

CURRICULUM VITAE

(January 9, 2026)

Dr. James Jianhui Zhang, Professor and Director

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2. BRIEF DESCRIPTION OF JOB DUTIES:

Research: Dr. James J. Zhang is a member of the sport management faculty in the Department of Kinesiology and Mary Frances Early College of Education at the University of Georgia (UGA). Sport is one of the fastest growing industries in North America. Its annual business transactions amount to over \$900 billion with an average of over 5.0% annual increase in recent years, ranking it among the top 15 of America's largest industries. As a societal institution, sport has become a dominant influence in the American society. Its entrance into mainstream business is evidenced by increased media attention and appearance in political platforms. Dr. Zhang's primary research interests are applied measurement and/or applied studies examining sport consumer and organizational behaviors. Adopting an integrated approach, the following perspectives have been investigated for the purpose of predicting sport consumption behaviors and formulating effective marketing strategies: (a) market demand and competition, (b) socio-motivation, (c) event/program operations and service quality, (d) consumer lifestyle, and (e) sociodemographic backgrounds. He has also studied sport leadership with a focus on formal and informal leadership associated with athletic program management. Classical and contemporary leadership theories, such as trait, behavioral, contingency, and transformation, are often used as research frameworks. Between 2003 and 2011, he served as the principal investigator and the executive director of the 21st Century Community Learning Centers (CCLC) Leadership Project that was funded by the United States Department of Education through the Florida Department of Education. The primary purpose of this Leadership Project was to provide effective leadership to after school programs through integrated scientific inquiry (program evaluation), organizational implementation (policy and compliance), and practical enhancement (technical training and assistance) procedures. The path-goal leadership theory was the primary framework that guided the project's design and conduct. In recent years, he has worked on various research projects, some of which are related to sport marketing that are funded by international organizations. In addition to his primary research interests is his willingness and ability to contribute to faculty and student research in other academic areas, mainly in the management of health and exercise programs, by using his knowledge and skills in research design, measurement, data analyses, research report formulation, and management and marketing theories.

Teaching: Dr. Zhang began his academic career at the University of Houston (UH) in 1993, where he was a postdoctoral scholar for one year and a faculty member for seven years. While at the UH, his average teaching responsibilities were usually three 3-credit-hour courses per semester during the fall and spring semesters and two 3-credit-hour courses during summer sessions at both graduate and undergraduate levels. He taught a total of nine different courses in sport management, research design, and measurement theories. Additionally, each semester he advised approximately 20 graduate and undergraduate students majoring in sport management or measurement. He also served as the sport management program internship coordinator placing and supervising 12-15 student interns per semester. During his seven years as a faculty member at the UH, he served on a total of 25 dissertation committees, three of them as committee chair; 19 doctoral candidacy research (mini-dissertation) committees, four of them as committee chair; and nine thesis committees, two of them as the committee chair. He also served as an adjunct faculty member in the College of Pharmacy at the UH, where he taught research design and biostatistics courses to doctoral students majoring in pharmacology. He was tenured and promoted to associate professor in 2000. Dr. Zhang was recruited to work at the University of Florida (UF) in 2001, where his teaching responsibilities included two courses in both the fall and spring semesters, and one course during the summer session. He taught a total of six different courses in sport management and one course in research methods. Each semester, he supervised 5-7 student interns in sport management. From 2001 to 2011, he served as the major advisor to over 160 graduate students and also served on numerous master students' advisory committees. Dr. Zhang was also instrumental in the revision and improvement of the master's degree curriculum and he was the leader in formulating the proposal for a new Ph.D. program with a concentration in sport management, which was approved by the UF Graduate Studies Council in 2002. Starting in the fall semester of 2011, Dr. Zhang has been a tenured faculty member at the UGA. Similar to his teaching duties at the UF, his primary responsibilities at the UGA include teaching graduate and undergraduate courses in the sport management program, advising students, contributing to curriculum development and improvement, and taking a leadership role in establishing an international center for sport management education and research that serves the greater UGA academic community.

Service: Over the eight-year period at the UH, Dr. Zhang served as the chair, or as a member, of 16 committees at the departmental level, including chairing the Graduate Studies Committee and the Computing Committee, serving as a member of the Promotion and Tenure committee and the Faculty Search Committees, and coordinating the department Research Colloquium and international admissions. At the college level, he served as a member of eight committees, including the Research Advisory Committee and the Salary Committee. At the university level, he served as a member of the Academic Counseling for Athletics Committee and the Human Subjects Review Committee. He also served as a member of the UH Excel Program. At the UF, Dr. Zhang served as the Interim Chair of the Department of Tourism, Recreation and Sport

Management during the 2007-2008 academic year. Prior to that, he served as the coordinator of the sport management program for one academic year. The program usually had an enrollment of over 400 undergraduate students and 80 graduate students. Departmental committees on which Dr. Zhang served as the chairperson or a member included the Tenure and Promotion Criteria Committee, the Sport Management Faculty Search Committees, the Stevens Visiting Professor Committee, the Diversity Committee, the Promotion and Tenure Committee, the Outstanding Thesis/Dissertation of the Year Committee, the Graduate Studies Committee, and the Department Chair Search Committee. He chaired or served on numerous college committees, such as the Tenure and Promotion Committee, Faculty Advisory Committee, the Diversity Committee, and the College Council of Principal Investigators. He was a member of the University Scholar's Review Committee and the College of Health and Human Performance Dean Search Committee. At the UGA, Dr. Zhang was appointed as the coordinator of the sport management program for 10 years to take a leadership role in activities associated with program development, curriculum revision, community outreach, and international relations. He has also been elected to serve as the Director of the International Center for Sport Management (ICSM). Dr. Zhang is currently the Editor of the *International Journal of Sport Marketing and Sponsorship* and Sport Management Section Editor for the *Measurement in Physical Education and Exercise Science* journal, has served on the editorial boards for over 10 scholarly journals, has reviewed research manuscripts for many other journals and textbook publishers, has served as review section chair or member of several national and international conferences, and has reviewed internal and external grants. He has served as a leader or contributor on many committees in national or international associations, including the North American Society for Sport Management (NASSM), the World Association for Sport Management (WASM), and the National Academy of Kinesiology (NAK), and the International Chinese Society for Physical Activities and Health (ICSPAH). For his outstanding leadership contributions, in 2008 Dr. Zhang was presented an Honor Award by the International Olympic Committee (IOC) for voluntarily serving as an assistant manager at a basketball venue during the Beijing Olympic Games. He received a service award from the Association of Collegiate Marketing Educators in 2008, an acknowledgement award from the Southern District AAHPERD in 2011, and the Richard Reiff Internationalization Award from the University of Georgia in 2019. Most significantly, in 2014 Dr. Zhang was appointed as an Honorary Dean of the College of Sport Economics and Management by Shanghai University of Sport, and he is very proud of his scholarly activities at the Shanghai University of Sport, a precious opportunity for him to serve his motherland that he has left behind 36 years ago.

3. AREAS OF SPECIALIZATION:

- Study of sport consumer behaviors
- Study of sport organizational behaviors
- Research design, measurement, and statistics

4. ASSIGNED ACTIVITIES SINCE UNIVERSITY OF FLORIDA EMPLOYMENT

ASSIGNMENT	2025-2026	2024-2025	2023-2024	2022-2023	2021-2022
Teaching	40.0%	40.0%	40.0%	40.0%	40.0%
Research	40.0%	40.0%	40.0%	40.0%	40.0%
Service	20.0%	20.0%	20.0%	20.0%	20.0%
TOTAL	100%	100%	100%	100%	100%

ASSIGNMENT	2020-2021	2019-2020	2018-2019	2017-2018	2016-2017
Teaching	37.5%	37.5%	37.5%	12.5%	37.5%
Research	25%	25%	25%	50%	25%
Service	37.5%	37.5%	37.5%	37.5%	37.5%
TOTAL	100%	100%	100%	100%	100%

ASSIGNMENT	2015-2016	2014-2015	2013-2014	2012-2013	2011-2012
Teaching	37.5%	37.5%	37.5%	50%	50%
Research	25%	25%	25%	25%	40%
Service	37.5%	37.5%	37.5%	25%	10%
TOTAL	100%	100%	100%	100%	100%

ASSIGNMENT	2010-2011	2009-2010	2008-2009	2007-2008	2006-2007
Teaching	40%	25%	25%	15%	35%
Research	40%	50%	50%	25%	55%
Service	20%	25%	25%	60%	10%
TOTAL	100%	100%	100%	100%	100%

ASSIGNMENT	2005-2006	2004-2005	2003-2004	2002-2003	2001-2002
Teaching	30%	5%	40%	60%	65%
Research	60%	90%	50%	25%	25%
Service	10%	5%	10%	15%	10%
TOTAL	100%	100%	100%	100%	100%

ASSIGNMENT	2000-2001	1999-2000	1998-1999	1997-1998	1996-1997
Teaching	62.5%	62.5%	62.5%	62.5%	62.5%
Research	27.5%	27.5%	27.5%	27.5%	27.5%
Service	10%	10%	10%	10%	10%
TOTAL	100%	100%	100%	100%	100%

ASSIGNMENT	1995-1996	1994-1995	1993-1994	1992-1993	1991-1992
Teaching	62.5%	62.5%	62.5%	-----	-----
Research	27.5%	27.5%	27.5%	-----	-----
Service	10%	10%	10%	-----	-----
TOTAL	100%	100%	100%	-----	-----

5. EDUCATIONAL BACKGROUND

UNIVERSITY/COLLEGE	LOCATION	FIELD OF STUDY	DEGREE	DATE
University of Houston	Texas	Measurement/Sport Administration	Fellow of Post-Doctoral Study	August 1994
Springfield College	Massachusetts	Measurement/Sport Administration	Doctor of Physical Education	May 1993
Springfield College	Massachusetts	Sport Administration	Master of Education	August 1988
Tianjin Institute of Physical Education	China	Physical Education/Sport Administration	Bachelor of Education	August 1984

6. EMPLOYMENT LISTING

EMPLOYER	LOCATION	RANK/TITLE	TENURE STATUS	DATE
University of Georgia	Georgia	Professor	Tenured	2011-present
University of Florida	Florida	Professor	Tenured	2006-2011
University of Florida	Florida	Associate Professor	Tenured	2003-2006
University of Florida	Florida	Associate Professor	Tenure Accruing	2001-2003
University of Houston	Texas	Associate Professor	Tenured	2000-2001
University of Houston	Texas	Assistant Professor	Tenure Accruing	1994-2000
University of Houston	Texas	Lecturer	Non-tenure Accruing	1993-1994
Tianjin Institute of Physical Education	China	Lecturer	Tenure Accruing	1984-1987

ADJUNCT FACULTY

INSTITUTION	LOCATION	RANK/TITLE	STATUS	DATE
Shanghai University of Sport – College of Sport Economics and Management	China	Honorary Dean	Visiting	2014-present
University of Houston – College of Education	Texas	Professor	Adjunct	2001-present
Guangzhou University of Sport – College of Sport and Recreation Management	China	Professor	Visiting	2017-2000
Shanghai University of Sport – College of Sport Economics and Management	China	Professor	Visiting	2010-2017
Aletheia University – Department of Sport Management	Taiwan	Professor	Adjunct	2014-2015
Hanyang University – Department of Sport Management	Korea	Professor	Visiting	2011-2014
Tsinghua University - Division of Sport and Physical Education	China	Professor	Visiting	2009-2012
Tianjin Institute of Physical Education – Department of Sport Management	China	Professor	Visiting	1999
University of Houston – College of Pharmacy	Texas	Associate Professor	Adjunct	1999-2001

7. YEAR TENURE/PERMANENT STATUS WAS AWARDED

2011 – University of Georgia
2003 – University of Florida
2001 – University of Houston

8. TEACHING, ADVISING AND/OR INSTRUCTIONAL ACCOMPLISHMENTS

It is my belief that as a faculty member, my fundamental responsibilities are to teach and to generate positive change in student learning. I generally teach two to three courses per semester, at both graduate and undergraduate levels. I have been able to do a good job in the classroom through well-organized preparation, logical structure, commitment, dedication, and hard work. All of my courses require homework assignments, research papers, and/or presentations. With a focus of informing students with up-to-date knowledge and improving their problem-solving abilities, I regularly disseminate new research findings from research publications of others and mine. I often receive positive comments about my teaching from my students and alumni. When I was at the UH, my teaching evaluations by students were ranked among the highest in the department according to my department chair. In 1998, I received the Teacher of the Year award from the College of Education at the UH. At the UF, my teaching evaluations were at or above the department and college mean scores, and received the International Educator of the Year Award from the College of Health and Human Performance.

I believe that quality teaching goes beyond classroom instruction. I have tried to make myself available to students beyond office hours, particularly for research and statistics-related courses and activities that generally require a lot of tutoring. In 1994, I received the student-athlete teaching award for supporting student athletes in their academics at the UH. I have also made many efforts to develop and update course syllabi for all courses that I teach. I was able to make significant contributions to the revision and establishment of academic programs/curriculum at UH, UF, and UGA. At the UH, I played a major role in the establishment of the master's program in sport management and the Ph.D. program in kinesiology. Likewise, I was the primary person responsible for the establishment of the new Ph.D. sport management program at the UF. My colleagues in sport management and I revised and improved the sport management master's program curriculum at the UF. Although internship supervision was not counted into my workload at the UH, I served as the primary person responsible for the initiation, development, and maintenance of a strong sport administration internship program there. Within each semester, I usually placed and supervised 10-15 interns. At the UF, I was able to develop new internship sites through personal visits and media communications. Many of our students majoring in sport administration gained employment from the organizations where they completed their internship. I observed tremendous student achievements through their internships at various sport organizations. It is my strong intention to carry out the same philosophy and actions to support students here at UGA and I have led the efforts to lead the renovation of the curriculum at all three degree levels.

I also believe that research experience is the most critical element discriminating a graduate program from undergraduate studies. Besides emphasizing this element in my lectures, I have had many students involved in my research projects. For instance, I have published and presented together with many of my students, alumni, visiting scholars, post-doctoral scholars, and colleagues. I have been able to build a good 'teamwork culture' with my students, and many of them still maintain a close working relationship with me after they graduate. I have also been able to contribute to students' research experience by serving on many doctoral dissertation, doctoral candidacy paper, and master's thesis committees as a chairperson or as a member. As a faculty member with expertise in research, measurement, and statistics, I often spend more time with a student than the average committee member, which is very demanding time-wise, yet enjoyable. Four of my doctoral students were the runner-up selections for the graduate student research award at recent North American Society for Sport Management (NASSM) Conferences. So far, all of my former doctoral students have at least had their dissertations published in reputable journals although some have published more research studies. All of my current doctoral students are expected, with assistance from me, to publish four or more research manuscripts before finishing their Ph.D. programs. To date, my students and I have been able to materialize this expectation. Many of my advisees have won departmental, college, university, and/or national student awards for excellence in academics, leadership, and/or community service. Additionally, I have successfully nominated students to serve as officers in national and state academic associations. Overall, I have enjoyed my teaching experience very much. Seeing my students and being able to develop professional relationships with them definitely enhance each day of my life. I will continue to pursue quality teaching and improve my knowledge and skills to enhance student learning, particularly in the area of students' independent research abilities.

Over the years, I have received a number of recognitions for my outstanding teaching performance and supporting students' professional developments. At UH, I received the National Student-Athlete Day Teacher Award presented by the Athletic Department in 1993 and the Teaching Excellence Award presented by the College of Education in 1998. At UF, I was the recipient of the International Educator of the Year Award in 2009 and the Doctoral Dissertation Advisor/Mentoring Award in 2011, both of which were granted by the College of Health and Human Performance. I was also appointed as the Eminent Mentor Scholar of the College of Education and Human Services at Cleveland State University in 2004-2007. At UGA, I have received the Career Center Recognitions for numerous times.

9. TEACHING EVALUATIONS

Please see Appendix A at the end of this vitae document.

10. GRADUATE FACULTY STATUS

Dr. Zhang is a member of the graduate faculty and has received doctoral directive status at the University of Georgia. He was of the same academic classification at the University of Florida and the University of Houston.

11. GRADUATE COMMITTEE ACTIVITIES (UGA = University of Georgia; UF = University of Florida; SUS = Shanghai University of Sport; SHSU = Sam Houston State University; UH = University of Houston)

Dr. Zhang's Role	Student	Research Topic	Home Department	Complete Date	Current Employment
Chair – 33 Ph.D. Dissertation Committees	Li, J. H.	Undecided	Department of Kinesiology - UGA	2029 (expected)	Graduate Assistant – UGA
	Glasgow, S. N.	Undecided	Department of Kinesiology - UGA	2028 (expected)	Graduate Assistant – UGA
	Phantumabamrung, P.	Undecided	Department of Kinesiology - UGA	2027 (expected)	
	Anderson, D. J.	Undecided	Department of Kinesiology - UGA	2026 (expected)	Graduate Assistant – UGA
	Chen, S. S.	Face value: Facial appearance of athletes and consumer evaluations	Department of Kinesiology - UGA	2026 (expected)	Graduate Assistant – UGA
	Zhao, T.	Transforming campuses and cities: A mixed-method study of Chengdu FISU infrastructural legacies	Department of Kinesiology - UGA	2026 (expected)	Graduate Assistant – UGA
	Guo, S. X. (co-chair with Dr. Rose Chepyator-thomson)	Fan connections: The influence of visuals and audio on engagement and brand identity in sports	Department of Kinesiology - UGA	2025	Marketing Analyst (sales and purchasing), Georgia Transmission Corporation, Tucker, GA

	Bo, H. H.	Stimuli, organism, and response associated with sport spectator artistic entertainment experiences: A quantitative inquiry	Department of Kinesiology - UGA	2024	Assistant Professor – Adelphi University, Garden City, NY
	Chou, W. W.	Impact of facility naming rights sponsorship on sport fan's sustainable behavioral intentions: The case of Amazon's Climate Pledge Arena	Department of Kinesiology - UGA	2023	Assistant Professor – University of Kansas, Lawrence, KS
	Kim, A.	Determinants of continuance intention to paid sport streaming services	Department of Kinesiology - UGA	2023	Assistant Professor - Gonzaga University, Spoken, WA
	Johnson, L. M.	Consumer demand for core product features of professional women's basketball events	Department of Kinesiology - UGA	2021	Assistant Professor – New Jersey City University, Jersey City, NJ
	Kim, E.	Constructs influencing the consumption of televised LPGA Tours in North America: Perspectives of planned behavior	Department of Kinesiology - UGA	2021	Assistant Professor – Western Carolina University, Cullowhee, NC
	Mastromartino, B.	Dimensions of sense of membership in hockey fan communities: Factors, outcomes, and social capital implications	Department of Kinesiology - UGA	2020	Assistant Professor – San Diego State University, San Diego, CA
	Qian, T. Y.	Esports consumer motivation: A Self-Determination Theory approach	Department of Kinesiology - UGA	2019	Associate Professor –Louisiana State University, Baton Rouge, LA
	Barney, T. Y.	Marketing practices in national junior college athletic association men's basketball programs: SWOT and PESTLE analyses	Department of Kinesiology - UGA	2017	Director - Cobb Innovation and Technology Academy, Marietta, GA.
	Pifer, N. D.	Competition and labor market strategy in European club soccer	Department of Kinesiology - UGA	2017	Assistant Professor – Florida State University, Tallahassee, FL

	Wang, J. J.	Exploring consumer symbolic desires for self-expression in professional sport spectatorship	Department of Kinesiology - UGA	2017	Assistant Professor – Miami University, Oxford, OH
	Kim, M. H.	Structural relationships among donor motivation, perceived relationship quality, and donor behavior in professional sport charitable organizations	Department of Kinesiology - UGA	2016	Associate Professor –University of North Texas, Denton, TX
	Xu, K. J. (co-chaired with Professor Lin Zhang)	Service remediation and perceived service quality in health-fitness clubs	Department of Sport Economics and Management - SUS	2016	Associate Professor – SUS
	Henderson, C.	Marketing analyses of professional women’s soccer in the United States	Department of Kinesiology - UGA	2015	Lecturer – Purdue University, West Lafayette, IN
	Min, S. D.	“Push’ and ‘pull’ factors associated with the consumption professional women’s basketball games	Department of Kinesiology - UGA	2014	Associate Professor - University of New Hampshire, Durham, NH
	Jin, L.	Planned behavior and college football consumer intentions to donate to green stadium initiatives	Department of Tourism, Recreation and Sport Management - UF	2014	Associate Professor – Grand Canyon University, Phoenix, AZ
	Chen, K. K.	Examining the effectiveness of using different strategies to sell tickets: An example of the National Basketball League	Department of Kinesiology – UGA	2013	Associate Professor – Taiwan Sport University, Taichung, Taiwan
	Mao, L. L.	An Econometric analysis of demand for sports betting lotteries in China	Department of Tourism, Recreation and Sport Management – UF	2013	Associate Professor - University of New Mexico, Albuquerque, NM
	Kim, M. K.	Structural relationships among market demand, perceived benefits, perceived constraints, perceived value, member satisfaction, and member commitment toward martial arts participation	Department of Tourism, Recreation and Sport Management - UF	2010	Associate Professor – Troy University, Atlanta, GA

	Byon, K. K.	Impact of market demand and game support programs on consumption levels of professional team sport spectators as mediated by perceived value	Department of Tourism, Recreation and Sport Management - UF	2008	Professor and Department Chair – Southern Methodist University, Dallas, TX
	Lee, D.	Factors influencing the purchase of team licensed merchandise: Comparison of high and low involvement groups	Department of Tourism, Recreation and Sport Management - UF	2008	Associate Professor –University of Houston, Houston, TX
	Cianfrone, B. A.	Motivation, consumption, and sponsorship effectiveness of sport video gamers	Department of Tourism, Recreation and Sport Management – UF	2007	Professor – Georgia State University, Atlanta, GA
	Braunstein, J. R.	Influence of product-endorser match-up on consumer purchase intentions of (non-sport) endorsed products	Department of Tourism, Recreation and Sport Management - UF	2006	Associate Professor – University of Towson, Towson, MD
	Ocker, L. B.	Confirmatory factor analysis of the Eating Disorder Test	Department of Health and Human Performance - UH	2001	Associate Professor and Department Chair – Sam Houston State University, Huntsville, TX
	Lam, E. T. C.	Dimensions of membership satisfaction of health fitness clubs	Department of Health and Human Performance - UH	2000	Professor – Cleveland State University, Cleveland, OH
	Williamson, D. A. (co-chaired with Professor Dale Pease)	Dimensions of spectator identification associated with the attendance of professional female basketball games	Department of Health and Human Performance - UH	2000	Associate Professor – North Carolina State University, Raleigh, NC
Chair – 12 Master’s Thesis Committees	Yu, J. F.	Undecided	Department of Kinesiology - UGA	2027 (expected)	
	Li, W. W.	Having competitive balance or not: A critical issue for the Chinese Basketball Association	Department of Kinesiology - UGA	2023	Admitted into Ph.D. program – Louisiana State University

	Breedlove, J.	Experiential sales in the golf equipment industry: How technology, personalization, and focus on the consumer experience are changing the game?	Department of Kinesiology - UGA	2021	Admitted into Ph.D. program - UGA
	Kim, A.	Social media influence on purchase intention with the mediating effect of fan identification: The case of Ultimate Fighting Championship (UFC)	Department of Kinesiology – UGA	2019	Admitted into Ph.D. program - UGA
	Mastromartino, B.	Identity formation of professional hockey consumers in Sunbelt states	Department of Kinesiology – UGA	2016	Admitted into Ph.D. program - UGA
	Nwadike, A. C.	The price of winning: Issues of college education for revenue sport athletes	Department of Kinesiology - UGA	2016	Admitted into Ph.D. program – University of Connecticut
	Wang, J. J.	Influence of brand-event personality congruency on a sponsor’s consumer-based brand equity	Department of Kinesiology - UGA	2013	Admitted into Ph.D. program - UGA
	Jin, L.	Assessing the effectiveness of ‘Green Olympics Movement’ implemented by the 2008 Beijing Olympic Games	Department of Tourism, Recreation and Sport Management - UF	2010	Admitted into Ph.D. program - UF
	Chen, K. K.	Associating corporations with collegiate athletics through facility naming right sponsorships: Measuring the effect on consumer attitude and purchase intention	Department of Tourism, Recreation and Sport Management - UF	2009	Admitted into Ph.D. program – UF and UGA
	Wooten, J.	The assessment of static pain coping styles experienced during anterior cruciate ligament rehabilitation	Department of Health and Human Performance - UH	2000	Admitted into Ph.D. program – Texas Women’s University, Houston, TX
	Anderson, E. A.	Validity of a modified curl-up test	Department of Health and Human Performance – UH	1996	Humble Fitness Center, Humble, TX

Member – 45 Ph.D. Dissertation Committees	Asiimwe, I.	Undecided	Department of Kinesiology - UGA	2026 (expected)	Graduate Assistant – UGA
	Babbitt, D.	A comparison of the implementation of intended coaching behaviors by sport coaches from high and low context cultures	Department of Kinesiology - UGA	2026 (expected)	Associate Head Coach of Track and Field Team – UGA Athletics
	Yusuf, A. O.	Managing and leading for success: A comparative case study of high performing government- and private- owned professional soccer clubs in Nigeria	Department of Kinesiology - UGA	2025 (expected)	Graduate Assistant – UGA
	Hu, T. T.	Branding and beyond: financial strategies and sponsorships for professional athletes with disabilities	Department of Health and Human Performance – UH	2025 (expected)	Graduate Assistant – UH
	Goyen, C. K.	Examining the impact of cultural adjustment on international student-athletes at division 1 higher education institutions in the southeastern United States	Department of Kinesiology - UGA	2024	Associate Director of Admissions – UGA
	Seiler, S. M.	Examination of Sport Management Internships through Foucault's Concepts of Power	Department of Kinesiology - UGA	2024	Assistant Professor – Kennesaw State University, Kennesaw, GA
	Dooley, W.	The organizational culture of a Division I NCAA football coaching staff	Department of Kinesiology - UGA	2023	Athens Technological College, Athens, GA
	Jolly, S.	Black collegiate athletes at historically white institutions: perceptions of holistic (under) development in academic, athletic, and community settings during the BLM era (post-summer 2020)	Department of Kinesiology - UGA	2023	Office of Institutional Diversity – UGA
	Kang, B. J.	Assessing customer discrimination in sports	Department of Kinesiology - UGA	2023	Assistant Professor – St. John Fisher University, Rochester, NY

	Paitson, D.	Assessment of leadership behaviors required for the intercollegiate athletic director position	Department of Health and Kinesiology - SHSU	2016	Assistant professor – University of Indianapolis, Indianapolis, IN.
	Yim, B. H.	Millennial sport consumption behavior: Using the modified Model of Goal Directed Behavior	Department of Kinesiology - UGA	2015	Associate professor – Kent State University, Kent, OH
	White, J. S.	A study of mentoring in volleyball coaching	Department of Kinesiology - UGA	2014	Head volleyball coach – Birmingham Southern College, Birmingham, AL
	Rappole, J.	Attendees vs. non-attendees: Attendance determinants for an NBA team	Department of Kinesiology - UGA	2013	Athletic Academic Advising, Georgia State University, Atlanta, GA
	Imperiale-Hagerman, S. M.	An examination of community diversity, perceptions of the profession, and team behavior from the diversity of basketball coaches	Department of Kinesiology - UGA	2013	Project Coordinator – UCLA Laboratory for Stress Assessment and Research, Los Angeles, CA
	Tavormina, A. L.	The empirical validation of the sport brand love model in professional sports	Department of Kinesiology - UGA	2013	Senior Lecturer – University of Florida, Gainesville, FL
	Thomas, C.	From federal baseball to American needle: An empirical examination of the treatment of professional sports leagues under antitrust law	Department of Kinesiology - UGA	2012	Lecturer – University of Florida, Gainesville, FL
	Kim, W.	Dimensions of psychic income associated with a major intercollegiate athletic program	Department of Tourism, Recreation and Sport Management - UF	2010	Lecturer – University of South Dakota, Vermillion, SD
	Carroll, M.	Development of a scale to measure perceived risk in a collegiate spectator sport and assess its impact on sport consumption intentions	Department of Tourism, Recreation and Sport Management - UF	2009	Professor – Troy University - Orlando, FL

