

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

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]

In Progress

Lei, Y., & Chang, Y. (In Progress). Sponsorship, Emotion, Visual design.

Chang, Y., **Lei, Y.**, Warren, C. & Inoue, Y. (In Revision). Hope, Temporal Focus, Food Consumption. *Sport Management Review*. [IF = 6.58]

Lei, Y., & Chang, Y. (In Progress). Exploring the paradoxical relationship between sports sponsorship, and healthy dietary choices.

Chang, Y., & **Lei, Y.** (In Progress). Emotional Eating, Cyber Aggression, Spectator Sport.

INTERNATIONAL CONFERENCE PRESENTATIONS

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, U.S.

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, U.S.

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

Chang, Y. (PI), Yoo, T. (Co-I), & **Lei, Y.**, (Co-I) (2024). *The taste of sport: HiPerGator supercomputer-powered analysis of food biases, emotions, and dietary habits among sports enthusiasts on social media*. AI Collaborative Research Projects Seed Grant, College of Health and Human Performance, University of Florida President's Strategic Funding Initiative, University of Florida, USA (Funded)

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. (March 2023). 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.

Lei, Y. (February 2024). Sport event management. Presented to students, *Management of Sport and Physical Activity Organization*, Augusta University.

Lei, Y. (April 2024). Comprehensive guidance on various data analysis techniques in R studio. Presented to student, University of Florida.

TEACHING EXPERIENCE

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

Student Athlete Mentor, IMG Academy	2020 – 2021
○ 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
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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 , Relevant 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.	