**Yiran Su**

Mark H. McCormack Department of Sport Management Email: yiransu@isenberg.umass.eud

Isenberg School of Management Phone: 413-545-9361

University of Massachusetts

**Academic Appointment**

University of Massachusetts Amherst Amherst, MA

Assistant Professor of Sport Management 2022 - Current

University of Georgia Athens, GA

Assistant Professor of Sport Management 2019 - Current

**Education**

Ph.D. in Business Administration (Sport Management) 2019

Temple University, Fox School of Business (AACSB), Philadelphia, PA

Master of Project Management 2013

The University of Sydney, Sydney, Australia

Bachelor of Business, Sport Management 2012

La Trobe University, Melbourne, Australia

**Selected Honors and Awards**

North American Society for Sport Management Research Fellow 2024

Sport Marketing Association Annual Conference Best Professional Paper 2021

European Association for Sport Management New Researcher Award Runner-Up 2021

Southeastern Conference (SEC) Visiting Scholar Program 2020

Outstanding Ph.D. in Business Administration, Temple University 2019

North American Society for Sport Management Student Research Competition 1st place 2018

Sport Marketing Association Annual Conference Best Student Paper Finalist 2017

Fox Business School Research Competition: 1st place 2015

**Grant**

NCAA Innovations in Research and Practice Grant (Co-PI): $320,000 2023

Janet B. Parks NASSM Research Grant (PI): $3600 2021

[SEC Faculty Visiting Scholar Travel Grant (PI): $1000 Spring 2021](https://dof.tamu.edu/dof/media/PITO-DOF/Documents/Guidelines/awards_guidelines/SEC-Faculty-Travel-Program-Guidelines.pdf)

16th Young Scholars Interdisciplinary Forum Seed Funding (PI): $1200 Spring 2018

15th Young Scholars Interdisciplinary Forum Seed Funding (PI): $1000 Fall 2017

13th Young Scholars Interdisciplinary Forum Seed Funding (PI): $500 Fall 2016

12th Young Scholars Interdisciplinary Forum Seed Funding (PI): $500 Spring 2016

11th Young Scholars Interdisciplinary Forum Seed Funding (PI): $1,000 Fall 2015

10th Young Scholars Interdisciplinary Forum Seed Funding (PI): $500 Spring 2015

**Research**

**Publications (Google Scholar Citation 948)**

**Su, Y.,** Zhou X. Funk, D, & Daniel, J. (2024), Cross-cultural comparison of satellite fanship: A consumer culture theory perspective. *Journal of Sport Management* (In Press)

Chen, R., **Su, Y.**, & Beissel, A. S. (2024). The quest for authenticity amid activism and sportswashing: a netnographical study of Chinese satellite fans during the 2022 FIFA Men’s World Cup. *Soccer & Society*

Gupta, K., **Su, Y.**, Kunkel, T., & Funk, D. C. (2024). Paying while playing : examining the influence of interaction with gamified elements in fantasy sports on in-app spending. *European Sport Management Quarterly*

Wang, Y., & **Su, Y**. (2024). Introduction to the minitrack on generative AI and AI-generated contents on social media. In Proceedings of the 57th Hawaii International Conference on System Sciences (pp. 2714- 2715)

**Su, Y.**, Guo, X., Wenger, C, & Baker, T. (2023). The new wave of influencers: Examining college athlete identities and the role of homophily and parasocial relationships in leveraging name, image, and likeness, *Journal of Sport Management.* (Impact Factor: 3.691)

**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).

**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*](http://www.tandfonline.com/resm20). (Impact Factor: 4.000)

Pizzo, A., **Su, Y.,** Scholz, T., Baker, B., Hamari, J. & Ndanga, L. (2022). An interdisciplinary perspective on esports scholarship: Synthesis, contributions, and future research. *Journal of Sport Management.* (Impact Factor: 3.691)

Gupta, K., **Su, Y.,** Kunkel, T., & Funk, D.C. (2022). The golden geese of freemium mobile games: Using a multimethod approach to identify in-game behaviors of paying and nonpaying super consumers*. Internet Research.* (Impact Factor: 6.773)

Doyle, J., **Su, Y**.,& Kunkel, T. (2022). [Athlete branding via social media: An examination of the content that drives fan engagement on Instagram](https://www.tandfonline.com/doi/abs/10.1080/16184742.2020.1806897). [*European Sport Management Quarterly*](http://www.tandfonline.com/resm20)*.* (Impact Factor: 4.000)

