

Dr. Bo (Norman) Li
Assistant Professor of Applied Physiology & Sport Management
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EDUCATION

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| University of Arkansas , Fayetteville, AR, USA Doctor of Education in Recreation and Sport Management Dissertation: Why we follow: How culture shapes users' motivation of following sport organizations on Twitter and Weibo Committee members: Dr. Stephen W. Dittmore; Dr. Sarah Stokowski; Dr. Wen-Juo Lo; Dr. Kasey Walker | 2013-2016 |
| University of New South Wales , Sydney, NSW, Australia Master of Arts in International Relations | 2006-2007 |
| University of Wollongong , Wollongong, NSW, Australia Master of International Business | 2005-2006 |
| Guangzhou University , Guangzhou, Guangdong, China B.A. in Radio & TV News Broadcasting | 1999-2003 |

PROFESSIONAL EXPERIENCE

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| Southern Methodist University , Dallas, Texas <u>Position</u> : Assistant Professor in Applied Physiology & Sport Management | August 2025- Present |
| Miami University , Oxford, Ohio <u>Position</u> : Associate Professor in Sport Leadership and Management | May 2024- June 2025 |
| Miami University , Oxford, Ohio <u>Position</u> : Assistant Professor in Sport Leadership and Management | August 2019- May 2024 |
| St. Ambrose University , Davenport, IA <u>Position</u> : Assistant Professor in Kinesiology (Sport Management) | August 2016- June 2019 |
| University of Arkansas at Fayetteville <u>Position</u> : Graduate Assistant in Recreation and Sport Management | August 2013- June 2016 |

HONORS, AWARDS, & PRIZES

- **2022** *Outstanding Professor Award (OPA)*, Miami University Associated Student Government
- **2021** Recognized for one of the *most influential articles of the year* by the American Academy of Advertising Journals

RESEARCH STATEMENT AND INTERESTS

My research interests lie at the intersection of digital media, mass media, branding, and consumer behaviors, informed by my previous professional experience in the sport media industry. Specifically, my scholarship aims to advance understanding of how different forms of media are used to connect with customers at various levels. Given the rapidly evolving nature of sport communication and sport marketing, my work has taken on an increasingly international outlook. Leveraging both my industry knowledge and my academic expertise, my primary scholarly interests center on three themes:

- (1) Digital media in sports
- (2) Media framing of global mega events
- (3) Branding and sponsorship

Publications and Impact

Reflecting on my academic career, I consider that I have been very successful in my research endeavors. I have published three (3) edited books, seventeen (17) book chapters, and forty-five (45) peer-reviewed articles (including in press), of which nineteen (19) are first-authored. My work has appeared in top the sport management journals, such as *Sport Management Review*, *International Sport Marketing and Sponsorship*, *Sport Marketing Quarterly*, and *International Journal of Sport Finance*, as well as leading in communication journals, including *Media, Culture and Society*, *Communication & Sport*, *International Journal of Sport Communication*, and *Journal of Sport Media*. One notable manuscript, *Why we follow: Exploring differences in users' motivations following sport organizations on Twitter and Weibo*, was published in *Sport Management Review*, one of the top two journals in the sport management field, with the highest impact factor among all sport management journals (IF:6.064). Another article, *Tell me a story: Explore elite female athletes' self-presentation via Instagram Stories*, published in the *Journal of Interactive Advertising*, was selected as [one of the most influential articles in 2021 by the American Academy of Adverting Journals](#). As of October 2, 2025, my published manuscripts have been cited 1,311 times (Google Scholar).

I have also delivered 59 conference presentations at international venues, including the North America Society of Sport Management (NASSM) conference, Sport Marketing Association (SMA) conference, International Association of Communication and Sport (IACS) Conference, International Association for Media and Communication Research (IAMCR) Conference, The Association for Education in Journalism and Mass Communication (AEJMC) Conference, Sport Management Association of Australia and New Zealand (SMAANZ) Conference, International Association for Media and Communication Research (IAMCR) Conference, and the World Association for Sport Management (WASM) Conference.

ACADEMIC PUBLICATIONS

Books

1. Pedersen, P. M., Ruihley, B. J. & **Li, B.** (Eds.) (2020). *Sport and pandemic: Perspectives on COVID-19's impact on the sports industry*. London: Routledge.
2. **Li, B.** & Sharpe, S. (Eds.) (2021). *Sport administration*. Dubuque, IA: Kendall Hunt Publishing
3. Ruihley, B. J. & **Li, B.** (Eds.) (2022). *Administration and governance in global sport business*. Dubuque, IA: Kendall Hunt Publishing.

Book Chapters (*graduate student)

1. **Li, B.**, Holdsclaw, C., & Zhang, J. J. (2025). Sport sales and consumer behavior. In P.M. Pedersen (Ed.) *Contemporary Sport Management* (8th ed.). Human Kinetics.
2. Pulgarin-Mesa, D., Scott, O.K.M, & **Li, B.** (2025). Athlete branding during the 2023 FIFA Women's World Cup: An analysis of elite players' use of Instagram Stories. In M. Yanity, M. & D.S. Coombs (Eds). *Media, communication, and the 2023 FIFA Women's World Cup*. London: Routledge.
3. **Li, B.** (2024). Self-Presentation. In P. M. Pedersen (Ed.). *Encyclopedia of Sport Management* (2nd ed.). London: Routledge.
4. **Li, B.** & *Warwick, R. (2024). Uses and Gratifications. In P. M. Pedersen (Ed.), *Encyclopedia of Sport Management* (2nd ed.). London: Routledge.
5. **Li, B.** & Ruihley, B. J. (2023). Social media marketing in China. In H., Fan & L., Liu. (Eds.). *Routledge handbook of sport in China* (pp. 316-321). London: Routledge.
6. **Li, B.**, Scott, O. K., *Sharpe, S., & *Wang, J. (2023). Diversity of digital media landscape in Asia Pacific. In B. Mastromartino & J. J. Zhang (Eds.), *Digital marketing in sports* (pp. 291–304). London: Routledge.
7. *Sharpe, S., Scott, O., & **Li, B.** (2022). COVID-19 and social media use by professional sport organisations. In S. Frawley & N. Schulenkorf (Eds.). *Routledge Handbook of Sport and COVID-19* (pp. 152-160). London: Routledge.
8. **Li, B.** (2021). Self-Presentation. In P. M. Pedersen (Ed.). *Encyclopedia of Sport Management*. London: Routledge.
9. *Warwick, R & **Li, B.** (2021). Uses and Gratifications. In P. M. Pedersen (Ed.), *Encyclopedia of Sport Management*. London: Routledge.
10. Ruihley, B. J., & **Li, B.** (2021). An introduction to sport organization. In B. J. Ruihley & **B. Li** (Eds.), *Administration and governance in global sport business*. Dubuque, IA: Kendall Hunt Publishing.
11. **Li, B.** & Scott, O. (2021). Governance of professional individual sports. In B. J. Ruihley & **B. Li** (Eds.), *Administration and governance in global sport business*. Dubuque, IA: Kendall Hunt Publishing.
12. **Li, B.** & *Xiao, L (2021). Governance of professional individual sports. In **B. Li** & S. Sharpe

