

Junho Kim, Ph.D.

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 School of Kinesiology, College of Human Sciences & Education, Louisiana State University
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EDUCATION

Ph.D., Sport Management	2023–2026
University of Florida, Gainesville, FL	
Department of Sport Management, College of Health and Human Performance	
Dissertation: <i>Temporal Framing in Sport Marketing: Understanding How Time-Based Communication Shapes Sport Consumer Behavior</i>	
M.S., Global Sport Management	2021–2023
Seoul National University, Seoul, Korea	
Graduate School of Physical Education	
B.S., Physical Education, Summa Cum Laude	2015–2021
Seoul National University, Seoul, Korea	
College of Education	

RESEARCH INTERESTS

Areas: Sport marketing (sport consumer behavior); strategic communication in sport; social issues and trends in sport

How can sport become a meaningful source of inspiration, engagement, and connection in people's lives? My research is motivated by this fundamental question. I am particularly interested in understanding the psychological and behavioral processes that lead individuals to engage more deeply with sport and maintain meaningful relationships with teams, athletes, brands, and events. To address these questions, I examine how sport marketing, fan psychology, and communication strategies shape consumer perceptions, emotions, attitudes, and behaviors. Methodologically, I primarily use quasi-experimental designs to identify underlying psychological mechanisms, complemented by social media data analysis to examine naturally occurring fan responses and engagement. Through this work, I aim to generate theoretically meaningful and practically relevant insights that help sport organizations build stronger and more enduring relationships with their fans and consumers.

ACADEMIC APPOINTMENTS

Louisiana State University, Baton Rouge, LA	
Assistant Professor, Sport Management, School of Kinesiology	2026–Present
University of Florida, Gainesville, FL	
Associate Director, Sport Marketing Research (SMR) Lab	2025–2026
Instructor of Record, Department of Sport Management	2024–2026
Graduate Assistant, Department of Sport Management	2023–2026

Seoul National University, Seoul, South Korea

Graduate Research/Teaching Assistant, Global Sport Management

2022–2023

Korea Sport Industry Development Institute (KSIDI) / POSTECH, South Korea

Research Assistant

2021

PUBLICATIONS

Refereed Journal Articles (n = 3)

3. **Kim, J.**, & Choi, K. (2026). The effects of functional and symbolic brand fit on consumer behavior in co-branding eco-friendly sportswear products. *International Journal of Sports Marketing and Sponsorship*, 27(4), 788–809. <https://doi.org/10.1108/IJMS-07-2025-0314> [SSCI; IF = 2.7; ABDC: B]
2. Yoo, Y., Yang, H. W., **Kim, J.**, & Lim, C. H. (2026). The impact of virtual influencers' anthropomorphism, attractiveness, credibility and sports knowledge on consumers' information-sharing intentions. *International Journal of Sports Marketing and Sponsorship*, 27(4), 810–828. <https://doi.org/10.1108/IJMS-07-2024-0157> [SSCI; IF = 2.7; ABDC: B]
1. Yun, L., Ko, Y. J., **Kim, J.**, & Hwang, D. (2026). How do fans respond to athlete migration in social media? The cases of Lionel Messi and Cristiano Ronaldo. *Communication & Sport*, 14(5), 1872–1902. <https://doi.org/10.1177/21674795261431275> [SSCI; IF = 2.8; ABDC: B]

Book Chapters (n = 1)

1. Yun, L., Francis, J., Garrison, K., **Kim, J.**, Lee, T., Lei, Y., Santana, W. F., Uzun, B., & Cunningham, G. B. (2026). Theoretical approaches to sport management research. In D. P. Andrew & P. M. Pedersen (Eds.), *Research methods and design in sport management* (3rd ed.). Human Kinetics.

