

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

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- 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

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| 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

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| 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

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| 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.