

Moonsup Hyun

*Assistant Professor of Sport Administration
University of Louisville
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ACADEMIC APPOINTMENTS

Assistant Professor of Sport Administration

University of Louisville, 2301 South 3rd Street, Louisville, KY 40292
Department of Health & Sport Sciences
College of Education & Human Development

2024-Present

Assistant Professor of Sport Management and Data Analytics

Utica University, 1600 Burrstone Road, Utica, NY 13502
Department of Business and Economics
School of Business and Justice Studies

2021-2024

Instructor

Temple University, 1801 N. Broad Street, Philadelphia, PA 19122
Department of Sport and Recreation Management
Department of Statistics
Fox School of Business

2020-2021

EDUCATION

Temple University, Philadelphia, PA

Ph.D. in Business Administration (Concentration in Sport Management)

May 7, 2020

– Advisor: Dr. Jeremy S. Jordan

Seoul National University, Seoul, South Korea

M.S. in Sport Management

August 28, 2015

– Advisor: Dr. Joon-Ho Kang

Yonsei University, Seoul, South Korea

B.S. in Human Ecology

August 26, 2011

– Major in Human Environment & Design

– Minor in Economics

RESEARCH INTERESTS

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- Sport Analytics
 - Sport Economics
 - Behavioral Economics in Sport
 - Pricing
 - Rivalry

RESEARCH

Refereed Publications

- Hyun, M.**, Jones, G. J., Jee, W. F., Jordan, J. S., Du, J., & Lee, Y. (2023). Revisiting the uncertainty of outcome hypothesis and the loss aversion hypothesis in the National Basketball Association: Adding a predicted game quality perspective. *Journal of Sports Economics*. <https://doi.org/10.1177/15270025231197427>.
- Hyun, M.**, & Soebbing, B. P. (2023). Determinants of ticket prices in the secondary ticket market and the effects of COVID-19: Empirical evidence from NBA ticket price data analytics. *Sport, Business and Management: An International Journal*, 13(4), 489-505. <https://doi.org/10.1108/SBM-11-2022-0101>.
- Lee, Y., Morse, A., **Hyun, M.**, Shapiro, S. L., & Drayer, J. (2023). Does time matter? How Major League Baseball secondary market sellers make ticket pricing decisions. *Sport, Business and Management: An International Journal*, 13(3), 397-415. <https://doi.org/10.1108/SBM-05-2022-0042>.
- Jee, W. F. & **Hyun, M.** (2023). Blinded by attachment: Examining the overconfidence bias of sports fans' intertemporal ticket purchase decisions. *Behavioral Sciences*, 13(5), 405. <https://doi.org/10.3390/bs13050405>.
- Lee, Y., **Hyun, M.**, Shapiro, S. L., & Morse, A. (2023). Revisiting the impact of divisional affiliation on secondary market ticket prices in the National Football League. *Journal of Applied Sport Management*, 15(2), 30-39. <https://doi.org/10.7290/jasm-2023-V15-I2-0266>.
- Pizzo, A. D., Na, S., Kim, D., Alexandris, K., & **Hyun, M.** (2023). Esports gender diversity: A leisure constraints perspective. *Journal of Leisure Research*. <https://doi.org/10.1080/00222216.2023.2193186>
- Jee, W. F. & **Hyun, M.** (2023). "10,000 Available" or "10% Remaining": The impact of scarcity framing on ticket availability perceptions in the secondary ticket market. *Behavioral Sciences*, 13(4), 338. <https://doi.org/10.3390/bs13040338>.

Hyun, M., Jee, W. F., Wegner, C., Jordan, J. S., Du, J., & Oh, T. (2022). Self-serving bias in performance goal achievement appraisals: Evidence from long-distance runners. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.762436>.

Tripicchio, G. L., Jones, G. J., Hart, C. N., **Hyun, M.**, DeSabato, E., Giddings, A., Ehrhardt, A., & Rosenberg, E. (2021). A digitally enhanced home-based physical activity intervention for high-risk middle school youth during COVID-19. *Translational Behavioral Medicine*. <https://doi.org/10.1093/tbm/ibab151>.

Lee, W., Jones, G. J., **Hyun, M.**, Funk, D. C., Taylor, E. A., & Welty Peachey, J. (2021). Development and transference of intentional self-regulation through a sport-based youth development program. *Sport Management Review*, 24(5), 770-790. <https://doi.org/10.1080/14413523.2021.1907973>.

Hyun, M., & Jordan, J. S. (2020). Athletic goal achievement: A critical antecedent of event satisfaction, re-participation intention, and future exercise intention in participant sport events. *Sport Management Review*, 23(2), 256-270. <https://doi.org/10.1016/j.smr.2019.01.007>.

Jones, G. J., Carlton, T., **Hyun, M.**, Kanters, M., & Bocarro, J. N. (2020). Assessing the contribution of informal sport to leisure-time physical activity: A new perspective on social innovation. *Managing Sport and Leisure*, 25(3), 161-174. <https://doi.org/10.1080/23750472.2019.1620627>.

