

Yiran Su

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ACADEMIC APPOINTMENT

University of Massachusetts Amherst Assistant Professor of Sport Management	Amherst, MA 2022 - Current
University of Georgia Assistant Professor of Sport Management	Athens, GA 2019 - 2022

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

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): \$30,213	2023
Janet B. Parks NASSM Research Grant (PI): \$3600	2021
SEC Faculty Visiting Scholar Travel Grant (PI): \$1000	Spring 2021
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
 10th Young Scholars Interdisciplinary Forum Seed Funding (PI): \$500

Fall 2015
 Spring 2015

RESEARCH

Refereed Journal Articles

25. Doyle, J., **Su, Y.**, Kelly, S., Filo, K., & Kunkel, T. (in press). Investigating consumer preferences and perceptions of brands across women's and men's sport: A brand architecture approach. *Sport Management Review*.
24. Du, H., Baker, T.A., **Su, Y.**, Byon, K., & Katz, M. (in press). Sport spectator well-being: a scoping review. *Sport Management Review*.
23. **Su, Y.**, Zhou, X., Funk, D., & Daniels, J. (in press). Cross-cultural comparison of satellite fanship: A consumer culture theory perspective. *Journal of Sport Management*.
21. 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*.
22. 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*, 25(4-6), 705-721.
20. Breedlove, J., Chen, S. S., Wilson, E. C., **Su, Y.**, & Zhang, J. J. (2023). Golfer responses to traditional and technology-enabled equipment sales: A comparative study. *International Journal of Golf Science*. 11(1), Available at: <https://www.golfsciencejournal.org/article/90593-golfer-responses-to-traditional-and-technology-enabled-equipment-sales-a-comparative-study> **
19. Glebova, E., Book, R., **Su, Y.**, Perić, M., & Heller, J. (2023). Sports venue digital twin technology from a spectator virtual visiting perspective. *Frontiers in Sports and Active Living*, 5, 1289140.
18. Doyle, J., Kunkel, T., **Su, Y.**, Biscaia, R., & Baker, B. J. (2023). Advancing understanding of individual-level brand management in sport. *European Sport Management Quarterly*, 23(6), 1631-1642.
17. **Su, Y.**, Guo, X., Wegner, 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*, 37(5), 371-388.
16. 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*, 16(1), 17. Available at: <https://scholarcommons.sc.edu/jiia/vol16/iss1/17> **

15. Gupta, K., **Su, Y.**, Kunkel, T., & Funk, D. (2022). The super engagers of freemium gamified services: Using a multimethod approach to examine why highly interactive consumers become paying consumers. *Internet Research*, 32(6), 1891-1909.
14. Doyle, J.P., **Su, Y.**, & Kunkel, T. (2022). Athlete branding via social media: Examining the factors influencing consumer engagement on Instagram. *European Sport Management Quarterly*, 22(4), 506-526.
13. Mamo, Y., **Su, Y.**, & Andrew, D. P. S. (2022). The transformative impact of big data applications in sport marketing: Current and future directions. *International Journal of Sports Marketing and Sponsorship*, 23(3), 594-611.
12. 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*, 36(3), 251-264.
11. Pizzo, A. D., **Su, Y.**, Scholz, T., Baker, B. J., Hamari, J., & Ndanga, L. (2022). Esports scholarship review: Synthesis, contributions, and future research. *Journal of Sport Management*, 36(3), 228-239.
10. Baker, B. J., Pizzo, A., & **Su, Y.** (2022). Non-fungible tokens: A research primer and implications for sport management. *Sport Innovation Journal*, 1, 1-15
9. Lv, X., Zhang, R., **Su, Y.**, & Yang, Y. (2022). Exploring how live streaming affects immediate buying behavior and continuous watching intention: A multigroup analysis. *Journal of Travel & Tourism Marketing*, 39(1), 109-135
8. **Su, Y.**, Du, J., Biscaia, R., & Inoue, Y. (2022). We are in this together: Sport brand involvement and fans' well-being. *European Sport Management Quarterly*, 22(1), 92-119.
7. 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*, 3(3), 1-29.**
6. **Su, Y.**, & Kunkel, T. (2021). The significance of a sponsored event on lesser-known brands in a competitive environment. *Journal of Product & Brand Management*, 30(4), 579-593.
5. **Su, Y.**, Kunkel, T., & Ye, N. (2021). When abs do not sell: The impact of male influencers conspicuously displaying a muscular body on female followers. *Psychology & Marketing*, 38(2), 286-297
4. **Su, Y.**, Baker, B.J., Doyle, J.P., & Yan, M. (2020). Fan engagement in 15 seconds: Athletes' relationship marketing during a pandemic via TikTok. *International Journal of Sport Communication*, 13(3), 436-446.

