

Ye Lei (She/Her/Hers)

Department of Sport Management, University of Florida
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EDUCATION

Ph.D. in Sport Management (GPA: 4.0/4.0), University of Florida, Gainesville, FL	Aug 2022 – Present
M.S. in Sport Administration (GPA: 3.9/4.0), University of Miami, Coral Gables, FL	May 2020
B.S. in Sport Economics and Management (GPA: 3.7/4.0), Beijing Sport University, Beijing, China	July 2018

ACADEMIC APPOINTMENTS

Graduate Assistant, Department of Sport Management, University of Florida	Aug. 2022 – Present
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RESEARCH INTERESTS

Sport Marketing, Sport Sponsorship, Consumer Behavior

HONORS & AWARDS

International Student Achievement Award, University of Florida	2024
Summer Institute in Computational Social Science (SICSS) Fellow	2024
Grinter Fellowship, University of Florida	2022 – 2023
Award of Academic Merit Sport Administration Major, University of Miami	2020
Academic Year Merit Student, Beijing Sport University	2016 – 2017
Academic Year Merit Student & Scholarship, Beijing Sport University	2014 – 2015

REFEREED SCHOLARLY PUBLICATIONS

Published

- Chang, Y., **Lei, Y.**, & Mansfield, A. (2024). NFL fandom and unhealthy eating behavior: Exploring the role of introspective focus from a functionalist perspective of emotions. *Sport Management Review*, 27(2), 213-233. [IF = 6.58]
- Lee, I., Chang, Y., **Lei, Y.**, & Yoo, T. (2024). Adolescent health and dark personalities: The role of socioeconomic status, sports, and cyber experiences. *International Journal of Environmental Research and Public Health*, 21, 987. [H Index = 173]

In Progress

- Yun, L., Francis, J., Garrison, K., Kim, J., Lee, T., **Lei, Y.**, Santana, W. F., Uzun, B., & Cunningham, G. B. (In Press). Theory in sport management. In D. P. Andrew & P. M. Pedersen (Eds.), *Research Methods and Design in Sport Management*. Human Kinetics. IL.
- Lei, Y.**, & Chang, Y., & Connaughton, D. (Nearing Submission). Moderated sequential mediation: Background color impact on sponsorship effectiveness in spectatorship sport. (Target Journal: *International Journal of Sports Marketing and Sponsorship*)
- Lei, Y.**, & Chang, Y., & Connaughton, D. (Manuscript Development). Shaping success: How background shape influences sponsorship effectiveness. (Target Journal: *Sport Marketing Quarterly*)
- Lei, Y.**, & Shin, J., & Ko, Y. J. (Data Analysis). Understanding the difference in consumer responses toward WNBA and NBA on social media: A Computational Approach.
- Lei, Y.**, Connaughton, D. P., & Ko, Y. J. (Research Design). Women's empowerment in sport sponsorship: examining the impact of thematic congruence on consumer responses.
- Garrison, K. M., **Lei, Y.**, Chang, Y., & Cunningham, G. B. (Nearing submission). Gender differences in Motives to attend sport events: A Meta-analysis.
- Lee, T., **Lei, Y.**, & Connaughton, D. P. (Idea Development). When color feels distant: Psychological distance, color symbolism, and fan response to sponsorship.
- Yun, L., Kim, J., **Lei, Y.**, Yang, Y., & Ko, Y. J. (Research Design). Does mascot storytelling make a difference in promoting CSR programs? Anthropomorphism perspective. (Target Journal: *Sport Management Review*)

INTERNATIONAL CONFERENCE PRESENTATIONS

- Lei, Y.**, Shin, J., Ko, Y. J. (May 2025) Understanding the difference in consumer responses toward WNBA and NBA: A Computational Approach. 2025 NASSM, San Diego, CA.
- Lei, Y.**, Lee, T. H., Mejia, J. M., Gephardt, W. S., Chang, Y., & Cunningham, G. B. (November 2024). The effects of two facets of pride on dietary preference in spectator sport. 2024 Sport Marketing Association Conference (SMA), St. Louis, MO.
- Lei, Y.**, Garrison, M. K., Pekar, K. M., Boas, J. D., Chang, Y., & Cunningham, G. B. (November 2024). Understanding food consumption behavior among LGBTQ+ sport spectators: A social status perspective of dominance motivation. 2024 Sport Marketing Association Conference (SMA), St. Louis, MO.
- Lei, Y.**, & Chang, Y. (June 2024). Moderated Sequential Mediation: Background Color and Shape Impact on Sponsorship Effectiveness in spectatorship sports, linking Arousal, Dominance, and Game Process. 2024 NASSM, Minneapolis, MN.

