
Yosuke Tsuji, Ph.D.

Associate Professor

Global Business

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Academic Background

Ph.D. Texas A&M University, College Station, TX, Sport Management, 2007

M.S. University of Florida, Gainesville, Florida, Sport Management, 2002

B.A. Keio University, Mita, Tokyo, Law, 2001

Work Experience

Work Experience

Associate Professor, Rikkyo University (September, 2014 - Present), Tokyo, Japan.

Adjunct Instructor, Meio University (April, 2014 - August, 2014), Nago, Japan.

Associate Professor, University of the Ryukyus (October, 2012 - August, 2014), Nishihara, Japan.

Adjunct Instructor, Rikkyo University (April, 2012 - March, 2014), Tokyo, Japan.

Assistant Professor, University of the Ryukyus (April, 2010 - September, 2012), Nishihara, Japan.

Assistant Professor, Washington State University (August, 2008 - January, 2010), Pullman, Washington.

Visiting Assistant Professor, University of Miami (August, 2007 - August, 2008), Coral Gables, Florida.

Teaching

Intellectual Contributions

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals		14		14
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings		9		9

Refereed Articles

Applied or Integrative/application Scholarship

Yoon, Y., Sato, S., Goldsmith, A., & Tsuji, Y. (2016). Team mascots as communication tools: Determinants of mascot twitter followers. *Global Sport Business Journal*, 4 (3), 11-23.

Dees, W., Hall, T., & Tsuji, Y. (2015). Examining the roles of event personality, identification, and attitudes in a sport sponsorship context. *International Journal of Sport Management*, 16 (3), 437-454.

Petrick, J., Bennett, G., & Tsuji, Y. (2013). Measuring event attendees' evaluations of a sporting event to determine loyalty. *Event Management*, 17 (2), 97-110.

Tsuji, Y. (2011). スポーツスポンサーシップ研究概説. スポーツマネジメント研究, 3 (1), 23-34.

Wang, T., Zhang, J. J., & Tsuji, Y. (2011). Examining fan motives and loyalty for the Chinese Professional Baseball League of Taiwan. *Sport Management Review*, 14, 347-360.

Choi, J., Tsuji, Y., Hutchinson, M., & Bouchet, F. A. (2011). An investigation of sponsorship implications within a state sports festival: The case of the Florida Sunshine State Games. *International Journal of Sports Marketing and Sponsorship*, 12 (2),

108-123.

Tsuji, Y., Bennett, G., & Dees, W. (2011). Exploring the effects of sportscape at a professional tennis tournament. *International Journal of Sport Management*, 12 (1), 33-49.

Dees, W., Hall, T., Tsuji, Y., & Bennett, G. (2010). Examining the effects of fan loyalty and goodwill on consumer perceptions of brands at an action sports event. *Journal of Sponsorship*, 4 (1), 38-50.

Tsuji, Y., Bennett, G., & Leigh, J. H. (2009). Investigating factors affecting brand awareness of virtual advertising. *Journal of Sport Management*, 23, 511-544.

Tsuji, Y., Bennett, G., & Dees, W. (2008). Factors affecting behavioral intentions: The case of a state sports event. *International Journal of Sport Management*, 9 (1), 102-115.

Tsuji, Y., Bennett, G., & Zhang, J. J. (2007). Consumer satisfaction with an action sports event. *Sport Marketing Quarterly*, 16 (4), 199-208.

Dees, W., Bennett, G., & Tsuji, Y. (2007). Attitudes toward sponsorship at a state sports festival. *Event Management*, 10 (2/3), 89-101.

Bennett, G., Ferreira, M., Tsuji, Y., Siders, R., & Cianfrone, B. (2006). Analyzing the effects of advertising type and antecedents on attitude toward advertising in sport. *International Journal of Sports Marketing and Sponsorship*, 8 (1), 62-81.

Cianfrone, B., Bennett, G., Siders, R., & Tsuji, Y. (2006). Virtual advertising and brand awareness. *International Journal of Sport Management and Marketing*, 1 (4), 289-310.

Invited Articles/Reviews

Tsuji, Y. (2011). スポーツスポンサーシップ研究概説. スポーツマネジメント研究, 3 (1), 23-34.

Chapters, Cases, Readings, Supplements

Chapter

Tsuji, Y. (2017). スポーツスポンサーシップのこれまで. In Press, よくわかるスポーツマーケティング.

Tsuji, Y. (2017). ブランドとブランディング. In Press, よくわかるスポーツマーケティング.

Tsuji, Y. (2017). Environment of the sport market. Under Review, *Sport marketing: An Asian perspective*.

Tsuji, Y. (2015). International events and tours. *International sport business*. Seven Sports.

Tsuji, Y. (2015). Cowboysization of sport. *International sport business*. Seven Sports.

Tsuji, Y. (2015). Sport sponsorship in the global marketplace. *Sports management and sports humanities*. Springer [B].

Tsuji, Y. (2014). Sport consumer behavior: Baseball in Japan. *Contemporary sport management*. Human Kinetics.

Crow, B., Byon, K. K., & Tsuji, Y. (2012). International sport marketing. *International sport management*. Human Kinetics.

Tsuji, Y. (2011). Virtual advertising. *Encyclopedia of sports management and marketing*. Sage Publications [B].

Service