

Shu-Hao (Howard) Chang

Department of Sport Management, College of Health and Human Performance, University of Florida
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EDUCATION

University of Florida (UF), Gainesville, FL

Ph.D. in Sport Management (SPM), College of Health and Human Performance (HHP) August 2024 - Present

Committee: Dr. Yong Jae Ko (Chair), Dr. Jasamine Hill, Dr. Chris Janiszewski, Dr. JeeWon Cheong, Dr. Yao-Chin Wang

M.S. in Sport Management May 2024

Thesis: Sport fans' emotional journey in major league baseball: Natural language processing approach

University of Taipei (UT), Taipei, Taiwan

B.S. in Recreation and Sports Management (RSM), College of Kinesiology [Summa Cum Laude] January 2021

Thesis: Consumer preferences for sportswear among college students: Conjoint analysis approach

ACADEMIC APPOINTMENTS

Graduate Assistant, Department of Sport Management, University of Florida 2024 - Present

AWARDS

Perry & Noel McGriff Endowed Scholarship, University of Florida 2024 - 2025

Grinter Fellowship Award, University of Florida 2024 - 2025

Outstanding Graduate Student Study Abroad Award - Sport Management, Ministry of Education, Taiwan 2024

Outstanding International Student Achievement Award, University of Florida 2023, 2024

College of HHP Student Poster Competition - Runner-up of the Sport Management Division, University of Florida 2024

National Collegiate Sports Analytics Championship - 4th Place of the Graduate Division Virtual, Baylor University 2023

Excellence Graduate Award, Taipei City Government, Taiwan 2021

University Presidential Scholarship, University of Taipei 2018 - 2021

RESEARCH INTERESTS

Sport Consumer Behavior

Generative AI

My research focuses on sport business analytics and technology-driven innovation within the sport industry. I am particularly interested in understanding (1) sport consumer behavior and (2) the integration of generative AI into sport. My first line of research centers on fan behavior and psychology, with a specific focus on social media engagement, branding, and virtual reality spectatorship. I employ a range of quantitative and computational methods (e.g., surveys, experiments, machine learning, and natural language processing) to examine fan responses in various sport contexts. My second line of research explores how generative AI can be utilized to enhance sport management and education. This includes investigating the perceptions, opportunities, and challenges associated with AI adoption in the sport industry. The overarching goal is to contribute to and advance the literature in sport management.

PUBLICATIONS

Refereed Journal Articles

1. [Chen, S. Y.](#), Kuo, H. Y. & [Chang, S. H.](#) (2024). Perceptions of ChatGPT in healthcare: Usefulness, trust, and risk. *Frontiers in Public Health*, 12, 1457131. [SSCI & SCIE, IF: 3.0] <https://doi.org/10.3389/fpubh.2024.1457131>

Manuscripts Under Review at Refereed Journals

1. **Chang, S. H., Chen, S. Y., & Chang, C. H.** (In 2nd review). Exploring opportunities and challenges toward ChatGPT for inclusion in sport education. *Journal of Hospitality, Leisure, Sport & Tourism Education*. [SSCI, IF: 4.8]
2. **Chang, C. H., & Chang, S. H.** (In 2nd review). An amazing teammate or an awful teammate? The mediating effect of cooperative learning on peer leadership and social loafing. *Journal of Taiwan Society for Sport Management*.
3. **Chang, S. H., & Ko, Y. J.** (In review). Exploring fans' social media engagement in national basketball association and major league baseball: A consumer culture theory perspective. *Journal of Sport Management*. [SSCI & SCIE, IF: 3.5]
4. **Chang, S. H., & Ko, Y. J.** (In review). Sport fans' emotional journey in major league baseball. *Sport Management Review*. [SSCI, IF: 3.7]
5. **Chang, S. H., Kuo, H. Y., & Chen, S. Y.** (In review). Exploring university students' use of ChatGPT: Extending the technology acceptance model with trust, and risk career impact. *Educational Technology Research and Development*. [SSCI, IF: 3.3]
6. **Chang, S. H., Ko, Y. J., & Davis, S.** (In review). Sport fan' emotional journey on social media in the national basketball association: An application and extension of diminishing returns theory. *Journal of Sport Management*. [SSCI & SCIE, IF: 3.5]

GRANTS**Funded Externally: Principal Investigator (PI) / Co-PI / Assistant Researcher (AR)**

