

Ye Lei (She/Her/Hers)

Department of Sport Management, University of Florida
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EDUCATION

Ph.D. in Sport Management, 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

Research Assistant, Department of Sport Management, University of Florida August 2022 – Present

RESEARCH INTERESTS

Sport Marketing, Sport Sponsorship, Consumer Behavior

HONORS & AWARDS

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

Lei, Y., & Chang, Y. (In Progress). Color, Shape, Emotions
Chang, Y., & Lei, Y. (In Progress). Eating Behavior, BMI, Hope

INTERNATIONAL CONFERENCE PRESENTATIONS

Lei, Y., & Chang, Y. (2023, June, In Review). Sponsorship Effectiveness. 2023 North American Society for Sport Management Conference (NASSM), Montreal, Canada.
Lei, Y., & Chang, Y. (2023, June, In Review). Population Health. 2023 North American Society for Sport Management Conference (NASSM), Montreal, Canada.

GRANTS & CONSULTING PROJECTS

Chang, Y. (PI), Lei, Y., (Co-I), Lee, T., (Co-I), & Yoo, W. (Co-I) (Nearing Submission). *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)

TEACHING & MENTORING

Student Athlete Mentor, IMG Academy 2020 – 2021
Contemporary Issues in Sport Media, University of Miami 2019

INDUSTRY EXPERIENCE

Game Management & Operations Intern, Florida International University Athletics 2020
Hospitality Volunteer, Soccerex USA 2019
Event operations Assistant, Relevent Sports Group (Shanghai) 2019
Media Staff, Miami Open 2019
Swimming Team Manager & Hurricane Club Hospitality Intern, University of Miami 2018 – 2019
Usher, Homestead-Miami Speedway 2018
Marketing and Partnership Intern, Major League Baseball China 2018
Office Intern, Chinese Athletic Association 2017
Event Operations Volunteer, Reignwood LPGA Classic 2016
Account Executive, Beijing Priceless Consulting Co., Ltd. 2015 – 2016
Official Scorekeeper, MLB Baseball & Softball Universities of Beijing Championship 2015
Manager of Baseball & Softball Association, Beijing Sport University 2014 – 2018