

**Tyreal Yizhou Qian**  
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School of Kinesiology  
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## Education

- ❖ **University of Georgia**, Athens, GA  
Department of Kinesiology  
Ph.D. in Sport Management and Policy, May 2019  
Dissertation: Esports Consumer Motivation: A Self-Determination Theory Approach  
Major Advisor: Dr. James J. Zhang  
Committee Members: Dr. John Hulland, Dr. Jerred J. Wang, & Dr. Steven Salaga
- ❖ **Shanghai University of Sport**, Shanghai, China  
School of Economics and Management  
MEd in Sport Management, June 2015  
Thesis: Residents' Perceived Impact of 12th National Games on Sport Participation
- ❖ **Xiamen University of Technology**, Xiamen, China  
School of Foreign Languages  
English Literature  
BA in English Literature, June 2011

## Academic Appointment

- ❖ **Assistant Professor**  
Louisiana State University, Baton Rouge, Louisiana (2019 – Present)

## RESEARCH

- ❖ **Peer Reviewed Journal Publications** [SSCI - Social Science Citation Indexed Journals]

**Qian, T. Y.**, Wang, J. J., Zhang, J. J., & Lu, L. Z. (In Press). It is in the game: Dimensions of esports online spectator motivation and development of a scale. *European Sport Management Quarterly*. 1-22. doi:10.1080/16184742.2019.1630464 [SSCI; impact factor 2.270]

**Qian, T. Y.**, Zhang, J. J., Wang, J. J., & Hulland, J. (In Press). Beyond the game: Dimensions of esports online spectator demand. *Communication & Sport*. 1-27. doi:10.1177/2167479519839436 [SSCI; impact factor 1.220]

Zhang, J. J., Kim, E. S., Mastromartino, B., **Qian, T. Y.**, & Nauright, J. (2018). The sport industry in growing economies: Critical issues and challenges. *International Journal of Sports Marketing and Sponsorship*, 19(2), 110-126. [SSCI; impact factor .848]

**Qian, T. Y.**, Wang, J. J., Chou, W. W., Kim, E., Zhang, J. J., & Gong, B. (2017). When the future of Chinese soccer is at stake: Chinese youth's attention, involvement and satisfaction. *International Journal of Sports Marketing and Sponsorship*, 18(1), 29-47. [SSCI; impact factor .848]

Gong, B., Pifer, N. D., Wang, J. J., Kim, M., Kim, M., **Qian, T. Y.**, & Zhang, J. J. (2015). Fans' Attention to, involvement in, and satisfaction with professional soccer in China. *Social Behavior and Personality*, 43(10), 1667-1682. [SSCI; impact factor .548]

**Qian, T. Y.** (2015). Reflections on the development of esports industry. *Journal of Sport Culture*, 8, 118-123.

#### ❖ **Book Chapter Publication**

Kim, E., **Qian, T. Y.**, & Zhang, J. J. (2020). Strategic visionary management as enabler of commercial sport management. In R. L. de D' Amico, K. Danylchuk, A. Goslin, & D. Kluka (Eds.), *Managing sport across borders* (pp. ?- ?). Berlin, Germany: International Council on Sport Science and Physical Education.

Zhang, J. J., Pearson, D., **Qian, T. Y.**, & Kim, E. (2020). Globalized sport industry: Historical perspectives. In E. MacIntosh, G. Bravo, & M. Li (Eds.), *International sport management* (2<sup>nd</sup> ed.) (pp. 15-29). Champaign, IL: Human Kinetics.

**Qian, T. Y.**, & Zhang, J. J. (2019). A resource-based view of Bayi Fubang Rockets. In B. G. Pitts, & J. J. Zhang (Eds.), *Bridging the gap in sport management globally* (pp. 151-168). London, UK: Routledge.

**Qian, T. Y.**, Liu, Q., & Zhang, J. J. (2017). Residents' perceived impact of 12th National Games on sport participation. In B. G. Pitts, & J. J. Zhang (Eds.), *Bridging the gap in sport management globally* (pp. 93-105). London, UK: Routledge.

