

**WOOJUN LEE**  
**CURRICULUM VITAE**  
Associate Professor of Sports Management  
Department Chair of Marketing, Sports Management, and Hospitality Leadership  
Sidhu School of Business & Leadership  
Wilkes University  
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## **EDUCATION**

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- Ph.D.            Texas A&M University, 2015  
Major: Sport Management
- Dissertation: *Moving Toward Social Justice in Sport: A Comprehensive Study of Social Justice Activists in Sport and the Factors that Shape Them*
- Dissertation Committee: George B. Cunningham (Chair), John N. Singer, Paul Keiper, James Lindner
- M.S.            Texas A&M University, 2011  
Sport Management
- B.S.            Woosuk University, 2007  
Physical Education; Minor in Leisure Sport

## **PROFESSIONAL EXPERIENCE**

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### Higher Education

- 2020- Present: Department Chair of Marketing, Sports Management, and Hospitality Leadership, Sidhu School of Business & Leadership, Wilkes University
- 2022- Present: *Associate Professor*: Sports Management, Sidhu School of Business & Leadership, Wilkes University (Tenured)
- 2019- 2020 January: Departmental Co-Chair of Marketing, Sports Management, and Hospitality Leadership, Sidhu School of Business & Leadership, Wilkes University
- 2016 – 2022: *Assistant Professor*: Sports Management, Sidhu School of Business & Leadership, Wilkes University

2017 – 2019: Program Coordinator, Department of Marketing, Sports Management, and Hospitality Leadership, Sidhu School of Business & Leadership, Wilkes University

2016 – Present: Coordinator, Sports Management Program, Sidhu School of Business & Leadership, Wilkes University

2015 – 2016: *Assistant Professor*: Sport Management, William Woods University.

2015 – 2016: Program Director, Sport Management Program, William Woods University

2013 – 2015: *Instructor*: Department of Health and Kinesiology, Texas A&M University.

2010 – 2015: *Graduate Teaching Assistant*: Department of Health and Kinesiology, Texas A&M University.

2010 – 2015: *Graduate Research Assistant*: Department of Health and Kinesiology, Texas A&M University.

### Sports Industry

2007 – 2008: *Diving Instructor*: Blue Sea People Diving Center, Jeonju, South Korea.

2006 – 2008: *Swimming Instructor*: Wanju Swimming Center, Samrye, South Korea

2003 – 2007: *Ski Instructor*: Muju Resort, Muju, South Korea.

2003 – 2005: *Rafting Guide*: Geum River Rafting, Muju, South Korea.

## **RESEARCH**

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### **Research Interests**

Impact of Virtual Reality and its Usage  
Sport Fan Identification and New Media  
Diversity in Sport and Recreation Organizations  
Social Justice in Sport  
Organizational Commitment  
Diversity and Consumer Behavior  
Sport Management Internship

## **REFEREED JOURNAL ARTICLES**

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1. Rexer, M. M., **Lee, W.**, & Burdsall, D. (in press). Controls and Processes to Prevent Employees from being bribed by Third Parties, *International Journal of Economics and Business Research*. [ABDC = C]

2. **Lee, W., & Cunningham, G. B. (2019).** Moving Toward Understanding Social Justice in Sport Organizations: A Study of Engagement in Social Justice Advocacy in Sport Organizations. *Journal of Sport & Social Issues*. [SSCI; ABDC = B; IF = 2.76]
3. **Lee, W., & Cunningham, G. B. (2018).** Group Diversity's Effects on Sport Teams and Organizations: A Meta-Analytic Examination and Identification of Key Moderators. *European Sport Management Quarterly*, DOI:10.1080/16184742.2018.1478440 [SSCI; ABDC = A; IF = 2.270]
4. **Lee, W., (2018).** Trickle Down: How the Upper Echelon Effect Diversity within an organization. *Sport Management International Journal*, 14 (1), 35-47.
5. **Lee, W., & Cunningham, G. B. (2016).** Gender, Sexism, Sexual Prejudice, and Identification with U.S. Football and Men's Figure Skating. *Sex Roles: Journal of Research*. [SSCI; ABDC = A; IF = 4.154]
6. **Lee, W., & Cunningham, G. B. (2015).** A Picture is Worth a Thousand Words: Signaling, Organizational Reputation, and Applicant Race on Attraction to Sport Organizations. *International Journal of Sport Management*. [ABDC = B]
7. **Lee, W., & Cunningham, G. B. (2014).** Imagine That: Examining the Influence of Sport-Related Imagined Contact on Intergroup Anxiety and Sexual Prejudice Across Culture. *Journal of Applied Social Psychology*, 44(4), 1-10. [SSCI; ABDC = B; IF = 1.231]
8. **Lee, W., & Cunningham, G. B. (2013).** The power of sport: Examining the influence of sport-related contact and familiarity on intergroup anxiety and racism. *International Journal of Sport Management*, 14(4), 1-17. [ABDC = B]

