**Name:** S. Roger Park, Ph.D. **Information Update**: August 19, 2014

**Contact Address**: **Phone:** (509) 313-3483 (office)

502 E. Boone Ave. Spokane, WA 99258-0025

**Current Position**

Associate Professor, Sport & Physical Education (Tenured)

Co-Director of Graduate Sport & Athletic Administration Program (Administrative Position)

**Academic Degrees**

2005 Ph.D. Sport Management (Applied Statistics Minor) University of Northern Colorado

2002 M.S. Sport Management University of Florida

2000 B.S. Economics with Business Minor Sogang University, Seoul, Korea

**Professional Experience**

2012-present Associate Professor School of Education, Gonzaga Univ.

2014 (March-June) Visiting Professor Hanyang University.

2007-2012 Assistant Professor School of Education, Gonzaga Univ.

2012 (June-July) Visiting Scholar Javeriana Cali, Colombia

2008 (June-July) Visiting Instructor Sogang University, Seoul, Korea

2005-2007 Assistant Professor School of Business, Saint Leo Univ.

2006 (June-July) Visiting Instructor Sogang University, Seoul, Korea

2004 (December-January) Visiting Instructor Sogang University, Seoul, Korea

2002-2005 Research Associate Sport Marketing Research Institute

**Faculty and Administrative Load**

FALL 2014

EDPE 621 Sport Facility Management in Sport & Athletics 3 credits

EDPE 414 (02) Ethical/Legal Aspects in Sport 3 credits

EDPE 321 Facility Management in Sport 3 credits

SPRING 2014

Sabbatical Leave

FALL 2013

EDPE 514 Ethical and Legal Issues in Sport & Athletics 3 credits

EDPE 421 Sport Facility Management 3 credits

SPRING 2013

EDPE 207 (01) Technology and Professional Readings in Sport 3 credits

EDPE 207 (02) Technology and Professional Readings in Sport 3 credits

EDPE 400 Sport Promotions in Sport 3 credits

EDPE 565 Research Methods & Statistics in Sport & Athletics 4 credits

**Publications - Refereed (Last 5 Years)**

Park, S. R., Henriquez, M., & Camacho, R. (in review). *Preliminary Inquiry on sport sponsorship activation in*

*Cali, Colombia.* Manuscript was submitted to the International Journal of Sport Management.

Kim, J., Park, S. R., Han, P., & Shin, J. (in review). *A cross-cultural study of relationships among competing*

*values leadership, team cohesion, intrinsic motivation, and team performance between South Korean and American intercollegiate athletes.* The Manuscript was submitted to the International Journal of Law, Education, Social and Sports Studies.

Park, S. R (in review). *Approach of CHAID Decision Tree Model to Sport Market: A case study*

*on an Arena Football League franchise*. Manuscript was submitted to the International Journal of Law, Education, Social and Sports Studies.

Park, S. R. Kim, M., & Choi, J. A. (2nd review). *Building nation brand through celebrity athletes*. Manuscript

Was submitted to the International Journal of Sport Management.

Park, S. R., Kim, M., & Choi, J. A. (2014). Redevelopment of country image scale questionnaire. *Net Journal of*

*Social Science, 2*(2), 53-59.

Choi, J. A., Kim, M., & Park, S. R. (2013). *Globalizing sport management curriculum: an analysis of*

*Benefits of a short-term study abroad program*. *International Journal of Sport Management and*

*Marketing, 14*(4), 23-38.

Park, S. R., Gavigan, J., & Brabazon, M. (2013). Recognizing a sport’s name is different from being attracted to a

sponsor. Journal of Kinesiology & Wellness. Retrieved from [http://wskw.org/publication/2013/recognizing-sponsor’s-name-different-being-attracte](http://wskw.org/publication/2013/recognizing-sponsor's-name-different-being-attracte)

Park, S. R., Choi, J. A., & Kim, M. (2013). Measuring the effectiveness of tweeted contents for local professional sports franchises. Journal of Kinesiology & Wellness. 2. Retrieved from

<http://wskw.org/publication/2013/measuring-effectiveness-tweeted-contents-local-professional-sports-franchises>

Rickel, K., Park, S. R., & Morales, J. (2012). *Multiple Groups Confirmatory Factor Analysis* of the Motivational

Factors Influencing Individuals’ Decisions about Participating in Intramural Sports. *Sport Management International Journal, 8*(2), 5-15.

