

# DeukMook Bae

## Curriculum Vitae

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Ph.D. Candidate

Department of Sport and Entertainment Management  
College of Hospitality, Retail, and Sport Management  
University of South Carolina

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Office: 789 Close-Hipp / 1705 College Street, Columbia, SC, 29208

## EDUCATION

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**University of South Carolina, Columbia, SC, USA**

2021 Fall – Present

Ph.D. Candidate in Sport and Entertainment Management,  
[Anticipated Graduation Date: May 2025]

Dissertation [Tentative title]: The effects of gamified AI chatbot interactions on sport consumer gratifications, overall satisfaction and behavioral engagement: The moderating role of sport involvement and game suspense

Committee: Dr. Stephen Shapiro (Chair), Dr. Khalid Ballouli, Dr. Nicholas Watanabe, Dr. Chad Goebert

**Seoul National University**

2017 – 2020

Master of Sport Management

- Academic Advisor: Dr. YuKyuom Kim

**Seoul National University**

2010 – 2015

Bachelor of Arts in Sport Science

## ACADEMIC EXPERIENCE

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**University of South Carolina**

2022 Fall - Present

Graduate Research Assistant / Instructor

**University of South Carolina**

2021 Fall –2022 Spring

Graduate Teaching Assistant / Research Assistant

**Seoul National University**

2017 – 2019

Teaching Assistant / Research Assistant

## PRIMARY RESEARCH INTERESTS

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Overarching research theme: Complementary Elements to Enhance Sport Fan Engagement in the Digital Consumer Journey

- Sport Ticket Pricing
- Sport Gambling Consumer Behavior
- Fan-to-Fan interaction on Social Media
- Integration of AI and Sport Consumer Behavior
- Sport Data Analytics

## RESEARCH/SCHOLARLY ACTIVITIES

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### Publication

**Bae, D.**, & Shapiro, S. L. (accepted for publication in February 2025). An examination of the impact of reference price on fairness perceptions: Assessing the influence of self-construal. *Sport Marketing Quarterly*, 34(1). [SSCI; IF = 2.0]

### Research Under Review & Revision

**Bae, D.**, Shapiro, S. L., Dwyer, B. (October, 2024). Navigating a gambling loss: Examining the impact of cognitive appraisal and sport gambling identity. Manuscript in 3<sup>rd</sup> Review, *Journal of Sport Management*. [SSCI, SCIE; IF = 3.5]

**Bae, D.**, Shapiro, S. L., Dwyer, B. (October, 2024). Overcoming a bad beat: An examination of sport gambling consumer motives, dehumanization, and athlete blame. Under Review, *Sport Marketing Quarterly*. [SSCI; IF = 2.0]

Oh, J., **Bae, D.**, & Chang, J. (October, 2024). I wish I could be like this sport influencer: The effect of self-congruence on the desire to mimic and workout intention. Under Review, *Korean Journal of Sport Management*.

López-Carril, S., Glebova, E., **Bae, D.**, & Huertas, M. (November, 2024). Social media as a teaching-learning tool to enhance students' professional profile: The case of LinkedIn. Manuscript in 2<sup>nd</sup> Review, *European Journal of Education*. [SSCI; IF = 2.8]

López-Carril, S., **Bae, D.**, Ribeiro, T., & Alguacil, M. (November, 2024). Social media as a driver of physical activity proposals: A snapshot from sport sciences students. Under Review, *Performance Enhancement & Health*. [ESCI; IF = 2.9]

### Manuscript in Progress (Data Analysis is completed)

**Bae, D.**, & Shapiro, S. L. (manuscript in development, targeting *Sport Marketing Quarterly*). Impact of sport gambler cognitive process to determine future gambling intention after a loss: A cognitive dissonance theory approach.

**Bae, D., & Shapiro, S. L.** (manuscript in development, targeting *Journal of Sport Management*). The dynamics of fan-oriented trash-talk and fan engagement on social media: Examining the role of social identity threat, psychological reactance, and disidentification. [Pending submission for NASSM 2025 student research award]

**Bae, D., & Shapiro, S. L.** (manuscript in development, targeting *European Sport Management Quarterly*). How to enhance interest among non-fans? Examining the role of trolling by fans of Top dog and under dog teams.

## REFERRED CONFERENCE PRESENTATIONS

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**Bae, D., & Shapiro, S. L.** (November, 2024). *What factors influence sport consumer AI chatbot adoption? An application of the extended technology acceptance model and gamification*. Abstract under review for oral presentation, NASSM 2025, San Diego, CA.