- (Eds.), *Sport administration*. Dubuque, IA: Kendall Hunt Publishing.
13. *Wang, J., & Li, B. (2021). Olympic governance. In B. Li & S. Sharpe (Eds.), *Sport administration*. Dubuque, IA: Kendall Hunt Publishing.
 14. *Sharpe, S., & Li, B. (2021). Sport governance. In B. Li & S. Sharpe (Eds.), *Sport administration*. Dubuque, IA: Kendall Hunt Publishing.
 15. Pedersen, P. M., Ruihley, B. J., & Li, B. (2020). Overview of perspectives on a global pandemic's impact on the sport industry. In P. M. Pedersen, B. J. Ruihley, & B. Li (Eds.), *Sport and pandemic: Perspectives on COVID-19's impact on the sports industry*. London: Routledge.
 16. Zhang, J., Li, B., & Ruihley, B. J. (2020). COVID-19 and the Chinese Super League: Managing the world's most popular sport in a time of global crisis. In P. M. Pedersen, B. J. Ruihley, & B. Li (Eds.), *Sport and pandemic: Perspectives on COVID-19's impact on the sports industry*. London: Routledge.
 17. Li, B., & Scott, O. (2019). Online streaming service: FIFA World Cup's next target in China? In J. Sullivan (Ed.), *China's football dream* [eBook]. University of Nottingham. <https://www.nottingham.ac.uk/asiaresearch/documents/cso-ebook.pdf>

Published Manuscripts (*graduate student; ** undergraduate student)

1. Li, B., Zhang, C. J., Scott, O.K.M., & Sharpe, S. (in press). Exploring the relationships between rebranding perceptions and brand loyalty: The case of the Davis Cup. *International Journal of Sport Management and Marketing*. (Scopus Impact Factor: 0.595; Scimago Journal Rankings: Q3; H-Index: 29; Contribution: 60%).
2. Li, B., Scott, O.K.M., Wang, P., & Mo, J. (2015, online first). Five rings, two worlds: Untangling motivational differences between American and Chinese customers during the 2020 and 2022 Olympic Games. *International Journal of Sport Marketing and Sponsorship*. <https://doi.org/10.1108/IJSMS-08-2024-0218> (Impact Factor: 3.177; Scimago Journal Rankings: Q2; H-Index: 29; Contribution: 70%).
3. Li, J., Hu, Y., Tang, Y., Zhang, Q., & Li, B. (2025). Online public opinion assessment for sport events using text sentiment analysis: A case study of Chinese Weibo responses to the Summer Olympic Games in Tokyo. *International Journal of Sport Communication*, 18(2), 244–254. (Scimago Journal Rankings: Q2; H-Index: 11; Impact Factor: 2.1; Acceptance Rate: 38.0%; Contribution: 30%).
4. Su, Y., Li, B., Scott, O. K. M., & Wang, J. (2025). Promises, paradoxes, and perils: The current state and future directions of Web3 technologies and brand innovation in sports business. *International Journal of Sport Marketing and Sponsorship*, 26(2), 229–237. (Impact Factor: 3.177; Scimago Journal Rankings: Q2; H-Index: 29; Contribution: 30%).
5. Scott, O. K. M., Van Bussel, M., Li, B., Pappas, A. T., Golosky, G., & Dewar, V. (2025). Telecasting Tokyo to a locked down nation: Australian broadcast coverage of the 2020 Olympic Summer Games. *Communication & Sport*. Advance online publication. (Impact Factor: 3.2 / 5-Year Impact Factor: 3.4, SCIMAGO H-index:29)
6. Li, B., Wang, J. J., Scott, O.K.M., & Yoo, S.K. (2024). Journalists as event consumers: Effects of media service quality on journalists' behavioral intentions. *International Journal of Sport Management and Marketing*, 24(1), 1-22. (Scopus Impact Factor: 0.595;

- Scimago Journal Rankings: Q3; H-Index: 29; Contribution: 60%).*
7. Li, B., Scott, O., Zhang, L., & *Jin, S. (2024). Are they really Chinese? Examining Chinese audiences' emotions and perceptions toward athlete naturalization at the 2022 Winter Olympics. *Communication & Sport*, 12(1), 40–62. (*Impact Factor: 3.183; 5-year Impact Factor: 3.019; Scimago Journal Rankings: Q1; H-Index: 26; Acceptance Rate: 19.5%; Contribution: 60%).*
 8. Li, B., Scott, O., Wang, J. J., & *Xiao, L. (2023). Generation and media consumption: An examination of Chinese audiences' media behaviors during the Tokyo Olympic Games. *International Journal of Sport Communication*, 16(1), 215–227. (*Scimago Journal Rankings: Q2; H-Index: 11; Impact Factor: 1.8; Acceptance Rate: 38.0%; Contribution: 60%).*
 9. Xu, M., Li, B., Scott, O.K M., & Wang, J.J. (2023). No longer watching sports on TV? Exploring young educated sports customers' perceptions of watching live sports on OTT services, *International Journal of Sport Marketing and Sponsorship*, 24(4), 682-699. (*Impact Factor: 3.177; Scimago Journal Rankings: Q2; H-Index:29; Contribution: 50%).*
 10. Scott, O.K.M., Li, B., & Bingaman, J. (2023). Equity achieved? Examining male and female athlete portrayals through the lens of the Gold Coast during Australian prime time coverage of the 2018 Commonwealth Games. *Communication & Sport*, 11(6), 1058-1079. (*Impact Factor: 3.183; 5-year Impact Factor: 3.019; Scimago Journal Rankings: Q1; H-Index: 26; Acceptance Rate: 19.5%; Contribution: 30%).*
 11. Scott, O.K.M., & Li, B. (2022). Covering the home nation at its home games: An analysis of Australian nationalistic broadcast coverage of the 2018 Commonwealth Games, *Communication & Sport*, 11(6), 1139-1160. (*Impact Factor: 3.183; 5-year Impact Factor: 3.019; Scimago Journal Rankings: Q1; H-Index: 26; Acceptance Rate: 19.5%; Contribution: 30%).*
 12. Li, B., Scott, O., *Sharpe, S., Stokowski, S., & *Zhong, Q. (2022). Patriot, expert, or complainer? Exploring athlete's self-presentation strategies at the 2018 PyeongChang Olympic Games. *Sport Marketing Quarterly*, 31(3), 228-238. (*Impact Factor: 2.395; 5-year Impact Factor: 2.602; Scimago Journal Rankings: Q4; H-Index: 14; Contribution: 60%).*
 13. Stokowski, S., Paule-Koba, A.L., Huml, M. R., Koch, M. C., & Li, B. (2022). Sport Management: Who we are and where we are going. *The Physical Educator*, 71(1), 84-103 (*Acceptance Rate: 60%; Contribution: 10%).*
 14. Li, B., Scott, O., *Sharpe, S., & *Zhong, Q. (2022). Unfair, innocent, flamed: Examining how Chinese public perceived Sun Yang's 8-year ban. *International Journal of Sport Communication*, 15(4), 345-354. (*Scimago Journal Rankings: Q2; H-Index: 18; Acceptance Rate: 38.0%; Contribution: 60%).*
 15. Wang, J. J., Qian, T. Y., Li, B., & Mastromartino, B. (2022). Reversing equity transfer in sponsorship for competitive advantage of emerging local events: Quantitative evidence from an experimental study. *International Journal of Sport Marketing and Sponsorship*, 23(4), 748-766. (*Impact Factor: 3.177; Scimago Journal Rankings: Q2; H-Index:29; Contribution: 20%).*
 16. Scott, O.K.M., Burton, N., & Li, B. (2022). Sponsor and ambush marketing during the 2018 Commonwealth Games on Twitter and Instagram. *International Journal of Sport Marketing and Sponsorship*, 23(3), 612-627. (*Impact Factor: 3.177; Scimago Journal*

Rankings: Q2; H-Index:29; Contribution: 30%).