	Jun, S. H.	Information processing strategies in tourism and hospitality contexts: The moderating role of involvement and the offsetting roles of textual and pictorial information	Department of Tourism, Recreation and Sport Management - UF	2009	Assistant Professor – Bournemouth University, Dorset UK
	Chang, S.	The Relationship between Active Leisure and Active Vacations	Department of Tourism, Recreation and Sport Management - UF	2009	Assistant Professor – Grand Valley State University, Allendale, MI
	Kim, Y. K.	A relationship framework in sport Management: How relationship quality affect sport consumption behaviors	Department of Tourism, Recreation and Sport Management – UF	2008	Professor and Associate Dean – Seoul National University, Seoul, South Korea
	Gacio Harrolle, M.	Sport spectator and conative loyalty: A comparison of Latino subgroups and non-Latino consumers	Department of Tourism, Recreation and Sport Management – UF	2007	Associate Professor – University of South Florida, Tampa, FL
	Baker, T. A.	An analysis of case and statutory law regarding the liability of youth sport organizations for the pedophilic actions of youth sports coaches and officials based on the theories of respondeat superior, negligent hiring, and negligent retention	Department of Tourism, Recreation and Sport Management - UF	2007	Professor – University of Georgia, Athens, GA
	Daniel, A. M.	Problem-based learning curriculum in medical education and its application in allied health education	Department of Health and Human Performance - UH	2004	Lecturer – University of Houston, Houston, TX
	Green. G.	Factors that influence African American college freshman in the career selection process: Implications for the physical therapy profession	Department of Health and Human Performance - UH	2003	Professor - Winston Salem State University, Winston-Salem, NC
	Bae, S. W.	Attitude, interests, and sport spectating: Variables affecting game attendance in an NHL franchise	School of Human Kinetics, University of British Columbia, Canada	2003	

	Cheng, E. Y.	Effect of on-line course on improving ESL learning	Department of Curriculum and Instruction - UH	2002	Dean and Professor – Tianjin University of Foreign Studies, Tianjin, China
	Almarzouq, H.	Body composition of Kuwaiti youth: Prevalence of obesity and developmental trends	Department of Health and Human Performance - UH	2001	Professor – Public Authority of Applied Education and Training, Kuwait
	Delikanaki-Skarikas, E.	The role of sampling duration on basal metabolic rate measurement error	Department of Health and Human Performance - UH	2001	Pain Consultant, Greater Houston Anesthesiology, Houston, TX
	Ruiz, A.	The effects of self-reported physical activity and attitude toward physical activity on cardiovascular endurance	Department of Health and Human Performance - UH	2001	Dean and Professor - Texas A & M University, Kingsville, TX
	Laws-Gallien, D.	The effects of life stress, social support systems, and coping behaviors associated with athletic injury in women's intercollegiate softball teams	Department of Health and Human Performance - UH	2001	Lecturer – Prairie View A&M University, Prairie View, TX
	Loffredo, V. J.	The influence of different delivery systems on cognitive knowledge and fitness measurements in a college physical education class	Department of Health and Human Performance - UH	2001	Associate Dean of Student Affairs, University of Houston – Clear Lake, TX
	Davis, L.	The effects of learning styles on academic achievement in an allied health radiography program	Department of Health and Human Performance - UH	2001	Associate Professor and Director, Massachusetts College of Pharmacy and Health Sciences, Boston, MA
	Echols, W. A.	The relation among factored homogeneous item dimensions and thinking interest factors to student success in fundamentals of mathematics I	Department of Educational Psychology - UH	2001	Professor and Department Chair – Houston Community College, Houston, TX
	Hightower, J.	The effects of coaching behaviors on team cohesion in women's intercollegiate athletic teams	Department of Health and Human Performance - UH	2000	Athletic Director – Alvin Community College, Houston, TX

	Sekula, B. K.	Application of Borg's CR-10 Scale to lifting capacity. Doctoral dissertation	Department of Health and Human Performance - UH	1999	President – Health Performance Institute, Houston, TX
	Barkouras, A.	Relationships between collective efficacy and team success	Department of Health and Human Performance - UH	1999	Executive Director – Sport Nous Consulting, Los Angeles, CA
	Motazedian, N. A.	Variables that affect job satisfaction in home health nurses	Department of Health and Human Performance - UH	1998	Owner and CEO – Houston Home Health Care, Houston, TX
	Thompson-Grim, L. J.	Ropes programming as a means for increasing moral reasoning in at-risk youth	Department of Health and Human Performance - UH	1998	Consultant - Team-Building and Communications, Inc., Houston, TX
	Merkle, L. A.	A factor analyses of the Self-Motivation Inventory	Department of Health and Human Performance - UH	1997	Associate Professor – Wingate University, Wingate, NC
	Eldridge, J. A.	Function of VO2max, job intensity, and tobacco use on job-related injuries	Department of Health and Human Performance - UH	1996	Associate Professor – University of Texas, Permian Basin, TX
	Albrecht, C. M.	Support for the medical technologist as a function of HIV attitudes of the medical technologist's partner	Department of Health and Human Performance - UH	1996	Director of Educational Programs - Houston Community College, Houston, TX
	Saffici, C. L.	The relationship of hardiness, efficacy, and locus of control to the work motivation of pre-service teachers	Department of Health and Human Performance - UH	1996	Associate Professor – Mount Union College, Alliance OH
	Burgess, B. L.	The relationship between selected physical and psychological variables to the development of junior tennis players	Department of Health and Human Performance - UH	1995	Associate Professor – Texas State University, San Marcos, TX
	Hui, S. C.	Development of normative values for resting and exercise rate pressure product	Department of Health and Human Performance - UH	1995	Professor – Hong Kong Chinese University, Hong Kong, China

Member – 15 Master's Thesis Committees	Wang, J. J.	Modeling environmental antecedents of online word-of-mouth on team social media: A perspective of information value	Department of Educational Psychology - UGA	2017	Admitted into Ph.D. program - UGA
	Ross, W. J	Understanding the evolution of environmental practices in mega-sporting events	Department of Kinesiology – UGA	2016	Admitted into Ph.D. program – University of South Carolina
	Lee, M. Y.	Impact of participation motivation on the psychological and subjective well-being of Korean golfers	Department of Kinesiology – UGA	2014	Admitted into Ph.D. program - UGA
	Koo, S. K.	The effect of destination image, event image, and satisfaction in determining behavioral intention: Recurring small-scale event	Department of Kinesiology – UGA	2013	Admitted into Ph.D. program - UGA
	Kim, T.	Does better event quality mean more fans? Moderating effect of perceived value, trust, and commitment on the link between event quality and sport consumption behavior	Department of Tourism, Recreation and Sport Management - UF	2010	Admitted into Ph.D. program - UF
	Arai, A.	Branding individual athlete: Developing a conceptual model of athlete brand image	Department of Tourism, Recreation and Sport Management – UF	2010	Admitted into Ph.D. program - UF
	Qi, C. X.	Lessons for the Beijing Organizing Committee for the Games of the XXIX Olympiad: Relationship among image, perceived risk and intention to travel to the 2008 Olympic Games among U.S. college students	Department of Tourism, Recreation and Sport Management - UF	2005	Lecturer –Hong Kong Baptist University, Hong Kong, China
	Piatt, D.	Desirable amenity programs by NBA season ticket holders	Department of Journalism - UF	2003	Account Executive at Hudson Highland Group, Orlando, FL
	Hodge, A.	Evaluation of a medically supervised anabolic-androgenic steroid program – effects on strength, body composition, and blood levels	Department of Health and Human Performance - UH	2002	Admitted into Ph.D. program – Texas Women's University, Denton, TX

	Boerm, M.	Association of district health requirements and implementation of tobacco use prevention education in Texas middle schools	Department of Health and Human Performance - UH	2001	Admitted into Ph.D. program - UH
	Runyan, D.	Parental predictor of children's short-term compliance to exercise following a hospital-based weight management program	Department of Health and Human Performance - UH	2001	Admitted into Ed.D. program - UH
	Baker, T.	The effects of sub-threshold electrical stimulation on neuromuscular activation	Department of Health and Human Performance – UH	2001	
	Bachman, C.	Effects of loading lower extremities with ankle weights during walking	Department of Health and Human Performance – UH	2001	Admitted into Ph.D. program - UH
	Kammerman, B.	Internal consistency of the transtheoretical model's evaluation tools in a sample of college-age smokers	Department of Health and Human Performance - UH	1999	Admitted into Ph.D. program - UH
	Bliss, G.	The effect of physical work capacity on psychophysical defined lifting limits	Department of Health and Human Performance - UH	1998	Chair - Research Support Committee at Phelan-McDermid Syndrome Foundation, Houston, TX

12. RESEARCH NARRATIVE

In prestigious research institutions like the UGA, UF, and UH, scholarly work is definitely the focal point of the academic process. Although I have been quite committed to teaching responsibilities, I have not overlooked my responsibilities to conduct research. I have and will continue to commit to scholarship.

My primary research interest is to use my research skills and sport management background to conduct applied measurement studies and/or applied studies in sport management, mainly focusing on sport consumer and organizational behavior issues. This focus has been based on the following considerations:

1. The academic program of sport management has been one of the fastest growing disciplines in the past 25 years, compared to other areas in the field of exercise and sport sciences and even beyond. This is evidenced by the increased number of academic programs at both undergraduate and graduate levels across the nation, increased faculty positions that are advertised, increased student enrollment, and increased job placement of sport management majors. The development and progress of the sport management program at the UGA are consistent with the contemporary trend. Such dramatic increases may have been partially due to the overall growth of the sport and leisure industry and the need for qualified personnel who are equipped with knowledge and skills in both human performance and business administration.
2. The accumulation and growth of knowledge for the sport management discipline have not been able to keep up with the development and demand of the field. Theory development and research conduct have generally lagged behind. Historically, many of the theories in sport management have been formulated by practitioners based on their professional experiences and personal insights, which often lack scientific evidence and hence require scientific confirmations.

3. Research inquiries in sport management have been predominantly qualitative and documentary, inadequately following research principles and up-to-date methodologies. For example, in the current sport management literature, measurement scales have seldom been considered/tested for their measurement properties using contemporary scale development procedures. Because of the overall weaker quality of research papers in this discipline, the umbrella research journal in exercise and sport sciences (i.e., *Research Quarterly for Exercise and Sport*) has not made a section for sport management studies.
4. For sport organizations, the key to achieving organizational objectives consists of being more effective than competitors in integrating marketing activities toward determining and satisfying the needs and wants of target markets. Sport organizations are generally market-driven. Understanding the cause and channel of sport consumer behaviors is the fundamental process for designing and implementing activities for the production, pricing, promotion, and distribution of a sport product to satisfy the needs or desires of consumers and to achieve the organizational objectives. In the meanwhile, the management process within a sport organization is also essential for the effective planning, organizing, leading, and controlling of financial and human resources in order to achieve organization's internal (growth and job satisfaction) and external (quality product and service) objectives. Quality leadership coordinates the organization and its members, and assists an organization to move more rapidly and successfully toward its objectives.
5. The rich environment for sport management research in the community has provided me with endless opportunities, such as professional sport teams, park and recreation departments, government agencies, intercollegiate and interscholastic sports, youth sports, and health-fitness clubs.
6. I have the necessary skills and background to conduct studies in issues related to consumer and organizational behaviors. Additionally, most of my investigations are big scale studies requiring immense time commitments and efforts. I have the skills to build different 'research teams' for various projects. Certainly, I enjoy teamwork and I believe that two or more people are smarter than one, at least most of the time.

Adopting an integrated approach, I have investigated the following perspectives for the purpose of predicting sport consumption behaviors and formulating effective marketing strategies: (a) market demand and competition, (b) socio-motivation, (c) program operation and service quality, (d) consumer lifestyle, and (e) sociodemographic backgrounds. I have studied sport organizational behaviors with a focus on formal and informal leadership associated with sport team management and athletic administration. Classical and contemporary leadership theories, such as trait, behavioral, contingency, and transformation, are often used as research frameworks. Utilizing my research and leadership knowledge, I completed the 21st CCLC Leadership Project that was funded by the United States Department of Education through the Florida Department of Education. The primary purpose of this Project was to provide effective leadership to after school programs through integrated scientific inquiry (program evaluation), organizational implementation (policy and compliance), and practical enhancement (technical training and assistance) procedures. The path-goal leadership theory was the primary framework that guided the project's design and conduct. The Star Leadership Model (SLM) and a strategic plan were developed to guide the operation of the Leadership Project. A general plan was formed to direct and coordinate the implementation of the SLM and its elements in order for the Leadership Project to work closely with all of the 21st CCLC programs with over 400 program sites serving over 100,000 students and their family members.

These research activities have strengthened the academic and professional relationships between the sport management program and community organizations. Many of my students have been employed or admitted as an intern in these community organizations. Research findings of these projects have been used in graduate and undergraduate class instruction as cutting-edge information and first-hand material. Numerous students have been involved in these research activities, as well as presented and published with me from the collected data, enhancing their research and problem-solving skills. As the graduate sport management program grows rapidly at the UGA, it is critical to use research activities to enhance the research and problem-solving abilities of graduate students. Together with my colleagues and students, we have used the collected information to publish in all related sport management journals that currently exist in North America and made presentations at all major conferences in the field. Our work has contributed to theory development in the field of sport management. Additionally, these published papers have frequently been cited in research papers and requested for reprints by scholars worldwide. Besides scholarly publications and presentations, my research findings have been presented to community organizations to enhance their functions and services to the community. For example, the research findings of the Leadership Projects have been used by the State of Florida as evidence for providing on-going funding to after school programs. I vividly remember when attending an international conference in 1994, sport consumer studies did not exist then. My presentation on consumer behaviors was only one of a very few on the issue. During my recent attendance to the same conference, I noticed that over 60% of the programs were focused on sport consumer behaviors. I firmly believe that our work has just begun. The best is yet to come.

Research universities, such as UGA, UF, and UH, have a high expectation for research funding through contracts and grants. My research interests, knowledge, and skills have successfully aided me to obtain internal and external research funding. My academic background in sport consumer and organizational behavior studies, research design, and statistical analyses have helped me obtain numerous research grants, contracts, and/or consulting activities from various sport and non-sport organizations. The 21st CCLC Leadership Project began in 2003 and ended its first five-year funding cycle in 2008, with a total funding of around \$7.5 million. Efforts were made for the Project to be funded for another three-year funding cycle, which started in 2008 and ended in 2011, with another funding budget of approximately \$5 million. It is necessary to note that this funded project was consistent with the UF research strategic plan on helping family, children, and community. I have also been successful in obtaining funding from a number of other organizations as a principal investigator or a co-investigator. At UGA, I obtained funding from the Georgia Department of Education to conduct general evaluations of 21st CCLC afterschool programs throughout the state.

Collaboration with others, as the secondary author, generally account for one third of my publications and presentations. For many years, I have set a goal for myself, which is to write a manuscript of my own when I finish one with others. It brings me great joy to work with other people and to be able to assist colleagues, students, alumni, and friends. Due to program needs at UGA and UF, I have devoted more time to directing doctoral student research since I was promoted to full professor at UF in 2006. Doing so is of a planned behavior to equip my doctoral students with stronger research competence, better research records, and more competitiveness for employment positions. Most of my doctoral students conduct studies in the areas of my research interests, and their studies continue to advance theories and practices identified in my previous studies. My secondary research interest is to contribute to faculty and student research in other academic areas, mainly in the management of health and exercise programs, by using my knowledge and skills in research design, measurement, data analyses, research report formulation, and management theories.

Over the years, I have received a number of recognitions for my research accomplishments. At the UH, I received the College of Education Research Award twice (1996, 1999). I was inducted as a Fellow by the Research Consortium of the American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD). I received the Scholar Award of the Southern District Association for Health, Physical Education, Recreation and Dance (SDAHPERD) in 2005, and the Measurement and Evaluation Council Honor Award of AAHPERD in 2006, which is the highest award of the council. I was inducted as a Research Fellow by the North American Society for Sport Management (NASSM) in 2007. In 2007, I also received the University of Florida Research Foundation Professorship Award, one of the highest recognitions for scholarship excellence at UF. In 2009, the AAHPERD named me the J. B. Nash Scholar. In 2011, I was named the 'Sport Professional of the Year' by the SDAHPERD and received the Doctoral Dissertation Advisor/Mentoring Award from the College of Health and Human Performance at the UF. Most recently, I am the recipient of the Earle F. Zeigler Lecture Award in 2014, the highest scholarly honor granted by the NASSM, and was inducted as a Fellow of the National Academy of Kinesiology a few years ago. These honors will only inspire me to continue improving my knowledge and skills in an effort to make greater scholarly and professional contributions.

13. PUBLICATIONS (* graduate student; senior/principal investigator(s) is underlined)

A. Books

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2. Garcia Fernandez, J., Fernandez Gavira, J., Sañudo Corrales, F. D. B., Chen, S. S., & Zhang, J. J. (Eds., 2026). *Technological trends and applications in sports and physical activities*. London, UK: Routledge (ISBN: xxx-x-xxx-xxxxx-x).
3. Zhang, J. J., Alonso Dos Santos, M., & García Fernández, J. (Eds., 2026). *Sport consumer behavior: Global perspectives*. London, UK: Routledge (ISBN: xxx-x-xxx-xxxxx-x).
4. Pearson, D. W., Hallmann, K., & Zhang, J. J. (Eds., 2025). *Diversity, equality, and inclusivity in sports: Global perspectives*. London, UK: Routledge (ISBN: 978-1-041-03033-1).

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6. *Leng, H. K., & Zhang, J. J. (2023). *Sports Sponsorship and Branding: Global Perspectives and Emerging Trends*. London, UK: Routledge (ISBN: 978-103-2603-90-2).
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10. Byon, K. K., Yim, B. H., & Zhang, J. J. (Eds., 2022). *Marketing analysis in sport business: Global perspectives*. London, UK: Routledge (ISBN: 978-1-032-29875-7).
11. Crabtree, R. M., & Zhang, J. J. (Eds., 2022). *Sport Marketing in a Global Environment: Strategic Perspectives*. London, UK: Routledge (ISBN: 978-1-03221-794-9).
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14. Pitts, B. G., & Zhang, J. J. (Eds., 2020). *Sport business in the United States: Contemporary perspectives*. London, UK: Routledge (ISBN: 978-0-36752-840-9).
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B. Contributed Book Chapters or Encyclopedia Articles

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C. Peer Refereed Journal Publications

Primary Research Interest (applied measurement or applied studies examining sport consumer and organization behaviors).

1. Huang, K. Y., *Kim, E., & Zhang, J. J. Effectiveness and impact indicators of international sporting events in Taiwan. Tourism Economics (accepted with revision).
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G. Miscellaneous

Commentary

1. Zhang, J. J. (2017). Endorsement of the Handbook of Sport Management published by Sage. In R. Hoye, & M. M. Parent (Eds.), Handbook of sport management. Thousand Oaks, CA: Sage.

On-line Publication

1. Smith, D. W., & Zhang, J. J. (2004). A profile of the evaluation of the After School Achievement Program. Cambridge, MA: The Harvard Family Research Project (HFRP) Out-of-School Time (OST) Program Evaluation Database. On-line available: <http://www.gse.harvard.edu/hfrp/projects/afterschool/evaldatabase.html>.

Published Sport Management Scales

1. Pease, D. G., & Zhang, J. J. (1997). Fan Psychology Scale (FPS). In A. C. Ostrow (Ed.), Directory of Psychological Tests in Sport and Exercise Sciences (pp. 354-355). Morgantown, WV: Fitness Information Technology.
2. Zhang, J. J., Pease, D. G., & *Hui, S. C. (1997). Community Impact Scale (CIS). In A. C. Ostrow (Ed.), Directory of Psychological Tests in Sport and Exercise Sciences (pp. 149-151). Morgantown, WV: Fitness Information Technology.
3. Zhang, J. J., Pease, D. G., *Hui, S. C., Michaud, T. J. (1997). Spectator Decision Making Inventory (SDMI). In A. C. Ostrow (Ed.), Directory of Psychological Tests in Sport and Exercise Sciences, (pp. 448-449). Morgantown, WV: Fitness Information Technology.
4. Zhang, J. J., & Pease, D. G. (1997). Leadership Qualities Scale (LQS). In A. C. Ostrow (Ed.), Directory of Psychological Tests in Sport and Exercise Sciences (p. 317). Morgantown, WV: Fitness Information Technology.

14. LECTURES, SPEECHES OR POSTERS PRESENTED AT PROFESSIONAL CONFERENCES/ MEETINGS (* graduate student; senior/principal investigator(s) is underlined)

A. International

1. *Argan, M., Bülent, G., Argan, M. T., Adem, B., & Zhang, J. J. (2026, March). "So who am I really"? Exploring the relationships among self-concept, avatar identification, the proteus effect, and game identification. Accepted for presentation (free communication) at the 5th World Association for Sport Management Conference, Cape Town, South Africa.
2. *Li, H., Wu, Y., Song, Y. Wang, Y., Zhang, J. J., & Yu, H. (2026, March). Impact of air pollution on sedentary behavior among Chinese older adults: Implications for policy development. Accepted for presentation (poster) at the 5th World Association for Sport Management Conference, Cape Town, South Africa.
3. Zhang, J. J. (2025, December). New trends in sports management research from the perspectives of China and the world. Presented (keynote) at the China Management Science Conference, Beijing, China.

- 4 Zhang, J. J., *Zhao, T. T., *Jiang, Z., *Phantumabamrung, P., *Glasgow, S. N., *Wang, Y., & *Jiang, X. (2025, August). Sports, technologies, and smart cities: Promoting a healthier future. Presented (keynote) at the Asian Association for Sport Management Conference, Taipei, Taiwan.
- 5 *Bo, H. H., & Zhang, J. J. (2025, June). Artistry in sports: Strategic programming of artistic entertainment at live sporting events. Presented (free communication) at the International Chinese Society for Physical Activity and Health Annual Conference, Nanjing, China.
- 6 Zhang, J. J. (2025, April). Understanding participatory and spectator sport consumers' needs and wants for core and peripheral product/program attributes: Application of the Dual Process Theory. Presented (keynote) at the 6th International Recreation and Sport Management Conference, Antalya, Turkey.
- 7 *Argan, M., Gürbüz, B., Çevik, H., Ozgen, C., Argan, M. T., & Zhang, J. J. (2025, April). Sport fans' adoption of game viewing in the metaverse: Development of an explanatory model. Presented (free communication) at the 6th International Recreation and Sport Management Conference, Antalya, Turkey.
- 8 *Özgen, C., Zhang, J. J., Çevik, H., & Porter, L. (2025, April). Motivational and behavioral effects of FOMO-laden appeals on live esports event attendance. Presented (free communication) at the 6th International Recreation and Sport Management Conference, Antalya, Turkey.
- 9 Zhang, J. J. (2024, September). Opening ceremony remarks. Presented (keynote) at the 3rd Summit for Sport Economics and Management, Beijing, China.
- 10 *Zhao, T. T., Bai, R. R., & Zhang, J. J. (2024, August). Evaluating the impact of Beijing 2022 Winter Olympic Games on ski tourism in China: Implications for continued development. Presented (free communication) at the 11th International Sport Business Symposium, Paris, France.
- 11 Bai, R. R., *Zhao, T. T., Zhang, J. J. (2024, August). Promotion sustainable impact of Winter Olympic Games on host cites: The case of Beijing 2022. Presented (poster) at the 11th International Sport Business Symposium, Paris, France.
- 12 Zhang, J. J. (2024, June). Leadership in exercise and sport programs. Presented (keynote) at the International Conference on High-quality Development of Physical Education, Nanjing, China.
- 13 *Chen, S. S., & Zhang, J. J. Say cheese or not?": The Impact of an Athlete's smile size and Duchenne-ness on consumer preference. (2024, June). Presented (free communication) at the North American Society for Sport Management Conference, Minneapolis, MN.
- 14 *Kim, A., Rickel, K., Kim, M., Turcott, R., & Zhang, J. J. (2024, June). Dimensions of motivation for paid sport streaming services: Development of a scale. Presented (poster) at the North American Society for Sport Management Conference, Minneapolis, MN.
- 15 *Li, W. W., Qian, T. Y., Mastromartino, B., Chepyator-Thomson, & Zhang, J. J. (2024, June). Navigating competitive imbalance: Utilizing GPT-3.5 to explore Chinese Basketball Association fan engagement on Weibo. Presented (free communication) at the North American Society for Sport Management Conference, Minneapolis, MN.
- 16 Zhang, J. J. (2024, January). Conference opening remarks. Presented (keynote) at the Chinese Association for Sport Management Conference, Xi'an, China.
- 17 Zhang, J. J. (2023, December). Conference opening remarks. Presented (keynote) at the Coastal Region Sport Business Conference, Ningbo, China.
- 18 Zhang, J. J. (2023, September). Opening ceremony remarks. Presented (keynote) at the 2nd Summit for Sport Economics and Management, Beijing, China.
- 19 *Cevik, H., & Zhang, J. J. (2023, November). Defining expectations related to the qualities of e-sports venues from the audience's perspective. Presented (free communication) at the Sports Science Conference, Antalya, Turkey.