Lv, X., Wang., R., & **Su, Y**. Yang, Y. (2022). How live streaming impacts immediate buying behavior and continuous watching intention: A reconstructed AIDMA framework. *Journal of Travel & Tourism Marketing.* (Impact Factor: 7.564)

Baker, B. J., Kunkel, T., Doyle, J. P., **Su, Y.**, Bredikhina, N., & Biscaia, R. (2022). Remapping the sport brandscape: A structured review and future direction for sport brand research. *Journal of Sport Management*,

Johnson, L. M., Mccullick, B. A., Zhao, T. T., Mastromartino, B., Kim, E., **Su, Y.**, & Zhang, J. J. (2022). Identifying Strategic Leadership Behaviors of Sport Industry Leaders: A Phenomenological Method. *Asia Pacific Journal of Applied Sport Science* (APJASS)

**Su, Y.**, & Kunkel, T. (2021). [The significance of a sponsored event on lesser-known brands in a](https://www.emerald.com/insight/content/doi/10.1108/JPBM-07-2019-2468/full/html) [competitive environment](https://www.emerald.com/insight/content/doi/10.1108/JPBM-07-2019-2468/full/html). *Journal of Product and Brand Management.* (Impact Factor: 4.355)

Mamo, Y., **Su. Y.**, & Andrew D. (2021).The Transformative Impact of Big Data and Analytics Technologies in Sport Management: Current and Future Directions. *International Journal of Sports Marketing and Sponsorship.* (Impact Factor: 2.938)

**Su, Y.**, Baker, B., Doyle, J., Yan, M. (2020) [Fan engagement in fifteen seconds: Athletes' relationship marketing during a pandemic via TikTok](https://journals.humankinetics.com/view/journals/ijsc/13/3/article-p436.xml). *International Journal of Sport Communication.*

**Su, Y.**, Kunkel, T., & Ye, N. (2020). [When abs don't sell: The impact of male influencers conspicuously displaying a muscular body on female followers.](https://onlinelibrary.wiley.com/doi/abs/10.1002/mar.21322) *Psychology & Marketing.* (Impact Factor: 2.939)

**Su, Y**., Baker, B., Doyle, J., & Kunkel, T (2020). Rise of an athlete brand: Factors influencing growth in athletes' social media following after the NFL draft. *Sport Marketing Quarterly.* (Impact Factor: 2.722)

**Su, Y**., & Kunkel, T. (2019). Beyond brand fit: The influence of brand contribution on the relationship between service brand alliance and their parent brand. *Journal of Service Management.* (Impact Factor: 11.768)

Na, S\*., **Su, Y**\*., & Kunkel, T. (2019). Do not bet on your favorite football team: The influence of individual biases and sport context knowledge on game prediction accuracy. European Sport Management Quarterly. (Impact Factor: 4.000)

\*The first two authors contributed equally to the manuscript

**Refereed Book Chapters:**

Mongeon, K, Hedlund, D., **Su. Y**., (2024) Analytics in the Sport Industry in Pedersen & Thibault (Eds.) Contemporary Sport Management. Human Kinetics.

**Su. Y**., & Kennedy H. (2023). COVID-19 and Sport Sponsorship: Seeing the Silver Lining in Times of Crisis. In Frawley & Schulenkorf (Eds.) Routledge Handbook of Sport and COVID-19. Routledge.

Mamo, Y., **Su, Y.**, & Abeza, G. (2021). Social Media and Data Management. In Abeza, O'Reilly, Sanderson, and Fredrick (Eds.) social media in Sport: Theory and Practice. World Scientific.

**Refereed Conference Presentations:**

**Su, Y.,** Chen, C., Welch, N., Shin, N., Cooper, J., Newman, J., & Funk, D. (2023). Stop misrepresenting my culture! A critical conversation on cultural competency in sport marketing research. North American Society for Sport Management Conference, Montreal, Canada.

**Su, Y**. & Gong, H. (2023) Sport Brands in the Meta Economy: Analyzing the Price Drivers of Sports NFTs, North American Society for Sport Management Conference, Montreal, Canada.

Jiang, M. & **Su, Y**. (2023). This is #Ad or #notad: how disclosure and message appeal impact influencer motives and consumer response to branded content. American Academy of Advertising Annual Conference. Denver, CO.

**Su, Y.**, Guo, X., Wenger, C, & Baker, T. (2023). The new wave of influencers: Examining college athlete identities and the role of homophily and parasocial relationships in leveraging name, image, and likeness. AMA Winter Academic Conference, Nashville, TN.

