

CURRICULUM VITAE

Benqiao (Stella) Jiang

Department of Health, Physical Education, and Sport Sciences
College of Education & Behavioral Science
Arkansas State University
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EDUCATION

Indiana University <i>Ph.D. in Human Performance with a concentration in Sport Management</i> <i>Minor: Inquiry Methodology</i>	Bloomington, IN August 2021 – Present
Columbia University <i>M.S. in Sports Management</i>	New York, NY February 2019
Tsinghua University <i>B.A. in Business Administration (Accounting)</i>	Beijing, CN July 2016

RESEARCH

RESEARCH INTERESTS

My research interest involves sport consumer behavior across various contexts, including professional sport, sport betting, sport social media, and women's sport. I am dedicated to leveraging quantitative analysis techniques and machine learning algorithms to gain deeper insights into consumer behavior within these domains. By employing data-driven approaches, I aim to uncover the multifaceted aspects of consumer choices and preferences, contributing to a more comprehensive understanding of the intersection between sports and consumer behavior. Additionally, I am interested in research design and measurement development to advance quantitative methodologies and enhance research rigor in the field of sport management.

PUBLICATIONS

1. **Jiang, B. S.,** & Byon, K. K. (in press). Factors Influencing Sport Fans' Purchase of Sport-Related Non-Fungible Tokens (NFTs). *International Journal of Sports Marketing and Sponsorship*.
2. **Jiang, B. S.,** & Byon, K. K. (2024). Sentiment Analysis (p. 855–856). In P. M. Pedersen (2nd Ed.). *Encyclopedia of sport management*. Cheltenham, UK: Edward Elgar
<https://doi.org/10.4337/9781035317189.ch500>

3. **Jiang, S. B.**, Choi, J. W., Norris, B. E., Byon, K. K., Williams, A. S., & Pedersen, P. M. (2023). The motivational drivers of Sport fans' watching intention of athlete live streaming. *Journal of Sports Media*, 18(2), 1–29.
<https://doi.org/10.1353/jsm.2023.a945466>

CONFERENCE PRESENTATIONS

1. **Jiang, B. S.**, & Byon, K. K. (2025, Oct). *March Madness Through Fans Eyes: Exploring Reddit Discussions on NCAA Basketball Tournament*. (poster presentation) at the 2025 Annual Sport Marketing Association. Phoenix-Glendale, AZ.
2. **Jiang, B. S.**, Byon, K. K., & Pedersen, P. M. (2025, June). *Understanding Fan Perspectives in Online Sport Forums During the 2024 Olympics*. (poster presentation) at the 2025 North American Society for Sport Management. San Diego, California.
3. **Jiang, B. S.**, Bok, T., Ok, J., Jang W. W., & Byon, K. K. (2025, Feb) *Impact of service quality changes on spectator engagement during the health crisis: A study on live sport events*. (poster presentation) at 2025 Applied Sport Management Association. Cincinnati, Ohio.
4. **Jiang, B. S.**, Willett, M., & Byon, K. K. (2024, Nov). *Using Descriptive Norms to Promote College Women's Sport*. (poster presentation) at the 2024 Annual Sport Marketing Association. St. Louis, MO.
5. **Jiang, B. S.**, & Byon, K. K. (2024, May). *Analyzing sport betting motivation: A comparison between in-play micro betting and traditional betting*. (poster presentation) at the 2024 North American Society for Sport Management. Minneapolis, Minnesota.
6. **Jiang, B. S.**, Brummett, K., Valdivia, D.S., Williams, A. S., & Byon, K. K. (2024, May). *Developing and validating the Athlete Fan Identification Scale (AFIS) using classical and modern approaches*. (poster presentation) at the 2024 North American Society for Sport Management. Minneapolis, Minnesota.
7. **Jiang, B. S.**, & Byon, K. K. (2023, October). *The motivations for sport fans purchasing sport non-fungible tokens (NFT) products*. (poster presentation) at 2023 Annual Sport Marketing Association. St. Petersburg, FL.
8. **Jiang, B. S.**, & Byon, K. K. (2022, October). *Fan Motivation for In-Play Micro-betting*. (poster presentation) at 2022 Annual Sport Marketing Association. Charlotte, North Carolina.
9. **Jiang, B. S.**, Choi, J. W., Norris, B., Byon, K. K., Williams, A. S., & Pedersen, P. M. (2022, June). *The motivational drivers of sport fans' athlete live streaming behavior*. (oral presentation) at the 2022 North American Society for Sport Management. Atlanta, Georgia.
10. Byon, K. K., Hahm J. B., Choi, J. W., & **Jiang, B. S.** (2022, June). *Mediating role of team identification on the relationship between spectators' motivation and consumption behaviors: Case of Shanghai Formula One event*. (poster presentation) at the 2022 North American Society for Sport Management. Atlanta, Georgia.

