

Min Kil Kim

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ACADEMIC BACKGROUND

University of Florida

Ph.D. Health and Human Performance
Major: Sport Management
Cognitive Area: Marketing

Gainesville, Florida
August 2010

Doctoral dissertation entitled, "Structural Relationships among Market Demand, Perceived Benefits, Perceived Constraints, Perceived Value, Member Satisfaction, and Member Commitment toward Martial Arts Participation"
Advisor: Dr. James J. Zhang

University of Florida

M.S. Health and Human Performance
Major: Sport Management
Advisor: Dr. James J. Zhang

Gainesville, Florida
August 2006

University of Alabama

B.S. Culverhouse College of Commerce
Major: Marketing

Tuscaloosa, Alabama
December 2003

ACADMIC EXPERIENCE

Assistant Professor, *Troy University*

October 2010 – Present

- Graduate Faculty Status
- Responsibilities include performing research, graduate courses teaching, advising graduate students, and performing service duties for the Sport and Fitness Management Program in the Department of Kinesiology and Health Promotion

Graduate Assistant, *University of Florida*

August 2005 – May 2010

- Teaching Assistant/Instructor
 - Taught undergraduate theory course per semester in the Department of Tourism, Recreation, and Sport Management
 - Taught undergraduate physical education course per semester in the Alan C. Moore Sport and Fitness Program
- Research Assistant

- Assisted with research projects and grant writing; Performed literature searches and reviews; Assisted with data collection and analyses; Presented and published results; and Assisted with class preparations.

RESEARCH/SCHOLARSHIP INTEREST

- Studies of sport consumer behavior in the area of market demand, service quality, and consumer satisfaction in martial arts, logistics of sport event planning, marketing, and operations

REFEREED PUBLICATIONS

1. **Kim, M. K.**, Zhang, J. J., & Ko, Y. J. (2009). Dimensions of Market Demand Associated with Taekwondo Schools in North America: Development of a Scale. *Sport Management Review*, 12(3), 149-166.
2. Ko, Y., Kim, Y. K., **Kim, M. K.**, & Lee, J. H. (2010). The Role of Involvement and Identification on Quality Perception and Satisfaction. *Asia Pacific Journal of Marketing & Logistics*, 22(1), 25-39.
3. Kim, M., **Kim, M. K.**, & Odio, M. (2010). Are You Proud? The Influence of Sport and Community Identity and Job Satisfaction on Pride of Mega event Volunteers. *Event Management: An International Journal*, 14(2), 127-136.
4. Ko, Y., **Kim, M. K.**, Kim, Y. K., Lee, J. H., & Cattani, K. (2010). The Consumer Profiles of US Open Taekwondo Championship. *Event Management: An International Journal*, 14(3), 205-214.
5. Lee, D., Pierce, D., **Kim, M. K.**, Lee, S-J., & Judge, L. W. (2011). Ethnic identity, attitude toward PGA golfers and intention to consume golf. *The Korea Journal of Sports Science*. Accepted for publication.

REFEREED PUBLICATIONS IN REVIEW

1. **Kim, M. K.**, Zhang, J. J., Jackson, E. N., Kim, M., & Connaughton, D. P. (2nd review). Modification and Revision of the Scale of Market Demand for Taekwondo Schools. Submitted to *Measurement in Physical Education and Exercise Science*.
2. **Kim, M. K.**, Zhang, J. J., Weitz, B. A., & Connaughton, D. P. (in review). The Structural Relationship among Market Demand, Perceived Value, Perceived Constraints, and Perceived Benefits in Martial Arts Participants. Submitted to *Journal of Sport Management*.

REFEREED PUBLICATIONS IN PROGRESS

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1. Zhang, J. J., Byon, K. K., & **Kim, M. K.** (in final writing). Dimensions of market demand associated professional basketball games. To be submitted to *Journal of Sport Management*.
 2. Zhang, J. J., Byon, K. K., & **Kim, M. K.** (in final writing). An importance performance analysis of game support programs associated with professional women's basketball games. To be submitted to *Journal of Sport Management*.