CONFERENCE PRESENTATIONS

Refereed National and International Conferences (n = 18) * denotes presenter

18. **Kim, J.***, Lee, T. H., & Ko, Y. J. (2026, October). Large language model (LLM) analysis of fan responses toward #OnThisDay posts: A case of European soccer leagues. Sport Marketing Association Conference, Baltimore, MD.
17. Uzun, B.*, Chang, S. H., & **Kim, J.*** (2026, September). Identifying stadium servicescape dimensions through NLP analysis of online fan reviews. European Association for Sport Management Conference, Thessaloniki, Greece.
16. Ko, Y. J.*, **Kim, J.**, Yun, L., Lei, Y., Lee, T. H., Yang, Y., & Kim, H. Y. (2026, September). Do sports team mascots enhance consumer social well-being? European Association for Sport Management Conference, Thessaloniki, Greece.
15. Yun, L.*, Lei, Y., **Kim, J.**, Yang, Y., & Ko, Y. J. (2026, September). How does transformational storytelling inspire consumer support in sport corporate social responsibility? European Association for Sport Management Conference, Thessaloniki, Greece.
14. Ko, Y. J.*, **Kim, J.**, Lee, T. H., & Chang, S. H. (2026, July). Fans' social media discussions on Olympic taekwondo: A natural language processing approach. 6th Sport Taekwondo International Convergence Conference, Muju, South Korea.

13. **Kim, J.***, & Ko, Y. J. (2026, June). The effects of temporal continuity framing and self-referencing valence on fans' psychological and behavioral responses. North American Society for Sport Management Conference, San Juan, Puerto Rico.
12. Ko, Y. J., **Kim, J.**, Yun, L.*, & Kim, W. (2026, June). Do sports team mascots enhance fans' social well-being? A case of Florida Gators fans. North American Society for Sport Management Conference, San Juan, Puerto Rico.
11. **Kim, J.***, & Ko, Y. J. (2025, October). The effect of 'historizing the present' framing on the sport fan's psychological and behavioral responses toward athlete's transfer-in. Sport Marketing Association Conference, Phoenix, AZ.
10. **Kim, J.***, & Ko, Y. J. (2025, October). The effect of cultural identity mindset framing on the local resident's perceived empowerment, psychological ownership, and eWOM: A case of 2024 Paris Olympic Games. Sport Marketing Association Conference, Phoenix, AZ.
9. Baalayan, A.*, **Kim, J.**, & Ko, Y. J. (2025, October). The effect of hosting prestigious sporting events on residents' psychological and behavioral responses: The case of Riyadh, Saudi Arabia. 6th International Conference on Sports Sciences & Physical Activity, Riyadh, Saudi Arabia.
8. **Kim, J.***, Yun, L., & Ko, Y. J. (2024, November). The impact of players' departure on sports fans' psychological and behavioral responses: A norm violation perspective. Sport Marketing Association Conference, St. Louis, MO. (*Finalist, Best Student Paper Award*)
7. Yun, L.*, **Kim, J.**, & Ko, Y. J. (2024, June). Effects of socially shared retrieval-induced forgetting on sport fans' justification of attendance decision and revisit intention: Moderating role of shared reality. North American Society for Sport Management Conference, Minneapolis, MN.
6. **Kim, J.***, Choi, K. H., Kim, H. J., & Lim, C. H. (2023, June). The influence of issue involvement and team identification on fan's attitude toward the NFL team's Black Lives Matter initiatives: The interaction effect of fan characteristics on attitude toward team's CSA. North American Society for Sport Management Conference, Montreal, Canada.
5. Yoo, Y. L.*, Yang, H. W., **Kim, J.**, & Lim, C. H. (2023, June). Effects of sport virtual influencer attributes on information sharing: Focusing on the virtual influencer's credibility and sport expertise. North American Society for Sport Management Conference, Montreal, Canada.
4. **Kim, J.***, Choi, K. H., Kang, D. H., Choo, M. S., & Lim, C. H. (2022, September). The effect of symbolic and functional brand fit on consumer behavior in co-branded eco-friendly sportswear products. European Association for Sport Management Conference, Innsbruck, Austria.
3. Choi, K. H., **Kim, J.**, Lee, T. H., Song, H. J.*, & Lim, C. H. (2022, September). The effects of sport scandal severity, crisis response strategy, and sport team identification on sport fans' coping responses to sport team. European Association for Sport Management Conference, Innsbruck, Austria.
2. Yoo, Y. L.*, Yang, H. W., **Kim, J.**, & Lim, C. H. (2022, September). Effects of the brand image of live streaming social media sports broadcasting jockeys on viewer satisfaction: The mediating effect of flow. European Association for Sport Management Conference, Innsbruck, Austria.
1. **Kim, J.***, Chang, J. S., Lee, D. H., & Lim, C. H. (2022, June). How team-related and fan community-related competence and perceptions influenced the spectating intentions about their sport team: The moderating effect of self-construal perception. North American Society for Sport Management Conference, Atlanta, GA.

