

CURRICULUM VITAE
Wooyoung (William) Jang

Sport Management Program
Department of Sport Management, Wellness, and Physical Education
College of Education
University of West Georgia
Carrollton, GA, 30118
wjang@westga.edu

EDUCATION

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|--------------|--|------|
| Ph.D. | Indiana University , Bloomington, IN
Major: Sport Management
Minor: Inquiry Methodology
Dissertation: <i>Integrated Model for Esports Consumption Behavior</i>
Committee Chair: Dr. Kevin K. Byon
Committee Members: Dr. Paul M. Pedersen,
Dr. Antonio S. Williams, & Dr. Dubravka Svetina | 2020 |
| M.S. | University of Georgia , Athens, GA
Major: Sport Management
Thesis: <i>Relationship between Sportscape and Behavioral Intention of Spectator: Case of Four Professional Major League Sport Events</i>
Advisor: Dr. Kevin K. Byon | 2014 |
| B.S. | Kyung Hee University , Yongin-si, South Korea
Major: Golf Management
Advisor: Dr. Jeong-hak Lee | 2011 |

ACADEMIC APPOINTMENT

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| August 2020 – Present | <i>Assistant Professor</i> , Sport Management Program, University of West Georgia, Carrollton, Georgia. |
| August 2015 – 2019 | <i>Associate Instructor</i> , Sport Management Program, Indiana University, Bloomington, Indiana |

TEACHING ACTIVITIES

TEACHING

University of West Georgia, Carrollton, GA

Undergraduate Courses:

SPMG 3665: Communication in Sport (Fall 2020; Fall 2021; Fall 2022; Fall 2023)

SPMG 4684-E03 (50803): Opportunities in Sport Analytics (Summer, 2022)

SPMG 4685-E01: Applied Research Methods in Sport Management (Spring 2021)
SPMG 4685 (83412): Field Market Research (Fall 2020)
SPMG 4685 (50376): Intro to Esports Management (Summers 2021, 2022, 2023)
SPMG 4685 (13376): Esports Management (Spring 2022)
SPMG 3670: Practicum section (Spring 2021; Spring 2022)

Graduate Courses:

SPMG 6102: Revenue Generation in Sport (Fall 2023)
SPMG 6140: Strategic Sales & Marketing (Summer 2021; Spring 2022; Spring 2023; Fall 2023)
SPMG 6150: Applied Communication & Technology in Sport (Fall 2021; Fall 2022)
SPMG 6300: Intro to Sport Analytics (Fall 2021; Spring 2023)
SPMG 6310 (50788): Big Data & Stat Analysis Sport (Summer, 2022)
SPMG 7685 (83179): Esports in Institutions of Higher Education (Fall, 2022)
SPMG 7110: Sport Management Capstone (Spring 2023)

First-year Seminar Course:

XIDS-2002-C38 (83782): Esports Games & Events (Fall 2022; Fall 2023)
XIDS 2002 (83782): Playing & Watching Esports Games (Fall 2021)

Indiana University, Bloomington, IN

Undergraduate Courses:

M 304 (37218): Esports Management and Marketing (Second-Eight Week; Spring 2019)
M 304 (31795): Esports Management and Marketing (Spring 2019) – Newly developed course by William W. Jang
M 428: Strategic Management in the Sport Setting (Fall 2018)
M 404: Sport Facility and Event Management (Spring 2018)

University of Georgia, Athens, GA

PEDB 1120: Physical Education Program, Beginner Golf (Spring 2015; 4 sections) & Intermediate Golf (Spring 2015; 1 section)
PEDB 1400: Physical Education Program, Beginner Golf (Fall 2014; 4 sections) & Weight Training (Fall 2014; 1 section)

Guest Lectures

BT-237: (Undergraduate) taught by Dr. Kevin K. Byon (Indiana University) at Rikkyo University “Sport Consumer Behavior” (Winter 2023). Lecture topic: *Esports Ecosystem*
BT-237: (Undergraduate) taught by Dr. Kevin K. Byon (Indiana University) at Rikkyo University “Sport Consumer Behavior” (Summer 2022). Lecture topic: *Esports Stakeholders, Genres, and College Programs*
BT-237: (Undergraduate) taught by Dr. Kevin K. Byon (Indiana University) at Rikkyo University “Sport Consumer Behavior” (Summer 2021). Lecture topic: *Comprehensive Understanding of Global Esports Industry*
ESPT-150-05100: (Undergraduate) taught by Dr. Kostas Karadakis (University of Southern New Hampshire) “Introduction to Esports” (Fall 2019). Lecture topic: *VoIP Application and streaming in esports*
ESPT-150-05100: (Undergraduate) taught by Dr. Kostas Karadakis (University of

Southern New Hampshire) “Introduction to Esports” (Fall 2019). Lecture topic: *A definition of esports*
ESPT-1ST1-05192: (Undergraduate) taught by Dr. Kostas Karadakis (University of Southern New Hampshire) “Introduction to e-sports/ e-games” (Spring 2019). Lecture topic: *Are esports sport? Working towards a definition of esports*

ACADEMIC PROGRAM DEVELOPMENT

Esports Certification - USG Academic Program Applicants (Fall 2022)

Drs. **Wooyoung (William) Jang** and Brian Mosier (Sport Management, Wellness, and Physical Education Department Chair)

Title: Nexus in Digital Entertainment, Esports & Game Development in the bachelor’s degree at UWG

Program Description: The Nexus in Digital Entertainment, Esports & Game Development, Georgia Film Association launched, crosses over many bachelor’s degrees at UWG. This includes bachelor’s degrees in computing, Interdisciplinary Studies, Marketing, Mass Communication, and Sport Management. The Nexus program will allow students to pursue the GFA (Georgia Film Academic) Digital Entertainment, Esports & Game Development certification, be employable in the industry after two years of coursework and continue to pursue a bachelor's degree within their chosen field of study.