Yang, T., Yi, C., Zhang, K., Cui, L., & **Qian, T. Y.** (2019). Stakeholder relationships in the Chinese professional football league: A symbiosis theory approach. In B. G. Pitts, & J. J. Zhang (Eds.), *Bridging the gap in sport management globally* (pp. 194-209). London, UK: Routledge.

Thomas, C., Baker, T. A., Byon, K. K., **Qian, T. Y.**, & Zhang, J. J. (2017). From federal baseball to American needle: An empirical examination of the treatment of professional sport leagues under antitrust law. In B. G. Pitts, & J. J. Zhang (Eds.), *Bridging the gap in sport management globally* (pp. 213-238). London, UK: Routledge.

#### ❖ **Studies Under Review**

Watanabe, Y., **Qian, T. Y.**, Wang, J. J., Pifer, N. D., & Zhang, J. J. (in 2<sup>nd</sup> round review). Sport spectatorship and population health: A case of Japanese professional golf tournament. *Journal of Sport Management*. [SSCI; impact factor 2.169]

**Qian, T. Y.**, Wang, J. J., & Zhang, J. J. (in 1<sup>st</sup> round review). Multiplayer entertainment: The impact of push and pull factors associated with esports online viewership. *Journal of Sport Management*. [SSCI; impact factor 2.169]

**Qian, T. Y.**, Wang, J. J., Zhang, J. J., & Hulland, J. (in 1<sup>st</sup> round review). Esports fans motivation: A self-determination approach. *Journal of Sport Management*. [SSCI; impact factor 2.169]

Wang, J. J., **Qian, T. Y.**, & Li, N. B. (in 1<sup>st</sup> round review). Does sponsor-selection matter in marketing communications of new local events? Evidence from an experimental study. *Communication & Sport*. [SSCI; impact factor 1.220]

#### ❖ **Conference Presentations**

**Qian, T. Y.**, & Zhang, J. J. (2019, November). A motivational model of esports consumption: A self-determination theory approach. Accepted for oral presentation (free communication) at the Sport Marketing Association (SMA) Conference, Chicago, IL.

- Qian, T. Y., & Zhang, J. J.** (2019, October). Esports online viewership: The influence of push and pull factors. Accepted for oral presentation (free communication) at the Esports Conference (ESC), Irvine, CA.
- Watanabe, Y., **Qian, T. Y.**, Zhang, J. J., & Matsumoto, K. (2019, October). Impact of servicescape on behavioral responses at Japanese professional baseball events. Accepted for oral presentation (free communication) at the 3<sup>rd</sup> World Association for Sport Management (WASM) Conference, Santiago de Chile.
- Qian, T. Y., & Zhang, J. J.** (2019, May). Beyond the game: Dimensions of esports online spectator demand. Presented (free communication) at the North American Society for Sport Management (NASSM) Conference, New Orleans, LA.
- Qian, T. Y., & Zhang, J. J.** (2019, March). Understanding and measuring esports online spectator motivation: Development of a scale. Presented (free communication) at the Association of Marketing Theory and Practice (AMTP) Conference, Mt. Pleasant, SC.
- Zhang, J. J., Wang, J. J., & **Qian, T. Y.** (2019, March). Sport systems in the U.S.: A situational analysis. Presented (keynote) at the Sport Management Distinguished Lecture Series of Beijing University of Sport, Beijing, China.
- Johnson, L. M., Chou, W. W., Mastromartino, B., **Qian, T. Y.**, Kim, E., & Zhang, J. J. (2019, February). Consumer behavior and globalization studies at the ICSM. Presented (poster) at the College of Education Research Conference. Athens, GA.
- Mastromartino, B., Chou, W. W., **Qian, T. Y.**, Johnson, L. M., Kim, E., & Zhang, J. J. (2019, February). Research activities in sport management and policy. Presented (poster) at the College of Education Research Conference. Athens, GA.
- Zhang, J. J., **Qian, T. Y.**, Mastromartino, B., Chou, W. W., Kim, E. S., & Johnson, L. M. (2018, December). Sports, urban development, and urban revitalization. Presented (keynote speech) at the World Taekwondo Association Conference, Wuxi, China.
- Qian, T. Y., & Zhang, J. J.** (2018, October). Identifying and conceptualizing push and pull factors associated with esports spectatorship: A qualitative inquiry. Presented (free communication) at the Sport Marketing Association (SMA) Conference, Frisco, TX.
- Qian, T. Y., & Zhang, J. J.** (2018, June). Understanding and measuring esports spectator motivations: Preliminary development of a conceptual framework. Presented (free communication) at the North American Society for Sport Management (NASSM) Conference, Halifax, Canada.
- Kim, E., **Qian, T. Y., & Zhang, J. J.** (2018, June). Ethnicity mismatch and the role of diversity promotion: The effect of perceived image on LPGA consumption intentions. Presented (poster) at the North American Society for Sport Management (NASSM) Conference, Halifax, Canada.
- Qian, T. Y., & Zhang, J. J.** (2018, June). Effective Approaches for Integrating Interactive Technologies into Sport Management Classrooms. Presented (teaching and learning fair) at the North American Society for Sport Management (NASSM) Conference, Halifax, Canada.
- Chou, W. W., **Qian, T. Y., & Zhang, J. J.** (2018, June). Does it look good on goods? The role of aesthetics in purchase intention of the NBA jersey with sponsor logo. Presented (poster) at the North American Society for Sport Management (NASSM) Conference, Halifax, Canada.