University and Regional Presentations (n = 5)

5. **Kim, J.***, & Ko, Y. J. (2025, March). The impact of player's migration on sports fan's psychological and behavioral responses: A norm violation perspective. DK Stanley Poster Symposium, University of Florida, Gainesville, FL.
4. **Kim, J.***, Yun, L., Lei, Y., Lee, T. H., & Ko, Y. J. (2024, October). Consumer emotional responses to Nike's 'What Are Girls Made Of' campaign: A sentiment analysis of YouTube comments on sportswear brand. UF College of HHP AI Research Day, Gainesville, FL.
3. **Kim, J.***, & Ko, Y. J. (2024, March). Historizing your present: The effect of cultural identity mindset framing on the resident's and spectator's perceptions and behavioral intentions toward 2024 Paris Olympics. DK Stanley Poster Symposium, University of Florida, Gainesville, FL.
2. Yoo, Y. L.*, **Kim, J.**, & Yang, H. W. (2022, December). The effect of consumer-perceived credibility on the perceived attributes of sports virtual influencers and information sharing intentions. SNU College of Education Academic Colloquium, Seoul, Korea. (*Peer-Reviewed Award*)
1. **Kim, J.*** (2021, December). The effects of brand fit on consumer's behavior in co-branded eco-friendly sportswear products. Global Sports Science Conference, Seoul, Korea.

GRANTS AND FUNDING

Total Funded	\$18,675
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External: \$13,875 (4) | Internal: \$4,800 (5)

Submitted, Not Funded	\$42,000
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Funded: External (n = 4)

Kim, J., & Ko, Y. J. (2026). Connecting past, present, and future: Testing temporal continuity framing in LA28 Olympic economic sustainability communication. KAASM Student Research Grant, Korean American Association for Sport Management. **\$1,000**

Kim, J., & Ko, Y. J. (2025). The impact of player's migration on sports fan's psychological and behavioral responses: A norm violation perspective. NASSM Doctoral Research Grant, North American Society for Sport Management. **\$1,375**

Kim, J. (2023). The influence of issue involvement and team identification on fan's attitude toward the NFL team's Black Lives Matter initiatives. Kim Yu Kyoum Travel Grant, Korean American Association for Sport Management. **\$500**

Lim, C. H. (PI), Kim, H., **Kim, J.** (RA), & Kang, D. (2022). A study on securing demand for Boryeong New Port and basic plan (marina). Chungcheong Council, Boryeong, Korea. **\$11,000**

Funded: Internal (n = 5)

Kim, J., & Ko, Y. J. (2025). The effects of temporal continuity framing and self-referencing valence on fans' psychological and behavioral responses. SPM Doctoral Research Grant, University of Florida. **\$500**

Kim, J., & Ko, Y. J. (2024). The effect of cultural identity mindset framing on the local resident's perceived empowerment, psychological ownership, and eWOM: A case of 2024 Paris Olympic Games. SPM Doctoral Research Grant, University of Florida. **\$500**

Kim, J. (PI), & Ko, Y. J. (2023). The impact of players' departure on sports fans' psychological and behavioral responses: A norm violation perspective. SPM Doctoral Research Grant, University of Florida. **\$500**

Kim, J. (2023). The effect of symbolic and functional brand fit on consumer behavior in co-branded eco-friendly sportswear products. Graduate Student Travel Grant, SNU BK21 FOUR: Training Program for Global Leaders in Sports Science. **\$1,100**

