

**Yizhou (Tyreal) Qian 钱亦舟**

Assistant Professor  
School of Kinesiology  
Louisiana State University  
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[Personal Website](#)

**EDUCATION**

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**Ph.D. in Sport Management, May 2019**

University of Georgia, Athens, GA

**MEd in Sport Management, June 2015**

Shanghai University of Sport, Shanghai, China

**BA in English Literature, June 2011**

Xiamen University of Technology, Xiamen, China

**PROFESSIONAL EXPERIENCE**

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**Assistant Professor**

Louisiana State University, Baton Rouge, LA (2019 – Present)

**RESEARCH**

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**Research interests**

My research addresses problems at the intersection of service marketing and digital communication with a focus on the esports and sports industries. I also leverage applied artificial intelligence and machine learning, particularly large language models for natural language processing and large multimodal models for computer vision, to analyze user-generated content across physical and digital platforms, offering novel perspectives on consumer behavior in today's interconnected environments.

**Peer reviewed journal articles (note: \* student mentored)**

22. **Qian, T.Y.**, \*Li, W., Gong, H., Seifried, C., & Xu, C. (2024). Experience is all you need: A large language model application of fine-tuned GPT-3.5 and RoBERTa for aspect-based sentiment analysis of college football stadium reviews. *Sport Management Review*.
21. Xu, C., **Qian, T. Y.**, Yang, L., & Liu, D. (2024). Tweets, triumphs, and tensions: A machine learning approach to decoding multi-tier thematic framing of the 2022 Beijing Winter Olympics on social media. *Communication & Sport*.
20. Seifried, C.S., **Qian, T.Y.**, Martinez, J.M, Svensson, P., & Zvosec, C. (2024). The state of research productivity and impact in sport management from a Signaling Theory perspective. *International Journal of Sport Management*, 25(3), 257-286.

19. Seifried, C., Martinez, J. M., **Qian, T. Y.**, Zvosec, C., Svensson, P. G., Soebbing, B. P., & Agyemang, K. (2024). Sport management research productivity and impact for ranking considerations. *Sport Management Education Journal*.
18. **Qian, T. Y.**, Sonkeng, K., & Luo, L. (2024). Exploring the dark side of esports online spectatorship: Passion as a mediator and collective narcissism as a moderator. *Communication & Sport*, 12(3), 419-442.
17. **Qian, T. Y.**, & Seifried, C. (2023). Virtual interactions and sports viewing on social live streaming platforms: The role of co-creation experiences, platform involvement, and follow status. *Journal of Business Research*, 162, 113884.
16. **Qian, T. Y.**, Yu, B., Matz, R., Luo, L., & Xu, C. (2023). Gamification for consumer loyalty: An exploration of unobserved heterogeneity in gamified esports social live streaming. *Telematics and Informatics*, 85, 102062.
15. **Qian, T. Y.**, Matz, R., Luo, L., & Zvosec, C. (2023). Toward a better understanding of core and peripheral market demand for women's spectator sports: An importance-performance map analysis approach based on gender. *Sport Management Review*. 26(1), 114-134.
14. 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 Sports Marketing and Sponsorship*, 23(4), 748-766.
13. Luo, L., **Qian, T. Y.**, Rich, G., & Zhang, J. J. (2022). Impact of market demand on recurring hallmark sporting event spectators: An empirical study of the Shanghai Masters. *International Journal of Sports Marketing and Sponsorship*, 23(2), 311-325.
12. **Qian, T. Y.**, Matz, R., Luo, L., & Xu, C. (2022). Gamification for value creation and viewer engagement in gamified livestreaming services: The moderating role of gender in esports. *Journal of Business Research*, 145, 482-494.
11. **Qian, T. Y.** (2022). Watching sports on Twitch? A study of factors influencing continuance intentions to watch Thursday Night Football co-streaming. *Sport Management Review*, 25(1), 59-80.
10. **Qian, T. Y.**, Wang, J. J., Zhang, J. J., & Hulland, J. (2022). Fulfilling the basic psychological needs of esports fans: A self-determination theory approach. *Communication & Sport*, 10(2), 216-240.
9. Watanabe, Y., **Qian, T. Y.**, Wang, J. J., Pifer, N. D., & Zhang, J. J. (2020). Sport spectatorship and health benefits: A case of a Japanese professional golf tournament. *Frontiers in Psychology*, 11(1494), 1-15.
8. Mastromartino, B., **Qian, T. Y.**, Wang, J. J., & Zhang, J. J. (2020). Developing a fanbase in niche sport markets: An examination of NHL fandom in the sunbelt. *Sustainability*, 12(3), 1115-1130.