17. Scott, O.K.M., & **Li, B.** (2022). Gender representation at the 2018 Winter Olympic Games from an Australian broadcast perspective. *International Journal of Sport Communication*, 15(1), 66-75. (*Scimago Journal Rankings: Q2; H-Index: 11; Acceptance Rate: 38.0%; Contribution: 30%).*
18. **Li, B.**, Naraine, L. M., Zhao, L., & **Li, C.** (2023). A magic “bullet”: Exploring sport fan usage of on-screen, ephemeral posts during live stream sessions. *Communication & Sports*, 11(2), 334-355. (*Impact Factor: 3.183; 5-year Impact Factor: 3.019; Scimago Journal Rankings: Q1; H-Index: 26; Acceptance Rate: 19.5%; Contribution: 70%).*
19. **Li, B.**, Scott, O., Naraine, L.M., & Ruihley, B., (2021). Tell me a story: Explore elite female athletes’ self-presentation via Instagram Stories. *Journal of Interactive Advertising*, 21 (2), 108-120. (*Scimago Journal Rankings: Q1; H-Index: 15; Acceptance Rate: 24%; Contribution: 60%).*
20. Scott, O. K. M, **Li, B.**, & Mighton, S. (2022). A summer country’s coverage of a winter event: Australian Nationalistic Broadcast focus of the 2018 Winter Olympic Games. *Communication & Sport*, 10(1), 52-73. (*Impact Factor: 3.183; 5-year Impact Factor: 3.019; Scimago Journal Rankings: Q1; H-Index: 26; Acceptance Rate: 19.5%; Contribution: 30%).*
21. Ruihley, B. J. & **Li, B.** (2020). Sport and the coronavirus crisis special issue: An introduction (editor reviewed). *International Journal of Sport Communication*, 13(3), 289-293. (*Scimago Journal Rankings: Q2; H-Index: 11; Acceptance Rate: 38.0%; Contribution: 80%).*
22. Abisaid, J. L. & **Li, B.** (2020). She Said, He Said: An empirical investigation of sports journalist gender, tweets, and language Style. *Communication & Sport*, 8(6), 757-781. (*Impact Factor: 3.183; 5-year Impact Factor: 3.019; Scimago Journal Rankings: Q1; H-Index: 26; Acceptance Rate: 19.5%; Contribution: 30%).*
23. Stokowski, S., **Li, B.**, Hutchens, N. S., Bell, C. A., & Shaw, A. A. (2020). “Students are the reason most of us have jobs”: Sport management faculty members’ perceptions of and attitudes toward students. *The Physical Educator*, 77(5), 854-878. (*Acceptance Rate: 60%; Contribution: 40%).*
24. **Li, B.** & Scott, O. K.M. (2020). Fake news travels fast: How misinformation circulated around Wu Lei’s Coronavirus case. *International Journal of Sport Communication*, 13(3), 505-513. (*Scimago Journal Rankings: Q2; H-Index: 11; Acceptance Rate: 38.0%; Contribution: 80%).*
25. Wang, J. J., Braunstein-Minkove, J. R., Baker, T. A., **Li, B.**, & Zhang, J. J. (2020). Self-branding through the NFL fanship: Fans’ desired self-image and its implication for branding practices. *Sport Marketing Quarterly*, 29(1), 47-61. (*Impact Factor: 2.395; 5-year Impact Factor: 2.602; Scimago Journal Rankings: Q4; H-Index: 14; Contribution: 20%).*
26. **Li, B.**, Scott, O. K. M., *Sharpe, S., *Xu, Q., & Naraine, M. (2019). ‘Drug cheat or a jerk?’: A comparative analysis of framing athletes’ conflicts in Australian and Chinese media, *International Journal of Sport Communication*, 12(4), 531-551. (*Scimago Journal Rankings: Q2; H-Index: 11; Acceptance Rate: 38.0%; Contribution: 60%).*
27. Wood, E., Dittmore, S. W., Stokowski, S. & **Li, B.** (2019). Perceptions of Division I Athletic

- Director Career Path. *Journal of Higher Education Athletics & Innovation*, 5, 102-121. (Acceptance Rate: 40%; Contribution: 15%).
28. **Li, B.**, *Liu, Y., Scott, O. K. M., & Stokowski, S. (2019). Does star power boost soccer match attendance? Empirical evidence from the Chinese Super League. *International Journal of Sport Finance*, 14(2), 97-109. (Impact Factor: 0.775; Scimago Journal Rankings: Q3; H-Index: 28; Contribution: 60%).
 29. Hutchins, B., **Li, B.**, & Rowe, D. (2019). Over-the-top sport: Live streaming services, changing coverage rights markets, and the growth of media sport portals. *Media, Culture and Society*, 41(7), 975-994. (Impact Factor: 3.248; Scimago Journal Rankings: Q1; H-Index: 64; Contribution: 30%).
 30. Stokowski, S., **Li, B.**, *Turk, M., *Fridley, A. & *Hutchens, N.S. (2019). The forgotten kids: Experiences of potential student-athletes at a postsecondary football preparatory school, *Journal of Amateur Sport*, 5(2), 39-56. (H-Index: 8; Contribution: 30%).
 31. **Li, B.**, Dittmore, S. W., Scott, O. K. M., Lo, W., & Stokowski, S. (2019). Why we follow: Exploring the differences in users' motivations for following sport organizations on Twitter and Weibo. *Sport Management Review*, 22(3), 333-347. (Impact Factor: 6.064; Scimago Journal Rankings: Q1; H-Index: 52; Contribution: 80%).
 32. **Li, B.**, Scott, O. K. M., & Dittmore, S. W. (2018). Twitter and Olympics: Exploring Factors Which Impact Fans Following American Olympic Governing Bodies. *International Journal of Sports Marketing and Sponsorship*, 19 (4), 370-383. (Impact Factor: 3.177; Scimago Journal Rankings: Q2; H-Index: 23; Contribution: 60%).
 33. Stokowski, S., **Li, B.**, & *Goss, B. D., *Hutchens, S. & *Turk, M. (2018). Work motivation and job satisfaction of sport management faculty members. *Sport Management Educational Journal*, 12(2), 80-89. (H-Index –11; Contribution: 30%).
 34. Underhill, J., Rofle, D. T., & **Li, B.** (2018). Flying towards success: Aviation living-learning community and effect of GPA and persistence to graduation. *International Journal of Humanities and Social Science Invention*, 7 (5), 13-18. (Acceptance Rate: 50%; Contribution: 20%).
 35. Dittmore, S. W. & **Li, B.** (2017). Serve and volley: A political economy view of The Tennis Channel's 5-year quest for carriage. *Journal of Sports Media*, 12(2), 103-123. (H-Index –8; Contribution: 30%).
 36. Stokowski, S., Dittmore, S. W., Stine, G. B., & **Li, B.** (2017). A framework for understanding which factors predict positive APR scores at NCAA Division I. *Journal of Contemporary Athletics*, 11(3), 173-188. (H-Index: 7; Contribution: 20%).
 37. *Turk, M., Stokowski, S., **Li, B.**, & Shipherd, A. M. (2017). The embodied experience of a Football Championship Subdivision student-athlete. *Journal of Higher Education Athletics & Innovation*, 1(2), 49-74. (Acceptance Rate: 40%; Contribution: 15%).
 38. **Li, B.**, Dittmore, S.W., & Scott, O. K. M. (2017). Points of attachment on social media: Exploring similarities and differences between Chinese and Western National Basketball Association fans. *Asia Pacific Journal of Sport and Social Science*, 6(3), 201-215. (H-Index: 6; Contribution: 70%).
 39. **Li B.**, Stokowski, S., Dittmore, S. W., & Scott, O. K. M. (2017). For better or for worse: The impact of social media on Chinese sports journalists. *Communication & Sport*, 5(3), 311-330. (Impact Factor: 3.183; 5-year Impact Factor: 3.019; Scimago Journal Rankings: Q1;

H-Index: 17; Acceptance Rate: 19.5%; Contribution: 80%).

