

Yiran Su

Assistant Professor Sport Management

EDUCATION

Ph.D. in Business Administration (Sport Management) Temple University, Fox School of Business (AACSB), Philadelphia, PA	2019
Master of Project Management The University of Sydney, Sydney, Australia	2013
Bachelor of Business, Sport Management La Trobe University, Melbourne, Australia	2012

ACADEMIC APPOINTMENT

Assistant Professor, UMass Amherst, 2022 – Present

RESEARCH INTERESTS

Sport Business
Branding
Digital Consumption
Emerging Technology

TEACHING INTERESTS

Marketing Management
Business Analytics
Sports Marketing

SELECTED PUBLICATIONS

Su, Y., Wang, E. J., & Berthon, P. (2023). Ethical Marketing AI? A Structured Literature Review of the Ethical Challenges Posed by Artificial Intelligence in the Domains of

Marketing and Consumer Behavior. In *Proceedings of the 56th Hawaii International Conference on System Sciences* (pp. 4933-4942).

Gulavani, S. S., Henry, T. E., Floyd, C., Du, J., Pifer, N. D., & **Su, Y.** (2023). Putting athletes first: An empirical examination of the hedonic well-being of college student-athletes in response to NIL. *Journal of Issues in Intercollegiate Athletics*.

Su, Y., Du, J., Biscaia, R., & Inoue, Y. (2022). We are in this together: Sport brand involvement and fans' psychological well-being. *European Sport Management Quarterly*. (Impact Factor: 4.000)