

# Kevin K Byon

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8062298/publications.pdf>

Version: 2024-02-01

72  
papers

1,117  
citations

516710

16  
h-index

501196

28  
g-index

77  
all docs

77  
docs citations

77  
times ranked

726  
citing authors

#	ARTICLE	IF	CITATIONS
1	Live Events and the Sport Customer: A Sport Spectator Quality-Value-Behavior Model. <i>Journal of Global Sport Management</i> , 2023, 8, 340-360.	2.0	2
2	Co-created value influences residents' support toward the sporting event through the mediating mechanism of gratitude. <i>European Sport Management Quarterly</i> , 2023, 23, 125-147.	3.8	6
3	Fitness switching costs scale (FSCS): development and assessment of higher-order reflective-formative scale. <i>European Sport Management Quarterly</i> , 2023, 23, 1951-1969.	3.8	3
4	The relative influence of spectator dysfunctional behavior on spectator enjoyment in Major League Baseball. <i>International Journal of Sports Marketing and Sponsorship</i> , 2022, 23, 93-109.	1.4	1
5	The show must go on: The mediating role of self-assessment in the relationship between performers' technology acceptance and satisfaction level with remote performances in Korea during the COVID-19 pandemic. <i>Technology in Society</i> , 2022, 68, 101855.	9.4	12
6	Identifying critical factors in sport consumption decision making of millennial sport fans: mixed-methods approach. <i>European Sport Management Quarterly</i> , 2021, 21, 484-503.	3.8	21
7	Validation of the Sport Fan Model of Goal-Directed Behavior: Comparison to Theory of Reasoned Action, Theory of Planned Behavior, and Model of Goal-Directed Behavior. <i>Journal of Global Sport Management</i> , 2021, 6, 388-408.	2.0	10
8	Leisure Activities, Happiness, Life Satisfaction, and Health Perception of Older Korean Adults. <i>International Journal of Mental Health Promotion</i> , 2021, 23, 155-166.	0.8	8
9	Moderating Effect of the Power Distance Belief on the Relationship between Employees' Service Failures and Customers' Behavioral Outcomes in the Sport Service Industry. <i>International Journal of Environmental Research and Public Health</i> , 2021, 18, 2488.	2.6	3
10	Conceptualization of switching costs in fitness centers: a higher-order reflective-formative model. <i>Sport Management Review</i> , 2021, 24, 543-566.	2.9	12
11	Esports Spectating Motives and Streaming Consumption: Moderating Effect of Game Genres and Live-Streaming Types. <i>Sustainability</i> , 2021, 13, 4164.	3.2	16
12	Digital and Interactive Marketing Communications in Sports. <i>Journal of Interactive Advertising</i> , 2021, 21, 75-78.	5.3	3
13	Clustering Esports Gameplay Consumers via Game Experiences. <i>Frontiers in Sports and Active Living</i> , 2021, 3, 669999.	1.8	5
14	Creating Shared Value to Enhance Customer Loyalty: A Case of a Sporting Goods Company in Korean Athletic Shoe Market. <i>Sustainability</i> , 2021, 13, 7031.	3.2	4
15	Effect of Prior Gameplay Experience on the Relationships between Esports Gameplay Intention and Live Esports Streaming Content. <i>Sustainability</i> , 2021, 13, 8019.	3.2	7
16	Augmenting the formation of esports gameplay intention: interaction effects of genre and gender. <i>Sport, Business and Management</i> , 2021, 11, 620-646.	1.2	6
17	Investigation of eSports Playing Intention Formation: The Moderating Impact of Gender. <i>Sport Marketing Quarterly</i> , 2021, 30, .	0.3	6
18	Sportscape, emotion, and behavioral intention: a case of the big four US-based major sport leagues. <i>European Sport Management Quarterly</i> , 2020, 20, 321-343.	3.8	23

