

CURRICULUM VITAE

Sangkwon Lee

Associate Professor
Department of Health and Human Performance
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EDUCATIONAL BACKGROUND

Texas A&M University, College Station, TX

Ph. D. in Recreation, Park and Tourism Sciences: December, 2005

Pusan National University, Pusan, Korea

Master in Economics: February, 1992

Pusan National University, Pusan, Korea

Bachelor in Economics: February, 1990

PROFESSIONAL EXPERIENCE

- 8/2014 – Present Associate Professor and Coordinator, Sport and Recreation Management Program, Department of Health & Human Performance, Texas A&M University-Commerce
- 8/2007 - 8/2014 Assistant Professor, School of Foundations, Leadership, & Administration, Kent State University
- 6/2006 - 5/2007 Research Associate, Economics Research Associates
Economic analysis of the tourism and recreation industry
- 2/2006 - 5/2006 Research Associate, Dept. of Agricultural Economics & Dept. of Recreation, Park, & Tourism Sciences, Texas A&M University
Perceptions of hurricane risk
Estimates of economic impact of visitors to Lewisville sports events and festivals
- 2/2005 - 1/2006 Research Assistant, Dept. of Recreation, Park, & Tourism Sciences, Texas A&M University
Market segmentation of outdoor recreationists

- 9/2004 - 1/2005 Research Assistant, Dept. of Recreation, Park, & Tourism Sciences,
Texas A&M University
Economic impact of state parks in Texas
- 9/2003 - 5/2004 Research Assistant, Dept. of Recreation, Park, & Tourism Sciences,
Texas A&M University
Economic and environmental issues in tourism and natural resources
- 1/2003 - 5/2003 Teaching Assistant, Dept. of Recreation, Park, & Tourism Sciences,
Texas A&M University
Teaching data management and analysis (Research Methodology)
- 9/2001 - 12/2002 Research Assistant, Dept. of Recreation, Park, & Tourism Sciences,
Texas A&M University
*Analysis of travel patterns and the characteristics of public
participation in culture and art activities*
- 3/1997 - 7/2000 Research Associate, The Korea Transport Institute, Seoul, Korea
- 1/1993 - 2/1997 Researcher, The Korea Transport Institute, Seoul, Korea
- 3/1992 - 12/1992 Instructor, Department of Economics, Pusan National University

PUBLICATIONS

Articles

Refereed Publications

- Lee, S., & Harris, J. (2012). Managing Excellence in Major League Soccer: An Analysis of the Relationship between Player Performance and Salary. *Managing Leisure, 17*(2-3), 106-123.
- Harris, J., Lee, S., & Lepp, A. (2012). England, Wales, and Princess Diana: A Case Study of US Students' Perceptions of Wales. *Journal of Hospitality, Leisure, Sport, and Tourism Education, 11*, 87-92.
- Harris, J., Lepp, A., & Lee, S. (2012). The Ryder Cup and Images of Wales: Golf Tourism and A Mega-Sporting Event. *European Journal of Tourism Research, 5*(1), 38-52.
- Harris, J., Lee, S. & Lyberger, M. (2012) A Case Study of Recreational Golfers' Interest in the 2008 Ryder Cup. *Event Management, 16*(1), 25-36.
- Lee, S., Harris, J., & Lyberger, M. (2011). Recreational Golfers'

Attitudes and Awareness of Sponsorship: A Case Study of the 2008 Ryder Cup. *Managing Leisure*, 16(July), 192-206.

- Lee, S. & Harris, J. (2010). An Analysis of the Relationship between Player Performance and Salary in Major League Soccer. *International Journal of Sport Management*, 11(3), 360-372.
- Lee, S., Harris, J., & Lyberger, M. (2010). The Economic Impact of College Sporting Events: A Case Study of Division I-A Football Games. *Event Management*, 14(1), 157-165.
- Lee, S. (2009). Income Inequality in Tourism Services Dependent Counties. *Current Issues in Tourism*, 12(1), 33-45.
- Lee, S. & O'Leary, J. T. (2008). Determinants of Income Inequality in the U.S. Tourism and Recreation Dependent Communities. *Journal of Travel Research*, 46, 456-468.
- Lee, S. & Jamal, T. (2008). Environmental Justice and Equity in Tourism: Missing Links to Sustainability. *Journal of Ecotourism*, 7(1), 44-67.
- Lee, S. & O'Leary, J. T. (2006). A Comparative Analysis of Multicultural Involvement in Culture and Art Activities. *Advances in Hospitality and Leisure*, 2, 3-24.
- Lee, S., Oh, C. & O'Leary, J. T. (2004). Estimating the Impact of the September 11 Terror Attacks on the U.S. Air Transport Passenger Demand Using Intervention Analysis. *Tourism Analysis*, 9(4), 355-361.

