About the Contributors

**Ho Keat Leng** holds a Bachelor’s Degree in Business Administration from the National University of Singapore, a Master’s Degree in Business Administration from the University of Leicester, and a Doctor of Philosophy in Business and Management from the University of South Australia. He is also an accredited Teacher in Higher Education with the Staff and Educational Development Association, United Kingdom. Ho Keat currently serves an Assistant Professor at the National Institute of Education, Nanyang Technological University. He is also the Academic Advisor to Aston Group Hong Kong. Prior to his academic career, he worked for several years in the retail and distributive industry. His primary research interests are retail management, sports marketing, and education.

**Noah Yang Hsu** has worked in marketing since the 1970s, serving a variety of Taiwanese and North American companies. His experience includes work as a Sales Specialist for Taiwan Food Company, a Sales Manager for Martin Zamir Company, a Sales Representative for Tay Fong Tire Company, and a Marketing Manager for Champion Spark Plug Taiwan Company. Professor Hsu earned his Master’s in International Business Management from West Coast University. He currently teaches Sports Marketing at Aletheia University in Taiwan. In recent years, he has adopted the teaching method of “learning by doing” to better accommodate his students’ diverse learning styles. His teaching experience includes courses in Sports Marketing Management, Principles of Marketing, Marketing Research, New Business Development, Service Management, Financial Management, Principles of Management, and Applied English. Hsu has presented with numerous international sport management conferences. Through his research, he aims to promote international cooperation among major players within the sports management field. His primary research interests include sports marketing management and education, international sport management, and cross-culture management.

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**Nick Aplin** is a Senior Lecturer with the Physical Education and Sports Science Academic Group at the National Institute of Education in Singapore. He was the Head of Olympic Studies at the Singapore Olympic Academy between 2000 and 2013. His research focuses on the development of sporting practices in colonial Singapore. Dr. Aplin has authored two books on Olympians from Singapore and has co-authored a number of books on international chess with Hungarian International Master Tibor Karolyi. In 2007, his study on Anatoly Karpov was voted the UK Guardian Chess Book of the Year. In 2010, he served as the lead commentator for a local cable TV company covering the inaugural Youth Olympic Games in Singapore.
Jung-Sup Bae is a 1st year doctoral student in the Sports Management program at Yonsei University, where he also received a Master’s Degree in Sports Management. His thesis extended Ajzen’s theory of planned behavior to predict baseball fans’ behaviors as spectators. His current research project investigates the roles of empowering leadership on in-role and extra-role behavioral outcomes of baseball players. He also works as a freelance baseball reporter and has published two books, ‘Best Hitters and Pitchers in Korean Professional Baseball’ and ‘Samsung Lions: A Legendary Baseball Team in Korea’.

Martin Camiré is an Assistant Professor at the University of Ottawa’s School of Human Kinetics. His educational background is in sports psychology and sports pedagogy. Through his research, Dr. Camiré is interested in examining how positive youth development can be facilitated in the context of school sport and how athletes are transferable to life skills (e.g., goal setting, leadership, effective decision-making). Camiré is particularly interested in understanding how coaches promote development of life skills through sports. His teaching interests include intervention, health promotion, and research methods.

Clement Chan received his Honors Degree from the School of Human Movement Studies (University of Queensland) in 2011. He currently serves as a lecturer with the School of Sports, Health and Leisure at the Republic Polytechnic in Singapore. There, he is coordinating and teaching the module, Sociology of Sports. In the past, he has taught numerous modules such as Sports Administration and Strategic Sports Development. He has also taught Physical Education for a number of years in the Ministry of Education (MOE).

Wai Cheong Eugene Chew earned his Bachelor of Physical Education from the University of Calgary, Canada, and his PhD from Nanyang Technological University, where he currently teaches courses in Sports Management and Exercise Psychology. Prior to teaching, Chew worked for many years as a professional in the sports management industry. His experience includes service as a senior management staff of the Singapore Sports Council (now renamed as Sport Singapore). His research focuses on the influence of social factors on motivational, psychosocial, and behavioral outcomes. For example, his research has examined how perceptions of one’s parents are associated with one’s sport motivation and psychological well-being. Centering the theoretical framework of his research on self-determination theory (SDT), Eugene aims to examine the motivational dynamics of social and environmental factors as they pertain to physical activity, exercise, and sports. As such, his research interests and publications extend to organizational strategy and development, sport policy, and coaching development.

Weisheng Chiu is currently a doctoral student in the Sport Management Program and a part-time lecturer at Yonsei University. He also earned a MEd through the Graduate Institute of Sport and Leisure Management from National Taiwan Normal University. He has published papers in Mandarin, English, and Korean and presented his research through journals and international conferences. His primary research interests include human resource management, sports consumer behavior, and marketing issues in the sport industry, such as internal marketing in sports centers, consumer behavior toward counterfeit sporting goods, and sport online consumer segmentation.
About the Contributors

Anil Gupta has served as a Senior Assistant Professor in The Business School and School of Hospitality and Tourism Management (SHTM), University of Jammu since 2005. Prior to his career in academia, Gupta gained 5 years of professional experience in the marketing industry. He has publish articles in numerous reputed journals including Vikalpa (IIIMA-A), IIM – Kozhikode’s’ Society and Management Review (SAGE), Indian Management (Journal of AIMA), Metamorphosis (IIM-L) in addition to over 25 articles in business magazines. He has also co-edited two books on Travel and Tourism Management and Cross Cultural Management: Practice & Research. Gupta also regularly leads training programs for executives and public administrators. He has presented his research work at various national and international conferences. His research interests include sports marketing, tourism marketing, celebrity endorsements, cross-cultural management, entrepreneurship and community based tourism.

