

## CURRICULUM VITAE

### Deokkyung Ock

Department of Sport and Entertainment Management  
College of Hospitality, Retail and Sport Management  
University of South Carolina  
Columbia, SC 29208  
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## EDUCATION

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- PhD** University of South Carolina, Columbia, SC Expected in May 2025  
Major: Sport and Entertainment Management  
Advisor: Dr. Yongjin Hwang  
Dissertation Committee: Drs. Yongjin Hwang, Stephen Shapiro, Keshav Gupta, and Bradley Baker (Temple University)
- MA** Seoul National University, Seoul, Korea 2020  
Major: Sport Management  
GPA: 4.21/4.3
- BS** Seoul National University, Seoul, Korea 2017  
Major: Sport Science  
Early Graduation for 1 semester  
GPA: 3.83/4.3 (graduate with honors, Cum Laude)  
GPA in Major: 4.1/4.3

## RESEARCH

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### Refereed Publications

- Ock, D., Hwang, Y., & Lee, S. (in press). Sports viewing on social live streaming services: Examination of the impact of live chat and streamer presence on flow. *Sport Marketing Quarterly*, 33(4).
- Hwang, Y., Koesters, T., & Ock, D. (2024). A mixed-method approach to understand venue stimuli-local image fit at soccer events: The case of FC Cincinnati. *Event Management*, 28(5), 711-728.  
<https://doi.org/10.3727/152599524X17067412396183>
- Ock, D., & Hwang, Y. (2023). The impacts of social needs and game playing type on esports consumers' positive eWOM sharing: Applying the FIRO theory. *International Journal of Sports Marketing and Sponsorship*, 24(5), 967-984. <https://doi.org/10.1108/IJSMS-02-2023-0022>
- Yang, H., Ock, D., Song, S., & Lim, C. H. (2020). The effect on color modification of sport brand logo for purchase intention according to brand familiarity. *Korean Journal of Sports Science*, 29(6), 423-446.

### **Manuscripts under Review**

**Ock, D.**, Hwang, Y., Lee, S., & Baker, B. (second review). Sponsorship effectiveness in social live streaming services: The influence of live chat, streamer presence, and suspense on brand recognition. *Journal of Brand Management*.

Hwang, Y., Gupta, K., & **Ock, D.** (final review). Gotta takes my avatar shopping: Impact of virtually interactive in-game shopping in esports. *Internet Research*.

### **Works in Progress**

Lee, S., Lee, S., <b>Ock, D.</b> , Kang, M., & Oh, T. Spectator effects on game performance in baseball: A natural experiment.	Writing manuscript (Data Analyzed)
<b>Ock, D.</b> , & Hwang, Y. Multiple identifications of esports consumers in digital-streaming platforms	Drafting manuscript (Pre-Data Collection)
<b>Ock, D.</b> Esports Audience Segmentation: Means-end chain approach	Idea development
Lee, S., & <b>Ock, D.</b> Sport tourism with virtual reality: Application of eye-tracker	Idea development

### **Refereed Conference Presentations**

# The Best Academic Paper Award, ## The Finalist for the Best Student Paper Award

**Ock, D.**, & Hwang, Y. (2024, May). *Satisfactory sports viewing in social live streaming services: The impact of live chat, streamer, and suspense on flow*. Presented at the annual conference of NASSM. Minneapolis, MN. **Oral Presentation.**

**Ock, D.**, Hwang, Y., & Lee, S. (2023, October). *Sponsorship effectiveness in social live streaming services: Examination of the effects of game suspense, live chat, streamer, and advertisement placement*. Presented at the annual conference of SMA. Petersburg, FL. **Oral Presentation.**

**Ock, D.**, & Hwang, Y. (2023, November). *Multiple identifications of esports consumers in social live streaming services: Examination of the role of multiple identifications in fostering behavioral engagement*. Presented at the annual conference of SEVT. Columbia, SC. **Oral Presentation.**

#Lee, M., Lee, J., **Ock, D.**, Lee, W., & Lim, C. (2023, November). *Building a university brand through intercollegiate athlete programs: A comparison of eSport and sport*. Presented at the annual conference of SEVT. Columbia, SC. **Poster Presentation.**

**Ock, D.**, & Hwang, Y. (2023, June). *Sport viewing experience with social live streaming services: Do the flow state and the type of live message matter?* Presented at the annual conference of NASSM. Montreal, Canada. **Poster Presentation.**

Hwang, Y., Gupta, K., & **Ock, D.** (2023, June). *Shopping in the metaverse: Examining the impacts of in-game shopping on the metaverse game enjoyment*. Presented at the annual conference of NASSM. Montreal, Canada. **Oral Presentation.**

**Ock, D.**, & Hwang, Y. (2022, November). *Advertising effectiveness in social live streaming platform*. Presented at the annual conference of SEVT. Columbia, SC. **Poster Presentation.**

**Ock, D.**, & Hwang, Y. (2022, October). *Viral marketing in esports: What makes esports participants disseminate positive eWOM?* Presented at the annual conference of SMA. Charlotte, NC. **Oral Presentation.**

