

Program Book & Proceedings



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”

Hosted by  Asian Association for
Sport Management

Organized by 

Sponsored by  제주특별자치도
Jeju Special Self-Governing Province

 한국교육대학교
Korea National University of Education

 한국관광공사
Korea Tourism Organization

2024 AASM Conference



Time	Program	Venue
Aug, 22nd		
17:00-21:00	EC Meeting	Mini Conference Room
Day 1 Aug, 23rd		
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 and Challenges in the Rapidly Growing Sport Tourism Industry: Awakening a Sleeping Giant> 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)	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, 24th		
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

• Oral Session #1, Room 4 - Sport Organizational Behavior (Building A - 505)

13:20-13:40	Yuchen Zhang, Tingyu Hou, Hirotaaka Matsuka The Impact Of Recurring Non-mega Sports Events On Residents' Support Intention
13:40-14:00	Li Cheng-Wei Integrating Outdoor Adventure Education into the Physical Education Curriculum from the Perspective of Taiwanese Teachers, Students and Parents
14:00-14:20	Jiang Xueying, Min Young Lee, Shintaro Sato, Wonseok (Eric) Jang Is it better to share the applause with other team members for the win and take full responsibility for losing as a leader of the team? The perspective of collective efficacy
14:20-14:40	LIU YU-HAN, HSIAU YA-WEN, WENG YI-MING Emergency Response Manpower Model for Leisure Industries in Taiwan - A Comparison of Ocean Park and Theme Park
14:40-15:00	Philsoo Kim, Sang Hyun Lee Does Pay Level Always Work? The Roles of Pay Dispersion and the Presence of Outstanding Players in the Case of NBA Teams

• Oral Session #1, Room 5 - Sport Media (Building A - 507)

13:20-13:40	Chen Chen-Yueh More Than Just Match-up Hypothesis! Social Media Influencers Endorsement in Sporting Context: Moderation Analysis
13:40-14:00	Hansol Kim, Kihwan Kim, Kyungyeol Kim Examining The Role Of Social Media On Stadium Attendance At Kbo Games
14:00-14:20	Jerin KO, Kihwan Kim The Role of Flow Experience in Linking Psychological Need Satisfaction to Continued Sports Participation via Social Media
14:20-14:40	Song-ni Song, Hong Wei Yang, Choong Hoon Lim The Effect of Nostalgia While Watching Sports Games: Focused on the Mediation Effect of Pleasure and Arousal Between Nostalgia and Brand Memory and Attitude
14:40-15:00	DU Qiuyu, ZHOU Zhengqian Research on Social Media Usage Characteristics and Communication Effects of Professional Track and Field Athletes

• Oral Session #1, Room 6 - Sport Digital Service (Building A - 603)

13:20-13:40	Ye Hoon Lee, Hyungsok Kim, Juhee Hwang Synergistic Effects of Mobile-based Walking and Self-Affirmation on College Students' Mental Health: Implications for Healthcare App Content Development
13:40-14:00	Peng-Xin Lin, Yu Yue Hsieh Digital Transformation in Sports: Analyzing the Demand for Digital Services among Sports Professionals
14:00-14:20	Wen-Cheng Chen, Yung-Chang Yu Exploration of Constructing the Business Model for Virtual Sports into Participatory Sports Center
14:20-14:40	Chen Hung-Yin, Lin Er-Chi, Shao Yu-Lin Jackie, Kuo Tzu-Yin A Study on Participants' Willingness to Use Motion-sensing Games Using the Hedonic-motivation System Adoption Model
14:40-15:00	I-Heng Wei, Shang-Chun Ma, Kun-Yu Liu A Bibliometric Analysis of Artificial Turf in Sports



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August 23rd, 2024



Oral Presentation Session #1 : Room 6

Sport Digital Service

Moderator

Dr. Kayoung Kim
(Jeju National University, Korea)

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