

Moonsup Hyun

*Fox School of Business
Temple University
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EDUCATION

Temple University, Philadelphia, PA

Ph.D. in Business Administration

- Dissertation title: *Spillover Effects of Sport Participation Programs on Employees' Psychological and Behavioral Changes in the Workplace*
- Advisor: Dr. Jeremy S. Jordan

Seoul National University, Seoul, South Korea

M.S. in Sport Management

- Thesis title: *A Comparative Study between Spectator/Participant Sport Participants and Non-sport Leisure Activity Participants*
- Advisor: Dr. Joon-Ho Kang

Yonsei University, Seoul, South Korea

B.S. in Human Ecology

- Major in Human Environment & Design
- Minor in Economics

RESEARCH INTERESTS

- Sport Fan/Participant Behavior
- Behavioral Economics in Sport
- Sport and Business Analytics
- Big Data Analytics and Data Mining
- Machine Learning

Keywords: competition, uncertainty, teamwork, athletic performance, goal achievement, consumer experience, human behavior, consumer interest

Software: R, Python, SPSS, MS Excel, ATLAS.ti

RESEARCH

Refereed Publications

Hyun, M., & Jordan, J. S. (2020). Athletic goal achievement: A critical antecedent of event satisfaction, re-participation intention, and future exercise intention in participant sport events. *Sport Management Review*, 23(2), 256-270.
<https://doi.org/10.1016/j.smr.2019.01.007>.

Jones, G. J., Carlton, T., **Hyun, M.**, Kanters, M., & Bocarro, J. N. (2020). Assessing the contribution of informal sport to leisure-time physical activity: A complementary form of social innovation. *Managing Sport and Leisure*, 25(3), 161-174.
<https://doi.org/10.1080/23750472.2019.1620627>.

Jones, G. J., Misener, K., Svensson, P. G., Taylor, E. A., & **Hyun, M.** (in press). The relationship between organizational resources and interorganizational relationship quality for nonprofit youth sport organizations. *Journal of Sport Management* (2019).
<https://doi.org/10.1123/jsm.2019-0054>

Jones, G. J., **Hyun, M.**, Edwards, M., Casper, J., Bocarro, J., & Lynch, J. (in press). Is “school sport” associated with school belongingness? A comparison of interscholastic and intramural sport policies. *Sport Management Review* (2019).
<https://doi.org/10.1016/j.smr.2019.12.003>

Under Review

Hyun, M., Wegner, C. E., & Jordan, J. S. (preparing for 2nd review). Athletic goal achievement and dishonesty: Self-deception as a coping strategy in long-distance running events. *Journal of Sport Management*.

Lee, W., Jones, G. J., **Hyun, M.**, Funk, D. C., Taylor, E. A., & Welty Peachey, J. (under 1st round review). Development and transference of intentional self-regulation through a sport-based youth development program. *Journal of Sport Management*.

Working Papers

Hyun, M., & Jordan, J. S. (working paper). The optimal level of game outcome uncertainty and team identification: Understanding the decision-making process of potential attendees in the National Basketball Association. Targeting *Journal of Sport Management* Special Issue in Big Data Analytics in Sport Management.

Kennedy, H., **Hyun, M.**, Inoue, Y., & Funk, D. C. (working paper). An experience design perspective of sport event satisfaction. Targeting *Journal of Sport Management*.

Diemer, G., Kneavel, M., Kim, J., & **Hyun, M.** (working paper). Reference points of point shaving in a college football league. Targeting *Journal of Quantitative Analysis in Sports*.

Hyun, M. (In preparation). Could the hate cultivate in-group solidarity? The effects of rival games in college sports on students' identification to their schools. Targeting *Journal of Applied Psychology*.

Refereed Conference Presentations

Hyun, M. (2020). *Spillover effects of sport participation programs on employees' psychological and behavioral changes in the workplace*. North American Society for Sport Management (2020 NASSM Student Research Competition finalist).

Hyun, M., & Jordan, J. S. (2020). *Optimal game outcome uncertainty and team identification: Understanding potential NBA attendees' decision-making process*. Accepted for a presentation at North American Society for Sport Management.

Lee, W., Jones, G. J., **Hyun, M.**, Funk, D. C., Taylor, E. A., & Welty Peachey, J. (2020). *The development of intentional self-regulation through a sport-based youth development program*. Presented at The Academy of Leisure Sciences, Champaign, IL.

Jee, W., **Hyun, M.**, & Drayer, J. (2019). *Buy now or wait for later? Examining the fast and frugal decision heuristics of sport fans' ticket booking behavior*. Presented at the Sport Marketing Association, Chicago, IL.

Jee, W., **Hyun, M.**, & Drayer, J. (2019). *Blinded by attachment: Examining overconfidence in consumer's risk assessment on when to buy sport event tickets*. Presented at the North American Society for Sport Management, New Orleans, LA.