#### **REFEREED PUBLISHED ABSTRACTS**

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1. **Lee, W. (2018).** The Effects of Collegiate Student-Athletes Quality of Life on Perceived Academic Success. *Global Sport Business Journal*.
2. **Lee, W., & Cunningham, G. B. (2012).** Examining the influence of sport-related contact on prejudice reduction. *Research Quarterly for Exercise and Sport*, 83, A-85.

#### **BOOK CHAPTERS**

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1. **Brown, B., Kang, C., & Lee, W. (2019).** International Sport. In G. B. Cunningham & J. N. Singer (Eds.), *Sociology of sport and physical activity* (3<sup>rd</sup> ed.). Center for Sport Management Research and Education. College Station, TX.

2. Cunningham, G. B., Pickett, A., Melton, E. N., **Lee, W.**, & Miner, K. (2014). Free to be me: Psychological safety and the expression of sexual orientation and personal identity. In J. Hargreaves and E. Anderson (Eds.), *Routledge handbook of sport gender and sexualities* (pp. 406-415). London: Routledge.
3. Brown, B., Kang, C., & **Lee, W.** (2012). International Sport. In G. B. Cunningham & J. N. Singer (Eds.), *Sociology of sport and physical activity* (2<sup>nd</sup> ed.). Center for Sport Management Research and Education. College Station, TX.

### **MANUSCRIPTS IN UNDER REVIEW AND PREPARATION**

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1. **Lee, W.** (under review). Grit on Student-Athletes' Psychological Factors and Perceived Academic Success.
2. **Lee, W.** (nearing submission). Examining the Next Generation of Sports Spectatorship: the Impact of Adapting Virtual Reality (VR) on Fan experience, Enjoyment, Satisfaction, and Intention to Use.
3. Rexer, M. M., **Lee, W.**, & Burdsall, D. M. (in preparation). Internal Audit and Third-Party Bribery.
4. **Lee, W.**, & Dotter, J. (nearing submission). The Impact of LEED Certified Facilities on Students' Experience.
5. **Lee, W.**, & Cunningham, G. B. (nearing submission). Social Justice Engagement and Encouraging Others.
6. Cunningham, G. B., & **Lee, W.** (nearing submission). Racial Identity, Sport-Race Fit, and Sport Identification.
7. **Lee, W.**, & Cunningham, G. B. (in preparation). Racial Stereotypes Disconfirmation with Atypical Star Players.
8. Kang, S., & **Lee, W.** (in preparation). Does Attractiveness attract customer?
9. **Lee, W.** (in preparation). The Effect of Sport Management internships: Do internships have a positive or negative impact on the Sport Management curricula?
10. **Lee, W.**, & Gardiner, R. (in preparation). Does the Social Media Have an (negative) effect on Student-Athletes' performance?

