

CURRICULUM VITAE

HyunSeok Song

Sport Management Program
Department of Sport Management, Wellness, and Physical Education
College of Education
University of West Georgia
Carrollton, GA, 30118
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EDUCATION

Ph.D.

Indiana University, Bloomington, Indiana 2022
Major: Sport Management
Minor: Leisure Behavior
Dissertation: *Identifying online sports betting motivations associated with betting intention*
Advisor: Dr. Kevin K. Byon

M.S.

Georgia State University, Atlanta, Georgia
Major: Marketing 2017
Major: Mathematics (Concentration: Statistics) 2014
Hanyang University, Seoul, South Korea
Major: Marketing 2010
Thesis: *The effect of consumers' technology readiness on the prosumer's attitude and electronic word-of-mouth*
Advisor: Dr. Sang-Lin Han

B.S.

Hanyang University, Seoul, South Korea 2007
Major: Business Administration
Minor: Philosophy

BACKGROUND

Assistant Professor
University of West Georgia, Carrollton, Georgia 2022 - Present
Associate Instructor
Indiana University, Bloomington, Indiana 2019 - 2021

RESEARCH

RESEARCH INTERESTS

My research interests are broadly concerned with consumers' behavior, marketing strategies, and consumer relationship marketing in the sport industry. I am particularly

4-1-2024

interested in customers' motivations and consequent consumption behaviors in relation to esports, online sports betting, and service failures, along with the current issues related to data analytics.

FUNDING

2023

Song, H. & Jang, W. W. *Enhancing UWG athletics through data Analysis and marketing strategies*. Student Research Assistant Program at University of West Georgia. Total \$2,750 (Indirect Cost - \$0)
Internal Research Grant

TEACHING

TEACHING INTERESTS

I am passionate about sports analytics and have a strong interest in teaching various levels of classes, including hands-on lab sessions. I am also knowledgeable about sport consumer behaviors and have a deep understanding of sport marketing, online sports betting, digital currency, NFTs, and strategic management in the sport industry. Furthermore, I am confident in teaching research methods and have the skills necessary to effectively impart this knowledge to students.

SERVICE

MANUSCRIPT REVIEWER

Sport Marketing Quarterly (Since 2023)
International Journal of Sport Communication (Since 2022)
International Journal of Sports Marketing and Sponsorship (Since 2020)
Asia Pacific Journal of Marketing and Logistics (Since 2024)

PROFESSIONAL SERVICE ACTIVITIES

University of West Georgia Carrollton, *Georgia*
College of Education Diversity Advisory Committee (2023 – present)

Indiana University Bloomington, *Indiana*
Doctoral Student Research Committee Member (2018 – 2022)
Doctoral Student Communication Committee Member (2018 – 2022)

Georgia State University Atlanta, *Georgia*
Advisor in Korean Graduate Student Association (2013 –2014)
President in Korean Graduate Student Association (2012 –2013)

Korean Scholars of Marketing Science Seoul, *South Korea*
Assistant to the Editor (2008 –2009)