40. Rolfe, T. D., Malmo, J., & **Li, B.** (2017). Comparative analysis of recreation management curricula among Doctoral-Granting universities. *Journal of the Oklahoma Association for Health, Physical Education, Recreation and Dance*, 54(2), 58-73. (Acceptance Rate: 83%; Contribution: 20%).
41. **Li, B.**, Stokowski, S., Dittmore, S. W., Malmo, J., & Rolfe, D. T. (2017). A case study of self-representation on Twitter: A gendered study of how student-athletes frame themselves. *Global Sport Business Journal*, 5(1), 61-75. (Acceptance Rate: 75%, Contribution: 70%).
42. Park, J., Park, M., Shin, J., **Li, B.**, Rolfe, D., Yoo, J., & Dittmore, S. W. (2016). The effect of sports participation on Internet addiction mediated by self-control: A Case of Korean adolescents, 37(3), 164-169. *Kasetsart Journal of Social Sciences*. (Impact Factor: 0.83; Scimago Journal Rankings: Q2; H-Index: 10; Contribution: 30%).
43. **Li B.**, Stokowski, S., Dittmore, S. W., & Scott, O. K. M. (2016). How mediated sporting events constituted nationalism? An analysis of Chinese newspaper coverage of the 2014 Incheon Asian Games. *International Journal of Sport Communication*, 9(1), 79-96. (Scimago Journal Rankings: Q2; H-Index: 18; Acceptance Rate: 38.0%; Contribution: 60%).
44. **Li, B.**, Dittmore, S. W., & Park, J. (2015). Exploring different perceptions of coach-athlete relationship: The case of Chinese Olympians. *International Journal of Coaching Science*, 9(2), 59-76. (Acceptance Rate: 100%; Contribution: 80%).
45. Park, J., **Li, B.**, & Dittmore, S. W. (2015). What motivates Chinese sports fans to subscribe to athletes' social media accounts? *Journal of the Korea Academia-Industrial Cooperation Society*. 16(2), 1604-1072. (KCI Impact Factor: 0.86, Contribution: 40%).

Manuscripts (In Review)

1. **Li, B.**, Scott, O.K.M., & Wu, L. (submitted) Crafting the Olympian image: A gendered analysis of elite athletes' self-presentation on Instagram posts, stories, and reels during the 2024 Paris Olympics. *European Sport Management Quarterly*
2. **Li, B.**, Y. Zhang, Chen, R., & Scott, O.K.M. (submitted). Is traditional media setting the agenda on social media? Analyzing trending topics on Chinese Weibo during the 2024 Paris Olympic Games. *Journalism and Mass Communication Quarterly*
3. Wonyul Bae, Hyeol Yu, Minseok Cho, & **Li, B.** (submitted). Instagram as a stage: Comparing Korean and American LPGA Tour players' self-presentation strategies. *Sport Marketing Quarterly*.

Manuscripts (In Progress)

1. **Li, B.**, Scott, O.K.M., & Horky, T. (in progress). New fights in the pressroom? Exploring journalists' perceptions on accrediting content creators at sporting events. *Journalism Practice*.
2. **Li, B.**, Scott, O.K.M., Wang, P. & Horky, T. (in progress). Watching TV or online? Exploring Olympic users' media behaviors in five major markets. Target journal: *Journal of Sport Management*

3. Xiao, L., **Li, B.**, & Scott, O. (in progress). What is Chinese Taipei? Exploring how Taiwanese broadcast incorporates nationalism in Tokyo Olympic coverage. Target journal: Communication & Sport
4. **Li, B.**, Wang, P. & Scott, O.K.M (in progress). A niche analysis of Olympic audiences: Examining their perceptions towards competition between social media, OTT, TV, and digital media, Target journal: Communication & Sport
5. **Li, B.** (in progress). From lone hero to public target: Analyzing how Leo Messi responded to his image crisis in China. Target journal: Public Relations Review

REFEREED CONFERENCE PRESENTATIONS

2025

1. **Li, B.**, Scott, O.K.M., Wu, L., Zhang, Y & Stokowski, S.(2025). Crafting the Olympian image: A gendered analysis of elite athletes' self-presentation on Instagram posts, stories, and reels during the 2024 Paris Olympics. 2025 IACS conference, Chicago.
2. Zhang Y., **Li, B.**, & Ruihley, B. (2015). How to avoid the risk of "marginalization" risk? Transformation and upgrading research on the Chinese Television Sports Program Sports News. 2025 IACS conference, Chicago.

2024

3. **Li, B.** (Keynote Speaker). *Exploring the media use, perception, and motivation of Olympic audiences: A customer segment approach*. Paper presented at the 7th International Forum on Sport Communication, Chengdu, China.
4. **Li, B.**, Zhao, L., Sharpe S. & Scott, O.K.M. (2024). Sponsoring global events to target domestic market: Exploring customers' perceptions toward sponsorship effectiveness of the 2022 FIFA World Cup, 2024 SMAANZ, Geelong, Australia.
5. Mesa D.P., Scott, O., & **Li, B.** (2024). Stories in the spotlight: Examining self-presentation strategies of elite football players during the 2023 Women's World Cup. 2024 NASSM.
6. **Li, B.** & Scott O. (2024). No longer watching sports on TV? Exploring young educated sports customers' perceptions of watching live sports on OTT services. NCSSC Competitive Research, Atlanta, USA.
7. **Li, B.**, Ruihley B. & Orona, J. (2024). Challenges, credentials, and change in digital sport journalism, 2024 IACS conference, Los Angeles, USA.

2023

8. Ruihley, B., **Li, B.**, & Scott, O. (2023). "East Rising and West Falling"? Untangling motivational differences between American audiences and Chinese audiences of Olympic media consumption. Paper presented at the 2023 International Association of Communication and Sport Conference, Barcelona Spain.
9. **Li, B.**, Sharpe S., Scott, O., & Zhang C. J., (2023). Too old to fail? Examining tennis fans' perceptions toward rebranding of the Davis Cup Finals. 2023 SMAANZ conference, Canberra, Australia.

2022

10. **Li, B.** (2022). Same Olympic yet different motivations: Comparing Chinese and American Audience consumption of the 2022 Beijing Winter Games. Paper presented at Transition, Transformation, Transcendence: International Forum on the Olympic Communication and Media Operation in East Asia (2018-2022).
11. **Li, B.**, Ruihley B. & *Redett, S., (2022). Watching TV or online? Exploring how American audiences followed the 2020 Tokyo Olympic Games. Paper presented at 2022 International Association of Sport and Communication conference.
12. **Li, B.**, Scott, O., *Wang, J., & *Xiao, L. (2022). Unfair, innocent, flamed: Examining how the Chinese public perceived Sun Yang's 8-year doping ban. Paper presented at the 2021 International Association of Sport and Communication conference.
13. Wang, J.J., **Li, B.**, & Zhang, J. J. (2022). Leveraging sport-mediated self-branding to enhance senior generation Z's well-being. Paper presented at the World Association for Sport Management Conference (online).