1. **Chang, S. H.** (PI), & Ko, Y. J. (Co-PI) (2025-2026). Exploring the potential of generative AI in sport: Implications for sport management and education. Ministry of Education, Taipei, Taiwan. (\$16,000).
2. **Chang, S. H.** (PI), & Ko, Y. J. (Co-PI) (2024-2025). Sport fans' preference and emotional journey toward game outcomes in the World Baseball Classic: Application of natural language processing to the cases of team Taiwan and team USA. Ministry of Education, Taipei, Taiwan. (\$16,000).
3. Chen, S. Y. (PI), **Chang, S. H.** (AR), & Kuo, H. Y. (AR) (2024-2025). ChatGPT behaviors and perception toward its applications. National Science and Technology Council, Taipei, Taiwan. NT\$800,000 (\$26,666).
4. Chang, C. H. (PI), Kwan, W. Y. (Co-PI), Hsueh, M. C. (Co-PI), **Chang, S. H.** (AR), & Yang, C. E. (AR) (2018-2020). Evaluation of grassroots athlete training facilities and baseball teams from elementary to university levels. Sports Administration, Taipei, Taiwan. NT\$6,870,000 (\$229,000).

Funded Internally: Principal Investigator (PI) / Co-PI

1. **Chang, S. H.** (PI), & Ko, Y. J. (Co-PI) (2025). Exploring AI applications in health and human performance. UF AI² Center Research Grant, Gainesville, FL. (\$2,000).
2. **Chang, S. H.** (PI), & Ko, Y. J. (Co-PI) (2024). Generative AI for academic learning and competency development: Perspectives from sport management students. UF SPM Doctoral Research Grant, Gainesville, FL. (\$500).
3. **Chang, S. H.** (PI), & Ko, Y. J. (Co-PI) (2024). Sport fan engagement on social media during playoffs in major league baseball and the national basketball association (EASM). UF SPM Graduate Student Travel Grant, Gainesville, FL. (\$1,000).
4. **Chang, S. H.** (PI), & Ko, Y. J. (Co-PI) (2024). Sport fans' emotional responses toward game outcomes in the 2023 MLB Postseason (NASSM). UF SPM Graduate Student Travel Grant, Gainesville, FL. (\$1,000).

Submitted

1. **Chang, S. H.** (PI), & Ko, Y. J. (Co-PI) (In review). Exploring sport coaches' perception and adoption of generative AI: The roles of perceived value. UF Institute of Coaching Excellence Research Grant, Gainesville, FL. (\$1,500).
2. Chen, S. Y. (PI), & **Chang, S. H.** (AR) (In review). The role of ChatGPT in academic learning, and competency development. National Science and Technology Council, Taipei, Taiwan. NT\$900,000 (\$30,000).

Unfunded

1. **Chang, S. H.** (PI) (2025). Enhancing sport marketing analytics through AI integration. UF AI² Center and UFIT Center for Instructional Technology & Training Grant, Gainesville, FL. (\$3,000).
2. **Chang, S. H.** (PI), & Ko, Y. J. (Co-PI) (2025). The impact of perceived generative AI value on scholars' psychological and behavioral responses: A case of sport management field. NASSM Doctoral Research Grant, Vermillion, SD. (\$2,000).

3. Ko, Y. J. (PI), Kang, P. (Co-PI), Chun, Y. (Co-PI), Yun, L. (Co-PI), Kim, J. (Co-PI), **Chang, S. H.** (Co-PI), & Davis, S. (Co-PI) (2024). Loneliness and socialization among student-athletes: Integrative framework and empirical evidence. NCAA Innovations in Research and Practice Grant, Indianapolis, IN, U.S. (\$34,500).
4. **Chang, S. H.** (PI), & Huang, Z. (Co-PI) (2024) Consumer analysis and marketing strategy: Machine learning approach to Gainesville Health and Fitness (GHF) member connections. GHF & UF College of HHP AI Grant, Gainesville, FL. (\$10,000).
5. Ko, Y. J. (PI), Kang, P. (Co-PI), Yun, L. (Co-PI), Asada, A. (Co-PI), Davis, S. (Co-PI), & **Chang, S. H.** (Co-PI) (2023). Mascots and consumer socialization: An integrative model. Sport Marketing Association Research Grant, Alliance, OH. (\$1,810).

