

SM 495 Independent Study (Undergraduate)
SM 670 Sport Finance (Graduate on-campus and online)

2005- 2009 Assistant Professor, Department of Education, York College of Pennsylvania
Courses taught:
SPM 110-113 Practicum
SPM 201 Introduction to Sport Management
SPM 310 Sport Behavior
SPM 320 Sport Organization, Administration and Management Practices
SPM 485 Work Experience

2002-2005 Graduate Teaching Assistant, School of PAES, The Ohio State University
Courses taught:
PAES 157 Golf
PAES 169 Taekwondo
PAES 170 Racquetball
PAES 188 Tennis

2001-2002 Assistant Manager, Marketing Department
Octagon Korea Co., Seoul, Korea
Responsibilities included:
Reviewed sponsorship contracts for World Cup domestic corporate sponsors
Developed marketing plans based on sponsorship rights
Organized 2001 World Taekwondo Championships (114 countries participated)
Supervised interns

REFEREED JOURNAL ARTICLES

14. **Lee, C.** (In press). The roles of product category and fit in sponsorship effect. *International Journal of Human Movement Science*.
13. Bang, H., & **Lee, C.** (2014). The roles of large-scale sporting event volunteer motivations in predicting behavioral intention within the theory of planned behavior. *International Journal of Hospitality and Event Management*, 1(2), 111-134.
12. **Lee, C.**, & Bravo, G. (2014). Unraveling team sponsorship in World Cup: What are the influencing factors? *The Sport Journal*. Volume 17 (ISSN: 1543-9518).
11. Bravo, G., Won, D., & **Lee, C.** (2013). Team USA and the 2010 FIFA World Cup: An examination of TV fans' viewing intention. *International Journal of Sport Management and Marketing*, 14(4), 169-187.
10. **Lee, C.**, Bang, H., & Lee, D. (2013). Regaining fans trust after negative incidents: Fit between responses and nature of incidents: Fit between nature of incidents and response type. *Sport Marketing Quarterly*, 22(4), 235-245.

9. Lee, D., Tail, G., Lee, C., & Schoenstedt, L. J. (2013). Exploring factors that affect purchase intention of athletic team merchandise. *ICHPER-SD Journal of Research*, 8(1), 40-48.
8. Won, D., Bravo, G., & Lee, C. (2013). Careers in collegiate athletic administration: Hiring criteria and skills needed for success. *Managing Leisure*, 19(1), 71-91.
7. Lee, C., & Won, D. (2012). Understanding segmented spectator markets of a Minor League Baseball (MiLB) team. *Event Management*, 16(4), 351-362.
6. Lee, C., Watson II, J. C., & Bravo, G. (2012). Intercollegiate athletic operations in times of financial constraints: Examining perceptions of critical stakeholders. *International Journal of Human Movement Science*, 6 (1), 87-105.
5. Won, D., & Lee, C. (2011). Prioritized risk relievers and attractors in purchasing licensed sport merchandise online: Influence of product price as purchase involvement. *International Journal of Sport Management and Marketing*, 9 (3/4), 220-237.
4. Lee, C., & Bang, H. (2011). Comparison of Division I and Division III intercollegiate spectators: Motives and constraints. *International Journal of Leisure and Tourism Marketing*, 2(2), 159-175.
3. Lee, C., Pastore, D., & West, P. (2010). The influence of product involvement and fan identification on sponsorship effects. *International Journal of Sport Management*, 11(3), 493-516.
2. Kwon, H. H., Turner, B., & Lee, C. (2008). Duration of mood in a losing game: Manipulation of spectators' mood and promotional plan. *International Journal of Sport Management*, 9(3), 273-285.
1. Yoh, T., Park, M., Pedersen, P. M., & Lee, C. (2007). Commitment to core values and organizational effectiveness: A proposed conceptual model for intercollegiate athletic programs in the United States. *International Journal of Sport Management*, 8(2), 210-225.

BOOK CHAPTER /Book ARTICLE

Shonk, D. & Lee, C. (2011). Managing service quality in international sport. In Li, M., Macintosh, E., & Bravo, G (Ed.) *International Sport Management*. Champaign, IL: Human Kinetics.

Lee, C. (2011). Benefits for sponsors. In *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: SAGE Publications, Inc.

Lee, C. (2011) Corporate criteria for sponsor. In *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: SAGE Publications, Inc.