Works In Progress

- Lee, S. & Oh, C. (Under review). Sport Affordability Analysis of Major League Baseball. *European Sport Management Quarterly*
- Lee, S., Oh, C. & Harris, J. (Under review). The Economic Contribution of Sport and Tourism-Driven Development to the Local Economy. *Journal of Sport and Tourism*.
- Harris, J. & Lee, S. (Under review). The Ryder Cup, National Identities and Team USA. *International Journal of Sport Communication*.
- Oh, C., Lee, S. & Kim, H. (In progress). The Effectiveness of Public Recreation Programs: A Non-Market Value Analysis.

Book Review

- Lee, S. (2010). *Tourism and Poverty Reduction: Pathways to Prosperity* (Mitchell & Ashley; 2010, Earthscan, London: UK), *Journal of Educational Travel*.

Article Review

- Journal of Hospitality, Leisure, Sport & Tourism Education (2014)
- Journal of Sustainable Tourism (2013)
- Sociology of Sport Journal (2012)
- British Journal of Economics, Management & Trade (2012)
- The Journal of Sport (2012/2013)
- Current Issues in Tourism (2011)
- 2011 North American Society for Sport Management Conference
Reviewer: Economics and Finance (15 Proposals, 2011)
- Environmental Management (2010)
- Tourism Management (2009)
- Annals of Tourism Research (2008)

Technical Reports

- Lee, S. & Lyberger, M. (2010). *Economic Impact of LeBron James*. ‘Economic, Hoops Hopes for Many in Cleveland Pinned on Star LeBron Staying Put’, aired on PBS, June 24, 2010.
- Crompton, J. L., Lee, S., & Hung, K. (2006). *Estimates of Economic Impact of Visitors to Lewisville Sports Events and Festivals*. City of Lewisville, Texas.
- Walker, J. R., Lee, S., & Crompton, J. L. (2005). *Economic Impact of Texas State Parks*. The Texas Coalition for Conservation.
- Kim, Y. M. & Lee, S. (1999). *The Measures for System Improvement of Aircraft Noise*. The Korea Transport Institute.
- Kim, J. S. & Lee, S. (1998). *A Proposal for Incheon International Airport as a Hub in Air Freight Transport*. The Korea Transport Institute.

- Hur, J., Park, Y., & Lee, S. (1997). *Operation Plan for Incheon International Airport*. The Korea Transport Institute.
- Hur, J., Park, Y., & Lee, S. (1996). *How to Expand International Passenger Terminal at Pusan Kimhae Airport*. The Korea Transport Institute.
- Kwon, O. & Lee, S. (1995). *Determinants and Trends of Korea's Freight Distribution Costs*. The Korea Transport Institute.
- Baek, Y. R. & Lee, S. (1995). *How to Improve Freight Transport by Rail and Coastal Shipping*. The Korea Transport Institute.
- Lee, Y. H., Kim, J.C., & Lee, S. (1994). *Schematic Design Program of Concessions and Public Service Facilities at New Seoul Metropolitan Airport*. The Korea Transport Institute.

PRESENTATIONS AND WORKSHOPS

- Lee, S., & Oh, C. (2014). Sport Affordability of Professional Sporting Events. *14th Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects*, Athens, Greece.
- Lee, S. (2012). The Effect of Sport and Tourism-Driven Development on Economic Growth and Inequality. *A Symposium on Measuring the Performance and Economic Contribution of Tourism*, Transat Chair in Tourism, Montreal, Canada.
- Lee, S., & Harris, J. (2011). The Contribution of Tourism and Sport-Driven Economic Developments to the Local Economy. *Advancing the Social Science of Tourism 2011*, University of Surrey, Guildford, England.
- Harris, J., Lee, S., & Lepp, A. (2011). A Wet Weekend in Wales: Some Sociological Observations on the (In)discipline of Golf Tourism. *Advancing the Social Science of Tourism 2011*, University of Surrey, Guildford, England.
- Lyberger, M., Lee, S., McCarthy, L., & Harris, J. (2011). Database Management Systems: An Analysis of Integration. *The North American Society for Sport Management Conference*. London, Ontario, Canada.
- Lee, S., Harris, J., & Lyberger, M. (2010). Determinants of Professional Sports Demand: A Vector Autoregressive Analysis. *25th Annual Conference of the North American Society for Sport Management*. Tampa, FL.
- Lyberger, M., Lee, S., & Harris, J. (2010). Incentivizing: Rewards Based Programs and Their Impact on Athletics, Retention, and Engagement. *25th Annual Conference of the North American Society for Sport Management*. Tampa, FL.