- Chou, W. W., **Qian, T. Y.**, & Zhang, J. J. (2018, June). How to create a congruence image for a sponsorship lacking natural fit with a sport property? An empirical inquiry of Kumho as an NBA sponsor. Presented (poster) at the North American Society for Sport Management (NASSM) Conference, Halifax, Canada.
- Chou, W. W., **Qian, T. Y.**, & Zhang, J. J. (2018, June). How mocking press conference could be an effective teaching activity in a sport media class. Presented (teaching and learning fair) at the North American Society for Sport Management (NASSM) Conference, Halifax, Canada.
- Qian, T. Y.**, Springer, D., Williams, L., Ku, S. H., & Weinz, M. (2018, April). A panel discussion on questions about the life of a doctoral student in a modern R1 institution (panel discussion) at the Southern Sport Management Doctoral Student Symposium, Columbia, SC.
- Zhang, J. J., Wang, J. J., & **Qian, T. Y.** (2018, January). Professional sports in the U.S.: A SWOT analysis. Presented (keynote) at the Sport Management Distinguished Lecture Series of Guangzhou University of Sport, Guangzhou, China.
- Zhang, J. J., Wang, J. J., & **Qian, T. Y.** (2018, January). Structure and management of professional sports in the U.S.: Implications for China's sport industry. Presented (lecture) at the Sport Business Forum of Huaqiao University, Quanzhou, China.
- Qian, T. Y.**, Zhang, J. J., & Pitts, B. G. (2017, June). The ups and downs of Bayi Fubang Rockets: A resource-based view. Presented (poster) at World Association for Sport Management (WASM) Conference, Kaunas, Lithuania.
- Zhang, J. J., Wang, J. J., **Qian, T. Y.**, Pitts, B. G. (2017, June). Research design, measurement, and statistical considerations in sport management research. Presented (poster) at World Association for Sport Management (WASM) Conference, Kaunas, Lithuania.
- Pitts, B. G., Valantine, I., **Qian, T. Y.**, Wang, J. J., Zhang, J. J. (2017, June). Analyzing the presentations in the first two WASM conferences: Implications for the association. Presented (free communication) at World Association for Sport Management (WASM) Conference, Kaunas, Lithuania.
- Qian, T. Y.**, & Zhang, J. J. (2017, June). Utilizing the motivation, opportunity, and ability theory to study Esports consumer behavior: Development of research framework. Presented (poster) at the North American Society for Sport Management (NASSM) Conference, Denver, Co.
- Gong, B., **Qian, T. Y.**, Wang, J. J., Chou, W. W., Kim, E., & Zhang, J. J. (2016, October). When the future of Chinese soccer is at stake: Chinese youth's attention, involvement and satisfaction. Presented (free communication) at International Conference on Sport History and Culture. Shanghai, China.
- Qian, T. Y.**, & Zhang, J. J. (2016, June). Incorporating cross-culture elements into sport ethics course instruction. Presented (teaching and learning fair) at the 2016 NASSM, Orlando, FL.
- Gong, P. B., Pifer, N. D., Wang, J. J., Kim, M., Kim, M. K., **Qian, T. Y.**, & Zhang, J. J. (2016, March). What is wrong with Chinese soccer? Consumers' Attention, Involvement, and Satisfaction. Presented (free communication) at the 2016 Association of Marketing Theory and Practice (AMTP) Conference, St. Simons Island, GA.
- Qian, T. Y.**, Liu, Q., & Zhang, J. J. (2014, October). Residents' perceived impacts of the 12th Chinese National Games on sport participation. Presented (poster) at the World Association for Sport Management (WASM) Conference, Madrid, Spain.
- Qian, T. Y.**, Liu, Q., & Zhang, J. J. (2014, February). The 12<sup>th</sup> National Games of The People's Republic of China and Its Participation Legacy. Presented (poster) at the University of Georgia Sport Business Symposium, Athens, GA.

