

Jakeun Koo, Ph.D.

Assistant Professor of Marketing

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EDUCATION

- 2016 Ph.D. in Management (Specialization: Sport Marketing), Isenberg School of Management, University of Massachusetts, Amherst (Ph.D. Dissertation: Mega versus Local Sport Sponsorships).
- 2010 Master of Advertising, College of Journalism and Communications, University of Florida, Gainesville (Master's Thesis: Assessing the Relationship between Celebrity-product Congruence and Endorser Credibility).
- 2008 Bachelor of Science in Law, College of Law (Minor: Mass Communication), Kyunghee University, Seoul, Korea.
- 2019 Certificate in Applied Data Science, Columbia University Engineering Executive Education & Emeritus Institute of Management.

ACADEMIC POSITION

- 2016 – Present Assistant Professor of Marketing & Graduate Faculty, Department of Business Administration, Jesse H. Jones School of Business, Texas Southern University, Houston, Texas.
- 2012 – 2016 Research/Teaching Assistant, Isenberg School of Management, University of Massachusetts, Amherst.

INDUSTRY EXPERIENCE

- 2010 – 2011 Executive, Consumer Research Service Department, The Nielsen Company, Seoul, Korea.
- 2009 Intern, Media Planning, Universal McCann, Seoul, Korea.

RESEARCH INTERESTS

Data Analytics; Research Methods; Sponsorship-linked Marketing; Marketing Communications; Consumer Behavior; Corporate Social Responsibility; Celebrity Endorsement; Sport Marketing.

TEACHING INTERESTS

Marketing Analytics; Marketing Research; Marketing Communications; Marketing Management; Principles of Marketing; Sport Marketing; Business Statistics.

REFEREED PUBLICATIONS

- Koo, J. (2021). Antecedents of the Attitude toward the Athlete Celebrities' Human Brand Extensions. *International Journal of Sports Marketing and Sponsorship*, <https://doi.org/10.1108/IJSMS-12-2020-0241> (abstract in appendix) (SSCI; ABDC Journal Rating: B; accepted).
- Joo, S., Koo, J., & Nichols, B. S. (2021). Understanding consumer attitudes in cause-brand alliances in sports: The role of sport entity attitudes. *International Journal of Sports Marketing and Sponsorship*, 22(3), 507-528. <https://doi.org/10.1108/IJSMS-12-2019-0142> (abstract in appendix) (SSCI; ABDC Journal Rating: B).
- Koo, J. & Lee, Y. (2019). Sponsor-event congruence effects: The moderating role of sport involvement and mediating role of sponsor attitudes. *Sport Management Review*, 22(2), 222-234. <https://doi.org/10.1016/j.smr.2018.03.001> (abstract in appendix) (SSCI; ABDC Journal Rating: A).
- Lee, Y., Kim, M, Koo, J., & Won, H. (2019). Sport volunteer service performance, image formation, and service encounters. *International Journal of Sports Marketing and Sponsorship*, 20(2), 307-320. <https://doi.org/10.1108/IJSMS-05-2018-0047> (abstract in appendix) (SSCI; ABDC Journal Rating: B).
- Lee, Y. & Koo, J. (2016). Can a celebrity serve as an issue-relevant argument in the elaboration likelihood model? *Psychology & Marketing*, 33(3), 195-208. <http://dx.doi.org/10.1002/mar.20865> (abstract in appendix) (SSCI; ABDC Journal Rating: A).
- Joo, S., Koo, J., & Fink, J. S. (2016). Cause-related marketing in sports: The power of altruism. *European Sport Management Quarterly*, 16(3), 316-340. <http://dx.doi.org/10.1080/16184742.2016.1143854> (abstract in appendix) (SSCI; ABDC Journal Rating: A).
- Lee, Y., Kim, M, & Koo, J. (2016). The impact of social interaction and team member exchange on sport event volunteer management. *Sport Management Review*, 19(5),

550-562. <http://dx.doi.org/10.1016/j.smr.2016.04.005> (abstract in appendix) (SSCI; ABDC Journal Rating: A).

