

Curriculum Vitae
Yongjin Hwang

UNIVERSITY OF SOUTH CAROLINA
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EDUCATION

Ph.D.	University of South Carolina Sport and Entertainment Management	2018
M.S.	New York University Music Technology	2014
B.S.	Sungkyunkwan University Business Administration (Summa Cum Laude)	2009

ACADEMIC APPOINTMENTS

Assistant Professor	University of South Carolina, Department of Sport and Entertainment Management	2020-
Assistant Professor	Arkansas State University, Department of Health, Physical Education and Sport Sciences	2018-2020
Teaching Assistant	University of South Carolina, Department of Sport and Entertainment Management	2015-2018
Graduate Assistant	University of South Carolina, Department of Sport and Entertainment Management	2015-2018

REFEREED JOURNAL ARTICLES

Hwang, Y., Ballouli, K. (in press). Musical congruity in sports: Enhancing team branding in esports and traditional sports. *Sport Management Review*.

Ballouli, K., Koesters, T., & **Hwang, Y.** (in press). Goal-Oriented: Crafting a Culturally Resonant Home for FC Cincinnati at TQL Stadium. *Case Studies in Sport Management*.

Ock, D., **Hwang, Y.** (2024). Sports viewing experience on social live streaming services: Examination of the impact of live chat and streamer presence on flow. *Sport Marketing Quarterly*, 33(4).

Hwang, Y., Fisakerly, W., & Heere, B. (2024). Team identification in esports: the benefits of localizing an esports team. *Sport Marketing Quarterly*, 33(2), 135-149.

Fisakerly, W., **Hwang, Y.**, (2024). Where do amateurs go to become pros? A comparison of the current competition systems in collegiate esports to traditional collegiate sport environments. *Journal of Electronic Gaming and Esports*, 2(1), 1-8.

Hwang, Y., Koesters, T., & Ock, D. (2024). A mixed-method approach to understand venue stimuli-local image fit at soccer events: The case of FC Cincinnati. *Event Management*, 28(5), 711-827.

Gao, F., Heere, B., **Hwang, Y.**, & Ballouli (2024). The dark side of national team identity: Ethnocentrism and xenophobia. *International Journal of Sports Policy and Politics*, 16(3), 353-371.

Hwang, Y., Ballouli, K., Bernthal, M. & Choi, W. (2024). Mediating effects of sense of home and authentic experience on spectators' sensory experiences at sporting events. *Sport Marketing Quarterly*, 33(1), 47-65.

Ock, D., **Hwang, Y.** (2023). The impacts of social needs and game playing type on esports consumers' positive eWOM sharing: Applying the FIRO theory. *International Journal of Sports Marketing and Sponsorship* 24(5), 967-984.

Hwang, Y., Watanabe, N. M., & Nagel, M. (2023). Effects of in-game brand congruity on esports consumers' implicit and explicit memory. *International Journal of Sports Marketing and Sponsorship*, 24(1), 108-128.

Hwang, Y., & Shaomian, A. (2022). Life Goes On: How BTS has turned virtual live concerts during the COVID-19 Pandemic into show-biz dynamite. *MEIEA Journal*, 22(1), 77-110.

Hwang, Y., & Ballouli, K. (2021). more than meets the eye: Developing and validating a venue stimuli-local image fit scale. *Sport Marketing Quarterly*, 30(4), 289-304.

Hwang, Y., & Ballouli, K. (2019). Contemporary issues and opportunities for university branding through fight songs. *Journal of Contemporary Athletics*, 13(2), 85-96.

Hwang, Y., Ballouli, K., So, K. K. F., & Heere, B. (2017). Effects of brand congruity and game difficulty on gamers' response to advertising in sport video games. *Journal of Sport Management*, 31(5), 480-496.

MANUSCRIPTS UNDER REVIEW

Hwang, Y., Gupta, K., & Ock, D. (2024, 2nd round review). Gotta take my avatar shopping: Impacts of in-game shopping in the esports metaverse on game enjoyment. *Internet Research*.

Ock, D., & **Hwang, Y.** (2024, 2nd round review). The impact of live chat, streamer presence, and suspense on brand recognition in social live streaming services. *Journal of Brand Management*.