UWG Esports Minor development (Interdisciplinary studies; Fall 2022-Present)

Drs. **Wooyoung (William) Jang**, Brian Mosier (Sport Management, Wellness, and Physical Education Department Chair), Bradford Yates (Dean of the School of Communication, Film, and Media), Andy Walter (Professor, Director of the Center of Interdisciplinary Studies), Lewis Baumstark (Professor of Computer Science & Program Coordinator), and Minna Rollins (Professor of Marketing)

RESEARCH

RESEARCH INTERESTS

My primary research interest involves consumer behavior associated with esports. To better understand this rapidly emerging phenomenon, I have focused on exploring the determinants of esports playing behavior and its relationship with various other esports consumption behaviors such as purchasing in-game items, streaming, and attending.

I am also interested in examining variables associated with sportscape affecting sport consumption behavior. Pursuant to this interest, my research has focused on examining how physical environment factors and emotions interact with sport consumers’ behavioral responses in various sport contexts, including esportscape (i.e., physical/ social atmosphere of esports venues).

FUNDING PROJECTS

Funded

2023 Principal Investigator: Wooyoung (William) Jang, Co-Principal Investigators: Drs. HyungSeok Song & Kevin K. Byon. *What makes esports consumers watch streamers' live-streaming: Extending the theory of planned behavior.* 10th Global Sport Business Association (GSBA) Junior Faculty Research Grant Competition

Award. Total \$500 (Indirect Cost - \$0).

External Research Grant

- 2022 Wooyoung (William) Jang** with Mr. Jun-Woo Choi and Dr. Kevin K. Byon. *A scoping review of the theory of planned behavior: Millennials' sport consumption behavior.* 2022 9th Global Sport Business Association (GSBA) Junior Faculty Research Grant Competition Award. Total \$1,000 (Indirect Cost - \$0).

External Research Grant

- 2022 Principal Investigator:** Wooyoung (William) Jang. Co-Principal Investigators: Dr. E. Su Jara-Pazmino. *Longitudinal study examining coping strategies for college esports athletes: Academic and esports performances perspective.* 2022 University of West Georgia, College of Education Seed Grant. Total \$1,000 (Indirect Cost - \$0).

College Internal Research Grant

- 2019 Principal Investigator:** Wooyoung (William) Jang. Co-Principal Investigators: Kyungyeol Kim & Dr. Kevin K. Byon. *Esportscape: The physical and social atmospherics in esports event venues.* 2019 Global Sport Business Association (GSBA) Doctoral Research Grant. Total \$500 (Indirect Cost - \$0).

Research Grant

- 2017 Principal Investigator:** Wooyoung (William) Jang. Co-Principal Investigator: Dr. Kevin K. Byon. *Antecedents and consequences associated with esports.* 2017 North American Society for Sport Management (NASSM) Doctoral Research Grant. Total \$1,570 (Indirect Cost - \$0).

Research Grant

- 2017 Assistant,** 2017 International Study and Training Education Program (iSTEP), *Global Training Educational Program Grant, Shanghai International Studies University,* Principal Investigator: Dr. Kevin K. Byon, Co-Principal Investigator: Dr. Antonio S. Williams. Total \$43,988 (Indirect Cost - \$4,398.80).

Service/Training Grant

- 2016 Assistant,** 2016 International Study and Training Education Program (iSTEP), *Global Training Educational Program Grant, Shanghai International Studies University,* Principal Investigator: Dr. Kevin K. Byon, Co-Principal Investigator: Dr. Antonio S. Williams. Total \$49,643 (Indirect Cost - \$4,513).

Service/Training Grant

- 2015 Assistant,** 2015 International Study and Training Education Program (iSTEP), *Global Training Educational Program Grant, Shanghai International Studies University,* Principal Investigator: Dr. Kevin K. Byon, Co-Principal Investigator: Dr. Antonio S. Williams. Total \$62,502 (Indirect Cost - \$5,682).

