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Assistant Professor, aSSIST

RESEARCH AREAS

Big Data Analysis, Sports Analytics
Media Industry, e-Sports and Metaverse

TEACHING AREAS

Sports Marketing, Sports Media
Big Data Analytics, Sports Analytics

EDUCATION

- Ph. D. in Sport Management, Seoul National University, Seoul, Korea
- MA in Economics, Sogang University, Seoul, Korea
- BS in Mathematics, Sogang University, Seoul, Korea

EXPERIENCE

(2018.08 ~ 2022.06) Assistant Professor, University of Mississippi
(2017.01 ~ 2018.03) Post-doctoral Research Fellow, Hong Kong Baptist University

PUBLISHED JOURNALS

- Hyun, M., Wegner, C., Jordan, J. S., Du, J., Jee, W. F., & **Oh, T.** (Accepted). Self-serving Bias in Performance Goal Achievement Appraisals: Evidence from Long-Distance Runners. *Frontiers in Psychology*.
- Lee, S., & **Oh, T.** (Accepted). The Impact of Environmental Barriers on Attendance of Outdoor and Indoor Professional Sports: The Case of the South Korean Soccer, Baseball, and Basketball Leagues. *Sport, Business, Management: an International Journal*.
- Kim, H., **Oh, T.**, Papini, N. M., Lopez, N. V., Herrmann, S. D., & Kang, M. (2021). Patterns of Weight Change in a Commercial Weight Loss Program. *American Journal of Health Behavior*, 45(4), 614-624.
- Kwon, K., **Oh, T.**, Lee, J., & Kang, J. (2021). Analysis of entrepreneurial process based on domestic introduction of sport contents: focusing on the innovation diffusion process model. *Korean Journal of Sport Science*. 32(2). 181 – 194.
- **Oh, T.**, & Kang, J.H. (2020). Analysis of the sports broadcasting market in the television broadcasting industry. *European Sport Management Quarterly*. doi: 10.1080/16184742.2020.1833957

PUBLISHED JOURNALS

- **Oh, T.**, Kim, S., Love, A., & Seo, W. J. (2020). Media Framing of the Unified Korean Olympic Women's Ice Hockey Team. *Communication & Sport*. doi: 10.1177/2167479520925765.
- **Oh, T.**, Kang, J. H., & Kwon, K. (2020). Is there a relationship between spectator sports consumption and life satisfaction?. *Managing Sport and Leisure*, doi: 10.1080/23750472.2020.1784035.
- Kim, S., **Oh, T.** †, Andrew, D. P. S., & Zheng, Z. (2020). Pay dispersion and team performance in National Basketball Association. *International Journal of Applied Sports Sciences*. 32(1). 1-14.
- Sung, H., **Oh, T.** †, & Kwon, K. D. (2019). Spectator attention and recall of sports sponsorship information in a real world: An eye-tracking exploration. *Journal of Sport Convergence*. 1(2). 1-26
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- Fort, R., Lee, Y. H., & **Oh, T.** (2019). Quantile Insights on Market Structure and Worker Salaries: The Case of Major League Baseball. *Journal of Sports Economics*. 20(8). 1066-1087.
- Kim, S., **Oh, T.** †, Lee, S., & Andrew, D.P.S. (2019). Relationships between met-expectation and attitudinal outcomes of coaches in intercollegiate athletics. *Sport Management Review*. 22(4). 477 – 490.
- **Oh, T.**, Oh, J., Kim, J., & Kwon, K. (2019). Differences of perception between private and public officers in an organizing committee concerning stakeholders of an international sporting event: The Case of the PyeongChang 2018 Winter Olympic Games. *International Journal of Sport Marketing and Sponsorship*. 20(1), 127-142.
- Zheng, Z., **Oh, T.** †, Kim, S., Dickson, G., & De Bosscher, V. (2018). Measuring competition in elite table tennis: The Olympic Games and World Championships 1988-2016. *Journal of Sports Science*. 36(23), 2675-2683.
- **Oh, T.**, Sung, H., & Kwon, K. (2017). Effect of Stadium Occupancy Rate on Perceived Game Quality and Visit Intention. *International Journal of Sport Marketing and Sponsorship*, 18(2), 166-179.
- **Oh, T.**, & Lee, Y. H., (2016) Value Evaluation Model for Korean Professional Baseball Players. *Korean Journal of Labor Economics*. 39(2), 113-139.
- **Oh, T.**, Noh, Y., & Yang, S. H., (2016) Analysis of Korean Professional Baseball Club Marketing Message: Based on the Team Official Twitter. *Korean Journal of Sport Science*, 27(1), 1-10.
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- Kwon, K., Seo, W. J., & **Oh, T.** † (2015), The Role of Society Activity as Leisure Constraint Negotiation Strategy for Leisure Constraint of Sport Participant, *Korean Journal of Leisure*. (39), 22-32.
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- Kwon, K., Kim, D., Oh, J., & **Oh, T.** † (2014) Exploratory Analysis of Sport Industrial Convergence Trend, *Korean Journal of Sport Science*, 25(2), 306-317.
- **Oh, T.**, & Lee, Y. H., (2013), Measurement of Monopsony Exploitation in Salary Determination: Case of Major League Baseball, *Korean Journal of Sport Management*, 18(3), 1-15.
- Cho, K. Y., & **Oh, T.**, (2012), Economic Growth and Employment Effect of Corporate Tax, KERI Insight, *Korea Economic Research Institute*, 2012(7), 1-9.