2021

14. Scott, O.K.M. & **Li, B.** (2021) Covering the home nation at its home games: An analysis of Australian nationalistic broadcast coverage of the 2018 Commonwealth Games. Paper presented at 2021 SMAANZ conference (online).
15. **Li, B.**, & *Xiang, L. (2021 February). Fake news travels fast: Exploring w misinformation circulated around Wu Lei's Coronavirus case, Paper presented at 2021 Applied Sport Management Conference (online).
16. Zhang, J., **Li, B.**, Ruihley, B. J., & Pedersen, P. M., (2021). Covid-19 and the Chinese Super League: Managing the world's most popular sport in a time of global crisis. Paper presented at 2021 Applied Sport Management Conference (online).
17. **Li, B.**, Scott, O.K.M., Naraine, L. M., & Ruihley, B., (2021). Tell me a story: Explore elite female athletes' self-presentation via Instagram Stories. Paper presented at 2021 International Association of Sport and Communication conference (online).

2020

18. Rofle, D. T., Malmo, J. R., **Li, B.**, & Cork, B. C. (2020 February). Hitting the Bullseye: A Case study and practical examination of College Archery. Paper presented at 2020 Global Sport Business Conference, Mexico.
19. Wang, J. J., Braunstein-Minkove, J. R., Baker, T. A., **Li, B.**, & Zhang, J. J. (2020, June). Self-branding through NFL team fanship: Fans' desired self-image and its implication for branding practices. Paper presented at 2020 North American Society for Sport Management Conference.

2019

20. **Li, B.**, Scott, O., Sharpe, S., & Wang, J. J. (2019 November). Patriot, Role Model, or Winner? Exploring Olympic *athletes' self-branding strategies*. Paper presented at the 2019 Sport Marketing Association (SMA) conference, Chicago, IL.
21. **Li, B.**, Wang, J. J., Scott, O., Ugrinov, Y., & Rolfe, D. (2019 May). Journalists as event consumers: effects of media service quality on journalists' behavioral intentions. Paper

presented at the 2019 Conference of the North American Society for Sport Management (NASSM), New Orleans, IA.

22. Hutchins, B., **Li, B.**, & Rowe, D. (2019 June). Over-the-top sport: Live streaming services, changing coverage rights markets, and the growth of media sport portals. Paper presented at the 2019 International Association for Media and Communication Research (IAMCR), Madrid, Spain.
23. Abisaid, J. L. & **Li, B.** (2019 April). She Said, He Said: An empirical investigation of sports journalist gender, tweets, and language style. Paper presented at 2019 International Conference of Communication and Sport, Boise, Idaho.
24. Rolfe, D. T., Cork, B. C., Underhill, J. J., **Li, B.**, & Malmo, J. R. (2019 February). Going the distance: A longitudinal study of the Boston Marathon's sponsorship activation. Paper presented at 2019 Global Sport Business Conference, Mexico.

2018

25. **Li, B.** Scott, O. K. M., & Burton, N. (2018 October). Ambush marketing during the 2018 Commonwealth Games on Twitter and Instagram. Paper presented at 2018 Sport Marketing Association (SMA) Conference, Dallas, TX.
26. Scott, O. K. M., Billings, A., **Li, B.**, *Sharpe, S., & *Xu, Q. (2018 June). Examining nationalism during the Commonwealth Games: An analysis of Australian Broadcast Commentary during the 2018 Commonwealth Games, Paper presented at 2018 Conference of the North American Society for Sport Management (NASSM), Halifax, Canada.
27. **Li, B.**, Scott, O. K. M., *Sharpe, S., & *Xu, Q. (2018 June). 'Drug cheat or a jerk?': A comparative analysis of framing athletes' conflicts in Australian and Chinese media, Paper presented at 2018 Conference of the North American Society for Sport Management (NASSM), Halifax, Canada.
28. **Li, B.**, Scott, O. K. M., Dittmore, S. W., Rolfe, D., & Malmo, J. (2018 March). What factors impact soccer match attendance? Empirical evidence from the Chinese Super League. Paper presented at 2018 Global Sport Business Conference, Mexico.
29. Rolfe, D. T., Underhill, J. J., Cork, B. C., **Li, B.**, & Malmo, J. R. (2018 March). Tweet, fly and run: The Boston Marathon and corporate airline sponsorship. Paper presented at 2018 Global Sport Business Conference, Mexico.
30. Malmo, J. R., Rolfe, D.T., & **Li, B.** (2018 March). Roughing the Intern: A Case Study Involving an Indoor Football Team. Paper presented at 2018 Global Sport Business Conference, Mexico.
31. Malmo, J. R., Rolfe, D.T., Cork, B. C., & **Li, B.** (2018 March). Money, Mayweather, and piracy: Notorious live streaming of the biggest pay-per-view event in history. Paper presented at 2018 Global Sport Business Conference, Mexico.
32. Cork, B. C., Rolfe, D. T., Underhill, J. J., Malmo, J. R., & **Li, B.** (2018 March). On your mark, get set, Hashtag! A case study of the Boston Marathon's use of social media. Paper presented at 2018 Global Sport Business Conference, Mexico.
33. *Son, J., Sung, J., Malmo, J., **Li, B.**, Dittmore, S. W. (2018 March). Different perceptions of service quality by gender: Korean Ladies Professional Golf Tournament. Paper presented at 2018 Global Sport Business Conference, Mexico.

2017

34. **Li, B.**, Dittmore, S. W., Lo, W., Scott, O. K. M., & Stokowski, S. (2017 November). Exploring the differences in NBA fans' motivations for following sport organizations on Twitter and Weibo. Paper presented at 2017 Sport Marketing Association (SMA) Conference, Boston, MA.
35. **Li, B.**, Scott, O. K. M., Dittmore, S. W., & *Wang, S. (2017 August). Twitter and Olympics: Exploring factors that impact fans following American Olympic Governing Bodies. Paper presented at 2017 Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.
36. Wood, E., Dittmore, S. W., Stokowski, S., & **Li, B.** (2017 April). Perceptions of Division I Athletic Director career path. Paper presented at 2017 10th Annual CSRI Conference on College Sport.
37. **Li, B.**, Dittmore, S.W., Scott, O. & Yoo, J. (2017 March). Points of attachment on social media: Exploring differences between Chinese and Western sport fans. Paper presented at 2017 International Association of Communication and Sport, Phoenix, AZ.
38. *Yoo, J., **Li, B.**, *Kim S., Yang, J., *Song, D., Kim, W., & Dittmore, S. W. (2017 February). Investigating the Relationships between service quality and behavioral intentions: A case study of the F1 Chinese Grand Prix. Paper presented at 2017 Applied Sport Management Conference, Waco, TX.