Lee, Y. & Koo, J. (2015). Athlete endorsement, attitudes, and purchase intention: The interaction effect between athlete endorser-product congruence and endorser credibility. *Journal of Sport Management*, 29(5), 523-538.
<http://dx.doi.org/10.1123/jsm.2014-0195> (abstract in appendix) (SSCI; ABDC Journal Rating: A).

PROCEEDINGS

Koo, J. (2018). Sponsorship and goodwill: Mega versus local events. *In: Gal D., Hewett K., and Jayachandran, M. (eds) Big Ideas and New Methods in Marketing: Proceedings of AMA Summer Academic Conference (Vol. 29).*

Joo S. & Koo J. (2017). Effects of congruence and reliability of a cause alliance campaign on consumer responses toward a sport brand and a sponsoring brand: A structured abstract. *In: Stieler M. (ed) Creating Marketing Magic and Innovative Future Marketing Trends. Developments in Marketing Science: Proceedings of the Academy of Marketing Science.* Springer, Cham.

MANUSCRIPT UNDER REVIEW

Ayadi. O. F., Woldie, M., & Koo, J., & Allagoa-Warren, A. Cooperative Learning, Group Formation and Performance in Problem-Solving Courses: A Case Study from an HBCU. *Journal of Educational Research and Practice.*

MANUSCRIPTS IN PROGRESS

Koo, J. & Heo, J. Is it a Win-Win Game? Bilateral Image Flow in Corporate Sponsorship. (Target Journal: *International Journal of Advertising*; Completion rate: 90%).

Koo, J., Fink, J. S., & Lee, Y. Mega versus local sport event sponsorships. (Target Journal: *Marketing Intelligence & Planning*; Completion rate: 90%).

Koo, J., Lee, M., & DeFranco, A. Why are hotel reviews helpful? Identifying the mediating role of perceived risk in review helpfulness through a multi-method approach. (Target Journal: *Journal of Business Research*) - Theory development (Completion rate: 50%).

Lee, M. & Koo, J. Do managerial responses to negative hotel reviews increase customers' perceived helpfulness on Tripadvisor.com? – Business intelligence approach. Data

analysis (Target Journal: *Journal of the Academy of Marketing Science*) – Theory development & Data analysis (Completion rate: 60%).

CONFERENCE PRESENTATIONS

- Ayadi. O. F., Woldie, M., & Koo, J., & Allagoa-Warren, A. (2019, October). “Group Formation, Cooperative Learning, and Performance in Problem-Solving Process”. The Annual Southwestern Business Administration Teaching Conference. Houston, TX, U.S.A.
- Koo, J. & Heo, J. (2019, August). “Image Flows from High- to Low-familiarity Entities in Sponsorships”. American Marketing Association Summer Academic Conference. Chicago, IL, U.S.A.
- Ayadi. O. F., Woldie, M., & Koo, J., & Allagoa-Warren, A. (2018, November). “Team-Based Problem-Solving Dynamics: A Case Study from an HBCU”. The Annual Southwestern Business Administration Teaching Conference. Houston, TX, U.S.A.
- Koo, J. & Heo, J. (2018, October). “A two-way image transfer between sport events and sponsoring brands”. The Sport Marketing Association Conference. Dallas, TX, U.S.A.
- Joo, S., Koo, J., & Nichols, B. S. (2018, October). “How consumers respond to cause-brand alliances involving multiple cause partners: an examination of perceived congruence and reliability in a sport context”. Annual International Vincentian Business Ethics Conference (IVBEC). New York City, NY, U.S.A.
- Koo, J. (2018, August). “Sponsorship and goodwill: Mega versus local events”. American Marketing Association Summer Academic Conference. Boston, MA, U.S.A.
- Koo, J. & Joo, S. (2017, June). “The effectiveness of fit between an athlete celebrity and a non-sport product: The moderating role of product involvement and mediating role of attachments to human brands”. The North American Society for Sport Management Conference. Denver, CO, U.S.A.
- Joo, S. & Koo, J. (2016, May). “Effects of congruence and reliability on consumer responses in a cause alliance campaign”. Academy of Marketing Science Annual Conference. Lake Buena Vista, FL, U.S.A.
- Koo, J., Fink, J. S., & Lee, Y. (2016, May). “Mega versus local sport sponsorships”. The North American Society for Sport Management Conference. Orlando, FL, U.S.A.
- Koo, J. (2016, May). “Athlete celebrity’s image management in non-sport product endorsements”. The North American Society for Sport Management Conference. Orlando, FL, U.S.A.