- Harris, J., Lyberger, M., Lee, S. (2009). Selling Soccer in A Football World: Pele, Beckham, and Postmodern Sports Marketing. *2009 Sport Marketing Association Conference*. Cleveland, OH.
- Lyberger, M., Lee, S., & Harris, J. (2009). A Study of Recreational Golfers Perceptions of the 2008 Ryder Cup. *24th Annual Conference of the North American Society for Sport Management*. Columbia, SC.
- Delong D., Lyberger, M., Lee, S., & Harris, J. (2009). Purchase Behavior: An Analysis of Influences on Consumers. *24th Annual Conference of the North American Society for Sport Management*. Columbia, SC.
- Lee, S., Lyberger, M., & Harris, J. (2008). Are Economic Impacts the Relative Equation to Success? *23rd Annual Conference of the North American Society for Sport Management*. Toronto, Canada.
- Harris, J., Lee, S., & Lyberger, M. (2008). American Idol? David Beckham and the Development of Soccer in the USA. *23rd Annual Conference of the North American Society for Sport Management*. Toronto, Canada.
- Lee, S. & Schuett, M. (2008). Who Are They? The Characteristics of American Leisure Travelers. *14th International Symposium on Society and Resource Management*. Burlington, VT.
- Park, H. & Lee, S. (2008). Comparisons of Trends in Inbound Travelers and Expenditures: A Time Series Analysis. *The 2008 International Council on Hospitality, Restaurant and Institutional Education Annual Conference*. Atlanta, GA.
- Lee, S. & O'Leary, J. T. (2005). Economic Inequality of Nonmetro Tourism and Recreation Development Communities. *Travel and Tourism Research Association International Conference*. New Orleans, LA.
- Lee, S. Oh, C., & O'Leary, J. T. (2003). Impact of the September 11 Terror Attacks on the U.S. Air Transport Passenger Demand: A Time Series Model. *34th Travel and Tourism Research Association Conference*. St. Louis, MO.
- Lee, S., Cheng, C.K., O'Leary, J.T., & Achana, F. (2003). Multicultural Involvement in Exhibition Based Activities: Implications for Travel. *Eighth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Las Vegas, NV.
- Cheng, C. K., O'Leary, J.T., Lee, S., & Oh, Y.J. (2003). Following the Snowbirds:

Modeling the Canadian Wintering Tourists. *Eighth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Las Vegas, NV.

TEACHING, ADVISING, AND SUPERVISIONS

Courses Taught

Texas A&M University-Commerce

Fall 2014

- Economics & Finance of Sport (HHPS 410)
- Social Issues in Global Sport Economy (HHPS 350)
- Sports Psychology (HHPS 210)
- Foundations of Sport & Recreation Management (HHPS 100)

Kent State University

Spring 2014

- Sport Marketing (SPAD 45023)
- Financial Aspects of Sports and Recreation (SRM 65039)
- Event Planning & Production (SRM 55022/SPAD 45022)

Fall 2013

- Sport Marketing (SPAD 45023)

Spring 2013

- Sport Marketing (SPAD 45023)
- Financial Aspects of Sports and Recreation (SRM 65039)
- Event Planning & Production (SRM 55022/SPAD 45022)

Fall 2012

- Sport Marketing (SPAD 45023)
- Event Planning & Production (SRM 55022/SPAD 45022)

Spring 2012

- Sport Marketing (SPAD 45023)
- Financial Aspects of Sports and Recreation (SRM 65039)
- Event Planning & Production (SRM 55022/SPAD 45022)

Fall 2011

- Sport Marketing (SPAD 45023-001/002)

Spring 2011

- Sport Marketing (SPAD 45023)
- Financial Aspects of Sports and Recreation (SRM 65039)
- Event Planning & Production (SRM 55022/SPAD 45022)

Fall 2010

- Sport Marketing (SPAD 45023-001/002)

Spring 2010

- Sport Marketing (SPAD 45023)
- Financial Aspects of Sports and Recreation (ELS 65039)

Fall 2009

- Sport Marketing (SPAD 45023-001/002)
- Event Planning & Production (ELS 55022/SPAD 45022)

