

# Yiran Su

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## EDUCATION

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Ph.D. in Business Administration (Sport Management) Temple University, Fox School of Business (AACSB), Philadelphia, PA	Expected May 2019
Master of Project Management The University of Sydney, Sydney, Australia	2013
Bachelor of Business, Sport Management La Trobe University, Melbourne, Australia	2012
Exchange Program Sunderland University, Sunderland, United Kingdom	2011

## RESEARCH

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### Manuscripts in Review

**Su, Y.** & Kunkel, T. The influence of brand contribution on the relationship between service brand alliance and their parent brand. Revising for 2<sup>nd</sup> round resubmission, *Journal of Service Management*.

Na, S., **Su, Y.** & Kunkel, T. Do not bet on your favorite football team: The influence of individual biases and sport context knowledge on game prediction accuracy. Under 2<sup>nd</sup> round review at *European Sport Management Quarterly*.  
*\*The first two authors contributed equally to the manuscript*

### Selected Manuscripts in Progress

**Su, Y.** & Kunkel, T. (Preparing for imminent submission in September). The significance of sponsorship on lesser-known brands in a competitive retail environment.  
 Target: *Journal of Retailing and Consumer Services*

Doyle, J., Kunkel, T., & **Su, Y.** (Working paper of 31 pages). Athlete Branding via Social Media: An Examination of the Content that Drives Fan Engagement on Instagram.  
 Target: *Sport Management Review*

**Su, Y.** & Daniels, J., & Kunkel, T. (Working paper of 34 pages). Understanding international consumers of sport brands: A cross-cultural study of Chinese and American soccer fans.  
 Target: *Psychology & Marketing*

**Su, Y.** & Kunkel, T. (Three field studies completed). Alignment matters: Testing the effect of brand alignment on consumption behavior.  
Target: *Journal of Consumer Psychology*

**Su, Y.** & Daniels, J., & Kunkel, T. (Data analysis completed). The role of relationship benefits in determining the value of fan relationship with international sports brands.  
Target: *Journal of Business Research*.

### **Refereed Conference Presentations**

**Su, Y.** & Kunkel, T. (2018). Social media self-promotion: The impact of mindsets on sport content effectiveness. *North American Society for Sport Management Conference*, Halifax, Nova Scotia.

**Su, Y.** & Kunkel, T. (2017). The significance of sponsorship on lesser-known brands in a competitive environment. *Sport Marketing Association Annual Conference*. Boston, MA.  
**\*Finalist, Best Student Paper Award**

**Su, Y.** & Kunkel, T. (2017). Alignment matters: Testing the effect of brand alignment on consumption behavior by manipulating sponsorship messages. *American Marketing Association Summer Conference*. San Francisco, CA.

**Su, Y.** & Kunkel, T. (2017). The role of relationship benefits in determining the value of fan relationship with international sports teams. *North American Society for Sport Management Conference*. Denver, CO.

**Su, Y.** & Kunkel, T. (2016). Understanding international consumers of sport brands: A cross-cultural study of Chinese and American soccer fans. *Sport Marketing Association Annual Conference*. Indianapolis, IN.

**Su, Y.** & Kunkel, T. (2016). Understanding long-distance fandom: A qualitative study of Chinese soccer fans. *North American Society for Sport Management Conference*. Orlando, FL.

**Su, Y.** & Kunkel, T. (2016). Name it as a sub-brand! Event marketing from a brand architecture perspective. *Academy of Marketing Science Annual Conference*. Disney World, FL.

**Su, Y.** & Kunkel, T. (2015). The fans game: Engaging consumers through gamified apps. *North American Society for Sport Management Conference*. Ottawa, Canada.

