

Asian Association for Sport Management Conference 2024



Aug 23-24, 2024 Jeju Island, Korea

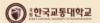
"Integrating Sport and Tourism in Asia : Innovative Strategies for Sustainable Development and Cultural Exchange"















2024 AASM Conference



Time	Program	Venue
	Aug, 22 nd	
17:00~21:00	EC Meeting	Mini Conference Room
	Day 1 Aug, 23 rd	
08:00~	Registration	Convention Center Lobby
10:00~11:00	Opening Ceremony MC: Dr. Kim, Yukyoum (Seoul National Univ., Korea) - Opening Speech: Dr. KWON, Harry Hyungil (President of Asian Association for Sport Management) - Welcome Speech: Dr. CHO, Song Hyun (President of Korean Society for Sport Management) - Congratulatory Speech #1: OH, Young-Hun (Governor of Jeju Special Self-Governing Province) - Congratulatory Speech #2: LEE, Sang-bong (Chairperson of Jeju Special Self-Governing Provincial Council) - Presentation of Appreciation - Photo Time	Convention Center Main Hall
11:00~12:00	Keynote Speech: Dr. Munehiko Harada (Osaka Univ. of Health and Sport Sciences, Japan) <trends a="" and="" awakening="" challenges="" giant="" growing="" in="" industry:="" rapidly="" sleeping="" sport="" the="" tourism=""> Moderator: Dr. Kim, Yukyoum (Seoul National Univ., Korea) Discussion Panels: - Dr. CHOI, Yun Seok (Korean National Univ. of Transportation, Korea) - Dr. OSHIMI, Daichi (Tokai Univ., Japan) - Dr. KUTINTARA, Issadee (Kasetsart Univ., Thailand)</trends>	Convention Center Main Hall
12:00~13:20	Lunch	Jeju Pork Barbeque Restaurant
13:20~15:00	Oral Session #1	Building A & B, Room 1~6
15:20~17:00	Oral Session #2	
18:00~	Welcome Party (MC: Dr. Kihan Kim, Seoul National Univ., Korea)	Convention Center Main Hall
	Day 2 Aug, 24 th	
9:30~10:30	Poster Presentation	Convention Center Main Hall
10:40~12:00	Oral Session #3	Building A & B, Room 1~6
12:00~13:30	Lunch	Myeonjag Chicken Barbeque Restaurant
13:30~14:30	General Assembly	Mini Conference Room
13:30~15:00	Workshops for Student Career & Research Development #1 Finding Your Critical Voice!! (Dr. Doyoung Pyun, Loughborough Univ., UK) #2 How can you find & develop your research idea? (Dr. Joon-sung Lee, Yonsei Univ., Korea) #3 How to balance the big picture and the details (Dr. Akira Asada, Kanda Univ. of International Studies, Japan) #4 Research Method: Best practices for rigorous and impactful research (Dr. Kevin Byon, Indiana Univ., USA) #5 Publishing an academic paper (Dr. Ho Keat Leng, National Tsinghua Univ., Taiwan)	Building A & B, Room 1~5
15:20~17:00	Oral Session #4	Building A & B, Room 1~6
17:15~18:15	Closing Ceremony (MC: Dr. Wonseok Jang, Sungkyunkwan Univ., Korea)	Convention Center Main Hall

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August 23rd, 2024

Oral Presentation Session #1: Room 6

Sport Digital Service

Moderator

Dr. Kayoung Kim (Jeju National University, Korea)

Synergistic Effects of Mobile-based Walking and Self-Affirmation on College Students'	
Mental Health: Implications for Healthcare App Content Development	
Ye Hoon Lee, Juhee Hwang, Hyungsook Kim	
Digital Transformation in Sports: Analyzing the Demand for Digital Services among	
Sports Professionals65	
Peng-Xin Lin, Yu Yue Hsieh	
Exploration of Constructing the Business Model for Virtual Sports into Participatory Sports	
Center	
Wen-Cheng Chen, Yung-Chang Yu	
A Study on Participants' Willingness to Use Motion-sensing Games Using	
the Hedonic-motivation System Adoption Model	
Chen Hung-Yin, Lin En-Chi, Shao Yu-Lin Jackie, Kuo Tzu-Yin	
A Bibliometric Analysis of Artificial Turf in Sports71	
I-Heng Wei, Shang-Chun Ma, Kun-Yu Liu	