### **NATIONAL/INTERNATIONAL PRESENTATION (peer-reviewed & invited)**

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1. **Lee, W.** (2023). Examining the Impact of Social Media on Student-Athletes Psychological Factors and Performance. Paper will be presented at the North American Society for Sport Management Conference, Montreal, Canada
2. **Lee, W.** (2023). Social Justice Engagement through Social Media, Indirect Contact, Raising Awareness and Changing Attitudes. Paper will be presented at the North American Society for Sport Management Conference, Montreal, Canada
3. **Lee, W.** (2022). Examining Attitudes Toward LEED Status and Fan Experience. Paper presented at the North American Society for Sport Management Conference, Atlanta, GA.
4. **Lee, W.** (2021). *Examining the Next Generation of Sports Spectatorship: the Impact of Adapting Virtual Reality (VR) on Fan Experience, Enjoyment, Satisfaction, and Intention to Use*. Paper presented at the Sport Marketing Association Conference, Las Vegas, NV.
5. Rexer, M. M., **Lee, W.**, & Burdsall, D. M. (2021). *Internal Audit and Third-Party Bribery*. Paper presented at the Forensic Accounting Section Research Conference, Virtual Conference.
6. Xiao, G., Lee, H., & **Lee, W.** (2020) *Barriers to Behavior Change and Recommendations: A Case Study of Ivory Product Consumption in China*. Paper presented at the 2020 Global Marketing Conference, Virtual Conference.
7. **Lee, W.**, (2020). *LEED in Sport: How LEED Works for Sport Fans*. Paper accepted for the North American Society for Sport Management, Virtual Conference
8. **Lee, W.**, Daly, D., Dotter, J, (2019). *Understanding Perception of Division III Student-Athletes: Differences between Men;’s and Women’s Sports*. Paper presented at the ACBSP Annual Conference, Houston, TX.
9. **Lee, W.**, Dotter, J., Daly, D., (2019). *The Impact of LEED Certified Facilities on Students’ Experience*. Paper presented at the ACBSP Annual Conference, Houston, TX.
10. **Lee, W.** (2018). *Grit on Student-Athletes’ Psychological Factors and Perceived Academic Success*. Paper presented at the annual conference for the North American Society for Sport Management, Halifax, Canada.
11. Gardiner, R., & **Lee, W.** (2018). *Does Social Media have an (negative) effect on Student-Athletes’ performance?* Paper presented at the annual conference for the North American Society for Sport Management, Halifax, Canada.
12. **Lee, W.** (2018). *The Effects of College Athletes’ Psychological Factors and Perceived Academic Success and Quality of Life*. Paper presented at the annual conference for the Global Sport Business Association, Cozumel, Mexico.

13. **Lee, W.** (2017). *Trickling Down: How the upper echelon affects diversity within organizations*. Paper presented at the annual conference for the North American Society for Sport Management, Denver, CO.
14. **Lee, W.** (2016). *Moving Toward Social Justice in Sport: A Comprehensive Study of Social Justice Advocacy in Sport*. Paper presented at the annual conference for the North American Society for Sport Management, Orlando, FL.
15. **Lee, W.** (2015). *Group Diversity's Effects on Sport Teams and Organizations: A Meta-Analysis*. Paper presented at the annual conference for the North American Society for Sport Management, Ottawa, ON.
16. **Lee, W.** (2014). *A Picture is Worth a Thousand Words: Signaling, Organizational Reputation, and Applicant Race on Attraction to Sport Organizations*. Paper presented at the annual conference for the North American Society for Sport Management, Pittsburgh, PA.
17. **Lee, W.** (2013). *Gender Beliefs and Sexual Prejudice Predict Identification with Different Sports*. Paper presented at the annual conference for the North American Society for Sport Management, Austin, TX.
18. Cunningham, G. B., & **Lee, W.** (2013, April). *Diversity and group processes in sports: The case of sexual orientation and gender identity diversity*. Paper presented at Teaching locally, engaging globally: Increasing undergraduate's knowledge of the international dimension of childhood obesity. Trinidad and Tobago.
19. **Lee, W.** (2013). *Gender Beliefs and Sports Selection*. Paper presented at Student Research Week at Texas A&M University.
20. **Lee, W.** (2012). *The Effects of Imagined Intergroup Contact on Reducing Sexual Prejudice among Students*. Paper presented at the annual conference for the North American Society for Sport Management, Seattle, WA.
21. **Lee, W.,** & Cunningham, G. B. (2012). *Examining the influence of sport-related contact on prejudice reduction*. Paper presented at the annual conference for the American Alliance for Health, Physical Education, Recreation, and Dance.
22. Cunningham, G. B., & **Lee, W.** (2011). *Racial Identity, Sport-Fit, and Sport Identification*. Paper presented at the annual conference for the Sport Marketing Association.
23. **Lee, W.** (2011). *Differences among Asians and White Americans in racial prejudice: A function of contact with out-group members*. Paper presented at Student Research Week at Texas A&M University.