Kim, J. (2022). How team-related and fan community-related competence and perceptions influenced the spectating intentions about their sport team. Graduate Student Travel Grant, SNU BK21 FOUR: Training Program for Global Leaders in Sports Science. **\$2,200**

Submitted, Not Funded (n = 2)

Kim, J. (PI), & Ko, Y. J. (2025). The effect of historizing the present framing on the fan's psychological and behavioral responses toward player's transfer-in. NCAA Graduate Student Research Grant. \$7,500

Ko, Y. J. (PI), Kang, P. (Co-PI), Chun, Y. (Co-PI), Yun, L. (Co-PI), **Kim, J.** (Co-PI), Chang, S. (Co-PI), & Davis, S. (Co-PI). (2024). Loneliness and socialization among student-athletes: Integrative framework and empirical evidence. NCAA Innovation Grant. \$34,500

TEACHING EXPERIENCE

Louisiana State University, Baton Rouge, LA

KIN 7548: Issues in Sport Marketing Fall 2026
Graduate; 30 students; in-person, instructor evaluation -/5

University of Florida, Gainesville, FL (Instructor of Record)

SPM 4703: Sport Marketing Analytics Fall 2025
Undergraduate; 34 students; online; instructor evaluation 4.67/5

SPM 4510: Revenue Generation in Sports Spring 2025
Undergraduate; 47 students; in-person; instructor evaluation 4.81/5

SPM 4515: Sport Business and Finance Fall 2024
Undergraduate; 89 students; in-person; instructor evaluation 4.73/5

HONORS AND AWARDS

International Student Certificate of Outstanding Merit, University of Florida	2026
Finalist, Best Student Paper Award, Sport Marketing Association Conference	2024
Grinter Fellowship, University of Florida	2023
BK (Brain Korea) 21 Plus Research Fellow (\$4,600)	2023
Peer-Reviewed Award, SNU College of Education Academic Colloquium	2022
First Place, VR/AR Sports Promotion Program, Korea Sports Promotion Foundation	2020
Gwanak Academic Scholarship, Seoul National University	2020
Scholarship for Academic Excellence (6 semesters)	2015–2020
Summa Cum Laude, Seoul National University	Class of 2015

Certifications

Teacher's Certification, Ministry of Education, Korea	2021
Handball Coaching Level D Certificate, International Handball Federation (IHF)	2021

SERVICE

Service to the Profession

Manuscript Reviewer

Journal of Sport Management

Journal of Business Research

Sport, Business and Management: An International Journal

Journal of Global Sport Management

Service to the University

University of Florida

Faculty Search Committee (volunteer), Department of Sport Management 2024–2025

- Provided feedback on each candidate and assisted with candidate campus visits

Community and Student Leadership

University of Florida

Vice President, Korean Health and Human Performance (KHHP) Student Council 2024–2026

- Directed opening and sporting events for the Korean international community
- Developed the organization's annual plan

Instructor/President, UF International Student Tennis Team 2024–2025

- Provided volunteer instruction for 46 international students and led weekly training sessions
- Managed the group's annual budget for tournaments

World Masters Athletics Championships

Hosting Committee Translator 2025

- Assisted the 2026 Daegu hosting committee during preliminary site visits in Gainesville, FL
- Supported promotional events, managed information booths, and recruited local volunteers

Seoul National University

Master Student Mentor, Dream Together Masters Program 2021

- Mentored international graduate students from Jordan, Cambodia, Kazakhstan, and Mongolia on coursework planning and academic writing
- Facilitated cross-cultural communication and peer learning among students from diverse backgrounds

Coach, SNU Handball Varsity Team 2021–2023

Captain, SNU Handball Varsity Team 2018

- Competed in several national tournaments and organized tournament administration

Event Marketing Team Leader, SNU Buddy (Office of International Affairs) 2021

- Managed events for more than 300 exchange students

PROFESSIONAL MEMBERSHIPS

North American Society for Sport Management

European Association for Sport Management

Sport Marketing Association

Academy of Management

Korean American Association for Sport Management