

Ari Kim, Ph.D.

EDUCATION

Ph.D.	University of Florida Sport Management (Minor: Marketing)	August 2017
M.S.	Yonsei University Marketing	February 2007
B.B.A	Yonsei University Business Administration, Media Arts	August 2005

EMPLOYMENT

California State University, San Bernardino, San Bernardino, CA
Assistant Professor, Department of Marketing (2023 – present)

Towson University, Towson, MD
Assistant Professor, Department of Kinesiology (2018 – 2023)

University of North Florida, Jacksonville, FL
Visiting Assistant Professor, Department of Leadership, School Counseling, and Sport Management (2017 – 2018)

RELEVANT SERVICE – SELECTED

North American Society of Sport Management (NASSM)

- Chair, Marketing and Communications Committee 06/2022-present
- Member, Marketing and Communications Committee 05/2019–06/2022
- Member, Janet B. Parks Research Grant Review Committee 03/2023-present
- Chair, Executive Director Search Committee 03/2022–05/2022

Korean American Association for Sport Management (KAASM)

- Director of Programming 05/2020–present
 - Organized the annual colloquium
 - Facilitated KAASM grant and awards

PUBLICATIONS – SELECTED ARTICLES

Shin, N., Cho, S., **Kim, A.**, Kwak, D. H., Kim, A. C. H., Kim, W., & Ko, Y. J. (2024). The Status of Scholar-Activism in South Korean Sport: Challenges and Implications for Advancement. *Journal of Global Sport Management*, 1-23.

Kim, A., Braunstein-Minkove, J. R., & Choi, M. (2023). Who are Minor League Baseball Spectators? Developing a Motivation-based Segmentation Typology of MiLB Game Attendees. *International Journal of Sport Management and Marketing*, 23(4), 290-309.

- Shin, N., Xue, H., **Kim, A.**, & Kim, A. C. H. (2023). Are we (in) visible?: Toward a critical understanding of Asian women faculty experiences in US sport management. *European Sport Management Quarterly*, 1-21
- Braunstein-Minkove, J. R., & **Kim, A.** (2023). Turning Insight into Action: A Case Study Assessing the Use of Consumer Behavior Data in Minor League Baseball Marketing and Communication Strategies. *Journal of Applied Sport Management*, 15(2), 3.
- Trail, G. T., Lee, D., Triantafyllidis, S., Braunstein-Minkove, J. R., **Kim, A.**, Sweeney, K., Choi, W., & Alfaro-Barrantes, P. (2023). Are Single-Item Needs' and Values' Measures a Good Alternative to Multi-Item Measures for Sport Marketers? *International Journal of Sports Marketing and Sponsorship*.
- Abeza, G., Braunstein-Minkove, J. R., Séguin, B., O'Reilly, N., **Kim, A.**, & Abdourazakou, Y. (2020). Ambush marketing via social media: the case of the three most recent Olympic games. *International Journal of Sport Communication*, 14(2), 255-279.
- Kim, A.**, Choi, M., & Kaplanidou, K. (2015). The role of media in enhancing people's perception of hosting a mega sport event: the case of Pyeongchang's winter olympics bids. *International Journal of Sport Communication*, 8(1), 68–86.
- Kim, A.**, & Kaplanidou, K. (2014). Consumer responses to on-site Olympic sponsorship activation: the impact of interactivity, emotions, and perceived image fit on brand attitude formation. *International Journal of Sport Management and Marketing*, 15(5/6), 279–300.

HONORS AND AWARDS

- Research Grant Award (2023). Sport Marketing Association (SMA), Tampa, FL.
- Janet B. Parks Research Grant Award (2022). North American Society for Sport Management (NASSM), Atlanta, GA.
- Top Paper Award (2022). Association for Education in Journalism and Mass Communication (AEJMC) Sports Communication Interest Group, Detroit, MI
- Best Conference Reviewer Award (2019). European Association Sport Management (EASM), Sevilla, Spain.
- Research Grant Award (2023). Sport Marketing Association (SMA), Chicago, IL.

PROFESSIONAL MEMBERSHIPS

North American Society for Sport Management	2012–present
Sport Marketing Association	2013–present
Korean American Association for Sport Management	2016–present
European Association of Sport Management	2019–present