7. **Qian, T. Y.**, Wang, J. J., & Zhang, J. J. (2020). Push and pull factors in esports live-streaming: A partial least square structural equation modeling (PLS-SEM) approach. *International Journal of Sport Communication*, 13 (4), 621-642.
6. **Qian, T. Y.**, Wang, J. J., Zhang, J. J., & Lu, L. Z. (2020). It is in the game: Dimensions of esports online spectator motivation and development of a scale. *European Sport Management Quarterly*, 20(4), 458-479.
5. **Qian, T. Y.**, Zhang, J. J., Wang, J. J., & Hulland, J. (2020). Beyond the game: Dimensions of esports online spectator demand. *Communication & Sport*, 8(6), 825-851.
4. Zhang, J. J., Kim, E. S., Mastromartino, B., **Qian, T. Y.**, & Nauright, J. (2018). The sport industry in growing economies: Critical issues and challenges. *International Journal of Sports Marketing and Sponsorship*, 19(2), 110-126.
3. **Qian, T. Y.**, Wang, J. J., Chou, W. W., Kim, E., Zhang, J. J., & Gong, B. (2017). When the future of Chinese soccer is at stake: Chinese youth's attention, involvement and satisfaction. *International Journal of Sports Marketing and Sponsorship*, 18(1), 29-47.
2. Gong, B., Pifer, N. D., Wang, J. J., Kim, M., Kim, M., **Qian, T. Y.**, & Zhang, J. J. (2015). Fans' Attention to, involvement in, and satisfaction with professional soccer in China. *Social Behavior and Personality*, 43(10), 1667-1682.
1. **Qian, T. Y.** (2015). Reflections on the development of the esports industry. *Journal of Sport Culture*, 8, 118-123.

### Studies in progress

12. **Qian, T.Y.**, Gong, H., \*Li, W., & Xu, C. (data collection). Press conference prophecies: How coach chatter forecasts field performance. *Journal of the Academy of Marketing Science*.
11. **Qian, T.Y.**, \*Li, W., & Xu, C. (data collection). Redefining the narrative: A Reddit analysis of Caitlin Clark and Angel Reese's impact on the WNBA discourse. *Technology in Society*.
10. **Qian, T.Y.**, Gong, H., \*Li, W., & Xu, C. (Manuscript in preparation). Crafting Olympic narratives: A natural language processing approach to analyze agenda setting and salience and audience engage across Chinese and Western news media. *International Journal of Information Management*.
9. **Qian, T.Y.**, Matz, R., \*Li, W., & Xu, C. (Manuscript in preparation). Teeing up the future: Unpacking audience engagement with Good Good Golf on YouTube. *Sport Management Review*.
8. **Qian, T.Y.**, Matz, R., \*Li, W., & Xu, C. (Manuscript in preparation). Make golf great again? Decoding social media reactions to DeChambeau and Trump's Break 50 video as a lens into cross-promotional marketing. *Journal of Sport Management*.

7. **Qian, T.Y.**, Gong, H., & Xu, C. (Manuscript in preparation). Enhancing insights into college football game day experience through text and image sentiment analysis: A natural language processing and computer vision approach. *Tourism Management*.
6. **Qian, T.Y.**, Yu, B., & Xu, C. (Manuscript in preparation). Breaking boundaries: Public perceptions of esports' debut as a medal sport in the Asian Games. *Sport Management Review*.
5. \*Li, W., **Qian, T.Y.**, Gong, H., & Xu, C. (Manuscript in preparation). When love story meets cruel summer: How the NFL leverages Taylor Swift and Travis Kelce's romance on Instagram. *Technological Forecasting and Social Change*.
4. \*Li, W., **Qian, T.Y.**, & Xu, C. (Manuscript in preparation). Exploring fan dynamics through large language models: Text mining of social media posts and comments on perceived competitive balance. *Sport Management Review*.
3. **Qian, T.Y.**, \*Li, W., & Xu, C. (Manuscript in preparation). Digital foul play: Decoding online hate speech and verbal abuse against student-athletes. *Internet Research*.
2. **Qian, T.Y.**, Li, W., & Xu, C. (Manuscript in preparation). Virtual venom: Exploring social media toxicity directed at professional esports players. *Computers in Human Behavior*.
1. **Qian, T. Y.**, Mastromartino, B., Gong, H., Martinez, J., Min, S. D., & Luo, L. (Manuscript in preparation). What are the drivers of willingness to pay for esports hotels? A combination of symmetrical and asymmetrical approaches. *International Journal of Hospitality Management*.

### Grant activities

26. Principal Investigator: **Tyreal Yizhou Qian**. 2024 Google Cloud Research Credits Program. Proposal request in the amount of \$5,000, \$5,000 Funded.
25. Principal Investigator: **Tyreal Yizhou Qian**. 2024-2025 SOK Faculty Research Grant Program. Proposal request in the amount of \$8,000, \$8,000 Funded.
24. Principal Investigator: **Tyreal Yizhou Qian**. CHSE Faculty Research Grant Program FY25. Proposal request in the amount of \$8,000, Not Funded.
23. Principal Investigator: **Tyreal Yizhou Qian**. 2024-2025 CHSE Faculty Travel Grant Program. Proposal request in the amount of \$2,000, \$2,000 Funded.
22. Principal Investigator: **Tyreal Yizhou Qian**. The ORED 2024 Summer Grant Writing Institute (grant writing workshop). Proposal request in the amount of \$1,200, \$1,200 Funded.
21. Principal Investigator: **Tyreal Yizhou Qian**. 2024 Janet B. Parks NASSM Research Grant. Proposal request in the amount of \$2,200, Not Funded.

