
- Sport economics, sport finance, big data analysis
 - a. Organizational performance
 - b. Consumer demand
 - c. Quality of life with sports
 - d. Sport wagering and efficient market hypothesis
 - e. Economic impact of sports

Sung, Y. T. (accepted). Importance-Performance Analysis. *Routledge Encyclopedia of Sport Studies*.

Fowler, B., Martyn, J., Sung, Y. T. (forthcoming). Exploring academic performance: An examination of athletic reclassification from FCS to FBS. *Journal for the Study of Sports and Athletes in Education*.

Romano, A., Riggs, J., Sung, Y. T., & Morse, A. (2021). Intercollegiate Athletics Marketing-Generated Revenue: Within Autonomy Football Bowl Subdivision. *Journal of Applied Sport Management*, 13(1), 29-37.

Sung, Y. T. (2020). The National Football League and efficient market hypothesis: An analysis of trends in Thursday Night Football and post-bye week games. *International Journal of Sport Finance*, 15(2), 69-82.

Jung, H., Moon, C-G., & Sung, Y. T. (2020). Uncertainty of outcome hypothesis and attendance in the Korean Professional Baseball League. *International Journal of Sport Finance*, 15(1), 39-51.

Paek, B., Sung, Y. T., & Kim, M. (2019). A Conceptual Model of Ticketing Pricing in Intercollegiate Sports. *International Journal of Human Movement Science*, 13(1), 37-50.

Lee, C., Sung, Y. T., Zhou, Y., & Lee, S. (2018). The Relationships between the Seriousness of Leisure Activities, Social Support and School Adaptation among Asian International Students in the U.S. *Leisure Studies*, 37(2), 197-210.

Kwon, W., Sung, Y. T., & Maeng, L. S. (2016). The Impact of a Sporting Event on Host Cities Economies. *The Korean Journal of Physical Education*, 55(5), 469-479.

Sung, Y. T., & Tainsky, S. (2014). The National Football League Wagering Market: Simple Strategies and Bye Week-Related Inefficiencies. *Journal of Sports Economics*, 15(4), 365-384.

Kwon, W., Sung, Y. T., & Kim, W. (2014). The Effect of Sport Industry Loan Program on Beneficiaries' Business Performance: An Analysis of Profitability Ratios and In-Depth Interview. *Korean Journal of Sport Management*, 19(3), 87-102.

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- a) *Developing Assessment Strategies for a New Undergraduate Program and an Established Doctoral Program* (Co-investigator). University of Northern Colorado
 - Grant funded \$1,500
 - Funding Dates: July 2019 to June 2021

 - b) *Assessing a Recently Created Undergraduate Program and an Established Doctoral Program.* (Co-investigator). University of Northern Colorado (*Not funded*)

 - c) *Analysis of Profitability Ratios and In-Depth Interview* (Co-investigator). National Research Foundation of Korea
 - Grant Funded (Approx. \$5,000).
 - Funding Dates: November 2015 to October 2016.

 - d) The Congress of Graduate Students, Florida State University (2014)
 - Grant funded \$500

 - e) Florida State University Sport Management Graduate Enhancement Award (2014)
 - Grant funded \$250

 - f) Council on Research in Education, College of Education, Florida State University (2012)
 - Grant funded \$350
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- Research consultant on a project that utilized the Delphi method in developing a model of specific industry classifications for the dance industry (2020)

- Research consultant on a research project, entitled “Revenue Generation Plan of Public Sport and Recreation Centers in Korea”, funded by National Research Foundation of Korea (NRF) (2017).

- Led meetings with Parks and Recreation, Neighborhood Affairs of the City of Tallahassee and conducted survey for a research project by Florida State University Sport Management faculty.

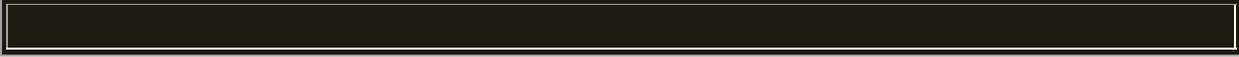


Graduate courses

- a) SES 602 Introduction to Research in Sport and Exercise Science
- b) SES 650 Financial Management for Sport Organizations
- c) SES 670 Sport and Higher Education
- d) SES 675 Sport Facility and event Management
- e) SES 692 Gambling in Sport
- f) SES 702 Seminar in Sport Administration Research Methods
- g) SES 750 Sport Finance Seminar
- h) SPM 5202 Research Methods in Sport Management

Undergraduate courses

- a) SES 370 Sport Finance
- b) SES 375 Event and Facility Management



Doctoral Students – Chair

Hoyoon Jung (August 2021)

Tyler Hajek (current)

Doctoral Students – Dissertation committee member

Jiyoung Park (May 2018)

Alex Traugutt (May 2018)

Rammi Hazzaa (August 2020)

Lei Ouyang (August 2020)

Nicole Sellar (August 2021)

Kyle Branigan (August 2021)

Brian Fowler (December 2021)

Bomin Paek (August 2022)

Jacob Augustine (current)

Yohan Lee (current)

Alicia Romano (current)

David Shimokawa (current)

Yash Padhye (current)

Sami Alanazi (current; faculty representative)

Former Master's and Undergraduate students – Advisor

My former students successfully positioned in college athletics and professional sport organizations,

