

Misun Won

mwon@email.sc.edu

1705 College St. Rm. 787, Columbia, SC 29201

LinkedIn www.linkedin.com/in/misunwon

EDUCATION

- Doctor of Philosophy, University of South Carolina - Columbia, SC** 2018-Present
- Primary major: Sport and Entertainment Management
 - Chair: Dr. Stephen L. Shapiro, Associate Professor
 - Secondary major: Applied Statistics (Post Baccalaureate Certificate)
- Master of Professional Studies, Georgetown University - Washington, DC** 2016-2017
- Major: Sport Industry Management, GPA 3.934
- Bachelor of Science, Lewis-Clark State College - Lewiston, ID** 2012-2014
- Major: Sports Administration, GPA 3.949
- College of Education, Konkuk University - Seoul, Republic of Korea** 2010-2012
- Major: Physical Education

TEACHING EXPERIENCE

UNIVERSITY OF SOUTH CAROLINA, Department of Sport and Entertainment Management

Graduate Instructor

- SPTE 399 - Independent Study Spring, 2020
- SPTE 380 - Sport and Entertainment Marketing 2019-Present
- SPTE 450 - Sales in Sport and Entertainment 2020-Present

Teaching Assistant/Grader

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

UNIVERSITY OF SOUTH CAROLINA, Dodie Anderson Academic Enrichment Center

Academic Tutor

- ACCT 225 - Introduction to Financial Accounting Summer, 2019
- FINA 333 - Finance and Markets Summer, 2019
- STAT 201 - Elementary Statistics Summer, 2019

RESEARCH INTERESTS

- Ticket pricing
- Consumer behaviors
- Sport marketing

PUBLICATIONS

- Won, M., & Shapiro, S.** (Under review). Analysis of price bundling and framing: the impact of availability and discount messaging.
- Won, M., & Shapiro, S.** (in press). An examination of partitioned pricing and the influence of culture and familiarity on sport consumer behavior. *Sport Marketing Quarterly*.

WORKS IN PROGRESS

- Won, M., & Shapiro, S.** An examination of partitioned ticket prices and cause-related fees for sporting events.
- 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.** (2020, September 17-25). An examination of consumer response to cause-related marketing fees associated with sport tickets [Paper presentation]. The European Sport Management Conference, London, United Kingdom.
- Won, M., & Shapiro, S.** (2020, May 27-29). An analysis of price bundling and framing: the impact of discount and availability messaging among traveling sport consumers [Paper presentation]. The North American Society for Sport Management Conference, San Diego, CA.
<http://www.nassm.org/NASSM2020/ProgramSchedule/>
- Won, M., & Shapiro, S.** (2020, April). "Almost gone": consumer reactions to product scarcity effect in sports [Paper presentation]. Discover USC, Columbia, SC, United States. (Conference canceled).
- Won, M., & Shapiro, S.** (2019, November). A conceptual examination of partitioned pricing and cultural impacts in sport. Paper presented at the Sport Entertainment & Venues Tomorrow Conference, Columbia, SC.
- Won, M., & Shapiro, S.** (2019, November). An examination of partitioned pricing and the influence of culture and familiarity on sport consumer behavior. Paper presented at the Sport Marketing Association Conference, Chicago, IL.
- Li, Z., Ballouli, K., **Won, M.**, Corr, C., & Scroggins, C (2019, November). Examining usage behavior and perception of a celebrity health and fitness mobile app: a collaborative autoethnography. Poster presented at the Sport Marketing Association Conference, Chicago, IL.
- Shapiro, S., Watanabe, N., Yan, G., & **Won, M.** (2019, May). "Needle in a haystack": examining networked influence on twitter during the Pyeongchang Winter Olympic Games. Paper presented at the North American Society for Sport Management Conference, New Orleans, LA.
- Todd, S. Y., Scroggins, C., & **Won, M.** (2019, February). The way in which actual experience affects the career identities of job seekers in sport. Paper presented at the Applied Sport Management Association Conference, Nashville, TN.

SERVICE PRESENTATIONS

- Invited Panelist of a Veteran Teaching Assistant** Fall, 2020
Graduate Teaching Assistant Orientation, University of South Carolina, Columbia, SC
- Invited Speaker of a Veteran International Teaching Assistant** Fall, 2019
International Teaching Assistant Orientation, University of South Carolina, Columbia, SC

INVITED PRESENTATIONS

Guest Lecturer

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

HORNORS & AWARDS

- Ministry of Culture, Sports, and Tourism, Republic of Korea** 2019
An award of a contribution to the 2018 PyeongChang Winter Olympics and Paralympics

GRANTS & SCHOLARSHIPS

- NASSM Doctoral Research Grant (\$1,210): An Examination of Partitioned Ticket Prices and Cause-related Fees for Sporting Events** 2020
North American Society for Sport Management
- 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

SERVICES

- External Reviewer, A Special Issue on Sport, Entertainment, Hospitality, and Tourism Marketing**
Journal of Managerial Issues 2020
- Case Study Judge, Collegiate DECA Regional Case Study Competition** 2020
Collegiate Distributive Education Clubs of America, University of South Carolina, Columbia, SC
- Secretary, SPTE Graduate Student Association** 2019-Present
Sport and Entertainment Management, University of South Carolina, Columbia, SC
- Student Representative, KAASM** 2019-Present
Korean American Association for Sport Management
- Graduate Reviewer, The Sport Entertainment & Venues Tomorrow Conference** 2019
2019 Sport Entertainment & Venues Tomorrow Conference, University of South Carolina, Columbia, SC
- Event Volunteer, EdTech Showcase** 2019
2019 EdTech Showcase, University of South Carolina, Columbia, SC

Event Volunteer, The Sport Entertainment & Venues Tomorrow Conference	2018
2018 Sport Entertainment & Venues Tomorrow Conference, University of South Carolina, Columbia, SC	
Olympic/Paralympic Family Assistant, Winter Olympics and Paralympics	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

Teaching Online for Graduate Students	2020
Center for Teaching Excellence, University of South Carolina, Columbia, SC	
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, Republic of Korea	
Teaching Certificate for Lifetime Sports: Volleyball III	2011
Ministry of Culture, Sports and Tourism, Sejong City, Republic of Korea	