- 20 *Johnson, L. M., *Bo, H. H., Qian, T. Y., McCullick, B., Chepyator-thomson, J. R., Su, Y., *Kim, E., & Zhang, J. J. (2023, June). Consumer demand for core product features of professional women's basketball events. Presented (free communication) at the North American Society for Sport Management Conference, Quebec, Canada.
- 21 Mastromartino, B., Naraine, M., Dees, W., & Zhang, J. J. (2023, June). Recent trends and new directions for managerial implications in sport management research. Presented (panel discussion) at the North American Society for Sport Management Conference, Quebec, Canada.
- 22 *Kim, A., Kim, E., Turcott, R., & Zhang, J. J. (2023, June). Social media and consumption in sport fans: How fan identification affects fan's consumption with the mediating impact of attitude towards social media. Presented (poster) at the North American Society for Sport Management Conference, Quebec, Canada.
- 23 *Kim, E., *Jeong, J., Bo, H. H., & Zhang, J. J. (2023, March). Assimilation, femininity, and image: U.S. media spectators' intention to watch LPGA tournament. Presented (poster) at the 4th World Association for Sport Management Conference, Doha, Qatar.
- 24 Zhang, J. J. (2023, March). Lightning talk of research ideas. Presented (symposium) at the 4th World Association for Sport Management Conference, Doha, Qatar.
- 25 *Hogg, C., & Zhang, J. J. (2023, March). A documentary analysis on the plausibility of sports for development initiatives in Eastern Europe before and after the collapse of the Soviet Union. Presented (poster) at the 4th World Association for Sport Management Conference, Doha, Qatar.
- 26 *Chen, Y., & Zhang, J. J. (2023, March). Integrating sports and medicine in China: An exploratory inquiry. Presented (poster) at the 4th World Association for Sport Management Conference, Doha, Qatar.
- 27 *Zhao, T. T., Gao, F., & Zhang, J. J. (2023, March). The significance of urban planning in sport management: A reciprocal relationship. Presented (poster) at the 4th World Association for Sport Management Conference, Doha, Qatar.
- 28 Gao, F., & Zhang, J. J. (2023, March). Adopting the Theory of Planned Behavior to analyze social leverage behaviors at local sporting events. Presented (free communication) at the 4th World Association for Sport Management Conference, Doha, Qatar.
- 29 *Anderson, B. A., & Zhang, J. J. (2023, March). Volunteer coaches as a critical segment of human resources for youth and amateur sports: A review of literature. Presented (poster) at the 4th World Association for Sport Management Conference, Doha, Qatar.
- 30 *Chen, S. S., Gao, F., & Zhang, J. J. (2023, March). Accelerated impact of technology on golf consumers during the pandemic: A review of literature. Presented (poster) at the 4th World Association for Sport Management Conference, Doha, Qatar.
- 31 *Li, W. W., Zhao, T. T., & Zhang, J. J. (2023, March). Having Competitive balance or Not: A critical issue for Chinese professional sports leagues. Presented (poster) at the 4th World Association for Sport Management Conference, Doha, Qatar.
- 32 *Chou, W. W., & Zhang, J. J. (2023, March). Impact of perceived functional and image fit on consumer-focused effectiveness for new NBA sponsorship. Presented (poster) at the 4th World Association for Sport Management Conference, Doha, Qatar.
- 33 *Bo, H. H., & Zhang, J. J. (2023, March). Utilizing SMART goal management principles to assist international students enrolled in an U.S. university's sport management program: A shared mentorship experience. Presented (poster) at the 4th World Association for Sport Management Conference, Doha, Qatar.
- 34 *Bo, H. H., & Zhang, J. J. (2023, March). Sport spectator preferences for artistic entertainment during live game events: A qualitative inquiry. Presented (poster) at the 4th World Association for Sport Management Conference, Doha, Qatar.

- 35 *Johnson, L. M., Kim, E., & Zhang, J. J. (2023, March). A phenomenological examination of understanding former collegiate athlete entrepreneurs. Presented (free communication) at the 4th World Association for Sport Management Conference, Doha, Qatar.
- 36 Wang, J. J., Li, B., & Zhang, J. J. (2023, March). Leveraging sport-mediated self-branding to enhance senior Generation Z's well-being. Presented (free communication) at the 4th World Association for Sport Management Conference, Doha, Qatar.
- 37 Lam, E. T. C., & Zhang, J. J. (2023, March). Techniques in scale development: A global sport management perspective. Presented (symposium) at the 4th World Association for Sport Management Conference, Doha, Qatar.
- 38 Zhang, J. J., *Zhao, T. T., & *Bo, H. H. (2022, June). Building strong research foundations for graduate students. Presented (keynote) at the International Conference on High-Quality Training of Graduate Students in Sport Science, Nanjing, China.
- 39 *Kim, A., & Zhang, J. J. (2022, June). Impact of same-language subtitles in social media contents on sport fans. Presented (free communication) at the North American Society for Sport Management Conference, Atlanta, GA.
- 40 Zhang, M. Y., Qian, T. Y., & Zhang, J. J. (2022, June). Identifying constraints associated with spectator attendance of CTTSL game events. Presented (poster) at the North American Society for Sport Management Conference, Atlanta, GA.
- 41 *Chou, W. W., Lee, J. D., & Zhang, J. J. (2022, June). From Mona Lisa to Stephen Curry: Using NFTs and blockchain to teach creative thinking skills in sport management classrooms. Presented (poster) at the North American Society for Sport Management Conference, Atlanta, GA.
- 42 *Chou, W. W., & Zhang, J. J. (2022, June). A qualitative exploration of perceived greenwashing underlying facility naming rights sponsorship as a sport sustainability campaign: The case of Amazon's Climate Pledge Arena. Presented (free communication) at the North American Society for Sport Management Conference, Atlanta, GA.
- 43 *Jamaat, K., Zhang, J. J., & *Johnson, L. M. (2021, June). Dimensions of constraining factors affecting physical activity participation of Iranian women. Presented (free communication) at the North American Society for Sport Management Conference (virtue), Minneapolis, MN.
- 44 *Chou, W. W., Han, J. Y., & Zhang, J. J. (2021, June). The more you win, the less you believe? An examination of the moderating effect of team performance on attitude toward message of sport fan's superstitions. Presented (free communication) at the North American Society for Sport Management Conference (virtue), Minneapolis, MN.
- 45 *Kim, A., Kim, M. H., & Zhang, J. J. (2021, June). Exploring sport media consumption behavior in the use of paid sports streaming services: A qualitative inquiry. Presented (free communication) at the North American Society for Sport Management Conference (virtue), Minneapolis, MN.
- 46 *Chou, W. W., *Lee, D., J., & Zhang, J. J. (2021, June). Bringing art education to the eSports marketing curriculum: How to develop sport management students' visual aesthetic sensitivity. Presented (poster) at the North American Society for Sport Management Conference (virtue), Minneapolis, MN.
- 47 *Kim, E., *Jeong, J., & Zhang, J. J. (2021, June). Impact of sport tourists' involvement and emotions on their satisfaction of the sport event and loyalty toward the host city. Presented (free communication) at the North American Society for Sport Management Conference (virtue), Minneapolis, MN.
- 48 Brown, L., Fink, J. Hancock, M., Hoeber, L., Li, M., & Zhang, J. J. (2021, June). Barriers to diversity and inclusion in NASSM leadership: A workshop sponsored by the Diversity and Inclusion Committee. Presented (discussion panel) at the North American Society for Sport Management Conference (virtue), Minneapolis, MN.
- 49 Zhang, J. J. (2021, April). Challenges and tendencies in the U.S. Business of Sport in post pandemic times. Presented (keynote speech) at the Latin American Association for Sport Management (ALGEDE) Conference (virtue), Lima, Peru.

- 50 Mao, L. L., *Kim, M. J., *Kim, H., Zhang, J. J., & Connaughton, D. P. (2020, November). Understanding customer experience in fitness centers and gyms from online reviews: A structural topic modeling approach. Presented (free communication) at the Sport Management Association of Australia and New Zealand Conference (virtue), Canberra, Australia.
- 51 *Chen, G., Mao, L. L., Pifer, N. D., Watanabei, Y., & Zhang, J. J. (2020, September). Innovation-driven development strategy and research & development investment among Chinese sport firms. Presented (poster) at the Olympic Scientific Congress (virtue), Yokohama, Japan.
- 52 *Li, Y., *Kim, A., *Liu, O. X., *Mastromartino, B., & Zhang, J. J. (2020, September). Impact of perceived value on behavior intention of parent-child runners in a marathon event held in China. Presented (free communication) at the Olympic Scientific Congress (virtue), Yokohama, Japan.
- 53 *Watanabe, Y., Aman, M. S., & Zhang, J. J. (2020, September). Structural relationships among event image, destination image, place attachment, and spectator's behavior: The case of Formula One Petronas Malaysia Grand Prix. Presented (free communication) at the Olympic Scientific Congress (virtue), Yokohama, Japan.
- 54 *Wang, J. J., Braunstein-Minkove, J. R., Baker, T. A., Li, B., & Zhang, J. J. (2020, June). Self-branding through NFL team fandom: Fans' desired self-image and its implications for branding practices. Presented (free communication) at the North American Society for Sport Management Conference (virtue), San Diego, CA.
- 55 *Jeong, Y., *Kim, E., & Zhang, J. J. (2020, June). Examining the relationships among perceived value, tourist satisfaction, and word-of-mouth in the context of nostalgia sport tourism. Presented (free communication) at the North American Society for Sport Management Conference (virtue), San Diego, CA.
- 56 *Jeong, Y., *Kim, E., & Zhang, J. J. (2020, June). What drives sport tourists' positive word-of-mouth? Presented (poster) at the North American Society for Sport Management Conference (virtue), San Diego, CA.
- 57 *Kim, A., Kim, S., Kim, M., & Zhang, J. J. (2020, June). Constraints of pay-per-view viewership and the role of social media: A case of the Ultimate Fighting Championship. Presented (free communication) at the North American Society for Sport Management Conference (virtue), San Diego, CA.
- 58 *Watanabe, Y., Qian, T. Y., Wang, J. J., Pifer, N. D., & Zhang, J. J. (2020, June). Sport spectatorship and population health: A case of Japanese professional golf tournament. Presented (free communication) at the North American Society for Sport Management Conference (virtue), San Diego, CA.
- 59 Zhang, J. J., Fink, J., Downward, P., Fairley, S., Walker, M., & Hardin, R. (2020, June). Publishing in leading sport management journals: Contemporary issues from journal editors. Presented (discussion panel) at the North American Society for Sport Management Conference (virtue), San Diego, CA.
- 60 *Chou, W. W., & Zhang, J. J. (2020, June). What do your future boss need from you? Developing critical thinking skills for job market in the sport management classroom. Presented (poster) at the North American Society for Sport Management Conference (virtue), San Diego, CA.
- 61 *Johnson, L. M., Pearson, D. W., Zapalac, R. K., & Zhang, J. J. (2020, February). Consumer behavior of women's sports: Development of a conceptual framework. Presented (poster) at the Global Sport Business Association Conference, Fort Lauderdale, FL.
- 62 *Chou, W. W., & Zhang, J. J. (2020, February). How persuasive sponsorship-linked advertising can be: The case of new sponsors with low functional fit in the NBA. Presented (poster) at the Global Sport Business Association Conference, Fort Lauderdale, FL.
- 63 *Kim, E., Qian, T. Y., & Zhang, J. J. (2020, February). Strategic visionary management as enabler of commercial sport management. Presented (poster) at the Global Sport Business Association Conference, Fort Lauderdale, FL.

- 64 Zhang, J. J. (2019, December). Sports and urban development: Critical analyses. Presented (keynote) at the Sport Management Distinguished Lecture Series of Wuhan University of Sport, Wuhan, China
- 65 Zhang, J. J., Chalip, L., Dickson, G., Dixon, M. A., Green, C., Mason, D., & Taks, M. (2019, October). Publishing in SSCI sport management journals: Critical perspectives to consider. Presented (panel discussion) at the World Association for Sport Management, Santiago, Chile.
- 66 *Watanabe, Y., *Qian, T. Y., Matsumoto, K., & Zhang, J. J. (2019, October). Impact of servicescape on behavioral responses at Japanese professional baseball events. Presented (free communication) at the World Association for Sport Management, Santiago, Chile.
- 67 *Watanabe, Y., & Zhang, J. J. (2019, October). The influence of parents' attitude and expectation on youth sport participation: The focus on sense of fiscal burden. Presented (poster) at the World Association for Sport Management, Santiago, Chile.
- 68 Kim, M. K., & Zhang, J. J. (2019, October). Impact of Taekwondo on youth development. Presented (poster) at the World Association for Sport Management, Santiago, Chile.
- 69 *Kim, E., & Zhang, J. J. (2019, October). Can positive media coverage on diversity enhance consumption of the Ladies Professional Golf Association (LPGA)? Presented (poster) at the World Association for Sport Management, Santiago, Chile.
- 70 Pitts, B. G., & Zhang, J. J. (2019, October). An analysis of the presentations of the World Association for Sport Management Conferences: 2014 Spain, 2017 Lithuania, and 2019 Chile – Implications and recommendations for the future. Presented (free communication) at the World Association for Sport Management, Santiago, Chile.
- 71 Danylchuk, D., Thoma, J., Zhang, J. J., Baker, R., & Chalip, L. (2019, October). Career transition from sport management professor to administrator: Experiences and perspectives. Presented (workshop) at the World Association for Sport Management, Santiago, Chile.
- 72 García-Fernández, J., Gálvez-Ruiz, P., Zhang, J. J., Pitts, B. G., & Grimaldi-Puyana, M. (2019, October). Customer engagement and perceived quality as determinants of loyalty: The case of the fitness boutique model. Presented (free communication) at the World Association for Sport Management, Santiago, Chile.
- 73 *Johnson, L. M., & Zhang, J. J. (2019, October). Engaging international sport management leaders and scholars and creating a globalized academic program. Presented (free communication) at the World Association for Sport Management, Santiago, Chile.
- 74 *Kim, A., & Zhang, J. J. (2019, October). Social media motivation of mixed martial arts fans influence on purchase intention with the mediating effect of fan identification: A review of literature. Presented (free communication) at the World Association for Sport Management, Santiago, Chile.
- 75 *Gershon, S., *Mastromartino, B., & Zhang, J. J. (2019, October). Internships, practicum, and professional marketability. Presented (poster) at the World Association for Sport Management, Santiago, Chile.
- 76 *Paitson, D. A., Zapalac, R. K., *Johnson, L. M., & Zhang, J. J. (2019, October). Critical leadership in the management and marketing university athletics. Presented (poster) at the World Association for Sport Management, Santiago, Chile.
- 77 *Nwadike, A., *Kim, E., & Zhang, J. J. (2019, October). Athletic identity and academic performance of student-athletes in the U.S.: Application of the Multiple Intelligence Theory. Presented (poster) at the World Association for Sport Management, Santiago, Chile.
- 78 Lee, D., Pearson, P., Cottingham, M., *Lee, M., *Yu, H. Y., Pitts, B. G., *Kim, E., & Zhang, J. J. (2019, October). Management and marketing of sports in the U.S. Presented (poster) at the World Association for Sport Management, Santiago, Chile.

- 79 *Qian, T. Y., & Zhang, J. J. (2019, June). Conceptualizing and assessing esports online spectator demand: A mixed-method approach. Presented (free communication) at the North American Society for Sport Management Conference, New Orleans, LA.
- 80 *Mastromartino, B., & Zhang, J. J. (2019, June). Helping sport management students build a portfolio for potential employers. Presented (poster) at the North American Society for Sport Management Conference, New Orleans, LA.
- 81 Cunningham, G., Fink, J., Downward, P., Hardin, R., Walker, M., & Zhang, J. J. (2019, June). Reviewing in sport management journals: Perspectives of editors. Presented (symposium) at the North American Society for Sport Management Conference, New Orleans, LA.
- 82 *Kim, A., Kim, M., & Zhang, J. J. (2019, June). Social media usage motivation of Ultimate Fighting Championship fans: A qualitative inquiry. Presented (poster) at the North American Society for Sport Management Conference, New Orleans, LA.
- 83 *Jeong, Y. D., Kim, E., & Zhang, J. J. (2019, June). Examining the relationships among organizational culture, justice, empowerment, and citizenship of Korean professional sport clubs. Presented (free communication) at the North American Society for Sport Management Conference, New Orleans, LA.
- 84 *Kim, E., Jeong, Y. D., & Zhang, J. J. (2019, June). Determinants of employee innovative behavior: Studying professional sport organizations in Korea. Presented (free communication) at the North American Society for Sport Management Conference, New Orleans, LA.
- 85 *Mastromartino, B., & Zhang, J. J. (2019, June). Fan identity formation in new or non-traditional sport market environments: The case of NHL Teams in the Sunbelt region. Presented (free communication) at the North American Society for Sport Management Conference, New Orleans, LA.
- 86 *Pifer, N. D., DeSchrive, T. D., & Zhang, J. J. (2019, June). Dominance and distress: Analyzing the labor market strategies of Europe's top soccer clubs. Presented (free communication) at the North American Society for Sport Management Conference, New Orleans, LA.
- 87 *Chou, W. W., & Zhang, J. J. (2019, June). Investigating the spillover effect on sponsorship effectiveness in the context of multiple sponsors: a perspective of perceived sponsor-event fit. Presented (free communication) at the North American Society for Sport Management Conference, New Orleans, LA.
- 88 Zhang, J. J., Xing, Z., Preuss, H., Dickson, G., Williams, R., Penningroth, A., Gravel, R., Welty-Peachey, J., Kaplanidou, K. & Wang, Y. H. (2019, April). Contemporary issues in sports and urban development. Presented (discussion panel) at the Sport and Urban Development Conference, Xiamen, China.
- 89 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.
- 90 Zhang, J. J., & Kim, M. K. (2018, December). Originality in the sport industry: Building up the core product. Presented (keynote speech) at the Wuxi Sport Forum, Wuxi, China.
- 91 Zhang, J. J., Qian, T. Y., Mastromartino, B., Chou, W. W., Kim, E., & Johnson, L. M. (2018, December). Sports, urban development, and urban revitalization. Presented (keynote speech) at the World Taekwondo Association Conference, Wuxi, China.
- 92 Zhang, M. Y., Johnson, L. M., Pitts, B. G., & Zhang, J. J. (2018, November). Managing resources and opportunities in globalized sport business: An overview via review of literature. Presented (free communication) at the World Leisure Sports Association Conference, Xiamen, China.
- 93 *Kim, M. H., & Zhang, J. J. (2018, September). Influence of perceived relationship quality on donor behavior: The case of professional sport charitable nonprofit organizations. Presented (free communication) at the 2018 European Association for Sport Management Conference, Malmö, Sweden.

- 94 *Mastromartino, B., & Zhang, J. J. (2018, June). Skating in the sun: Examining identity formation of national hockey league fans in Sunbelt states. Presented (free communication) at the North American Society for Sport Management Conference, Halifax, Canada.
- 95 *Qian, T. Y., & Zhang, J. J. (2018, June). Effective approaches for integrating interactive technologies into sport management classrooms. Presented (poster) at the North American Society for Sport Management Conference, Halifax, Canada.
- 96 *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 (poster) at the North American Society for Sport Management Conference, Halifax, Canada.
- 97 *Qian, T. Y., & Zhang, J. J. (2018, June). Understanding and measuring esports consumer motivations: Preliminary development of a conceptual framework. Presented (free communication) at the North American Society for Sport Management Conference, Halifax, Canada.
- 98 *Kim, E., & Zhang, J. J. (2018, June). Globalized Ladies Professional Golf Association (LPGA): Culture as an antecedent affecting the consumer behavior toward of the LPGA events filled with international golfers in the leaderboard. Presented (free communication) at the North American Society for Sport Management Conference, Halifax, Canada.
- 99 *Watanabe, Y., & Zhang, J. J. (2018, June). Attracting international spectators to a sport event held in Asia: The case of Formula One Petronas Malaysia Grand Prix. Presented (poster) at the North American Society for Sport Management Conference, Halifax, Canada.
- 100 *Watanabe, Y., & Zhang, J. J. (2018, June). To stay or not to stay? Japanese spectators' event-related perspectives on a professional golf tournament. Presented (free communication) at the North American Society for Sport Management Conference, Halifax, Canada.
- 101 *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 (free communication) at the North American Society for Sport Management Conference, Halifax, Canada.
- 102 *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 Conference, Halifax, Canada.
- 103 *Pifer, N. D., DeSchraver, T. D., & Zhang, J. J. (2018, June). The advantage of experience: Analyzing the effects of player experience on the performances of March Madness teams. Presented (free communication) at the North American Society for Sport Management Conference, Halifax, Canada.
- 104 *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 (free communication) at the North American Society for Sport Management Conference, Halifax, Canada.
- 105 Wang, J. J., Zhang, J. J., & Suh, Y. I. (2018, June). Applied predictive analytics in sport business education. Presented (free communication) at the Sixth Big Data and Analytics Educational Conference, Shanghai, China.
- 106 Zhang, M. Y., Wang, J. J., Pitts, B. G., & Zhang, J. J. (2018, April). A comprehensive review of international studies on fan loyalty of professional sports. Presented (free communication) at the 2018 China's Collegiate Sport Summit, Shanghai, China.
- 107 *Egberts, J. B., *Kim, E., Connaughton, D. C., & Zhang J. J. (2018, February). Assessing the effectiveness of the Florida Traffic and Bike Safety Education Program (FTBSE). Presented (poster) at the Global Sport Business Association Conference, Cozumel, Mexico.

- 108 *Kim, E., *Egberts, J. B., Connaughton, D. C., & Zhang J. J. (2018, February). Are we worried for walking and riding bicycle on the road in Florida? Examining the interrelationships among knowledge, belief, and confidence in pedestrian and bicycle road safety. Presented (poster) at the Global Sport Business Association Conference, Cozumel, Mexico.
- 109 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.
- 110 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.
- 111 *Mastromartino, B., & Zhang, J. J. (2017, December). Marketing hockey in non-traditional regions: A case study of the NHL in the Southern United States. Presented (free communication) at the World Hockey Forum, Moscow, Russia.
- 112 Zhang, J. J. (2017, November). Ways to develop international collaborations within various higher education institutes. Presented (free communication) at the Sport and Recreation Management International Conference, Taoyuan, Taiwan.
- 113 Zhang, J. J., *Wang, J. J., *Qian, T. Y., & Pitts, B. G. (2017, June). Design, measurement, and statistical considerations in sport management research. Presented (poster) at the World Association for Sport Management Conference, Kaunas, Lithuania.
- 114 *Paitson, D. A., Zapalac, R. K., & Zhang, J. J. (2017, June). The state and focus of U.S. intercollegiate athletics: Past, present, and future. Presented (poster) at the World Association for Sport Management Conference, Kaunas, Lithuania.
- 115 *Mastromartino, B., Zhang, J. J., Leopkey, B., Wann, D., & Pitts, B. G. (2017, June). The NHL's new frontier: Marketing hockey to fans in the Sunbelt States. Presented (poster) at the World Association for Sport Management Conference, Kaunas, Lithuania.
- 116 *Mastromartino, B., Zhang, J. J., & Pitts, B. G. (2017, June). Conceptually assessing sport fan communities: Dimensions and their influences. Presented (poster) at the World Association for Sport Management Conference, Kaunas, Lithuania.
- 117 *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 the World Association for Sport Management Conference, Kaunas, Lithuania.
- 118 Pitts, B. G., & Zhang, J. J. (2017, June). Using sport marketing case studies in the classroom. Presented (free communication) at the World Association for Sport Management Conference, Kaunas, Lithuania.
- 119 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 the World Association for Sport Management Conference, Kaunas, Lithuania.
- 120 Altukhov, S., Nauright, J., Dickson, G., Liu, D., Rasku, R., & Zhang, J. J. (2017, June). Globalizing the management and marketing of ice hockey in a competitive sporting landscape. Presented (symposium) at the World Association for Sport Management Conference, Kaunas, Lithuania.
- 121 Altukhov, S., Nauright, J., Chalip, L., Danylchuk, K., Dickson, G., Wanderi, P., & Zhang, J. J. (2017, June). The new sporting cold war and sport management: The implications of the Russian doping allegations for sports management and policy. Presented (symposium) at the World Association for Sport Management Conference, Kaunas, Lithuania.
- 122 *Wang, Y., Kim, M. K., & Zhang, J. J. (2017, May). Factors affecting the regional strategies for developing and advancing the sports industry. Presented (free communication) at the 2017 North American Society for Sport Management Conference, Denver, CO.

- 123 *Qian, T. Y., & Zhang, J. J. (2017, May). Utilizing the motivation, opportunity, and ability theory to study esports consumer behavior: Development of research framework. Presented (poster) at the 2017 North American Society for Sport Management Conference, Denver, CO.
- 124 *Kim, M., Zhang, J. J., & Wang, J. J. (2017, May). Dimensions of donor motivation associated with donor behavior in professional sport nonprofit organizations: Development of a scale. Presented (free communication) at the 2017 North American Society for Sport Management Conference, Denver, CO.
- 125 *Kim, E., & Zhang, J. J. (2017, May). Incorporating case-competition into sport marketing course. Presented (poster) at the 2017 North American Society for Sport Management Conference, Denver, CO.
- 126 Danylchuk, K., Pitts, B., Kim, E., Wang, J. J., Ogasawara, E., & Zhang, J. J. (2017, May). International student perspectives of studying sport management in North America. Presented (symposium) at the 2017 North American Society for Sport Management Conference, Denver, CO.
- 127 *Kim, E., & Zhang, J. J. (2017, May). Asian culture as a moderating concept affecting the motivation of consuming LPGA events filled with leading Asian golfers: Development of a conceptual framework. Presented (poster) at the 2017 North American Society for Sport Management Conference, Denver, CO.
- 128 *Wang, J. J., & Zhang, J. J. (2017, May). Exploring antecedents of word-of-mouth in teams' social media: A perspective of information value. Presented (free communication) at the 2017 North American Society for Sport Management Conference, Denver, CO.
- 129 Zhang, M. Y., Byon, K. K., & Zhang, J. J. (2016, December). Factors affecting the quality of professional sport event operations: Implications for the Chinese Table Tennis Super League (CTTSL). Presented (free communication) at the 10th Chinese Sport Business Association Conference. Changchun, China.
- 130 *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.
- 131 Zhang, M. Y., Kim, M. K., Byon, K. K., & Zhang, J. J. (2016, September). From East to West: Growth and organization of Asian sports in North America. Presented (free communication) at the 2016 International Convention on Science, Education, and Medicine in Sport, San Paulo, Brazil.
- 132 Zhang, M. Y., Byon, K. K., & Zhang, J. J. (2016, September). Understanding motivations associated with spectator attendance of professional sports: Implications for the CTTSL. Presented (poster) at the 2016 International Convention on Science, Education, and Medicine in Sport, San Paulo, Brazil.
- 133 *Mastromartino, B., & James, J. J. (2016, July). Skating in the sun: Examining identity formation of NHL fans in the Sunbelt states. Presented (free communication) at the Biannual Research in Hockey Conference, Fredericton, New Brunswick, Canada.
- 134 *Chou, W. W., Mastromartino, B., & Zhang, J. J. (2016, June). How a graduate teaching assistant could be an effective guest instructor in sport management classes? Presented (poster) at the 2016 North American Society for Sport Management Conference, Orlando, FL.
- 135 *Qian, T. Y., & Zhang, J. J. (2016, June). Incorporating cross-culture elements into sport ethics course instruction. Presented (poster) at the 2016 North American Society for Sport Management Conference, Orlando, FL.
- 136 *Henderson, C., Leopkey, B., Byon, K. K., Schempp, P., & Zhang, J. J. (2016, June). Feminist themes within the marketing of the National Women's Soccer League (NWSL). Presented (poster) at the 2016 North American Society for Sport Management Conference, Orlando, FL.