BOOK CHAPTERS

Hwang, Y., & Ballouli, K. (2024). Sonic branding: Why your sport brand needs walk-up music. In J.W. Lee (Ed.), *Branded: Branding in sport business*. Durham, NC: Carolina Academic Press.

REFEREED CONFERENCE PROCEEDINGS

Fiskerly, W., & **Hwang, Y.** (2024, March). Maintaining and developing varsity esports programs (VEPs) by understanding director roles. College Sport Research Institute annual conference, Columbia, SC.

Fiskerly, W., & **Hwang, Y.** (2023, November). The death(ball) of an esports league: A sport entrepreneurship perspective of the Overwatch League's tumultuous decline. Sport Entertainment and Venues Tomorrow annual conference, Columbia, SC.

Ock, D., & **Hwang, Y.** (2023, November). multiple identifications of esports consumers in social live streaming services: Examination of the role of multiple identification in fostering behavioral engagement. Sport Entertainment and Venues Tomorrow Annual Conference, Columbia, SC.

Hwang, Y., Tyrell, K., & Ballouli, K. (2023, Oct). Music and esports: Developing esports team brand image via music. Sport Marketing Association annual conference, St. Petersburg, FL.

Ock, D., & **Hwang, Y.** (2023, Oct). sponsorship effectiveness in social live streaming service: examination of the effects of game suspense, live chats, streamers, and advertisement placement sport viewing experience on social live streaming: Impacts of game suspense, live chat type, and streamer on flow. Sport Marketing Association annual conference, St. Petersburg, FL.

Ock, D., & **Hwang, Y.** (2023, June). Sport viewing experience on social live streaming: Impacts of game suspense, live chat type, and streamer on flow. North American Society for Sport Management annual conference, Montreal, QC, Canada.

Hwang, Y., Gupta, K., & Ock, D. (2023, June). Shopping in the metaverse: impacts of in-game shopping on the metaverse game enjoyment. North American Society for Sport Management annual conference, Montreal, QC, Canada.

Hwang, Y., Heere, B. & Fiskerly, W. (2023, June). Team identification in esports: The benefits of localizing an esports team. North American Society for Sport Management annual conference, Montreal, QC, Canada.

Hwang, Y., Shaomian, A. (2023, March). Music branding in esports. MEIEA annual conference, Las Vegas, NV.

Hwang, Y., Koesters, T., & Dastrup, R. (2022, November). A mixed-method approach to understand spectators' sensory brand experience at a football stadium: The case of FC Cincinnati. Sport Entertainment and Venues Tomorrow annual conference, Columbia, SC.

Fiskerly, W., & **Hwang, Y.** (2022, November). An examination of esports athlete movement between professional and collegiate competition. Sport Entertainment and Venues Tomorrow Annual Conference, Columbia, SC.

Ock, D., & **Hwang, Y.**, (2022, November). Advertising effectiveness in social live streaming service platforms: The examination of flow during sport viewing and interactions with co-views. Sport Entertainment and Venues Tomorrow annual conference, Columbia, SC.