- Lei, Y., & Chang, Y.** (June 2024). Impact of Athlete-endorsed Context Effects on Indulgent Food and Healthy Dietary Choices in Sport Sponsorship. 2024 NASSM, Minneapolis, MN.
- Lei, Y., & Chang, Y.** (June 2023). Effects of background color and shape on sponsorship effectiveness: Emotional coping-based affective fluency approach. 2023 NASSM, Montreal, Canada.
- Lei, Y., & Chang, Y.** (June 2023). Being a fan of NFL teams is making you fat, but introspection focus on feelings of hope can remedy. 2023 NASSM, Montreal, Canada.

GRANTS & CONSULTING PROJECTS

- Lei, Y.** (PI) & Connaughton, D. P. (Co-PI) (2024). *Women's empowerment in sport sponsorship: examining the impact of thematic congruence on consumer responses*. SPM Doctoral Research Grant, FL, USA (\$500, Awarded)
- Lei, Y.,** (PI) Yun, L., (Co-PI) & Nam, G. J. (Co-PI) (2024). *Exploring women's and men's basketball players' brand partnership on social media: Social network and text analysis approach*. Summer Institute in Computational Social Science (SICSS) Florida, FL, USA (\$500; Submitted)
- Yun, L. (PI) & **Lei, Y.** (Co-PI) (2024). *Exploring the mechanisms eliciting consumers' positive engagement on CSR activities: Focusing on effective CSR framing strategy on social media*. Summer Institute in Computational Social Science (SICSS) Florida, FL, USA (\$500; Submitted)
- Chang, Y. (PI), Lee, I. (Co-PI), **Lei, Y.,** (Co-I), & Yoo, T. (Co-I) (2023-2024). *Wylie character programs and psychophysiological outcomes: The spectator sports solution for economically disadvantaged adolescents*. Texas Wylie Independent School District (Wylie ISD), TX, USA (\$150,000; Awarded)
- Chang, Y. (PI), **Lei, Y.** (Co-I), & Yoo, T. (Co-I) (2023). *Health and well-being of LGBTQ athletes: An executive function training approach*. The Olympic Studies Centre, Lausanne, Switzerland (\$33,656) (Not funded)
- Chang, Y. (PI), **Lei, Y.** (Co-I), Lee, T., (Co-I), & Yoo, T. (Co-I) (2022). *Development of interventions programs to facilitate effective emotional coping and healthy eating behavior via virtual reality sports consumption*. The Spencer Foundation, Chicago, IL, USA (\$49,935) (Not funded)

INVITED PRESENTATIONS & LECTURES

- Lei, Y.** & Connaughton, D. (2025, March, poster presentation). Understanding the difference in social users' responses toward WNBA and NBA. 2025 UF College of HHP Stanley Research Day, Gainesville, FL.
- Lei, Y.** (2024, November). What is Data Visualization and How to Use Tableau? Presented to students, *SPM 4703 Sport Marketing Analytics*, University of Florida.
- Lei, Y.**, Yun, L., Nam, J., Shin, J., Ko, Y. J. & Connaughton, D. (2024, October, poster presentation). Are Superstar Players Popular Among Brand Owners? A Structural Topic Modeling and Social Network Analysis Approach. 2024 UF College of HHP AI Research Day, Gainesville, FL.
- Kim, J., Yun, L., **Lei, Y.,** Lee, T. H., & Ko, Y. J. (2024, October, poster presentation). Consumer Emotional Responses to Nike's 'What Are Girls Made Of Campaign: A Sentiment Analysis of YouTube Comments on Sportswear Brand. 2024 UF College of HHP AI Research Day, Gainesville, FL.
- Lei, Y.** (2024, April). Comprehensive guidance on various data analysis techniques in R studio. Presented to students, University of Florida.
- Lei, Y.** & Chang, Y. (2024, March). Moderated Sequential Mediation: Background Color and Shape Impact on Sponsorship Effectiveness. 2024 UF College of HHP Stanley Research Day, Gainesville, FL.
- Lei, Y.** (2024, February). Sport event management. Presented to students, *Management of Sport and Physical Activity Organization*, Augusta University.
- Lei, Y.** (2023, March). Effects of background color and shape on sponsorship effectiveness: Emotional coping-based affective fluency approach. Presented to students, *SPM 3306 & SPM 5309*, University of Florida.