20. Principal Investigator: **Tyreal Yizhou Qian**. 2024 NCAA Innovations in Research and Practice Grant. Proposal request in the amount of \$25,000, Not Funded.
19. Principal Investigator: **Tyreal Yizhou Qian**. Provost's Fund for Innovation in Research - Big Idea Research Grants FY24. Proposal request in the amount of \$25,000, Not Funded.
18. Principal Investigator: **Tyreal Yizhou Qian**. CHSE Faculty Research Grant Program FY24. Proposal request in the amount of \$8,000, \$8,000 Funded.
17. Principal Investigator: **Tyreal Yizhou Qian**. FY2024 SOK Scholarship First Research Grants. Proposal request in the amount of \$4,000, \$4,000 Funded.
16. Principal Investigator: **Tyreal Yizhou Qian**. 2023-2024 CHSE Faculty Travel Grant Program. Proposal request in the amount of \$1,500, \$1,500 Funded.
15. Principal Investigator: **Tyreal Yizhou Qian**. 2022 – 2023 CHSE Dean's Faculty Research & Travel Grant Program. Proposal request in the amount of \$1,500, \$1,500 Funded.
14. Principal Investigator: **Tyreal Yizhou Qian**. Faculty Travel Grants – Fall 2022. Proposal request in the amount of \$1,000, \$1,000 Funded.
13. Principal Investigator: **Tyreal Yizhou Qian**. 2022 Janet B. Parks NASSM Research Grant. Proposal request in the amount of \$1,200, Not Funded.
12. Principal Investigator: **Tyreal Yizhou Qian**. Faculty Travel Grants – Winter 2021. Proposal request in the amount of \$750, \$750 Funded.
11. Principal Investigator: **Tyreal Yizhou Qian**. 2021 – 2022 CHSE Dean's Faculty Research & Travel Grant Program. Proposal request in the amount of \$1,995, \$1995 Funded.
10. Principal Investigator: **Tyreal Yizhou Qian**. 2021 Janet B. Parks NASSM Research Grant. Proposal request in the amount of \$2,200, Not Funded.
9. Principal Investigator: **Tyreal Yizhou Qian**. 2020 SMA Research Grant. Proposal request in the amount of \$1,000, \$1,000 Funded (November 2020).
8. Principal Investigator: **Tyreal Yizhou Qian**. SEC Faculty Travel Grant. Proposal request in the amount of \$2,000, \$2,000 Funded (June 2020).
7. Principal Investigator: **Tyreal Yizhou Qian**. Open Access Author Fund. Proposal request in the amount of \$1,500, \$1,500 Funded (April 2020).
6. Principal Investigator: **Tyreal Yizhou Qian**. 2020 Janet B. Parks NASSM Research Grant. Proposal request in the amount of \$2,000, Not Funded.
5. Principal Investigator: **Tyreal Yizhou Qian**. 2019 – 2020 Faculty & Junior Faculty Travel Grant. Proposal request in the amount of \$750, \$750 Funded.

4. Principal Investigator: **Tyreal Yizhou Qian**. 2019 – 2020 CHSE Dean’s Faculty Research & Travel Grant Program. Proposal request in the amount of \$1,550, \$1550 Funded.
3. Principal Investigator: **Tyreal Yizhou Qian**. 2019 Graduate Education Advancement Board Fellowship. Proposal request in the amount of \$2,500, Not Funded.
2. Principal Investigator: **Tyreal Yizhou Qian**. Co-Principal Investigator: Dr. James J. Zhang. Dimensions of esports consumer motivation: Development of a scale. 2018 NASSM Doctoral Grant. Proposal request in the amount of \$1,200, \$1,200 Funded.
1. Principal Investigator: Dr. James J. Zhang. Co-Investigators: Dr. Bryan A. McCullick, Dr. Christopher D. Mojock, **Tyreal Yizhou Qian**, Euisoo Kim, Lauren M. Johnson, Dr. Patrick J. O’Connor, Dr. Thomas A. Baker III, Dr. Steven Salaga, Dr. Phillip D. Tomporowski, Dr. Paul Schempp, Dr. Rob Lynall, Brandon Mastromartino, Wen-hao Chou, & Andrew Kim. Advancing coaching effectiveness: Application for the 2018 ‘Elite Coach Training’ program. General Administration of Sport of China. Beijing, China. Total: \$149,175 (Direct Cost – \$124,312 and Indirect Cost – \$24,863).

