

Misun Won

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EDUCATION

Doctor of Philosophy, Sport and Entertainment Management University of South Carolina – Columbia, SC	2018-Present
Master of Professional Studies, Sport Industry Management, 3.93 GPA Georgetown University – Washington, DC	2012-2014
Bachelor of Science, Sports Administration, 3.95 GPA (Summa Cum Laude) Lewis-Clark State College – Lewiston, ID	2012-2014
College of Education, Physical Education Konkuk University – Seoul, Korea	2010-2015

TEACHING EXPERIENCE

UNIVERSITY OF SOUTH CAROLINA, Department of Sport and Entertainment Management

Graduate Instructor

- SPTE 380 – Sport and Entertainment Marketing 2019-Present

Teaching Assistant/Grader

- SPTE 203 – Introduction to Event and Venue Management 2018-2019

Guest Lecturer

- Priority Ticket System in Martial Arts Schools (SPTE 380) 2019

UNIVERSITY OF SOUTH CAROLINA, Dodie Anderson Academic Enrichment Center

Academic Tutor

- Math, Accounting, Finance, and Statistics 2019

WORKS IN PROGRESS

Won, M., & Shapiro, S. An examination of partitioned pricing and the influence of culture and familiarity on sport consumer behavior.

Won, M., & Shapiro, S. An analysis of price bundling and framing: the impact of discount and availability messaging among traveling sport consumers.

Li, Z., Ballouli, K., Won, M., Corr, C., & Scroggins, C. Examining usage behavior and perception of a celebrity health and fitness mobile app: a collaborative autoethnography.

PRESENTATIONS

Won, M., & Shapiro, S. (November, 2019). An examination of partitioned pricing and the influence of culture and familiarity on sport consumer behavior. Presenting at the Sport Marketing Association Conference, Chicago, IL.

Li, Z., Ballouli, K., Won, M., Corr, C., & Scroggins, C (November, 2019). Examining usage behavior and perception of a celebrity health and fitness mobile app: a collaborative autoethnography. Poster presenting at the Sport Marketing Association Conference, Chicago, IL.

Shapiro, S., Watanabe, N., Yan, G., & Won, M. (May, 2019). "Needle in a haystack": examining networked influence on twitter during the Pyeongchang Winter Olympic Games. Presenting at the North American Society for Sport Management Conference, New Orleans, LA.

Todd, S. Y., Scroggins, C., & Won, M. (February, 2019). The way in which actual experience affects the career identities of job seekers in sport. Presented at the Applied Sport Management Association Conference, Nashville, TN.

SERVICE PRESENTATIONS

Invited Speaker of A Veteran International Teaching Assistant Summer, 2019
International Teaching Assistant Orientation, University of South Carolina, Columbia, SC

INVITED PRESENTATIONS

Guest Lecturer

- Priority Ticket System in Martial Arts Schools (SPT 380) Spring, 2019

SERVICES

Student Representative, KAASM 2019 - Present
Korean American Association for Sport Management
Event Volunteer, EdTech Showcase, USC 2019
2019 EdTech Showcase, University of South Carolina, Columbia, SC
Event Volunteer, The Sport Entertainment and Venues Tomorrow Conference, USC 2018
2018 Sport Entertainment and Venues Tomorrow Conference, University of South Carolina, Columbia, SC
Olympic/Paralympic Family Assistant 2018
2018 PyeongChang Winter Olympics and Paralympics, PyeongChang Olympic Committee, Republic of Korea
Event Volunteer & Doping Control Chaperon, CITI Open 2017
2017 CITI Open, Washington, DC

Event Volunteer, Big Ten Men's Basketball Tournament 2017
2017 Big Ten Men's Basketball Tournament, Washington, DC

PROFESSIONAL DEVELOPMENT ACTIVITIES

Preparing Future Faculty Certificate 2019
Center for Teaching Excellence, University of South Carolina, Columbia, SC
Fostering Proactive Learning Environments 2019
Center for Teaching Excellence, University of South Carolina, Columbia, SC
Teaching Towards Inclusive Excellence 2019
Center for Teaching Excellence, University of South Carolina, Columbia, SC
Certificate in Sports Marketing 2015
Munhwa Broadcasting Corporation (MBC) Academy, Seoul, Korea
Teaching Certificate for Lifetime Sports: Volleyball III 2011
Ministry of Culture, Sports and Tourism, Sejong City, South Korea

SCHOLARSHIPS & GRANTS

KASF Eastern Region Scholarship 2016-2017
Korean American Scholarship Foundation Eastern Regional Chapter, Vienna, VA
International Student Scholarship 2012-2014
Lewis-Clark State College, Lewiston, ID