Huijing Huang is currently an undergraduate student at Nanyang Technological University pursuing a Bachelor’s Degree in Sports Science and Management. She specializes in Sports Management with focuses in Sponsorship and Events Management.

Metehan Igneci was born in Izmir, Turkey. He began his academic career in 2013 as a research assistant at Yasar University, where he earned his MBA from the Department of International Trade and Finance. He is currently a PhD. student in the school of Business Administration, where he focuses on Intellectual Capital and Corporate Social Responsibility. Igneci’s primary research interests include sports management, sports marketing, development and innovation in sports, and psychological commitment. In his spare time, he nurses his long-lasting passion for soccer.

Liyan Jin obtained her Ph.D. from the University of Florida. Her research focuses on environmental issues associated with sport events, sport and social change, sport consumer behaviors, and sport marketing. Dr. Jin has published in journals such as the European Sport Management Quarterly, International Journal of Sport Management and Marketing, and Asian Sport Management Review. She also presented at various international and national conferences, published one peer-reviewed book chapter, and served as a reviewer for numerous journals.

Kijpokin Kasemsap received his BEng degree in Mechanical Engineering from King Mongkut’s University of Technology, Thonburi, his MBA degree from Ramkhamhaeng University, and his DBA degree in Human Resource Management from Suan Sunandha Rajabhat University. He is a Special Lecturer at Faculty of Management Sciences, Suan Sunandha Rajabhat University based in Bangkok, Thailand. He is a Member of the International Association of Engineers (IAENG), International Association of Engineers and Scientists (IAEST), International Economics Development and Research Center (IEDRC), International Association of Computer Science and Information Technology (IACSIT), International Foundation for Research and Development (IFRD), and International Innovative Scientific and Research Organization (IISRO). He also serves on the International Advisory Committee (IAC) for International Association of Academicians and Researchers (INAAR). He has published numerous original research articles in top international journals and conference proceedings. Kasemsap has also published numerous book chapters on business management, human resource management, and knowledge management published internationally.
MinKil Kim is an Assistant Professor in the School of Hospitality, Sports, and Tourism Management at Troy University, Atlanta. He holds a Ph.D. and M.S. in Sports Management from the University of Florida and a B.S. in Marketing from the University of Alabama. His primary research interests include applied measurement and applied studies which investigate the functional aspects of market demand, team performance, and sponsorship as well as the psychological aspects of consumption process. His second line of research focuses on service and event marketing, especially consumer perceptions toward the quality of sport services (e.g., event, fitness clubs, and martial arts programs).

Luke Lunhua Mao is an Assistant Professor of Sports Administration at the University of New Mexico. He holds a Ph.D. in Health and Human Performance with a specialization in Sports Management from University of Florida. His primary research interests are econometric and behavioral analyses of consumption practices in sports domains, such as sponsorship, sports gambling, spectatorship, sports participation, and services. He has published his research in various peer-reviewed journals including *Journal of Customer Behaviour*, *Journal of Gambling Studies*, *Tourism Economics*, *International Journal of Sports Management and Marketing*, and *Sport, Business, Management*. He is also a frequent presenter at various academic conferences including the North American Society for Sport Management (NASSM), Sport Marketing Association (SMA), and European Association for Sport Management (EASM).

Ken Peh holds a Bachelors from the National University of Singapore, a Masters from Nanyang Technological University, and a doctorate from Durham University. He previously served as a lecturer with Nanyang Technological University, where his work focused on sports-related social and cultural issues. As a history enthusiast, he frames his sports research within cultural, historical, and social perspectives. He has published papers on sports culture, sports history, sports society, sports politics, and sports socialization. Ken is also an enthusiast of running, strength-conditioning, football, and tennis. He has competed in football, races, and biathlons through both academic and professional organizations.

Shankar Selvam received his MSc in Sports Business Management from the University of Sheffield Hallam, UK in 2013. In 2014, he was appointed as a course leader for BA (Hons) Sport Management Program, offered by University of Wolverhampton, UK. He currently lectures on modules such as ‘Changing Face of Sport Management’ and also assists final year project students with their dissertations and assignments. Shankar continues to write articles on sports spectatorship and is currently involved in a study of crowd behavior during the World Cup of 2014. Shankar is also an active writer on local football issues for Centre Circle, an online social media website.