#### **Published book chapters**

8. Kim, E., **Qian, T. Y.**, Johnson, L., & Zhang, J. J. (2021). Global issues and new ideas in sport management: Exploring the role of culture in the Ladies Professional Golf Association viewership. In Zhang, J. J., & Pitts, B. G. (Eds.), *International sport business management: Issues and new ideas* (pp. 124-142). New York: Routledge.
7. Kim, A., **Qian, T. Y.**, Lee, H. W., Mastromartino, B., & Zhang, J. J. (2020). Growth in sport media and the rise of new sport fandom. In Dun, R. A. (Eds.), *Multidisciplinary perspectives on media fandom* (pp. 150-171). Pennsylvania: IGI Global.
6. Kim, E., **Qian, T. Y.**, & Zhang, J. J. (2020). Strategic visionary management as enabler of commercial sport management. In R. L. de D’ Amico, K. Danylchuk, A. Goslin, & D. Kluka (Eds.), *Managing sport across borders* (pp. 41-63). Berlin, Germany: International Council on Sport Science and Physical Education.
5. Zhang, J. J., Pearson, D., **Qian, T. Y.**, & Kim, E. (2020). Globalized sport industry: Historical perspectives. In E. MacIntosh, G. Bravo, & M. Li (Eds.), *International sport management* (2<sup>nd</sup> ed.) (pp. 15-29). Champaign, IL: Human Kinetics.
4. **Qian, T. Y.**, & Zhang, J. J. (2019). A resource-based view of Bayi Fubang Rockets. In B. G. Pitts, & J. J. Zhang (Eds.), *Bridging the gap in sport management globally* (pp. 151-168). London, UK: Routledge.
3. Yang, T., Yi, C., Zhang, K., Cui, L., & **Qian, T. Y.** (2019). Stakeholder relationships in the Chinese professional football league: A symbiosis theory approach. In B. G. Pitts, & J. J. Zhang (Eds.), *Bridging the gap in sport management globally* (pp. 194-209). London, UK: Routledge.
2. **Qian, T. Y.**, Liu, Q., & Zhang, J. J. (2017). Residents’ perceived impact of 12th

National Games on sport participation. In B. G. Pitts, & J. J. Zhang (Eds.), *Bridging the gap in sport management globally* (pp. 93-105). London, UK: Routledge.

1. Thomas, C., Baker, T. A., Byon, K. K., **Qian, T. Y.**, & Zhang, J. J. (2017). From federal baseball to American needle: An empirical examination of the treatment of professional sport leagues under antitrust law. In B. G. Pitts, & J. J. Zhang (Eds.), *Bridging the gap in sport management globally* (pp. 213-238). London, UK: Routledge.

### Conference presentations

50. **Qian, T. Y.**, Yu, B., \*Li, W., & Xu, C. (2025, January). Esports' debut as a medal event at the 2023 Asian Games: Exploring public perceptions with BERTopic and GPT-4 topic fine-tuning. Accepted (free communication) at the 58<sup>th</sup> Hawaii International Conference on System Sciences (HICSS), Big Island, HI.
49. \*Li, W. & **Qian, T. Y.** (2024, November). From the field to the heart: Taylor Swift, Travis Kelce, and the NFL brand alchemy. Presented (free communication; Outstanding Student Paper Award) at the 2024 Sport Marketing Association (SMA) Conference, St. Louis, MO.
48. Mao, L. L., **Qian, T. Y.**, & Xu, C. (2024, October). Technology, authenticity, and fans' sentiment: A case study of the automated ball-strike system. Sports Technology and Innovation Symposium (host by Lemelson Center for the Study of Invention and Innovation, National Museum of American History, Smithsonian Institution), Washington, DC.
47. **Qian, T. Y.**, \*Li, W., Seifried, C., & Xu, C. (2024, May). Decoding college football experience: An aspect-based sentiment analysis leveraging fine-tuned GPT-3.5 and RoBERTa models. Presented (free communication) at North American Society for Sport Management (NASSM) Conference, Minneapolis, MN.
46. \*Li, W., **Qian, T. Y.**, Mastromartino, B., Chepyator-Thomson, R., & Zhang, J. J. (2024, May). Navigating competitive imbalance: Utilizing GPT-3.5 to explore Chinese Basketball Association fan engagement on Weibo. Presented (free communication) at North American Society for Sport Management (NASSM) Conference, Minneapolis, MN.
45. Matz, R., **Qian, T. Y.**, & Barnhill, C. (2024, March). Evaluating symmetry and asymmetry: A PLS-SEM and fsQCA investigation into spectator demand components at the Simmons Bank Open. Presented (free communication) at the Association of Marketing Theory and Practice (AMTP) Conference, Hiltonhead, SC.
44. Enriquez, J. P. & **Qian, T. Y.** (2024, February) Bridging elite sports events and public health: Leveraging the Olympic Games and the FIFA World Cup for community well-being. Presented (free communication) at the 2024 Applied Sport Management Association Conference, Knoxville, TN.
43. **Qian, T. Y.**, Yu, B., Seifried, C., Martinez, J., Matz, R., & Luo, L. (2024, January). A hybrid SEM-fsQCA approach to examine spectators' online toxicity in professional