Service/Training Grant

Unfunded

- 2022 Sole Investigator:** Wooyoung (William) Jang. *The impact of esports betting on brand extension between NBA and NBA 2K esports: A cross-national comparison between Korea and the U.S.* 2023 Korean Studies Grant Application. Total \$2,765

- 2022 Principal Investigator:** Wooyoung (William) Jang. Co-Principal Investigators: Dr. E. Su Jara-Pazmino & Dr. Kevin K. Byon. *Coping Strategies of College Esports Athletes: Longitudinal Study for Academic and Esports Performances*. 2022 Sport Marketing Association (SMA) Research Grant Program. Total \$1,500
- 2022 Principal Investigator:** Wooyoung (William) Jang. Co-Principal Investigators: Dr. E. Su Jara-Pazmino & Dr. Kevin K. Byon. *College Esports Athletes' Coping Process for Academic and Esports Performance: A Longitudinal Mixed-methods Study*. 2022 Janet B. Parks North American Society for Sport Management (NASSM) Research Grant Program. Total \$3,000
- 2020 Principal Investigator:** Wooyoung (William) Jang. Co-Principal Investigators: Dr. Jennifer A. Pecoraro. *Categorizing esports gamers: An exploration of gamer clusters via gameplay experiences*. 2020 University of West Georgia, College of Education Seed Grant.

PUBLICATIONS

SSCI (Social Sciences Citation Index), IF (Impact Factor), # (Project with Student)

18. Choi, W., **Jang, W. W.**, Song, H., Kim, M. J., Lee, W., & Byon, K. K. (2024). Esports for development? Exploring esports player profiles and their development and well-being outcomes. *International Journal of Sports Marketing and Sponsorship*
17. **Jang, W. W.**, Choi, W., Kim, M. J., Song, H., & Byon, K. K. (2024). What makes esports consumers watch streamers' esports live-streaming contents? Extending the theory of planned behavior. *International Journal of Sports Marketing and Sponsorship*.
16. Lee, S., **Jang, W. W.**, & Rolins, M. (2024). Using Minecraft Education Edition to enhance 21st century skills in the college classroom: A mixed methods study. *Hawaii International Conference on System Sciences* (ISSN: 2572-6862, IF = 1.7)
15. #Chou, S.Y., **Jang, W.W.**, Ma, S.C., Byon, K.K. & Chang, C.H. (2023). Is mobile gaming a new pillar of esports? Using flow and clutch states to measure player behavioral intention. *International Journal of Sports Marketing and Sponsorship*. <https://doi.org/10.1108/IJSMS-07-2022-0134> (SSCI, 2020 IF = 3.21)
14. Byon, K. K., Zhang, J. C., & **Jang, W. W.** (2022). Examining the value co-creation model in motor racing events: Moderating effect of residents and tourists. *Sustainability*, 14(15), 9648. <https://doi.org/10.3390/su14159648> (SSCI, 2021 IF = 3.889)
13. **Jang, W. W.**, & Byon, K. K. (2021). Investigation of esports playing intention formation: The moderating impact of gender. *Sport Marketing Quarterly*, 30(3), 193-206. (SSCI, 2020 IF = 2.90). <http://doi.org/10.32731/SMQ.303.0921.03>
12. **Jang, W. W.** (2021). Crowd management (pp. 118). In P. M. Pedersen (Ed.), *Encyclopedia of Sport Management*, Cheltenham, UK: Edward Elgar.

11. **Jang, W. W.**, Byon, K. K., Williams, A., & Pedersen, P. M. (2021). Augmenting the formation of esports gameplay intention: Interaction effects of genre and gender. *Sport, Business and Management: An International Journal*, 11(5), 620-646. (SCOPUS, 2020 IF = 1.73). <https://doi.org/10.1108/SBM-04-2021-0049>
10. **#Jang, W. W.**, Byon, K. K., & Song, H. (2021). Effect of prior gameplay experience on the relationships between esports gameplay intention and live esports streaming content. *Sustainability*, 13(14), 8019. <https://doi.org/10.3390/su13148019> (SSCI, 2021 IF = 3.889)
9. **Jang, W. W.**, Byon, K. K., Pecoraro, J., & Tsuji, Y. (2021). Clustering esports gameplay consumers via game experiences. *Frontiers in Sports and Active Living*, 3. 669999. <https://doi.org/10.3389/fspor.2021.669999>
8. **#Byon, K. K.**, Yang, S. U., **Jang, W. W.**, & Kim, T. Y. (2021). Endorsing public diplomacy through international sport events: Impact of sport fan engagement. In E. Kim, & J. J. Zhang (Eds.), *Sport Governance and Operations: Global Perspectives* (1st edition; World Association for Sport Management series #8). London, UK: Routledge.
7. Ma, S. C., Byon, K. K., **Jang, W. W.**, Ma, S. M., & Huang, T. N. (2021). Esports spectating motives and streaming consumption: Moderating effect of game genres and live-streaming types. *Sustainability*, 13(8), 41-64. <https://doi.org/10.3390/su13084164> (SSCI, 2021 IF = 3.889)
6. **Jang, W. W.**, Byon, K. K., Baker, T. A., & Tsuji, Y. (2021). Mediating effect of esports game streaming in the relationship between esports gameplay and esports event broadcasting. *Sport, Business and Management: An International Journal*, 11(1), 89-108. (SCOPUS, 2020 IF = 1.73). <https://doi.org/10.1108/SBM-10-2019-0087>
5. **Jang, W. W.**, & Byon, K. K. (2020). Antecedents of esports gameplay intention: Genre as a moderator. *Computers in Human Behavior*, 109. 106336. doi.org/10.1016/j.chb.2020.106336 (SSCI, 2022 IF = 9.79).
4. **#Jang, W. W.**, Kim, K. A., & Byon, K. K. (2020). Social atmospherics, affective response, and behavioral intention associated with esports events. *Frontiers in Psychology*, 11, 1-11. <https://doi.org/10.3389/fpsyg.2020.01671> (SSCI, 2020 IF = 2.99).
3. **Jang, W. W.**, & Byon, K. K. (2020). Antecedents and consequence associated with esports gameplay. *International Journal of Sports Marketing and Sponsorship*, 21(1), 1-22. <https://doi.org/10.1108/IJSMS-01-2019-0013> (**The Best Paper Award Winner at the Emerald Literati Awards 2021**). (SSCI, 2020 IF = 3.21).
2. Yim, B. H., Sabatinelli, D., & **Jang, W. W.** (2020). Psychophysiological measurements of sport fans' emotions: Systematic review. *Journal of Sport*, 8(1), 42-54.
1. **Jang, W. W.**, Byon, K. K., & Yim, B. H. (2020). Sportscape, emotion, and