2016

39. Stokowski, S., **Li, B.**, Wilson, C. H., *Turk, M., Dittmore, S. W., Rode, C., & Goss, B. (2016 June). I am not a tyrant: Sport management faculty members' attitudes toward students. Paper presented at 2016 NASSM. Orlando, FL.
40. **Li, B.**, Dittmore, S. W., Stokowski, S., *Turk, M., & *Yoo, J. (2016 June). Why we follow: Exploring how culture shapes users' motivations for following sport organizations on Twitter and Weibo. Paper presented at 2016 Conference of the North American Society for Sport Management (NASSM), Orlando, FL.
41. Stokowski, S., *Turk, M., **Li, B.**, & Mioseichik, M. (2016 April). NCAA eligibility legislation and student-athletes with learning disabilities. Paper presented at 2016 the College Sport Research Institute. Columbia, SC.
42. Dittmore, S. W. & **Li, B.** (2016 March). Serve and volley: A political economy view of The Tennis Channel's 5-year quest for carriage. Paper presented at 2016 9th Summit of International Association of Communication and Sport.
43. Kim, S., Yoo, J., **Li, B.**, & Dittmore, S. W. (2016 February). Comparison of motivational factors to participate in sport activities between American and Korean students. Paper presented at 2016 Applied Sport Management Conference. Baton Rouge, LA.
44. **Li, B.**, Stokowski, S., Malmo, J., Rolfe, D., & Dittmore, S. W. (2016 February) A gendered study of how student-athletes frame themselves on Twitter. Paper presented at 2016 Global Sport Business Conference, Bahamas.

2015

45. Stokowski, S., Shipherd, A., **Li, B.**, & Turk, M. (2015, November). In front of my family: The FCS in-season experience. Paper presented at the 2015 North American Society for the Sociology of Sport. Santa Fe, NM.
46. Yoo, J., Kim, W., **Li, B.**, & Moiseichik, M. L. (2015 October). Examining motives of participants in campus recreation: A cross-cultural study. Paper presented at the 2015 Conference of the Sport Marketing Association (SMA), Atlanta, GA.
47. Stokowski, S., **Li, B.**, & Dittmore, S. W. (2015 June). It's a love/hate relationship: Work motivation and job satisfaction of sport management faculty members. Paper presented at the 2015 Conference of the North American Society for Sport Management (NASSM), Ottawa, Canada.
48. **Li, B.**, Stokowski, S., Yoo, J. & Dittmore, S. W. (2015 June). How mediated sporting events constituted nationalism? An analysis of Chinese newspaper coverage of the 2014 Incheon Asian Games. Paper presented at the 2015 Conference of the North American Society for Sport Management (NASSM), Ottawa, Canada.
49. **Li, B.**, Stokowski, S., Xiao L., Zong, S. & Dittmore, S. W. (2015 March). Twitter and tennis: How professional players tweet in a Grand Slam event. Paper presented at the 8th Summit of the International Association of Communication and Sport, Charlotte, NC.
50. **Li, B.**, Malmo, J., Liu, J., Zong, S. & Dittmore, S. W. (2015 March). Has social media changed sport journalism? The case study of China. Paper presented at the 8th Summit of International Association of Communication and Sport, Charlotte, NC.
51. Dittmore, S. W., Malmo, J., & **Li, B.** (2015, March). College athletic annual reports: Governmental requirement or public relations vehicle? Paper presented at 2015 Sport and Recreation Law Association Conference, Charlotte, NC.
52. Park, J., **Li, B.**, & Dittmore, S. W. (advisor) (2015 February). What motivates Chinese sports fans to subscribe to athletes' social media accounts? Paper presented at 2015 Southern Sport Management Association Conference, Baton Rouge, LA.
53. **Li, B.**, Rolfe, D., & Dittmore, S. W. (2015, February). Different perceptions of coach-athlete relationship between Chinese Olympians and Western Olympians. Paper presented at 2015 Global Sport Business Conference, Bahamas.
54. **Li, B.**, Malmo, J., & Rolfe, D. (2015 Feb). The assessment of motivation of volunteers in 2014 Brazil World Cup. Paper presented at the 2015 Global Sport Business Conference, Bahamas.
55. Park, J., Park, M., Shin, J., **Li, B.**, Rolfe, D., Yoo, J., & Dittmore, S. W. (2015 February). The effect of sports participation on internet addiction mediated by self-control: a case of Korean adolescents. Paper presented at 2015 Global Sport Business Conference, Bahamas.
56. Malmo, J., Rolfe, D., & **Li, B.** (2015 February). Black belts and high heels: An analysis of gender representation on Martial Arts magazine covers. Paper presented at 2015 Global Sport Business Conference, Bahamas.

2014

57. **Li, B.**, Park, J., Yoo, J., Li, S., & Dittmore, S. W. (2014, April). Analysis of collegiate athletics' online social network: focusing on the University of Arkansas official Twitter

accounts. Paper presented 7th Annual College Sport Research Institute Conference on College Sport, Columbia, SC.

58. Yoo, J., Li, B., Park J., & Dittmore, S. W. (2014 February). The network and content analysis of American Olympic writers regarding the Olympic messages: focusing on Twitter. Paper presented at University of Georgia Sport Business Symposium, Athens, GA.
59. Park J., Yoo, J., Li, B., & Dittmore, S. W. (2014 February). Network analysis of U.S. winter Olympic network: focusing on Twitter. Paper presented at University of Georgia Sport Business Symposium, Athens, GA.

RESEARCH GRANTS

Internal Grants

1. Li B. (2025, submitted). *Student-Athletes under fire: Sports betting, online harassment, and coping with mental health strain*. SMU University Research Council (UGC) Grant, \$9,870.
2. Li B. (2022). *Understanding Chinese consumers' media behaviors during Tokyo 2020: An exploration of media consumption among different generations*. Miami University Research Assignment, six-month research project.
3. Li B. (2022). *Five Rings Five platforms: exploring motivational differences of Olympic audiences' media consumption in five major markets*. Miami University Research/Scholarship Enhancement Fund, \$7,593.33.
4. Li B. (2021). *Too old to fail? Examining internal and external rebranding of the Davis Cup Finals*. Miami University Committee on Faculty Research: Summer Research Appointment, \$6,200.
5. Li B. (2020). *Tell me a story: Explore elite female athletes' self-presentation via Instagram Stories*. College of Education, Health and Society Summer Research Awards, \$6,000 (reduced to \$3,000 due to COVID).
6. Li B. (2018). College of Health and Human Services Faculty Scholarship Grant. Funded by St. Ambrose University CHHS, \$2,250.
7. Li B. (2017). College of Health and Human Services Faculty Scholarship Grant. Funded by St. Ambrose University CHHS, \$2,000.
8. Li B. (2017). Faculty Development Centre Conference Grant. Funded by St. Ambrose University Faculty Development Center, \$ 1,000.
9. Li B. (2016). Faculty Development Centre Conference Grant. Funded by St. Ambrose University Faculty Development Center in the amount of \$ 1,000.
10. Li B. (2015). Research Travel Grant. Funded by the University of Arkansas Graduate School, \$1,112.
11. Li B. (2014). Research Travel Grant. Travel to the University of Georgia Sport Business Symposium. Funded by the University of Arkansas Graduate School, \$1,112.

External Grants

1. Li, B., Byon, K., & Stokowski, S. (2025, submitted). *Betting, bullying, and burnout: Examining online harassment from sport wagering and its impacts on student-athletes*. ACC-CRIA Innovation Initiative Research Grant, \$5,320.
2. Scott, O. & Li, B. (2023). *Understanding reasons to place a bet: Exploring gambling behaviors in three states*, International Responsible Gambling Association Seed Grant, \$18,000 (Not funded).
3. Li, B., Scott, O., Rühley, B., & Modia, I. (2020). *Too old to fail? Examining internal and external rebranding of the Davis Cup Finals*. Sport Marketing Association Research Grant, \$3,000. (Not funded).
4. Scott, O & Li, B. (2019). *Examining the general public's perceptions of IOC's roles and reputations: A multinational study*. International Olympic Committee Research Grant, \$20,000 (Not funded).