Spring 2009

- Sport Marketing (SPAD 45023)
- Financial Aspects of Sports and Recreation (ELS 65039)
- Independent Study (ELS 65039 and SPAD 45023)

Fall 2008

- Sport Marketing (ELS 55023/SPAD 45023, SPAD 45023-002)
- Event Planning & Production (ELS 55022/SPAD 45022)

Spring 2008

- Sport Marketing (SPAD 45023-001/002)
- Financial Aspects of Sports and Recreation (ELS 65039)

Fall 2007

- Sport Marketing (ELS 55023/SPAD 45023)
- Event Planning & Production (ELS 55022/SPAD 45022)

Curriculum Development

- Sport Economics, Kent State University

Guest Speaker

- The Korea Maritime University (July 2009). Current Issues and Research in Sport, Tourism, and Recreation. Pusan, South Korea.
- The University of Mount Union (October 2008). Economic Impact Analysis of Sport and Tourism Events. Allison, Ohio.

Other Student Projects Directed

- Estimates of Economic Impact of Kent State Football Events on Local Economy (2007).

FUNDED PROJECTS

- Chema, T., Lyberger, M., & Lee, S. (2011). Technical Capability Proposal for Statewide Sustainability Study. Ohio Department of Natural Resources (Awarded \$150,000, Co-Investigator).
- Robertson, L., Lyberger, M., Lee, S. (2010). Youth Sports Management in Turkey: Integration of Youth Baseball. US Department of State, Bureau of Educational and Cultural Affairs (\$245,000; submitted spring 2010, Accepted, but not funded, Co-Investigator).
- Lyberger, M., Harris, J., Lee, S., Lepp, A., Mulrooney, A., & Wang, P. (2007). Hudson Parks Needs Assessment. City of Hudson, Ohio (Awarded \$10,000, Co-Investigator).
- Lyberger, M., Harris, J., Lee, S., & Mulrooney, A. (2007). Community Commission Collaborative Initiative to Enhance Development of Quality of Life Opportunities in the Greater Surrounding Area. City of Kent/Kent State University Athletics/School of Exercise, Leisure and Sport, Kent, Ohio (Awarded \$20,078, Co-Investigator).
- Lee, S., Cheng, C.K., & Oh, Y.J. (2003). Longitudinal Analysis of Multicultural Involvement in Culture and Art Activities, Race and Ethnic Studies Institute, Texas A&M University (Awarded \$800, Principle Investigator).

SERVICE AND CITIZENSHIP

Involvement in Community Service

- Faculty Search Committee (2012), Evaluation and Measurement, School of Foundations, Leadership, & Administration, Kent State University
- Student Complaint Advisory Committee (2012-2013), College and Graduate School of Education, Health, & Human Services, Kent State University
- Undergraduate Associate Dean Evaluation Committee (2011), College and Graduate School of Education, Health, & Human Services, Kent State University
- Graduate Associate Dean Evaluation Committee (2011), College and Graduate School of Education, Health, & Human Services, Kent State University
- Outreach Program Director Search Committee (2011), College and Graduate School of Education, Health, & Human Services, Kent State University
- Student Complaint Advisory Committee (2011-2012), College and Graduate School of Education, Health, & Human Services, Kent State University
- Student Complaint Advisory Committee (2009-2010), College and Graduate School of Education, Health, & Human Services, Kent State University

Student Advising

- Undergraduate Students Advising (2007-2014), School of Foundations, Leadership, & Administration, Kent State University
- Graduate Students Advising (2007-2014), School of Foundations, Leadership, & Administration, Kent State University

Involvement in Professional Organization

- *British Journal of Economics, Management & Trade* (2012), Editorial Board
- North American Association of Sport Economists (2012), Member
- North American Society for Sport Management (2008-Present), Member
- National Recreation and Park Association (2003-2011), Member
- Travel and Tourism Research Association (2003-Present), Member

AWARDS AND COMMENDATIONS

- Outstanding Community Partner Recognition (2013). Office of Experiential Education and Civic Engagement, Kent State University.

- Faculty Excellence Award (2010). Scholarship of Research, Kent State University
- Faculty Excellence Award (2008). Scholarship of Research, Kent State University
- The International Education Study Grant (2005). International Programs for Students, Texas A&M University
- Graduate Enhancement Grants (2002, 2003, 2005). Department of Recreation, Park & Tourism Sciences, Texas A&M University
- General Scholarship (2004), Department of Recreation, Park, & Tourism Sciences, Texas A&M University
- Scholarship (1984, 1986, 1987, 1990-1992), Department of Economics, Pusan National University