behavioral intention: A case of four professional major league sport events.
European Sport Management Quarterly, 20(3), 321-343.
doi.org/10.1080/16184742.2019.1607521 (SSCI, 2020 IF = 3.71).

Book Chapters Accepted for Publication

3. **Jang, W. W.**, & Byon, K. K. (accepted). Esports betting. In P. M. Pedersen (Ed.), *Encyclopedia of Sport Management (2nd Edition)*, Cheltenham, UK: Edward Elgar.
2. Byon, K. K. & **Jang, W. W.** (accepted). PLS-SEM. In P. M. Pedersen (Ed.), *Encyclopedia of Sport Management (2nd Edition)*, Cheltenham, UK: Edward Elgar.
1. **Jang, W. W.**, Yim, B. H., & Byon, K. K. (accepted). Communication in esports: An overview of esports consumption. In P. M. Pedersen (Ed.), *Routledge Handbook of Sport Communication (2nd Edition)*, England, UK: Routledge.

Manuscripts Under Review

6. Ma, S. C., Hung, Y., Tsai, C. L., & **Jang, W. W.** (under review). Effectiveness of esports sponsor advertising: Analyzing screen placement, sponsor type, and match period in esports events with eye tracking. *Sport Marketing Quarterly*.
5. #Brummett, K. J., **Jang, W. W.**, Mau, K., Williams, A., & Byon, K. K. (under review - major revision). Too masculine for me? Consumption gender in esports online spectating motivation. *International Journal of Sport Management*.
4. Song, H. S., **Jang, W. W.**, Min, S. D., Jara-Pazmino, S., & Byon, K. K. (under review). The indirect effects of coping strategies in the relationship between service failures and negative behavioral intention: Moderated mediation analysis. *Sport Business and Management: An International Journal*.
3. Song, H., Kim, M. J., Choi, W., & **Jang, W. W.** (under review). Fear of missing out's mediating role in sensation-seeking and online betting intentions: Impact of sales promotions. *Sport Business and Management: An International Journal*.
2. Kim, M. J., Song, H., **Jang, W. W.**, Choi, W., & Byon, K. K. (under review). Understanding the media consumption motivations associated with sport fan diaspora. *International Journal of Sport Communication*.
1. Byon, K. K., Kim, A. K., **Jang, W. W.**, & Tsuji, Y. (under review). Consumer motivations and behavioral intention mediated by athlete identification in mixed martial arts. *Journal of Taiwan Society for Sport Management*.

On-going Projects

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| 4. Esports consumption behavior: Purchasing in-game items. | <i>Writing manuscript (Data analyzed)</i> |
| 3. The impact of esports betting to brand extension between NBA and NBA 2K esports | <i>Writing manuscript (Data analyzed)</i> |

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| 2. | The boundary of esports consumption: A scoping review | <i>Preparing of data collection</i> |
| 1. | Scale validation study: Esports player identity | <i>idea development</i> |

