

YONSEI UNIVERSITY DEPARTMENT OF SPORT INDUSTRY STUDIES**BK21 FOUR INTERNATIONAL SEMINAR**

Title : Understanding trend of leisure experience and industry for baby boom generation : Convergence of ICT and leisure sports

2021. 12. 18. [SAT] 08:00 - 11:00[SEOUL TIME]

ON-LINE 'ZOOM'

BRAIN KOREA 21 FOUR [APPLIED SPORT INDUSTRY EDUCATION & RESEARCH TEAM OF PROMOTING THERAPEUTIC LEISURE FOR BABYBOOM GENERATION] & DEPARTMENT OF SPORT INDUSTRY STUDIES
[FOR RESISTRATION : godblessHarry@yonsei.ac.kr]



YONSEI UNIVERSITY
SPORT INDUSTRY STUDIES

TIME	PROGRAM		MODERATOR
OPENING			
08:00-08:10	OPENING CEREMONY	PROF. CHUL WON. LEE [DIRECTOR, BRAIN KOREA 21 FOUR EDUCATION & RESEARCH TEAM]	PROF. JOON SUNG LEE
KEYNOTE SPEECH			
08:10-08:40	Age Discrimination in Sport Industry	PROF. Sung Ho. Cho Bowling Green State University 	PROF. JOON SUNG LEE
Q&A AND DISCUSSION[20MIN]			
SESSION 1 : Leisure Business(studies)			
09:00-09:30	Baby Boomers: Leisure Repertoire & Leisure Innovation	PROF. Chung Sup. Lee California State University, Long Beach 	PROF. JIN MOO HEO
09:30-10:00	Baby Boomer and Nostalgia: The Case of US College Football	PROF. Hee Tae Cho Nanyang Technological University 	
10:00-10:30	Technology-based leisure interventions and health benefits among older Korean immigrants	PROF. Jun Hyoung Kim Indiana University 	
Q&A AND DISCUSSION[20MIN]			
SESSION 2 : Sport Management			
09:00-09:30	British Football Culture and Baby Boomers	PROF. Do Young Pyun Loughborough University 	PROF. JOON SUNG LEE
09:30-10:00	Technology-based interventions for promoting sport participation among baby boom generation	PROF. Chan Hyung Kim Florida State University 	
10:00-10:30	Negotiating hybridity: Transnational reconstruction of Korean American baby boomers' sport and leisure experiences	PROF. NaRi Shin University of Connecticut 	
Q&A AND DISCUSSION[20MIN]			