## ❖ Grant Activities

Principal Investigator: **Tyreal Yizhou Qian**. Co-Principal Investigator: Dr. James J. Zhang. Dimensions of esports consumer motivation: Development of a scale. NASSM Doctoral Grant. Total \$1,200 (May 2018 – May 2019).

Principal Investigator: Dr. James J. Zhang. Co-Investigators: Dr. Bryan A. McCullick, Dr. Christopher D. Mojock, **Tyreal Yizhou Qian**, Euisoo Kim, Lauren M. Johnson, Dr. Patrick J. O'Connor, Dr. Thomas A. Baker III, Dr. Steven Salaga, Dr. Phillip D. Tomporowski, Dr. Paul Schempp, Dr. Rob Lynall, Brandon Mastromartino, Wen-hao Chou, & Andrew Kim. Advancing coaching effectiveness: Application for the 'Elite Coach Training' program. General Administration of Sport of China. Beijing, China. Total: \$149,175 (Direct Cost - \$124,312 and Indirect Cost - \$24,863) (September 2018).

Principal Investigator: **Tyreal Yizhou Qian**. 2019 Graduate Education Advancement Board Fellowship. Proposal request in the amount of \$2,500, Not Funded.

## TEACHING

❖ Louisiana State University, Baton Rouge, LA (2019 - )  
Assistant Professor, School of Kinesiology  
KIN 7511 Administrative Problems in Kinesiology

❖ University of Georgia, Athens, GA (2015 - 2019)  
Instructor of Record, Internship & Practicum Coordinator, Department of Kinesiology  
KINS 3415 Philosophy and Ethics in Sport  
KINS 4810 Sport Marketing  
KINS 3303 Sport Management Practicum  
KINS 5450 Sport Management Internship

## SERVICE

### ❖ Departmental Activities at the University of Georgia

- Undergraduate Practicum Coordinator (Fall 2017, Spring 2018)
- Undergraduate Internship Coordinator (Spring 2019)
- Department of Kinesiology Graduate Student Advisory Committee Member
- Guest speaker, KINS 8990 - Kinesiology Research Seminar (August 25, 2017)
- Guest speaker, KINS 4830 - Sport Policy and Governance (Lecture Title: Sport Development and Policy in China) (March 20, 2018)
- Guest speaker, KINS 3415 - Philosophy and Ethics in Sport (Lecture Title: Esports: What Do We Know about It) (September 5, 2018)
- Guest speaker, KINS 4520 – Sport Finance (Lecture Title: Esports: Professionalization, Commercialization, and Sportification) (March 6, 2019)
- Guest speaker, KINS 6810 – Sport Marketing (Lecture Title: Marketing Esports: Opportunities and Challenges) (March 25, 2019)