- team esports. Presented (free communication) at the 57<sup>th</sup> Hawaii International Conference on System Sciences (HICSS), Honolulu, HI.
42. **Qian, T. Y.**, Martinez, J., Mastromartino, B., & Luo, L. (2023, October). What are the drivers of willingness to pay for esports hotels customers? A combination of symmetrical and asymmetrical approaches. Presented (poster) at the 2022 Sport Marketing Association (SMA) Conference, St. Petersburg, FL.
  41. Johnson, L., Bo, H. H., **Qian, T. Y.**, Mastromartino, B., McCullick, B., Chepyator-Thomson, J. R., Su, Y., Kim, E., Zhang, J. J. (2023, May). Consumer demand for core product features of professional women's basketball events. Presented (free communication) at North American Society for Sport Management (NASSM) Conference, Montreal, Canada.
  40. **Qian, T. Y.** & Mastromartino, B. (2023, April). What are the drivers of satisfaction and loyalty in amateur surfing events? A combination of symmetrical and asymmetrical approaches. Presented (poster) at The Stokes Sessions: An International Conference on the Culture, History, and Politics of Surfing and Skateboarding, San Diego, CA.
  39. **Qian, T. Y.**, Sonkeng, K., & Matz, R. (2023, February). Apples to oranges: How to make sense of esports online spectatorship. Presented (free communication) at the 2023 Commission on Sport Management Accreditation (COSMA) Conference, Tampa, FL.
  38. **Qian, T. Y.**, Matz, R., Luo, L., & Xu, C. (2022, October). Gamification new frontier: Value creation and engagement in esports live streaming. Presented (free communication) at the 2022 Sport Marketing Association (SMA) Conference, Charlotte, NC.
  37. **Qian, T. Y.**, Sonkeng, K., & Luo, L. (2022, June). Exploring the dark side of esports online spectatorship: The mediating role of passion and the moderating role of collective narcissism. Presented (poster) at North American Society for Sport Management (NASSM) Conference, Atlanta, GA.
  36. Zhang, M., **Qian, T. Y.**, & Zhang, J. J. (2022, June). Identifying constraints associated with spectator attendance of CTTSL game events. Presented (poster) at North American Society for Sport Management (NASSM) Conference, Atlanta, GA.
  35. **Qian, T. Y.**, Martinez, J., & Matz, R. (2022, March). Gamification usage and platform loyalty in esports livestreams: An analysis of unobserved heterogeneity with FIMIX-PLS and IPMA. Presented (free communication) at the Association of Marketing Theory and Practice (AMTP) Conference, Sandestin, FL.
  34. **Qian, T. Y.**, Luo, L., & Rich, G. (2021, October). Toward a better understanding of core and peripheral market demand for women's sporting events: An importance-performance map analysis approach. Presented (poster) at the Sport Marketing Association (SMA) Conference, Las Vegas, NV.
  33. Rich, G, **Qian, T. Y.**, & Luo, L. (2021, October). Examining the relationship among market demand, event identification, and behavioral intentions at the Shanghai



- Masters. Presented (free communication) at the Sport Marketing Association (SMA) Conference, Las Vegas, NV.
32. **Qian, T. Y.** (2020, October). Gamify esports viewing experience: A study of Twitch and DouyuTV. Presented (poster) at the Esports Conference (ESC), Irvine, CA.
  31. **Qian, T. Y.**, Su, Y., Hulland, J., & Seifried, C. (2020, May). Understanding viewers' interactivity and intentions to watch Thursday Night Football on Twitch: The mediating roles of co-creation experience and involvement. Presented (free communication) at North American Society for Sport Management (NASSM) Conference, San Diego, CA.
  30. Watanabe, Y., **Qian, T. Y.**, Wang, J. J., Pifer, N. D., & Zhang, J. J. (2020, May). Sport spectatorship and population health: A case of Japanese professional golf tournament. Presented (free communication) at North American Society for Sport Management (NASSM) Conference, San Diego, CA.
  29. Kim, E., **Qian, T. Y.**, & Zhang, J. J. (2020, February). Strategic visionary management as enabler of commercial sport management. Presented (free communication) at the 8th Annual Global Sport Business Association (GSBA) Conference, Fort Lauderdale, FL.
  28. **Qian, T. Y.**, & Zhang, J. J. (2019, November). A motivational model of esports consumption: A self-determination theory approach. Presented (free communication) at the Sport Marketing Association (SMA) Conference, Chicago, IL.
  27. **Qian, T. Y.**, & Zhang, J. J. (2019, October). Esports online viewership: The influence of push and pull factors. Presented (free communication) at the Esports Conference (ESC), Irvine, CA.
  26. Watanabe, Y., **Qian, T. Y.**, Zhang, J. J., & Matsumoto, K. (2019, October). Impact of servicescape on behavioral responses at Japanese professional baseball events. Presented (free communication) at the 3<sup>rd</sup> World Association for Sport Management (WASM) Conference, Santiago de Chile.
  25. **Qian, T. Y.**, & Zhang, J. J. (2019, May). Beyond the game: Dimensions of esports online spectator demand. Presented (free communication) at the North American Society for Sport Management (NASSM) Conference, New Orleans, LA.
  24. **Qian, T. Y.**, & Zhang, J. J. (2019, March). Understanding and measuring esports online spectator motivation: Development of a scale. Presented (free communication) at the Association of Marketing Theory and Practice (AMTP) Conference, Mt. Pleasant, SC.
  23. Zhang, J. J., Wang, J. J., & **Qian, T. Y.** (2019, March). Sport systems in the U.S.: A situational analysis. Presented (keynote) at the Sport Management Distinguished Lecture Series of Beijing University of Sport, Beijing, China.
  22. Johnson, L. M., Chou, W. W., Mastromartino, B., **Qian, T. Y.**, Kim, E., & Zhang, J. J. (2019, February). Consumer behavior and globalization studies at the ICSM. Presented (poster) at the College of Education Research Conference. Athens,