**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. 56th Hawaii International Conference on System Sciences. Maui, HI

Doyle. J., **Su, Y.,** Kunkel, Kelly, S., & Filo K., (2022). Exploring consumers' league and team preferences across men's and women's sport. *North American Society for Sport Management Conference*, Atlanta, GA.

Guo, X., **Su, Y.,** & Baker., B. (2022). Built with social media activism: Exploring brand development of the seattle kraken. *North American Society for Sport Management Conference*, Atlanta, GA.

Gashaw, A., Achen, R., Cianfrone B., Frederick, E., Mamo, Y., O'Reilly, N., Sanderson., J.

**Su. Y.,** & Wagner, D. (2022). Social media as an agent of change in sport. *North American Society for Sport Management Conference*, Atlanta, GA.

Kim J., & **Su. Y.**, Staging for a global audience: A scoping review of sponsorship research in non-western contexts. *North American Society for Sport Management Conference*, Atlanta, GA.

**Su, Y.** (2021) From influencers to endorsers: Connecting female athletes' personal brand with potential sponsored product categories using a computer vision approach. *Sport Marketing Association Annual Conference*, Las Vegas, NV.

**Su, Y.,** Du, J., & Baker., B. (2021) Resumption of sport consumption after COVID-induced disruption. *AMA Summer Academic Conference*. Online

**Su, Y.,** Du, J. Biscaia, R., & Inoue. Y. (2021) We are in this together: Sport brand involvement and fans' psychological well-being. *North American Society for Sport Management Conference.* Online

**Su, Y.,** Kunkel, T., & Ye, N. (2020). When abs don't sell: The impact of male influencers conspicuously displaying a muscular body on female followers*. 2020 Society for Consumer Psychology Conference*. San Diego, CA.

Kennedy, H., & **Su, Y**. (2020). Marketing through disruption: Advertising in the sport industry's multi-screen reality. *AMA Summer Academic Conference*. San Fransisco, CA.

Keshav, G., **Su, Y**., Kunkel T., & Funk, D.C. (2020). Advergames: Gamification as a Tool to Improve Event-Sponsor Advertising. *North American Society for Sport Management Conference*, San Diego, CA.

Qian,Y., **Su, Y**., Holland, J., & Seifried, C. (2020). Understanding viewers' interactivity and intentions to watch Thursday Night Football on Twitch: The mediating roles of co-creation experience and involvement. *North American Society for Sport Management Conference*, San Diego, CA.

**Su, Y.**, & Kunkel, T. (2020). Aspirational storytelling is the new fashion: How lifestyle influencers use athleticism to build a personal brand narrative. *AMA Winter Academic Conference*. San Diego, CA.

**Su, Y.**, & Kunkel, T. (2019). The aspirational narcissist: The impact of athletic images on social media followers. *Sport Marketing Association Annual Conference*, Chicago, IL

**Su, Y.** (2019). Athletification: an aspirational consumption signal on social media. *Consumer Culture Theory Conference*, Montreal, Canada

Pu, H., Kim, J., & **Su, Y**. (2019). The effect of mega-events on nation image. *North American Society for Sport Management Conference*, New Orleans, LA.

**Su, Y.**, & Kunkel, T. & Baker, B (2018). Rise of an athlete brand: Factors influencing growth in athletes' social media following after the NFL draft. *Sport Marketing Association Annual Conference*, Dallas, TX.

**Su, Y.**, & Kunkel, T. (2018). Social media self-promotion: The impact of mindsets on sport content effectiveness. *North American Society for Sport Management Conference*, Halifax, Nova Scotia.

**Su, Y.**, & Kunkel, T. (2017). The significance of sponsorship on lesser-known brands in a competitive environment. *Sport Marketing Association Annual Conference.* Boston, MA.

**Su, Y.**, & Kunkel, T. (2017). Alignment matters: Testing the effect of brand alignment on consumption behavior by manipulating sponsorship messages. *American Marketing Association Summer Conference*. San Francisco, CA.

**Su, Y.**,& Kunkel, T. (2017). The role of relationship benefits in determining the value of fan relationship with international sports teams. *North American Society for Sport Management Conference*. Denver, CO.

**Su, Y.**, & Kunkel, T. (2016). Understanding international consumers of sport brands: A cross-cultural study of Chinese and American soccer fans. *Sport Marketing Association Annual Conference*. Indianapolis, IN.