CONFERENCE PRESENTATIONS

40. **Jang, W. W.**, Byon, K. K., Tsuji, Y., Song, H. S., & Willett, M. S. (2024, June). *Exploring the psychological mechanisms of purchasing intention for game items in esports*. Submitted (poster presentation) at the 2024 Asian Association for Sport Management. Jeju, South Korea.
39. Song, H. S., Byon, K. K., **Jang, W. W.**, Tsuji, Y., & Willett, M. S. (2024, June). *The advantages of using AI search engines: Case of sport tourism literature search*. Submitted (poster presentation) at the 2024 Asian Association for Sport Management. Jeju, South Korea.
38. Choi, W., **Jang W. W.**, Kim, M. J., Min, S. D., & Byon, K. K. (2024, October). *Examining the role of esports motivation and participation frequency in development outcomes among recreational gamers*. 21st Annual Sport Marketing Association, St. Louis, MO
37. Kim, M. J., **Jang, W. W.**, Min, S., Choi, W., & Byon, K. K. (2024, October). *Segmenting college sport media consumers: A cluster analysis*. 21st Annual Sport Marketing Association, St. Louis, MO.
36. Choi, W., **Jang, W. W.**, Song, H., Kim, M. J., & Byon, K. K. (2024, May). *Esports for development? Exploring esports payer profiles and their development and well-being outcomes*. 2024 North American Society for Sport Management, Minneapolis, MN.
35. Choi, J. W., **Jang, W. W.**, Byon, K. K. (2024, May). *The impact of banner Ads on consumer attitudes and purchase intention toward golf products: Using product classification and contextual congruity*. 2024 North American Society for Sport Management, Minneapolis, MN.
34. Song, H., Choi, W., **Jang, W. W.**, Kim, M.J., & Byon, K. K. (2023, October). *The structural relationship among sensation seeking, fear of missing out, and online sports betting intention: Moderated mediating effect of sales promotion*. 20th Annual Sport Marketing Association, St. Petersburg, FL.
33. Kim, M.J., **Jang, W. W.**, Song, H., Choi, W., & Byon, K. K. (2023, October). *Understanding the Media Consumption Associated with Domestic Distant Sport Fans*. 20th Annual Sport Marketing Association, St. Petersburg, FL.
32. Bok, T., **Jang, W. W.**, & Byon, K. K. (2023, October). *Variables affecting psychological ownership for spectators: Moderating roles of gender and relationship length*. 20th Annual Sport Marketing Association, St. Petersburg, FL.
31. Pack, S. M., Jara-Pazmino, E.S. & **Jang, W. W.**, (2023, October). *Using COIL for an International Sport Marketing Project*. 20th Annual Sport Marketing Association, St.

Petersburg, FL.

30. **Jang, W. W.**, Byon, K. K., & Tsuji, Y., (2023, May). *Exploring the effect of NBA 2K esports brand extension: The moderating role of esports game betting*. 2023 North American Society for Sport Management. Montréal, Québec.
29. Song, H., **Jang, W. W.**, Min, S., & Byon, K. K. (2023, May). *The relationship between service failures, coping, and negative behaviors at fitness centers: The four segments by high/low-contacts and transactional/non-transactional outcomes*. 2023 North American Society for Sport Management. Montréal, Québec.
28. **Jang, W. W.**, Song, H., & Byon, K. K., (2023, February). *What makes esports consumers watch streamers' live-streaming: Extending the theory of planned behavior*. 10th Global Sport Business Association Conference. Nassau, Bahamas. **(2023 GSBA Junior Faculty Research Grant Competition Award Winning Project)**
27. Jara-Pazmino, E.S., Pazmino, C.D. & **Jang, W. W.**, (2023, February). *Challenges and opportunities for international student-athletes within the proposed NIL Federal Legislation*. 10th Global Sport Business Association Conference. Nassau, Bahamas.
26. **Jang, W. W.**, Chou, S. Y., Ma, S. C., Byon, K. K., & Chang, C. H. (2022, October). *Comparison of PC and Mobile Platforms in Esports Players Behavioral Intention: Flow and Clutch Experiences*. 19th Annual Sport Marketing Association. Charlotte, North Carolina.
25. **Jang, W. W.**, & Byon, K. K. (2022, June). *The boundary of esports consumers: A scoping review*. 2022 North American Society for Sport Management. Atlanta, Georgia.
24. Kyle, M., Kelly, B., **Jang, W. W.**, Williams, A., & Byon, K. K. (2022, June). *Too masculine for me? Analyzing the moderating effects of consumption gender on motives and online consumption in esports*. 2022 North American Society for Sport Management. Atlanta, Georgia.
23. Song, H., Byon, K. K., **Jang W. W.** (2022, March). *Mediation effect of coping strategies between service failures and negative behavioral intentions*. 9th Global Sport Business Association Conference. Nassau, Bahamas. **(Faculty Co-advisor of 2022 GSBA Student Research Grant Competition Award Winning Project, Hyunseok Song)**
22. Choi, J. W., Byon, K. K., **Jang W. W.** (2022, March). *A scoping review of the theory of planned behavior: Millennials' sport consumption behavior*. 9th Global Sport Business Association Conference. Nassau, Bahamas. **(2022 GSBA Junior Faculty Research Grant Competition Award Winning Project)**
21. **Jang, W. W.**, Byon, K. K., Pecoraro, J., Tsuji, Y., & Jones, C. W. (2021, October). *An exploration of esports gamer clusters via experiences*. 18th Annual Sport Marketing Association. Las Vegas, Nevada.
20. **Jang, W. W.**, Byon, K. K., Yim, B. H., & Jones, C. W. (2021, June). *Decision-*

making process of millennial esports fans in esports live streaming consumption. 2021 North American Society for Sport Management. Virtual conference.