- GA.
21. Mastromartino, B., Chou, W. W., **Qian, T. Y.**, Johnson, L. M., Kim, E., & Zhang, J. J. (2019, February). Research activities in sport management and policy. Presented (poster) at the College of Education Research Conference. Athens, GA.
  20. Zhang, J. J., **Qian, T. Y.**, Mastromartino, B., Chou, W. W., Kim, E. S., & Johnson, L. M. (2018, December). Sports, urban development, and urban revitalization. Presented (keynote speech) at the World Taekwondo Association Conference, Wuxi, China.
  19. **Qian, T. Y.**, & Zhang, J. J. (2018, October). Identifying and conceptualizing push and pull factors associated with esports spectatorship: A qualitative inquiry. Presented (free communication) at the Sport Marketing Association (SMA) Conference, Frisco, TX.
  18. **Qian, T. Y.**, & Zhang, J. J. (2018, June). Understanding and measuring esports spectator motivations: Preliminary development of a conceptual framework. Presented (free communication) at the North American Society for Sport Management (NASSM) Conference, Halifax, Canada.
  17. Kim, E., **Qian, T. Y.**, & Zhang, J. J. (2018, June). Ethnicity mismatch and the role of diversity promotion: The effect of perceived image on LPGA consumption intentions. Presented (poster) at the North American Society for Sport Management (NASSM) Conference, Halifax, Canada.
  16. **Qian, T. Y.**, & Zhang, J. J. (2018, June). Effective Approaches for Integrating Interactive Technologies into Sport Management Classrooms. Presented (teaching and learning fair) at the North American Society for Sport Management (NASSM) Conference, Halifax, Canada.
  15. Chou, W. W., **Qian, T. Y.**, & Zhang, J. J. (2018, June). Does it look good on goods? The role of aesthetics in purchase intention of the NBA jersey with sponsor logo. Presented (poster) at the North American Society for Sport Management (NASSM) Conference, Halifax, Canada.
  14. Chou, W. W., **Qian, T. Y.**, & Zhang, J. J. (2018, June). How to create a congruence image for a sponsorship lacking natural fit with a sport property? An empirical inquiry of Kumho as an NBA sponsor. Presented (poster) at the North American Society for Sport Management (NASSM) Conference, Halifax, Canada.
  13. Chou, W. W., **Qian, T. Y.**, & Zhang, J. J. (2018, June). How mocking press conference could be an effective teaching activity in a sport media class. Presented (teaching and learning fair) at the North American Society for Sport Management (NASSM) Conference, Halifax, Canada.
  12. **Qian, T. Y.**, Springer, D., Williams, L., Ku, S. H., & Weinz, M. (2018, April). A panel discussion on questions about the life of a doctoral student in a modern R1 institution (panel discussion) at the Southern Sport Management Doctoral Student Symposium, Columbia, SC.
  11. Zhang, J. J., Wang, J. J., & **Qian, T. Y.** (2018, January). Professional sports in the U.S.: A SWOT analysis. Presented (keynote) at the Sport Management Distinguished

Lecture Series of Guangzhou University of Sport, Guangzhou, China.

10. Zhang, J. J., Wang, J. J., & **Qian, T. Y.** (2018, January). Structure and management of professional sports in the U.S.: Implications for China's sport industry. Presented (lecture) at the Sport Business Forum of Huaqiao University, Quanzhou, China.
9. **Qian, T. Y.**, Zhang, J. J., & Pitts, B. G. (2017, June). The ups and downs of Bayi Fubang Rockets: A resource-based view. Presented (poster) at World Association for Sport Management (WASM) Conference, Kaunas, Lithuania.
8. Zhang, J. J., Wang, J. J., **Qian, T. Y.**, Pitts, B. G. (2017, June). Research design, measurement, and statistical considerations in sport management research. Presented (poster) at World Association for Sport Management (WASM) Conference, Kaunas, Lithuania.
7. Pitts, B. G., Valantine, I., **Qian, T. Y.**, Wang, J. J., Zhang, J. J. (2017, June). Analyzing the presentations in the first two WASM conferences: Implications for the association. Presented (free communication) at World Association for Sport Management (WASM) Conference, Kaunas, Lithuania.
6. **Qian, T. Y.**, & Zhang, J. J. (2017, June). Utilizing the motivation, opportunity, and ability theory to study Esports consumer behavior: Development of research framework. Presented (poster) at the North American Society for Sport Management (NASSM) Conference, Denver, Co.
5. Gong, B., **Qian, T. Y.**, Wang, J. J., Chou, W. W., Kim, E., & Zhang, J. J. (2016, October). When the future of Chinese soccer is at stake: Chinese youth's attention, involvement and satisfaction. Presented (free communication) at International Conference on Sport History and Culture. Shanghai, China.
4. **Qian, T. Y.**, & Zhang, J. J. (2016, June). Incorporating cross-culture elements into sport ethics course instruction. Presented (teaching and learning fair) at the 2016 NASSM, Orlando, FL.
3. Gong, P. B., Pifer, N. D., Wang, J. J., Kim, M., Kim, M. K., **Qian, T. Y.**, & Zhang, J. J. (2016, March). What is wrong with Chinese soccer? Consumers' Attention, Involvement, and Satisfaction. Presented (free communication) at the 2016 Association of Marketing Theory and Practice (AMTP) Conference, St. Simons Island, GA.
2. **Qian, T. Y.**, Liu, Q., & Zhang, J. J. (2014, October). Residents' perceived impacts of the 12th Chinese National Games on sport participation. Presented (poster) at the World Association for Sport Management (WASM) Conference, Madrid, Spain.
1. **Qian, T. Y.**, Liu, Q., & Zhang, J. J. (2014, February). The 12<sup>th</sup> National Games of The People's Republic of China and Its Participation Legacy. Presented (poster) at the University of Georgia Sport Business Symposium, Athens, GA.