## **REGIONAL AND LOCAL PRESENTATIONS**

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1. **Lee, W.** (2014). *Group Diversity's Effects on Sport Teams and Organizations: A Meta-Analysis*. Paper presented at Student Research Week at Texas A&M University.
2. **Lee, W.** (2013). *A Picture is Worth a Thousand Words: Signaling, Organizational Reputation, and Applicant Race on Attraction to Sport Organizations*. Paper presented at the annual conference for CEHD Conference, College Station, TX.
3. **Lee, W.** (2013). *A Picture is Worth a Thousand Words: Signaling, Organizational Reputation, and Perceptions of Diversity in Sport Organizations*. Paper presented at the annual conference for the Texas Graduate Sport Management Student Symposium, College Station, TX.
4. **Lee, W.** (2011). *Differences among Asians and White Americans in racial prejudice: A function of contact with out-group members*. Paper presented at Student Research Week at Texas A&M University.

## **INVITED LECTURES**

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1. **Lee, W. (2015).** Guest Lecture on *Qualitative Research Method*  
Dr. Lindner's Qualitative Research Method Graduate Class, Texas A&M University

## **GRANT ACTIVITY**

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1. **Lee, W.** (2021) Mentoring Summer Project Grant. Wilkes University \$8,000.
2. **Lee, W.** (2019) Provost's Research and Scholarship Grant. Wilkes University \$18,391.
3. **Lee, W.** (2020) Mentoring Summer Project Grant. Wilkes University \$4,310.00.
4. **Lee, W.** (2018) Mentoring Project Grant. Wilkes University \$8,000.
5. **Lee, W.** (2017) Mentoring Project Grant. Wilkes University \$8,000.
6. **Lee, W.** (2017) Faculty Development Grant (Type II). Wilkes University \$2,000.
7. **Lee, W.** (2016) Professional Development Funding. William Woods University \$1,800.
8. **Lee, W.** (2015) Graduate Research Grant. Texas A&M University - College of Education and Human Development. \$490

9. **Lee, W.** (2015) Graduate Travel Grant. Texas A&M University - College of Education and Human Development. \$500
10. **Lee, W.** (2015) Health and Kinesiology graduate student travel grant. Texas A&M University – Department of Health & Kinesiology. \$500
11. Co-Investigator. 2013. *Staff climate and professional development assessment*. Agency: Dwight Look College of Engineering and Texas A&M Engineering Experiment Station. \$7,500. (PI: G. B. Cunningham).
12. **Lee, W.** (2014) Health and Kinesiology graduate student travel grant. Texas A&M University – Department of Health & Kinesiology. \$500
13. **Lee, W.** (2014) Health and Kinesiology; Laboratory for Diversity in sport travel grant. Texas A&M University – Department of Health & Kinesiology. \$500
14. **Lee, W.** (2013) Health and Kinesiology graduate student travel grant. Texas A&M University – Department of Health & Kinesiology. \$600.
15. **Lee, W.** (2012) Health and Kinesiology graduate student travel grant. Texas A&M University – Department of Health & Kinesiology. \$590.
16. **Lee, W.** (2011) Health and Kinesiology graduate student travel grant. Texas A&M University – Department of Health & Kinesiology. \$450.
17. **Lee, W.** (2010) Health and Kinesiology graduate student travel grant. Texas A&M University – Department of Health & Kinesiology. \$500.