19. **Jang, W. W.,** Byon, K. K., & Williams, A. (2021, June). *The impact of the interaction effect of gender and genre on the drivers behind esports gameplay intention.* 2021 North American Society for Sport Management. Virtual conference.
18. **Jang, W. W.,** & Byon, K. K. (2020, September). *The impact of esports gameplay time on antecedents of esports gameplay intention.* 28th EASM European Sport Management. Virtual conference.
17. **Jang, W. W.,** Kim, K. A., & Byon, K. K. (2020, May). *Esportscape: A scale for spectators' perception of esports venues.* 2020 North American Society for Sport Management. San Diego, California.
16. **Jang, W. W.,** & Byon, K. K. (2019, November). *Esports consumption typology.* 17th Annual Sport Marketing Association Conference. Chicago, Illinois.
15. **Jang, W. W.,** & Byon, K. K. (2019, May). *Interrelationships among playing esports games, watching esports streaming, and esports event broadcasts.* 2019 North American Society for Sport Management. New Orleans, Louisiana.
14. Kim, K. A., Byon, K. K., Baek, W. Y., & **Jang, W. W.** (2019, May). *Consumer-to-consumer value co-creation and co-destruction in spectator sport.* 2019 North American Society for Sport Management. New Orleans, Louisiana.
13. **Jang, W. W.,** Kim, K. A., & Byon, K. K. (2019, March). *Esportscape: The physical and social atmospherics in esports event venues.* 7th Global Sport Business Association Conference. Cozumel, Mexico. **(2019 GSBA Student Research Grant Competition Award Winning Project)**
12. **Jang, W. W.,** Kim, K. A., & Byon, K. K. (2019, February). *Esportscape: Exploring the environmental stimuli in esports venues.* 2019 Annual Applied Sport Management Association Conference. Nashville, Tennessee.
11. **Jang, W. W.,** Byon, K. K., & Williams, A. (2018, October). *Model examining eSports playing intention: Gender Difference.* 16th Annual Sport Marketing Association Conference. Dallas, Texas.
10. **Jang, W. W.,** Byon, K. K., Zhang, J. C. (2018, September). *Genre as a moderator of the effects of determinants associated with eSports playing intention.* 26th EASM European Sport Management Conference. Malmö, Sweden.
9. Zhang, J. C., Byon, K. K., Svetina, D., & **Jang, W. W.** (2018, September). *Examining residents perceived measures of positive event impact using item response theory.* 26th EASM European Association of Sport Management. Malmö, Sweden.
8. **Jang, W. W.,** & Byon, K. K. (2018, June). *Antecedents and consequence of playing eSports games.* 2018 North American Society for Sport Management. Halifax, Nova Scotia. **(2018 NASSM Student Research Competition Award Top Three Finalist).**

7. **Jang, W. W., & Byon, K. K.** (2018, March). *Testing the external validity of sport stadium atmosphere (SSA): A case of NCAA Division I men's basketball sport events*. 6th Global Sport Business Association Conference. Cozumel, Mexico.
6. **Jang, W. W., & Byon, K. K.** (2017, November). *Testing the external validity of sport stadium atmosphere (SSA)*. 2017 North American Society for Sport Management. Denver, Colorado.
5. **Byon, K. K., Jang, W. W., & Jones, C. W.** (2016, August). *How does physical environment impact on spectators' attitude toward Shanghai Formula One Grand Prix*. 5th Global Sport Business Association Conference. Cozumel, Mexico.
4. **Jang, W. W., & Byon, K. K.** (2016, February). *Influence of the physical environment of National Hockey League venue on spectator's behavioral responses*. Importance and performance analysis approach. 3rd International Sport Management Conference. Budapest, Hungary.
3. **Jang, W. W., Yim, B. H., & Byon, K. K.** (2015, October). *The relationship between sportscape elements, spectator emotion, and behavioral intention: Moderating role of team identification*. 13th Annual Sport Marketing Association Conference. Atlanta, Georgia.
2. **Jang, W. W., Yim, B. H., & Byon, K. K.** (2015, March). *The relationship between sportscape, emotion, and behavioral intention: Comparisons based on team identification and gender*. Annual Association of Marketing Theory and Practice. Savannah, Georgia.
1. **Jang, W. W., Byon, K. K., & Baker, T. A.** (2014, June). *Relationship between sportscape and behavioral intention of spectator: Case of four professional major league sport events*. 11th Annual Sport Marketing Association Conference. Philadelphia, Pennsylvania.

PRESENTATIONS (STATE)

5. **Jang, W. W.** (2020, May). *The impact of esports gameplay time on antecedents of esports gameplay intention*. 2020 Sport Management Doctoral Symposium. Bloomington, Indiana.
4. **Jang, W. W.** (2019, December). *The impact of esports content live streaming into the relationship between esports gameplay and esports event broadcasts*. 2019 Sport Management Doctoral Symposium. Bloomington, Indiana.
3. **Jang, W. W.** (2018, November). *Esports event venues: The physical and social environments*. 2018 Sport Management Doctoral Symposium. Bloomington, Indiana.
2. **Jang, W. W., & Byon, K. K.** (2018, April). *The relationship between two different eSports consumption intentions: Playing eSports games and media consumption of eSports events*. 2018 Public Health Research Day. Bloomington, Indiana.
1. **Jang, W. W.** (2016, October). *Spectators' perception, satisfaction, and behavioral intention to the sport stadium atmosphere: A test of the moderating effect of the seat*

location. 2016 Sport Management Doctoral Symposium. Bloomington, Indiana.