- Joo, S., Fink, J. S., & Koo, J. (2015, October). "The influence of altruism and team identification on consumers' attitude change in a cause-related sport marketing campaign". The Sport Marketing Association Conference. Atlanta, GA, U.S.A.
- Koo, J. & Joo, S. (2015, August). "The moderating role of sport involvement between sponsor-event congruence and consumer responses". Association for Education in Journalism and Mass Communication Conference. San Francisco, CA, U.S.A.
- Koo, J. & Lee, Y. (2015, June). "Human brand extensions: Investigating consumer attitudes toward athlete endorsement of non-sport brands". The North American Society for Sport Management Conference. Ottawa, Ontario, Canada.
- Lee, Y. & Koo, J. (2015, June). "Athlete endorsement, attitudes, and purchase intention: The interaction effect between athlete endorser-product congruence and endorser credibility". The North American Society for Sport Management Conference. Ottawa, Ontario, Canada.
- Koo, J. & Lee, Y. (2014, September). "The effectiveness of functional-based and image-based congruence between sponsor and sporting event: The moderating role of sport involvement". The Sport Marketing Association Conference. Philadelphia, PA, U.S.A.
- Koo, J. & Lee, Y. (2014, May). "The roles of athlete endorsers in match-up hypothesis based on physical attractiveness and expertise factors: The moderating role of involvement". The North American Society for Sport Management, Pittsburgh, PA, U.S.A.
- Koo, J., Lee, C., & Lee, Y. (2013, May). "The effects of celebrity athlete endorsement on attitudes and purchase intentions: The interaction effect between athlete endorser-product congruence and endorser credibility". The North American Society for Sport Management, Austin, TX, U.S.A.
- Lee, C., Koo, J., & Lee, Y. (2013, May). "Understanding the relationship between volunteers' social media interaction, team member exchange, and organizational citizenship behavior in a community sporting event". The North American Society for Sport Management, Austin, TX, U.S.A.

CLASSES TAUGHT

- Summer 2021 Instructor, Marketing Research (MKTG 635-01), Jesse H. Jones School of Business, Texas Southern University.
- Instructor, Business Statistics I (MGSC 239-M1), Jesse H. Jones School of Business, Texas Southern University.
- Spring 2021 Instructor, Marketing Management (MKTG 435-01), Jesse H. Jones School of

Business, Texas Southern University.

Instructor, Marketing Decision Making (MKTG 430-01), Jesse H. Jones School of Business, Texas Southern University.

Instructor, Marketing Communications (MKTG 336-01), Jesse H. Jones School of Business, Texas Southern University.

Instructor, Principles of Marketing (MKTG 306-01), Jesse H. Jones School of Business, Texas Southern University.

Fall 2020 Instructor, Marketing Decision Making (MKTG 430-01), Jesse H. Jones School of Business, Texas Southern University.

Instructor, Principles of Marketing (MKTG 306-02; MKTG 306-01; MKTG 306-02), Jesse H. Jones School of Business, Texas Southern University.

Spring 2020 Instructor, Marketing Decision Making (MKTG 430-01), Jesse H. Jones School of Business, Texas Southern University.

Instructor, Marketing Communications (MKTG 336-01), Jesse H. Jones School of Business, Texas Southern University.

Instructor, Principles of Marketing (MKTG 306-01), Jesse H. Jones School of Business, Texas Southern University.

Winter 2019 Instructor, Business Statistics I (MGSC 239-01), Jesse H. Jones School of Business, Texas Southern University.

Fall 2019 Instructor, Marketing Decision Making (MKTG 430-01), Jesse H. Jones School of Business, Texas Southern University.

Instructor, Principles of Marketing (MKTG 306-02; MKTG 306-01), Jesse H. Jones School of Business, Texas Southern University.