Hyun, M. (2018). *Organizational support for employees' physical activity: the effect of employee sport programs*. Presented at the North American Society for Sport Management (2018 NASSM Student Research Competition), Halifax, NS, Canada.

Hyun, M., & Jordan, J. S. (2018). *The amplified effects of team-oriented employee sport programs*. Presented at the North American Society for Sport Management, Halifax, NS, Canada.

Hyun, M., & Jordan, J. S. (2017). *Goal achievement and dishonesty*. Presented at the Sport Marketing Association, Boston, MA.

Hyun, M., & Jordan, J. S. (2016). *The influence of personal performance expectation on event satisfaction.* Poster presented at the North American Society for Sport Management, Orlando, FL.

TEACHING

Instructor of Record

Fall 2019 **STHM 3296 Marketing Management in Sport and Recreation
(Writing Intensive)**
Temple University
Rating: 4.32/5 (Department (STHM) Average: 4.30)

Spring 2019 **STHM 2217 Research in Sport and Recreation**
Temple University
Rating: 4.45/5 (Department (STHM) Average: 4.27)

Teaching Assistantships

Fall 2018 **STHM 3296 Marketing Management in Sport and Recreation
(Writing Intensive)**
Temple University
– Graded students' writing assignments
– Presented guest lectures

Spring 2018 **STHM 3296 Marketing Management in Sport and Recreation
(Writing Intensive)**
Temple University
– Graded students' writing assignments
– Presented guest lectures

Fall 2017 **STHM 3217 Research in Sport and Recreation**
Temple University
– Developed course materials (in-class activities and homework)
– Presented guest lectures

Spring 2017 **STHM 4296 Current and Ethical Issues in Sport and Recreation
Section 1 & 2**
Temple University
– Evaluated students' oral presentations
– Presented guest lectures

Fall 2016 **STHM 3216 Economics in Sport and Recreation**
Temple University
– Graded students' assignments

Teaching Certificates

Fall 2018 **Online Teaching Certificate**
Fox Business School, Temple University

Spring 2017 **PhD Teaching Academy Certificate**
Fox Business School, Temple University

GRANTS & AWARDS

2020 **NASSM Student Research Competition; Finalist**
– The North American Society for Sport Management

2019 **Dissertation Completion Grant; \$11,000 awarded**
– Graduate School, Temple University.

2019 **Fox School of Business PhD Student Research Competition; 2nd place, \$600 awarded**
– Fox School of Business, Temple University.

2017 **Young Scholar Interdisciplinary Forum; \$1,500 startup grant awarded**
for project “**Hyun, M., & Jordan, J. S.** Organizational support for employees' physical activity: The effect of employee sports program.”
– Office of Research, Fox School of Business, Temple University.

2017 **Young Scholar Interdisciplinary Forum; \$500 startup grant awarded**
for project “**Hyun, M., & Jordan, J. S.** Do team-oriented physical activities amplify the effect of employee sports programs?”
– Office of Research, Fox School of Business, Temple University.

2014 **National Graduate Research Scholarship; \$8,000 awarded**
– The government of South Korea

SERVICE

Spring 2019 **Student Intern Evaluation Report**
Center for Students Professional Development
School of Sport, Tourism and Hospitality Management, Temple University.

PROFESSIONAL EXPERIENCE

- 2015 – Present **Research Assistant**
Sports Industry Research Center, Temple University, Philadelphia, Pennsylvania
- Developed technical reports with faculty regarding participant and spectator sport events
 - Analyzed consumers’ behavioral patterns
 - Estimated economic impacts of events on host communities and cities
 - Major projects include Miami Marathon, Sarasota Half Marathon, South Beach Triathlon, NFL draft, Laver Cup Men’s Tennis Tournament, NYC Longboard Classic, and NBA All-Star Game
- 2014 – 2015 **Research Assistant**
‘Brain Fusion’ interdisciplinary research project, Seoul National University, Seoul, South Korea
- Developed a technical report with faculty for the government of South Korea
 - Suggested directions to enhance national social welfare; our team managed topics of physically active leisure, participant sport, and public health
- 2014 – 2015 **Research Assistant**
Center for Sport Industry, Seoul National University, Seoul, South Korea
- Developed a technical report with faculty for the Korean Public Golf Courses Association
 - Suggested directions to facilitate golf as a participant sport in South Korea
- 2011 – 2013 **International Sales & Marketing Associate**
Samsung Electronics Co. Ltd., Suwon, South Korea
International Sales & Marketing Department, North American market
Telecommunication Systems Business division
- Developed a pricing strategy and marketing/sales plan for acquiring new customers (e.g., Verizon and AT&T)
 - Managed production and shipping schedule, inventory system, and weekly/monthly revenue for existing customers (e.g., Sprint and Clearwire)
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