INVITED PRESENTATIONS

1. **Kim, M. K.**, & Zhang, J. J. (Advisor) (2010, June). Modification and revision of the scale of market demand for Taekwondo schools. Selected invitation to present at the Student Research Symposia to the annual conference of North American Society for Sport Management, Tampa, FL.

SCHOLARLY CONFERENCE PRESENTATIONS

INTERNATIONAL/NATIONAL CONFERENCES

1. **Kim, M. K.**, & Martin, C. L. L. (2011, November). Market Segmentation of Division I School Fan through Socio-Demographics and Consumption Level. Submitted (poster) at the annual conference of Sport, Entertainment, and Venues, Columbia, SC.
2. Lee, D., Judge, L. W., Pierce, D., & **Kim, M. K.** (2011, November). Ethnic identity, attitude toward PGA golfers and intention to consume recreational golf. Accepted for presentation (free communication) at the conference of Sports Management Association of Australia and New Zealand, Melbourne, Australia.
3. Martin, C. L. L., & **Kim, M. K.** (2011, October). Division I school Game Attendance Factors. Presented for presentation (poster) to the annual conference of Sport Marketing Association, Houston, Texas.
4. **Kim, M. K.**, Min, S. D., & Zhang, J. J. (2011, June). Structural Relationships among Market Demand and Psychological Constructs toward Martial Arts Participation. Accepted for presentation (free communication) at the annual conference of North American Society for Sport Management, London, Ontario, Canada.
5. **Kim, M. K.**, Zhang, J. J., & Min, S. D. (2011, April). Market segmentation of Taekwondo club Members in North America. Presented for presentation (poster) at the Global Sport Management Summit, Damshui, Taiwan.
6. Min, S. D., Wang, R. T., **Kim, M. K.**, & Zhang, J. J. (2011, April). Segmentation of the Women's Korean Basketball League Consumers through Socio-demographics and Game Consumption Level. Presented for presentation (poster) at the Global Sport Management Summit, Damshui, Taiwan.

7. **Kim, M. K.**, & Zhang, J. J. (2011, March). Growth and Popularity of Taekwondo: Lessons Learned for Tai Chi: Presented for presentation (symposium) at the Association of Marketing Theory and Practice 2011 Conference. Panama Beach, FL.
8. Min, S. D., Zhang, J. J., Kim, C., **Kim, M. K.**, & Kim, D. H. (2011, March). Dimensions of Market Demand Associated with Professional Women Basketball Game Events in Korea. Presented for presentation (symposium) at the Association of Marketing Theory and Practice 2011 Conference. Panama Beach, FL.
9. Zhang, J. J., Shurman, C., Li L., **Kim, M. K.**, Mao, L. L., & Jin, L. (2011, March). Overcoming challenges of promoting Tai Chi to Americans and formulating marketing strategies to increase its participation. Presented for presentation (symposium) at the Association of Marketing Theory and Practice 2011 Conference. Panama Beach, FL.
10. **Kim, M. K.**, Chen, K. K., Min, S. D., & Zhang, J. J. (2010, October). Understanding Martial Arts Participants: Sociodemographic Characteristics and Perceived Constraints Factors. Presented for presentation (free communication) to the annual conference of Sport Marketing Association, New Orleans, LA.
11. Chen, K. K., **Kim, M. K.**, & Zhang, J. J. (2010, October). Examining the Effectiveness of Ticket Bundling Strategies: Development of a Conceptual Framework. Presented for presentation (free communication) to the annual conference of Sport Marketing Association, New Orleans, LA.
12. Mao, L. L., **Kim, M. K.**, & Zhang, J. J. (2010, October). Going International: A Case Study of Cross-Border Cooperation in Sport Management Education. Presented for presentation at the annual conference of Sport Marketing Association Pedagogy Symposium, New Orleans, LA.
13. **Kim, M. K.**, Kim, M., & Zhang, J. J. (2010, June). Relationship among market demand, perceived benefits, perceived constraints, perceived value, and member satisfaction to martial arts participation: Development of a framework. Presented for presentation (free communication) to the annual conference of North American Society for Sport Management, Tampa, FL.
14. Mao, L. L., **Kim, M. K.**, & James J. Zhang. (2010, June). Relationship between involvement and emotions: Implications for promoting Olympic Games in an Eastern country. Presented for presentation (free communication) to the annual conference of North American Society for Sport Management, Tampa, FL.
15. **Kim, M. K.**, & Zhang, J. J. (2009, October). Modification and revision of the scale of market demand for Taekwondo schools: Development of framework. Presented (poster) at annual conference of Sport Marketing Association, Cleveland, OH.

