

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

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

ACADEMIC APPOINTMENT

August 2020 – *Assistant Professor*, Sport Management Program, The
Present: University of West Georgia, Carrollton, Georgia.

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 by adopting the technology acceptance theories.

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).

PUBLICATIONS

SSCI (Social Sciences Citation Index), IF (Impact Factor)

1. **Jang, W. W.**, & Byon, K. K. (in press). Investigation of esports playing intention formation: The moderating impact of gender. *Sport Marketing Quarterly* (SSCI, IF = 0.744).
2. **Jang, W. W.**, Byon, K. K., Baker, T. A., & Tsuji, Y. (in press). Mediating effect of esports content live streaming in the relationship between esports recreational gameplay and esports event broadcast. *Sport, Business and Management: An International Journal*. <https://doi.org/10.1108/SBM-10-2019-0087> (SCOPUS).
3. **Jang, W. W.**, & Byon, K. K. (in press). Antecedents of esports gameplay intention: Genre as a moderator. *Computers in Human Behavior*, 109. doi.org/10.1016/j.chb.2020.106336 (SSCI, IF = 5.880).
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, IF = 2.323).
5. **Jang, W. W.**, & Byon, K. K. (2020). Antecedents and consequence associated with esports gameplay. *International Journal of Sports Marketing and Sponsorship*, 21, 1-22. doi.org/10.1108/IJSMS-01-2019-0013 (SSCI, IF = 1.075).
6. **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, IF = 1.889).
7. Yim, B. H., Sabatinelli, D., & **Jang, W. W.** (2020). Psychophysiological measurements of sport fans' emotions: Systematic review. *Journal of Sport*, 8(1), 42-54.

MANUSCRIPTS UNDER REVIEW

1. Byon, K. K., Yang, S. U., **Jang, W. W.**, & Kim, T. Y. (under review). Promoting public diplomacy through international sport events: Impact of sport fan engagement. In E. Kim, & J. J. Zhang (Eds.), *Governing sports in global context: Concepts, practices, and Inquiries*. London, UK: Routledge.

ON-GOING PROJECT

1. An exploration of esports gamer clusters via gameplay experience
2. Decision-making process of millennial esports fans live streaming consumption
3. The impact of the interaction effect of gender and genre on the drivers behind esports gameplay intention
4. Esports spectator motives and consumption behavior: Game genres and live streaming types matter

PRESENTATIONS

1. **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.
2. **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.
3. **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.
5. **Jang, W. W.**, & Byon, K. K. (2019, November). *Esports consumption typology*. 17th Annual Sport Marketing Association Conference. Chicago, Illinois.
6. **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.
7. 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.
8. **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 Paper)**
9. **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.
10. **Jang, W. W.** (2018, November). *Esports event venues: The physical and social environments*. 2018 Sport Management Doctoral Symposium. Bloomington, Indiana.
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.
12. **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.
13. 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. Malmo, Sweden.

14. **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).**
15. **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.
16. **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.
17. **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.
18. **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.
19. **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.
20. **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.
21. **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.
22. **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.
23. **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.

FUNDED GRANTS

Funded

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

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

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.

HONORS, AWARDS & ACHIEVEMENTS

2019 Indiana University, Department of Kinesiology graduate student fellowship (\$5,000)

2019 Global Sport Business Association (GSBA) doctoral grant award winner (Cozumel, Mexico)

2018 North American Society for Sport Management (NASSM) student research competition 2018 Top Three Finalist (Halifax, Nova Scotia)

2017 North American Society for Sport Management (NASSM) doctoral grant award winner (Denver, Colorado)

2007-2011 Awarded six scholarships for highest GPA, graduated summa cum laude

TEACHING ACTIVITIES

TEACHING

University of West Georgia, Carrollton, GA

SPMG 3665 (80377): Communication in Sport (First-Eight Week; Fall 2020)
SPMG 3665 (82037): Communication in Sport (Second-Eight Week; Fall 2020)
SPMG 4685 (83412): Field Market Research (Fall 2020)

Indiana University, Bloomington, IN

M 304 (37218): Esports Management and Marketing (Second-Eight Week; Spring 2019; Enrollment: 15)
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

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*
SPT-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*

SERVICE & PROFESSIONAL AFFILIATIONS

PROFESSIONAL SERVICE ACTIVITIES

Manuscript Reviewer

2020 *International Journal of Sports Marketing and Sponsorship*

2019 *International Journal of Sport Communication*
Campbell Collaboration
International Journal of Sports Marketing and Sponsorship
International Journal of Sport Communication
European Sport Management Quarterly

Development of Test Package for Textbook

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

Program Level Service

Personnel Committee Member, University of West Georgia, 2020 – present

Doctoral Student Communications Committee Member, Indiana University 2015 – 2020

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

INDUSTRY EXPERIENCE

2010	Management Intern, GMI Group, Seoul, South Korea GMI Group offers products and services to specific golf facility clients for their own strategic and competitive use. Performed consulting for the Bear River Golf Resort supervised by CEO Gil-Hwan Lee.
2009	Research Assistant, Kyung Hee Institute of Motor Mechanics, South Korea Collected and edited research data, supervised by Prof. Young-Jin Park.
2009	Assistant in university tournament for high school students
2008	Research Assistant, Kyung Hee Institute of Sport Management, South Korea Collected and edited research data supervised by Dr. Jeoung-hak Lee.
2007	Golf Tournament Staff, Kyung Hee University, South Korea