GRANTS and CONTRACTS

- Lee, C.** (2014). Influencing factors on loyalty: The importance of interaction qualities and complaint management on fans' loyalty. Submitted to Sport Marketing Association.
Amount requested: \$1,100 Status: Funded for \$1,000
- Lee, C.** (2013). Consulting for SuperPlayer via Beijing Institute of Technology (BIT): Marketing strategies using sponsorship.
Funded contract Amount: \$10,000
- Lee, C.** (2013). Developing motivation scales for spectators in professional sports in mature and emerging sport markets. Submitted to WVU faculty Senate Grant for research and scholarship.
Amount requested: \$5,000 Status: Not Funded
- Lee, C.** (2013). WVU faculty development fund to participate in ICPSR Summer program: SEM and Latent variables (Chapel Hill, NC). WVU Faculty Senate Development Grant.
Amount requested: \$1,500 Status: Funded for \$1,200
- Lee, C.** (2013). The influence of product categories on sponsorship effect: Sponsors' products by FCB grid. WVU College of Physical Activity and Sport Sciences internal research grant.
Amount requested: \$680 Status: Funded for \$500
- Lee, C.** (2013). The influence of product categories on sponsorship effect: Chicago Triathlon. Submitted to NASSM Research Grant
Amount requested: \$2,489 Status: Not Funded
- Floyd, J., **Lee, C.**, & Bravo, G. (2012). Learning from their differences: Cultural X-change between teens in rural Wetzel county, WV and urban Pittsburgh, PA. Submitted to Claude Worthington Benedum Foundation
Amount requested: \$238,188 Status: Not Funded
- Lee, C.**, & Shannon, V. (2011). Social media engineering to fight obesity. Submitted to WVU Faculty Senate Grant for research and scholarship.
Amount requested: \$19,054 Status: Not Funded
- Gonzalo, B., & **Lee, C.** (2010). Sport management education and hiring practices: A needs assessment of private and public sport organization across Latin America. Submitted to WVU Faculty Senate Grant for research and scholarship.
Amount requested: \$14,609 Status: Not funded
- Lee, C.** (2008). Investigating spectators' motives and constraints in intercollegiate athletics. Summer Research Grant at York College of Pennsylvania.
Amount requested: \$4,800 Status: Funded for \$4,800

TRAVEL GRANTS

2014 West Virginia University Faculty Senate Travel Grant (\$900)

2013	West Virginia University Faculty Senate Travel Grant (\$900)
2012	West Virginia University Faculty Senate Travel Grant (\$900)
2011	West Virginia University Faculty Senate Travel Grant (\$600)
2010	West Virginia University Faculty Senate Travel Grant (\$600)
2007	Travel grant from York College of Pennsylvania (\$1,200)
2006	Travel grant from York College of Pennsylvania (\$1,350)
2005	Travel grant for graduate students from the Ohio State University (\$800)
2004	Travel grant from the Ohio State University (\$450)
2003	Travel grant from the Ohio State University (\$400)

Conference Presentation

31. **Lee, C., & Bang, H.** (2015). Influencing factors on gameday experience: Major League Baseball. Presented at 2015 European Association for Sport Management (EASM) in Dublin, Ireland.
30. **Bang, H., & Lee, C.** (2015). Examining undergraduate sport management students' attitude and intention to use e-learning. Presented at 2015 European Association for Sport Management (EASM) in Dublin, Ireland.
29. **Shonk, D., Bravo, G., Velez-Colon, L., & Lee, C.** (2015). Assessing spectator perceptions of service quality and satisfaction of a medium-sized international sporting event. Presented at North American Society for Sport Management in Ottawa, Ontario.
28. **Velez-Colon, Jeronimo, G., & Lee, C.** (2014). Underrepresentation of women in sport leadership: a multicultural approach. Presented at World Association for Sport Management (WASM) in Madrid, Spain.
27. **Lee, C., Silva, F., & Branch, D.** (2014). Spectators of National Women's Soccer League (NWSL): What attracts them to spectate women's soccer. Presented at World Association for Sport Management (WASM) in Madrid, Spain.
26. **Lee, C., Hur, Y., & Velez-Colon.** (2014). The roles of interaction quality, facility quality, and team performance on fans' loyalty. Presented at World Association for Sport Management (WASM) in Madrid, Spain.
25. **Lee, C.** (2014). The influence of product categories on sponsorship effect: sponsors' product by FCB. Presented at 2014 North American Society for Sport Management Conference (NASSM) in Pittsburgh, Pennsylvania.
24. **Bravo, G., Lee, C., & García-González, V.** (2014). Examining identification to play flag football and consumption of American football among participants in Mexico. Presented at 2014 North American Society for Sport Management Conference (NASSM) in Pittsburgh, Pennsylvania.
23. **Lee, C., & Bang, H.** (2013). Regaining fans' trust after negative incidents. Presented at 2013 European Association for Sport Management (EASM) in Istanbul, Turkey.
22. **Bang, H., & Lee, C.** (2013). The moderating role of length of involvement in the effects of leader-member exchange on job satisfaction. Presented at 2013 European Association for Sport Management (EASM) in Istanbul, Turkey.