Jones, G. J., Misener, K., Svensson, P. G., Taylor, E. A., & **Hyun, M.** (2020). Analyzing collaborations involving nonprofit youth sport organizations: A resource-dependency perspective. *Journal of Sport Management*, 34(3), 270-281. <https://doi.org/10.1123/jsm.2019-0054>.

Jones, G. J., **Hyun, M.**, Edwards, M., Casper, J., Bocarro, J., & Lynch, J. (2020). Is “school sport” associated with school belongingness? Testing the influence of school sport policy. *Sport Management Review*, 23(5), 925-936. <https://doi.org/10.1016/j.smr.2019.12.003>.

Book

Hyun, M. (2024). Sport Analytics with Python and Excel (1st ed.).

Translation

Winston, W. L., Nestler, S., & Pelechrinis, K. (2023). *Mathletics: How gamblers, managers, and fans use mathematics in sports* (2nd ed.) (M. Hyun, Trans. from English to Korean). Princeton University Press. (Original work published in 2022)

Refereed Conference Presentations

Lee, Y., **Hyun, M.** (2024). *Impact of the Pandemic on the Value of Sporting Events: An Examination of NFL Secondary Ticket Market Pricing*. Poster Presentation at the Sport Marketing Association, St. Louis, MO.

Jee, W. F., **Hyun, M.**, & Kang, S. (2024). *Difference-in-Differences estimation of matchup performance metrics pre and post Ultimate Fighting Championship (UFC) and United States Anti-Doping Agency (USADA) partnership*. Poster Presentation at the Sport Marketing Association, St. Louis, MO.

Lee, Y., Sung, Y. T., Morse, A.L., Paek, B., **Hyun, M.**, & Kim, M. (2023). *The power of tweets: How official tweets affect Major League Baseball secondary market sellers' ticket pricing decisions*. Poster presented at the Sport Marketing Association, Tampa, FL.

Jee, W. F., & **Hyun, M.** (2023). *Betting online or in-person? Exploring the interaction effects of sportsbook modality and betting motivation on compulsive sport betting behaviors*. Poster presented at the Sport Marketing Association, Tampa, FL.

Hyun, M., & Jee, W. F. (2023). *Rivalry and consumer demand in the National Basketball Association*. Poster presented at the North American Society for Sport Management, Montreal, QC, Canada.

Oh, T., Kim, S., Lee, S., & **Hyun, M.** (2022). *The differences in e-sport spectatorship behavior between fans with collectivism and individualism cultural background*. Poster presented at the North American Society for Sport Management, Atlanta, GA.

Jee, W. F., **Hyun, M.**, & Du, J. (2021). *Game of luck or skill? The cognitive effect of gamblers' dispositional attribution on sport betting decisions*. Presented at the Sport Marketing Association, Las Vegas, NV.

Lee, Y., Morse, A., Drayer, J., **Hyun, M.** (2021). *Does time matter? How Major League Baseball secondary market seller make ticket pricing decisions*. Poster presented at the Sport Marketing Association, Las Vegas, NV

Hyun, M., & Oh, T. (2021). *Rivalry and teamwork among players in the National Basketball Association*. Presented virtually at the North American Society for Sport Management.

Hyun, M., & Jordan, J. S. (2020). *Spillover effects of sport participation programs on employees' psychological and behavioral changes in the workplace.* Presented virtually at the North American Society for Sport Management.

*** 2020 NASSM Student Research Competition Finalist**

Hyun, M., & Jordan, J. S. (2020). *Optimal game outcome uncertainty and team identification: Understanding potential NBA attendees' decision-making process.* Presented virtually at the North American Society for Sport Management.

Lee, W., Jones, G. J., **Hyun, M.**, Funk, D. C., Taylor, E. A., & Welty Peachey, J. (2020). *The development of intentional self-regulation through a sport-based youth development program.* Presented at The Academy of Leisure Sciences, Champaign, IL.

Jee, W. F., **Hyun, M.**, & Drayer, J. (2019). *Buy now or wait for later? Examining the fast and frugal decision heuristics of sport fans' ticket booking behavior.* Presented at the Sport Marketing Association, Chicago, IL.

Jee, W. F., **Hyun, M.**, & Drayer, J. (2019). *Blinded by attachment: Examining overconfidence in consumer's risk assessment on when to buy sport event tickets.* Presented at the North American Society for Sport Management, New Orleans, LA.

Hyun, M. (2018). *Organizational support for employees' physical activity: the effect of employee sport programs.* Presented at the North American Society for Sport Management, Halifax, NS, Canada.

Hyun, M., & Jordan, J. S. (2018). *The amplified effects of team-oriented employee sport programs.* Presented at the North American Society for Sport Management, Halifax, NS, Canada.

Hyun, M., & Jordan, J. S. (2017). *Goal achievement and dishonesty.* Presented at the Sport Marketing Association, Boston, MA.

Hyun, M., & Jordan, J. S. (2016). *The influence of personal performance expectation on event satisfaction.* Poster presented at the North American Society for Sport Management, Orlando, FL.