16. **Kim, M. K.**, & Kim, M. (2009, October). Are you proud? The influence of sport and community identity and job satisfaction on pride of volunteers in a mega sporting event. Presented (poster) at annual conference of Sport Marketing Association, Cleveland, OH.
17. Zhang, J. J., Cianfrone, B. A., **Kim, M. K.**, Chen, K. C., Wang, R. T., Jin, L., & Mao, L. L. (2009, October). Dimensions of market demand associate intercollegiate women's Division II soccer games. Presented (poster) at annual conference of Sport Marketing Association, Cleveland, OH.
18. Lee, S. C., & **Kim, M. K.** (2009, June). Maximizing the impact of title sponsorship to enhance employees' perception toward the respective organization. Presented (free communication) at the annual conference of North American Society for Sport Management, Columbia, SC.
19. Kim, M., & **Kim, M. K.** (2009, June). Comparison of volunteer motivation among four different sport volunteer groups. Presented (free communication) at the annual conference of North American Society for Sport Management, Columbia, SC.
20. Byrd, C. E., Zhang, J. J., Connaughton, D. P., Carroll, M. S., & **Kim, M. K.** (2009). Teaching and learning sport management in the global context: Offering an experiential sport management course in Italy. Presented (poster) at the annual conference of North American Society for Sport Management, Columbia, SC.
21. **Kim, M. K.**, Kim, M., Zhang, J. J., & Ko, Y. J. (2008, November). Understanding Taekwondo school participants: Sociodemographic characteristics and market demand factors. Presented (free communication) at the annual conference of Sport, Entertainment, and Venues, Columbia, SC.
22. Yu, H. S., Kim, D. H., & **Kim, M. K.** (2008, November). Relationship among involvement, attitude, corporate image, and corporate cognition of sport event participants. Presented (free communication) at the annual conference of Sport, Entertainment, and Venues, Columbia, SC.
23. **Kim, M. K.**, Kim, M., Zhang, J. J., & Ko, Y. J. (2007, June). Dimensions of market demand associated with private Taekwondo schools in North America: Development of a theoretical framework. Presented (free communication) at 2007 North American Society for Sport Management Conference, Ft. Lauderdale, FL.
24. Kim, Y. K., Ko, Y. J., **Kim, M. K.**, & Park, S. H. (2007, November). Measuring spectators quality perceptions and satisfaction: The case of 2007 US Open Taekwondo Championship. Presented (free communication) at annual conference of Sport Marketing Association, Pittsburg, PA.
25. Kim, Y. K, Ko, Y. J., Kim, W., & **Kim, M. K.** (2007, November). The profiles of martial arts event spectators: The case of 2007 US Open Taekwondo Championship. Presented (free

communication) at the annual conference of International Conference on Sport and Entertainment Business, Columbia, SC.

26. Kim, D.H., Byon, K., Zhang, J.J., Mitchell, J., **Kim, M. K.**, & Connaughton, D.P. (2006, November). Factors affecting the market demand of the intercollegiate women's basketball games: A case study. Presented (free communication) at the annual conference of International Conference on Sport and Entertainment Business, Columbia, SC.