MEDIA INTERVIEWS & PUBLIC OP-EDS

1. Li, B. (Sept 19, 2024). Covering the Olympics | Stats + stories episode 343
<https://statsandstories.net/sports1/covering-the-olympics>
2. Li, B. (April 21, 2024). Olympic breaker. *Australian SBS News*
<https://www.youtube.com/watch?v=cagy0xkktSc>
3. Li, B (May, 5, 2022). Future plan of Chinese soccer, *AFP*.
<https://www.france24.com/en/live-news/20220520-dazzling-but-empty-stadiums-a-symbol-of-china-s-fading-football-dream>
4. Li, B (Nov 2, 2022). The 2022 FIFA World Cup prediction, *Wallethub*
<https://wallethub.com/blog/world-cup-by-the-numbers/4433>
5. Li, B (Nov 2, 2022). The 2023 Super Bowl, *Wallethub*
[https://wallethub.com/blog/super-bowl-facts/1589#expert=Bo \(Norman\) Li](https://wallethub.com/blog/super-bowl-facts/1589#expert=Bo%20(Norman)%20Li)
6. Li, B. (July 31, 2021). Athlete mental health and nationalism issues during the 2020 Tokyo Olympics. *VOA Chinese* https://www.voachinese.com/a/olympics-athlete-withdrawal-20210730/5985802.html?utm_source=twitter&utm_medium=social&utm_campaign=dlvr.it
7. Li, B (August 8, 2021). China's preparation for the 2022 Winter Olympic Games. *AFP*
<https://www.france24.com/en/live-news/20210808-tokyo-hands-olympic-baton-to-beijing-but-virus-boycott-calls-weigh>
8. Beissel, A.S., Maddox, C., & Li, B. (December 15, 2021). Roundtable Discussion on the 2022 Beijing Winter Olympics. Reframe Podcast – Episode 87. The Miami University College of Education, Health, and Society. <https://miamioh.edu/news/2022/01/how-geopolitics-the-pandemic-and-gender-equality-will-impact-the-2022-beijing-winter-olympics.html>
9. Li, B. (December 2016). 2016 the sport commercials highlights. *Sports Business Journal International*

TEACHING

Southern Methodist University, Dallas, Texas

August 2025- Present

Position: Assistant Professor in Applied Physiology & Sport Management

- APSM 4731 Revenue in Sports

Miami University, Oxford, Ohio

August 2019- May 2025

Position: Assistant Professor in Sport Leadership and Management

- SLM 472/572 Sport Administration
- SLM 416/516 Sport Marketing
- SLM 414/514 Facilities and Event Management in Sport (Online)
- SLM 636 Sport Communities and Public Relations

St. Ambrose University, Davenport, IA

August 2016- May 2019

Position: Assistant Professor in Kinesiology (Sport Management)

- KIN 191 Introduction to Sport Management
- KIN 307 Planning and Management of Sport Facilities and Events
- KIN- WI 306 Promotion and Marketing in Sports
- KIN 401 Special Topic in Sport Management (Sport Communication)
- KIN 408 Capstone in Sport Management
- KIN 225 Visual Communication and Technology in Sport Management
- KIN 292 Practicum in Sport Management
- KIN 141 Wellness Concept (online)

University of Arkansas at Fayetteville

August 2013- June 2016

Position: Graduate Assistant in Recreation and Sport Management

- RESM 3083 Research in Recreation and Sport
- RESM 4003 Management in Recreation and Sport
- RESM 3843 Sport, Recreation, and Sport Facilities
- RESM 2853 Leisure and Society (Online)
- RESM 440V Internship

Development of Courses and Curricula

Course Development

- SLM 472/572 Sport Administration (complete redevelopment)
- SLM 636 Sport Communities and Public Relations (a new course)
- SLM416/516 Sport Marketing (complete redevelopment)

New Programs

- Online Master of eSports Management (major contributor)
- B.A. in Sport Communication and Media curriculum (major contributor)

New Majors

- Sport Leadership & Management (contributor)
- Sport Communication & Media (contributor)

SUPERVISION, COMMITTEES, & ADVISING

Doctoral Thesis External Reviewer

Craig Sims (Bond University, Australia), 2022

- Title of thesis: The nature of Gen-Z's influence on the future of printed surf magazines

Visiting Scholar Advisor

- Yuwei Zhang (2024-2025) - 3rd year Ph.D. student at East China Normal University

Doctoral Committee Member

- Su Jin, Spring 2025 - Dissertation Committee)
- Su Jin, Spring 2023 - Ph.D. Candidate Exam Committee)

Master's Committee Chair/ Advisor

- Warwick Reider, Spring 2022
- Mengyan Shi, Fall 2022
- Zack Roberson Spring 2023
- Logan Bergeron, Fall 2024
- Zach Klekotka, Spring 2025
- Mackenzie Holder, Spring 2025
- Silas Thomasino, Spring 2025

Master's Committee Member

- Jay (Jiaying) Wang, Spring 2020
- Riley Balsmeyer, Spring 2020
- Shae-Lynn van Gassen, Spring 2021
- Nanci Jones, Spring 2021
- Abby Hoff, Spring 2021
- Elise Walker, Spring 2022
- Ryan Solis, Spring 2022
- Sarah Burns, Spring 2022
- Jordan Diamond, Spring 2022
- Nick Jordan, Spring 2023
- Jonah Karschnik, Spring 2024
- Matt Salopek, Spring 2024
- Cade McDonald, Spring 2024
- Josh Pollock, Spring 2025
- Bryan Rudolph, Spring 2025
- Mia Severance, Spring 2025
- Austin Lysiak, Spring 2025

SUPERVISION OF INDEPENDENT WORK

- Jay (Jiaying) Wang, Spring 2020 - Independent Research
- Fang Yuan, Spring 2020 - Undergrad Associates Program
- Jintao Yu, Spring 2021 - Independent research
- Ryan Lamb, Spring 2021 - Undergrad Associates Program
- Warwick Reider, Fall 2021 - Independent study
- Jacob Orona, Spring 2022 - Undergrad Associates Program
- Su Jin, Spring 2023 - Independent research (Ph.D.)
- Zack Roberson, Spring 2023 - Independent Research
- Mac Bauer, Spring 2023 - Independent Study
- Mia Severance, 2025 - Independent Study
- Mackenzie Holder, 2025 - Independent Research
- Zach Klekotka, 2025 - Independent Research

SERVICES

University LevelSouthern Methodist University

- Simmons Education School PhD Recruitment Subcommittee 2025- present
- Simmons Education School Faculty advisory committee 2025-present
- Department of Applied Physiology and Sport Management
- Sport Management Clinical Faculty Search Committee (chair) 2025
- Social media operation 2025- present

Miami University

- The EHS Committee for the Evaluation of Administrators 2020-2025
- The EHS Academic Appeals Board 2021-2025
- The EHS Undergraduate Petitions Committee (alternate member) 2021-2023
- The EHS governance Committee 2023-2025
- Sport Leadership and Management Department
- Personnel Committee 2020- 2025
- Graduate Student Selection Committee 2020- 2025
- Sport Management Teaching Faculty Search Committee 2021
- Sport Psychology Tenure Track Faculty Search Committee 2021
- Sport Management Visiting Faculty Search Committee (Chair) 2023
- Education Leadership Tenure Track Faculty Search Committee 2024
- Sport Communication Clinical Faculty Search Committee 2024