PRESENTATIONS (*PRESENTER)

Refereed International Conference

1. ***Chang, S. H.**, & Ko, Y. J. (In review). Exploring sport marketers' psychological and behavioral responses toward generative AI. Sport Marketing Association Conference (SMA), Glendale, AZ.
2. ***Chang, S. H.**, & Ko, Y. J. (In review). Branding of female athletes: A case of LPGA players. Sport Marketing Association Conference (SMA), Glendale, AZ.
3. Davis, S., & ***Chang, S. H.** (In review). Exploring event impacts and fan engagement in the world baseball classic: A social exchange theory perspective. European Sport Management Conference (EASM), Budapest, Hungary.
4. ***Chang, S. H.**, Hwang, D., Lee, T., & Ko, Y. J. (In review). Beyond the sidelines: Fans' social media discussions on the Asia's cheerleaders in professional baseball. European Sport Management Conference (EASM), Budapest, Hungary.
5. *Lee, T., **Chang, S. H.**, Park, S., Connaughton, D., & Ko, Y. J. (2025, May, oral presentation). This is my sport! Impact of automated ball-strike (ABS) technology and its dehumanization on fan responses. North American Society for Sport Management Conference (NASSM), San Diego, CA.
6. ***Chang, S. H.**, Ko, Y. J., & Davis, S. (2024, November, oral presentation). Consumers' responses in MLB on social media: Topic modeling and sentiment analysis approach. Sport Marketing Association Conference (SMA), St. Louis, MO.
7. ***Chang, S. H.**, & Ko, Y. J. (2024, November, oral presentation). Exploring fans' emotional journey on social media during the 2023 NBA playoffs: An application and extension of diminishing returns theory. Sport Marketing Association Conference (SMA), St. Louis, MO.
8. ***Chang, S. H.**, & Ko, Y. J. (2024, September, oral presentation). Sport fan engagement on social media during playoffs in major league baseball and the national basketball association: Natural language processing approach. European Sport Management Conference (EASM), Paris, France.
9. ***Chang, S. H.**, Chen, S. Y. & Chang, C. H. (2024, September, oral presentation). Generative AI and inclusivity in sport education: A survey study. European Sport Management Conference (EASM), Paris, France.
10. ***Chang, S. H.**, Ko, Y. J., & Davis, S. (2024, June, oral presentation). Sport fans' emotional responses toward game outcomes in the 2023 MLB Postseason: Natural language processing approach. North American Society for Sport Management Conference (NASSM), Minneapolis, MN.
11. ***Chang, S. H.**, & Ko, Y. J. (2023, October, oral presentation). Sports coverage in news media during Covid-19: Topic modeling and sentiment analysis approach. Sport Marketing Association Conference (SMA), St. Petersburg, FL.
12. *Ko, Y. J., Kang, P., Davis, S., Yun, L., & **Chang, S. H.** (2023, September, oral presentation). Exploring consumer response toward different types of mascots in mega-sports events: Social media big data and machine learning approach. European Sport Management Conference (EASM), Belfast, North Ireland.
13. ***Chang, S. H.**, *Hu, Y. H., Chao, J. B., Huang, Y. C., Huang, W. H., & Chiu, C. R. (2020, December, oral presentation). Consumer preferences for sportswear among college students in Taiwan: Conjoint analysis approach. Sports Education, Sports Training, and Sports Industry Management Conference, Taipei, Taiwan.

Regional Conference / Competition

1. ***Chang, S. H.**, & Ko, Y. J. (2025, April, poster presentation). The impact of generative AI attributes on scholars' psychological and behavioral response. UF Graduate Student Research Day, Gainesville, FL.
2. ***Chang, S. H.**, Hwang, D., Lee, T., & Ko, Y. J. (2025, March, poster presentation). "From cheers to culture": social media sentiments in professional sports. UF College of HHP D.K. Stanley Lecture Research Symposium, Gainesville, FL.