Koh Koon Teck, PhD, is actively involved in basketball both as a competitive athlete and coach. He most recently coached the Singapore Senior Basketball Team, helping the team to achieve their first medal in 34 years at the South East Asia Games. He officiates at both international and local levels, maintaining appointments with the FIBA Youth Commission (Basketball), FIBA Asia Coaches Committee; FIBA Asia Coaching Clinic, Coaching and Development Committee, Basketball Association of Singapore; and Singapore Physical Education Association. Since 2002, Koon Teck has also been involved in conducting the National Coaching Accreditation Program managed by the Singapore Sports Council (SSC). In 2007, he founded the Integrated NCAP Level 1 Coaching Course for BAS, the first Singapore NSA to integrate both theory and technical courses. A psychology enthusiast, Koon Teck
employs self-determination theory to a variety of sports environments, including coaching, teaching, and athletic training. He also developed a program to teach moral values through Physical Education, leading both coaches and PE teachers in his program’s implementation. Koon Teck has lead numerous research projects on the learning and developments of Singapore coaches, supported by the Basketball Association of Singapore, Singapore Sports Council, and Institute of Adults Learning. His current research interests includes coaching/teaching and psychology, in particular, understanding and developing coaches and PE teachers’ work and good practices.

Chiung-Tzu Lucetta Tsai is an Associate Professor of Leisure & Sport Management in the Business School of National Taipei University in Taiwan. Dr. Tsai is also President of the Chinese Taipei Waterski and Wakeboard Federation and the Taiwan Leisure Association. She currently serves as a member of the Board of Directors for the World Leisure Organization and a member in the Gender Equality Committee in Executive Yuan of Republic of China. Dr. Tsai was granted the “Academic Research Award” in 2009, 2010 and 2012 in Taiwan. To date, she serves on seven SSCI journal review boards and is Editor-in-Chief of the International Leisure Review. Dr. Tsai has published widely on topics related to women’s recreational activities. Her research has appeared in a number of SSCI leading journals. In the past five years, she has received more than 50 national grants to examine women’s leisure and health issues.

Lyon Lai Mun Wai holds a Bachelor’s in Science and a Master’s in Exercise & Sports Science. From an early age, Lyon has sought to challenge himself and push his personal boundaries, from the rigors of the sporting arena to the competitive atmosphere of academia. Possessing a personal belief that “if something is worth the effort, it’s worth the high quality input,” Lyon advocates for a well-rounded approach to education, synthesizing sports and outdoor activity with an appreciation of the fine arts.

Doyeon Won is an Associate Professor of Sports Management and a Head in the Department of Sport and Leisure Studies at Yonsei University. His courses include Sports Business and Statistical Research Methods. Prior to joining Yonsei, he served as a faculty member at the University of Georgia and Ohio State University. His graduate education includes a M.S. in Sport Management from University of Michigan and a Ph.D. from The Ohio State University. His current research interests include service marketing and consumer behavior in sports. His work has been published or is forthcoming in a wide range of journals, including International Journal of Sports Marketing & Sponsorship, Social Science Journal, Event Management, Managing Leisure, and International Review on Public and Nonprofit Marketing.

Emel Kursunluoglu Yarimoglu earned her B.A. in Economics in 2004, her M.A. in Marketing in 2006, and her Ph.D. in Business Administration in 2011 at Dokuz Eylul University. She began her academic career in 2004 as a Research Assistant in the Faculty of Economics and Administrative Sciences at Yasar University. Since 2012, she has served as an Assistant Professor of Marketing in the Faculty of Economics and Administrative Sciences at Yasar University. Her main research areas are marketing, retailing, customer satisfaction and loyalty, customer service, service marketing, internet marketing, and Integrated Marketing Communications.
Anish Yousaf earned his PhD in Management from the University of Jammu in 2014. He is currently an Assistant Professor of Business at the Lovely Professional University (Punjab). He has published in numerous international journals including Metamorphosis (IIM-Lucknow) and IIM – Kozhikode’s’ Society and Management Review (SAGE). Yousaf has also presented through various international conferences organized by institutions such as IIMs, IIT-Delhi, the Academy of Indian Marketing, and NASMEI, Great Lakes. In 2012, Anish was also selected to attend a summer school workshop through IIM – Ahmadabad on the subject of multivariate techniques. His research interests include Customer-Based Brand Equity Assessment and Brand Building Process, especially for spectator sports and sport teams, sports sponsorship, and sports marketing.

James J. Zhang is a Professor of Sports Management at the University of Georgia (UGA). His primary research interests are applied measurement and/or applied studies examining sports consumers and organizational behaviors. Dr. Zhang has published extensively and is a frequent presenter at international and national conferences. He has served the profession in various leadership roles, such as the President of North American Society for Sport Management (NASSM), sport management section editor of the Measurement in Physical Education and Exercise Science (MPEES), and chair of the Measurement and Evaluation Council of American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD). He has received such prestigious recognitions as a Fellowship from the National Academy of Kinesiology, a Fellowship from NASSM, the Dr. Earle F. Zeigler Lecture Award (i.e., the highest honor of NASSM), the J.B. Nash Scholarship from the AAHPERD, the University of Florida Research Foundation Professorship, the Measurement and Evaluation Council Honor Award of the AAHPERD, and the Southern District Scholar of the AAHPERD.