TEACHING EXPERIENCE

Instructor Indiana University

Bloomington, Indiana

SPH-M-304: “International Sport Management” (Spring 2024, Spring 2025)

Assistant Instructor Indiana University

Bloomington, Indiana

Sport Management Program-Department of Kinesiology-School of Public Health

August 2021 – July 2025

SPH-M-688: “Sport Strategy/Culminating Experience” (Summer 2025)
SPH-M-520: “Research Method in Sport Management” (Spring 2025).
SPH-M-415: “Sport Promotion and Public Relations” (Fall 2024, Spring 2025)
SPH-M-428: “Strategic Management in the Sport Industry” (Spring 2022, Fall 2022, Spring 2023, Fall 2023, Spring 2024, Fall 2024, Spring 2025)
SPH-M-382: “Sport in American Society” (Fall 2023, Spring 2024)
SPH-M-411: “Legal Issues in Sport Settings” (Fall 2023)
SPH-M-304: “Sport Fan Behavior” (Summer 2023, Summer 2024, Summer 2025)
SPH-M-318: “Managing the Sport Enterprise” (Spring 2023)
SPH-M-211: “Introduction to Sport Management” (Fall 2021, Fall 2022, Spring 2023)
SPH-M-333: “Sport in America: Historical Perspective” (Fall 2021, Spring 2023)
SPH-M-304: “E-Sports Management and Marketing” (Spring 2022)

Guest Lecture

SPH-M-415: “Sport Promotion and Public Relations” (Spring 2025). Lecture topic: “Engaging Key Publics via Social Media”
SPH-M-520: “Research Method in Sport Management” (Spring 2025). Lecture topic: “APA, Peer-reviewed Article search, Qualtrics”; “Data Preparation and Descriptive Statistics”; “Bivariate Correlation”; “Questionnaire Development”; “T-test”; “Experimental Design”
SPH-M-415: “Sport Promotion and Public Relations” (Fall 2024). Lecture topic: “Engaging Key Publics via Social Media” and “Discussion for PESO Model Update”
SPH-M-428: “Strategic Management in the Sport Industry” (Fall 2024). Lecture topic: “Strategic management and strategic competitiveness” and “Competitive rivalry and competitive dynamics”
SPH-M-428: “Strategic Management in the Sport Industry” (Spring 2024). Lecture topic: “Analytics in the sport industry”
SPH-C-213: “Introduction to Sport Communication” (Spring 2024). Lecture topic: “Sport analytics and Communication”
SPH-M-382: “Sport in American Society” (Fall 2023). Lecture topic: “Future of Sport”
SPH-M-428: “Strategic Management in the Sport Industry” (Fall 2023). Lecture topic: “Analytics in the sport industry”
SPH-M-520: “Research Method in Sport Management” (Fall 2023). Lecture topic: “APA, Article search, Qualtrics, and SPSS”
SPH-M-211: “Introduction to Sport Management” (Fall 2023). Lecture topic: “Career path and Analytics in the sport industry”
SPH-M-333: “Sport in America: Historical Perspective” (Spring 2023). Lecture topic: “Sport

08-01-2025

analytics history and development”

SPH-M-211: “Introduction to Sport Management” (Spring 2023). Lecture topic: “Career path and Analytics in the sport industry”

SPH-M-428: “Strategic Management in the Sport Industry” (Fall 2022). Lecture topic: “Merger and Acquisition Strategies”

SPH-M-211: “Introduction to Sport Management” (Fall 2022). Lecture topic: “Career path and Analytics in the sport industry”

SPH-M-428: “Strategic Management in the Sport Industry” (Spring 2022). Lecture topic: “Merger and Acquisition Strategies”

SPH-M-211: “Introduction to Sport Management” (Fall 2021). Lecture topic: “Finance and economics in sport industry” and “Analytics in the sport industry”

REVIEWER FOR A SCHOLARLY JOURNAL

International Journal of Sport Communication

INDUSTRY EXPERIENCE

Tsinghua University Centre for Development of Sport Industry

Beijing, CN

Part-time, *Research Assistant*

5/2018-present

- Conducted research and gathered data on sports issues for several projects, including sports town, sports charity, teenager on-campus sports, softball in China, tennis tournament development and so on. Analyzed the research issues and wrote the research paper and reports.
- Translated and summarized more than 30 academic articles, topics covered sports analytics, sports economics, sports marketing and media, posted the articles on the official media platform.

United Nations

New York, NY

Data Analyst Intern

11/2020-2/2021

- Utilized Power BI and Excel to analyze the impact of COVID-19 on UN missions and supported workflow optimization for crisis management.
- Conducted research on country-specific COVID-19 prediction models to inform decision-making and future resource allocation.

SimpleBet

New York, NY

Data / Business Development Analyst

6/2019- 5/2020

- Utilized Python to scrape game data from 10 different websites and collect live data on a daily basis. Developed and managed an SQL database of historical odds and game data, encompassing over 300 markets and more than 10 million data points.
- Cleaned and analyzed odds and game data, categorized them for comparative analysis. Designed and implemented stress tests in Python for sports prediction machine learning models, enhancing model performance under specific conditions.
- Developed a 5-year financial revenue forecasting model. Conducted market research on various sports to project market share and revenue and performed data feed analysis to support model preparation.

BSE Global (Brooklyn Nets)

New York, NY

08-01-2025

Finance Intern

9/2018-12/2018

CITIC Private Equity
Investment Department, *Analyst*

Beijing, CN
1/2016-5/2017

ACTIVITIES

NHL (National Hockey League)
Part-time, Chinese Journalist

New York, NY
2/2019-4/2019

NBA Hackathon 2018
Team member

New York, NY
9/2018

- Top 10 team of NBA Hackathon in Business track final. Built a model to evaluate the entertainment value of a single NBA game and used machine learning methods to predict the value.