Park, S. R., & Han, P. (2012). *Visual Ethnography of on-site sponsorship activations: A Case study of Spokane*

*Shock. Journal of Kinesiology & Wellness*. Retrieved from <http://wskw.org/publication/2012/visual-ethnography-site-sponsorship-activations-case-study-spokane-shock>

Shin, J., Park, S. R., & Kim, H. (2012). *A Psychological intervention program in a*

*sporting rehabilitation process for disabled shooting athletes in Korea*. *International Journal of Business and Social Science, 3*(18), 8-15.

Choi, J. A., & Park, S. R. (2011). What drives the baby-boomer athletes? An empirical study of the exercise

motivation of senior athletes. *The International Journal of Humanities and Social Science, 1*(17), 29-45.

Park, S. R. (2011). A new way of ambush marketing strategy practiced in 2010 Vancouver winter Olympics.

*Western Society Review, 9*, A10-11.

Park, S. R. (2011). Is Ambush Marketing Controllable? Case study of Vancouver 2010 Winter Olympics.

*Proceedings of the 22nd Pan-Asian Congress of Sports & Physical Education, 9*, 403-406.

Park, S. R., & Choi, J. A. (2011). *Visual/Logo-identity in the Major League Baseball*.

*International Journal of Applied Sports Science, 23*(1), 251-270.

Park, S. R. (2010). Redefined Ambush Marketing. *Journal of Sport Business Review, 71*, 27-35.

Park, S. R., & Han, P. (2010). Development of effective sponsorship strategies toward NCAA. *Western Society*

*Review, 8,* 13-14.

Park, S. R., Tomasini, N., & Shields, E. W. (2010). Perceived Opportunities and Barriers in the Football Coaching

Profession: Differences between Atlantic Coast Conference (ACC) African-American and Caucasian Football Student-Athletes. *International Journal of Applied Sports Science, 22*(1), 33-58.

Park, S. R., & Kim, M. (2010). Preliminary Exploration about the Impact of the Olympic Promotional Video

on the Image of the Olympic Host City. *Pan-Asian Journal of Sports and Physical Education, 2*(1), 73-79.

Shin, J., Park, S. R., Song, W., Kim, S., & Kwon, S. (2010). The Redevelopment and Validation of the

Rehabilitation Adherence Questionnaire for Injured Athletes. *International Journal of Rehabilitation Research, 33*(1), 64-71.

Casper, J., Park, S. R., & Harrolle, M. G. (2010). Korean World Cup Soccer: Examining the

Relationships among Past Success, Soccer Knowledge, National Identification, and Future Interest, *International Journal of Sport Management, 11*(1), 84-95.

Park, S. R. (2009). Exploratory Factor Analysis of World Cup Soccer Fandom. *Western Society Review, 7*, 34-35.

**Publications – Non-Refereed (Last 5 years)**

Park, S. R. (2014). Triangular relationship to bring *SuperSonics Back to Seattle.* *Journal of Sport Business Review.*

*83*, 15-18.

Park, S. R. (2012). The success of business operations: Case study of Spokane Shock. *Korea Sport Business*

*Reivew, 77*, 4-17.

Park, S. R. (2010). Spokane Hoopfest. [www.basketkorea.com/2010/07/26653.htm](http://www.basketkorea.com/2010/07/26653.htm)

Park, S. R. (2010). Good bye! Supersonics. [www.basketkorea.com/2010/01/13215.htm](http://www.basketkorea.com/2010/01/13215.htm)

Park, S. R. (2010). Good bye! Supersonics. [www.basketkorea.com/2010/02/3215.htm](http://www.basketkorea.com/2010/02/3215.htm)

Park, S. R. (2009). Basketball and Olympics. [www.basketkorea.com/2009/12/9137.htm](http://www.basketkorea.com/2009/12/9137.htm)

Park, S. R. (2009). From NCAA to NBA. [www.basketkorea.com/2009/09/2169.htm](http://www.basketkorea.com/2009/09/2169.htm)

Park, S. R. (2009). NCAA Midnight Madness Part I. [www.basketkorea.com/2009/10/4559.htm](http://www.basketkorea.com/2009/10/4559.htm)

Park, S. R. (2009). NCAA Midnight Madness Part II. [www.basketkorea.com/2009/10/4678.htm](http://www.basketkorea.com/2009/10/4678.htm)

Park, S. R. (2009). Intro to Intercollegiate Basketball. [www.basketkorea.com/2009/08/1126.htm](http://www.basketkorea.com/2009/08/1126.htm)

**Professional Papers Presented**

Park, S. R. (2014). *Approach of CHAID Decision Tree Model to Sport Market: A case study on an Arena Football*

*League franchise.* Abstract to be presented at the 2014 Western Society for Kinesiology and Wellness conference, Reno, NV.