- 137 *Jin, L., *Kim, M., Kim, M. K., Byon, K. K., Connaughton, D. C., & Zhang, J. J. (2016, June). College football consumers' reaction towards supporting an environmentally friendly stadium. Presented (poster) at the 2016 North American Society for Sport Management Conference, Orlando, FL.
- 138 *Kim, M., & Zhang, J. J. (2016, June). Assessing donor motivation in professional sports from the stakeholder perspective. Presented (poster) at the 2016 North American Society for Sport Management Conference, Orlando, FL.
- 139 *Yim, B. H., Byon, K. K., Baker, T. A., & Zhang, J. J. (2016, June). Identifying critical factors associated with millennial sport consumption behavior. Presented (poster) at the 2016 North American Society for Sport Management Conference, Orlando, FL.
- 140 *Min, S. D., Byon, K. K., Kim, M. K., Baker, T. A., & Zhang J. J. (2016, June). Structural relationship among socio-motivation, market demand, overall satisfaction, and consumption of WNBA game events. Presented (poster) at the 2016 North American Society for Sport Management Conference, Orlando, FL.
- 141 Zhang, J. J. (2015, November). To be or not to be, that is a question! Sustaining the sport management discipline through forming the sport industry in Asia. Presented (keynote) at the 2015 International Sport Industry Forum and Symposium, Chia-Yi, Taiwan.
- 142 Huang, Y., Zhang, J. J., & Harada, M. (2015, November). Developmental trends of sport tourism and mega sport events. Presented (panel discussion) at the 2015 International Sport Industry Forum and Symposium, Chia-Yi, Taiwan
- 143 *Wang, J. J., Zhang, J. J. (2015, June). Conceptualizing the role of self-event congruity in consumers' event consumption. Presented (poster) at the 2015 North American Society for Sport Management Conference, Ottawa, Canada.
- 144 *Wang, J. J., Zhang, J. J., Byon, K. K., Baker, T. A., & Lu, L. Z. (2015, June). Empirically examining the impact of brand-event personality fit on sport sponsors' consumer-based brand equity: A case study in college football. Presented (free communication) at the 2015 North American Society for Sport Management Conference, Ottawa, Canada.
- 145 *Zhou, L., & Zhang, J. J. (2015, June). Variables affecting the market demand of sport lottery sales in China: The case of Guangdong Province. Presented (poster) at the 2015 North American Society for Sport Management Conference, Ottawa, Canada.
- 146 Zhang, J. J. (2014, December). Sharing my life experience in the United States: A turtle's crawl. Presented (keynote) at the Aletheia University Community Seminar Series, Damshui, Taiwan.
- 147 Zhang, J. J., & Pifer, N. D. (2014, November). Challenges and conceivable strategies of Asian sport industry development in a globalized marketplace. Presented (keynote) at the 2014 International Conference on Sport Science and Technology, Changsha, China.
- 148 Baker, R.E., Johnson, P., Gillentine, A., Danylchuk, K., Pitts, B., & Zhang, J. J. (2014, October). Internationalized sport management education: Bridging the gaps. Presented (symposium) at the 2014 World Association for Sport Management Conference, Madrid, Spain.
- 149 *Mao, L. L., Zhang, J. J., & Connaughton, D. P. (2014, October). Impact of consumers' socio-demographic background on their demand for sports lotteries. Presented (poster) at the 2014 World Association for Sport Management Conference, Madrid, Spain.
- 150 *Mao, L. L., Zhang, J. J., & Connaughton, D. C. (2014, October). Sports gambling as consumption: Evidence from a time-series analysis of demand for sports lottery tickets. Presented (poster) at the 2014 World Association for Sport Management Conference, Madrid, Spain.
- 151 Zhang, M. Y., Zhang, L., Pitts, B., & Zhang, J. J. (2014, October). Examining key strategies for repositioning the Chinese Table Tennis Super League: Development of a theoretical framework. Presented (poster) at the 2014 World Association for Sport Management Conference, Madrid, Spain.

- 152 *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 2014 World Association for Sport Management Conference, Madrid, Spain.
- 153 *Shi, A. J., Liu, W., Liu, B., Zhang, J. J. (2014, October). Enhancing corporate business relationship through hosting a running race event: The case of J. P. Morgan Corporate Challenge in Shanghai. Presented (poster) at the 2014 World Association for Sport Management Conference, Madrid, Spain.
- 154 *Liu, S., & Zhang, J. J. (2014, October). Assessing the rationality dimensions of sports rules. Assessing the Rationality Dimensions of Sports Rules. Presented (poster) at the 2014 World Association for Sport Management Conference, Madrid, Spain.
- 155 Zhang, J. J. (2014, June). To survive and thrive in the sport management discipline. Presented (keynote) at the Shanghai Summer Training Camp, Shanghai, China.
- 156 Zhang, J. J. (2014, May). Meeting the demands of both the sport business and the university administration: Do we have to take on incongruent roads? Presented (Dr. Earle F. Zeigler Lecture) at the 2014 North American Society for Sport Management Conference, Pittsburgh, PA.
- 157 *Wang, J. J., Zhang, J. J. (2014, May). Bringing the sport industry to the sport management program: A discussion on the process of effectively initiating and hosting a speaker series of sport industry professionals. Presented (poster) at the 2014 North American Society for Sport Management Conference, Pittsburgh, PA.
- 158 *Kim, M. H., & Zhang, J. J. (2014, May). Offering golf certificate classes for sport management students through collaborations with the PGA/LPGA and local golf clubs. Presented (poster) at the 2014 North American Society for Sport Management Conference, Pittsburgh, PA.
- 159 Zhang, J. J., Bruening, J. E., Doherty, A., Chalip, L., & Funk, D. C. (2014, May). 'To be or not to be, that is a question!' A panel discussion on the relevance, practicality, and opportunities of external funding for sport management scholars in research universities. Presented (panel discussion) at the 2014 North American Society for Sport Management Conference, Pittsburgh, PA.
- 160 *Kim, M. H., & Zhang, J. J. (2014, May). Impact of relationship quality on donor loyalty: A case of professional sport-related charitable nonprofit organizations. Presented (free communication) at the 2014 North American Society for Sport Management Conference, Pittsburgh, PA.
- 161 *Du, J., *Sato, M., Funk, D., Jordan, J., James, J., & Zhang, J. J. (2014, May). Construct measurement and model specification in sport management research: A philosophical and methodological discussion on reflective and formative structures. Presented (symposium) at the 2014 North American Society for Sport Management Conference, Pittsburgh, PA.
- 162 Danylchuk, D., Baker, B., Pitts, B., & Zhang, J. J. (2013, September). Supervising international graduate students in sport management: experiences and challenges. Presented (free communication) at 2013 European Association for Sport Management Conference, Istanbul, Turkey.
- 163 Zhang, J. J., Lu-Anderson, D., *Kim, M., & *Wang, Y. Y. (2013, June). Promoting Kongfu to the American people: A marketing perspective. Presented (symposium) at the 2013 North American Society for Sport Management Conference, Austin, TX.
- 164 *Mao, L. L., Zhang, J. J., Connaughton, D. C. (2013, June). Theories and Determinants of Consumer Demand for Sports Lottery: Development of a Conceptual Model. Presented (free communication) at the 2013 North American Society for Sport Management Conference, Austin, TX.

- 165 *Mao, L. L., Zhang, J. J., Connaughton, D. C. (2013, June). An associative learning account of branding effects of sponsorship: Canonical correlation analyses. Presented (free communication) at the 2013 North American Society for Sport Management Conference, Austin, TX.
- 166 *Kim, M., & Zhang, J. J. (2013, June). Assessing donor motivations in professional sports: Development of a conceptual framework. Presented (free communication) at the 2013 North American Society for Sport Management Conference, Austin, TX.
- 167 *Kim, J. J., & Zhang, J. J. (2013, June). Identification of factors affecting consumer adoption of sport-related mobile applications: Development of a conceptual framework. Presented (free communication) at the 2013 North American Society for Sport Management Conference, Austin, TX.
- 168 *Jin, L., Zhang, J. J., & Connaughton, D. C. (2013, June). Understanding the impact of planned behavior on donor intention to donate to green stadium initiatives: Development of a theoretical framework. Presented (free communication) at the 2013 North American Society for Sport Management Conference, Austin, TX.
- 169 *Wang, J. J., & Zhang, J. J. (2013, June). Conceptualizing the role of online sport brand community quality in cultivating consumer brand loyalty. Presented (poster) at the 2013 North American Society for Sport Management Conference, Austin, TX.
- 170 Lam, E. T. C., Pitts, B. G., *Chen, K. K., & Zhang, J. J. (2013, June). Procedures and Techniques for Establishing the Validity of Survey Instruments. Presented (symposium) at the 2013 North American Society for Sport Management Conference, Austin, TX.
- 171 *Kim, S. S., Byon, K. K., Kim, C., Yu, J. G., & Zhang, J. J. (2013, June). Influence of intrinsic and extrinsic motivations on consumption behavior of Formula One event spectators: The Case of Shanghai Grand Prix. Presented (poster) at the 2013 North American Society for Sport Management Conference, Austin, TX.
- 172 *Wang, Y. Y., & Zhang, J. J. (2013, June). It is off screen this time: Developing teaching modules on promoting Chinese traditional martial arts in North America. Presented (poster) at the 2013 North American Society for Sport Management Conference, Austin, TX.
- 173 *Kim, M., & Zhang, J. J. (2013, June). Providing sea sport activity classes for university students during the summer sessions through collaborations with sea sport services. Presented (poster) at the 2013 North American Society for Sport Management Conference, Austin, TX.
- 174 *Min, S. D., & Zhang, J. J. (2013, June). It is the first academic course for him/her to teach: How to prepare the 'Introduction to Sport Management' course taught by a doctoral student. Presented (poster) at the 2013 North American Society for Sport Management Conference, Austin, TX.
- 175 *Wang, J. J., & Zhang, J. J. (2013, June). How to utilize social media to enhance students' internship learning? Presented (poster) at the 2013 North American Society for Sport Management Conference, Austin, TX.
- 176 Zhang, J. J., *Wang, J. J., *Miller, B., & *Sun, S. J. (2012, November). Antecedents and consequences of competitive balance: Essence of the sport industry. Presented (keynote) at the 6th Chinese Sport Business Association Conference, Wuhan, China.
- 177 Zhang, J. J. (2012, August). Branding a sport product through satisfying multidimensional perspectives of market demand. Presented (keynote) at the 8th Asian Association for Sport Management Conference, Changchun, China.
- 178 Zhang, J. J. (2012, May). Developments, challenges, and opportunities of global sport industry: Asian perspectives. Presented (past-president workshop) at the 2012 North American Society for Sport Management Conference, Seattle, WA.

- 179 *Hwang, J., Yoo, Y., & Zhang, J. J. (2012, May). Volunteer identification and perceived fit associated with volunteer experiences and behavior. Presented (free communication) at the 2012 North American Society for Sport Management Conference, Seattle, WA.
- 180 Turner, B. A., Jordan, J., Fink, J., Doherty, A., & Zhang, J. J. (2012, May). Current and future trends in sport management doctoral education: A roundtable discussion. Presented (discussion panel) at the 2012 North American Society for Sport Management Conference, Seattle, WA.
- 181 *Kim, S. K., Kim, M. K., *Min, S. D., & Zhang, J. J. (2012, May). Relationships among service quality, satisfaction, and future intentions of users at main media center: A case of Guangzhou Asian Games. Presented (free communication) at the 2012 North American Society for Sport Management Conference, Seattle, WA.
- 182 *Kim, M., & Zhang, J. J. (2012, May). Offering a winter sports class for university students in the U.S. southern states during the winter break. Presented (poster) at the 2012 North American Society for Sport Management Conference, Seattle, WA.
- 183 *Min, S. D., & Zhang, J. J. (2012, May). Developing an academic course on Asian sport industry and marketing sports to Asian countries. Presented (poster) at the 2012 North American Society for Sport Management Conference, Seattle, WA.
- 184 *Chen, K. K., & Zhang, J. J. (2012, May). Initiating an international exchange program between U.S. and Asian institutions to enhance global learning opportunities for students majoring in sport management. Presented (poster) at the 2012 North American Society for Sport Management Conference, Seattle, WA.
- 185 Zhang, J. J. (2012, April). Developing viable financial sources for the WASM based on conceptualized work relationships between the world and regional associations. Presented (keynote) at the 2012 Global Sport Management Summit, Damshui, Taiwan.
- 186 *Chen, K. K., & Zhang, J. J. (2012, April). Introduction of the residual centering moderator analysis to the academic field of sport management: An application example. Presented (poster) at the 2012 Global Sport Management Summit, Damshui, Taiwan.
- 187 *Chen, K. K., & Zhang, J. J. (2012, April). Profiling sport spectators: An analysis of spending patterns of spectators at the Korean Baseball Organization games. Presented (poster) at the 2012 Global Sport Management Summit, Damshui, Taiwan.
- 188 Zhang, J. J., & *Min, S. D. (2012, February). What should Asian countries do in a globalized sport marketplace? A few of my insights. Presented (keynote) at the SPOEX 2012: International Sport Industry Promotion Forum, Seoul, Korea.
- 189 Pitts, B., & Zhang, J. J. (2012, February). Thriving in a globalized sport marketplace: Challenges, opportunities, and strategic management. Presented (keynote) at the 3rd International Conference on Sport and Exercise Science, Bangkok, Thailand.
- 190 Zhang, J. J. (2011, November). Market demand, customer satisfaction, or a combination? Theoretical and industrial perspectives of studying sport event management quality. Presented (keynote) at the 5th Asian Pacific Conference of Exercise and Sports Science, Shanghai, China.
- 191 Connaughton, D. P., Spengler, J. O., *Egberts, J. B., Zhang, J. J., & Ma, X. (2011, November). AED implementation and related risk management practices in intercollegiate athletic departments. Presented (poster) at the 5th Asian Pacific Conference of Exercise and Sports Science, Shanghai, China.
- 192 Cianfrone, B. A., & Zhang, J. J. (2011, November). Conducting research in sport management. Presented (keynote) at the International Forum of Scientific Research Method of Kinesiology and Sport Science, Beijing, China.
- 193 Zhang, J. J., & Cianfrone, B. A. (2011, October). Elevated value of the sport industry in a globalized community: Necessity for integration and systemization. Presented (keynote) at the New Sport Science and Physical Education International Forum, Suzhou, China.

- 194 Cianfrone, B. A., & Zhang, J. J. (2011, October). Coaching and coaching leadership: An ever-lasting inquest in the growing sport industry. Presented (keynote) at the New Sport Science and Physical Education International Forum, Suzhou, China.
- 195 Zhang, J. J. (2011, September). Building a sustainable sport industry: Interpreting the demand vs. supply paradigm from natural and cultural perspectives. Presented (keynote) at the 1st Institute of Physical Education International Conference (IPEIC), Bangkok, Thailand.
- 196 Zhang, J. J. (2011, September). Critical issues in Thailand's sport industry. Presented (discussion panel) at the 1st Institute of Physical Education International Conference (IPEIC), Bangkok, Thailand.
- 197 *Kim, M. K., *Min, S. D., & Zhang, J. J. (2011, June). Structural relationships among market demand and psychological constructs toward martial arts participation. Presented (free communication) at 2011 North American Society for Sport Management Conference, London, Ontario, Canada.
- 198 *Jin, L., *Mao, L. L., Zhang, J. J. (2011, June). Impact of green stadium initiatives on donor intentions toward an intercollegiate athletic program. Presented (poster) at 2011 North American Society for Sport Management Conference, London, Ontario, Canada.
- 199 Zhang, J. J. (2011, April). Sport management in a globalized market place: North American perspectives. Presented (keynote) at the Global Sport Management Summit, Damshui, Taiwan.
- 200 Kim, M. K., Zhang, J. J., & *Min, S. D. (2011, April). Market segmentation of Taekwondo club Members in North America. Presented (poster) at the Global Sport Management Submit, Damshui, Taiwan.
- 201 *Min, S. D., *Wang, R. T., Kim, M. K., & Zhang, J. J. (2011, April). Market segmentation of the Women's Korean Basketball League consumers through socio-demographics and game consumption level. Presented (poster) at the Global Sport Management Submit, Damshui, Taiwan.
- 202 *Wang, R. T., *Chen, K. K., *Ho, C. M., & Zhang, J. J. (2011, April). Examining the roles of choice constrain and payment equity on relationship quality perceived by intercollegiate athletic consumers: Development of a conceptual model. Presented (free communication) at the Global Sport Management Submit, Damshui, Taiwan.
- 203 Byon, K. K., Baker, T. A., Zhang, J. J., *Sen, S., *Mao, L., & *Min, S. D. (2011, April). Structural relationships of parent satisfaction toward the quality of after school enrichment programs and behavioral intentions. Presented (poster) at the Global Sport Management Submit, Damshui, Taiwan.
- 204 *Hwang, J. Y., Hinterlong, J., *Min, S. D., & Zhang, J. J. (2011, April). Understanding volunteer motivations of sporting event in Korea: A preliminary study. Presented (poster) at the Global Sport Management Submit, Damshui, Taiwan.
- 205 Zhang, J. J., Cianfrone, B. A., & *Min, S. D. (2011, February). Resilience and growth of the sport industry in North America. Presented (keynote) at the SPOEX 2011: International Sport Industry Promotion Forum, Seoul, Korea.
- 206 Zhang, J. J., Pitts, B. G., Byon, K. K., & Byrd, C. E. (2010, September). Factors potentially affecting the attendance of high school state basketball tournament. Presented (symposium) at 2010 European Association for Sport Management Annual Conference, Prague, Czech Republic.
- 207 Cianfrone, B. A., Zhang, J. J., & Byrd, C. E. (2010, September). An investigation into the consumer profile of a state basketball tournament: Sociodemographic segmentation. Presented (symposium) at 2010 European Association for Sport Management Annual Conference, Prague, Czech Republic.
- 208 Cianfrone, B. A., Pitts, B. G., Zhang, J. J., & Byon, K. K. (2010, September). Examining the importance and relevance of market demand factors: Theoretical and practical implications. Presented (symposium) at 2010 European Association for Sport Management Annual Conference, Prague, Czech Republic.

- 209 Connaughton, D. P., Zhang, J. J., Egberts, J. B., & *Jin, L. (2010, June). An analysis of Florida physical educators' knowledge of Florida bicycle laws. Presented (poster) at the International Conference on Safety and Mobility of Vulnerable Road Users, Pedestrians, Motorcyclists, and Bicyclists. Jerusalem, Israel.
- 210 *Kim, M. K., Kim, M., Zhang, J. J. (2010, June). Relationship among market demand, perceived benefits, perceived constraints, perceived value, and member satisfaction to martial arts participation: Development of a framework. Presented (free communication) at the 2010 North American Society for Sport Management Conference. Tampa, FL.
- 211 *Jin, L., Connaughton, D.P., Zhang, J.J., & Byrd, C.E. (2010, June). Post-games marketing and management of Olympic venues course. Presented (poster) at 2010 North American Society for Sport Management Annual Conference. Tampa, FL.
- 212 *Chen, K. C., *Jin, L., *Mao, L. Zhang, J. J., & Cianfrone, B. A. (2010, June). Differentiation of Market Demand of Division II Intercollegiate Women Soccer with Respect to Socialdemographics. Presented (free communication) at the 2010 North American Society for Sport Management Conference. Tampa, FL.
- 213 *Wang, R. T., & Zhang, J. J. (2010, June). Examining the relationships between fan motivation and sociodemographics for the Chinese Professional Baseball League of Taiwan. Presented (poster) at the 2010 North American Society for Sport Management Conference. Tampa, FL.
- 214 *Mao, L., *Kim, M. K., & Zhang, J. J. (2010, June). Involvement and emotions of residents in China as the host country of 2008 Olympic Games: Implications for promoting mega sport events. Presented (free communication) at the 2010 North American Society for Sport Management Conference. Tampa, FL.
- 215 *Jin, L., *Chen, K. C., *Wang, R. T., & Zhang, J. J. (2010, June). To play in the university stadium or to play in the city dome? Examining spectator satisfactions with event operations of intercollegiate football games. Presented (free communication) at the 2010 North American Society for Sport Management Conference. Tampa, FL.
- 216 Cianfrone, B. A., Pitts, B., Drane, D., Byrd, C. E., & Zhang, J. J. (2010, June). A market segmentation analysis of Historically Black College and University "Classic" attendees. Presented (poster) at the 2010 North American Society for Sport Management Conference. Tampa, FL.
- 217 Zhang, J. J. (2010, May). Achieving sustainable impacts of sport events: Transforming extraordinary vision into ordinary actions. Presented (keynote speech) at the Sport Management Submit. Taipei, Taiwan.
- 218 *Byon, K. K., Zhang, J. J., & Choi, Y. W. (2009, December). Understanding sport tourist consumption behavior through examining destination image. Presented (free communication) at the 2009 Academy of Business Administration, Cancun, Mexico.
- 219 *Byon, K. K., Zhang, J. J., Connaughton, D. P., & Ko, Y. J. (2009, May). Dimensions of general market demand associated with professional team sports: Development of a scale. Presented (free communication) at 2009 North American Society for Sport Management Conference, Columbia, SC.
- 220 Byrd, C. E., Zhang, J. J., Connaughton, D. P., *Carroll, M. S., & *Kim, M. K. (2009, May). Teaching and learning sport management in the global context: Offering an experiential sport management course in Italy. Presented (poster) at 2009 North American Society for Sport Management Conference, Columbia, SC.
- 221 Zhang, J. J. (2009, February). Everlasting romance between sports and media: Trends and perspectives of sport media industry and information technology. Presented (keynote) at SPOEX 2009: International Sport Industry Promotion Forum. Seoul, Korea.
- 222 Byrd, C. E., Zhang, J. J., Cianfrone, B. A., & Williamson, D. P. (2008, July). Marketing intercollegiate women's basketball conference tournament games: A market demand perspective. Presented (poster) at 2008 Sport Marketing Association Conference, Gold Coast, Australia.

- 223 Zhang, J. J., Fogarty, T., Holland, S., & Byrd, C. E. (2008, July). Hierarchical relationships among entertainment options, interests in professional sports, and consumption of professional sports. Presented (poster) at 2008 Sport Marketing Association Conference, Gold Coast, Australia.
- 224 Pitts, B., Zhang, J. J., Danylchuk, K., Lu, D., & Cianfrone, B. A. (2008, May). Six degrees of collaboration: Creating and maintaining collaborative relationships for successful scholarly productivity as a sport management professor. Presented (symposium) at 2008 North American Society for Sport Management Conference, Toronto, Canada.
- 225 *Cianfrone, B. A., & Zhang, J. J. (2008, May). Dimensions of motivation associated with playing sport video games. Presented (free communication) at 2008 North American Society for Sport Management Conference, Toronto, Canada.
- 226 *Byon, K. K., Zhang, J. J., & Ko, Y. J. (2008, May). Dimensions of destination image: Development of a scale. Presented (free communication) at 2008 North American Society for Sport Management Conference, Toronto, Canada.
- 227 *Byon, K. K., Zhang, J. J., & Ko, Y. J. (2008, May). Development of a scale measuring event sport tourism intention. Presented (free communication) at 2008 North American Society for Sport Management Conference, Toronto, Canada.
- 228 *Braunstein, J. R., & Zhang, J. J. (2007, June). Influence of product-endorser match-up on consumer's purchase intentions of non-sport endorsed products: Development of a model. Presented (free communication) at 2007 North American Society for Sport Management Conference, Ft. Lauderdale, FL.
- 229 *Kim, M. K., Kim, M., Zhang, J. J., & Ko, Y. J. (2007, June). Dimensions of market demand associated with private Taekwondo schools in North America: Development of a theoretical framework. Presented (free communication) at 2007 North American Society for Sport Management Conference, Ft. Lauderdale, FL.
- 230 Zhang, J. J., *Cianfrone, B. C., Braunstein, J. R., & *Kim, D. H. (2007, March). Marketing strategies for the development of sport business in North America. Presented (invited keynote speech) at SPOEX 2007: International Sport Industry Seminar, Seoul, Korea.
- 231 *Kim, D. H., *Byon, K. W., Zhang, J. J., Mitchell, J. Kim, M., & Connaughton, D. P. (2006, November). Factors affecting the market demand of university of Florida women's basketball games. Presented (free communication) at 2006 International Conference on Sport and Entertainment Business, Columbia, SC.
- 232 Zhang, J. J., Byrd, C. E., Vinson, T. S., & Connaughton, D. P. (2006, October). Community learning centers: Activity preference, participation, and satisfaction of adult participants in the United States. Presented (poster) at the 2006 World Leisure Congress. Hangzhou, China.
- 233 Byrd, C. E., Zhang, J. J., Vinson, T. S., & Connaughton, D. P. (2006, October). Leisure behavior of American youth in the absence of structured after school services. Presented (poster) at the 2006 World Leisure Congress. Hangzhou, China.
- 234 Connaughton, D. P., *Baker, T. A., Zhang, J. J., Spengler, J. O., & Thomas, R. (2006, October). An analysis of the perceived risk and preventative measures of NCAA Division 1A football stadium managers in response to terrorism. Presented (poster) at the 2006 World Leisure Congress. Hangzhou, China.
- 235 Zhang, J. J., Connaughton, D. P., *Byon, K. W., *Kim, D. H. (2006, October). Entertainment options, interests in professional sports, and professional sport consumption. Presented (poster) at the 2006 World Leisure Congress. Hangzhou, China.
- 236 Williamson, D. P., Zhang, J. J., *Braunstein, J. R., *Cianfrone, B. A., *Byon, K. W., *Kim, D. H., Lilienthal, S., Connaughton, D. C. (2006, June). Market demand variables associated with an intercollegiate women's basketball conference tournament. Presented (free communication) at 2006 North American Society for Sport Management Conference, Kansas City, MO.

- 237 *Byon, K. W., Zhang, J. J., *Carroll, M., Connaughton, D. P. Fleming, D. S., Byrd, C. E. *Braunstein, J. R., *Cianfrone, B. A., *Kim, D. H., & *Gacio Harrolle, M. (2006, June). Satisfaction toward the quality of after school enrichment programs: The perspective of youth participants. Presented (free communication) at 2006 North American Society for Sport Management Conference, Kansas City, MO.
- 238 *Qi, C, Gibson, H., & Zhang, J. J. (2006, June). Perceived Risk and Intention Travel to China and the 2008 Beijing Olympic Games among U.S. College Students. Presented (free communication) at 2006 North American Society for Sport Management Conference, Kansas City, MO.
- 239 James, J., Trail, G., Wann, D., Funk, D., & Zhang, J. J. (2006, June). Bringing parsimony to the study of sport consumer motivations: Development of the *Big 5*. Presented (symposium) at 2006 North American Society for Sport Management Conference, Kansas City, MO.
- 240 Connaughton, D. P., *Kim, D. H., & Zhang, J. J. (2006, February). The profit model of sport business in the United States - An overview of marketing basketball. Presented (invited keynote speech) at Korean Association for Sport Industry Promotion Conference. Seoul, Korea.
- 241 *Baker, T. A., Connaughton, D. P., Spengler, J. O., & Zhang, J. J. (2005, November). An analysis of the foreseeable threat that terrorism poses to sport facility. Presented (poster) at 2005 International Conference on Sport and Entertainment Business, Columbia, SC.
- 242 Zhang, J. J., Fleming, D. S., Connaughton, D. P., & Lam, E. T. C. (2004, November). Management of after school programs: planning, measuring, and promoting. Presented (poster) at 2004 International Conference on Sport and Entertainment Business, Columbia, SC.
- 243 Fleming, D. S., Zhang, J. J., & Connaughton, D. P. (2004, November). Characteristics of after school program participants. Presented (poster) at 2004 International Conference on Sport and Entertainment Business, Columbia, SC.
- 244 Zhang, J. J., Lam, E. T. C., Williamson, D. P., *Gacio Harrolle, M., Connaughton, D. P., & Spengler, J. O. (2004, June). Spectator satisfaction with event operations of an intercollegiate women's basketball conference tournament: Congruence between expectations and perceptions. Presented (poster) at 2004 North American Society for Sport Management Annual Conference, Atlanta, GA.
- 245 Fleming, D. & Zhang, J. J. (2004, June). Evaluating after school education programs in America. Presented (invited and free communication) at the Academic Seminar of the University of Darmstadt, Darmstadt, Germany.
- 246 Zhang, J. J., Williamson, D. P., Connaughton, D. P., *Braunstein, J. R., *Cianfrone, B. A., & *Gacio Harrolle, M. (2003, October). Relationship marketing through a fan fest event: Effectiveness at a women's intercollegiate conference tournament. Presented (poster) at 2003 International Conference on Sport and Entertainment Business, Columbia, SC.
- 247 Zhang, J. J., Connaughton, D. P., & *Piatt, D. *Cianfrone, B. A., *Braunstein, J. R., & *Gacio Harrolle, M. (2003, October). Satisfaction of NBA season ticket holders toward service quality of game operations: Congruence between expectations and perceptions. Presented (poster) at 2003 International Conference on Sport and Entertainment Business, Columbia, SC.
- 248 *Braunstein, J. R., *Ellis, M. H., *Duley, A. R., Lam, E. T. C., Connaughton, D. P., & Zhang, J. J. (2003, June). General market demand variables associated with professional sport consumption. Presented (free communication) at 2003 North American Society for Sport Management Annual Conference, Ithaca, NY.
- 249 *Braunstein, J. R., Connaughton, D. P., Spengler, J. O., Zhang, J. J., Hausenblas, H. A., & Connaughton, A. V. (2003, June). Implementation of automated external defibrillators in high school athletic departments: Implications for athletic administrators. Presented (free communication) at 2003 North American Society for Sport Management Annual Conference, Ithaca, NY.