Summer 2019 Instructor, Business Statistics I (MGSC 239-02), Jesse H. Jones School of Business, Texas Southern University.

Spring 2019 Instructor, Marketing Communications (MKTG 336-01), Jesse H. Jones School of Business, Texas Southern University.

Instructor, Principles of Marketing (MKTG 306-02; MKTG 306-01), Jesse H. Jones School of Business, Texas Southern University.

Fall 2018 Instructor, Marketing Decision Making (MKTG 430-01), Jesse H. Jones School of Business, Texas Southern University.

Instructor, Business Statistics I (MGSC 239-01; MGSC 239-02), Jesse H. Jones

School of Business, Texas Southern University.

Spring 2018 Instructor, Marketing Decision Making (MKTG 430-01), Jesse H. Jones School of Business, Texas Southern University.

Instructor, Principles of Marketing (MKTG 306-03), Jesse H. Jones School of Business, Texas Southern University.

Instructor, Business Statistics I (MGSC 239-01; MGSC 239-04), Jesse H. Jones School of Business, Texas Southern University.

Fall 2017 Instructor, Marketing Decision Making (MKTG 430-01), Jesse H. Jones School of Business, Texas Southern University.

Instructor, Principles of Marketing (MKTG 306-03), Jesse H. Jones School of Business, Texas Southern University.

Instructor, Business Statistics I (MGSC 239-02), Jesse H. Jones School of Business, Texas Southern University.

Spring 2017 Instructor, Strategic Marketing Management (MKTG 650-01), Jesse H. Jones School of Business, Texas Southern University.

Instructor, Marketing Decision Making (MKTG 430-01), Jesse H. Jones School of Business, Texas Southern University.

Instructor, Business Statistics I (MGSC 239-04), Jesse H. Jones School of Business, Texas Southern University.

Fall 2016 Instructor, Marketing Decision Making (MKTG 430-01), Jesse H. Jones School of Business, Texas Southern University.

Instructor, Business Statistics I (MGSC 239-01; MGSC 239-02), Jesse H. Jones School of Business, Texas Southern University.

HONORS, AWARDS, AND FUNDS

2019 JHJ School of Business Faculty Mini-Grant (\$3,000) funded by Jesse H. Jones School of Business, Texas Southern University.

2019 JHJ School of Business Faculty Development Fund (\$1,400) funded by Jesse H. Jones School of Business, Texas Southern University.

2015 Top Three Student Paper, Advertising Division Student Paper Competition, Association for Education in Journalism and Mass Communication 2015 Conference.

2015 Dissertation Research Grant (\$1,000) funded by the Graduate School, University of Massachusetts, Amherst.

2012 – 2016 University of Massachusetts, Amherst, full tuition scholarship.

ACADEMIC MEMBERSHIPS

2018 – 2020 Member, American Marketing Association

2015 – 2016 Member, Association for Education in Journalism and Mass Communication.

2014 – 2019 Member, Sport Marketing Association.

2012 – 2017 Member, North American Society for Sport Management.

SERVICES

Ad hoc Reviewer (peer-reviewed journals): *Journal of Sport Management, Sport Management Review, Journal of Marketing Communications, Journal of Consumer Behaviour, Sport in Society, Southwestern Business Administration Journal.*

Ad hoc Reviewer (peer-reviewed conference papers): American Marketing Association Educators' Conference, The North American Society for Sport Management Conference.

Book Chapter Review: Statistical Techniques in Business and Economics (17th Edition) by Lind, D. A., Marchal, W. G., & Wathen, S. A., McGraw-Hill Education.

School Committee Member: Strategic Planning Committee, Assurance of Learning Committee, Faculty Committee, Curriculum Committee (Jesse H. Jones School of Business, Texas Southern University).

Summer Institute for Sports Management Committee Member: Development of Summer Camp titled "Summer Sports Institute: Beyond the Ball" (Jesse H. Jones School of Business, Texas Southern University).

Conference Session Chair: 2018 American Marketing Association Educators' Conference

Master's Thesis Committee: Ratanakitcharoen, C. (2020), The Effectiveness of Celebrity Endorsement in Luxury Wristwatch Advertisements: Consumers' Purchase Intention, Texas Southern University, Houston, Texas.