## **TEACHING ACTIVITY AND COURSES TAUGHT**

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### **Wilkes University**

- SM 201: Introduction to Sports Management
- SM 261: Sport Psychology
- SM 355: Facility Management
- SM 325: Sport Marketing
- SM 341: Sport Finance and Economics
- SM 298: Management of Athletics
- SM 298: Sport Communication
- SM 398: Global Sport Business

### **William Woods University**

- PED 406: Sport Management
- PED 405: Measurement and Evaluation
- SMG 100: Introduction to Sport Management
- PSY 401: Sport Psychology

- SMG 310: Sport Law
- SMG 305: Sport Marketing
- SMG 180: Portfolio Development

**Texas A&M University**

- KINE 340: Sport Governance (Taught online course (instructor record); undergraduate)
- KINE 304: Sport Psychology (online; undergraduate)
- SPMT 482: Athlete Agent Seminar (Graduate Teaching Assistant; undergraduate)
- SPMT 613: Diversity in Sport Organization (Graduate Teaching Assistant; graduate)
- SPMT 655: Sport and Recreation Law (Graduate Teaching Assistant; graduate)
- SPMT 611: Revenue Generation in Sport (Graduate Teaching Assistant; graduate)

**Woosuk University, South Korea**

- SWIM01: Swim I (undergraduate)
- SWIM02: Swim II (undergraduate)

**ONLINE COURSE DEVELOPMENT AND EDITING**

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**Wilkes University**

- SM 201: Introduction to Sports Management
- SM 298: Management of Athletics
- SM 398: Global Sport Business
- SM 298: Sport Communication
- SM 325: Sport Marketing
- SM 355: Facility Management
- SM 261: Sport Psychology
- SM 341: Sport Finance and Economics

**William Woods University**

- SMG 310: Sport Law

**Texas A&M University**

- SPMT 319: Sociology of Sport (Undergraduate)
- SPMT 482: Athlete Agent Seminar (Undergraduate)
- SPMT 611: Revenue Generation in Sport (Graduate)
- SPMT 612: Human Resource Management in Sport (Graduate)
- SPMT 655: Sport and Recreation Law (Graduate)

**TEACHING LOAD & ASSESSMENT REPORTS (TABLE 1)****Wilkes University**

Semester	Name	Number	Overall Course Rating (Scale 1 thru 5)	Overall Instructor
Fall 2016	Intro. Sports Management	SM 201	4.74	4.63
Fall 2016	Sport Psychology	SM 298	4.94	4.94
Fall 2016	Facility Management	SM 355	4.94	4.94
Spring 2017	Intro. Sports Management	SM 201	5.00	4.95
Spring 2017	Sport Marketing	SM 325 A	4.86	4.91
Spring 2017	Topics: Marketing	SM 325 B	5.00	5.00
Spring 2017	Sport Finance and Economics	SM 398	4.93	4.93
Fall 2017	Intro. Sports Management	SM 201 A	5.00	5.00
Fall 2017	Intro. Sports Management	SM 201 B	5.00	5.00
Fall 2017	Facility Management	SM 355	5.00	4.95
Fall 2017	Sport Psychology	SM 261	5.00	5.00
Fall 2017	Independent Study	SM 395	5.00	5.00
Spring 2018	Intro. Sports Management	SM 201	5.00	5.00
Spring 2018	Sport Finance and Economics	SM 341	4.94	4.88
Spring 2018	Sport Marketing	SM 325	4.93	4.87
Spring 2018	Sport Management Internship	SM 462	5.00	5.00
Spring 2018	Advanced Sport Management Internship	SM 466	5.00	5.00
Spring 2018	Management of Athletics	SM 298	5.00	5.00
Fall 2018	Intro. Sports Management	SM 201	4.95	4.95
Fall 2018	Sport Marketing	SM 261	4.92	4.75
Fall 2018	Global Sport Business	SM 398	5.00	5.00
Fall 2018	Sport Management Internship	SM 466	5.00	5.00
Spring 2019	Intro. Sports Management	SM 201	4.95	4.95
Spring 2019	Sport Psychology	SM 261	4.75	4.75
Spring 2019	Management of Athletics	SM 298	4.83	4.83
Spring 2018	Advanced Sport Management Internship	SM 466	5.00	5.00
Fall 2019	Intro. Sports Management	SM 201	4.95	4.95
Fall 2019	Sport Marketing	SM 261	4.95	5.00
Fall 2019	Global Sport Business	SM 398	5.00	5.00
Fall 2019	Sport Management Internship	SM 466	5.00	5.00
Spring 2020	Intro. Sports Management	SM 201	4.75	4.75
Spring 2020	Sport Psychology	SM 261	4.88	4.88
Spring 2020	Sport Communication	SM 298	5.00	5.00
Spring 2020	Advanced Sport Management Internship	SM 466	5.00	5.00
Fall 2020	Intro. Sports Management	SM 201	4.95	4.95
Fall 2020	Facility Management	SM 355	4.57	4.57
Fall 2020	Sport Communication	SM 298	4.90	4.80
Fall 2020	Sport Management Internship	SM 462	5.00	5.00
Fall 2020	Sport Management Adv. Internship	SM 466	5.00	5.00
Spring 2021	Intro. Sports Management	SM 201	4.75	4.75
Spring 2021	Sport Psychology	SM 261	4.88	4.88

