

Recent Publications

- Koo, G. Y.**, Shoffner, S., & Ryu, J. (in press). Use of animated pedagogical agent in sport management education: Effect on students' situational interest. *Sport Management Educational Journal*.
- Kim, D., Walker, M., Heo, J., & **Koo, G. Y.** (in press). Sport league website: an effective marketing communication tool for corporate sponsors. *International Journal of Sports Marketing and Sponsorship*.
- Martinez, M., Miller, J., & **Koo, G. Y.** (in press). Marketing to your employees: Perceptions of internal marketing practices in NCAA Intercollegiate Athletics. *International Journal of Sport Management*.
- Sung, J., **Koo, G. Y.**, Dittmore, S. W., & Eddy, T. (2016). Factors that drive team identification in intercollegiate athletics: A perspective on product involvement, *Journal of Physical Education and Sport*. 16(3), 752-760.
- Koo, G. Y.**, [Diacin](#), M. J., Khojasteh, J., & Dixon, A. (2016). Effects of internship satisfaction on pursuit of employment in sport management. *Sport Management Educational Journal*. 10, 29-42.
- Koo, G. Y.**, Sung, J., & Martinez, J. M. (2015). Effects of team identification on social and emotional adjustment in Higher Education. *Journal of Intercollegiate Sport*. 8, 247-265.
- Koo, G. Y.**, Hardin, R., & Dittmore, S. (2015). Effects of service dimensions on service assessment in consumer response: A study of college football season ticket holders. *International Journal of Sport Management*. 16(3), 371-239.
- Sung, J., **Koo, G. Y.**, Kim, S., & Dittmore, D. W. (2015). Enhancement of non-academic environment by intercollegiate athletics and its intangible benefits in higher education. *Journal of Physical Education and Sport*, 15(1), 47-52.
- Koo, G. Y.** & Dittmore, S. (2014). Effects of intercollegiate athletics on private giving in higher education. *Journal of issues in intercollegiate athletics*, 7, 1-16
- Hardin, R., Trendafilova, S., Kistler, B., & **Koo, G. Y.** (2014). Motivations to recruit international student-athletes: A pilot study. *Applied Research in Coaching and Athletics Annual*, 29, 168-192.
- Hardin, R., Trendafilova, S., Stokowski, S., & **Koo, G. Y.** (2013). Academic major choice of international student-athletes in the NCAA. *International Journal of Sport Management*, 14(2), 191-210.