

Curriculum Vitae

Nataliya Bredikhina

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EDUCATION

Temple University, Fox School of Business (AACSB) Ph.D., Business Administration (Sport Management)	Philadelphia, PA Expected 2023
University of Central Florida, College of Business Administration (AACSB) Master of Sport Business Management Master of Business Administration	Orlando, FL 2019 2018
University of Maryland, College of Undergraduate Studies Bachelor of Arts <i>cum laude</i> , Sport & Society/French Language & Literature	College Park, MD 2016

SCHOLARSHIP FOCUS

- Sports marketing and branding
- Personal branding
- Content marketing
- Sponsorship
- Brand authenticity

SELECTED AWARDS & HONORS

2022	NASSM Student Research Competition Winner
2021	NCAA Graduate Student Research Grant Recipient
2019-2023	Presidential Fellowship, Temple University
2019	Women in Sports Tech, Inc. Fellow
2013-2016	NCAA Division I Full Athletic Scholarship, University of Maryland (Tennis)

RESEARCH

Peer-Reviewed Journal Publications

- Accepted [5] **Bredikhina, N.**, Sveinson, K., & Kunkel, T. Athlete Interrupted: Exploration of elite athletes' personal brand management in times of crisis. *Sport Marketing Quarterly*. (ABDC = B)
- 2022 [4] **Bredikhina, N.**, Gupta, K., & Kunkel, T. Superboosting the athlete social media brand: Events as an opportunity for follower growth. *European Sport Management Quarterly*. Advanced online publication. <https://doi.org/10.1080/16184742.2022.2074497> (ABDC = A)
- 2022 [3] Baker, B. J., Kunkel, T., Doyle, J. P., Su, Y., **Bredikhina, N.**, & Biscaia, R. Remapping the sport brandscape: A structured review and future direction for sport brand research. *Journal of Sport Management*, 36(3), 251-264. <https://doi.org/10.1123/jsm.2021-0231> (ABDC = A)
- 2022 [2] **Bredikhina, N.**, & Kunkel, T. Make it count: Comparing the outcomes of activation and advertising-like event sponsorship. *Event Management*. Advanced online publication. <https://doi.org/10.3727/152599522X16419948391131> (ABDC = A)
- 2019 [1] **Bredikhina, N.** Olympic dreams or broken promises: Evaluation of the XXII Olympic Winter Games' vision and impact on infrastructure, environment, athletic venues, and tourism. *International Journal of Sport & Society*, 10(3), 1-16. <https://doi.org/10.18848/2152-7857/CGP/v10i03/1-16> (ABS/AJG = 1)

Funded Grant Proposals

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|------|---|---------|
| 2021 | [6] NCAA Graduate Student Research Grant
Bredikhina, N. – “Pursuit of NIL opportunities: Exploring student-athletes' interest, experiences, and implications for well-being.”
<i>Role: PI</i> . [Funded]. Press Release | \$6,948 |
| 2021 | [5] 23 rd Young Scholars Interdisciplinary Forum, Temple University
Bredikhina, N. & Kunkel, T. - “Exploring NCAA student-athlete decision-making in personal branding activities.”
<i>Role: PI</i> . [Funded]. | \$2,000 |
| 2020 | [4] CIBER International Business Research Grant, Temple University
Kunkel, T. & Bredikhina, N. – “Cracking the glass ceiling one post at a time: A multi-study analysis of professional female athletes' social media branding in a global market.”
<i>Role: Co-PI</i> . [Funded]. | \$5,160 |

2020	[3] 21 st Young Scholars Interdisciplinary Forum, Temple University Bredikhina, N. & Kunkel, T. – “‘Help me help you’: Practitioner perspective on elite athletes’ experiences with personal branding on social media.” <i>Role: PI.</i> [Funded].	\$600
2020	[2] 20 th Young Scholars Interdisciplinary Forum, Temple University Bredikhina, N. & Kunkel, T. - “Shattering the glass ceiling: Qualitative inquiry into non-celebrity athlete self-branding through social media.” <i>Role: PI.</i> [Funded].	\$1,200
2019	[1] Fellowship Project Grant, Women in Sports Tech, Inc. Bredikhina, N. – Structured Query Language (SQL) server database design and implementation for analysis of sponsorship trends in the U.S. major sports leagues (hosted by MarketCast Group). <i>Role: PI.</i> [Funded]. Press Release	\$5,000