Park, S. R. (2013). *The development of sports and cultural factors to measure country image of Korea.* Abstract

presented at the 2013 Western Society for Kinesiology and Wellness conference, Reno, NV.

Park, S. R., Henriquez, M., & Camacho, R. (2013). *Preliminary Inquiry on sport sponsorship activation in*

*Cali, Colombia.* Abstract presented at the 2013 Western Society for Kinesiology and Wellness conference, Reno, NV.

Park, S. R., Gavigan, J., & Brabazon, M. (2012). *Recognizing a sponsor’s name is different from being*

*attracted to a sponsor.* Abstract presented at the Western Society for Kinesiology and Wellness.

Park, S. R., Lootens, M., Imes, T.C. (2012). *Measuring the effectiveness of tweeted contents for local*

*professional sports franchises.* Abstract presented at the Western Society for Kinesiology and Wellness.

Park, S. R., & Guyton, E. (2011). *Visual ethnography of on-site sponsorship activations*. Abstract accepted to the

Western Society of Kinesiology and Wellness Conference in Reno, NV.

Park, S. R. (2011). The Role of Sport Management Programs in Kinesiology. Invited as a panelist at the Western

Society of Kinesiology and Wellness Conference in Reno, NV.

Choi, J. A., Kim, M., & Park, S. R. (2011). *Globalizing sport management curriculum: an analysis of benefits*

*of a short-term study abroad program*. Abstract accepted to the Sport Marketing Conference in Houston,

TX.

Park, S. R., Rickel, K., & Moreles, J. (2011). *Multiple Groups Confirmation Factor Analysis*. Paper poster-

presented at the Collegiate Sport Research Institute Annual Conference in Chapel Hill, North Carolina, in

April 2011.

Park, S. R. (2010). Economic Impact Study: City of Spokane. Paper presented at Kangwon International Sport &

Leisure Forum in November, 2010.

Park, S. R. (2010). *Ahead of a game: A new way of ambush marketing in 2010 Vancouver Olympics*. Paper

presented at the Western Society of Kinesiology and Wellness Conference in Reno, Nevada.

Park, S. R., Han, P., & Bae, S. (2010). *Corporate Sponsorship toward NCAA.* Paper poster-presented at Collegiate

Sport Research Institute Annual Conference in Chapel Hill, North Carolina, in April, 2010.

Casper, J., Park, S. R., & Harrolle, M. G. (2009). *FIFA World Cup Soccer Fan Research*.

Paper presented at Sport Marketing Association Conference, Cleveland, OH.

Park, S. R. (2009). Beijing Olympic Video Promotions. Paper presented at the Western Society of Kinesiology

and Wellness for the 53rd Annual Conference in Reno, Nevada, in October, 2009.

**Invited Presentations (Last 5 years)**

Park, S. R. (2014). *Facts you need to know about sport management/industry: Getting Started.* The official

presentation was delivered at 2014 Sports Science Institute of Dong-eui University, Pusan, Korea in April 2014.

Park, S. R. (2014). *Why aren’t there Korean Sports Goods Manufacturers such as Nike or Adidas?* I was invited

as a panel at 77th Sport Industry Forum, Seoul Korea in March, 2014.

Park, S. R. (2014). *New trend of graduate sport management program*. The official presentation was delivered at

2014 Global Sport Industry Symposium, Seoul, Korea in February 2014.

Park, S. R. (2012). *The Economic Impact of The Sporting Events*. The official presentation was delivered to the

Cali World Games Organizing Committee in Colombia in June 2012.

Park, S. R. (2012). *Sport Sponsorship Evaluation*. Invited presentation was delivered to the School of Business

and Economics Faculty at the University of Javeriana in Cali, Colombia in July 2012.

Park, S. R. (2012). *Measurement of Economic Impact of World Games*. The official presentation was delivered to

the employees at the athletics department at the University of Javeriana in Cali, Colombia in July 2012.

**Student Research Advisor/Sponsor**

Hoffman, C. (2013). *Athletic Success and Donations.* Abstract presented at the Spokane Intercollegiate Research

Conference at Whitworth University in April, 2013.

Bomar, M. (2011). *An extended narrative approach to understanding university of Colorado fans’ donation*

*patterns to the athletic department from 2006-2010*. Abstract poster-presented at the Collegiate Sports Research Institute Conference in Chapel Hill, NC. In April, 2011.