### Other writings

2. Why the LDL Shouldn't Become the Esports Equivalent of the NCAA (2021).  
<https://archive.esportsobserver.com/opinion-ldl-not-ncaa/>
1. Everything about China's Esports and Innovation (2021).  
<https://pandaily.com/author/yizhou-qian/>

## **MENTORSHIP & TEACHING**

Number of Graduate Committee Served (as Chair & Member): 130

### **Ph.D. committees**

Name	Grad Term	Qian's Role	Milestones/Progress
Weizhe (Willie) Li	2027	Chair	Second-Year PhD
Jeff White	2024	Member	Assistant Professor at Briar Cliff University
Euisoo Kim	2021	Member	Assistant Professor at East Carolina University
Lauren Johnson	2021	Member	Assistant Professor at New Jersey City University

### **Louisiana State University**

Course title	Semester	Enrollment	Evaluation
KIN 4517 Sports Administration	Fall 2024		
KIN 4518 Governance & Policy in Sport	Fall 2024		
KIN 4501 Esports	Summer 2024	20	5.0
KIN 4517 Sports Administration	Summer 2024	36	5.0
KIN 4518 Governance & Policy in Sport	Online 2024	45	4.8
KIN 4517 Sports Administration	Spring 2024	43	4.6
KIN 7518 Social Issues in Sport	Spring 2024	33	4.8
KIN 4517 Sports Administration	Fall 2023	40	4.7
KIN 4518 Governance & Policy in Sport	Fall 2023	132	4.7
KIN 4518 Governance & Policy in Sport	Online 2023	43	4.9
KIN 4501 Esports	Summer 2023	20	5.0
KIN 4517 Sports Administration	Summer 2023	30	4.9

KIN 4518 Governance & Policy in Sport	Online 2023	22	4.0
KIN 4517 Sports Administration	Spring 2023	43	4.8
KIN 7518 Social Issues in Sport	Spring 2023	32	4.6
KIN 4517 Sports Administration	Fall 2022	31	4.6
KIN 4518 Governance & Policy in Sport	Fall 2022	120	4.5
KIN 4501 Esports	Summer 2022	26	4.8
KIN 4517 Sports Administration	Summer 2022	27	5.0
HNRS 3500 Honor Thesis	Summer 2022	1	N/A
KIN 4518 Governance & Policy in Sport	Online 2022	44	4.9
KIN 4501 Esports	Online 2022	26	4.8
KIN 4517 Sports Administration	Spring 2022	44	4.5
KIN 7518 Social Issues in Sport	Spring 2022	18	4.7
KIN 4900 Independent Study	Spring 2022	1	N/A
KIN 4517 Sports Administration	Fall 2021	34	5.0
KIN 4518 Governance & Policy in Sport	Fall 2021	122	4.6
KIN 4501 Esports	Summer 2021	8	4.3
KIN 4517 Sports Administration	Summer 2021	15	4.8
KIN 2530 Sport in Society	Online 2021	12	5.0
KIN 4518 Governance & Policy in Sport	Online 2021	12	4.5
KIN 4517 Sports Administration	Spring 2021	39	4.8
KIN 7518 Social Issues in Sport	Spring 2021	21	4.7
KIN 4517 Sports Administration	Fall 2020	31	4.9
KIN 4518 Governance & Policy in Sport	Fall 2020	108	4.5
KIN 4517 Sports Administration	Summer 2020	30	4.8
KIN 4501 Esports	Summer 2020	15	5.0
KIN 4518 Governance & Policy in Sport	Spring 2020	50	4.5
KIN 7518 Social Issues in Sport	Spring 2020	18	4.7

KIN 4900 Independent Study	Fall 2019	2	N/A
KIN 7511 Administrative Problems in Kinesiology	Fall 2019	10	4.3

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Rating is based on a 5-point scale; higher values indicate more positive responses

### University of Georgia

Course title	Semester	Enrollment	Evaluation
KINS 5450 Sport Management Internship	Spring 2019	N/A	N/A
KINS 4810 Sport Marketing	Spring 2018	66	4.4
KINS 3303 Sport Management Practicum	Spring 2018	41	4.7
KINS 4810 Sport Marketing	Fall 2017	63	4.2
KINS 3303 Sport Management Practicum	Fall 2017	38	4.5
KINS 3415 Philosophy and Ethics in Sport	Spring 2017	44	4.2
KINS 3415 Philosophy and Ethics in Sport	Fall 2016	59	4.2
KINS 3415 Philosophy and Ethics in Sport	Spring 2016	44	4.4
KINS 3415 Philosophy and Ethics in Sport	Fall 2015	41	4.1

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Rating is based on a 5-point scale; higher values indicate more positive responses