- 250 Zhang, J. J., *Lam, E. T. C., Connaughton, D. P., & Bennett, G. A. (2002, October). Confirmatory factor analysis of the Spectator Decision Making Inventory (SDMI). Presented (free communication) at 2002 International Conference on Sport and Entertainment Business, Columbia, SC.
- 251 Connaughton, D. P., Demichele, D. J., & Zhang, J. J. (2002, October). Relationship between job satisfaction and employment background of mid-level collegiate campus recreation program administrators. Presented (poster) at 2002 International Conference on Sport and Entertainment Business, Columbia, SC.
- 252 Zhang, J. J., *Lam, E. T. C., *Duley, A. R., Connaughton, D. P., Bennett, G., *Ellis, M. H., *Braunstein, J. R., & *Cianfrone, B. (2002, October). Hierarchical relationships among sociodemographic, game enjoyment, and game consumption variables of minor league hockey games. Presented (free communication) at 2002 International Conference on Sport and Entertainment Business, Columbia, SC.
- 253 Bennett, G., Pennington-Gray, L., Zhang, J. J., & *Cianfrone, B. (2002, October). Assessing customer satisfaction with the festival village at an action sports event. Presented (free communication) at 2002 International Conference on Sport and Entertainment Business, Columbia, SC.
- 254 Zhang, J. J., Lam, E. T. C., & Williamson, D. P. (2002, May). Contemporary approach for examining validity and reliability of scales in sport management. Presented (symposium) at 2002 North American Society for Sport Management Annual Conference, Canmore, Canada.
- 255 Bennett, G., Henson, R., & Zhang, J. J. (2001, October). Action sports sponsorship recognition. Presented (free communication) at 2001 International Conference on Sport and Entertainment Business, Columbia, SC.
- 256 Bennett, G., & Henson, R., & Zhang, J. J. (2001, October). Generation Y perceptions of action sports. Presented (poster) at the International Conference on Sport and Entertainment Business, Columbia, SC.
- 257 *Lam, E. T. C., Zhang, J. J., & Jackson, A. S. (2001, June). Dimensions of satisfaction toward service quality and their relationships with sociodemographics and consumption behaviors of health-fitness club members. Presented (free communication) at 2001 North American Society for Sport Management Annual Conference, Virginia Beach, VA.
- 258 *Williamson, D. P., Zhang, J. J., *Ocker, L. B., & *Lam, E. T. C. (2001, June). Relationship between sociodemographic backgrounds of women's professional basketball game spectators and their level of identifying with a team. Presented (free communication) at 2001 North American Society for Sport Management Annual Conference, Virginia Beach, VA.
- 259 Pearson, D. W., Curtis, R. L., Zhang, J. J., Haney, C. A., & *Bailey, B. (2000, October). A typology of sport theme feature films for instructional use. Presented (free communication) at the 2000 North American Society for the Sociology of Sport Conference, Colorado Springs, CO.
- 260 *Martin, J. W., Pease, D. G., & Zhang, J. J. (1999, September). Relationship of task and ego orientations with coping strategies by athletes under pressure. Presented (poster) at the 1999 11th Annual Association for the Advancement of Applied Sport Psychology Conference, Calgary, Canada.
- 261 *Martin, J. W., Pease, D. G., & Zhang, J. J. (1999, June). Relationship of causal attributions to coping strategies by athletes under pressure. Presented (free communication) at the 1999 North American Society for the Psychology of Sport and Physical Activity Conference, Clearwater, FL.
- 262 Zhang, J. J., *Bellerive, L. M., *Lee, J. T., & *Williamson, D. P. (1999, June). Reasons for not attending games and ticket arrangements by NBA season ticket holders. Presented (free communication) at 1999 North American Society of Sport Management Conference, Vancouver, Canada.
- 263 Zhang, J. J., *Pham, U. L., *Lam, E. T. C., & *Kim, J. J. (1999, June). Variables affecting spectator enjoyment of minor league hockey games. Presented (free communication) at 1999 North American Society of Sport Management Conference, Vancouver, Canada.

- 264 Pease, D. G., *Rhea, D. J., & Zhang, J. J. (1998, September). Relation of selected socio-psychological factors to peer leadership behavior of female volleyball players. Presented (poster) at the 10th Annual Association for the Advancement of Applied Sport Psychology Conference, Cape Cod, MA.
- 265 Pease, D. G., *Rhea, D. J., & Zhang, J. J. (1998, June). Relation of goal orientation to leadership behaviors and attitudes of high school female volleyball players. Presented (free communication) at the 1998 North American Society for the Psychology of Sport and Physical Activity Conference, St. Charles, IL.
- 266 Zhang, J. J. (1997, September). Values of physical activities to the growth and development of children and youth preference of exercise programs. Presented (free communication) at 5th Annual International Conference of the Chinese American Educational Research & Development Association, Houston, TX.
- 267 Pease, D. G., *Rhea, D. J., & Zhang, J. J. (1997, September). Relationship of athlete socio-psychological factors to coach perception of leadership behaviors of female volleyball athletes. Presented (poster) at the 12th Annual Association for the Advancement of Applied Sport Psychology Conference, San Diego, CA.
- 268 Zhang, J. J. (1997, June). Current issues in measurement and evaluation in the United States. Presented (free communication) at Chinese Doctors' Forum in Physical Education and Sport, Tianjin, China.
- 269 *Lam, E. T., & Zhang, J. J. (1997, May). Differentiation of member satisfaction toward YMCA service and program qualities with respect to demographic backgrounds. Presented (free communication) at 1997 North American Society for Sport Management Annual Conference, San Antonio, TX.
- 270 Pease, D. G., *Rhea, D., & Zhang, J. J. (1996, October). Congruence of coach perceptions and athlete self-evaluation of leadership behaviors. Presented (poster) at the 11th Annual Association for the Advancement of Applied Sport Psychology Conference. Williamsburgh, VA.
- 271 *Rhea, D., Pease, D. G., & Zhang, J. J. (1996, October). Socio-psychological factors affecting the desire of female volleyball players to be team leaders. Presented (poster) at the 11th Annual Association for the Advancement of Applied Sport Psychology Conference. Williamsburgh, VA.
- 272 *Burgess, B., Pease, D. G., & Zhang, J. J. (1996, October). Video enhanced imagery of free-throw shooting. Presented (poster) at the 11th Annual Association for the Advancement of Applied Sport Psychology Conference. Williamsburgh, VA.
- 273 *Burgess, B., Zhang, J. J., & Pease, D. G. (1996, October). Re-examining the measurement characteristics of the MTI in the context of youth tennis. Presented (free communication) at the 11th Annual Association for the Advancement of Applied Sport Psychology Conference. Williamsburgh, VA.
- 274 Jackson, A. S., Borg, G., Zhang, J. J., & Laughery, K. R. (1996, August). The function of weight load and physical work capacity on psychophysical lift rating. Presented (poster) at XIth International Industrial Ergonomics and Safety Conference, Zurich, Switzerland.
- 275 *Lam, T. C., Mann, B. L., Murray, M., Sullivan, W., & Zhang, J. J. (1996, June). Comparison of leadership behaviors of winning and losing high school basketball coaches from Hong Kong. Presented (free communication) at the 1996 International Pre-Olympic Scientific Congress, Dallas, TX.
- 276 Zhang, J. J., *Lee, J. T., *Cox, G. E., *Saffici, C. L., *Lam, T. C., *Betters, J. P., *Merkle, L. A., *Roberts, C. C., Jambor, E. A., & Song, C. C. (1996, May). Impact of radio broadcasting on the attendance of NBA games. Presented (free communication) at the 1996 North American Society of Sport Management Conference, New Brunswick, Canada.
- 277 Zhang, J. J., Pearson, D. W., *Lee, J. T., *Saffici, C. L., *Cox, G. E., *Lam, T. C., *Kambeitz, J., *Roberts, C. C., Jambor, E. A., & Song, C. C. (1996, May). Spectator knowledge of hockey as a significant predictor of game attendance. Presented (free communication) at the 1996 North American Society of Sport Management Conference, New Brunswick, Canada.

- 278 *Wright, L. C., *Burson, J., & Zhang, J. J. (1996, March). Formulation of a scale assessing the effectiveness of computer-based testing software. Presented (free communication) at the 7th International Conference of the Society for Information Technology and Teacher Education, Phoenix, AZ.
- 279 Pease, D. G. & Zhang, J. J. (1995, October). Dimensions of fan psychology: Development of the Fan Psychology Scale (FPS). Presented (poster) at the 10th Annual Association for the Advancement of Applied Sport Psychology Conference, New Orleans, LA.
- 280 Jambor, E. A., Weekes, E. M., & Zhang, J. J. (1995, October). Leadership differences between males and females. Presented (poster) at the 10th Annual Association for the Advancement of Applied Sport Psychology Conference, New Orleans, LA.
- 281 Pease, D. G., Zhang, J. J., *Rellinger, C. A., *Hui, S. C., *Saffici, C. A., *Singleterry, R. L., *Pruett, C. J., & Michaud, T. J. (1995, May). Factors affecting the attendance of professional basketball games: Development of the Spectator Decision-Making Inventory (SDMI). Presented (free communication) at the 1995 North American Society of Sport Management Conference, Athens, GA.
- 282 Pease, D. G., Zhang, J. J., *Hui, S. C., *Rellinger, C. A., *Saffici, C. A., *Pruett, C. J., *Cremades, J. G., & Michaud, T. J. (1995, May). Do the socio-demographic backgrounds of NBA spectators affect their decision-making on game attendance? Presented (free communication) at the 1995 North American Society of Sport Management Conference, Athens, GA.
- 283 Zhang, J. J., Pease, D. G., & *Saffici, C. L. (1995, May). Dimensions of spectator satisfaction toward the support programs of an NBA team. Presented (free communication) at the 1995 North American Society of Sport Management Conference, Athens, GA.
- 284 Zhang, J. J., Pease, D. G., *Hui, S. C., *Saffici, C. A., *Rellinger, L. M., *Singleterry, R. L., *Falzone, R. L., & Michaud, T. J. (1995, May). Spectator satisfaction toward the support programs of an NBA team and its relationship to game attendance. Presented (free communication) at the 1995 North American Society of Sport Management Conference, Athens, GA.
- 285 Zhang, J. J., Pease, D. G., *Hui, S. C., *Saffici, C. A., *Cremades, J. G., *Pruett, C. J., & Michaud, T. J. (1995, May). Socio-demographic backgrounds as contingent variables affecting spectator satisfaction toward the support programs of an NBA team. Presented (free communication) at the 1995 North American Society of Sport Management Conference, Athens, GA.
- 286 *Wright, L. C., & Zhang, J. J. (1995, March). Enhancing preservice teachers' computer attitudes using a field-based educational computing course. Presented (free communication) at the 6th International Conference of the Society for Information Technology and Teacher Education, San Antonio, TX.
- 287 Bloom, J. A., Zhang, J. J., & *Anderson, E. A. (1994, September). Effect of a suspended aquatic exercise program on improving the range of motion in patients after having arthritis related surgeries. Presented (poster) at the First International Conference on Prevention - The Key to Health for Life. Charleston, WV.

B. National

1. *Zhao, T. T., *Jiang, Z., *Phantumabamrung, P., *Glasgow, S. N., *Wang, Y., *Jiang, X., & Zhang, J. J. (2025, November). Sport in smart cities: Definition and future research agenda. Presented (poster) at the 2025 Sport Entertainment and Venue Tomorrow (SEVT) Conference, Columbia, SC.
2. *Kim, A., Kim, M., Zhang, J. J., Smith, J., & Turcott, R. (2025, October). Perceived service quality of paid sport streaming services: Development of a scale. Presented (free communication) at the 2025 Sport Marketing Association Conference, Phoenix, AZ.

3. *Chen, S. S., & Zhang, J. J. (2025, October). Face value: Facial appearance of athletes and consumer evaluations. Presented (free communication) at the 2025 Sport Marketing Association Conference, Phoenix, AZ.
4. *Bo, H. H., & Zhang, J. J. (2025, October). Tailoring sports bar experiences: Developing and validating a measurement scale on market demand in sports bar servicescapes. Presented (free communication) at the 2025 Sport Marketing Association Conference, Phoenix, AZ.
5. Zhang, J. J. (2025, April). Measurement & Evaluation Joanne Safrit Keynote Lecture. Presented (keynote) at the SHAPE America Annual Conference, Baltimore, MD.
6. *Anderson, B. A., & Zhang, J. J. (2025, February). Is there a relationship between college attendance and the ability to play club sports? Presented (poster) at the Global Sport Business Association Conference, Fort Lauderdale, FL.
7. *Zhao, T. T., *Xiang, Z., Zhang, J. J. (2025, February). The vicarious haptic effect of augmented reality in online sneaker shopping. Presented (poster) at the Global Sport Business Association Conference, Fort Lauderdale, FL.
8. *Anderson, D. J. F., & Zhang, J. J. (2024, May). Exploring post-athletic career management: An application of the five-step career planning strategy. Presented (free communication) at the 6th Professional Association of Athlete Development Specialists (PAADS) Athlete Development Research Symposium, New York.
9. *Bo, H. H., & Zhang, J. J. (2023, October). No more one-size-fits-all artistic entertainment: Developing and validating a measurement scale on arts-related entertainment experiences of sport spectators. Presented (free communication) at the Sport Marketing Association Annual Conference, Tampa, FL.
10. *Guo, S. X., Su, Y., & Zhang, J. J. (2023, October). Breaking the ice: Winter Olympic athletes' personal branding strategies and the power of new media affordance. Presented (poster) at the Sport Marketing Association Annual Conference, Tampa, FL.
11. *Zhao, T. T., & Zhang, J. J. (2023, October). Do socioeconomic status and public sporting event matter in sport participation? Developing a framework for understanding the mediated moderation relationship among urban built environment, attitude, and sport participation. Presented (free communication) at the Sport Marketing Association Annual Conference, Tampa, FL.
12. *Chen, S. S., & Zhang, J. J. (2023, March). Using word embeddings to quantify gender stereotypes in 30 years of Sports Illustrated articles. Presented (free communication) at the Social Justice through Sport and Exercise Psychology Symposium, Springfield, MA.
13. *Bo, H. H., Johnson, L. M., Mastromartino, B., & Zhang, J. J. (2023, February). Consumption in segmented WNBA marketplaces: An importance-performance map analysis (IPMA) of market demand factors' impact. Presented (free communication) at the Applied Sport Management Association Conference, Birmingham, AL.
14. *Kim, A., Turcott, R., Burrus, B., & Zhang, J. J. (2023, February). Examining the impact of social media on sport participation intentions: The case of Tour de France. Presented (free communication) the Applied Sport Management Association Conference, Birmingham, AL.
15. *Breedlove, J., *Chen, S. S., Wilson, E. C., Su, Y., & Zhang, J. J. (2023, February). Impact of sales with advanced analytical technology on golf consumer purchasing behavior: Traditional vs. technological procedures. Presented (free communication) the Applied Sport Management Association Conference, Birmingham, AL.
16. *Bo, H. H., & Zhang, J. J. (2022, November). Conceptualizing a framework to study consumer experience of artistic entertainments during sport events. Presented (free communication) at the Sport Entertainment and Venue Tomorrow (SEVT) Conference, Columbia, SC.
17. *Zhao, T. T., & Zhang, J. J. (2022, November). Examining the impact of urban built environment on sport participation: Development of a conceptual framework. Presented (free communication) at the Sport Entertainment and Venue Tomorrow (SEVT) Conference, Columbia, SC.

18. *Kim, E., & Zhang, J. J. (2019, November). Factors influencing consumption of globalized Ladies Professional Golf Association (LPGA) tour: An approach based on the Theory of Reasoned Action. Presented (poster) at the Sport Marketing Association Conference, Chicago, IL.
19. *Mastromartino, B., & Zhang, J. J. (2019, November). Dimensions of sense of membership in a sport fan community: An on-going investigation. Presented (free communication) at the Sport Marketing Association Conference, Chicago, IL.
20. *Qian, T. Y., & Zhang, J. J. (2019, November). A Motivational model of esports consumption: A self-determination theory approach. Presented (free communication) at the Sport Marketing Association Conference, Chicago, IL.
21. *Qian, T. Y., & Zhang, J. J. (2019, October). Esports online viewership: The influence of push and pull factors. Presented (free communication) at the University of California Esports Conference, Irvine, CA.
22. *Qian, T. Y., & Zhang, J. J. (2019, March). Understanding and measuring esports online spectator motivation: Development of a scale. Presented (free communication) at the Applied Marketing Theory and Practice Conference, Mt. Pleasant, SC.
23. Wang, J. J., Li, B., & Zhang, J. J. (2019, March). Sponsor-selection in marketing communications of new hallmark events: Perspectives of image transfer. Presented (free communication) at the Applied Marketing Theory and Practice Conference, Mt. Pleasant, SC.
24. *Wang, C. X., & Zhang, J. J. (2019, March). Push and pull factors influencing the level of participation of leisure skiing in China. Presented (free communication) at the Applied Marketing Theory and Practice Conference, Mt. Pleasant, SC.
25. *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 16th Sport Marketing Association Conference, Dallas, TX.
26. *Johnson, L. M., & Zhang, J. J. (2018, October). Market segmentation of women identifying as sports fans. Presented (free communication) at the 16th Sport Marketing Association Conference, Dallas, TX.
27. *Kim, M. H., *Kim, S. S., Kim, M., & Zhang, J. J. (2018, October). Dimensions of volunteer satisfaction and their impact on future volunteering behavior: The media center case at the London Olympic Games. Presented (poster) at the 16th Sport Marketing Association Conference, Dallas, TX.
28. *Kim, A., Kim, M. H., & Zhang, J. J. (2018, October). Studying the impact of Ultimate Fighting Championship fans' social media motivation and on their consumption behavior: Development of a conceptual framework. Presented (poster) at the 16th Sport Marketing Association Conference, Dallas, TX.
29. *Yim, B. H., Byon, K. K., Zhang, J. J., & Baker, T. A. (2018, October). Advantage of the SFMGB model for millennial sport consumers: Comparative analyses with the Theory of Reasoned Action, Theory of Planned Behavior, and Model of Goal-Directed Behavior. Presented (free communication) at the 16th Sport Marketing Association Conference, Dallas, TX.
30. *Mastromartino, B., & Zhang, J. J. (2018, October). Conceptualizing sense of membership in a sport fan community. Presented (poster) at the 16th Sport Marketing Association Conference, Dallas, TX.
31. *Barney, T. Y., Hill, J. R., Lynall, R. C., & Zhang, J. J. (2018, April). Marketing practices in National Junior College Athletic Association men's basketball programs: SWOT and PESTLE analyses. Presented (free communication) at the Sport Entertainment & Venues Tomorrow Conference, Columbia, SC.
32. *Egberts, J. B., *Kim, E., Connaughton, D. C., & Zhang J. J. (2018, March). Interrelationships among knowledge, belief, and confidence and the effectiveness of educational program to increase the safety in pedestrians and road bicyclists in Florida. Presented (poster) at the Sport and Recreation Law Association Conference, San Antonio, TX.

33. *Wang, J. J., *Zhou, L., *Chen, X. Y., Lei, C., Meng, X., & Zhang, J. J. (2017, March). The NBA in China: A globalization perspective. Presented (free communication) at the 2017 Association of Marketing Theory and Practice Conference, Myrtle Beach, SC.
34. *Zhou, L., *Chen, X. Y., Cianfrone, B. A., *Wang, J. J., *Pifer, D. N., & Zhang, J. J. (2017, March). Community sport service provision, resident satisfaction, and participation: Chinese experience and perspective. Presented (free communication) at the 2017 Association of Marketing Theory and Practice Conference, Myrtle Beach, SC.
35. *Wang, J. J., Zhang, J. J., Wann, D. L., Baker, T. A., & Leopkey, R. (2016, November). Sport participation as a way of self-expression: Exploring consumers' symbolic desires in sport participation. Presented (poster) at the 2016 Sport Marketing Association Conference, Indianapolis, IN.
36. *Wang, J. J., Du, J. W., & Zhang, J. J. (2016, November). Embracing applied predictive analytics in sport marketing education. Presented (poster) at the 2016 Sport Marketing Association Conference, Indianapolis, IN.
37. *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 Conference, St. Simons Island, GA.
38. Pitts, B. G., Lu-Anderson, D., Zhang, J. J. (2016, February). Spectators of college basketball regional tournaments in the U.S.: An exploration of demographic and market demand factors affecting attendance and spending. Presented (poster) at the Global Sport Business Association Conference, Miami, FL.
39. *Henderson, C., Zhang, J. J., & Leopkey, B. (2015, October). Feminism and the shifting target markets of The National Women's Soccer League (NWSL). Presented (free communication) at the Annual Sport Marketing Association Conference, Atlanta, GA.
40. *Wang, J. J., & Zhang, J. J. (2015, October). Conceptualizing the influence of sponsor-selection on consumer perceptions toward new sport events. Presented (poster) at the Annual Sport Marketing Association Conference, Atlanta, GA.
41. Zhang, M. Y., Kim, M. K., Zhang, L., & Zhang, J. J. (2015, October). Assessing market demand factors associate with table tennis clubs in North America. Presented (free communication) at the Annual Sport Marketing Association Conference, Atlanta, GA.
42. *Min, S. D., Byon, K. K., Kim, M. K., Baker, T. A., & Zhang, J. J. (2015, October). Push and pull factors associated with the consumption of women's professional basketball games: A canonical correlation analysis. Presented (poster) at the Annual Sport Marketing Association Conference, Atlanta, GA.
43. Zapalac, R. K., Grieve, F. G., Wann, D. L., Lanter, J. R., Estes, B. C., Zhang, J. J., & Pease, D. G. (2014, February). "I can do what I want!" The initial version of the Fan Rights Perception Scale (FRPS). Presented (free communication) at the 10th Annual Sport Psychology Forum, Bowling Green, KY.
44. *Wang, J. J., & Zhang, J. J. (2013, October). Influence of brand-event personality congruency on sponsors' consumer-based brand equity. Presented (free communication) at the 2013 Sport Marketing Association Conference, Albuquerque, NM.
45. Pitts, B., Zhang, J. J., Kim, C., *Chen, K. K., *Wang, Y. Y., *Zhang, M. Y., Lu-Anderson, D., Bae, S., & *Itoh, M. (2013, October). Broadening the landscape of sport marketing beyond the North America: Development and growth of sport business in Asian countries. Presented (symposium) at the 2013 Sport Marketing Association Conference, Albuquerque, NM.
46. *Wang, Y. Y., Zhang, J. J., *Zhang, M. Y., & Pitts, B. (2013, October). Recent development and challenges in the sport industry of China. Presented (symposium) at the 2013 Sport Marketing Association Conference, Albuquerque, NM.

47. *Zhang, M. Y., Zhang, L., Pitts, B., & Zhang, J. J. (2013, October). Examining key strategies for repositioning the Chinese Table Tennis Super League: Development of a theoretical framework. Presented (free communication) at the 2013 Sport Marketing Association Conference, Albuquerque, NM.
48. *Kim, S. K., Byon, K. K., Yu, J. G., Kim, C., Zhang, J. J., & Lee, S. M. (2013, October). Integrated model for the effects of service quality attributes on satisfaction and sport consumption behavior: Shanghai Formula 1 Grand Prix event. Presented (free communication) at the 2013 Sport Marketing Association Conference, Albuquerque, NM.
49. *Jin, L., Zhang, J. J., Pitts, B., & Connaughton, D. P. (2013, October). Planned behavior and athletic donors' intention to donate to the Green Stadium Initiatives. Presented (poster) at the 2013 Sport Marketing Association Conference, Albuquerque, NM.
50. *Kim, S. K., Byon, K. K., Yu, J. G., Zhang, J. J., & Kim, C. (2013, March). Influence of social motivations on spectator consumption behavior of a Formula One Grand Prix event. Presented (free communication) at the Association of Marketing Theory and Practice 2013 Conference, Charleston, SC.
51. *Jin, L., Zhang, J. J., Byon, K. K., Ma, N. X., Connaughton, D. C. (2013, March) Effectiveness of Green Olympic Initiatives on reasons affecting residents' actions to support the Olympic movement. Presented (free communication) at the Association of Marketing Theory and Practice 2013 Conference, Charleston, SC.
52. Lee, D., Blom, L. C., Zhang, J. J., Kim, S. H., & Choi, H. (2012, October). Consumers' sport brand extension evaluations. Presented (free communication) at the 10th Sport Marketing Association Conference, Orlando, FL.
53. *Min, S. D., & Zhang, J. J. (2012, October). Examining the impact of market demand factors on game consumption level in the context of professional women's national basketball: Development of a conceptual framework. Presented (free communication) at the 10th Sport Marketing Association Conference, Orlando, FL.
54. *Chen, K. K., & Zhang, J. J. (2012, October). The Lakers is coming to town! Developing a demand model to estimate attendance of an individual NBA game from related game attributes. Presented (free communication) at the 10th Sport Marketing Association Conference, Orlando, FL.
55. *Yim, B. H., Byon, K. K., Baker, T. A., & Zhang, J. J. (2012, October). Development of the Sport Fan Emotion Scale. Presented (free communication) at the 10th Sport Marketing Association Conference, Orlando, FL.
56. *Ferguson, A. L., Byon, K. K., Baker, T. A., Zhang, J. J. (2012, October). Developing a conceptual framework of studying consumer brand attachment in sports: A Review of literature. Presented (free communication) at the 10th Sport Marketing Association Conference, Orlando, FL.
57. *Salge, C., Byon, K. K., Baker, T. A., Zhang, J. J. (2012, October). Moderating effect of team identification on the relationship between constraints and sport consumption: Development of a conceptual framework. Presented (free communication) at the 10th Sport Marketing Association Conference, Orlando, FL.
58. Barfield, J. P., Cobler, C. D., Zhang, J. J., & Lam, E. T. C. (2012, March). Enrollment facilitators and barriers among African-American students in kinesiology. Presented (free communication) at 2012 American Alliance for Health, Physical Education, Recreation and Dance Conference, Boston, MA.
59. Byon, K. K., Baker, T. A., Zhang, J. J., *Sen, S., *Berger, B. S., *Mao, L. L., & *Min, S. D. (2012, March). Validation of the parent scale for enrichment program (PSEP). Presented (poster) at 2012 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Boston, MA.
60. Byon, K. K., Baker, T. A., Zhang, J. J., *Berger, B. S., *Sen, S., *Min, S. D., & *Mao, L. L. (2012, March). Relative influences of multidimensional parent satisfaction model on behavioral intentions. Presented (poster) at 2012 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Boston, MA.