- Hwang, Y.**, Ballouoi, K., & Bernthal, M. (2022, October). Sensory image fit at the sport venue: Mediating effects of sense of home and tourist experience. Sport Marketing Association annual conference, Charlotte, NC.
- Ock, D., & **Hwang, Y.**, (2022, October). Viral marketing in esports: What makes esports participants disseminate positive eWOM? Sport Marketing Association annual conference, Charlotte, NC.
- Fiskerly, W., & **Hwang, Y.** (2022, June). Effect of scholarships on collegiate esports athletes. North American Society for Sport Management annual conference, Atlanta, GA.
- Gao, F., Heere, B., Ballouli, K., & **Hwang, Y.** (2022, June). The dark side of national team identity: ethnocentrism and xenophobia. North American Society for Sport Management annual conference, Atlanta, GA.
- Hwang, Y.**, & Fiskerly, W. (2021, November). Localization of an esports team. Sport Entertainment and Venues Tomorrow annual conference, Columbia, SC.
- Hwang, Y.**, & Nagel, M. (2021, October). Effects of virtual reality on in-game ads in esports. Sport Marketing Association annual conference, Las Vegas, NV
- Hwang, Y.**, & Shaomian, A. (2021, May). Life goes on: how BTS has turned virtual live concerts during the COVID-19 Pandemic into show-biz dynamite. MEIEA annual conference (virtual).
- Doig, S., Staats, D., Pottratz, S., **Hwang, Y.** (2021, April). Flourishing Through Sport: The effect of sport participation on individuals with Adverse Childhood Experiences. SHAPE America annual conference (virtual).
- Hwang, Y.**, & Ballouli, K. (2019, November). Making "sense" of the stadium experience: Mediating effects of sense of home and authentic experience on spectator satisfaction. Sport Marketing Association annual conference, Chicago, IL
- Hwang, Y.**, & Ballouli, K. (2019, May). More than meets the eyes: development of a place image and event stimuli fit scale. North American Society for Sport Management annual conference, New Orleans, LA.
- Garcia, A.N., LaVetter, D., & **Hwang, Y.** (2019, February), motivational factors of students volunteering at the ncaa men's basketball final four event. Applied Sport Management Association annual conference, Nashville, TN
- Hwang, Y.**, & Choi, W. (2018, November). The mediating effects of sense of home and authentic experience on spectators' sensory experiences at sporting events. Sport Entertainment and Venues Tomorrow annual conference, Columbia, SC.
– *Winner, Best Research Paper*
- Hwang, Y.**, & Ballouli, K. (2017, November). Development of a stadium stimuli and local image fit scale. Sport Marketing Association annual conference, Boston, MA.
- Hwang, Y.**, & Ballouli, K. (2017, June). The effects of stadium stimuli and local image fit on fans' sensory experience. North American Society for Sport Management annual conference, Denver, CO.

Hwang, Y., & Ballouli, K. (2017, March). Issues and opportunities for college branding via fight songs. Sport Entertainment and Venues Tomorrow annual conference, Columbia, SC.

Ballouli, K., Grady, J., & **Hwang, Y.** (2017, March). Crowd management and control through stadium music and in-game sound. Sport Entertainment and Venues Tomorrow annual conference, Columbia, SC.

Hwang, Y., & Ballouli, K. (2016, November). Effects of brand familiarity and game difficulty on sponsor effectiveness in sport video games. Sport Marketing Association annual conference, Indianapolis, IN.
- *Winner, Outstanding Student Paper*

Hwang, Y., & Ballouli, K. (2016, March). Limited capacity model (LCM) and advertising effectiveness in sport video games. Sport Entertainment & Venues Tomorrow annual conference, Columbia, SC.
- *Third Place, Outstanding Student Research Presentation*

INVITED PRESENTATIONS

Hwang, Y. (2023, July) Seoul National University Invited Lecture Series: The trend in esports research/Presenter.

Hwang, Y. (2022, March) Vice President of Research Presentation: Esports consumer behavior. College of Hospitality Retail and Sport Management/ Presenter.

Hwang, Y. (2021, May). Korean American Association for Sport Management: Student Career Development Seminar/Panelist.

Hwang, Y. (2019, April). Arkansas District 4 Workshop Presentation: Emergence of esports/Presenter.

GRANT FUNDING

Hwang, Y. (2024). Esports fan engagement: Multi-identification perspective. College of Hospitality, Retail, and Sport Management. Funded: \$3,040

Hwang, Y., Ballouli, K., & Koesters, T. (2022). Employing the venue stimuli-local image fit (SIF) scale to assess FC Cincinnati fan perception of sensory experience. Pending: \$12,000

Hwang, Y., Ballouli, K. (2021). Development and Validation of venue stimuli-local image fit (SIF) scale. Sport Marketing Association conference research grant. Funded: \$1,500

Hwang, Y., Ballouli, K., Yan, G., Watanabe, N., & Nagel, M. (2021). Effects of virtual reality on in-game advertising in esports. College of Hospitality, Retail, and Sport Management. Not Funded: \$7,182

Hwang, Y., & Choi, W. (2018, November). Sport Entertainment and Venues Tomorrow conference research grant. Funded: \$600

Evans, K., **Hwang, Y., & Brown, M.** (2017). Developing Brand Personality in the Columbia Fire Flies. Funded: \$3,000.

Brown, M., Oh, H., Curtis, W., & **Hwang, Y.** (2017). Global Sports Leadership Program. Korean Sports Promotion Foundation. Not Funded: \$270,000.

