

PROMOTION RECOMMENDATION  
The University of Michigan  
School of Kinesiology

Dae Hee Kwak, assistant professor of kinesiology, School of Kinesiology, is recommended for promotion to associate professor of kinesiology, with tenure, School of Kinesiology.

Academic Degrees:

Ph.D. 2009 University of Maryland, Kinesiology, College Park, MD  
M.A. 2004 Seoul National University, Sports Science, Seoul, Korea  
B.S. 2002 Seoul National University, Physical Education, Seoul, Korea

Professional Record:

2010 – present	Assistant professor, School of Kinesiology, University of Michigan
2009 – 2010	Assistant professor, Department of Kinesiology, School of Health, Physical Education, and Recreation, Indiana University-Bloomington, Bloomington, IN
2006 – 2008	Teaching Assistant, Department of Kinesiology, University of Maryland-College Park, College Park, MD
2004 – 2008	David H. Clarke Fellow, Department of Kinesiology, University of Maryland-College Park, College Park, MD

Summary of Evaluation:

Teaching: Professor Kwak has an exceptional talent for and enthusiastic commitment to excellence in teaching and mentoring. He has regularly taught two courses (i.e., Marketing and Sponsorship) in the Sport Management Program. Students give him superb ratings and are especially appreciative of his case-based teaching and engaged-learning approaches. Students are uniformly pleased with his creative involvement of sport industry professionals (e.g., Detroit Tigers) in an interactive learning process, beyond merely serving as guest speakers. Professor Kwak's mentorship of his first Ph.D. student was most successful. His doctoral student received a national research award for his dissertation. Professor Kwak has a strong record in engaging undergraduate students in his research projects, and he participates in the University Research Opportunity Program.

Research: Professor Kwak's research focus is threefold: (1) psychology of sport consumer behavior (e.g., illusion of control, emotions, and decision making), (2) sport sponsorships and endorsements, and (3) fantasy sports and gaming. He is productive in research, including 24 publications in respected refereed journals related to his research foci (including *Journal of Sport Management*, the leading journal in sport management). He has eight manuscripts in preparation, which portends continuing productivity, and three published book chapters. Professor Kwak has established effective frameworks that provide conceptual underpinnings for his research, including unique methodological applications and multivariate analyses that enable him to tease out novel relationships. He has presented his research at a range of scholarly conferences (e.g., North American Society for Sport Management, European Society for Sport

Management, American Marketing Science, and Society for Consumer Psychology), as would be expected of a productive scholar at his stage of development.

Attesting to the quality of Professor Kwak's research is the number of research-based honors and awards he has received from: UM School of Kinesiology (*2015 Faculty Research Excellence Award*), his principal scholarly association (*North American Society of Sport Management Research Fellow* distinction), and his receipt of *Best Conference Paper* and *Best Research Paper* awards. In addition to his burgeoning scholarly reputation in sport management, his research findings (e.g., fantasy sports and gaming and consumers' responses to public figures' transgressions and cheating) have catapulted him to a public and national profile, with numerous media citations (e.g., *Wall Street Journal*, *International Business Times*, ABC News Radio, *New York Times*, *Daily Mail (UK)*, Michigan Radio, *Science Daily*, and *Crain's Detroit Business*). Although he has only experienced modest success in securing external funding for his research, his level of external funding is consistent with most leading scholars in sport management.

#### Recent and Significant Publications:

D.H. Kwak, Y.B. Kwon, C.H. Lim, "Licensing a Sport Brand: Effects of Team Brand Cue, Identification, and Performance Priming on Multidimensional Values and Purchase Intentions," *Journal of Product and Brand Management*, 24(3), 2015, 198-210.

T.B. Cornwell, D.H. Kwak, "Sponsorship-Linked Marketing: Introduction to Topics," *Journal of Sport Management*, 29(2), 2015, 133-136.

J.S. Lee, D.H. Kwak, "Consumers' Responses to Public Figures' Transgression: Moral Reasoning Strategies and Implications for Endorsed Brands," *Journal of Business Ethics*, 2015, DOI: 10.1007/s10551-015-2544-1.

D.H. Kwak, "The Overestimation Phenomenon in a Skill-based Gaming Context: The Case of March Madness Pools," *Journal of Gambling Studies*, 2015, DOI: 10.1007/s10899-015-9520-7.

Y.B. Kwon, D.H. Kwak, "Revisiting the Team Identification-Value-Purchase Relationship in the Team-Licensed Merchandise Consumption Context: A Multidimensional Consumer Value Approach," *Sport Marketing Quarterly*, 23(2), 2014, 100-114.

B. Mills, D.H. Kwak, J.S. Lee, W-Y. Lee, "Competitive Environments in Fantasy Sports: Effects of Entry Fees and Rewards on Opposition Quality and League Sorting," *International Gambling Studies*, 14(1), 2014, 161-180.

D.H. Kwak, J.S. Lee, J.E. Mahan, "Ad-Evoked Illusory Judgments in Fantasy Sports Participation: Effects of Customization Level and Expert Information," *Journal of Sport Management*, 27(5), 2013, 393-406.