61. *Egberts, J. B., & Connaughton, D. P., & Zhang, J.J. (2011, November). Managing Pedestrian risks: Practical implications for sport and entertainment managers. Presented (poster) at the Sport, Entertainment, and Venues Tomorrow Conference. Columbia, SC.
62. *Jin, L., Zhang, J. J., & Connaughton, D. P. (2011, October). An HLM analysis of the impact of Beijing Green Olympic Games. Presented (free communication) at the 2011 Sport Marketing Association Conference, Houston, TX.
63. *Jin, L., & Zhang, J. J. (2011, October). How to be an effective teaching assistant in the sport management program? A few lessons learned. Presented (symposium) at the 2011 Sport Marketing Association Conference, Houston, TX.
64. *Mao, L. L., Zhang, J. J., & Connaughton, D. P. (2011, October). Consumer acceptance of a “new” sport in the global marketplace: Development of a theoretical framework. Presented (free communication) at the 2011 Sport Marketing Association Conference, Houston, TX.
65. *Li, H., *Mao, L. L., & Zhang, J. J. (2011, October). Assessing corporate social responsibility in China's sports lottery administration and its influence on consumption. Presented (free communication) at the 2011 Sport Marketing Association Conference, Houston, TX.
66. *Chen, K. K., & Zhang, J. J. (2011, October). Designing an academic course on international sport marketing. Presented (symposium) at the 2011 Sport Marketing Association Conference, Houston, TX.
67. *Min, S. D., *Wang, R. T., & Zhang, J. J. (2011, October). Demographic differentiation of consumer market demand of professional women's basketball game events in Korea. Presented (free communication) at the 2011 Sport Marketing Association Conference, Houston, TX.
68. *Ho, C. M., *Wang, R. T., & Zhang, J. J. (2011, October). How changing mascots would affect brand equity of sport teams? Development of a theoretical framework. Presented (free communication) at the 2011 Sport Marketing Association Conference, Houston, TX.
69. *Wang, R. T., & Zhang, J. J. (2011, August). A bad mood causes a positive evaluation: The interaction between incidental moods and information processing. Presented (free communication) at the American Marketing Association Summer Marketing Educators' Conference, San Francisco, CA.
70. Zapalac, R. K., Estes, B. C., Zhang, J. J., *Fitzwater, P. L., & *Krebs, D. E. (2011, June). Motives and points of attachment of PGA Champions Tour spectators and fans. Presented (free communication) at the American Association for Applied Sport Psychology Conference, Honolulu, HI.
71. *Mao, L. L., & Zhang, J. J. (2011, March). Exploring the factors affecting the perceived program quality of international sport education programs: A case of a Chinese sport university. Presented (free communication) at the Association of Marketing Theory and Practice 2011 Conference. Panama Beach, FL.
72. *Mao, L. L., & Zhang, J. J. (2011, March). Building Consumer-based brand equity through sport sponsorship: Roles of consumers' involvement, emotions, and attitude towards the sponsored event. Presented (symposium) at the Association of Marketing Theory and Practice 2011 Conference. Panama Beach, FL.
73. *Mao, L. L., *Jin, L., & Zhang, J. J. (2011, March). Understanding market environment of Tai Chi participation in the U.S. Presented (symposium) at the Association of Marketing Theory and Practice 2011 Conference. Panama Beach, FL.
74. *Kim, M. K., & Zhang, J. J. (2011, March). Growth and popularity of Taekwondo: Lessons learned for Tai Chi. Presented (symposium) at the Association of Marketing Theory and Practice 2011 Conference. Panama Beach, FL.
75. Zhang, J. J., Shurman, C., Li, L., *Kim, M. K., *Mao, L. L., & *Jin, L. (2011, March). Overcoming challenges of promoting Tai Chi to Americans and formulating marketing strategies to increase its participation. Presented (symposium) at the Association of Marketing Theory and Practice 2011 Conference. Panama Beach, FL.

76. *Byon, K. K., & Zhang, J. J. (2011, March). The influence of core service quality and peripheral service quality on behavioral intentions: Mediating effect of perceived value. Presented (free communication) at the Association of Marketing Theory and Practice 2011 Conference. Panama City, FL.
77. *Min, S. D., *Mao, L. L., Zhang, J. J., Byrd, C. E., & Jin L. (2011, March). Impact of parent satisfaction toward the quality of after school programs on their conative behaviors: A path analysis. Presented (free communication) at the Association of Marketing Theory and Practice 2011 Conference. Panama City, FL.
78. *Min, S. D., Zhang, J. J., Kim, C., Kim, M. K., & Kim, D. H. (2011, March). Dimensions of market demand associated with professional women's basketball game events in Korea. Presented (free communication) at the Association of Marketing Theory and Practice 2011 Conference. Panama City, FL.
79. *Li, H., *Mao, L. L., & Zhang, J. J. (2011, March). Dimensions of problem gambling behavior associated with purchasing sports lottery. Presented (free communication) at the Association of Marketing Theory and Practice 2011 Conference. Panama City, FL.
80. Barfield, J. P., Folio, M. R., Lam, E. T. C., & Zhang, J. J. (2011, March). Development of a scale to assess allied health enrollment decision. Presented (free communication) at 2010 American Alliance for Health, Physical Education, Recreation and Dance Conference, San Diego, CA.
81. Byon, K. K., Lam, E. T. C., & Zhang, J. J. (2011, March). Does event quality enhance team identification? Presented (free communication) at 2011 American Alliance for Health, Physical Education, Recreation and Dance Conference, San Diego, CA.
82. Connaughton, D. P., *Egberts, J. B., Spengler, J.O., Zhang, J.J., & Weiler, R. (2011, March). Knowledge of bicycle laws among Florida elementary school teachers. Presented (poster) at 2011 American Alliance for Health, Physical Education, Recreation and Dance Conference, San Diego, CA.
83. Zapalac, R. K., Zhang, J. J., Pearson, D. W., Holland, S. M., & *Fitzwater, P. L. (2011, February). An exploratory analysis of decision-making among sport bar consumers. Presented (free communication) at the 7th Annual Sport Psychology Forum, Bowling Green, KY.
84. Connaughton, D. P., *Egberts, J. B., Zhang, J.J., Spengler, J. O., & Mueller, T. (2010, November). Bicycle safety education program evaluation: A survey of physical education administrators. Presented (poster) at the Sport, Entertainment, and Venues Tomorrow Conference. Columbia, SC.
85. Connaughton, D. P., *Egberts, J. B., Spengler, J. O., & Zhang, J. J., (2010, November). A review of bicycle helmet statutes in the United States. Presented (poster) at the Sport, Entertainment, and Venues Tomorrow Conference. Columbia, SC.
86. *Chen, K. K., & Zhang, J. J. (2010, October). Examining the effectiveness of ticket bundling strategies: Development of a conceptual framework. Presented (free communication) at 2010 Sport Marketing Association Conference, New Orleans, LA.
87. *Wang, R. T., *Jin, L., & Zhang, J. J. (2010, October). I love event sponsors: The effect of incidental mood on sponsorship effectiveness. Presented (free communication) at 2010 Sport Marketing Association Conference, New Orleans, LA.
88. *Wang, R. T., *Jin, L., & Zhang, J. J. (2010, October). Stimulating class interactions in an on-line sport management introductory course: A course design inquiry. Presented (free communication) at 2010 Sport Marketing Association Conference, New Orleans, LA.
89. *Jin, L., *Mao, L. L., & Zhang, J. J. (2010, October). Assessing the impact of green stadium initiatives on donors' intention to give to Division-I athletic programs: Development of a theoretical framework. Presented (poster) at 2010 Sport Marketing Association Conference, New Orleans, LA.

90. *Jin, L., & Zhang, J. J. (2010, October). Residents' perceptions of environmental impacts of the 2008 Beijing Green Olympic Games. Presented (free communication) at 2010 Sport Marketing Association Conference, New Orleans, LA.
91. *Cianfrone, B. A., & Zhang, J. J. (2010, October). The influence of motives and consumption of sport video games on sponsorship effectiveness. Presented (free communication) at 2010 Sport Marketing Association Conference, New Orleans, LA.
92. *Mao, L. L., Kim, M. K., & Zhang, J. J. (2010, October). Going international: A case study of cross-border cooperation in sport management education. Presented (poster) at 2010 Sport Marketing Association Conference, New Orleans, LA.
93. *Mao, L. L., & Zhang, J. J. (2010, October). Effectiveness of sponsorship on consumer-based brand equity: The role of consumers' emotions and attitudes. Presented (free communication) at 2010 Sport Marketing Association Conference, New Orleans, LA.
94. *Wang, R. T., & Zhang, J. J. (2010, October). Studying antecedent and consequence of self-efficacy of Asian American sport consumers: Development of a theoretical framework. Presented (free communication) at 2010 Sport Marketing Association Conference, New Orleans, LA.
95. *Kim, M. K., *Chen, K. K., *Min, S. D., & Zhang, J. J. (2010, October). Understanding martial arts participants: Sociodemographic characteristics and perceived constraints factors. Presented (free communication) at 2010 Sport Marketing Association Conference, New Orleans, LA.
96. *Egberts, J. B., Connaughton, D. P., & Zhang, J. J. (2010, September). Assessing the effectiveness of the Florida traffic and bicycle safety education program by surveying school district administrators in Florida. Presented (free communication) at 2010 National Pro Bike-Pro Walk Conference. Chattanooga, TN.
97. *Chen, K. K., & Zhang, J. J. (2010, April). Consumer perspectives of collegiate athletic facility naming rights sponsorship: Examining a conceptual model. Presented (free communication) at 2010 Scholarly Conference on College Sport. Chapel Hill, NC.
98. Barfield, J. P., Folio, R., Lam, E. T. C., & Zhang, J. J. (2010, March). Barriers and facilitators to recruitment and retention of minority students in allied health and exercise science. Presented (free communication) at 2010 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Indianapolis, IN.
99. Byon, K., *Ziemnik, M., Lam, E. T., & Zhang, J. J. (2010, March). Dimensions of Event Quality Associated with High School Football Games: Scale Development. Presented (free communication) at the Association of Marketing Theory and Practice 2010 Conference. Hilton Head, SC.
100. *Cianfrone, B. A., & Zhang, J. J. (2009, October). A conceptual framework for sport video game motives, consumption, and in-game advertising effectiveness. Presented (free communication) at the Sport Marketing Association Annual Conference, Cleveland, OH.
101. Zhang, J. J., Cianfrone, B. A., *Kim, M. K., *Chen, K. C., *Wang, R. T., *Jin, L., & *Mao, L. L. (2009, October). Dimensions of market demand associate intercollegiate women's Division II soccer games. Presented (poster) at the Sport Marketing Association Annual Conference, Cleveland, OH.
102. *Chen, K. C., & Zhang, J. J. (2009, October). Examining consumer attributes associated with collegiate athletic facility naming rights sponsorship: Development of a theoretical framework. Presented (free communication) at the Sport Marketing Association Annual Conference, Cleveland, OH.
103. *Jin, L., & Zhang, J. J. (2009, October). Studying residents' perceptions of the environmental impact of the 2008 Beijing green Olympic Games: Development of a theoretical framework. Presented (free communication) at the Sport Marketing Association Annual Conference, Cleveland, OH.

104. *Wang, R. T., Zhang, J. J., & Truji, Y. (2009, October). Examining the relationships between fan motivation and loyalty for the Chinese Professional Baseball League of Taiwan. Presented (free communication) at the Sport Marketing Association Annual Conference, Cleveland, OH.
105. *Wang, R. T., & Zhang, J. J. (2009, October). Studying Asian Americans' attachment to Asian star athletes in major professional sport leagues: Development of a theoretical framework. Presented (poster) at the Sport Marketing Association Annual Conference, Cleveland, OH.
106. *Kim, Y. K., Trail, G. T., Woo, B., & Zhang, J. J. (2009, October). Sport consumer-team relationship quality: Development and psychometric evaluation of a scale. Presented (free communication) at the Sport Marketing Association Annual Conference, Cleveland, OH.
107. *Byon, K. K., Zhang, J. J., & Drane, D. (2009, October). Conceptualization and measurement of general game support programs *associated* with professional team sports. Presented (free communication) at the Sport Marketing Association Annual Conference, Cleveland, OH.
108. *Kim, M. K., & Zhang, J. J. (2009, October). Modification and revision of the Scale of Market Demand for Taekwondo Schools: Development of a framework. Presented (poster) at the Sport Marketing Association Annual Conference, Cleveland, OH.
109. *Kim, D. H., *Chen, K. C., & Zhang, J. J. (2009, October). Value dimensions of professional sport in the community. Presented (poster) at the Sport Marketing Association Annual Conference, Cleveland, OH.
110. Zhang, J. J. (2009, April). Developing and managing high quality after school programs: A multidisciplinary approach. Presented (J. B. Nash Lecture) at 2009 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Tampa, FL.
111. Kim, M., & Zhang, J. J. (2009, April). Modification of the Volunteer Functions Inventory for youth sport volunteers. Presented (free communication) at 2009 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Tampa, FL.
112. Zhang, J. J. (2009, April). Importance of after school programs. Presented (free communication) at the International Chinese Society for Physical Activities and Health Conference, Tampa, FL.
113. Byrd, C. E., Zhang, J. J., & Gardner, D. (2009, March). Gender and ethnic characteristics of the 21st Century Community Learning Centers after school program attendants: Implication of social progress. Presented (poster) at the 2009 Sport, Sexuality, and Cultural Conference, Ithaca, NY.
114. Zhang, J. J., Byrd, C. E., Connaughton, D. P., *Ma, N. X., & *Jin, L. (2009, March). Development and provision of quality culture and arts activities during Beijing Olympic Games. Presented (poster) at the 2009 Sport, Sexuality, and Cultural Conference, Ithaca, NY.
115. *Byon, K. K., & Zhang, J. J. (2008, November). Official sponsors or ambush marketers? Their differential effects on cognitive and conative consumption in the context of intercollegiate sports. Presented (poster) at 2008 Sport Entertainment & Venue Tomorrow Conference, Columbia, SC.
116. *Kim, D. H., Yu, H. S., & Zhang, J. J. (2008, November). A conceptual analysis of value dimensions of professional sports. Presented (free communication) at 2008 Sport Entertainment & Venue Tomorrow Conference, Columbia, SC.
117. *Kim, M. K., Zhang, J. J., & Ko, Y. J. (2008, November). Understanding Taekwondo school participants: Sociodemographic characteristics and market demand factors. Presented (free communication) at 2008 Sport Entertainment & Venue Tomorrow Conference, Columbia, SC.
118. *Yu, H. S., Zhang, J. J., Kim, D. H., & Kim, M. K. (2008, November). Relationship among involvement, attitude, corporate image, and corporate cognition of sport event participants: 3 on 3 basketball tournaments. Presented (free communication) at 2008 Sport Entertainment & Venue Tomorrow Conference, Columbia, SC.

119. *Baker, T. A., Connaughton, D. P., Zhang, J. J., & Spengler, J. O. (2008, November). Case and statutory law regarding the liability of youth sport organizations for the pedophilic actions of youth sport coaches and officials based on the theories of respondeat superior, negligent hiring, and negligent retention. Presented (free communication) at 2008 Sport Entertainment & Venue Tomorrow Conference, Columbia, SC.
120. *Kim, W., Ko, Y. J., Zhang, J. J. (2008, November). Assessment of community residents' psychological benefits from a sport event: The case of Daytona Beach residents' perceptions of Daytona 500. Presented (free communication) at 2008 Sport Entertainment & Venue Tomorrow Conference, Columbia, SC.
121. *Byon, K. K., & Zhang, J. J. (2008, March). How bad is ambush marketing? Its detrimental effect on the sponsorship of intercollegiate sports. Presented (free communication) at the 2008 Association of Collegiate Marketing Educators Federation of Business Disciplines, Houston, TX.
122. *Byon, K. K., & Zhang, J. J. (2008, March). Concept and strategies of ambush marketing. Presented (free communication) at the 2008 Association of Collegiate Marketing Educators Federation of Business Disciplines, Houston, TX.
123. *Byon, K. K., & Zhang, J. J. (2008, March). Recent studies on ambush marketing. Presented (free communication) at the 2008 Association of Collegiate Marketing Educators Federation of Business Disciplines, Houston, TX.
124. *Byon, K. K., Zhang, J. J., & Kim, M. (2008, March). Examining the detrimental effect of ambush marketing. Presented (free communication) at the 2008 Association of Collegiate Marketing Educators Federation of Business Disciplines, Houston, TX.
125. *Cianfrone, B. A., & Zhang, J. J. (2008, March). A new media market: An examination of sport video games and online gaming. Presented (free communication) at the 2008 Association of Collegiate Marketing Educators Federation of Business Disciplines, Houston, TX.
126. *Cianfrone, B. A., & Zhang, J. J. (2008, March). A theoretical look at motivations to play sport video games. Presented (free communication) at the 2008 Association of Collegiate Marketing Educators Federation of Business Disciplines, Houston, TX.
127. *Cianfrone, B. A., & Zhang, J. J. (2008, March). Video game sponsorships and in-game advertising: A review of literature. Presented (free communication) at the 2008 Association of Collegiate Marketing Educators Federation of Business Disciplines, Houston, TX.
128. *Kim, D., & Zhang, J. J. (2007, November). Stadium novelty effect on Major League Baseball attendance: 1990-2005. Presented (free communication) at 2007 Sport Marketing Association Conference, Pittsburgh, PA.
129. *Cianfrone, B. A., Zhang, J. J., & Trail, G. (2007, November). Effectiveness of sponsorships in sport video games: An experimental inquiry on current gamers. Presented (free communication) at 2007 Sport Marketing Association Conference, Pittsburgh, PA.
130. Zhang, J. J., Byrd, C. E., Lam, E. T. C., & Bian, W. (2007, March). Satisfaction of youth participants toward after school enrichment programs. Accepted for presentation (poster) at 2007 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Baltimore, MD.
131. Byrd, C. E., Zhang, J. J., Bian, W., & Lam, E. T. C. (2007, March). Preference, offering, attendance, and satisfaction: adult participation in activities provided in community centers. Accepted for presentation (poster) at 2007 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Baltimore, MD.
132. Byrd, C. E., Zhang, J. J., *Carroll, M., & Lam, E. T. C. (2007, March). Parents' evaluation of the quality of after school enrichment programs. Presented (poster) at 2007 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Baltimore, MD.

133. Zhang, J. J., Byrd, C. E., *Carroll, M., & Lam, E. T. C. (2007, March). Dimensions and achievement of staff development in after school enrichment programs. Presented (free communication) at 2007 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Baltimore, MD.
134. Lam, E. T. C., Chen, L., Zhang, J. J., Robinson, D. A., & Ziegler, S. G. (2007, March). Preferred and perceived leadership styles by NCAA basketball players. Accepted for presentation (free communication) at 2007 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Baltimore, MD.
135. *Braunstein, J. R., Zhang, J. J., & Trail, G. T. (2006, November). Market demand factors associated with the attendance of Major League Baseball spring training games. Presented (free communication) at 2006 Sport Marketing Association Conference, Denver, CO.
136. *Braunstein, J. R., Zhang, J. J., & Trail, G. T. (2006, November). Are you reaching your target market? Gender and racial variances on attitude towards endorser-product congruency (match-up), perceived value, and purchase intentions as a result of the use of athlete endorsers. Presented (free communication) at 2006 Sport Marketing Association Conference, Denver, CO.
137. Zhang, J. J., Connaughton, D. P., Byrd, C. E., *Cianfrone, B. A., *Byon, K. W., & *Kim, D. H. (2006, November). Formulating a questionnaire for marketing studies of professional basketball game attendance: A review of literature. Presented (free communication) at 2006 Sport Marketing Association Conference, Denver, CO.
138. *Cianfrone, B. A., & Zhang, J. J. (2006, November). Points of attachment of Gen-Y video gamers associated with the consumption of sport video games. Presented (free communication) at 2006 Sport Marketing Association Conference, Denver, CO.
139. Zhang, J. J. (2006, April). Contemporary procedures for formulating factors and items. Presented (symposium) at 2006 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Salt Lake City, UT.
140. Zhang, J. J., Todorovich, J. R., Lam, E. T. C., Fleming, D. S., Connaughton, D. P., & Byrd, C. E. (2006, April). Effectiveness of after school enrichment programs: Perceptions of program facilitators. Presented (poster) at 2006 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Salt Lake City, UT.
141. Byrd, C. E., & Zhang, J. J. (2006, April). Participation in after school programs across grade levels: Program recruitment and retention. Presented (poster) at 2006 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Salt Lake City, UT.
142. Byrd, C. E., & Zhang, J. J. (2006, April). Identifying and addressing common difficulties encountered by after school programs. Presented (poster) at 2006 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Salt Lake City, UT.
143. *Braunstein, J. R., & Zhang, J. J. (2005, November). Dimensions of athletic star power: The consumer perspective. Presented (free communication) at 2005 Sport Marketing Association Conference, Tempe, AZ.
144. *Braunstein, J. R., Trail, G. T., & Zhang, J. J. (2005, November). Dimensions of market demand associated with Major League Baseball Spring Training: Reexamination of the Spectator Decision Making Inventory – Spring Training Presented (free communication) at 2005 Sport Marketing Association Conference, Tempe, AZ.
145. *Cianfrone, B. A., & Zhang, J. J. (2005, November). Differential effects of television commercials, athlete endorsements, and venue signage during a televised action sports event. Presented (free communication) at 2005 Sport Marketing Association Conference, Tempe, AZ.
146. *Cianfrone, B. A., Zhang, J. J., Fleming, D. S., Connaughton, D. P., & Lam, E. T. C. (2005, November). Satisfaction toward the quality of after school enrichment programs: The perspective of parents. Presented (free communication) at 2005 Sport Marketing Association Conference, Tempe, AZ.

147. *Kim, D. H., Zhang, J. J., Fleming, D. S., & Connaughton, D. P. (2005, November). Promotion of after school programs through effective fundraising and community partnership. Presented (free communication) at 2005 Sport Marketing Association Conference, Tempe, AZ.
148. *Byon, K. W., *Cianfrone, B. A., & Zhang, J. J. (2005, November). Novel effects of previous use of brands and viewing frequency on sponsorship effectiveness of televised NCAA football and basketball tournament games. Presented (free communication) at 2005 Sport Marketing Association Conference, Tempe, AZ.
149. *Byon, K. W., Crow, B., Ammon, R., Higgs, C., & Zhang, J. J. (2005, November). Effectiveness of ambush marketing: consumers' recall, recognition, and purchase intention of brands during the NCAA Men's Basketball March Madness. Presented (free communication) at 2005 Sport Marketing Association Conference, Tempe, AZ.
150. Zhang, J. J. (2005, July). State evaluators of 21st CCLC programs: How can evaluations be done in order to isolate and measure effectiveness, customer satisfaction, and service delivery? Presented (invited panel discussion) at 21st Century Community Learning Centers 2005 Summer Institute, Chicago, IL.
151. Zhang, J. J., Lam, E. T. C., Smith, D. W., Fleming, D. S., & Connaughton, D. P. (2005, April). Parent evaluation of after school enrichment programs: Development of a scale. Presented (free communication) at the 2005 American Alliance for Health, Physical Education, Recreation and Dance Convention, Chicago, IL.
152. Zhang, J. J., & Fleming, D. S. (2005, April). After school education program: effectiveness of communication between after school programs and regular day schools. Presented (symposium) at the 2005 American Alliance for Health, Physical Education, Recreation and Dance Convention, Chicago, IL.
153. Fleming, D. S., & Zhang, J. J. (2005, April). After school education program: Program content and operation of after school programs. Presented (symposium) at the 2005 American Alliance for Health, Physical Education, Recreation and Dance Convention, Chicago, IL.
154. *Crollick, J., Zhang, J. J., & Fleming, D. S. (2005, April). After school education program: Program staffing as a critical element for after school program quality. Presented (symposium) at the 2005 American Alliance for Health, Physical Education, Recreation and Dance Convention, Chicago, IL.
155. Fleming, D. S., & Zhang, J. J. (2005, April). After school education program: needs identification and accomplishment in after school programs. Presented (symposium) at the 2005 American Alliance for Health, Physical Education, Recreation and Dance Convention, Chicago, IL.
156. James, J., Trail, G. T., Funk, D., Zhang, J. J., Mahony, D., & Gladden, J. (2004, November). Why do people follow sport? Working toward consensus on a scale to understand fan motivation. Presented (symposium) at the 2nd Sport Marketing Association Conference, Memphis, TN.
157. *Zapalac, R. K., Zhang, J. J., & Pease, D. G. (2004, November). Market demand factors associated with the consumption levels of women's intercollegiate volleyball game spectators. Presented (free communication) at the 2nd Sport Marketing Association Conference, Memphis, TN.
158. *Gacio Harrolle, M., & Zhang, J. J. (2004, November). Dimensions of lifestyle activities among diverse segments of the Hispanic population: Development of a theoretical framework. Presented (free communication) at the 2nd Sport Marketing Association Conference, Memphis, TN.
159. *Braunstein, J. R., & Zhang, J. J. (2004, November). Content analysis of market demand associated with Major League Baseball spring training: Development of a theoretical framework. Presented (free communication) at the 2nd Sport Marketing Association Conference, Memphis, TN.
160. *Braunstein, J. R., & Zhang, J. J. (2004, November). Content and level of sport consumptions among Generation Y consumers. Presented (free communication) at the 2nd Sport Marketing Association Conference, Memphis, TN.