TEACHING ACTIVITY

University of South Carolina

- SPTE 201: Introduction to Sport Management
- SPTE 202: Introduction to Live Entertainment Management
- SPTE 380: Sport and Entertainment Marketing
- SPTE 404: Promoting Entertainment Events
- SPTE 550: Business of Esports
- HRSM 700: Quantitative Methods in Hospitality, Retail, and Sport Management

Arkansas State University

- ES 3743: Research and Statistical Methods
- ESPE 6673: Research Design
- PE 3113: Business of Esports
- PE 3853: Sports promotion and Sales Management
- PE 3863: Economic and Financial Management of Sport Organizations
- PE 3873: Event and Facility Management

STUDENT ADVISING

University of South Carolina

Doctoral Committee Chair

- Wil Fisakerly (2024): “Faith, trust, and pixie dust”: Understanding the visions and responsibilities of the vep (varsity esports program) director.”
- Deokkyung Ock (expected 2025): “Esports audience segmentation: The means-end approach.”

Undergraduate Honors Committee Chair

- Matthew Marino (2022): “The viability of esport gambling: A case study of NCAA football.”
- Ryan Wimmer (2022): “Promoting an NHL Team: A case of the Seattle Kraken.”

Undergraduate Honors Committee Member

- Michael Melchiorre (2021): “The economic and social impacts of the Tokyo Olympics on its various stakeholders.”

Arkansas State University

Master’s Thesis Committee Chair

- Ryan Egnaczyk (2019): “Qualities and leadership characteristics of effective high school sport coaches.”

Master’s Thesis Committee Member

- Melanie A. Hosty (2020): “Professional cheerleaders and dancers and their experience of sexual harassment.”

HONORS AND AWARDS

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|---|------|
| Winner, Best paper Award, Sport Entertainment and Venues Tomorrow conference | 2018 |
| Winner, Outstanding Student Paper Award, Sport Marketing Association Conference | 2016 |

Third Place, Outstanding Student Research Presentation, College of HRSM	2016
Honoree, Sungkyunkwan University Honors Program Scholarship	2007-2009

ACADEMY SERVICE

Editorial Review Board – <i>Journal of Global Sport Management</i>	2023
Ad Hoc Journal Reviewer – <i>Journal of Sport Management</i> – <i>Sport Management Review</i> – <i>Sport Marketing Quarterly</i> – <i>Internet Research</i> – <i>Psychology of Popular Media</i> – <i>International Journal of Consumer Research</i> – <i>Young Customers</i>	
Conference Academic Program Organizer – Sport Entertainment and Venues Tomorrow	2020-
Case Study Competition Judge – Southwest Sports Business Combine competition – Sport Entertainment and Venues Tomorrow	2018 2018
Conference Abstract Reviewer – Applied Sport Management Association – Sport Marketing Association – Sport Entertainment and Venues Tomorrow	2019-2020 2017-2018 2017-2018
Student Mentor for incoming students in the NYU master’s program	2009-2012
Student Editorial Board, Management Review, Sungkyunkwan University	2007-2009
Student Chair, AIESEC Sungkyunkwan University (International Association of Students in Economic and Commercial Sciences)	2003-2004

FACULTY SERVICE

University of South Carolina	
Search Committee, Associate Professor, Department of SPTE/Committee member	2024
Search Committee, Assistant Professor, Department of SPTE/Committee member	2024
PhD Program Planning Committee, Department of SPTE/Committee member	2024
Search Committee, Instructor, Department of SPTE/Committee member	2023
Sport Management Club/Faculty advisor for data analyzing	2023
Search Committee, Assistant Professor, Department of RETL/Committee member	2021
Arkansas State University	
Sport Management Club/Advisor	2019-2020

Search Committee, Assistant Professor, Department of HPESS/Committee member	2019
ASU Pack Preview/ Program representative	2018

MEMBERSHIPS

North American Society for Sport Management	2015-
Sport Marketing Association	2015-
Sport Entertainment and Venues Tomorrow	2015-
Korean-American Scientists and Engineers Association	2018-2020

INDUSTRY EXPERIENCE

Recording Engineer: Flux Studios	2011 – 2014
Technical Assistant: NYU Loewe theater	2013
Video and Audio editor: www.Puremix.net advanced audio tutorial web	2012 - 2013