3. **Su, Y.**, Baker, B.J., Doyle, J.P., & Kunkel, T. (2020). The rise of an athlete brand: Factors influencing the social media following of athletes. *Sport Marketing Quarterly*, 29(1), 33-46.
2. **Su, Y.**, & Kunkel, T. (2019). Beyond brand fit: The influence of brand contribution on the relationship between service brand alliances and their parent brands. *Journal of Service Management*, 30(2), 252-275.
1. Na, S*., **Su, Y.***, & Kunkel, T. (2019). Do not bet on your favourite football team: The influence of fan identity-based biases and sport context knowledge on game prediction accuracy. *European Sport Management Quarterly*, 19(3), 396-418.
*The first two authors contributed equally to the manuscript

** Co-authored with graduate student(s)

Refereed Book Chapters:

4. Wang, E., Berthon, P., & **Su, Y.** (2024). Sensemaking and sustainability: A sensemaking perspective on the ethical use of big data in marketing strategizing. In W. Leal Filho & V. Kuzmanović (Eds.), *Sustainable development seen through the lenses of ethnoeconomics and the circular economy* (pp. 125–148). Springer, Cham.
3. Mongeon, K., Hedlund, D., & **Su, Y.** (2024). Analytics in the sport industry. In P. Pedersen & L. Thibault (Eds.), *Contemporary sport management 8th Edition*. Human Kinetics, Champaign.
2. **Su, Y.**, & Kennedy, H. (2023). COVID-19 and sport sponsorship: Seeing the silver lining in times of crisis. In S. Frawley & N. Schulenkorf (Eds.), *Routledge handbook of sport and COVID-19* (pp. 141 - 151). Routledge, Abingdon.
1. Mamo, Y., **Su, Y.**, & Abeza, G. (2021). Social media and data management. In G. Abeza, N. O'Reilly, J. Sanderson, & E. Fredrick (Eds.), *Social media in sport: Theory and practice* (pp. 167 - 190). World Scientific Publishing, Singapore.

Refereed Conference Proceedings

1. **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).

Conference Proceedings

1. 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).

Refereed Conference Presentations:

- Su, Y.,** Babiak, K., Hedlund, D., Wang, W., & Cunningham, G. (2024). *Responsible Sport Metaverse: Developing a Critical Ethical Framework for the Metaverse in Sport*. Paper presented at the North American Society for Sport Management Conference, Minneapolis, MN.
- Su, Y.** (2024). *Innovating Sports Fan Research: A Design Science Approach to Survey Development in Virtual Environments*. Paper presented at the North American Society for Sport Management Conference, Minneapolis, MN
- 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

University of Georgia -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

University of Georgia - 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

GUEST EDITOR

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

EDITORIAL REVIEW BOARD:

Sport Management Review

European Journal of Sport Management Quarterly

Sport Marketing Quarterly

AD HOC REVIEWER

Journal of Sport Management

European Journal of Information System

Journal of Business Research

Internet Research

Psychology and Marketing

International Journal of Information Management

Journal of Advertising Research

International Journal of Sport Marketing and Sponsorship

Sport, Business and Management

Journal of Interactive Advertising

Sport Innovation Journal

UNIVERSITY SERVICEUniversity of Massachusetts Amherst

Member of the AI Undergraduate Curriculum Committee

2024 Fall- Current

Member of the AI Task Force

2024 Spring

Behavioral Lab Committee

2023 Fall - Current

*Isenberg School of Management*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

2021-2023

PROFESSIONAL AFFILIATIONS _____

Member, Sport Marketing Association

Member, North American Society for Sport Management

Member, American Marketing Association