## **SERVICE**

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### Editorial board member

3. Communication & Sport (2024–present)
2. International Journal of Sports Marketing and Sponsorship (2021–present)
1. Journal of Electronic Gaming and Esports (2021–present)

### Ad hoc reviewer

18. Journal of Leisure Research (2024)
17. Journal of Business Research (2024)
16. International Journal of Sport Communication (2023)

15. The North American Society for Sport Management (NASSM) conference (2023)
14. International Journal of Human-Computer Interaction (2023)
13. Telematics and Informatics (2022)
12. Sport Marketing Quarterly (2022, 2023, 2024)
11. Sport Management Review (2022, 2023, 2024)
10. The Hawaii International Conference on System Sciences (2022)
9. Sustainability (2021)
8. International Journal of Information Management (2021)
7. Managing Sport and Leisure (2021)
6. Journal of Sport Behavior (2020)
5. Communication & Sport (2020, 2021, 2022, 2023, 2024)
4. European Sport Management Quarterly (2020, 2021, 2023, 2024)
3. Measurement in Physical Education and Exercise Science (2019)
2. International Journal of Sports Marketing and Sponsorship (2016, 2017, 2019, 2020, 2021, 2022, 2023, 2024)
1. The World Association for Sport Management (WASM) conference (2018, 2022)

### **Professional service activities**

8. Invited talk (Leveraging generative AI for sport management research and teaching), University of South Carolina (December 2, 2024)
7. Invited talk (Applied AI and NLP for sport management research), Texas A&M University (November 22, 2024)
6. Invited lecture (Sport marketing: Social media dynamics), University of Georgia (November 18, 2024)
5. Invited lecture (Sport administration doctoral seminar: Survey development), University of Louisville (March 28, 2022)
4. Invited lecture (Virtual lecture title: Beyond the game: Contemporary issues in esports), Johannes Gutenberg-University, Mainz, Germany (August 18, 2020)
3. Conference program manager, the 2018 World Association for Sport Management (WASM) Conference, Kaunas, Lithuania

2. Invited lecture (Lecture title: sports sponsorship), Georgia State University International Olympic Performance Training and Sport Administration Program, Atlanta, GA (October 9, 2018)
1. Case study competition judge (Topic: AT&T esports sponsorship), The Aspire Group Case Study Bowl at 2018 Sport Marketing Association Conference, Frisco, Texas (October 25, 2018)

#### **Service activities at Louisiana State University**

5. Committee member, Discovery & Research committee (2023)
4. Open Rank in Sport Management (2023)
3. Esports Search Committee (2022)
2. Committee member, Internationalization Advisory (2021 – present)
1. Student organization adviser, LSU Badminton Club (2020 – present)

#### **Service activities at the University of Georgia**

10. Guest speaker, KINS 6810 – Sport Marketing (Lecture Title: Marketing esports: Opportunities and challenges) (March 25, 2019)
9. Guest speaker, KINS 4520 – Sport Finance (Lecture Title: Esports: professionalization, commercialization, and sportification) (March 6, 2019)
8. Undergraduate Internship Coordinator (Spring 2019)
7. Guest speaker, KINS 3415 – Philosophy and Ethics in Sport (Lecture title: Esports: what do we know about it) (September 5, 2018)
6. Guest speaker, LLED 7769, International Graduate Assistant Internship Program (August 15, 2017; August 14, 2018)
5. Guest speaker, KINS 4830 – Sport Policy and Governance (Lecture title: Sport development and policy in China) (March 20, 2018)
4. Undergraduate practicum coordinator (Fall 2017, Spring 2018)
3. Department of Kinesiology Graduate Student Advisory Committee Member (2018 – 2019)
2. Guest lecture coordinator, International Center for Sport Management (ICSM), University of Georgia (2017 – 2019)
1. Guest speaker, KINS 8990 – Kinesiology Research Seminar (August 25, 2017)



## **AWARDS & HONORS**

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6. Weizhe (Willie) Li (PhD student). SMA Outstanding Student Paper Award (2024). St. Louis, MO
5. NASSM Student Research Competition finalist (\$250). (2019). New Orleans, LA
4. 2018 Outstanding Teaching Award (OTA). (2018). University of Georgia
3. Student Presentation Competition winner. (2018). Southern Sport Management Doctoral Student Symposium, Columbia, SC.
2. Poster Presentation Competition runner-up (\$50). (2016). Global Education Forum, Athens, GA
1. Outstanding Visiting Scholarship Award. (2014). University of Georgia

## **RELATED WORK EXPERIENCE**

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2. Camp Coordinator – Chinese National Swimming Team Training Camp at the University of California San Diego, San Diego, California. (June – August 2018)
  - Facilitated training sessions and cultural exchange programs
  - Provided technical and logistical assistance for Team China and Team Elite
1. Event Consultant – Organizing Committee of the 12th National Games of China, Shenyang, China. (January – August 2013).
  - Provided consulting services for the Department of Mass Sports
  - Conducted research on the effectiveness of the 12<sup>th</sup> National Games of China on mass sport participation

## **MEMBERSHIPS & CERTIFICATIONS**

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4. Esports Research Network – Member 2019–Present
3. North American Society for Sport Management – Member 2016–Present
2. World Association for Sport Management – Member 2016–Present
1. Sport Marketing Association – Member 2018–Present