INVITED PRESENTATION

3. **Jang, W. W.** (2022, April). *Careers Beyond the Console – Hawks Talon GC*. University of West Georgia. **(Invited panelist for research and career development)**
2. **Jang, W. W.** (2022, March). *Esports trend in the U.S. and research in sport management*. Rising Starts in Sport Management Research Webinar. Present in the Asian Sport for Sport Management (AASM). **(International keynote speaker)**
1. **Jang, W. W.** (2021, October). *The U.S. esports report*. International Conference of Center for Esports: Global Issues for eSports' Phenomenon. Presented at Kyungsung University, Busan, South Korea. **(International keynote speaker)**

DISSERTATION COMMITTEE MEMBER

Methodologist, Cedric Franklin (University of West Georgia, The Department of Counseling, Higher Education, and Speech-Language Pathology; Ed.D.): Cedric passed a final oral defense of the doctoral dissertation on January 17, 2023.

SUCCESSFUL WORK WITH UDERGRADUATE RESEARCH

20. Advisor, Asia Johnson (2021, March). *The benefit that sport has on reducing crime and deradicalization strategies*. Presented (oral) in UWG Scholars' Day annual conference.
19. Advisor, Dylan Wyble (2021, March). *Violence in sport*. Presented (oral) in UWG Scholars' Day annual conference.
18. Advisor, Jazmine Tanner (2021, March). *Genres in esports games*. Presented (oral) in UWG Scholars' Day annual conference.
17. Advisor, Jeffery Hunt (2021, March). *Do trans-female athletes hold a competitive advantage over their competition?* Presented (oral) in UWG Scholars' Day annual conference.
16. Advisor, Jermyrion Beasley (2021, March). *Evaluation of Atlanta United FC based on the fans' perception*. Presented (oral) in UWG Scholars' Day annual conference.
15. Advisor, Micheal B. Robinson Jr. (2021, March). *The impact of social media on ticket sales of Liverpool FC*. Presented (oral) in UWG Scholars' Day annual conference.
14. Advisor, Russell Mole, (2021, March). *It's time to speak up: Politics in sport*. Presented (oral) in UWG Scholars' Day annual conference.
13. Advisor, Timothy Brunet, (2021, March). *Does a winning coach and franchise have an impact on season ticket holder attitudes?* Presented (oral) in UWG Scholars' Day annual conference.
12. Advisor, Patrick Carroll, (2021, March). *Fantasy football effects on NFL popularity*. Presented (oral) in UWG Scholars' Day annual conference.
11. Advisor, Isabella Caricari, (2021, March). *Mental toughness of athletes*. Presented (oral) in UWG Scholars' Day annual conference.
10. Advisor, Roderick Gaines, (2021, March). *Dallas fans' service quality perception*. Presented (oral) in UWG Scholars' Day annual conference.
9. Advisor, Montavia L. Caudle, (2021, March). *Social media influence in sport*

- organizations' revenue*. Presented (oral) in UWG Scholars' Day annual conference.
8. Advisor, Travious Couch, (2021, March). *The impact of engagement on the fans' social networking strategy participation for NBA teams*. Presented (poster) in UWG Scholars' Day annual conference.
 7. Advisor, William Walker, (2021, March). *Fantasy football participants' adjustment strategies*. Presented (poster) in UWG Scholars' Day annual conference.
 6. Advisor, Jonathon Phelps, (2021, March). *Are youth and high school sports worth the risk?* Presented (poster) in UWG Scholars' Day annual conference.
 5. Advisor, Danielle Ball, (2021, March). *Doping in sports*. Presented (poster) in UWG Scholars' Day annual conference.
 4. Advisor, Tyshaun Sinclair, (2021, March). *What esports genre is most popular?* Presented (poster) in UWG Scholars' Day annual conference.
 3. Advisor, Brandon Onuorah, (2021, March). *Baltimore Ravens fans experience*. Presented (poster) in UWG Scholars' Day annual conference.
 2. Advisor, Ari Samuel, (2021, March). *New technology benefits in sport*. Presented (poster) in UWG Scholars' Day annual conference.
 1. Advisor, Deng Nhial, (2021, March). *Esports consumer behaviors research*. Presented (poster) in UWG Scholars' Day annual conference.

HONORS, AWARDS & ACHIEVEMENTS

- 2022** Outstanding Research Award Winner of University of West Georgia, College of Education
- 2022** Faculty Advisor (co-advisor) of 2022 Global Sport Business Association (GSBA) Doctoral Grant Award Competition Winner (Nassau, Bahamas; Hyunseok Song)
- 2021** The Best Paper Award Winner at the Emerald Literati Awards
- 2019** Indiana University, Department of Kinesiology Graduate Student Fellowship Competition Winner (\$5,000)
- 2018** North American Society for Sport Management (NASSM) Doctoral Research Competition 2018 Top Three Finalist (Halifax, Nova Scotia)

SERVICE ACTIVITIES

PROFESSIONAL SERVICE ACTIVITIES

University

University of West Georgia

Chair: Esports Advisory Council, *Spring 2021 – present*

Chair: Esports Research Subcommittee, *Spring 2021 – present*

Chair: Esports Varsity Team Tryout Chair, *Fall 2021*

Member: Faculty Development, Mentoring, and Retention (FDMR) Committee, *Fall 2022 - present*