St. Ambrose University: Department of Kinesiology

2016-2019

- Scholarship Review Committee Member
- Student Handbook Committee
- Sport Management Faculty Search Committee
- Student Conduct Review Broad member

Professional Service, Regional, and National Level

Memberships in Professional Organizations

- North American Society for Sport Management (NASSM)
- Global Sport Business Association (GSBA)
- International Association for Communication and Sport (IACS)
- Sport Marketing Association (SMA)
- Chinese Soccer Observatory

Co-Guest Editor – IJSC Special Issue (Sports and Coronavirus)

I collaborated with Brody Rauhley (Miami University) to co-guest edit the *International Journal of Sport Communication (IJSC)* Special issue: Sports and Coronavirus. The special issue was one of these types in the sport management field to examine the impact COVID-19 has had on the sport industry. In less than 3 months, we have received 154 proposals, 125 full submissions. As a co-guest editor, **we reviewed all 125 manuscripts and eventually selected 33 academic commentaries for publication. This became the first double-sized issue in the journal's history. The special issue was released in September 2020.**

Co-Guest Editor – IJSMS Special Issue (Web3.0, Metaverse, NFTs, and Sport Business)

I collaborated with Yiran Su (University of Massachusetts), Olan Scott (Brock University), Jerred Junqi Wang (University of New Mexico), and Ted Hayduk III (New York University) to co-guest edit the *International Journal of Sport Marketing and Sponsorship (IJSMS)* Special issue: Web3.0, Metaverse, NFTs, and Sport Business. The special issue welcomed researchers to (re) conceptualize, (re) examine, and (re) configure existing and new constructs, theories, propositions, and models related to the management and operation of sports businesses in light of emerging Web 3.0. **We have received 30 proposals and 12 full submissions, with the special issue released in 2025.**

Editorial and Refereeing Duties

Editorial Broad Memberships

- 2018- Present: *Journal of Athlete Development and Experience*
- 2024- Present: *Communication & Sport*
- 2025- Present: *International Journal of Communication and Sport*

Guest Reviewing and Refereeing

- 2021- Present: Review editorial board member, *Frontiers in Sports and Active Living (specialty section of Sport Management, Marketing, and Economics)*
- 2017- Present: Ad Hoc Reviewer, *International Journal of Social Science Studies*
- 2017- Present: Guest reviewer, *International Journal of Sport Communication*
- 2019- Present: Guest reviewer, *Communication & Sport*
- 2019- Present: Guest reviewer, *Sport Marketing Quarterly*
- 2019- Present: Guest reviewer, *International Journal of Sport Marketing and Sponsorship*
- 2017- Present: Guest reviewer, *International Conference of Communication and Sports*

- 2022- Present: Guest reviewer, *American Marketing Association conference*
- 2022- Present: Guest reviewer, *Sustainability*
- 2023- Present: Guest reviewer, *Physical Culture and Sport. Studies and Research*
- 2023- Present: Guest reviewer, *Journal of Theoretical and Applied Electronic Commerce Research*
- 2023- Present: Guest reviewer, *American Marketing Association conference*
- 2024- Present: Guest reviewer, *European Sport Management Quarterly*
- 2024- Present: Guest reviewer, North American Society for Sport Management conference
- 2025- Present: Guest reviewer, *Sport Management Review*
- 2025- Present: Guest reviewer, *Event Management*

SERVICES AWARDS AND GRANTS

- 2024 Received Career Grant of \$2,750 from Miami University Career Center for supporting sports sales competition
- 2023 Received Career Grant of \$2,750 from Miami University Career Center for supporting sports sales competition
- 2022 Received Career Grant of \$2,750 from Miami University Career Center for supporting sports sales competition
- 2021 Received Career Grant of \$900 from Miami University Career Center for supporting esports program

MISCELLANEOUS CERTIFICATES

edX programs

Georgia Institute of Technology

- ISYE 6501x: Introduction to Analytics Modeling [Certificate](#)
- MGT 6203x: Data Analytics for Business [Certificate](#)
- CSE6040x: Computing for Data Analysis [Certificate](#)

PROFESSIONAL EXPERIENCES

N17 Sport and Entertainment

2016- 2022

International Marketing Advisor

- Developed and executed comprehensive marketing and PR campaigns for clients, including planning, organization, and leadership of promotional activities.
- Key sponsorship projects included:
 - Kobe Bryant & Super NBA (athlete endorsement, 2017)
 - Cristiano Ronaldo & Yili Dairy (digital marketing campaign, 2020)
 - Giannis Antetokounmpo & PUBG Mobile (sponsorship activation campaign, 2019-2020)
 - Gigi Buffon and Alessandro del Piero & EA FIFA Online (sponsorship activation

- campaigns, 2016-2018)
- TSV Bayer 04 Leverkusen Weibo (social media operation, 2017)
- Gary Neville & Xiaohongshu/Red (social media activation, 2022)
- Cultivated strong relationships with clients and partner organizations to identify opportunities and enhance brand recognition.
- Collaborated with creative teams to produce compelling marketing materials, including digital/print ads, social media content, and press releases.
- Conducted market research to identify emerging trends, leveraging analytics to provide strategic insights.
- Assisted in international coach recruitment and training for the **Chinese National Olympic Skating Team** (2018–2020).
- Provided regular client updates, including campaign performance analysis, competitive landscape, and growth opportunities.

Freelance News Writer, TV presenter

2013-Present

- Covered the 2014 FIFA World Cup in Brazil
- Hosted an online video show *Stars Face to Face*, interviewing NBA legends Steve Nash and Ricky Rubio, former FIFA Secretary General Jerome Valcke, the former head coach of Arsenal Arsene Wenger, and soccer legends Zico and Christian Vieri.

Around the Rings (ATR)

2011- 2016

Asian Sport Correspondent

- Wrote real-time updates for ATR on China's sport developments and Asia's sports
- Covered World Conference on Women and Sports, USOC Media Summit, and the 2012 London Olympics Games.

TenCent, Beijing, China

2008- 2013

Chief Sport Journalist

- Reported for TenCent on all international major sporting events, including:
 - Summer Olympic Games (2008 & 2012)
 - UEFA European Football Championships (2008 & 2012)
 - FIFA World Cup (2010), FINA World Championships (2009, 2011, & 2013)
 - World Table Tennis Championships (2009)
 - Asian Games (2010)
 - World University Games (2011)
 - NBA All-Star Games (2012)
 - French Open (2023)
 - Australian Open (2022, 2023)
- Conducted interviews with prominent sports figures including:
 - Jacques Rogue (former IOC president)
 - Thomas Bach (former IOC president)
 - Scott Blackmun (former CEO of USOC)
 - Sebastian Coe (Chairman of the World Athletics)

- Moon-Joon Chung (Honorary Vice President of FIFA)
 - Jim Small (Senior Vice President, Major League Baseball)
- Authored more than 3000 news stories in Chinese and produced more than 100 video livestreaming, which have been viewed and read over 10 million times.
- Featured on global media such as New York Times, Associated Press, AFP, Global TV (Brazil), L'Équipe(France), Al Jazeera Sport (UAE), SBS (Australia), ABC (Australia), ESPN (Brazil), ARD (Germany) to discuss Chinese sports development.