Refereed Conference Presentations

Accepted	[12] Bredikhina, N. , & Kunkel, T. Factors shaping NCAA student-athletes’ decision to pursue NIL sponsorship. <i>Sports Marketing Association Conference</i> . Charlotte, NC, USA
Accepted	[11] Kunkel, T., Bredikhina, N. , & Baker, B. J. The rise of women’s football players’ Instagram popularity: An overview of following and engagement trends for athletes in five European leagues. <i>European Association for Sport Management Conference</i> , Innsbruck, Austria
2022	[10] Bredikhina, N. , & Kunkel, T. ‘I just try to be myself’: Authenticity negotiation in elite athletes’ personal branding on social media. <i>North American Society for Sport Management Conference</i> . Atlanta, GA, USA ***Winner – NASSM Student Research Competition
2022	[9] Bredikhina, N. , Kunkel, T., & Fumagalli, F. Cracking the glass ceiling one post at a time: Exploring the determinants of female soccer players’ Instagram popularity. <i>North American Society for Sport Management Conference</i> . Atlanta, GA, USA
2021	[8] Bredikhina, N. , Sveinson, K., Taylor, E., & Heffernan, C. Behind a love story: Exploring the WAGS phenomenon and the impact of a romantic relationship on an athlete’s brand. <i>Sport Marketing Association Conference</i> . Las Vegas, NV, USA

- 2021 [7] Kennedy, H., **Bredikhina, N.**, Athanas-Linden, G. A., Kunkel, T., & Funk, D. C. Managing social media through disruption: A content analysis of adjustments made during the COVID-19 pandemic. *Sport Marketing Association Conference*. Las Vegas, NV, USA
- 2021 [6] **Bredikhina, N.**, Gupta, K., & Kunkel, T. Network, network, network! Determinants of athlete social media brand growth during events. *North American Society for Sport Management Conference*. Virtual.
- 2021 [5] **Bredikhina, N.**, Sveinson, K., & Kunkel, T. Innovation under pressure: How athletes transform their business models in times of crisis. *North American Society for Sport Management Conference*. Virtual.
- 2021 [4] **Bredikhina, N.**, Kunkel, T., & Kudesia, R. The commercialization of personal brands: Athletes' experiences with personal brand development and monetization on social media. *American Marketing Association Winter Conference*. Virtual.
- 2020 [3] **Bredikhina, N.**, & Kunkel, T. Is activation worth it? The effects of experiential consumer engagement on outcomes of luxury brand sponsorship. *Sport Management Association of Australia and New Zealand Conference*. Virtual.
- 2020 [2] **Bredikhina, N.**, & Kunkel, T. Is activation worth it? The effects of consumer engagement on sponsorship outcomes. *North American Society for Sport Management Conference*. Virtual.
- 2018 [1] **Bredikhina, N.** Olympic Dreams or broken promises: Evaluation of the XXII Olympic Winter Games' vision and impact on infrastructure, environment, athletic venues, and tourism. *International Conference on Sport and Society*. Florida International University, Miami, FL, USA

Invited Presentations

- Forthcoming [1] **Bredikhina, N.** Pursuit of NIL opportunities: Exploring NCAA student-athletes' interest, experiences, and implications for well-being. National Collegiate Athletic Association. Indianapolis, IN, USA.

Research Reports

- 2018 [3] Lapchick, R. E., Estrella, B., **Bredikhina, N.**, Feller, A., Boyd, A., & Lee, C. *The 2017 Racial and Gender Report Card: College sport*. The Institute for Diversity & Ethics in Sport. [Link](#)

- 2017 [2] Lapchick, R. E., Estrella, B., Stewart, C., New, C., Costa, G., **Bredikhina, N.**, Rainey, P., & Gerhart, Z. *Keeping score when it counts: Assessing the academic records of the 2017-2018 bowl-bound college football teams*. The Institute for Diversity & Ethics in Sport. [Link](#)
- 2017 [1] Lapchick, R. E., Boyd, A., **Bredikhina, N.**, Brown, K., Cartwright, D., Costa, G., Feller, A., Gerhart, Z., Lee, C., New, C., Rainey, P., Shaw, I., Troutman, T., and Young, C. *The 2017 DI FBS leadership college Racial and Gender Report Card: Collegiate athletic leadership is still dominated by white men*. The Institute for Diversity & Ethics in Sport. [Link](#)

