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09. 2017 ~ 05. 2022    **Temple University**, Fox School of Business, Philadelphia, PA  
Ph.D. in Business Administration  
Concentration in Sport Management
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09. 2011 ~ 05. 2013    **Ohio University**, College of Business, Athens, OH  
Master of Sport Administration/ Master of Business Administration
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09. 2005 ~ 12. 2007    **University of Oregon**, Lundquist College of Business, Eugene, OR  
Bachelor of Arts in Business Administration  
Concentration: Sport Business  
Cum Laude
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03. 2000 ~ 06. 2005    **Kookmin University, Seoul, Korea**  
Bachelor of Business Administration

## **PROFESSIONAL EXPERIENCES**

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- 08.2022 ~ Present    **Assistant Professor of Sport Administration**, Department of Kinesiology,  
Nutrition, and Dietetics, *University of Northern Colorado*, Greeley, CO
09. 2017 ~ 05.2022    **Research & Teaching Assistant**, School of Sport, Tourism and

October 14, 2022

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Developing and proposed corporate sponsorship opportunities to potential clients

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05. 2014 ~ 08. 2015 **Ticket Sales Representative, *Texas Rangers Baseball Club***, Arlington, Texas

Generated new business through cold calling and setting up ballpark appointments with potential customers

Responsible for servicing current and new season ticket, suite, and group accounts

Responsible for handling Korean community marketing

01. 2014 ~ 04.



October 14, 2022

**Kim, K.,** Kunkel, T., & Roehl, W. (Ready to submit to a journal). The Effects of Fit Between Promotional Message and Regulatory Focus on Sports Betting Intentions. Target Journal: *Journal of Sport Management*

**Kim, K.,** Kunkel, T., & Roehl, W. (Ready to submit to a journal). Examining Factors Affecting Sports Betting Participation: comparing motivation and perception of skill versus luck. Target Journal: *Sport Marketing Quarterly*

**Kim, K.,** & Lopez, C. (Data collection finished). Get Your Tickets Here!: An Examination of How Sports Betting Participation is Affected by Price and Corporate Credibility. Target Journal: *Journal of Sport Management*

Lopez, C & **Kim, K.** (Data collection finished). Integrative review of sports gambling literature. Target Journal: *Journal of Sport Management*

**Kim, K.** (Initial stage). Exploring the Impact of Corporate Credibility on Sports Betting Intentions. Target Journal: *Sport Management Review*

## GRANTS

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**Kim, K.,** & Drayer, J. (advisor). (2020). Sports gambling and promotion activities: the impact of regulatory focus and regulatory fit on sports gambling intentions. Young Scholar Seed Funding, Temple University. Funded \$800

**Kim, K.,** & Drayer, J. (advisor). (2019). Examining the impact of corporate credibility and the interaction between price and corporate credibility on sport ticket purchase decision making in the secondary market. Young Scholar Seed Funding, Temple University. Funded \$800

## TEACHING

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### Instructor of Record

**SES 576 Sport Promotion and Marketing.** Fall 2022. University of Northern Colorado

**SES 688 Legal Aspects of Sport.** Fall 2022. University of Northern Colorado

**SRM 2217 Research in Sport and Recreation.** Fall 2021. Temple University

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