TEACHING EXPERIENCE

Sports, Social Media, & Advanced Data (SPM 4711), Instructor , University of Florida (20 Students)	2025 Spring
Sport Marketing (SPM 3306), Instructor , University of Florida (45 Students)	2024 Fall
Revenue Generation in Sport (SPM 4510), Instructor , University of Florida (70 Students)	2024 Spring
Revenue Generation in Sport (SPM 4510), Instructor , University of Florida (71 Students)	2023 Fall
Sport Marketing (SPM 3306), Teaching Assistant , University of Florida (45 Students)	2023 Spring
Contemporary Issues in Sport Media, Teaching Assistant , University of Miami (35 Students)	2019 Fall

MENTORING

Research Team Leader, Department of Sport Management, University of Florida	2024
<ul style="list-style-type: none"> o Led student research team on three research projects. o Advised undergraduate students on data analysis, literature review, and research assignments. 	
Student Athlete Mentor, IMG Academy	2020 – 2021
<ul style="list-style-type: none"> o Developed and coordinated recreational, educational, and cultural programs for over 900 student-athletes. 	

COMMUNITY SERVICE

Climate and Engagement Committee, Department of Sport Management, University of Florida	2023 – Present
Faculty Search Committee, Department of Sport Management, University of Florida	2024 Fall
Faculty Search Committee, Department of Sport Management, University of Florida	2024 Spring
Research Communication Assistant, Department of Sport Management, University of Florida	2023 Spring

SKILLS

R Studio, Python, SPSS, M Plus, Tableau

INDUSTRY EXPERIENCE

Game Management & Operations Intern , Florida International University Athletics	2020
○ Facilitated with game management activities. Visiting team and game officials' liaison.	
Hospitality Volunteer , Soccerex USA	2019
○ Assisted registration and supported greeting attendees.	
Event operations Assistant , Relevent Sports Group (Shanghai)	2019
○ Managed vendor & purchase payment, operated event credential system, supported security and local authorities on venue operations, created weekly schedules, as well as developed staff training.	
Media Staff , Miami Open	2019
○ Enhanced press conferences and mixed zone interviews, ensuring journalists interviewed with players smoothly.	
Team Manager , Women's Swimming Team, University of Miami	2018 – 2019
○ Advocated the management of all home meets, provided 16 data tracking and performance analysis reports for the coaching staff, and arranged the organization of team travel and recruitment.	
Hospitality Intern , Hurricane Club, University of Miami	2018 – 2019
○ Guided the execution of Hurricane club game day hospitality, and helped with hospitality at indoor events	
Usher , Homestead-Miami Speedway	2018
○ Facilitated gameday hospitality for guests	
Marketing and Partnership Intern , Major League Baseball China	2018
○ Supported 20 partnership programs and marketing activation plans, generated over hundreds social media campaigns.	
Office Intern , Chinese Athletic Association	2017
○ Collaborated with general offices in human resources, dossiers, and administrative affairs	
Event Operations Volunteer , Reignwood LPGA Classic	2016
○ Assisted game days operations and post-game ceremony	
Account Executive , Beijing Priceless Consulting Co., Ltd.	2015 – 2016
○ Developed promotion for multiple baseball events, conducted news monitoring.	
Official Scorekeeper , MLB Baseball & Softball Universities of Beijing Championship	2015
○ In charge of official scorekeeping for the tournament	
Manager , Baseball & Softball Association, Beijing Sport University	2014 – 2018
○ Managed the baseball team by arranging matches, training, regular meetings, and traveling, organized baseball events and softball activities for the university students.	