



▪ Field Sports Marketing
▪ Name Hong Jae Seung
▪ Title Honorary professor

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| Educational background

1997 ~ 2001 University of New Mexico (ph.D. - H.P.E.R)
1995 ~ 1997 University of New Mexico (M.A - sports Administration)
1988 ~ 1992 Seoul National University (Bachelor of Physical Education - The Department of Physical Education)

| Major careers

President of Gangwon Branch, executive director, and member of the Editorial Panel for Thesis , Korean Society For Sport Management
Executive director of the Korean Society of Golf Studies
Executive director of the Korean Society of Sport Policy
Member of the Editorial Panel for ISASS Thesis, the Korean Journal of Sport Science, the Korea Institute of Sports Science, Korea Sports Promotion Foundation
Member of the On-Site Evaluation Committee of the Korea Sports Promotion Foundation
Member of the Editorial Panel for Thesis of the Korean Alliance For Health, Physical Education, Recreation, And Dance

| Studies & Books

■ Theses

- 2016.09 A study on macronutrient self-selection after acute aerobic exercise in college females (Journal of Physical Therapy Science)
- 2015.09 Analysis of Perception Types for Gender Equality of Middle School Students in Physical Education Classes (Korean Journal of Sport Science)
- 2015.06 The Study of Optimal Bending Stiffness of Volleyball Shoe Sole by Using Energy Return Method in Lower Extremity Joint (Journal of Korean Academy of Kinesiology)
- 2015.06 The Study of Perception on Retirement for Professional Soccer Players (Korean Journal of Sport Science)
- 2014.02 A study on the Image Types of Expression-Activities Classes for Secondary School Students (Journal of Korean Society of Sports Science)
- 2013.06 Local Golf Tournaments Marketing Strategies through Analysis of Success Factors : Utilizing AHP Method (Journal of Korean Society of Golf Studies)
- 2006.12 The relationships between sociomotivational factors and spectator attendance at K-League soccer games (Journal of Korean Sports Research)
- 2006.12 The Study of Increasing Sport Facilities Utilizing School Facilities (Journal of Korean Sports Research)
- 2004.06 The Effect of Corporate Identification on Consumer's Attitude Toward Brand (Journal of Korean Society for Sport Management)
- 2003.11 Analysis of the Advertisement Effects by Advertisement Types (Journal of Korean Society of Sport and Leisure studies)
- 2003.06 The relationship study of service experience factors on customer satisfaction and repurchasing intention in professional soccer league (Journal of Korean Society for Sport Management)Professor