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EDUCATION

TEMPLE UNIVERSITY Ph.D., Business Administration (Sport Management)	Philadelphia, PA <i>Anticipated May 2025</i>
GEORGE WASHINGTON UNIVERSITY M.S., Sport Management	Washington, DC <i>May 2020</i>
SHANGHAI UNIVERSITY OF SPORT B.A., English Language, and Literature	Shanghai, China <i>June 2018</i>

RESEARCH EXPERIENCE

TEMPLE UNIVERSITY School of Sport, Tourism and Hospitality Management (STHM) Sport Industry Research Center (SIRC) <i>Research Assistant</i>	Philadelphia, PA <i>August 2021-Present</i>
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GRANT ACTIVITY

Research Grant (\$2,500), Young Scholar Interdisciplinary Forum (YSIF), Fox School of Business Shao, M. , Kunkel, T. & Bradley J. Baker (2022). More or Less Pay to Play: Empirical Evidence on Under and Overpayment for Social Media Value of NCAA Student-athletes' Name, Image and Likeness (NIL).	<i>2021</i>
Project Grant (\$5,000), Women in Sport Tech Inc. Shao, M. <i>Project: "A Social Review of The NWSL Challenge Cup (Zoomph)"</i>	<i>2020</i>

CONFERENCE

Shao, M. , Kunkel, T. & Bradley J. Baker (Oral Presentation). More or Less Pay to Play: Empirical Evidence on Under and Overpayment for Social Media Value of NCAA Student-athletes' Name, Image and Likeness (NIL). <i>North American Society for Sport Management Conference, Atlanta, GA.</i>	<i>June, 2022</i>
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AWARDS & HONORS

Presidential Fellowship, Temple University	<i>2021 – 2025</i>
Fellow, Women in Sport Tech Inc.	<i>2020</i>
School of Business Fellowship, George Washington University	<i>2018-2020</i>
National Scholarship, The Ministry of Education of the People's Republic of China	<i>2016-2017</i>

INDUSTRY EXPERIENCE

Zoomph <i>Data Analyst Intern</i>	Washington DC, US <i>June 2020 – June 2021</i>
National Basketball Association (NBA) <i>Summer Intern, Global Partnerships</i>	Shanghai, China <i>July – August 2019</i>

TECHNICAL SUMMARY

Programming language: R, SQL
Data analytics tools: RStudio, Stata, Tableau, MySQL, Google Analytics