**Su, Y.**, & Kunkel, T. (2016). Understanding long-distance fandom: A qualitative study of Chinese soccer fans. *North American Society for Sport Management Conference*. Orlando, FL.

**Su, Y.**, & Kunkel, T. (2016). Name it as a sub-brand! Event marketing from a brand architecture perspective. *Academy of Marketing Science Annual Conference*. Disney World, FL.

**Su, Y.**,& Kunkel, T. (2015). The fans game: Engaging consumers through gamified apps. *North American Society for Sport Management Conference*. Ottawa, Canada.

**Invited Talks:**

University of South Florida (2023)

University of Michigan (2023)

University of New Heaven (2022)

University of Florida (2021, 2023)

Cultures of TikTok in the Asia Pacific Symposium (2020)

**Other Intellectual Contributions:**

**Su. Y** (2023).AI & Sport. Podcast: The State of Sport Management. Available online https://podcasts.apple.com/us/podcast/ai-sport-with-yiran-su/id1446111134?i=1000638173480

Kunkel, T. & **Su, Y.** (2017). *The empowerment effect of supporting foreign clubs in China*. China Policy Institute: Analysis. Available online: <https://cpianalysis.org/2017/08/25/the-empowerment-effect-of-soccer-teams/>

**Teaching Experience**

**University of Massachusetts Amherst**

SPORTMGT 321 Sport Marketing Spring 2024

SCH-MGMT 653 Marketing Research & Analytics Spring 2024

SPORTMGT 462 Advanced Sport Analytics Fall 2023

SPORTMGT 461 Introduction to Sport Analytics Spring 2023

SPORTMGT 623 Sport Marketing Fall 2023,2024

**University of Georgia**

FYOS 1001 Data Science in Sport Business (New Course Development) Fall 2021

KINES 3450 Introduction to Sport Management Summer 2021

FYOS 1001 Introduction to eSports Management (New Course Development) Spring 2021

FYOS 1001 Introduction to eSports Management Spring 2021

KINES 4810 Sport Marketing Fall 2020, Spring, Fall 2021, Spring 2022

KINES 6810 Sport Marketing Fall 2020, Spring, Fall 2021, Spring 2022

KINES 8500 Ph.D. Seminar (Consumer Behavior) Spring 2020

KINES 7450 Practicum in Sport Management Spring 2020

**Temple University**

Instructor of Record

STHM 3296 Marketing Management in Sport Spring 2019

STHM 2211 Organizational Strategy in Sport and Recreation Spring, Fall 2017

Teaching Assistant

STHM 5604 Event Logistics and Risk Management Fall 2018

STHM 2401 Foundations of Event Leadership Fall 2018

STHM 3296 Marketing Management in Sport & Recreation Spring 2018

STHM 5216 Organizational Strategy in Sport and Recreation Fall 2016

STHM 4296 Current Issues in Sport Management Spring, Fall 2016

STHM 2211 Organizational Strategy in Sport and Recreation Fall 2015

**Academic Mentoring**

Ph.D. thesis committee

Michelle Versfeldm

Lauren Michele Johnson

Wen-hao Winston Chou

Byungju Kang

Kyu Ha Choi

Kristina Juliette Hoff

Andrew Kim

Hui Du

Master thesis committee

John Lamar Breedlove

Academic advisor

UGA team - National Collegiate Sports Sales Championship (2020)

**Professional Service**

**Mini Track Chair (2024, 2025)**

Hawaii International Conference on System Sciences

* [Generative AI and AI-generated Contents on Social Media](https://scholar.google.com/citations?view_op=view_citation&hl=en&user=LAsg3qAAAAAJ&sortby=pubdate&citation_for_view=LAsg3qAAAAAJ:hMod-77fHWUC)

**Guest Editor**

Special Issue “Web3 and Sport Business” at International Journal of Sport Marketing and Sponsorship

**Editorial Review Board:**

European Journal of Sport Management Quarterly

Sport Marketing Quarterly

**AD HOC Reviewer**

Journal of Business Research

Internet Research

Psychology and Marketing

International Journal of Information Management

Sport Management Review

Journal of Interactive Advertising

**University Service**

University of Georgia

Member of the Anti-Racism Task Group 2020 - 2022

Department of Kinesiology

School of Education

Temple University

Member of the PhD Program Committee 2018-2019

School of Sport, Tourism and Hospitality Management

**Other**

Member of the Diversity Committee

North American Society for Sport Management 2021-Present

**Professional Affrications \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Member, American Marketing Association

Member, Sport Marketing Association

Member, North American Society for Sport Management