#	ARTICLE	IF	CITATIONS
19	Customer-to-customer value co-creation and co-destruction in sporting events. <i>Service Industries Journal</i> , 2020, 40, 633-655.	8.3	62
20	How useful is each item in the Sport Spectator Identification Scale?: an item response theory analysis. <i>International Journal of Sports Marketing and Sponsorship</i> , 2020, 21, 651-667.	1.4	9
21	Event impacts associated with residents' satisfaction and behavioral intentions: a pre-post study of the Nanjing Youth Olympic Games. <i>International Journal of Sports Marketing and Sponsorship</i> , 2020, 21, 487-511.	1.4	19
22	Structural Relationship among Physical Self-Efficacy, Psychological Well-Being, and Organizational Citizenship Behavior among Hotel Employees: Moderating Effects of Leisure-Time Physical Activity. <i>International Journal of Environmental Research and Public Health</i> , 2020, 17, 8856.	2.6	7
23	Critical factors in the sport consumption decision making process of millennial fans: a revised model of goal-directed behavior. <i>International Journal of Sports Marketing and Sponsorship</i> , 2020, 21, 427-447.	1.4	16
24	Central actors in the live sport event context: a sport spectator value perception model. <i>Sport, Business and Management</i> , 2020, 10, 58-81.	1.2	5
25	Social Atmospheric, Affective Response, and Behavioral Intention Associated With Esports Events. <i>Frontiers in Psychology</i> , 2020, 11, 1671.	2.1	14
26	Mediating effect of esports content live streaming in the relationship between esports recreational gameplay and esports event broadcast. <i>Sport, Business and Management</i> , 2020, 11, 89-108.	1.2	24
27	Creating Shared Value and Fan Loyalty in the Korean Professional Volleyball Team. <i>Sustainability</i> , 2020, 12, 7625.	3.2	8
28	Cause-Related Marketing and Purchase Intention toward Team-Licensed Products: Moderating Effects of Sport Consumers' Altruism. <i>Sustainability</i> , 2020, 12, 3183.	3.2	7
29	An Item Response Theory Analysis of Residents' Perceived Sporting Event Impacts. <i>Journal of Global Sport Management</i> , 2020, , 1-29.	2.0	3
30	A Conceptual Analysis of Switching Costs: Implications for Fitness Centers. <i>Sustainability</i> , 2020, 12, 3891.	3.2	8
31	The Impacts of the Perceived Golf Course Brand Globalness on Customer Loyalty through Multidimensional Perceived Values. <i>Sustainability</i> , 2020, 12, 978.	3.2	11
32	Antecedents of esports gameplay intention: Genre as a moderator. <i>Computers in Human Behavior</i> , 2020, 109, 106336.	8.5	40
33	An Interdisciplinary Examination of the Material Effects of Deceptive Sport Beverage Advertisements. <i>Journal of Global Sport Management</i> , 2020, , 1-22.	2.0	0
34	Coping as a Mediation Mechanism Between Severity of Spectator Dysfunctional Behavior and Revisit Intention: The Moderating Effects of Self-Construal in Sport Consumption. <i>Journal of Sport Management</i> , 2020, 34, 38-52.	1.4	6
35	The Dark Side of Spectator Behavior: Effects of Spectator Dysfunctional Behavior on Anger, Rumination, and Revisit Intention. <i>Sport Marketing Quarterly</i> , 2020, 29, 228-240.	0.3	6
36	Team Identification and Negotiation: A Mediated-Moderation Model of Constraints, Motivation, and Sport Consumption. <i>Sport Marketing Quarterly</i> , 2020, 29, 282-295.	0.3	4

#	ARTICLE	IF	CITATIONS
37	Generational market segmentation of millennial sport fans. , 2020, , 154-175.		0
38	Critical Statistical and Methodological Issues in Sport Management Research. Measurement in Physical Education and Exercise Science, 2019, 23, 291-300.	1.8	11
39	Effects of the event and its destination image on sport touristsâ€™ attachment and loyalty to a destination: the cases of the Chinese and U.S. Formula One Grand Prix. Asia Pacific Journal of Tourism Research, 2019, 24, 1169-1185.	3.7	23
40	Antecedents and consequence associated with esports gameplay. International Journal of Sports Marketing and Sponsorship, 2019, 21, 1-22.	1.4	35
41	Examining structural relationships among sport service environments, excitement, consumer-to-consumer interaction, and consumer citizenship behaviors. International Journal of Hospitality Management, 2019, 82, 318-325.	8.8	33
42	Service Quality, Perceived Value, and Fan Engagement: Case of Shanghai Formula One Racing. Sport Marketing Quarterly, 2019, 28, .	0.3	23
43	Developing a demand model to estimate attendance at an individual NBA game from related-game attributes. , 2019, , 36-61.		0
44	Examining relationships among consumer participative behavior, employee role ambiguity, and employee citizenship behavior: the moderating role of employee self-efficacy. European Sport Management Quarterly, 2018, 18, 633-651.	3.8	4
45	Influence of Loss Aversion on NCAA Men's Basketball Bracket Predictions. Journal of Global Sport Management, 2018, 3, 18-36.	2.0	0
46	Internal contributions to initiating corporate social responsibility in sport organizations. Management Decision, 2018, 56, 1804-1817.	3.9	6
47	A mechanism of mutually beneficial relationships between employees and consumers: A dyadic analysis of employeeâ€™consumer interaction. Sport Management Review, 2018, 21, 582-595.	2.9	27
48	The Influence of Emotions on Game and Service Satisfaction and Behavioral Intention in Winning and Losing Situations: Moderating Effect of Identification with the Team. Sport Marketing Quarterly, 2018, 27, .	0.3	17
49	General game support programs associated with professional team sports. , 2018, , 303-330.		11
50	Push and pull factors associated with the CTTSL game events between on-site and online consumers. International Journal of Sports Marketing and Sponsorship, 2017, 18, 48-69.	1.4	8
51	Re-conceptualizing reverse meaning transfer: the moderating influence of meaning type. Sport, Business and Management, 2017, 7, 483-496.	1.2	1
52	Millennial consumers' perception of sportswear brand globalness impacts purchase intention in cause-related product marketing. Social Behavior and Personality, 2017, 45, 1319-1335.	0.6	17
53	Gender and advertising. , 2017, , 214-243.		1
54	Spectator perception of service quality attributes associated with Shanghai Formula One. International Journal of Sports Marketing and Sponsorship, 2016, 17, 153-171.	1.4	17