21. **Lee, C.,** Bravo, G., & Bang, H (2013). Unraveling lower-level sponsorship effect in mega event: Influencing factors on intention to purchase for US team sponsors' products in World Cup. Presented at 2013 North American Society for Sport Management Conference (NASSM) in Austin, Texas.
20. **Lee, C.,** & Bang, H. (2012). Intercollegiate athletic operations in times of financial constraint: Examining perceptions of critical stakeholders. Presented at 2012 European Association for Sport Management (EASM) in Aalborg, Denmark.
19. Bang, H., & **Lee, C** (2012). The role of perceived quality and age: The influence of sporting event reputation on volunteer satisfaction. Presented at 2012 European Association for Sport Management (EASM) in Aalborg, Denmark.
18. **Lee, C.,** Bravo, G., & Watson, J. (2012). Intercollegiate athletic operations in times of financial constraint: Examining perceptions of critical stakeholders. Presented at 2012 North American Society for Sport Management Conference (NASSM) in Seattle, Washington.
17. **Lee, C.,** Bang, H., & Jones, F. (2012). Recovering trust: what would be effective strategies in the times of different negative incidents? Presented at 2012 North American Society for Sport Management Conference (NASSM) in Seattle, Washington.
16. Bang, H., & **Lee, C.** (2011). From volunteers' leader-member relations to intention to stay in non-profit sport organizations: The moderating role of age. Presented at 2011 North American Society for Sport Management Conference (NASSM) in London, Canada.
15. **Lee, C.,** & Woo, B. (2010). Does Consumers' Product Involvement with Sponsors' Products matter in Sponsorship? Presented at 2010 North American Conference of the Association for Consumer Research in Jacksonville, Florida.
14. Bang, H., & **Lee, C.,** & Wolff, R. (2010). Leader-member exchange from perspectives of volunteer leaders and followers: An empirical study of non-profit sport organizations. Presented at 2010 North American Society for Sport Management Conference (NASSM) in Tampa, Florida.
13. Livingston, A., & **Lee, C.** (2010). Virtual portfolio for effective job searching. Non-referred presentation at Teaching and Learning fair. Presented at 2010 North American Society for Sport Management Conference (NASSM) in Tampa, Florida.
12. Won, D., **Lee, C.,** & Park, M. (2009). Factors influencing the college students' choice of a charity sport event: A conjoint analysis. Presented at 2009 Sport Marketing Association Conference (SMA) in Cincinnati, Ohio.
11. **Lee, C.,** Newman, T., & Bang, H. (2009). Understanding Spectators of Minor League Baseball: Group Differences on External and Internal Factors in Minor League Baseball. Presented at 2009 North American Society for Sport Management Conference (NASSM) in Columbia, South Carolina.

10. Bang, H., & Lee, C. (2008). The impact of leader-member exchange quality on job satisfaction of volunteer members in non-profit sport organizations. Presented at 2008 North American Society for Sport Management (NASSM) in Toronto, Canada.
9. Bang, H., Won, D., & Lee, C. (2007). Volunteerism in non-profit sport organizations: A Social Exchange Theory Perspective. Presented at 2007 North American Society for the Sociology of Sport (NASSS) in Pittsburgh, Pennsylvania.
8. Lee, C. (2007). Consumers' attitudes and behavior in response to corporate sponsorship. Presented at 2007 North American Society for Sport Management (NASSM) in Fort Lauderdale, Florida.
7. Lee, C. (2006). The Influence of Product Involvement and fan identification on response to team sponsors' products. Presented at 2006 Sport Marketing Association (SMA) in Denver, Colorado.
6. Won, D., Zhang, Z., & Lee, C. (2006). Factors influencing consumers decision on purchasing licensed sport merchandise (LSM) on the Internet: A conjoint experiment. Presented at 2006 Sport Marketing Association (SMA) in Denver, Colorado.
5. Kwon, H. H., Turner, B., & Lee, C. (2005). Duration of mood maintenance in spectating sport: a losing game case. Presented at 2005 Sport Marketing Association (SMA) in Tempe, Arizona.
4. Lee, C. (2004). The effect of sponsorship on consumer purchase decision and decision process: A comparison of high and low product involvement. Presented at 2004 Sport Marketing Association (SMA) in Memphis, Tennessee.
3. Park, M., & Lee, C. (2004). A proposed conceptual framework for commitment to core values in intercollegiate athletics. Presented at 2004 North American Society for Sport Management (NASSM) in Atlanta, Georgia.
2. Renshler, K., Brett, M., Davis, J., Lee, C., Pack, S., Seifried, C., Sullivan, G., & Xi, D. (2004). The comparison of mission statement: DI, DII, and DIII. Presented at 2004 North American Society for Sport Management (NASSM) in Atlanta, Georgia.
1. Lee, C. (2003, December). The effect of fan identification on consumers' purchase decision. Presented at 2003 Ohio Alliance for Health, Physical Education, Recreation and Dance (OAHPERD) in Dayton, Ohio.