Oh, J., **Bae, D., & Chang, J.** (November, 2024). *Human vs. virtual endorser: Examining the role of endorser type, advertising appeal, and sports product type*. Abstract under review for oral presentation, NASSM 2025, San Diego, CA.

**Bae, D., & Shapiro, S. L.** (November, 2024). *Impact of sport gambler cognitive process to determine future gambling intention after a loss: A cognitive dissonance theory approach*. Abstract accepted for oral presentation, SEVT 2024, Columbia, SC.

**Bae, D., & Shapiro, S. L.** (November, 2024). *An examination of sport consumer responses to trolling on social media*. Oral presentation at SMA 2024, St. Louis, MO.

**Bae, D., & Shapiro, S. L.,** (September, 2024). *The effect of fan-oriented trash-talk on behavioral engagement of other fans: The role of pre-existing attitudes towards the teams and psychological reactance*. Oral presentation at EASM 2024, Paris, France.

**Bae, D., Shapiro, S. L., & Dwyer, B.** (May, 2024). *Navigating a gambling loss: Examining the impact of cognitive appraisal and gambling identity*. Oral presentation at NASSM 2024, Minneapolis, MN.

**Bae, D., & Shapiro, S. L.** (November, 2023). *A conceptual examination of the effect of sport gambling on the parasocial relationship between sport consumers and athletes*. Oral Presentation at SEVT 2023, Columbia, SC.

**Bae, D., Shapiro, S. L., & Dwyer, D.** (October, 2023). *Sport gambling losses and dehumanization: Examining the role of betting motivations and attribution of responsibility*. Oral presentation at SMA 2023, Tampa, FL.

**Bae, D., & Shapiro, S. L.** (June, 2023). *An Examination of the gambling sport consumer: The effect of power on behavioral responses after a gambling loss.* Oral presentation at NASSM 2023, Montreal, Quebec, Canada.

Shapiro, S. L., Dwyer, B., **Bae, D., & Reams, L.** (June, 2023). *Wagering among team sport fans: An examination of gambling participation, mediated consumption, and interest in game outcomes.* Oral presentation at NASSM 2023, Montreal, Quebec, Canada.

**Bae, D., & Shapiro, S. L.** (April, 2023). *Sport gambling losses and dehumanization: A conceptual analysis.* Poster Presentation at Discover USC, Columbia, SC.

**Bae, D., & Shapiro, S. L.** (November, 2022). *An examination of psychological state and sport gambling consumer behavior: The impact of power on gambling losses.* Oral Presentation at SEVT 2022, Columbia, SC.

**Bae, D., & Shapiro, S. L.** (October, 2022). *An empirical examination of the impact of reference price on fairness perceptions: Assessing the influence of self-construal and relational value.* Poster Presentation at SMA 2022, Charlotte, NC.

**Bae, D., & Shapiro, S. L.** (April, 2022). *A conceptual examination of the impact of reference price on fairness perceptions: Assessing the influence of self-construal and relational value.* Poster Presentation at Discover USC, Columbia, SC.

Oh, J., **Bae, D., & Kim, Y.** (June, 2018). *Influence of spectator decision factors on spectating intention according to temporal distance.* Oral Presentation at NASSM 2018, Halifax, Nova Scotia, Canada

## **ACADEMIC TEACHING EXPERIENCE**

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### **Instructor of Record, University of South Carolina**

- SPTE 440: Sport Business and Finance 2025 Spring (scheduled)
- SPTE 440: Sport Business and Finance 2024 Fall
- SPTE 380: Sport and Entertainment Marketing 2024 Spring
- SPTE 580: Business Principles in Sport Management 2023 Fall
- SPTE 380: Sport and Entertainment Marketing 2023 Fall
- SPTE 380: Sport and Entertainment Marketing 2023 Spring
- SPTE 380: Sport and Entertainment Marketing 2022 Fall

### **Teaching Assistant**

University of South Carolina

- SPTE 274: Computer Applications in Hospitality, Retail, and Sport Management  
2021 Fall – 2022 Spring

Seoul National University

2017 – 2019

- Dr. YuKyoum Kim’s ‘Basketball’ course (2017 – 2018)
- Dr. YuKyoum Kim’s ‘Sports Marketing’ course (2017 – 2018)
- Dr. Young-il Na’s ‘Mountain and life’ course (2018 – 2019)

