

# Profile of Professors



## ❑ Chungmi LEE, Ph.D

### ➤ Academic Career

- MA in Sport Management, Indiana State University, USA, 2004
- Completed Ph.D Program in Sport Management, University of Minnesota, USA, 2007
- Ph.D in Sport Management, Hanyang University, Korea, 2016
- MA in Sport and Olympic Studies, University of Tsukuba, 2018
- Researcher, TIAS and Faculty of Health and Sport Sciences, University of Tsukuba, 2018-2019
- Assistant professor, TIAS and Faculty of Health and Sport Sciences, University of Tsukuba, 2019 -

### ➤ Research Theme

I have specialized in sport consumer behavior which mainly focused on sport consumers' socio-psychological variables particularly needs and motivation. This line of research has been extended to sport spectatorship/participation and donor behavior. My research interest is sport event management including 1) sport marketing especially sponsorships, and 2) organizational behavior such as strategy development for Human Resources Management (HRM)