TEACHING

University of Louisville

SPAD 437 Data and Analytics in Sport
Department of Health and Sport Sciences

Fall 2024

SPAD 637 Sport Analytics Fall 2024
Department of Health and Sport Sciences

Utica University

BUS 631 & 632 Data-driven Decision Making I & II Spring 2023
Master of Business Administration (MBA) Program Spring 2022
Department of Business and Economics Fall 2021

ECN 347 Economics in Sport Fall 2023
Department of Business and Economics Fall 2021

BUS 123 Data Application for Business Fall 2023
Department of Business and Economics Spring 2023
Spring 2022

ECN 241 Statistics Fall 2021
Department of Business and Economics

SPM 211 Sports Marketing Spring 2023
Department of Business and Economics

Temple University

SRM 3216 Economics of Sport and Recreation Spring 2021
Department of Sport and Recreation Management

SRM 3296 Marketing Management in Sport and Recreation Spring 2021
(Writing Intensive) Fall 2020
Department of Sport and Recreation Management Fall 2019

SRM 3211 Management in Sport and Recreation Spring 2021
Department of Sport and Recreation Management

STAT 2103 Statistical Business Analytics Fall 2020
Department of Statistics

SRM 2217 Research in Sport and Recreation Spring 2019
Department of Sport and Recreation Management

Teaching Assistantships

SRM 3217 Research in Sport and Recreation
SRM 3296 Marketing Management in Sport and Recreation

SRM 3216 Economics in Sport and Recreation
SRM 4296 Current and Ethical Issues in Sport and Recreation

SERVICE

Editorial Board Member

Journal of Global Sport Management

Journal Reviewer

Journal of Sport Management

Sport Marketing Quarterly

Sport, Business and Management: An International Journal

International Journal of Sport Marketing and Sponsorship

Managing Sport and Leisure

International Journal of Sport Management and Marketing

University Service

Member

Faculty Resources Committee

Utica University

2023

- Discuss the financial and systematic support needed to enhance faculty performance and elevate the overall academic environment

Member

Search Committee for Sport Management Practicum Coordinator

2022

Department of Business and Economics

Utica University

Student Intern Evaluation Report

Center for Student Professional Development

2019

School of Sport, Tourism and Hospitality Management,

Temple University.

GRANTS & AWARDS

Grant Activity

Utica University

2022 Harold T. Clark Summer Fellowship/Research Grant

Revisiting the Uncertainty of Outcome and Loss Aversion Hypotheses in the National Football League and National Basketball Association: Evidence from a Decade of Data

Amount: \$2,300

Utica University

2022 Small Grants for Faculty

Revisiting the Uncertainty of Outcome Hypothesis and Loss Aversion Hypothesis in the National Basketball Association: Adding a Predicted Game Quality Perspective

Amount: \$230

MP-CPI-19-002 (PI: Beth Devine)

Office of Minority Health, U.S. Department of Health and Human Services

Youth Engagement in Sports: Collaboration to Improve Adolescent Physical Activity and Nutrition (YES Initiative)

09/30/2019 – 09/30/2021

Game on Philly! Bringing Fitness and Fun to Philadelphia Schools.

Role: Participated as an external statistical consultant

Fox School of Business, Temple University

2019 Doctoral Dissertation Completion Grant

Spillover effects of sport participation programs on employees' psychological and behavioral changes in the workplace.

Amount: \$11,000

Fox School of Business, Temple University

2017 Young Scholar Interdisciplinary Forum

Organizational support for employees' physical activity: The effect of employee sports program.

Amount: \$1,500

Fox School of Business, Temple University

2017 Young Scholar Interdisciplinary Forum

Do team-oriented physical activities amplify the effect of employee sports programs?

Amount: \$500

Honors and Awards

2020 NASSM Student Research Competition, The North American Society for Sport Management. **Finalist, \$250 awarded**

2019 Fox School of Business PhD Student Research Competition, Fox School of Business, Temple University. **2nd place, \$600 awarded**

2014 National Graduate Research Scholarship. The government of South Korea. **\$8,000 awarded**

PROFESSIONAL EXPERIENCE

Researcher 2015 – 2020

Sports Industry Research Center, Temple University, Philadelphia, Pennsylvania

- Analyzed consumers’ behavioral patterns
- Estimated economic impacts of sport events on host communities
- Major projects: Miami Marathon, Sarasota Half Marathon, South Beach Triathlon, NFL draft, Laver Cup Men’s Tennis Tournament, NYC Longboard Classic, and NBA All-Star Game

Research Assistant 2014 – 2015

Center for Sport Industry, Seoul National University, Seoul, South Korea

- ‘Brain Fusion’ interdisciplinary research project
 - Suggested directions to enhance national social welfare for the government of South Korea
 - Our team managed topics of physically active leisure, participant sport, and public health
- Korean Public Golf Courses Association
 - Suggested directions to facilitate golf as a participant sport in South Korea

International Sales & Marketing Associate 2011 – 2013

Samsung Electronics Co. Ltd., Suwon, South Korea

International Sales & Marketing Department, North American market
Telecommunication Systems Business division

- Developed a pricing strategy and marketing/sales plans for acquiring new customers (e.g., Verizon and AT&T)
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- Managed production and shipping schedule, inventory system, and weekly/monthly revenue for existing customers (e.g., Sprint and Clearwire)
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