### **Other Research Experience**

**Graduate Research Assistant** August 2021 – Present

Department of Sport and Entertainment Management, University of South Carolina

**Graduate Research Assistant** Fall 2019

Sport Consumer Behavior Lab, Seoul National University

**Master Plans for Sport Cluster at Seoul National University** May – July 2018

Department of Physical Education, Seoul National University

- Research project for planning sports cluster at Seoul National University, involving the investigation of sport cluster models in academic institutions worldwide, analyzing the anticipated benefits of establishing such a cluster, and proposing a virtual sport cluster aligned with the financial resources of Seoul National University.
- **Funded with 6,500,000 Korean Won (approximately US\$ 4,800)**
- Role: Co-Investigator

**Advisory for the 28<sup>th</sup> Sport Festival for Citizen's Day** Fall 2016

Sport Consumer Behavior Lab, Seoul National University

- Consulting project for the successful hosting of the 28<sup>th</sup> Si-Heung City Sports Festival, including case studies of domestic/international sports festivals, strategic planning targeting various participant segments, and analysis of expected effects of the festival.
- Role: Research Assistant

## **TEACHING**

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### **Courses Taught**

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

SPTE 380: Sport and Entertainment Marketing

(Currently teaching)

Fall 2024 (33 students)

SPTE 490: International Sport Management <i>Average Student Evaluation Score = 4.76/5</i>	Spring 2024 (20 students)
SPTE 380: Sport and Entertainment Marketing <i>Average Student Evaluation Score = 4.45/5</i>	Fall 2023 (29 students)
SPTE 380: Sport and Entertainment Marketing <i>Average Student Evaluation Score = 4.72/5</i>	Spring 2023 (17 students)
SPTE 380: Sport and Entertainment Marketing <i>Average Student Evaluation Score = 4.66/5</i>	Fall 2022 (27 students)

### **Teaching Assistantship**

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

HRSM 700: Quantitative Methods in HRSM (Dr. Yongjin Hwang)	Spring 2024
SPTE 550: The Business of Esports (Dr. Yongjin Hwang)	Spring 2024
SPTE 380: Sport and Entertainment Marketing (Dr. Yongjin Hwang)	Spring 2022 – Spring 2024
SPTE 640: Venue Management (Prof. Adonis Jeralds)	Spring 2022
SPTE 230: Introduction to Event and Venue Management (Prof. Adonis Jeralds)	Fall 2021

#### **Seoul National University, Seoul, Korea**

Handball (I, II) (Dr. Choonghoon Lim)	Fall 2019
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## **SERVICE**

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### **Research-related Service to the Discipline**

#### **Sport Marketing Association (SMA)**

- Proctor of the Oral Presentation Sessions for the 2022 and 2023 SMA conferences

#### **Sport Entertainment & Venues Tomorrow (SEVT)**

- Proctor of the Oral Presentation Sessions for the 2021, 2022, and 2023 SEVT conferences
- Ad Hoc Reviewer for Conference Abstracts for 2021, 2022, and 2023 SEVT conferences

### **Community Service**

#### **Munchang Middle School, Seoul, Korea**

Fall 2016

- Volunteer Teacher for Students of Beneficiary of National Basic Livelihood

#### **Good Day International, Seoul, Korea**

December 2013 – January 2014

- Volunteer Youth Tutor for the 2014 Winter English in Subic, the Philippines

**Nangok Middle School**, Seoul, Korea

Spring 2013

- Volunteer Teacher for Students of Beneficiary of National Basic Livelihood

**Seoul National University**, Seoul, Korea

January 2013 – February 2014

- Volunteer Instructor of the Social Contribution Fitness Program for Youth held by Motor Behavior Lab

## WORK EXPERIENCE

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**Seoul National University**, Seoul, Korea

Administrative Assistant in the *Department of Physical Education*

March 2020 – February 2021

- 1-year contract (Non-academic assistant)
- Duties include administration of college entrance exams, assisting faculty appointment and promotion, and assisting with a project entitled *Fostering Project for the World Leading Department at SNU*.

Student Affairs Assistant in the *Department of Physical Education*

March 2018 – February 2019

- 1-year contract (Non-academic assistant)
- Duties include management of undergraduate/graduate students' scholarships & fellowships, assisting graduate & undergraduate students in their academic life, and assisting professors in their lectures and department events.

**Korean Association of Certified Exercise Professionals**, Seoul, Korea

Event Management Intern

March – August 2014

- Duties include assisting in planning and hosting the 39<sup>th</sup> KACEP workshop, 2014 congress for kinesiologists, and the 4<sup>th</sup> Northeast Asia Conference in Kinesiology.

## PROFESSIONAL MEMBERSHIP

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**Korean American Association for Sport Management (KAASM)**

2024 – Present

**North American Society for Sport Management (NASSM)**

2021 – Present

**Sport Marketing Association**

2022 – Present

## HONORS, CERTIFICATIONS, and SCHOLARSHIPS

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**Outstanding Doctoral Student Research Award Nominee**, University of South Carolina

2023

**Best Academic Paper Award**, SEVT conference

2023

**Finalist for the Best Student Paper Award**, SMA conference

2022

**Lecture & Research Scholarship**, Seoul National University

Spring 2019

<b>Yangchunsik Scholarship</b> , Yangchunsik Foundation	Fall 2018
<b>Merit-based Scholarship</b> , Seoul National University	Spring 2018
<b>Yangchunsik Scholarship</b> , Yangchunsik Foundation	Fall 2017
<b>Teacher Certification</b> , Korean Ministry of Education	Fall 2017
<ul style="list-style-type: none"> <li>• Secondary School Regular Physical Education Teacher (Grade II)</li> </ul>	
<b>Superior Academic Performance Scholarship</b> , Seoul National University	Spring 2012