D.H. Kwak, S.R. McDaniel, "The Effects of Variance in Perceived Message Sensation Value and Optimum Stimulation Levels on Consumer Responses to Ads Promoting Violent Sports Media," *Journal of Global Scholars of Marketing Science*, 23(1), 2013, 8-22.

D.H. Kwak, S.R. McDaniel, K.T. Kim, "Revisiting the Satisfaction-Loyalty Relationship in the Sport Video Gaming Context: The Mediating Role of Consumer Expertise," *Journal of Sport Management*, 26, 2012, 81-91.

Service: Professor Kwak has extensive service as a reviewer, experience co-editing a special issue for the top journal in the field (*Journal of Sport Management*: Special Issue on "Sponsorship-linked marketing" 2015), and experience organizing a conference (International Conference on Sport in Korea—October 2013). These accomplishments are impressive for an assistant professor. He is serving on the editorial boards for four scholarly journals in his field (i.e., *Journal of Sport Management*, *Journal of Global Scholars of Marketing Science*, *Sport & Entertainment Review*, and *Korean Journal of Sport Industry and Management*). He has served the Sport Management Program with his active participation on faculty search committees.

External Reviewers:

Reviewer A: "I note that the quantity and quality of his work has already been recognized with the awarding of a Research Fellow of the North American Society for Sport Management in 2014. This designation is based on quite stringent criteria, making it particularly notable that Dr. Kwak received this honour pre-tenure. ... I was also previously aware of his work pertaining to the impact of athlete transgressions on consumer behavior, and he has become a valuable resource as an expert reviewer in this area. I believe he has already instituted himself as a leading scholar in those areas."

Reviewer B: "Of his 23 published manuscripts, nearly half of them have been published in journals our School would consider high quality (A/A-) outlets. Further, Dr. Kwak is the lead author on 12 of his published manuscripts. ... I always look forward to reading his work as it is consistently theoretically, methodologically, and statistically sound. Further, beyond the theoretical contributions, his work produces numerous practical implications for sport as well."

Reviewer C: "The *Journal of Sport Management* is often seen as the most desirable outlet for sport management scholars. Having served on the editorial review board for the last 10 years, I can confidently say that the review process is quite rigorous and only the best papers in the field are published in JSM. The fact that Dr. Kwak has five publications in JSM (three of which he served as the lead author) is an impressive feat for someone at his career stage."

Reviewer D: "...I find it difficult to identify one or two manuscripts that stand out from the others, as his cumulative work suggests a long-term, planned vision for answering larger, more comprehensive research questions. This is a real strength; one that sets him apart from many junior faculty in the sport management field. ... I would place Dr. Kwak in the top 5% of assistant professors in terms of research productivity, funding, teaching, and service in the field of sport management at this point in his career."

Reviewer E: "...However, he is unusual in that he served as a co-guest editor for an issue of our top journal and is currently on this journal's editorial board. For most of us, those are opportunities that do not come until after tenure. He also served as co-chair of a conference, which would be unusual at this stage."



Reviewer F: "His works have appeared across a broad spectrum of journals, other publications, and organization-sponsored conferences. This establishes some important aspects of Dr. Kwak's work: that his work is interrelated with other fields; and, that Dr. Kwak's work can be published outside of the field and that has far-reaching relevancy implications. The latter aspect can be especially daunting because, often, people in established fields can be suspicious of a new field's meaning, value, and significance."

Reviewer G: "His work on the consumer psychology in skill-based gaming contexts appear[s] to be the most impactful at this point in his career. Science in this space is lacking, and I believe his publications in this space represent some of the earliest seminal work in better understanding this environment and its evolving impact on the commercial sport industry. ... I would place his contributions to the field in the top 5% of the scholars in our field that would be ready for tenure and promotion to the rank of associate professor."

Reviewer H: "In fact, Dr. Kwak has established a reputation as a top-shelf researcher in several areas. ... Although his work in each of these areas has made a substantial and lasting contribution to the sport marketing and management literatures, I believe his work in the fantasy sport realm is particularly important. This area is clearly "cutting edge" and there are a great many implications of his work (including legal implications)."

Reviewer I: "In addition to classroom teaching, Dr. Kwak spends a great amount of time and energy outside the classroom to work with students on their research and learning. I am delighted to see that as a [junior] faculty member, Dr. Kwak has served on a number of doctoral research committees. The fact that some of his students have submitted manuscripts for review and possible publication speaks well about his scholarly leadership as a major graduate faculty member in the sport management program."

Summary of Recommendation: Professor Kwak has rapidly ascended to national prominence as a research scholar making an impact in both his field and in society, as a gifted educator and mentor, and as an active contributor to his profession. He is a highly valued member of our School, and his aggregate achievements in research, teaching, and service have resulted in the full support of our faculty and external reviewers. It is with the unanimous support of the School of Kinesiology Executive Committee that I recommend Dae Hee Kawk for promotion to associate professor of kinesiology, with tenure, School of Kinesiology.



Ronald F. Zernicke  
Dean, School of Kinesiology