Newton, S., & Jensen, B. (2011). *Antitrust Law and sport.* Abstract presented at the Spokane Intercollegiate

Research Conference at Whitworth University in April, 2011.

Beatty, B. (2011). *The Uprise of the Portland Trail Blazers through community relations* (Undergraduate thesis.

**Technical Report (Last 5 years)**

Park, S. R. (2013). Sport Sponsorship Research for Spokane Chiefs.

Park, S. R. (2012). Sport Marketing and Sponsorship Research for Spokane Shock.

Park, S. R (2011). Perceived Impact of Sponsors’ Onsite Activation Report for Spokane Shock.

**Academic Services – Outside of University**

Invited Reviewer: WSKW Young Scholar (August 2014)

Editorial Board Member: Journal of Sports Science (March 2014-March 2015)

Editorial Board Member**:** Journal of Kinesiology and Wellness (April 2012-present)

Washington State Representative: Western Society of Kinesiology and Wellness (January 2012-present)

Task Force Committee for Korean Ministry of Sports, Tourism, and Culture (March 2014-April 2014)

Invited reviewer:The Journal of Media and Communication Studies (December 2011-January 2012)

Editorial board member: Journal of Sport Business Review (June 2012-June 2014)

**Past University Committees**

School of Education – Graduate Committee 2008-2013

School of Education – Award Committee (Ad-hoc committee) May 2013

School of Education – Faculty Search Committee (DELA) Spring 2013

School of Education – Faculty Search Committee (SPE) Spring 2013

University - Unity Multicultural Education Center Advisory Board Member 2010-2013

University – Graduate Committee 2008-2013

- (Curriculum Review Subcommittee)

University - Institutional Review Board Committee 2009-2013

School of Education – Award Committee 2009-2012

School of Education – Interim Assessment Committee Fall 2012

School of Education – Curriculum Committee 2010

**Professional Services – Outside of University**

Executive Member Korean Society for Sport Management 2014-present

Member National Association of Sport Management 2012-present

Member Collegiate Sports Research Institute 2011-present

Invited Keynote Speaker Kangwon International Sport & Leisure Forum November 2010

Invited Columnist Basket Korea WebZine Committee in Korea 2009-2011

Network Member Eastern Sport & Culture Planning 2010-present

**Community Volunteer Services**

Volunteer Sub Coach – Sabers (U-9) Fall 2013

Timer – 2013 SWAT Triple Pentathlon April 2013

Timer – 2013 Shamrock Shake-up March 2013

Timer – 2012 Fall Kick-Off Developmental Meet October 2012

Timer – 2012 Inland Empire Long Course Championships July 2012

Timer – 2012 Shamrock Shock-up Swimming Tournament, Whitworth University March 2012

Voluntary Researcher for Spokane Shock: Sponsorship Studies 2011-2012

Photographer – Day in Motion (Trinity Schools) 2012

Timer – Spokane Area Swimming Events: Meets 2011

Photographer - Day in Motion (Trinity Schools) 2009-2011

**Conference Appearances (last 5 years)**

Korean Society for Sport Management 2014

The International Sport Industry Forum 2014

77th Sport Industry Forum 2014

2014 Global Sport Industry Symposium 2014

WSKW Conference 2013

Collegiate Sport Research Instittute Conference 2013

North American Society of Sport Management Conference 2012

Sport Marketing Association Annual Conference 2011

CSRI Annual Conference 2011

Kangwon International Sport & Leisure Forum, Korea 2010

Korea Sport Industry Forum, President Hotel, Seoul, Korea 2010

Collegiate Sport Research Institute Conference 2010

Invited Speaker at Ulsan University, Ulsan, Korea 2010

Sport Management Seminar at Ulsan University 2010

World Conference on Sports and Environment 2009

Sport Marketing Association Conference 2009

Western Society of Kinesiology and Wellness Conference 2009

**Individual or Team Research/Consulting Projects**

Cali Deportive (Professional Soccer Team) Sponsorship Evaluation 2012-2013

Economic Impact for 2013 World Games Organizing Committee in Cali, Colombia July 2012

Spokane Shock (Arena Football League Franchise) 2011 & 2012

NCAA Sponsorship - LG Electronics (Contributions to the Data Collection/Consulting) 2009

**Honor, Grants, & Awards (Last 5 years)**

Sumitomo Foundation ($11,000) – in review 2014-2015

Gonzaga Research Council Grant ($1500) 2013-2014

Korean Studies Grant, Academy of Korean Studies ($15,000) 2012-2013

Honorable Certificate, Ulsan University 2010