APPENDIX: Selected Research Abstract

Koo, J. (2021). Antecedents of the Attitude toward the Athlete Celebrities' Human Brand Extensions. *International Journal of Sports Marketing and Sponsorship*.

Abstract: The present study aims to examine how consumers evaluate the extended human brands of athlete celebrities beyond their unique brand personality associated with sports. Athlete celebrities' unique image in sports are used as a human brand and attitude toward the athlete brand extensions is investigated when the athlete's name is included in a new non-sport brand. The concepts of brand extensions were employed to develop the ideas of human brand extensions. One hundred and ninety-eight participants answered online survey questions before and after being informed of athlete brand extensions. Partial least squares structural equation modeling is utilized to test the hypotheses. The survey results indicated that athlete-product fit and image transfer positively influenced attitude toward the extension. In addition, attitude toward the athlete brand extensions was significantly influenced by consumers' pre-existing attitude toward the celebrity; however, not by celebrity's expertise. The research findings imply that some brand extension concepts are applicable to human brands to understand the effectiveness of athlete brand extensions for non-sport products.

Joo, S., Koo, J., & Nichols, B. S. (2021). Understanding consumer attitudes in cause-brand alliances in sports: The role of sport entity attitudes. *International Journal of Sports Marketing and Sponsorship*, 22(3), 507-528.

Abstract: This study examines the effects of congruence and reliability on cause-brand alliance (CBA) program attitudes—exploring how CBA program attitudes and sport entity attitudes affect attitudes toward a sport-related and sport-unrelated brand in a single CBA. About 240 survey participants answered questions before and after being exposed to information about the NFL Play 60 program. Consistent partial least squares structural equation modeling is utilized to test the hypotheses. Results suggest both congruence and reliability positively influence CBA program success; and both sport-related and sport-unrelated brands positively affect consumer attitudes when they participate in a CBA with a high-profile sport entity. This occurs directly through CBA program attitudes for a sport-unrelated brand and indirectly through sport entity attitudes for a sport-related brand. This study extends the CBA literature in sports by showing (1) the role of reliability on CBA program attitudes, (2) the role of sport entity attitudes on other cause partner attitudes and (3) different paths for sport-related versus sport-unrelated brands that are partnered with a premium sport entity to achieve CBA program brand enhancements.

Koo, J. & Lee, Y. (2019) Sponsor-event congruence effects: The moderating role of sport involvement and mediating role of sponsor attitudes. *Sport Management Review*, 22(2), 222-234.

Abstract: The authors examine the moderating effect of sport involvement in the association between sponsor-event congruence and consumer responses. University students (N = 118) took part in the experiment. The partial least squares structural equation modeling (PLS-SEM) results show that sport involvement moderates the effectiveness of sponsor-event congruence on sponsor credibility, influencing attitude toward the sponsor and intention to purchase the sponsor's product. Research findings imply that a sponsorship campaign, in which sponsor-event congruence occurs, may have the power to deliver a product relevant message to consumers who are involved in sports via a central route.

Lee, Y., Kim, M, Koo, J., & Won, H. (2019) Sport volunteer service performance, image formation, and service encounters. *International Journal of Sports Marketing and Sponsorship*, 20(2), 307-320.

Abstract: The research aim is to examine the link between sport event volunteer service performance and sport spectator experience that leads to future intentions. Subjects were the international visitors at a mega sporting event in South Korea ($n = 431$). The Sample was randomly drawn based on convenience sampling method. Partial least squares structural equation modeling was utilized to test the hypotheses. The adequacy and statistical significance of the path models were confirmed by individual indicator loadings, average variance explained, bootstrap t-statistics, and convergent validity. Volunteer service performance significantly predicted event satisfaction, event image, and host city image, and indirectly influenced intentions to revisit the event and host city. Event image predicted host city image, event satisfaction, and intention to revisit the event. Host city image predicted event satisfaction and intention to revisit the host city. Event satisfaction predicted both intentions to revisit the event and the host city. Sport event volunteers are in direct contact with spectators, therefore, the performance of volunteers' service may have an impact on establishing event and host city images perceived by visitors at the event. The research findings suggest that sport event volunteer performance positively affects image formation and further induce international visitors to revisit both the event and the host city. One of the key findings includes the important role of event satisfaction in the association between volunteer performance, image formation, and future behavior.