161. *Cianfrone, B. A., & Zhang, J. J. (2004, November). Dimensions of action sports consumption patterns by Generation Y adults. Presented (free communication) at the 2nd Sport Marketing Associating Conference, Memphis, TN.
162. Pennington-Gray, L., *Wagenheim, M., & Zhang, J. J. (2004, October). Determinants of satisfaction for festival visitors. Presented (free communication) at 2004 National Park and Recreation Association Conference, Reno, NV.
163. Zhang, J. J., Lam, E. T. C., Smith, D. W., Brimer, J., Todorovich, J. R., & Connaughton, D. P. (2004, April). Successful program management through quality evaluation: Development of the scale for program facilitators to assess the effectiveness of after-school achievement programs. Presented (poster) at 2004 American Alliance for Health, Physical Education, Recreation and Dance Convention, New Orleans, LA.
164. Spengler, J. O., Connaughton, D. P., Zhang, J. J., *Braunstein, J., & Hausenblas, H. A. (2004, April). Automated External Defibrillator Use and Factors Related to Nonuse in Municipal Park and Recreation Agencies. Presented (free communication) at 2004 American Alliance for Health, Physical Education, Recreation and Dance Convention, New Orleans, LA.
165. Zhang, J. J. (2004, April). AAHPERD journal writers' workshop. Presented (invited panelist) at 2004 American Alliance for Health, Physical Education, Recreation, and Dance Convention, San Diego, CA.
166. Fleming, D. S., Zhang, J. J., Bish, N., & Gibson, Z. (2004, April). 21st Century Community Learning Centers (CCLC) evaluation protocol. Presented (free communication) at the 21st CCLC Training Workshop, Atlanta, GA.
167. Zhang, J. J., Pease, D. G., Smith, D. W., Wall, K. A., *Saffici, C. L., Pennington-Gray L., & Connaughton, D. P. (2003, November). Spectator satisfaction with the support programs of professional basketball games. Presented (free communication) at the Inaugural Sport Marketing Association Conference, Gainesville, FL.
168. *Williamson, D. P., Zhang, J. J., Connaughton, D. P. *Braunstein, J. R., *Ellis, M. H., *Cianfrone, B. A., *Vaughn, C. E., *Gacio Harrolle, M., & Lam, E. T. C. (2003, November). Understanding women's professional basketball game spectators: Sociodemographics, game consumption, and entertainment options. Presented (free communication) at the Inaugural Sport Marketing Association Conference, Gainesville, FL.
169. *Vaughn, C. E., Zhang, J. J., & *Piatt, D. M. (2003, November). Quality of programs for NBA season ticket holders and predictability to game consumption. Presented (free communication) at the Inaugural Sport Marketing Association Conference, Gainesville, FL.
170. Zhang, J. J., Piatt, D. M., Connaughton, D. P., *Cianfrone, B. A. *Braunstein, J. R., *Ellis, M. H., & *Vaughn, C. E. (2003, November). Importance of in-game entertainment amenities at professional sporting events: A case for NBA season ticket holders. Presented (free communication) at the Inaugural Sport Marketing Association Conference, Gainesville, FL.
171. *DeVilbiss L. A., & Zhang, J. J. (2003, November). Marketing challenges of Olympic games: The effect of potential terrorism on event interest, games value, and safety sentiment. Presented (free communication) at the Inaugural Sport Marketing Association Conference, Gainesville, FL.
172. *Tsuji, Y., Bennett, G., Zhang, J. J. (2003, November). Consumer satisfaction with the quality of a large-scale action sports event management. Presented (free communication) at the Inaugural Sport Marketing Association Conference, Gainesville, FL.
173. Lam, E. T. C., Zhang, J. J., Pennington-Gray, L., Connaughton, D. P., & Williamson, D. P. (2003, November). Importance and relevance of media performance associated with professional women's basketball game consumption. Presented (free communication) at the Inaugural Sport Marketing Association Conference, Gainesville, FL.
174. *Braunstein, J. R., Cianfrone, B. A., & Zhang, J. J. (2003, November). Market environment and challenges for Major League Baseball Spring Training in Florida: An overview of history, market environment, and challenges of the Grapefruit League. Presented (symposium) at the Inaugural Sport Marketing Association Conference, Gainesville, FL.

175. *Cianfrone, B. A., Braunstein, J. R., & Zhang, J. J. (2003, November). Sociodemographic segmentation of Grapefruit League consumers. Presented (symposium) at the Inaugural Sport Marketing Association Conference, Gainesville, FL.
176. *Braunstein, J. R., Cianfrone, B. A., & Zhang, J. J. (2003, November). Market demand factors associated with the consumption of the Grapefruit League games. Presented (symposium) at the Inaugural Sport Marketing Association Conference, Gainesville, FL.
177. *Cianfrone, B. A., Braunstein, J. R., & Zhang, J. J. (2003, November). Spectator satisfaction with the event management quality at the Grapefruit League games. Presented (symposium) at the Inaugural Sport Marketing Association Conference, Gainesville, FL.
178. Spengler, J. O., Connaughton, D. P., Hausenblas, H., Zhang, J. J., Connaughton, A., *Braunstein, J. R., & Musto, A. A. (2003, June). Automated external defibrillator use and factors related to nonuse in health/fitness facilities. Presented (poster) at 2003 American College of Sport Medicine Conference, San Francisco, CA.
179. Zhang, J. J. (2003, April). Pursuing research grants in sport management. Presented (free communication) at 2003 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Philadelphia, PA.
180. Zhang, J. J. (2003, April). AAHPERD journal writers' workshop. Presented (invited panelist) at 2003 American Alliance for Health, Physical Education, Recreation, and Dance Convention, San Diego, CA.
181. Zhang, J. J., Lam, E. T. C., Williamson, D. P., *Braunstein, J. R., & *Ellis, M. H. (2003, April). Dimensions of market demand variables associated with professional sport game consumption: A confirmatory factor analysis. Presented (free communication) at 2003 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Philadelphia, PA.
182. Zhang, J. J., *Braunstein, J. R., *Ellis, M. H., Williamson, D. P., & Lam, E. T. C. (2003, April). Market demand variables associated with game consumption levels of minor league hockey game spectators. Presented (poster) at 2003 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Philadelphia, PA.
183. *Ellis, M. H., *Braunstein, J. R., Zhang, J. J., Lam, E. T. C., & Williamson, D. P. (2003, April). Profile of NBA full season ticket holders: sociodemographics, ticket ownership, games consumption, and major factors affecting individual game attendance. Presented (free communication) at 2003 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Philadelphia, PA.
184. *Ellis, M. H., Zhang, J. J., *Braunstein, J. R., Lam, E. T. C., & Williamson, D. P. (2003, April). Expectations of potential consumers on critical game product variables for a new NFL expansion team. Presented (free communication) at 2003 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Philadelphia, PA.
185. Lam, E. T. C., LaVine, M. E., & Zhang, J. J. (2003, April). Purchase and lifestyle habits of professional hockey fans: An implication of sport sponsorship. Presented (poster) at 2003 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Philadelphia, PA.
186. *Ruiz, A., Zhang, J. J., & Sherman, N. W. (2003, April). The predictability of children's attitudes toward physical activity and gender on cardiovascular endurance among Hispanic youth. Presented (poster) at 2003 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Philadelphia, PA.
187. Connaughton, D. P., Spengler, J. O., Hausenblas, H. A., Connaughton, A. V., Zhang, J. J. (2003, April). Automated external defibrillator use and factors related to nonuse in high school athletic departments. Presented (poster) at 2003 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Philadelphia, PA.
188. Connaughton, D. P., Spengler, J. O., Hausenblas, H. A., Connaughton, A. V., Zhang, J. J. (2003, April). Implementation of automated external defibrillator in sport stadiums and arenas. Presented (poster) at 2003 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Philadelphia, PA.

189. *VonRonn, S., Zhang, J. J., & Bennett, G. (2003, March). Dimensions of ethical misconduct in contemporary sports. Presented (free communication) at the Biannual Sports, Character, and Responsible Citizen Conference, Notre Dame, IN.
190. Zhang, J. J., *Lam, E. T. C., Smith, D. W., Connaughton, D. P., & Bennett, G. (2002, April). Development of a scale measuring spectator satisfaction toward support programs of minor league hockey games. Presented (poster) at the 2002 American Alliance for Health, Physical Education, Recreation, and Dance Convention, San Diego, CA.
191. Spengler, J. O., Connaughton, D. P., Zhang, J. J., & Gibson, H. (2002, April). An analysis of lightning-related safety policies and procedures of public park and recreation agencies in Florida. Presented (poster) at the 2002 American Alliance for Health, Physical Education, Recreation, and Dance Convention, San Diego, CA.
192. Demichele, D. J., Connaughton, D. P., & Zhang, J. J. (2002, April). Dimensions of job satisfaction associated with mid-level collegiate campus recreation program administrators. Presented (poster) at the 2002 American Alliance for Health, Physical Education, Recreation, and Dance Convention, San Diego, CA.
193. *Lam, E. T. C., Black, J., Zhang, J. J., Kandakai, T., & LaVine, M. (2002, April). The effects of exercise on birth weight: a meta-analysis Presented (poster) at the 2002 American Alliance for Health, Physical Education, Recreation, and Dance Convention, San Diego, CA.
194. *Lam, E. T. C., & Zhang, J. J. (2002, April). A Comparison on the acceleration of bilateral and unilateral circular arm movements. Presented (poster) at the 2002 American Alliance for Health, Physical Education, Recreation, and Dance Convention, San Diego, CA.
195. *Ruiz, A., Zhang, J. J., & Sherman, N. W. (2002, April). An examination of the relationship between caloric expenditure and aerobic capacity among sixth grade Hispanic students. Submitted for presentation at 2001 American Alliance for Health, Physical Education, Recreation, and Dance Convention, San Diego, CA.
196. *Ocker, L. B., Zhang, J. J., Sherman, N. W., & *Lee, J. T. (2002, April). Examining the validity of the body mass index cut-off scores for obesity of different ethnicities. Presented (poster) at the 2002 American Alliance for Health, Physical Education, Recreation, and Dance Convention, San Diego, CA.
197. *Ocker, L. B., Lam, E. T. C., Zhang, J. J. (2002, April). Confirmatory factor analysis of the Eating Attitudes Test (EAT). Presented (poster) at the 2002 American Alliance for Health, Physical Education, Recreation, and Dance Convention, San Diego, CA.
198. Zhang, J. J. (2002, April). AAHPERD writers' forum. Presented (invited workshop) at 2002 American Alliance for Health, Physical Education, Recreation, and Dance Convention, San Diego, CA.
199. *Wooten, J. S., Meyers, M. C., Zhang, J. J., Fincher, A. L. Bloom, J. A., Woods, G. W., & Smith, D. W. (2001, June). The effect of anterior cruciate ligament reconstruction on pain coping styles. Presented (free communication) at 2001 American College of Sport Medicine Annual Conference, Baltimore, MD.
200. *Lam, E. T. C., & Zhang, J. J. (2001, March). Development and validation of a racquetball skill test battery for young adult beginners. Presented (free communication) at 2001 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Cincinnati, OH.
201. *Lam, E. T. C., Zhang, J. J., Frankiewicz, R., Pease, D. G., & Jensen, B. E. (2001, March). Service Quality Assessment Scale (SQAS): An instrument for evaluating service quality of health fitness clubs. Presented (free communication) at 2001 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Cincinnati, OH.
202. Pease, D. G., Zhang, J. J., & *Barkouras, A. K. (2001). Relations of game role and team success to team efficacy in boy's varsity high school basketball teams. Presented (free communication) at 2001 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Cincinnati, OH.

203. Zhang, J. J. (2001, March). How to become a published journal author in sport management? Presented (invited workshop) at 2001 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Cincinnati, OH.
204. *Williamson, D. P., Zhang, J. J., Pease, D. G., Gaa, J. P., Jackson, A. S., & *Lam, E. T. C. (2001, March). Dimensions of spectator identification associated with women's professional basketball game attendance. Presented (free communication) at 2001 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Cincinnati, OH.
205. Zhang, J. J., *Ocker, L. B., *Williamson, D. B., *Pham, U. L., *Killion, L. E., *Lee, J. T., *Lam, E. T. C., & Wall, K. A. (2001, March). Supporters and competitors of season ticket consumption of university football games. Presented (free communication) at 2001 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Cincinnati, OH.
206. Zhang, J. J., Smith, D. W., *Brimer, J., *Rodriguez, A. X., *Ocker, L. B., *Killion, L. E., *Lam, E. T. C. (2001, March). Participant perceptions of after-school enrichment programs: Development of an evaluation scale. Presented (poster) at 2001 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Cincinnati, OH.
207. Zhang, J. J., *Blum, J., *Lam, E. T. C., *Ocker, L. B., *Williamson, D. P., *Pham, U. L., *Lee, J. T., & Wall, K. A. (2000, March). Segmentation of leisure markets using entertainment options: A factor analysis. Presented (free communication) at 2000 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Orlando, FL.
208. Zhang, J. J., *Barkouras, A. K., Pease, D. G., & *Lam, E. T. C. (1999, October). Simultaneous study of the individual and the group correlations: A Tutorial Example. Presented (poster) at 9th Measurement and Evaluation Symposium, Dallas, TX.
209. Pearson, D. W., Haney, C. A., Curtis, R. L., & Zhang, J. J. (1999, July). Social change and sports films: shifts in social character 1930 to 1998. Presented (free communication) at 1999 Northern Michigan University's Inaugural Conference on Sports and Society, Marquette, MI.
210. *Lam, E. T. C., Zhang, J. J., & Pease, D. G. (1999, March). Relationships between the sociodemographic backgrounds of spectators and their game attendance levels of NBA games. Presented (poster) at 1999 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Boston, MA.
211. Pearson, D. W., Curtis, R. L., Haney, C. A., & Zhang, J. J. (1999, March). Sport films: Social dimensions over time 1930-1995. Presented (free communication) at 1999 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Boston, MA.
212. Zhang, J. J., Pease, D. G., *Lam, E. T. C., *Williamson, D. P., *Bellerive, L. M., & Wall, K. A. (1999, March). Socio-psychological factors motivating spectators to attend minor league hockey games. Presented (poster) at 1999 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Boston, MA.
213. Zhang, J. J., Smith, D. W., & *Lam, E. T. C. (1999, March). Value of after school enrichment programs: opinions of students, teachers, and parents. Presented (poster) at 1999 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Boston, MA.
214. Zhang, J. J., Wall, K. A., *Lam, E. T. C., *Bellerive, L. M., & *Williamson, D. P. (1999, March). Enjoyment of minor league hockey games: A different perspective of examining game attendance. Presented (poster) at 1999 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Boston, MA.
215. Zhang, J. J., Wall, K. A., *Williamson, D. P., *Bellerive, L. M., & *Lam, E. T. C. (1999, March). Characteristics of professional basketball season ticket holders: Attendance, sociodemographics, decision making, programs, and service. Presented (poster) at 1999 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Boston, MA.

216. Pearson, D. W., Curtis, R. L., Haney, C. A., & Zhang, J. J. (1999, March). Social change, social character, and sports films: shifts in content from 1930 to 1995. Accepted for presentation (free communication) at 1999 Southwestern Sociological Association Conference, San Antonio, TX.
217. *Lam, E. T. C., Zhang, J. J., & Pease, D. G. (1998, April). Relationship between the sociodemographic backgrounds of spectators and their game attendance levels of minor league hockey games. Presented (poster) at 1998 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Reno, NV.
218. *Merkle, L. A., Jackson, A. S., & Zhang, J. J. (1998, April). Construct validity of the Self-Motivation Inventory for health-related exercise. Presented (poster) at 1998 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Reno, NV.
219. Zhang, J. J., *Lam, E. T. C., & *Lee, J. T. (1998, April). Quality of park youth programs, current participation, and future attendance intention of youth. Presented (poster) 1998 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Reno, NV.
220. Zhang, J. J., *Lee, J. T., *Lam, E. T. C., *Cox, G. E., & Jambor, E. A. (1998, April). Sociodemographics as contingent variables affecting spectator satisfaction toward support programs of minor league professional hockey games. Presented (poster) 1998 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Reno, NV.
221. *Lam, E. T. C., & Zhang, J. J. (1997, December). Identification of YMCA service and program priorities through examining membership satisfaction. Presented (free communication) at the 1997 American Alliance for Health, Physical Education, Recreation, and Dance Convention, St. Louis, MO.
222. *Eldridge, J. A., DiClemente, C., Frankeiwicz, R. G., Zhang, J. J., & Jackson, A. S. (1997, June). The function of maximal oxygen consumption, job intensity, smoking, and gender on work-related injuries. Presented (poster) at American College of Sports Medicine 44th Annual Meeting, Denver, CO.
223. Jambor, E. A., & Zhang, J. J. (1997, May). Factor affecting the attendance of minor league baseball games: Development of a scale. Presented (poster) at 1997 North American Society for Sport Management Conference, San Antonio, TX.
224. *Anderson, E. A., Zhang, J. J., Rudisill, M. E., & Gaa, J. (1997, April). Validity and reliability of a timed curl-up test: Development of a parallel form for the FITNESSGRAM abdominal strength test. Presented (poster) at the 1997 American Alliance for Health, Physical Education, Recreation, and Dance Convention, St. Louis, MO.
225. *Hui, S. C., Jackson, A. S., & Zhang, J. J. (1997, April). Relationship between rate pressure product and fitness related variables. Presented (poster) at the 1997 American Alliance for Health, Physical Education, Recreation, and Dance Convention, St. Louis, MO.
226. *Hui, S. C., Jackson, A. S., & Zhang, J. J. (1997, April). Development of normative values for resting and exercise rate pressure products. Presented (poster) at the 1997 American Alliance for Health, Physical Education, Recreation, and Dance Convention, St. Louis, MO.
227. Zhang, J. J. (1997, April). Dimensions of spectator satisfaction toward customer services of professional hockey games: Development of a scale. Presented (poster) at the 1997 American Alliance for Health, Physical Education, Recreation, and Dance Convention, St. Louis, MO.
228. Zhang, J. J., *Lam, E. T. C., Pease, D. G., Jambor, E. A., *Lee, J. T., *Cox, G. E., *Merkle, L. A., & *Ho, W. W. Y. (1997, April). Youth preference of organized outdoor park activities provided by the city park and recreation department. Presented (poster) at the 1997 American Alliance for Health, Physical Education, Recreation, and Dance Convention, St. Louis, MO.
229. Zhang, J. J., Pearson, D. W., Pease, D. G., *Lee, J. T., *Lam, E. T. C., *Cox, G. E., & *Merkle, L. A. (1997, April). Preference of spectators toward professional hockey game time. Presented (poster) at the 1997 American Alliance for Health, Physical Education, Recreation, and Dance Convention, St. Louis, MO.

230. Zhang, J. J., Pearson, D. W., Pease, D. G., *Lee, J. T., *Lam, E. T. C., *Cox, G. E., & *Merkle, L. A. (1997, April). Factors affecting the decision making of spectators to attend minor league hockey games. Presented (poster) at the 1997 American Alliance for Health, Physical Education, Recreation, and Dance Convention, St. Louis, MO.
231. Zhang, J. J., Pease, D. G., *Lee, J. T., *Lam, E. T. C., *Cox, G. E., Jambor, E. A., *Ryan, N. D., & *Ho, W. W. Y. (1997, April). Impact of broadcasting on minor league hockey attendance. Presented (free communication) at the 1997 American Alliance for Health, Physical Education, Recreation, and Dance Convention, St. Louis, MO.
232. Zhang, J. J., Pease, D. G., Pearson, D. W., *Roberts, C. C., *Lee, J. T., *Saffici, C. L., *Kambeitz, J., *Cox, G. E., *Williams, A. A., & *Hui, S. C. (1996, May). Negative influence of entertainment options on the attendance of minor league professional sport games: The Houston Aeros case. Presented (poster) at the 1996 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Atlanta, GA.
233. Zhang, J. J., Pease, D. G., Smith, D. W., *Lee, J. T., *Cox, G. E., *Lam, E. T. C., *Merkle, L. A., Betters, J. P., Williams, A. A., Hui, S. C., & Jambor, E. A. (1996, May). Influence of television Contemplation on the attendance of NBA games. Presented (poster) at the 1996 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Atlanta, GA.
234. Smith, D. W., Colwell, B., *Ballard, D., & Zhang, J. J. (1996, April). An assessment of the health knowledge of rural elementary school students. Presented (free communication) at the 1996 American School Health Association Annual Conference, ST. Louis, MO.
235. Jambor, L. A., Hall, E. R., *Majors, G., & Zhang, J. J. (1996, March). Segmentation analysis of minor league baseball spectators. Presented (poster) at the 1996 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Atlanta, GA.
236. Jambor, L. A., Zhang, J. J., & *Majors, G. (1996, March). Minor league baseball: Why fans go and what they get out of it. Presented (poster) at the 1996 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Atlanta, GA.
237. Pease, D. G., & Zhang, J. J. (1996, March). Differentiation of fan psychology with respect to the sociodemographic backgrounds of NBA spectators. Presented (free communication) at the 1996 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Atlanta, GA.
238. Zhang, J. J. (1996, March). Marketing investigations of professional basketball teams: A measurement issue. Presented (free communication) at the 1996 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Atlanta, GA.
239. Smith, D. W., & Zhang, J. J. (1995, April). Roles of community organizations in improving health instruction in schools. Presented (poster) at the 1995 American School Health Association Annual Meeting, Milwaukee, WI.
240. Zhang, J. J. (1995, April). Application of Johnson-Newman technique in exercise science. Presented (invited paper - symposium) at 1995 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Portland, OR.
241. Zhang, J. J., & Pease, D. G. (1995, April). Leadership qualities of athletic administrators: Development of a scale. Presented (poster) at 1995 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Portland, OR.
242. Zhang, J. J., Pease, D. G., & *Hui, S. C. (1995, April). Value dimensions of professional sports: An investigation on the perceptions of spectators. Presented (free communication) at 1995 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Portland, OR.
243. Chamberlain, R. M., Smith, D. W., Zhang, J. J., Sider, J. G., Phillips, B. U., & Spitz, M. R. (1994, September). Improving cancer prevention knowledge of residents: Are physicians prepared for prevention? Presented (free communication) at 1994 American Association for Cancer Education Annual Meeting, Louisville, KY.

244. Smith, D. W., & Zhang, J. J. (1994, April). Enhancing comprehensive school health: An evaluation of a statewide conference for administrators of youth service organizations. Presented (poster) at the American School Health Association's 68th National School Health Conference, Houston, TX.
245. Zhang, J. J., Jensen, B. E., & Mann, B. L. (1994, April). Modification and revision of the Leadership Scale for Sport. Presented (poster) at 1994 American Alliance for Health, Physical Education, Recreation, and Dance Convention, Denver, CO.
246. Zhang, J. J. (1990, April). Comparison of the physical education and sport programs between the People's Republic of China and the United States of America. Presented (invited paper - lecture) at 1990 American Alliance for Health, Physical Education, Recreation, and Dance Convention, New Orleans, LA.
247. Zhang, J. J. (1986, March). To modernize the management of scientific research in physical education and sport. Presented (free communication) at 1986 Chinese National Sport Management Conference, Weihai, China.

C. Regional and State

1. *Yurdadon, E., *Bo, H. H., & Zhang, J. J. (2024, April). Leadership and wholeness: The meeting between East and West. Presented (poster) at the Mary Frances Early College of Education Research Conference, Athens, GA.
2. *Ozgen, C., *Bo, H. H., & Zhang, J. J. (2024, April). Motivational and behavioral effects of FOMO-driven stimuli on live esports event attendance: A cross-cultural comparison. Presented (poster) at the Mary Frances Early College of Education Research Conference, Athens, GA.
3. *Duan, Y., *Bo, H. H., Chen, X., Zhang, J. J. (2024, April). Sports and natural environment: The need to inquire their reciprocal impacts. Presented (poster) at the Mary Frances Early College of Education Research Conference, Athens, GA.
4. *Chen, S. S., Li, W., & Zhang, J. J. (2024, April). A hidden Markov model approach to athlete performance analysis. Presented (poster) at the Mary Frances Early College of Education Research Conference, Athens, GA.
5. Zhang, J. J. (2024, February). Scholarly journal editors panel discussions. Presented (panel discussion) at Southeast Decision Sciences Institute, Charleston, SC.
6. *Chen, Y., *Chen, S. S., Frederick, G. M., Zhang, J. J. (2023, April). Breaking boundaries: Unveiling the challenges and opportunities for integrating sports and medicine in China. Presented (poster) at the Mary Frances Early College of Education Research Conference, Athens, GA.
7. *Bo, H. H., & Zhang, J. J. (2023, April). Sport spectators' musical preferences and market segmentation profiles: Evidence and applications. Presented (poster) at the Mary Frances Early College of Education Research Conference, Athens, GA.
8. *Zhao, T. T., & Zhang, J. J. (2023, April). How does urban planning make an impact on sport industry and mass participation? Presented (poster) at the Mary Frances Early College of Education Research Conference, Athens, GA.
9. *Chen, S. S., & Zhang, J. J. (2023, April). Breaking barriers: Using AI to quantify gender stereotypes in sports journalism. Presented (poster) at the Mary Frances Early College of Education Research Conference, Athens, GA.
10. *Bo, H. H., *Seiler, S., *Chen, S. S., *Li, W.W., *Zhao, T. T., *Anderson, D. F., & Zhang, J. J. (2023, February). Asian American contributions to the sport industry: A social justice perspective. Presented (free communication) at the Southeast Philosophy of Education Society Conference, Chattanooga, TN.

11. *Bo, H. H., *Chen, S. S., *Li, W. W., *Seiler, S., *Zhao, T. T., *Anderson, D. F., & Zhang, J. J. (2022, September). Introduction of the sport industry in North America: Asian American's contributions. Presented at (lecture) the Association of Chinese American Professors Seminar Series, Athens, GA.
12. *Kim, A., Qian, T. Y., Lee, H. W., *Mastromartino, B., & Zhang, J. J. (2020, October). Sport media and fandom. Presented (poster) at the 14th Global Sport Forum, Athens, GA.
13. *Breedlove, J., *Kim, A., *Bo, H. H., *Anderson, D. J. F., *Zhao, T. T., *Johnson, L. M., Pitts, B. G., & Zhang, J. J. (2020, October). Global issues and new ideas in sport management. Presented (poster) at the 14th Global Sport Forum, Athens, GA.
14. *Anderson, D. J. F., Kim, A., & Zhang, J. J. (2020, October). The fitness industry in the USA: Contemporary state-of-being and state-of-challenges. Presented (poster) at the 14th Global Sport Forum, Athens, GA.
15. *Johnson, L. M., & Zhang, J. J. (2020, October). Celebrity owners in professional sports: A conceptual model from a relationship marketing perspective. Presented (poster) at the 14th Global Sport Forum, Athens, GA.
16. *Mastromartino, B., & Zhang, J. J. (2020, October). Understanding sport fan communities in a globalized world: The role emotion plays in community membership. Presented (poster) at the 14th Global Sport Forum, Athens, GA.
17. *Chou, W. W., *Lee, J. D., & Zhang, J. J. (2020, October). When sports fans are also arts fans: A conceptual framework for examining the role of arts on sports sponsorship effectiveness. Presented (poster) at the 14th Global Sport Forum, Athens, GA.
18. *Bo, H. H., *Tian, J., & Zhang, J. J. (2020, October). Influence of technology advancement in promoting Olympism: A preliminary inquiry. Presented (poster) at the 14th Global Sport Forum, Athens, GA.
19. *Johnson, L. M., & Zhang, J. J. (2019, October). Crisis communication and image repair of a toxic culture in sport business leadership: A Dallas Mavericks case study. Presented (poster) at the Global Conference for Social Change, Athens, GA.
20. *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.
21. *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.
22. Lam, E. T. C., *Weissman, M., Little, K., Granot, T., & Zhang, J. J. (2018, April). Dimensions of consumer attitude toward sport sponsors of a minor league sport team: Development of a scale. Presented (free communication) at the Global Conference for Social Change, Athens, GA.
23. Lam, E. T. C., *Weissman, M., & Zhang, J. J. (2018, April). Impact of consumers' backgrounds on their assessments of sponsors of a minor league baseball team. Presented (free communication) at the Global Conference for Social Change, Athens, GA.
24. Zhang, J. J. (2015, April). Sustaining the growing trend of the sport industry in North America: A SWOT analysis. Presented (distinguished lecture) at the Department of Health & Kinesiology Distinguished Speaker Series, Texas A & M University, College Station, TX.
25. Zhang, J. J. (2015, February). Informal learning and implications for research. Presented (roundtable discussion) at the 2015 College of Education Graduate Student & Faculty Research Conference, Athens, GA.