#	ARTICLE	IF	CITATIONS
55	Promoting Brand-Event Personality Fit as a Communication Strategy to Build Sponsors'™ Brand Equity. <i>International Journal of Sport Communication</i> , 2016, 9, 294-320.	0.8	7
56	To tweet or not to tweet: the effects of social media endorsements on unfamiliar sport brands and athlete endorsers. <i>Innovation: Management, Policy and Practice</i> , 2016, 18, 309-326.	3.9	20
57	Golf Product Advertising Value, Attitude Toward Advertising and Brand, and Purchase Intention. <i>Social Behavior and Personality</i> , 2016, 44, 785-800.	0.6	17
58	Facebook likes and Sport Brand Image: An Empirical Examination of the National Advertising Division's™ Coastal Contacts's™ Decision. <i>Journal of Legal Aspects of Sport</i> , 2015, 25, 104-122.	0.8	1
59	Developing a Scale of Perception of Sexual Abuse in Youth Sports (SPSAYS). <i>Measurement in Physical Education and Exercise Science</i> , 2014, 18, 31-52.	1.8	4
60	Conceptualizing and Measuring the Use of Student-Athlete Likeness in EA's™ NCAA Football. <i>Journal of Sport Management</i> , 2014, 28, 281-294.	1.4	3
61	A cross-cultural study of purchase intention of sponsored products based on American and Korean spectators of the 2010 FIFA World Cup South Africa. <i>Sport, Business and Management</i> , 2014, 4, 158-177.	1.2	12
62	Determinants of purchase intention toward sponsoring product: mediating role of sponsor identification in Korean professional baseball games. <i>International Journal of Sport Management and Marketing</i> , 2014, 15, 261.	0.2	0
63	Social motivations and consumption behavior of spectators attending a Formula one motor-racing event. <i>Social Behavior and Personality</i> , 2013, 41, 1359-1377.	0.6	22
64	Impact of core and peripheral service quality on consumption behavior of professional team sport spectators as mediated by perceived value. <i>European Sport Management Quarterly</i> , 2013, 13, 232-263.	3.8	100
65	Tweets and Crumpets: Examining U.K. and U.S. Regulation of Athlete Endorsements and Social Media Marketing. <i>Journal of Legal Aspects of Sport</i> , 2013, 23, 55-71.	0.8	8
66	Examining the influence of relationship to disability on the motivations of wheelchair basketball spectators. <i>Disability Studies Quarterly</i> , 2013, 33, .	0.3	4
67	Mediating Role of Service Quality on the Relationship between the Duration of Sports Club Existence and Satisfaction - Multi-Level Modeling. <i>Han'gug Sahoe Cheyug Haghoeji</i> , 2011, 46, 451-462.	0.2	0
68	Marketing murderball: the influence of spectator motivation factors on sports consumption behaviours of wheelchair rugby spectators. <i>International Journal of Sports Marketing and Sponsorship</i> , 2010, 12, 71-89.	1.4	16
69	Development of a scale measuring destination image. <i>Marketing Intelligence and Planning</i> , 2010, 28, 508-532.	3.5	114
70	Dimensions of general market demand associated with professional team sports: Development of a scale. <i>Sport Management Review</i> , 2010, 13, 142-157.	2.9	46
71	Sport as a vehicle for socialization and maintenance of cultural identity: International students attending American universities. <i>Sport Management Review</i> , 2010, 13, 421-434.	2.9	48
72	Structural relationships among involvement, destination brand equity, satisfaction and destination visit intentions: The case of Japanese outbound travelers. <i>Journal of Vacation Marketing</i> , 2009, 15, 349-365.	4.3	64