## GRANT ACTIVITIES

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### Funded Projects

Project	Role	Agency/Source	Amount	Period
FC Cincinnati – Fan Panel Phase II	Research Assistant	FC Cincinnati	\$172,500	2023-2026
FC Cincinnati – Fan Panel Study	Research Assistant	FC Cincinnati	\$150,000	2020-2023
Safety Policy Development for Physical Activity at School	Research Assistant	Korean School Safety and Insurance Federation	\$30,000	2019
Global Sport Industry Environment Analysis	Research Assistant	Korean Institute for Sport Science	\$30,000	2018

### Research Grants

- Graduate Research Travel Grant (\$500) 2024-2025  
Graduate School Association (\$500)
- Graduate Research Travel Grant (\$2,000) 2024  
Department of Sport and Entertainment (\$2,000)
- Graduate Research Travel Grant (\$2,000) 2023  
College of Hospitality, Retail, and Sport Management (\$500)  
Department of Sport and Entertainment (\$1,500)
- Graduate Research Travel Grant (\$2,300) 2022  
College of Hospitality, Retail, and Sport Management (\$500)  
Department of Sport and Entertainment (\$1,000)  
Graduate School Association (\$800)

## SERVICES

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### Professional Service to the Academia

- Ad Hoc Reviewer: European Journal of Education 2024
- Ad Hoc Reviewer: Sport Entertainment and Venues Tomorrow 2021 – Present

### Professional Service to the Industry

- Data Analytics, FC Cincinnati 2022 – Present  
Analyzed FC Cincinnati fan panel data to identify consumption behaviors, and provided supporting evidence for developing diverse marketing strategies, including fan segmentation and sponsorship selection
- Development of instructional materials, Korean Handball Association 2022 – 2023  
Participated in the development of instructional materials for the training program of international handball coaches
- Data Analytics and policy recommendations, Korean School Safety and Insurance Federation 2019  
Analyzed the current state of students' safety accidents in schools, legal standards, and management measures, and proposed alternate preventive methods by applying the behavioral economics concept of 'nudge.'
- Data Analytics and policy recommendations, Korean Institute for Insurance Federation 2018  
Conducted a global macro-environment analysis, examined the current state of the global sports industry, investigated sports industry policies in the United States, Japan, and the EU, and proposed strategies for developing the sports industry in South Korea

## WORK AND LEADERSHIP EXPERIENCES

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### Part-time Teacher 2018 – 2021

- Worked as a part-time physical education teacher at 6 different middle schools in South Korea (Cheolsan, Inhun, Gwacheon, Haenuri, Sinchon, Okjung Middle School)

### Basketball Coach, Seoul National University Basketball Team 2017 – 2020

- Won third place at the National University Basketball League Division 2 (2018, 2019)

### Commissioned Officer (First Lieutenant), R.O.K Army, Cheorwon, Korea 2015 – 2017

- Aide to a colonel-level commander, management and educating of military personnel

### Administrative Assistant, Seoul National University Physical Education Institute for the Gifted 2013 – 2015

- Planned and managed curricula / annual training camp and budgets

- Managed and supervised instructors, part-time and guest lecturers

**Basketball Player, Seoul National University Basketball Team** 2010 – 2015

- Played as a basketball player from 2010 to 2015 and served as team captain in 2012
- Won third place at the National University Basketball League Division 2 (2010, 2011, 2014), and awarded the Excellent Player Award in 2012

**Event Organizer, Seoul National University’s Intramural Basketball League**

2010 – 2015

- Responsible for overall event management, including sponsorship contracts, operating games, marketing, risk management, and financial management

**Trainee Teacher, Buyeo Middle School, Seoul, Korea**

2014

**Educational Mentor, Seoul National University**

2012 – 2013

**AWARDS AND SCHOLARSHIPS**

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Career Influencer (University of South Carolina)	2024
Ph.D. student spotlights (University of South Carolina)	2024
National Research Scholarships (Humanities and Social Science)	2018
The KASSM Scholarship ‘YuKyoum Kim Travel Award’	2018
Seoul National University’s ‘Yang Chun Sik’ Scholarship	2017
Scholarship for Academic Excellence	2013
Gwanak Corporation Scholarships	2012

**PROFESSIONAL AFFILIATIONS**

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North American Society for Sport Management (NASSM)  
 Sport Marketing Association (SMA)  
 European Association for Sport Management (EASM)

**PROFICIENCY**

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**Computer and Programming Skills** MS Office, IBM SPSS, R, Python, Excel, AMOS  
**Data Analytics** Structural Equation Modelling, Hayes Process Macro, Regression, ANCOVA, Computational Analysis