### **Other Intellectual Contribution:**

Kunkel, T. & **Su, Y.**, (2017). *The empowerment effect of supporting foreign clubs in China*. China Policy Institute: Analysis. Available online: <https://cpianalysis.org/2017/08/25/the-empowerment-effect-of-soccer-teams/>

## SELECTED HONORS AND AWARDS

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North American Society for Sport Management Student Research Competition <b>Winner</b>	2018
Sport Marketing Association Annual Conference Best Student Paper <b>Finalist</b>	2017
Fox School Research Competition: <b>1st place</b> – First-Year Research Paper	2015

## RESEARCH EXPERIENCE

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**Research Fellow** 2017 – Present

China Soccer Observatory

Institute of Asia and Pacific Studies, University of Nottingham

- Monitor, analyze, and publish insights into the growth and development of Chinese soccer market
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**Research Fellow** 2014 – Present

Sport Industry Research Center (SIRC)

School of Sport, Tourism and Hospitality Management, Temple University

- Provide research support on projects related to the social and economic impact of domestic and international events
- Collaborate on studies of consumers' perceptions of event brand equity and sponsorship effectiveness
- Manage and conduct administrative tasks associated with data collection at events

**Research Assistant** 2014 – Present

School of Sport, Tourism and Hospitality Management, Temple University

- Provide research support on projects regarding athlete brand image studies, including conducting and designing surveys
- Collaborate on collecting user behavior data in mobile apps and analyze data by using econometric methods through SPSS, STATA, R
- Contribute to the writing of book chapters related to cooperate social responsibility in sport industry

## TEACHING EXPERIENCE

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**INSTRUCTOR OF RECORD** Temple University

**STHM 2211 Organizational Strategy in Sport and Recreation**

Strategic challenges confronting firms that compete in the sport and recreation industries

- Enrollment: 48 students Fall 2017
- Enrollment 38 Students Spring 2017

**TEACHING ASSISTANT** Temple University

**STHM 3296 Marketing Management in Sport & Recreation**

Spring 2018

**STHM 5216 Organizational Strategy in Sport and Recreation**

Fall 2016

**STHM 4296 Current Issues in Sport Management**

Spring 2016

Fall 2016  
Fall 2015

**STHM 2211 Organizational Strategy in Sport and Recreation**

**PEDAGOGICAL TRAINING** \_\_\_\_\_

PhD Teaching Academy Center for Innovation in Teaching and Learning, Temple University	2017
Fox Online Teaching Certificate Fox School of Business, Temple University	2018
Dynamic Lecturing by Christine Harrington and Todd Zakrajsek Center for Innovation in Teaching and Learning, Temple University	2018
The Promising Syllabus Center for Innovation in Teaching and Learning, Temple University	2018

**MEMBERSHIP AFFILIATION** \_\_\_\_\_

Student Member, American Marketing Association	2017 – Present
Student Member, Sport Marketing Association	2015 – Present
Student Member, North American Society for Sport Management	2014 – Present

**GRANT** \_\_\_\_\_

16th Young Scholars Interdisciplinary Forum Seed Funding. Amount: \$1200	Spring 2018
15th Young Scholars Interdisciplinary Forum Seed Funding. Amount: \$1000	Fall 2017
13th Young Scholars Interdisciplinary Forum Seed Funding. Amount: \$500	Fall 2016
12th Young Scholars Interdisciplinary Forum Seed Funding. Amount: \$500	Spring 2016
11th Young Scholars Interdisciplinary Forum Seed Funding. Amount: \$1,000	Fall 2015
10th Young Scholars Interdisciplinary Forum Seed Funding. Amount: \$500	Spring 2015

**INDUSTRY EXPERIENCE** \_\_\_\_\_

**Digital Marketing Manager**, YinXing Advertising Co., Ltd February 2014 – July 2014

- Designed visual identity and logo used in anthropomorphic marketing
- Managed social media content on WeChat public subscription account
- Negotiated marketing plans and price with clients who required sponsored content on social media
- Set clear expectations and goals for the project teams by developing timelines, tracking progress, and providing weekly updates to the CEO

**Project Consultant for Startup**, Venue China November, 2012 – March, 2013

- Led a team of four graduate students analyzing emerging marketing of facility management
- Organized a comparative assessment of the best practices of facility management in Australia, USA, and China

- Communicated through liaison with venues, sponsors, press, and media partners

**Event Coordinator Intern**, Football Federation Victoria July 2011– March 2012

- Assisted with developing schedules and guidelines for youth leagues and gala night events
- Managed on-site client relationship of athletes and their guardians during the implementation of the youth football league