SERVICE / COMMITTEE ACTIVITIES

Editorial Board Member

The International Journal of Human Movement Science 2013-present

Guest Journal Reviewer

Journal of Sport Management, 2015 (1 manuscript reviewed)

International Journal of Sport Management, 2015 (1 manuscript reviewed)

Journal of Sport management, 2014 (1 manuscript reviewed)

Sport Management Review, 2014 (1 manuscript reviewed)

International Journal of Sport Management and Marketing, 2014 (2 manuscript reviewed)
International Journal of Human Movement Science, 2013 (3 manuscripts reviewed)
International Journal of Sport Management and Marketing, 2013(1 manuscript reviewed)
Sport Management Review, 2013 (1 manuscript reviewed)
Journal of Sport Management, 2013 (1 manuscript reviewed)
Journal of Sport Management, 2012 (1 manuscript reviewed)
International Journal of Sport Management and Marketing, 2012 (1 manuscript reviewed)
Sport Management Review, 2012 (1 manuscript reviewed)
Journal of Issues in Intercollegiate Athletics, 2012 (1 manuscript reviewed)
International Journal of Human Movement Science, 2012 (2 manuscript reviewed)

North American Society for Sport Management (NASSM)

Nominating Committee 2012-2014

West Virginia University

CPASS Academic Standard Committee, Fall 2014-Present
 Search committee for assistant professor in Sport Psychology, Spring 2014
 Administrator for Undergraduate Sport Management Program assessment, Spring 2011- present
 CPASS Grants and Contracts Committee, Spring 2010-present
 CPASS Technology Committee, Spring 2010 - Fall 2011

York College of Pennsylvania

Member of Student Welfare Committee, 2007- 2009
 Member of Trustee Scholarship Committee, 2007
 Member of Search Committee for assistant professor in Special Education, 2006 & 2007
 Member of Student Scholar's Week Committee, 2006
 Open House Presenter, 2005-2009
 Division representative at Majors' Fair, 2005-2009
 Preparation Chair for COSMA accreditation, 2008-2009
 Faculty Advisor for the Sport Management Student Association (SMSA), 2007- 2009
 Academic advisor to 30-35 undergraduate students per semester

Guest Speaker

Invited guest speaker for PAES 8952	Ohio State University	Spring, 2013
Invited guest speaker for PAES 167	West Virginia University	Spring, 2013
Invited guest speaker for SM 167	West Virginia University	Spring, 2012
Invited guest speaker for PAES 8952	Ohio State University	Spring, 2012
Invited guest speaker for SM 167	West Virginia University	Spring, 2011
Invited guest speaker for SM 375	West Virginia University	Spring, 2011

AWARDS AND HONORS

Excellence in Research Award, WVU CPASS	2013
Oberteuffer Fellowship for International Graduate Student at the Ohio State University	2004

STAT TRAINING

- June 17-21, 2013 ICPSR Summer program: SEM and Latent variables (Chapel Hill, NC): Funded to participate by West Virginia University Senate Development Grant
- June 26-28, 2013 NAEP/NIES Database Training Seminar (Arlington, VA): Selected and funded to participate by Institute of Education Sciences

PROFESSIONAL MEMBERSHIP

- North American Society for Sport Management (NASSM), 2001-present
- European Association for Sport Management (EASM), 2012- present
- World Association for Sport Management (WASM), 2014-present
- Sport Marketing Association (SMA), 2004-2006, 2014