Lee, Y. & Koo, J. (2016). Can a celebrity serve as an issue-relevant argument in the elaboration likelihood model? *Psychology & Marketing*, 33(3), 195-208.

Abstract: While celebrity endorsement has been traditionally perceived as a peripheral cue in the elaboration likelihood model, several conceptual studies suggest otherwise that it may play a significant role in delivering issue relevant information when celebrity-product congruence exists. The current study provides empirical evidence that a celebrity indeed serves as an issue relevant argument by investigating the interaction effects between endorser-product congruence and product involvement on consumer responses in two different match-up conditions. Moderated regression analysis results indicated that product involvement strengthened the effect of expertise-based endorser-product congruence on consumer responses. However, the relationship between attractiveness-based endorser-product congruence and consumer responses generated insignificant results. Research findings entail that a celebrity persuades consumers through the central route when the expert image in particular fits well with the endorsed product. Further analyses indicated that attitude toward the brand mediated the relationship between attitude toward the advertisement and purchase intention in both match-up environments.

Joo, S., Koo, J., & Fink, J. S. (2016). Cause-related marketing in sports: The power of altruism. *European Sport Management Quarterly*, 16(3), 316-340.

Abstract: Based on attribution theory, meaning transfer theory, and social identity/team identification theory, the present study aims to investigate how the effectiveness of the perceived altruism on consumer responses varies depending on the team identification conditions in a cause-related marketing (CRM) campaign. A total of 124 subjects participated in an experiment created by two levels of perceived CRM altruism and team identification. The study results indicate that perceived CRM altruism has a greater impact on consumers' change in attitude toward the team among low identifiers than high identifiers. Further analyses show this moderating effect is mediated by consumers' attitudes toward the campaign. The research findings imply that CRM campaign strategies should be carefully established depending on sport consumers' team identification. These convey important theoretical and managerial implications and further add depth to our knowledge in general to the CRM literature, and in particular, to the CRM literature in sports and team identification.

Lee, Y., Kim, M., & Koo, J. (2016). The impact of social interaction and team member exchange on sport event volunteer management. *Sport Management Review, 19*(5), 550-562.

Abstract: In the present study, the authors aim to understand the sport event volunteer experience in the context of social interaction and its effect on volunteers' team member exchange and future intentions. Sport event volunteers ($N = 150$) in the Northeast region in the United States participated in the survey. The partial least squares method of structural equation modeling was used to test the hypotheses. Results indicate that online social interaction ties significantly affect team member exchange, which in turn, predicts volunteers' intentions to repeat volunteering and also spread positive word-of-mouth about volunteering experience to potential volunteers. The current research specifically demonstrates that establishing social interaction ties through social media promotes positive team member exchange that further impacts volunteers' future intentions. The research findings also imply that social media can be a cost-effective volunteer management tool in terms of volunteer recruitment and for relatively smaller sport organizations that are generally confronted with limited resources.

Lee, Y. & Koo, J. (2015). Athlete endorsement, attitudes, and purchase intention: The interaction effect between athlete endorser-product congruence and endorser credibility. *Journal of Sport Management, 29*(5), 523-538.

Abstract: The current study explored the effectiveness of athlete endorser-product congruence and endorser credibility on consumer responses such as attitude toward the advertisement, attitude toward the brand, and purchase intention using a 2 x 2 experiment. Real figures and actual brands were used as stimuli to enhance external validity and generalizability. Research results confirmed the interaction effects between athlete endorser-product congruence and endorser credibility on three specific consumer responses. The research further examined and identified the indirect path from attitude toward the advertisement and purchase intention, mediated by attitude toward the brand. The findings from the research fill the gaps in literatures and extend the body of knowledge in general endorsement studies, and sport celebrity endorsement studies in particular.