STATE/REGIONAL CONFERENCES

1. **Kim, M. K.**, Zhang, J. J., & Tomasi, L. (2011, April). The Relationships Among Market Demand, Perceived Constraints, Perceived Value, and Member Satisfaction. Presented (free communication) at the annual conference of Southern Sport Management Conference, Troy, AL.
2. **Kim, M. K.**, Zhang, J. J., & Kim, D. H. (2010, February). Growth of Taekwondo schools in North America and their marketing challenges. Presented for presentation (poster) at the Southern District AAHPERD Convention, Myrtle Beach, SC.
3. Kim, D. H., **Kim, M. K.**, Chen, K. C, & Zhang, J. J. (2010, February). Theories and recent research findings on market demand associated with athletic consumption. Presented for presentation (poster) at the Southern District AAHPERD Convention, Myrtle Beach, SC.
4. Chen, K. C., **Kim, M. K.**, Kim, D. H., & Zhang, J. J. (2010, February). Measurement associated with studying the effectiveness of Taekwondo School operations: Issues and conceptual framework. Presented for presentation (poster) at the Southern District AAHPERD Convention, Myrtle Beach, SC.
5. **Kim, M. K.**, Zhang, J. J., & Kim, M. (2010, February). Investigating the constructs of market demand associated with Taekwondo programs. Presented for presentation (poster) at the Southern District AAHPERD Convention, Myrtle Beach, SC.

UNIVERSITY RESEARCH SYMPOSIUMS

1. **Kim, M. K.**, & Zhang, J. J. (2009, November). The scale of market demand for Taekwondo schools. Presented (free communication) at the FSU - UF Sport Management Research Colloquium.

CONFERENCE PRESENTATIONS IN REVIEW

TECHNICAL REPORTS

1. Kim, M., Byon, K. K., & **Kim, M. K.** (2008). Comparison of employee's attitudes and turnover intention among volunteers, practicum/intern students, part-timers, and fulltime

employees in the University Athletic Association at University of Florida. Report prepared for the University Athletic Association at University of Florida (HR department), May, 2008 (14p).

ACADEMIC TEACHING

TROY UNIVERSITY (2010 – Present)

Department of Kinesiology and Health Promotion

- Graduate Courses
 - SFM 6640 – Sport Marketing
 - SFM 6672 – Sport Psychology
 - SFM 6673 – Ethics in Sport
 - SFM 6615 – Organizational Behavior & Leadership in Sport
 - SFM 6616 – Sport Finance
 - SFM 6604 – Statistical Analysis & Interpretation

- Undergraduate Courses
 - KHP 4455 – Facility Management
 - KHP 4451 – Sport Finance & Business
 - KHP 4430 – Sport and Fitness Marketing
 - KHP 4443 – Sport Administration

UNIVERSITY OF FLORIDA (2005 – 2010)

Department of Tourism, Recreation, and Sport Management

Sport Marketing (SPM 3306)

This course introduces students to the theories and application of basic principles of marketing in the sport industry with an emphasis on intercollegiate athletics, professional sports, and multi-sport club operations. The aim of the course is to provide students with various marketing concepts as they are applied in different sport management contexts.

❖ *Taught [Teaching Evaluation: M(SD)]:*

- *Teacher Evaluations based on a Likert type scale where 1 = “Low” and 5 = “High”*

Fall 2009 (Sec.)	(5033)	[4.17 (0.83)]
Spring 2010 (Sec.)	(7584)	[4.25 (0.85)]

Alan C. Moore Sport and Fitness Program

Taekwondo (PEL 2930)

Through rigorous physical training, students of Taekwondo seek to improve themselves, physically, mentally and spiritually. The course is designed to provide the student with the basic and fundamental knowledge and skills in Taekwondo. In addition, this course provides basic information on personal safety, awareness, risk reduction and avoidance.

