**Biographical Sketch**

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**󠇛 Introduction**

*Dr. Choi is an Associate Professor in the department of Sport Coaching**at Jeonju University, Korea. His research interest covers economic impact studies in Mega sport events, sport industry, Sport and Information. He has been teaching sport management related courses since 2013 in Daegu haany University, , Keimyung University, Jeonju University, Korea.*

**󠇛 Academic degrees**

*\*B.A. Keimyung University, Department of Physical Education, Korea*

*\*M.A Keimyung University, Physical Education. <Professional football players perceptions of and attitudes towards sports agents and future suggestions for the job>, Korea.*

*\*Ph.D. Keimyung University, Department of Physical Education. <The marketing mix strategic study on the purchase conduct analysis of the pro sports licensing products purchaser>, Korea.*

**󠇛 Honors**

*\*Best paper Award (2008), Korean Society of Sport and Leisure Studies.*

**󠇛 Academic Activities**

*\*2018- present. Member, The Academy of Asian Cultural Studies*

*\*2018- present. Member, Korean Society of Sport Policy*

*\*2018- present. Member, Korea Society for Wellnes*

*\*2016- present. Member, Korea Academia-Industrial cooperation Society*

*\*2011- present. Member, Korea Coaching Development Center*

*\*2009- present. Member, Korean Alliance for Health, Physical Education, Recreation, and Dance*

*\*2007- present. Member, Korean Society of Sport and Leisure Studies*

*\*2005- present. Member, The Korean Society of Sports Science*

**󠇛 Books**

*\*Choi, H. & Shin, H. Sport Licensing. W Media (2017).*

*\*Shin, H. & Choi, H. Strategic Sport Marketing. Whybooks (2015).*

*\*Shin, H. & Choi, H. Sport Organization and Facility Management. Hayangin (2015).*

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**󠇛 Journal articles**

*\*Choi, H., & Kim, B., & Jo, S. The Effect of the Youth's Generativity Following Their Participation in MARTIAL ARTS Training on Social Adaptation and Social Happiness. International Journal of Martial Arts, 6(3), 23-35 (2021).*

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*\*Choi, H. & Shin, H. The recognition of Taekwondo demonstration activities on safety management strategies of Taekwondo Gyms. International Journal of Martial Arts, 2(1), 1-6 (2017).*

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*\*Choi, H., & Kim, J., & Kim, K. A study on the factors to watch sports game and the relationship between the degree of loyalty to one's favorite team according to the image of professional sports team. The Korean Journal of Physical Education, 48(4), 367-376 (2009).*

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**󠇛 Conference proceedings**

*\*Lee, B., & Cho, C., & Choi, H. Endorsement Effectiveness: Golf Industry. ISIITA2020 Conference (2020).*

*\*Shin, H. & Choi, H. The Influence of Contact Motives of Sports Program Viewers on Sports Attitude and Participation in Sports. 2018 Korea Society for Sport Management Spring Conference (2018).*

*\*Choi, H. & Shin, H. The Influence of the Image of a Sports Star on the Pride and Self-love of Fans: Focusing on Viewers of Sports Specialized Broadcasting. 2018 Korea Society for Sport Management Spring Conference (2018).*

*\*Choi, H. & A Study of the Relationship between Team Loyalty according to the Image of Sport Teams. European College of Sport Science (2017).*

*\*Choi, H. & The Effect of Sport Star Advertising Activity on the Psychological Sense of Community. European College of Sport Science (2017).*

*\*Choi, H. & Chiu, W. CONSUMERS’ GOAL-DIRECTED BEHAVIOR OF PURCHASING SPORTSWEAR PRODUCTS ONLINE: A CASE STUDY OF CHINESE CONSUMERS. 2017 Asian Association for Sport Management Conference (2017).*

*\*Choi, H. & Park, Y., Shin, H. Relationship between team cohesiveness from the characteristic of university licensing products, school satisfaction, and purchase intention. 2017 FISU World Conference (2017).*

*\*Lee M., & Park, Y., & Choi, H. & Ways to Vitalize Archery as Sports for All. 2017 FISU World Conference (2017).*

*\*Shin, H. & Choi, H. A Study on the Relationship between Star Attributes and Consumer Behavior of Foreign Golfers: Focusing on Visitors' Satisfaction. 2017 Korean Society of Golf Studies Spring Conference (2017).*

*\*Choi, H. & Park, Y. & Shin, H. The influence of positive illusion of participants in Sport for All on the exercise passion and the exercise performance. 2015 World Martial Arts Academy International Congress (2015).*

*\*Lee D., & Lindsey C., & James Zhang., & Kim, S., & Choi, H. & Consumers’ Sport Brand Extension Evaluations. SMA X 10th Annual Conference (2012).*

*\*Choi, H. & The Study of Relation between Purchasing Tendencies of Pro-Baseball Spectators and Decision-Making of Purchasing. Korean Society of Sport and Leisure Studies Conference (2008).*

*\*Lee S., & Kim. J., & Choi, H. Analysis on Effects of Dance Sports Participation Motive on Marital Life Satisfaction. Korean Alliance For Health, Physical Education, Recreation, And Dance Conference (2007).*

*\*Joo, K., & Kim, J., & Choi, M., & Eum, D., & Choi, H. & Verification of Difference in Emotional Development and Sentimental Development per Participation of Youth in Basketball Speciality-Aptitude Education. Korean Alliance For Health, Physical Education, Recreation, And Dance Conference (2007).*

*\*Jeon, C., & Kim, J., & Choi, H., & Eum, D., & Lee, D. A Research on Class Satisfaction of Middle-aged Women per Instruction Type of Life-time Sports Coach. Korean Alliance For Health, Physical Education, Recreation, And Dance Conference (2007).*

*\*Choi, H. & Kim, J. The marketing mix strategic study on the purchase conduct analysis of the prosports licensing products purchaser. Korean Society of Sport and Leisure Studies Conference (2006).*