RESEARCH EXPERIENCE

Temple University

School of Sport, Tourism and Hospitality Management (STHM)
Sport Industry Research Center (SIRC)

Graduate Research Assistant

- Engage in quantitative and qualitative industry research for SIRC's partner organizations, including the National Basketball Association and Laver Cup.
- Execute data collection (e.g., via Qualtrics) and analysis (R, SPSS) on brands' performance, sponsorship impact, customer satisfaction, and social media strategy.
- About SIRC: <https://sthm.temple.edu/sport-industry-research-center/>

Philadelphia, PA

08/2020 - Present

MarketCast Group

Sports & Live Events (Turnkey Intelligence)

Data Science & Sponsorship Research Project Fellow

- Recipient of fellowship grant by Women in Sports Tech, Inc., hosted by MarketCast Group.
- Performed analysis (using R and SPSS) of sponsorship data and creation of a Structured Query Language (SQL) server database using Microsoft SSMS to reveal historic trends in fans' responses to corporate sponsorship activations in major sports leagues.
- About MarketCast: <https://marketcast.com/>

Philadelphia, PA

05/2019 - 08/2019

University of Central Florida

The Institute for Diversity & Ethics in Sport (TIDES)

Graduate Research Assistant

- Through data collection and writing, contributed to TIDES' nationally recognized Race & Gender Report Cards on diversity issues in collegiate sport, including diversity in athletic departments and student-athlete graduation rates. The reports were referenced in the leading national media sources, including *ESPN*, *USA Today*, *Fox Sports*, and others.
- Monitored media coverage and compiled statistics on issues pertaining to racism in sport and athlete activism in the United States and internationally.
- About TIDES: <https://www.tidesport.org/>

Orlando, FL

08/2017–12/2018

PEDAGOGICAL EXPERIENCE

Temple University

School of Sport, Tourism and Hospitality Management (STHM)

Philadelphia, PA

08/2019–05/2022

Instructor of Record

Marketing Management in Sport & Recreation (Fall 2021, Face-to-face)

Average Student Evaluation Score = 4.5/5

Graduate Teaching Assistant

Sport and Society (Spring 2022, Face-to-face)

Marketing Management in Sport and Recreation (Spring 2021, Online)

Ethical and Current Issues in Sport and Recreation Management (Fall 2020, Online)

Research in Sport and Recreation (Spring 2020, Face-to-face/Online)

Organizational Strategy in Sport and Recreation (Fall 2019, Face-to-face)

PEDAGOGICAL CERTIFICATIONS

2021 Teaching Academy Certificate, Fox School of Business, Temple University.

2020 Online Teaching Certificate, Fox School of Business, Temple University.

INDUSTRY EXPERIENCE

01-05/2019 Corporate Sponsorship and Player Relations Intern, ATP Tour

09-12/2018 International Programming Intern, Golf Channel

05-08/2018 Communications Intern, United States Professional Tennis Association

2016-2017 Tennis Coach, Junior Tennis Champions Center

2016-2017 Volunteer Assistant Coach, University of Maryland Women's Tennis

2013-2016 NCAA Division I Student-Athlete, University of Maryland Women's Tennis

SERVICE

Journal & Conference Reviewer

2022-Present *Event Management* (ABDC: A)

2021-Present *Association of Internet Researchers (AoIR) Conference*

Professional Service

2020-Present Women in Sports Tech, Inc. Fellow Selection Committee

PROFESSIONAL MEMBERSHIPS & ASSOCIATIONS

2021 American Marketing Association
2020-Present North American Society for Sport Management (NASSM)
2016-Present The Phi Beta Kappa Academic Honor Society
2019-Present Women in Sports Tech, Inc. (WiST)

QUALIFICATIONS & SKILLS

Research & Data Analytics Software

Proficient: ATLAS.ti, IBM SPSS, Qualtrics XM, R, SmartPLS

Experience with: Gephi, Mplus, Python, SQL, Stata, UCINET/NetDraw, VOSviewer

Languages

English (Fluent)
French (Proficient)
Russian (Native)



Nataliya Bredikhina
August 8, 2022