Member: Esports Curriculum Subcommittee, *Spring 2021 – present*

Member: COE Innovation Group, *Fall 2021 – Spring 2022*

Member: Tenure-Track Assistant Professor Search Committee, *Spring 2022*
 Member: Clinical Assistant Professor Search Committee, *Fall 2022*
 Member: Personnel Committee, *Fall 2020 – Spring 2022*
 Summer Camp Development: Esports Competitive Playing and Management 1 & 2, 2022
 Member: Esports Coach Search Committee, *Fall 2021*

Indiana University

Member: Doctoral Student Communications Committee, *2015 – 2020*

Community-engaged Service

Organization	Description	Year
<u>Skillshot Media</u> (2470 Lindbergh Ln NE, Atlanta, GA 30324)	<i>UWG esports coach Joseph Lee and I collaborated with Todd Harris, Founder & CEO of Skillshot Media, and Cooper von Rossum for the Georgia Esports League (GEL). As a result, it led to the mutual agreement and consent between UWG and Skillshot Media to join the GEL, and it contributed to engaging the Georgia community via esports.</i>	2022
<u>GGDA</u>	<i>Collaboration with Andrew Greenberg, Executive Director of Georgia Game Developers Association (GGDA) for UWG's Nexus in Digital Entertainment, Esports & Game Development program.</i>	2022
<u>GFA</u> (270 Washington Street, SW, Atlanta, GA 30334)	<i>Collaboration with Jeffrey Stepakoff, Executive Director of Georgia Film Academy (GFA) for UWG's Nexus in Digital Entertainment, Esports & Game Development program.</i>	2022
<u>PBC</u> (503 Blackburn Dr. Martinex, GA 30907)	<i>Collaboration with Ken Gerlinger, Assistant Commissioner of Peach Belt Conference (PBC) for UWG's Nexus in Digital Entertainment, Esports & Game Development program.</i>	2022
<u>Carroll County Recreation</u> (1201 Newnan Road, Carrllton, GA 30116)	<i>Collaboration with Thad Ferguson, Recreation Director in Carroll County Recreation Department, to investigate consumers' perceptions regarding their experience and service in the youth basketball season.</i>	2021

Editorial Board Memberships

Editorial Board Member: *International Journal of Sports Marketing and Sponsorship*
 Editorial Board Member: *Journal of Electronic Gaming and Esports*

Professional Service Academia

Board of Directors Member: *Korean American Association for Sport Management (KAASM) as the Treasurer, 2021 - present*

Manuscript Reviewer (Averaging 20-30 ad hoc reviews per year)

Applied Sciences
Asian Society for Sport
Campbell Collaboration
Case Studies in Sport Management
Computers in Human Behavior
Economies
European Journal of Marketing
European Sport Management Quarterly
Frontiers in Sports and Active Living
Frontiers Public Health
Hawaii International Conference on System Sciences
International Journal of Sport Communication
International Journal of Sport Management
International Journal of Sports Marketing and Sponsorship
Journal of Electronic Gaming and Esports
Journal of Product & Brand Management
Journal of Sport Behavior
Multimedia Tools and Applications
Quest
Scientific Reports
Sport Management Review
Sport Marketing Quarterly
Sport, Business, Management: An International Journal
Sustainability
Telematics and Informatics

Development of Test Package for Textbook (2019)

Research Methods and Design in Sport Management (2nd Edition) by Andrew, Pedersen, and McEvoy

Contribution to Korean Translation for Textbook (2022)

Sports Marketing: A Strategic Perspective (6th Edition) by Matthew D. Shank and Mark R. Lyberger

MASTER. STUDENTS ADVISING (NON-THESIS)

22.	William Hess	2022 – 2024
21.	Parker Rawlin	2022 – 2024
20.	Shannon Swanson	2022 – 2024
19.	Christine Tejada Guerrero	2022 – 2024
18.	Hunter Thompson	2022 – 2024
17.	Savanna Walker	2022 – 2024
16.	Savannah Scharchmidt	2022 – 2024
15.	Brian Dowell	2021 – 2022
14.	Andrew Gentry	2021 – 2023
13.	Bryant Gray	2021 – 2023
12.	Jordan Legree	2021 – 2023

11.	Tyler Pennington	2021 – 2023
10.	Charles Reed	2021 – 2023
9.	Selena Rodgers	2021 – 2023
8.	Anthony Polite	2021 – 2023
7.	Dante Miller	2021 – 2023
6.	Deng Nhial	2021 – 2023
5.	Daniel McCravy (Successful graduation, Fall 2022)	2021 – 2022
4.	Brian Dowell (Successful graduation, Fall 2022)	2021 – 2022
3.	Logan Maddox (Successful graduation, Fall 2022)	2021 – 2022
2.	Ronnie Blackmon (Successful graduation, Fall 2022)	2021 – 2022
1.	Logan Taylor (Successful graduation, Fall 2021)	2020 – 2021

PROFESSIONAL AFFILIATIONS

Sport Marketing Association (SMA)	2013 – present
North American Society for Sport Management (NASSM)	2014 – present
Global Sport Business Association (GSBA)	2016 – present
European Association for Sport Management (EASM)	2017 – 2018
International Sport Management Conference (ISMC)	2015 – 2016
Association of Marketing Theory and Practice (AMTP)	2014 – 2015