



## Kim, Jin Kook

김진국

Adjunct Professor, AI Sports Management, aSSIST

### RESEARCH AREAS

Sports Management, Sports Marketing Strategy,  
Sports Market Analysis, Sports Convergence

### TEACHING AREAS

Sports Management, Sports Marketing,  
Sports Statistics, Sports Research Methodology,  
Sports Communication, Sports Brand Management

### EDUCATION

(2008.9-2012.2) Department of Physical Education (Ph.D. in Sports management) Korea University, Seoul, Korea  
(2006.9-2008.8) Department of Physical Education (M.D. in Sports management) Korea University, Seoul, Korea

### EXPERIENCE

(2014.9-Present) Adjunct Professor, Namseoul Univ., Korea  
(2016.3-2019.2) Professor, Cheongdam city college, Korea  
(2010.3-2017.2) Lecturer, Korea Univ., Korea

### PUBLISHED JOURNALS

- J.K. Kim(2021). A Study on the Estimation Model for the Visitors to Let's Run Park Using Machine Learning. Korean Journal of Sport Science, 32(3), 411-418.
- J.K. Kim & C.I. Park(2021). Research on the speed of leisure sports tourism selection in the MZ generation using the modified IPA method. Korean Society of Sport Policy, 19(3), 79-93.
- J.K. Kim & K.H. Choi(2021). Financial feasibility and socioeconomic ramifications analysis study of public sports facilities expansion. Korean Society for Convergence Science, 10(3), 85-96.
- D.H. Hwang, S.Y. Seol & J.K. Kim(2021). Research on development through budget efficiency analysis of public sports facilities. Korean Society of Sport Policy, 19(2), 156-176.
- J.K. Kim & S.H. Kim(2021). Data analysis for thermal disease wearable devices. Journal of web engineering, 20(1),

1-8. (SCIE indexed)

- J.K. Kim & S.C. Yang(2021). How skiing reputation and semi-residential influence affect the consumption of followers by skiers. The Korea Tourism Enhancement Society, 9(1), 68-80.

#### **AUTHORED BOOKS**

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J.K. Kim(2019). Sports Culturati. Seoul: Bookk.

#### **ACADEMIC HONOR AND AWARD**

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Recipient, Best Paper Award of Korean Society for Sport Management (2011)