Sport Market Value Network: A new approach to understand the sport industry

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Dr. Joon-ho Kang is Director of Global Sport Management Graduate Program and the Center for Sport Industry and a professor of sport marketing at Seoul National University. He has been an editorial board member of Journal of Sport Management, International Journal of Sport Finance, Journal of Global Scholars of Marketing Science, and International Journal of Sport and Health Science. His research interest concerns sport consumer behavior, sport sponsorship, sport industry, and sport development. Dr. Kang has extensive consulting or advising experiences for global corporations, governments, cities, media, professional sports leagues/teams, and sport governing bodies including Samsung, Singapore Sports Council, 2018 PyeongChang Organizing Committee for the Olympic Games, Korea Olympic Committee and so on. Prior to joining Seoul National University, Dr. Kang was on the faculties of the University of Connecticut in the States. He received his Ph.D. in sport management from the University of Michigan, an MBA from the Wharton School of the University of Pennsylvania, and a BA in Kinesiology from Seoul National University.