulrooney, A., & Donnelly, M. (2017, November). *Blind Side: High School Economics and Becoming an NFL Player*. Accepted (oral presentation) to the 2017 North American Society for the Sociology of Sport, Windsor, Ontario, Canada.

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*. Accepted (poster presentation) to the 15th Annual Sport Marketing Association Conference, Boston, Massachusetts.

Lyberger, M., McCarthy, L., **Yim, B. H.**, (2017, November). Fan identification with professional teams in a multi-team market. Accepted (oral presentation) to the 15th Annual Sport Marketing Association Conference, Boston, Massachusetts.

Lyberger, M. R., McCarthy, L., **Yim, B. H.**, & Abowd, E. (2017, September). *Mission Statements in Professional Sport: An Assessment of Orientation, Communication and Benefits*. Accepted (oral presentation) to the 2017 25th European Association for Sport Management Conference, Bern, Switzerland.

Yim, B. H., & Byon, K. K. (2017, May). *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) to the 2017 North American Society for Sport Management, Denver, Colorado.

Lyberger, M., **Yim, B. H.**, Walton-Fisette T., & Mulrooney A. (2017, May). *Indians Sales Class Case*. Presented (teaching fair presentation) to the 2017 North American Society for Sport Management, Denver, Colorado.

Yim, B. H., Byon, K. K., Baker, T. A. & Zhang, J. J. (2016, May). *Identifying the Critical Factors in Sport Consumption Decision Making Process for the Millennial Sport Fans using a Triangulation*. Presented (poster presentation) to the 2016 North American Society for Sport Management, Orlando, Florida.

Yim, B. H., Walton-Fisette, T., Tunney, J., & Reimer, Z. (2016, Mar). *Infield Violence on Fans' Game Experience: Case of Killer Sliding to Prevent the Shortstop Double Play*. Presented (Oral presentation) to Sport and Violence Conference, Ashland, Ohio.

Yim, B. H., & Byon, K. K. (2015, Oct). *Relationship between Emotion, Satisfaction, Team Identification, and Behavior*. Presented (poster presentation) at the 13th Annual Sport Marketing Association Conference, Atlanta, Georgia.

Jang, W., **Yim, B. H.**, & Byon, K. K. (2015, Oct). *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.

Yim, B. H., & Byon, K. K. (2015, Mar). *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.

Jang, W. W., **Yim, B. H.**, & Byon, K. K. (2015, Mar). *Examining Inter-Relationship among Atmospherics, 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.

Yim, B. H., Byon, K. K., & Baker, T. A. (2014, Oct). *The Role of Legitimacy in Sport Fan Community*. Presented (poster presentation) at the 12th Annual Sport Marketing Association Conference, Philadelphia, Pennsylvania.

Yim, B. H. (2014, Oct). *Using Mobile Applications in Kinesiology Courses to Increase Student Engagement: A Case in a Lecture Class and a Case in a Physical Education (Golf) Class*. Presented (poster presentation) at the College of Education Innovation in Teaching Conference, Athens, Georgia.

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.

Yim, B. H., Byon, K. K., & Baker, T. A. (2014, Mar). *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.

Byon, K. K., Choi, Y. H., & **Yim, B. H.** (2014, Mar). *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.

Yim, B. H. (2014, Feb). *Relationship among Loss Aversion, Team Identification, and Sport Fan Decision Making*. Presented (poster presentation) at the 2014 UGA Sport Symposium, Athens, Georgia.

Byon, K. K., Kim, S. K., **Yim, B. H.**, Yu, J. G., & Kim, C. (2013, Dec). *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.

Yim, B. H., Byon, K. K., & Baker, T. A. (2013, Oct). *Development of sport fan emotion scale.* Presented (oral presentation) at the 11th Annual Sport Marketing Association Conference, Albuquerque, New Mexico.

Yim, B. H. (2013, Apr). *The Influence of Sport Fans Emotion on Sport Consumption Intention.* Presented (poster presentation) at the Graduate Student Research Conference, Athens, Georgia.

Yim, B. H. (2013, Apr). *Future-Oriented Positive Emotion as a Motive on Physical Activity Promotion to Reduce Obesity.* Presented (poster presentation) at the Global Educational Forum on Globalization, Sport and Development, Athens, Georgia.

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.

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.

Yim, B. H. (2012, Apr). *Review of Media's Role on Enhancing Hegemonic Masculinity in Sport.* Presented (poster presentation) at the Global Educational Forum on Globalization, Sport and Development, Athens, Georgia.

Yim, B. H. (2012, Apr). *The Experience of Using Twitter as a Sport Fan.* Presented (poster presentation) at the Global Educational Forum on Globalization, Sport and Development, Athens, Georgia.

Yim, B. H., Byon, K. K., Baker, A. T., & Zhang, J. J. (2012, Oct). *Theoretical Framework for Development of Sport Fan Emotion Scale.* Presented (oral presentation) at the Sport Marketing Association, Orlando, Florida.

Fink, S. J., Parker, M. H., & **Yim, H.** (2009, May). *A re-examination of gendered sports: The relationship between sex, implicit sexism, and feminine/masculine and appropriate/inappropriate ratings of sports.* Presented (poster presentation) at the North American Society for Sport Management, Columbia, South Carolina.

University Citizenship

SPAD Representative, FAC
Type: School

2017-2018

FLA Representative, Student Academic Complaint Committee

2016-2017

Type: College

SPAD Representative, Curriculum Committee 2016-2018

Type: School

FLA Representative, CIIE Faculty Advisory Committee 2015-2016

Type: College

Academic Service

Committee, Ph. D Student Dissertation 2017-present

Gregory Glaus, Kent State University

Committee, Mater's Student Project 2016-2017

Mark Croghan, Kent State University

Reader, Ph.D. Dissertation Defense Aug 18 2016

Tong Hoon Kim, University of Connecticut

Reviewer, Journal Articles 2016-present

Anatolia, An International Journal of Tourism and Hospitality Research

Reviewer, Journal Articles 2016-present

International Journal of Sports Marketing and Sponsorship

Reviewer, Journal Articles 2015-present

Journal of Sport

Reviewer, Journal Articles 2014-present

Measurement in Physical Education and Exercise Science

Professional Affiliations (Membership)

Association of Marketing Theory and Practice (AMTP) 2014 - present

Sport Marketing Association (SMA) 2012 - present

North American Society for Sport Management (NASSM) 2009 - present

Grants/Funding

PI, SMA Research Grant, applied \$1,225 (May 29th 2017)

External Research Grant

PI, NASSM Research Grant, granted \$2,400 (May 18th 2017)

External Research Grant

PI, EHHS AY16/17 Internal Seed Award Competition, granted \$3,675 (Mar 7th 2017)

Internal Research Grant

Co PI, Cincinnati Sports Nation Feasibility Study: (funded \$14,500, 2017)
Conducted for Cincinnati Sports Nation stakeholders
at the request of Huntington Bank
Feasibility Study

Co PI, Kent State Day with the Cleveland Indians (funded \$5,209, 2017)
Sales Project Funding

Co PI, Mini Grant Ohio Environment Department, (applied/rejected, Jan 2017)
External Grant

Co PI, Northcoast Feasibility Study – Soccer: (funded \$10,000, 2016)
An Analysis of Construction
Feasibility Study

[PI, EHHS AY15/16 Internal Seed Award Competition](#), granted \$5,000 (Feb 22nd 2016)
Internal Research Grant

PI, Farris Family Innovation Awards (applied/rejected, Feb 5th 2016)
Research Grant

Co PI, International Sport Industry Training in progress
Hoseo University, South Korea