### ❖ School Service Activities at the University of Georgia

- Guest Lecture Coordinator, International Center for Sport Management (ICSM), University of Georgia
- Guest speaker, LLED 7769, International Graduate Assistant Internship Program (August 15, 2017; August 14, 2018)

### ❖ Reviewer for Scholarly Journals

- Guest reviewer, International Journal of Sports Marketing and Sponsorship (2016 Special Issue: Sport business in china)
- Guest reviewer, International Journal of Sports Marketing and Sponsorship (2017 Special Issue: Critical issues and challenges in the sport industry of growing economies)
- Guest reviewer, International Journal of Sports Marketing and Sponsorship (2019)
- Guest reviewer, European Sport Management Quarterly (2020 Special Issue: Exploring new routes within brand research in sport management)
- Guest reviewer, Measurement in Physical Education and Exercise Science (2019)

#### ❖ Professional Service Activities

- Conference programme manager, 2<sup>nd</sup> World Association for Sport Management (WASM) Conference, Kaunas, Lithuania
- Abstract reviewer, 2<sup>nd</sup> World Association for Sport Management (WASM) Conference, Kaunas, Lithuania
- Oral presentation moderator, Global Conference on Sport for Social Change, Athens, GA (April 4, 2017)
- Guest speaker (Lecture Title: Sports Sponsorship), Georgia State University International Olympic Performance Training and Sport Administration Program, Atlanta, GA (October 9, 2018)
- Case study competition judge (Topic: AT&T Esports Sponsorship), The Aspire Group Case Study Bowl at 2018 Sport Marketing Association Conference, Frisco, Texas (October 25, 2018)

#### AWARDS & HONORS

- NASSM Student Research Competition runner-up (\$250). (2019). New Orleans, LA.
- Graduate School Travel Fund (\$800). (2018). University of Georgia, Athens, GA.
- 2018 Outstanding Teaching Award (OTA). (2018). University of Georgia, Athens, GA.
- Office of Vice President for Research Travel Fund (\$350). (2018). University of Georgia, Athens, GA.
- Department of Kinesiology Travel Fund (\$900). (2018). University of Georgia, Athens, GA.
- Student Presentation Competition winner. (2018). Southern Sport Management Doctoral Student Symposium, Columbia, SC.
- Department of Kinesiology Travel Fund (\$400). (2018). University of Georgia, Athens, GA.
- Poster Presentation Competition runner-up (\$50). (2016). Global Education Forum, Athens, GA.
- Outstanding Visiting Scholarship Award. (2014). University of Georgia, Athens, GA.

#### RELATED WORK EXPERIENCE

- ❖ **Camp Coordinator** - Chinese National Swimming Team Training Camp at UCSD, San Diego, California. (June - August 2018)  
Facilitate training sessions and pertinent cultural exchange programs  
Provided technical and logistical assistance for Team China and Team Elite
- ❖ **Special Event Consultant** - Organizing Committee of the 12th National Games of China, Shenyang, China. (January - August 2013).  
Provided consulting services for the Department of Mass Sports  
Conducted research on the effectiveness of 12<sup>th</sup> national games on mass sport participation
- ❖ **Consumer Service Specialist** - Intex Industries (Xiamen) Co. Ltd., Xiamen, China. (January - August 2010).  
Addressed product inquiries for North American customers  
Provided technical support for North American customers

## **MEMBERSHIPS & CERTIFICATIONS**

- North American Society for Sport Management – Member 2016 – Present
- World Association for Sport Management – Member 2016 – Present
- Sport Marketing Association – Member 2018 – Present
- American Heart Association CPR, AED, & First Aid – Certification 2016 – Present