❖ *Taught [Teaching Evaluation: M(SD)]:*

- *Teaching Evaluations based on a Likert type scale where 1 = “Low” and 5 = “High”*

Fall 2007 (Sec.) (8968) [**4.86**(0.35)] (8967) [**4.93**(0.26)] (8963) [**4.72**(0.56)]

Spring 2007 (Sec.) (5289) [**4.85**(0.36)] (2072) [**4.39**(0.59)] (3871) [**4.56**(0.64)]

Fall 2006 (Sec.) (8969) [**4.93**(0.26)] (8968) [**4.50**(0.81)]

Self-Defense for Women (PEL 2405)

This is a lecture-laboratory course providing basic knowledge enabling one to: prevent forcible attacks; to make immediate decisions when confronted with an assault, and; learn about the procedures necessary after an attack has occurred. In addition, this course provides basic information on personal safety, awareness, risk reduction and avoidance.

❖ *Taught [Teaching Evaluation: M(SD)]:*

- *Teaching Evaluations based on a Likert type scale where 1 = “Low” and 5 = “High”*

Fall 2006 (Sec.) (7041) [**4.45**(0.74)]

SERVICES

University Governance and Service

Troy University

College Level

College of Health and Human Services, Troy University

Department Level

Department of Kinesiology and Health Promotion, Troy University

- Coordinator – Sport Fitness and Management Program
- Member – Curriculum Committee
- Member – Sport and Fitness Management (SFM) Faculty Search Committee

Editor of a Scholarly Journal, Service on an Editorial Advisory Board or Reviewer for a Scholarly Journal

Editor/Editorial Board

Manuscript Reviewer

- 2011 Measurement in Physical Education and Exercise Science (1 manuscript reviewed)
- 2011 International Journal of Sport Management and Marketing (1 manuscript reviewed)
- 2011 International Journal of Sport Communication (1 manuscript reviewed)

Conference Presentation/Textbook Reviewer

Community Service

- Leader of the 31st Korean American Southeastern summer Olympic (2011)
- Associate Director of facility Management, Gainesville Korean Baptist Church, FL

(2006 ~ 2010)

- Member of Outreach Team to serve dinner to homeless people in the Gainesville community, FL (2006 ~ 2010)

PROFESSIONAL MEMBERSHIPS

- **North American Society for Sport Management (NASSM)** (2006 – present)
- **Sport Marketing Association (SMA)** (2006 – present)
- **Association of Marketing Theory and Practice (AMTP)** (2010 – present)

HONORS AND AWARDS

June 2010	NASSM Student Research Paper Competition Finalist (\$250)
November 2008	Outstanding Student Academic Awards from International Center, University of Florida
July 2004	Best Intern Award in World Taekwondo Federation
December 2003	Graduate with Distinction, University of Alabama
December 2002	Dean's List, University of Alabama
2011	Faculty Development Foundation, Troy University (\$1,000)
2010	Faculty Development Foundation, Troy University (\$1,000)
2010	Travel grant for NASSM Conference, University of Florida (\$300)
2010	Travel grant for Southern District AAHPERD, University of Florida (\$300)
2009	Travel grant for NASSM Conference, University of Florida (\$600)
2008	Travel grant for SEVI Conference, University of Florida (\$300)
2007	Travel grant for ICSEB Conference, University of Florida (\$250)
2007	Travel grant for NASSM Conference, University of Florida (\$250)

GENERAL WORK EXPERIENCE

World Taekwondo Federation (WTF)

S. Korea – 05/04 – 08/04

- Employed as a staff member at “The 5th World Junior Taekwondo Championships”
- Responsible for the event registrations and assisted with managing database and media promotion
- Facilitated event accessibility by Korean and international media companies

ARAMARK

University of Alabama, Tuscaloosa, AL – 08/02 – 10/03

- Contributed to event promotions and marketing campaigns

References

James J. Zhang, P.E.D.
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Department of Tourism, Recreation & Sports Management
University of Florida
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Dan Connaughton, Ed.D.
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Barton Weitz, Ph.D.
Professor
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