

**Dr. Yeh, Kong-Ting, born in 9 July 1961. In 1997, he gained his sport management doctoral degree from the University of Northern Colorado. His major is sport economics, event management, and sport industry analysis. He teaches all the degrees from doctoral, master, and undergraduate programs. He also publishes various articles and books in the field of sport management. He is the Professor and Dean, College of Management, National Taiwan Sport University, Taiwan from 2008 until now. In additions, he is now also the Honorable President of Taiwan Society for Sport Management, Secretary General of Asian Association for Sport Management, and an Education Committee Member of International Association of Sport Laws.**



**Professional Positions:**

Honorable President, Taiwan Society for Sport Management (TASSM) (2012---)

Dean, Management College, National Taiwan University (2010--)

Professor, National Taiwan Sport University (2002--)

Education Committee member of Chinese Taipei Olympic Committee (2000-)

Secretary General, Asian Association for Sport Management (AASM) (2012-)

Chief Editor, Asian Sport Management Review (ASMR). E-Journal of Asian

Association for Sport Management (AASM) (2008-)

**Experiences:**

Secretary General of TASSM (2000-2008)

Vice President of AASM (2006-2008)

CEO of 2009 Taipei Deaflympics (2005-2007)

Director of the Department of Leisure and Recreation Industry Management at  
NTSU (2001-2004)

Professional Consultant of 2009 Kaohsiung World Games, Taiwan (2008--2009)

Executive Member of AASM (2004-2006)

Guest professor of Beijing Sport University (2001-2007)

Director, Olympic Study Center, National Taiwan Sport University (2010-2012)

President, Taiwan Society for Sport Management (TASSM) (2008--2012)

(以上是 faculty.以下是 research)

**Professional Majors:**

Economics and sport industry management (focus on sport event management, sport facility management, and sport economic analysis)

## Teaching experiences

- Doctoral program: Sport Economics and Sport Event Management
- Master program: Sport Marketing, Sport Event Management, Sport Facility Management
- Undergraduate program: Economics, Sport Economics, Sport Marketing, Sport Industry Field Experiences

## Main publications and presentations:

- The Role of Olympic Study Center at National Taiwan Sport University. *The first International Colloquium of Olympic Studies and Research Centres*. Hosted by Loughborough University, UK. From 25-26 July 2012 at Loughbrough University, UK.
- Lin, K. T., Yeh, K. T., Tung, I. W., & Yung, S. C. 2011. Assessing the Economic Impact of A Sport Event. *Asian Sport Management Review (4)*. (Official Academic Journal of Asian Association for Sport Management).
- The Sport Management Professional Discipline Development at National Taiwan Sport University *The 7th International Sport Science Conference* hosted by Hochiminh City University of Sport (HUS), from April 20<sup>th</sup> – 26<sup>th</sup> 2011 in Hochiminh City.
- The Development of Civic Sport Centers in Taiwan. *2010 AASM Conference*. Hosted by Malaysia Association for Sport Management, from October 13-16, 2010. Kuala Lumpur.
- The important issues of sport management. *Sport Facility Best Practices Workshop*. Hosted by Sports Authority of Thailand, from September 28-29, 2010. Bangkok, Thailand.
- The Important Issues of Sport Management. 2010 Mongolian Physical

Educator Training Seminar. Ularbaata

- Yeh, K. T. 2009(edition 1), 2013 (edition 2). Mega Sport Events Management. Farseeing Publisher Inc, Taipei: Taiwan. (book)
- The development of 2009 Taipei Summer Deaflympics”, 2006 Health City International Conference, August, 22-23, 2006. Taipei: Taiwan.
- Public sport facilities development in Taiwan : From expenditure-centered to profit-centered”, 2005 Conference of International Association of Assembly Managers · July, 11-14<sup>th</sup>, 2005. International Association of Assembly Managers (IAAM), Washington DC, USA.
- Globalization of sport: What sport management professionals should know. (Journal of International Council for Health, Physical Education, Recreation, Sport and Dance, Vol. XXXIV, No. 2, Winter, 1998)