Spring 2021	Sport Finance and Economics	SM 341	4.83	4.50
Fall 2021	Intro. Sports Management	SM 201	4.8	5.0
Fall 2021	Facility Management	SM 355	4.86	4.86
Spring 2022	Sport Psychology	SM 261	4.7	4.7
Spring 2022	Sport Finance and Economics	SM 341	5.0	5.0
Fall 2022	Intro. Sports Management	SM 201	4.91	5.0
Fall 2022	Sport Marketing	SM 325	5.0	5.0
Fall 2022	Facility Management	SM 355	5.0	5.0

### William Woods University

Semester	Name	Number	Overall Course Rating (Scale 1 thru 5)	Overall Instructor
Fall 2015	Intro. Sports Management	SMG 100	4.68	4.75
Fall 2015	Measurement and Evaluation	PED 405	4.76	4.76
Fall 2015	Management of Athletics	PED 406	4.94	4.94
Fall 2015	Sport Psychology	PSY 401	4.94	4.94
Spring 2016	Intro. Sports Management	SMG 100	4.89	4.88
Spring 2016	Sport Law	SMG 310	4.86	4.95
Spring 2016	Sport Marketing	SMG 305	4.77	4.84
Spring 2016	Portfolio Development	SMG 180	5.00	5.00

### SERVICE

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#### Wilkes University

##### *University*

- Mentoring Committee, 2016-Present
- Academic Recovery Team, 2020-Present
- Teacher Recognition and Effectiveness Committee (TREC), 2021-2024

##### *College/Department*

- Department Chair, 2020-Present
- Department Co-Chair, 2020-2020
- Sidhu Curriculum Committee, 2018-Present
- Student Scholarship and Awards Committee, 2019-Present
- Research and Scholarship Committee, 2020-Present
- Sport Management Student Club Advisor, 2016-Present
- Marketing Search Committee (Associate Professor of Marketing), 2017
- Department Program Coordinator, 2017-2020
- Sport Management Program Coordinator, 2016-Present

### REVIEWER DUTIES

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- *Journal of Sport Management*

- *Sport Management Review*
- *Journal of Intercollegiate Sport*
- *Social Sciences and Humanities Research Council of Canada (Grant Review)*

## **LEADERSHIP**

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Department Chairperson of Marketing, Sports Management, and Hospitality Leadership in the Jay S. Sidhu School of Business & Leadership

President of Korean Student Association at Texas A&M University

## **PROFESSIONAL AFFILIATIONS**

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2011 – present: North American Society of Sport Management (NASSM)  
2011 – present: Sport Marketing Association (SMA)  
2017 – present: Global Sport Business Association (GSBA)  
2006 – present: The National Association of Underwater Instructors (NAUI)  
2005 – present: Korea Ski Association (KSA)  
2003 – present: The Republic of Korea National Red Cross