

# TAE HOON LEE

Department of Sport Management, University of Florida

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## EDUCATION

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Ph.D. in Sport Management, University of Florida, Gainesville, FL, USA August 2022 - Present  
M.S. in Global Sport Management, Seoul National University, Seoul, South Korea February 2022  
B.S. in Sport Marketing & Management, Indiana University, Bloomington, IN, USA December 2018

## ACADEMIC APPOINTMENTS

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Graduate Teaching Assistant | Department of Sport Management, University of Florida, August 2022 - Present

## RESEARCH INTERESTS

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Sport Marketing, Sport Consumer Behavior, Virtual Reality/Augmented Reality, Big-Data in Sport

## HONORS & AWARDS

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Brain Korea 21 Plus Scholarship for Outstanding Students (\$4,000) | Seoul National University Spring 2021

## REFEREED SCHOLARLY PUBLICATIONS

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### *Published*

- Chang, Y., Warren, C., & Lee, T. (2024). Virtual reality technology induced flow in the spectator sports context: Empirical examinations of VR flow, its unique antecedents and consequences. *Sport Marketing Quarterly*. 33(1), 81-96. [IF = 2.72]
- Choi, G., Yang, H., Lee, T., & Hur, Y. (2024) The effects of CSR perception of professional volleyball team on team image and corporate image: A case study of OK volleyball team under the nonbank depository institution. *Korean Society of Sport and Leisure Studies*. 96, 69-83. [IF = N/A]
- Lee, T., Choi, G., & Won, D. (2021) The effects of consumer emotional intelligence, performance-relatedness, and intentionality on consumers' brand coping responses. *International Journal of Human Movement Science*. 15(3), 47-63. [IF = N/A]
- Oh, I., Lee, T., Chang, J., & Lim, C. (2021) Exploring the impact of emotions induced by the Olympic Games on the consumption values, attitudes, and purchase intention toward the Olympic sponsor. *Research in Dance and Physical Education*. 5(2), 11-30. [IF = N/A]

### *In Progress*

- Lee, T. & Chang, Y. (nearing submission). Exploring fan motivations for avatar spectatorship. To be submitted to *Journal of Sport Management*
- Lee, T. & Chang, Y. (manuscript development). Unveiling the moderating effect of VR experience in avatar spectatorship. To be submitted to *Journal of Sport Management*
- Lee, T. & Chang, Y. (data analysis). Psychological and behavioral responses toward an avatar spectatorship. To be submitted to *Journal of Sport Management*
- Lee, T. & Chang, Y. (idea development). Determinants of augmented reality induced flow in sport viewership. To be submitted to *Sport Management Review*

## INTERNATIONAL CONFERENCE & SYMPOSIUM PRESENTATIONS

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- Lee, T. & Chang, Y. (Accepted). Can gamified sport spectatorship attract more fans? Exploring the influence of sport AR application types on fan responses. 2024 North American Society for Sport Management Conference (NASSM), Minneapolis, MN.
- Lee, T. & Chang, Y. (Accepted). Exploring fan motivations for avatar spectatorship: The moderating roles of past VR experience. 2024 North American Society for Sport Management Conference (NASSM), Minneapolis, MN.
- Lee, T. & Chang, Y. (June 2023). Exploring fan motivations for avatar spectatorship: The moderating roles of temporal, spatial and social distance. 2023 North American Society for Sport Management Conference (NASSM), Montreal, QC.

- Lee, T.** & Chang, Y. (June 2023). Fan gratifications in virtual reality spectatorship: Application and extension of Proteus effect. 2023 North American Society for Sport Management Conference (NASSM), Montreal, QC.
- Choi, G., Kim, J., **Lee, T.**, Song, H., & Lim, C. (September 2022). The effects of sport scandal severity, crisis response strategy, and sport team identification on sport fans' coping responses to sport team. 2022 European Association Sport Management (EASM), Innsbruck, Austria.
- Lee, T.**, Choi, G., & Lee, S. (June 2022). The effect of athlete transgression type, intentionality, and consumer emotional intelligence on consumers' brand coping response. 2022 North American Society for Sport Management Conference (NASSM), Atlanta, GA.
- Choi, G., **Lee, T.**, Yang, H., & Lim, C. (August 2021). The effect of CSR activities on corporate image in Korean professional volleyball league: The mediated effect of brand image. 2021 Asian Association for Sport Management Conference (AASM), Online.
- Oh, I., Ock, D., **Lee, T.**, & Lim, C. (May 2021). Fans' forgiveness intention toward underdog and top-dog athletes in response to transgression type. 2021 North American Society for Sport Management Conference (NASSM), Online.

## GRANTS & CONSULTING PROJECTS

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- Chang, Y. (PI) & **Lee, T.** (Co-I) (in development). VR Fit Kids: Empowering Health through VR Sport Participation for Children in Lower-income South Florida Communities. Health Foundation of South Florida, FL, USA (\$120,000)
- Chang, Y. (PI) & **Lee, T.** (Co-I) (2023). Virtual Reality Sports: A Promising Tool to Promote Healthy Eating Habits in Children from Lower-Income Families. Healthy Eating Research, Robert Wood Johnson Foundation, NJ, USA (\$275,000; not funded)
- Chang, Y. (PI), Lei, Y. (Co-I), **Lee, T.** (Co-I), & Yoo, T. (Co-I) (2022). Development of intervention programs to facilitate effective emotional coping and healthy eating behavior via virtual reality sports consumption. The Spencer Foundation, IL, USA (\$49,935; not funded)
- Lim, C. (PI), Won, D. (Co-I), Choi, G. (Co-I), Lee, S. (Co-I), **Lee, T.** (Co-I), Lee, D. (Co-I), & Jeong, Y. (Co-I) (2021). *Data construction for Artificial Intelligence (AI) learning*. Ministry of Science and ICT, Seoul, South Korea (\$82,000; funded)

## TEACHING EXPERIENCE

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- University of Florida (Instructor)
- SPM4510 Revenue Generation in Sport (undergraduate) (Enrolled: 81) Fall 2024 (Projected)
  - SPM3306 Sport Marketing (undergraduate) (Enrolled: 44) Spring 2024
  - SPM3306 Sport Marketing (undergraduate) (Enrolled: 46) Fall 2023
- University of Florida (Teaching Assistant)
- SPM2000 Introduction to Sport Management (undergraduate) Fall 2022, Spring 2023
- Seoul National University (Student Mentor)
- Dream Together Master (DTM) Program Fall 2020

## PROFESSIONAL EXPERIENCE

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- Vinotech (Marketing Staff) February 2019 - May 2019
- Developed a rebranding slogan and coordinated promotional events
  - Planned and executed a sponsorship campaign (South Korea professional soccer team; Ulsan Hyundai FC)
- DJ Management (Coordinator & Marketing Intern) May 2018 - August 2018
- Training camp coordination (Hong Kong professional soccer team; Kitchee SC)
  - Coach & player management: endorsement contract, press release, and promotion
- TI Sport Entertainment (Marketing Intern) May 2017 - August 2017
- Player management: endorsement contract and press release.