3. *Chang, S. H., Hwang, D., Lee, T., & Ko, Y. J. (2024, October, poster presentation). Exploring sport fans' social media engagement with cheerleaders in S. Korea and Taiwan. UF College of HHP AI Research Day, Gainesville, FL.
4. *Hwang, D., Chang, S. H., Yun, L., Kim, J., Yang, Y., & Ko, Y. J. (2024, October, poster presentation). Exploring global soccer transfer market trends. UF College of HHP AI Research Day, Gainesville, FL.
5. *Chang, S. H., & Ko, Y. J. (2024, May, oral presentation). Exploring fans' emotional journey on social media in the NBA: An application and extension of diminishing returns theory. University of Florida, Sungkyunkwan University and Waseda University Sport Consumer Behavior Symposium, Virtual.
6. *Chang, S. H., & Ko, Y. J. (2024, April, poster presentation). Sport fans' emotional journey toward game outcomes in the NBA: Social media big data and machine learning approach. UF Graduate Student Research Day, Gainesville, FL.
7. *Chang, S. H., & *Huang, Z. (2024, March, *Team Final Four*) Consumer geographic segmentation analysis and sport marketing strategy: Machine learning approach to Gainesville Health and Fitness (GHF) member connections. UF College of HHP & Gainesville Health and Fitness AI Competition, Gainesville, FL.
8. *Chang, S. H., Ko, Y. J., & Davis, S. (2024, March, poster presentation, *Runner-up*). Sport fans' emotional responses toward game outcomes in the 2023 MLB postseason: Natural language processing approach. UF College of HHP D.K. Stanley Lecture Research Symposium, Gainesville, FL.
9. *Chang, S. H., & Ko, Y. J. (2024, February, oral presentation). NBA Fans' emotional responses toward game outcomes: Machine learning approach. University of Florida and Loughborough University Sport Marketing Symposium, Virtual.
10. *Chang, S. H., & Ko, Y. J. (2024, February). Green venues energy consumption, CO₂ emissions, and sustainability strategies in sports facilities: Deep learning approach. National Collegiate Sports Analytics Championship - Graduate Division, Dallas, TX.
11. *Chang, S. H., & Ko, Y. J. (2023, November, *National 4th Place Award*). Elevating professional sports ticket sales toward customer relationship management data: Machine learning approach. National Collegiate Sports Analytics Championship - Graduate Division, Virtual.
12. *Chang, S. H. (2023, October). Synergy of wellness: HHP gators' journey through health and technology. UF College of HHP AI Competition, Gainesville, FL.
13. *Chang, S. H., & Ko, Y. J. (2023, October, poster presentation). Sport fans' emotional responses toward game outcomes in the 2022-2023 NBA Playoffs: Natural language processing approach. UF College of HHP AI Research Day, Gainesville, FL.

Invited Lectures

1. Time series big data analysis (2024, November, graduate). Presented in HLP6515 - Evaluation Procedures in Health and Human Performance at University of Florida - Course Instructor: Dongkyu Hwang.
2. AI application in sport studies (2023, March, graduate). Presented in SPM6036 - Research Seminar in Sport Management at University of Florida - Course Instructor: Yong Jae Ko.

RESEARCH EXPERIENCE

Graduate Research Assistant, UF Sport Marketing Research Lab 2024 - Present

Conducting research on sport business analytics, sport marketing, consumer behavior, and generative AI.

Publishing research in refereed journals and presenting at international conferences.

Securing and managing grant-funded research projects, including proposal writing, budgeting, and collaboration.

Research Assistant, University of Taipei 2018 - 2020

Conducted field visits to assess the implementation status of youth baseball training programs.

Assisted in compiling findings and preparing reports submitted to the Sports Administration for program improvement.

Research Assistant, Sports Administration of Taiwan 2019

Kwan, W. Y., Hsueh, M. C., & Chang, C. H. (2019). Sports facilities: High quality facilities, friendly atmosphere.

National Sports Special Issue (pp. 142-165). Taipei, Taiwan: Sports Administration.

TEACHING EXPERIENCE

Graduate Teaching Assistant, University of Florida

SPM4510 - Revenue Generation in Sport (undergraduate; $n = 50$), Instructor: Tae Hoon Lee	Spring 2025
SPM4510 - Revenue Generation in Sport (undergraduate; $n = 47$), Instructor: Junho Kim	Spring 2025
SPM4515 - Sport Business and Finance (undergraduate; $n = 86$), Instructor: Gidon Jakar	Spring 2025
SPM4703 - Sport Marketing Analytics (undergraduate; $n = 43$), Instructor: Lydia Yun	Spring 2025
SPM4510 - Revenue Generation in Sport (undergraduate; $n = 89$), Instructor: Tae Hoon Lee	Fall 2024
SPM4515 - Sport Business and Finance (undergraduate; $n = 89$), Instructor: Junho Kim	Fall 2024

SERVICES**To the Academy**

Mentor, Sport Management Mentor-Mentee Program, Taiwanese Young Researcher Association (TYRA)	2025 - Present
Assistant Reviewer, <i>Education and Information Technologies</i> ($n = 2$)	2024, 2025
Assistant Reviewer, <i>Journal of Global Sport Management</i> ($n = 1$)	2024
Assistant Reviewer, <i>Frontiers in Public Health</i> ($n = 1$)	2024

To the University

Manager, Sport Marketing Research Lab, University of Florida	2025 - Present
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PROFESSIONAL EXPERIENCE

Sport Programs Student Staff , University of Florida Recreational Sports, Gainesville, FL https://recsports.ufl.edu/	2023 - 2024
Sport Marketing Executive , Da Village Sport Brand, New Taipei, Taiwan https://www.davillage.com.tw/	2021

MEMBERSHIPS

European Association for Sport Management (EASM)	2024 - Present
North American Society for Sport Management (NASSM)	2024 - Present
Sport Marketing Association (SMA)	2023 - Present