26. Zhang, J. J., *Kim, M., *Henderson, C., & *Lee, E. J. (2015, February). Parent Evaluations of After-School Enrichment Programs: Development of a Scale. Presented (poster) at the 2015 College of Education Graduate Student & Faculty Research Conference, Athens, GA.
27. *Pifer, N. D., & Zhang, J. J. (2014, March). Facts in fiction: Implications of the Resource Dependence Theory in fantasy football. Presented (poster) at the 2014 Global Education Forum, Athens, GA.
28. *Pifer, N. D., Mak, J. Y., Bae, W., & Zhang, J. J. (2014, February). Star Struck: The Relationships between Star Player Characteristics and the Branding Process of Professional Sports Teams. Presented (poster) at the Inaugural University of Georgia Sport Business Symposium, Athens, GA.
29. *Kim, M., & Zhang, J. J. (2014, February). Examining nonprofit organizations in professional sport: The stakeholder's perspective. Presented (poster) at the Inaugural University of Georgia Sport Business Symposium, Athens, GA.
30. *Kim, M., & Zhang, J. J. (2014, February). Comparison of motivations between collegiate sport and professional sport donors. Presented (poster) at the Inaugural University of Georgia Sport Business Symposium, Athens, GA.
31. *Min, S. D., & Zhang, J. J. (2014, February). Progressions in sport fan motivation studies: A review of literature. Presented (poster) at the Inaugural University of Georgia Sport Business Symposium, Athens, GA.
32. *Jin, L., Zhang, J. J., *Chen, K. K., & Connaughton, D. C. (2013, February). Response of university students to energy initiatives of intercollegiate athletic programs. Presented (poster) at the Southeastern Conference Research Conference, Atlanta, GA.
33. *Jin, L., Zhang, J. J., *Chen, K. K., & Connaughton, D. C. (2013, February). Residents' support toward the 2008 Beijing Olympic games' energy programs. Presented (poster) at the Southeastern Conference Research Conference, Atlanta, GA.
34. Zhang, J. J., *Chen, K. K., & *Henderson, C. (2013, February). Demographic characteristics of the 21st CCLC after school program attendants: Implication of social progress. Presented (poster) at the College of Education Faculty Research Conference, Athens, GA.
35. Connaughton, D. P., *Egberts, J. B., Spengler, J. O., Zhang, J. J., & Jin, L. (2011, April). A Survey of Florida physical educators' bicycle risk knowledge. Presented (poster) at the 2011 Southern Sport Management Conference, Troy, AL.
36. Kim, M. K., Zhang, J. J., & Tomasi, L. (2011, April). Relationships among market demand, perceived constraints, perceived value, and member satisfaction. Presented (free communication) at the 2011 Southern Sport Management Conference, Troy, AL.
37. Barfield, J. P., Folio, M. R., Lam, E. T. C., & Zhang, J. J. (2011, February). Recruiting students into allied health: Understanding the secrets. Presented (free communication) at 2011 Southern District American Alliance for Health, Physical Education, Recreation and Dance Conference, Greensboro, NC.
38. Connaughton, D. P., *Egberts, J. B., Zhang, J. J., & *Jin, L. (2010, May). An analysis of Florida physical education teacher's knowledge of bicycle laws and safety beliefs: Results of a pilot study. Presented (free communication) at Florida Pro Bike – Pro Walk Conference, Lakeland, FL.
39. *Kim, M. K., Zhang, J. J., *Kim, D. H. (2010, February). Growth of Taekwondo schools in North American and their marketing challenges. Presented (poster) at Southern District American Alliance for Health, Physical Education, Recreation and Dance Annual Conference, Myrtle Beach, SC.
40. *Kim, D. H., *Kim, M. K., *Chen, K. C., & Zhang, J. J. (2010, February). Theories and recent research findings on market demand associated with athletic consumption. Presented (poster) at Southern District American Alliance for Health, Physical Education, Recreation and Dance Annual Conference, Myrtle Beach, SC.

41. *Chen, K. C., *Kim, M. K., *Kim, D. H., & Zhang, J. J. ((2010, February). Measurement associated with studying the effectiveness of Taekwondo school operations: Issues and conceptual framework. Presented (poster) at Southern District American Alliance for Health, Physical Education, Recreation and Dance Annual Conference, Myrtle Beach, SC.
42. *Kim, M. K., Zhang, J. J., & Kim, M. (2010, February). Investigating the constructs of market demand associated with Taekwondo programs. Presented (poster) at Southern District American Alliance for Health, Physical Education, Recreation and Dance Annual Conference, Myrtle Beach, SC.
43. Zhang, J. J. (2007, February). Development and validation of measures in sport management: A Southern District Scholar Lecture. Presented (scholar lecture) at 2006 Southern District Alliance for Health, Physical Education, Recreation, and Dance Conference, Virginia Beach, VA.
44. Byrd, C. E., Mckibbin, M., & Zhang, J. J. (2005, November). Effective leadership for continuous improvement of after school programs. Presented (free communication) at the Florida School Continuous Improvement Conference, Orlando, FL.
45. Zhang, J. J. (2005, May). Development and implementation of the Star Leadership Model. Presented (invited free communication) at 2005 Florida 21st Century Community Learning Centers Training Conference, Orlando, FL.
46. Bartol, B., Fleming, D., Knitt, D., & Zhang, J. J. (2003, October). Money to help support physical education in after school programs. Presented (invited free communication) at Florida Association for Health, Physical Education, Recreation and Dance Conference, Jacksonville, FL.
47. Zhang, J. J., & Connaughton, D. P. (2002, October). Development of an academic career in sport management. Presented (free communication) at 2002 Florida Association for Health, Physical Education, Recreation, and Dance Conference, Daytona, FL.
48. Connaughton, D. P., & Zhang, J. J. (2002, October). Analysis of factors related to AED usage in Florida high school athletic departments. Presented (free communication) at 2002 Florida Association for Health, Physical Education, Recreation, and Dance Conference, Daytona, FL.
49. *Ocker, L. B., Zhang, J. J., Sherman, N. W., & *Lee, J. T. (2001, December). Evaluating validity using sensitivity and specificity techniques of the body mass index cut-off scores for determining obesity in males and females. Presented (poster) at 2001 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Corpus Christi, TX.
50. *Wooten, J. S., Meyers, M. C., Zhang, J. J., Fincher, A. L. Bloom, J. A., Woods, G. W., & Smith, D. W. (2001, February). The effect of anterior cruciate ligament reconstruction on pain coping styles. Presented (free communication) at 2001 Texas American College of Sport Medicine Conference, Austin, TX.
51. Zhang, J. J., Ashley, F., Pearson, D. W., & Pittman, A. (2000, December). The state of affairs of sport management: Perspectives of leaders in the discipline. Presented (symposium) at 2000 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Dallas, TX.
52. *Ocker, L. B., *Lam, E. T. C., *Rodriguez, A. X., *Pham, U. L., *Lee, J. T., & Zhang, J. J. (2000, December). Sequential relationships among sociodemographic, entertainment options, and sport consumption variables. Presented at 2000 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Dallas, TX.
53. *Ocker, L. B., Zhang, J. J. (2000, December). Theory and measurement of eating disorder: A comprehensive review of literature. Presented at 2000 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Dallas, TX.
54. Zhang, J. J., *Ocker, L., B., *Lam, E. T. C., *Rodriguez, A. X., *Pham, U. L., *Lee, J. T., & *Killion, L. (2000, December). Relationship of amenity programs to game attendance level of professional basketball season ticket holders. Presented at 2000 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Dallas, TX.

55. Wall, K. A., Zhang, J. J., *Lam, E. T. C., & *Lee, J. T. (1998, December). Administrative issues of a collegiate HPERD department: Opinions of faculty, staff, and teaching assistants. Presented (poster) at 1998 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Houston, TX.
56. Wall, K. A., Zhang, J. J., *Lam, E. T. C., *Williamson, D., & Song, C. C. (1998, December). Market potentials of NBA licensed products in china: A philosophical inquiry. Presented (poster) at 1998 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Houston, TX.
57. Zhang, J. J., Dollar, J., Pittman, A., *Williamson, S. C., *Curry, J., & *Mueller, W. (1998, December). Sharing the facts: Professional training in sport management. Presented (panel discussion) at 1998 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Houston, TX.
58. Zhang, J. J., *Lam, E. T. C., Smith, D. W., & Wall, K. A. (1998, December). Strategies for the measurement and evaluation council membership recruitment and retention: A marketing survey report. Presented (poster) at 1998 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Houston, TX.
59. Zhang, J. J., *Lam, E. T. C., *Williamson, D., *Bellerive, L., & Wall, K. A. (1998, December). Variables affecting the attendance of minor league hockey games. Presented (poster) at 1998 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Houston, TX.
60. Zhang, J. J., Smith, D. W., *Lam, E. T. C., *Bellerive, L., & Wall, K. A. (1998, December). Quality and priority of collegiate recreational facilities: Opinions of students, faculty, and staff. Presented (poster) at 1998 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Houston, TX.
61. Zhang, J. J., *Solomon, S., *Bledsoe, J., *Lee, J. T., & *Bonilla, A. (1998, December). Selected contemporary issues in collegiate sports. Presented (symposium) at 1998 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Houston, TX.
62. *Chen, L., Wall, K. A., & Zhang, J. J. Factors affecting NCAA basketball coaches' time-out decisions. (1998, February). Presented (free communication) at 1998 Eastern District Association for Health, Physical Education, Recreation, and Dance Annual Convention, Baltimore, MD.
63. *Criado, K., & Zhang, J. J. (1997, December). The effect of Title IX on women's intercollegiate sports administration: A philosophical inquiry. Presented (poster) at 1997 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Fort Worth, TX.
64. *Kelner, S., & Zhang, J. J. (1997, December). What's wrong with baseball: A documentary study? Presented (poster) at 1997 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Fort Worth, TX.
65. *Lam, E. T. C., *King, M., & Zhang, J. J. (1997, December). Attitude dimensions of urban adults toward financial responsibility to construct sport facilities of professional sport teams. Presented (poster) at 1997 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Fort Worth, TX.
66. *Lam, E. T. C., & Zhang, J. J. (1997, December). Products liability in sports: A documentary inquiry on issues in the legal system and their influences. Presented (poster) at 1997 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Fort Worth, TX.
67. *Allen, T. G., *McNamara, R. W., Jambor, E. A., Weekes, E. M., & Zhang, J. J. (1996, December). Factors contributing to game attendance in minor league baseball: A first-half season report. Presented (poster) at 1996 Texas Association for Health, Physical Education, Recreation, and Dance, Corpus Christi, TX.
68. *Cox, G., & Zhang, J. J. (1996, December). Predictive validity of a racquetball skill test battery. Presented (poster) at 1996 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Corpus Christi, TX.

69. *Lam, T. C., & Zhang, J. J. (1996, December). Leadership competency of high school athletic directors: A preliminary report. Presented (poster) at 1996 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Corpus Christi, TX.
70. *McNamara, R. W., *Allen, T. G., Jambor, E. A., Weekes, E. M., & Zhang, J. J. (1996, December). Minor league baseball spectators: Demographic analysis of a second season. Presented (free communication) at 1996 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Corpus Christi, TX.
71. Zhang, J. J., *Cox, G. E., *Lee, J. T., *Merkle, L. A., *Roberts, C. C., *Better, J. P., *Williams, A. A., *Kambeitz, J., Jambor, E. A., & Song, C. C. (1996, December). Demographics segmentation of NBA spectators. Presented (poster) at 1996 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Corpus Christi, TX.
72. Zhang, J. J., & Fried, G. (1996, December). Sport administration internship programs in the University of Houston. Presented (free communication) at 1996 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Corpus Christi, TX.
73. *Gearing, T. M., & Zhang, J. J. (1995, December). Developmental trend of one mile run performance among elementary school students across Texas. Presented (poster) at 1995 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Dallas, TX.
74. Jambor, E. A., & Zhang, J. J. (1995, December). Printed media use of spectators of Houston Rockets, 1993-1994 season. Presented (free communication) at 1995 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Dallas, TX.
75. *Lee, J. T., Zhang, J. J., Pease, D. G., *Hui, S. C., *Rellinger, C. L., *Saffici, C. L., & *Cox, G. E. (1995, December). Women and minority attendants of NBA games: Are they under represented? Presented (poster) at 1995 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Dallas, TX.
76. Pearson, D., Zhang, J. J., *Hui, S. C., Smith, D. W., & Bloom, J. A. (1995, December). Evaluation of internship effectiveness in sport management. Presented (free communication) at 1995 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Dallas, TX.
77. *Saffici, C. L., *Hui, S. C., *Rellinger, C. A., Pease, D. G., & Zhang, J. J. (1995, December). The relationship between spectator decision making on the attendance of NBA games and the consumption level. Presented (poster) at 1995 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Dallas, TX.
78. Thomson, W. C., & Zhang, J. J. (1995, November). Development of a scale to measure hardiness in prospective teachers. Presented (poster) at the 1995 Midwest district of the American Alliance for Health, Physical Education, Recreation and Dance, Milwaukee, WI.
79. *Cox, G., & Zhang, J. J. (1994, December). Comparison of visual and non-visual training on the improvement of a visual stability task. Presented (free communication) at 1994 Texas Association for Health, Physical Education, Recreation, and Dance Convention, Austin, TX.
80. *Cremades, J. G., Zhang, J. J., & Rudisill, M. E. (1994, December). Car phones as a detriment to driving performance: A simulation study. Presented (free communication) at 1994 Texas Association for Health, Physical Education, Recreation, and Dance Convention, Austin, TX.
81. *Hui, S. C., & Zhang, J. J. (1994, December). Personality and self-concept difference between male and female undergraduate students in respect to the selection of different racquet sports. Presented (free communication) at 1994 Texas Association for Health, Physical Education, Recreation, and Dance Conference, Dallas, TX.
82. *Merkle, L. A., Zhang, J. J., & Jackson, A. S. (1994, December). Comparison of health-related fitness among young adult females of different ethnic backgrounds. Presented (free communication) at 1994 Texas Association for Health, Physical Education, Recreation, and Dance Convention, Austin, TX.

83. Bloom, J. A., Zhang, J. J., & *Anderson, E. A. (1994, December). Potential values of short fins in training competitive swimmers. Presented (free communication) at 1994 Texas Association for Health, Physical Education, Recreation, and Dance Convention, Austin, TX.
84. Zhang, J. J., & Smith, D. W. (1994, December). An investigation on leadership qualities necessary for effective intercollegiate athletic administration. Presented (free communication) at 1994 Texas Association for Health, Physical Education, Recreation, and Dance Convention, Austin, TX.
85. Zhang, J. J. (1985, March). Motivational states of physical educators and sport administrators. Presented (poster) at 1985 Tianjin Physical Education and Sport Conference, Tianjin, China.

15. **CONTRACTS and GRANTS (* graduate student)**

A. **Funded Grant Proposals**

1. Principal Investigator: *Andrew Kim. Faculty Adviser: Dr. James J. Zhang. The third long term program strategies establishment of UNESCO ICHCAP. Sesnetworks, Inc. Seoul, Korea. Total \$3,000 (Direct Cost - \$2,381 and Indirect Cost - \$619) (October 2021 – December 2022).
2. Principal Investigator: *Andrew Kim. Faculty Adviser: Dr. James J. Zhang. Development of youth athlete baseball training system in South Korea. Monoplane, Inc. Seoul, Korea. Total \$3,000 (Direct Cost - \$2,222 and Indirect Cost - \$778) (September 2019 – December 2021).
3. Principal Investigator: Dr. James J. Zhang. Co-Investigators: Dr. Bryan A. McCullick, Dr. Christopher D. Mojock, *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 through elite coach training. General Administration of Sport of China. Beijing, China. Total: \$143,208 (Direct Cost - \$119,340 and Indirect Cost - \$23,868) (August 2018 – August 2019).
4. Principal Investigator: *Tyreal Y. Qian. Faculty Adviser: Dr. James J. Zhang. Dimensions of esports consumer motivation: Development of a scale. North American Society for Sport Management. Slippery Rock, PA. Total \$1,200 (Direct Cost - \$1,200 and Indirect Cost - \$0). (June 2018 – June 2019).
5. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: Dr. Billy Hawkins & *Ms. Esther Lee. Continued investigation into the functions critical to the advancement and accomplishment of KLPGA. Olympic Coliseum, Inc. Seoul, Korea. Total \$37,692 (Direct Cost - \$29,914 and Indirect Cost - \$7,778). (August 2014 – August 2015).
6. Principal Investigator: Dr. James J. Zhang. Parent evaluations of after-school enrichment programs: Development of a scale. Provost Summer Research Grant. College of Education, University of Georgia, Athens, GA. Total \$5,000 (Direct Cost - \$5,000 and Indirect Cost - \$0). (May – August 2014).
7. Principal Investigator: Dr. Billy Hawkins. Co-Principal Investigators: Dr. James J. Zhang, & *Ms. Esther Lee. Dimensions of leadership functions critical to the advancement and accomplishment of KLPGA: A quantitative analysis. Olympic Coliseum, Inc. Seoul, Korea. Total \$36,183 (Direct Cost - \$28,717.00 and Indirect Cost - \$7,466). (August 2013 – August 2014).
8. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: Drs. Thomas A. Baker and Kevin K. Byon. Constructing a gorgeous bridge between Shanghai International Studies University and The University of Georgia: Proposing the Study and Training Educational Program (iStep). Shanghai International Studies University. Shanghai, China. Total \$88,000 (Direct Cost - \$80,000 and Indirect Cost - \$8,000). (June 2013 – June 2014).

9. Principal Investigator: Dr. Billy Hawkins. Co-Principal Investigators: Dr. James J. Zhang, & *Ms. Esther Lee. Tracing leadership functions critical to the advancement and accomplishment of LPGA in Korea: A follow-up study. Olympic Coliseum, Inc. Seoul, Korea. Total \$35,877.24 (Direct Cost - \$28,474.00 and Indirect Cost - \$7,403.24). (August 2012 – August 2013).
10. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: Dr. Thomas A. Baker, Dr. Kevin K. Byon, *Ms. Sophia D. Min, *Mr. Kenny K. Chen, & *Mr. Minhong Kim. Intensifying Traffic Activities on the ‘Rainbow Bridge’: An Amendment. The Sport Industry and Marketing Center - Hanyang University, Seoul, Korea. Total \$36,018 (Direct Cost - \$33,744 and Indirect Cost - \$3,374). (May 2012 – August 2012).
11. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: Drs. Thomas A. Baker, Kevin K. Byon, and Rose Chepyator-Thomson. Assessing the accomplishments of the 21st CCLC program in the State of Georgia: 2010-2011. Georgia Department of Education. Total: \$49,932 (Direct Cost - \$46,233 and Indirect Cost - \$3,699 (March 2012 – August 2012).
12. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: Dr. Thomas Baker, Dr. Kevin K. Byon, *Ms. Sophia D. Min, *Mr. Kenny K. Chen, & *Mr. Minhong Kim. Envisioning a rainbow bridge between Seoul, Korea and Athens, Georgia: Materializing an international exchange program through academic collaborations. The Sport Industry and Marketing Center - Hanyang University, Seoul, Korea. Total \$25,000 (Direct Cost - \$22,727.30 and Indirect Cost - \$2,272.70). (September 2011 – May 2012).
13. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: Dr. Billy Hawkins, *Ms. Esther Lee, Dr. Thomas Baker, and Dr. Kevin K. Byon. Tracing leadership functions critical to the advancement and accomplishment of LPGA in Korea: A qualitative inquiry. Olympic Coliseum, Inc. Seoul, Korea. Total \$32,000.00. (Direct Cost - \$29,091.91 and Indirect Cost - \$2,909.09). (August 2011 – August 2012).
14. Principal Investigators: Drs. James J. Zhang & Jepkorir Rose Chepyator-Thomson. Co-Principal Investigators: *Ms. Janet M’Mbaha, *Mr. Kipchumba Byron, *Ms. Sophia D. Min, & *Ms. Nefertiti Walker. Public policy and national goals of sport development in Kenya: Perspectives and relevance to U.S. global strategies in sports social institutions. Research Tutorial Abroad Grant. Center for International Business Education and Research (CIBER), University of Florida, Gainesville, FL. Total \$12,000.00. (Direct Cost - \$12,000 and Indirect Cost - \$0). (June 2011 – August 2011).
15. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigator: Dr. Charles E. Byrd. Expanding youth achievement: Researching and administrating Florida’s 21st CCLC programs. Florida Department of Education. Tallahassee, FL. Total \$1,612,894 (Direct Cost - \$1,466,267 and Indirect Cost - \$146,627). (August 2010 – August 2011).
16. Principal Investigator: Dr. Charles E. Byrd. Co-Principal Investigator: Dr. James J. Zhang. Florida Learn & Serve Administrative Project: Expanding Service Learning in Florida. Florida Department of Education. Tallahassee, FL. Total \$306,158 (Direct Cost - \$278,325 and Indirect Cost - \$27,833). (August 2010 – August 2011).
17. Principal Investigator: Dr. Charles E. Byrd. Co-Principal Investigator: Dr. James J. Zhang. Florida Learn and Serve: Special initiatives and enhancement. Florida Department of Education. Tallahassee, FL. Total \$21,595.00 (Direct Cost - \$19,631.82 and Indirect Cost - \$1,963.18) (February 2010 – May 2010).
18. Principal Investigator: Dr. Yong Jae Ko. Co-Principal Investigator: Dr. James J. Zhang. (2009). Development of a management information system through identifying consumer profiles in Mexico Taekwondo market environment. World Taekwondo Federation: Pro-Taekwondo Division. Seoul, Korea. Total \$25,000.00 (Direct Cost - 25,000.00 and Indirect Cost - \$0) (September 2009 – September 2010).
19. Principal Investigator: Dr. Charles E. Byrd. Co-Principal Investigator: Dr. James J. Zhang. (2009). Florida Learn and Serve Administrative Project: Service Learning in the 21st Century. Florida Department of Education. Tallahassee, FL. Total \$274,821 (Direct Cost - \$249,837 and Indirect Cost - \$24,984) (September 2009 – November 2010).

20. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigator: Dr. Charles E. Byrd. Building better youth: Researching and administrating Florida's out-of-school youth programs. Florida Department of Education. Tallahassee, FL. Total \$1,691,372 (Direct Cost - \$1,537,611 and Indirect Cost - \$153,761). (August 2009 – November 2010).
21. Principal Investigator: Dr. Charles E. Byrd. Co-Principal Investigators: Drs. James J. Zhang and Dan P. Connaughton. Out-of-school safety in the 21st century: Enhancing Florida's school crossing guard program. Florida Department of Transportation. Tallahassee, FL. Total \$220,675 (Direct Cost - \$210,167 and Indirect Cost - \$10,508). (July 2008 – June 2011).
22. Principal Investigator: Dr. Dan P. Connaughton. Co-Principal Investigators: Drs. Charles E. Byrd & James J. Zhang. Bicycle safety and risk management project. Florida Department of Transportation. Tallahassee, FL. Total \$483,086 (Direct Cost - \$460,082 and Indirect Cost - \$23,004). (July 2008 – June 2011).
23. Principal Investigator: Mr. Larry Pintacuda. Co-Investigators: Mr. Joe Davis, Dr. Charles E. Byrd, Dr. James J. Zhang, Ms. Valerie Alarcon, Ms. Judy Nee, and Ms. Linda Lanier. The Florida Afterschool Network innovation project: Strengthening the network through innovation. The Charles Stewart Mott Foundation. Flint, MI. Total: \$565,500 (Direct Cost - \$518,787 and Indirect Cost - \$46,713). (September 2008 – October 2011).
24. Principal Investigator: Dr. Charles E. Byrd. Co-investigator: Dr. James J. Zhang. Effective leadership in the 21st century: Evaluating, enhancing and researching Florida's out-of-school programs. Florida Department of Education. Tallahassee, FL. Total \$1,415,070 (Direct Cost - \$1,347,686 and Indirect Cost - \$67,384). (July 2008 – November 2009).
25. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigator: *Mr. Kevin K. Byon. Success of major collegiate sport teams on the transformation of sport identification, destination image, and tourism. Alachua County Tourism Development Bureau. Gainesville, FL. Total \$5,000 (Direct Cost - \$5,000 and Indirect Cost - \$0). (May 2008 – August 2008).
26. Principal Investigator: Dr. Charles E. Byrd. Co-Principal Investigators: Drs. James J. Zhang and Dan P. Connaughton. Out-of-school safety project: Transitioning Florida's school crossing guard program. Florida Department of Transportation. Tallahassee, FL. Total \$28,000 (Direct Cost - \$26,667 and Indirect Cost - \$1,333). (February 2008 – June 2008).
27. Principal Investigator: Dr. Kenneth K. Lowman. Co-Principal Investigators: Dr. Charles E. Byrd, Dr. James J. Zhang, Dr. Yong Jae Ko, Dr. Kiki Kaplanidou, and *Mr. Kevin K. Byon. Assessment of student achievement: Examining the EdVenture curricula. The EdVenture Group. Morgantown, WV. Total \$38,000 (Direct Cost - \$33,043 and Indirect Cost - \$4,957). (February 2008 – December 2008).
28. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigator: Dr. Charles E. Byrd. Technology in the 21st Century: Expansion of the University of Florida 21st CCLC Leadership Team. Florida Department of Education. Tallahassee, FL. Total \$93,371 (Direct Cost - \$89,163 and Indirect Cost - \$4,208). (July 2007 – November 2008).
29. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigator: Dr. Charles E. Byrd. Expanding the horizons of 21st CCLC programs: Continuation of the Star Leadership Model. Florida Department of Education. Tallahassee, FL. Total \$1,465,897 (Direct Cost - \$1,396,092 and Indirect Cost - \$69,805). (July 2007 – November 2008).
30. Principal Investigator: Dr. Ariel Rodríguez. Co-Principal Investigator: Dr. James J. Zhang. TEAM 21 After-School Program Evaluations. Wyoming Public Schools, Wyoming, MI. Total \$8,030.00 (Direct Cost - \$7,300.00 and Indirect Cost - \$730). (May 2007 – August 2008).
31. Principal Investigator: Dr. May Kim. Co-Investigator: Dr. James J. Zhang. International citizenship: Sport management practicum in Asia. Internationalizing the Curriculum Award. International Center, University of Florida, Gainesville, FL. Total \$3,000 (Direct Cost - \$3,000 and Indirect Cost - \$0). (May 2007 – May 2008).
32. Principal Investigator: Dr. May Kim. Co-Investigators: Drs. Yong Jae Ko and James J. Zhang. Enhancing the achievement of sport events in the Republic of Korea: Volunteer management and service quality. Seoul Olympic Sport Promotion Foundation. Seoul, Korea. Total \$8,700 (Direct Cost - \$8,285 and Indirect Cost - \$415). (2006 - 2007).

33. Principal Investigator: Dr. Yong Jae Ko. Co-Investigator: Dr. James J. Zhang. Understanding of fantasy sport participants: An Application of the Technology Acceptance Model (TAM). Research Opportunity Grant. College of Health and Human Performance, University of Florida, Gainesville, FL. Total \$3,025 (Direct Cost - \$3,025 and Indirect Cost - \$0). (2006 - 2007).
34. Principal Investigator: Dr. Charles E. Byrd. Co-Principal Investigator: Dr. James J. Zhang. Modification and application of the Star Leadership Model: Enhancing the 21st CCLC initiative. Florida Department of Education. Tallahassee, FL. Total \$1,371,528.00 (Direct Cost - \$1,306,217.00 and Indirect Cost - \$65,311). (July 2006 – October 2007).
35. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: Dr. Charles E. Byrd & Mr. Mathew D. McKibbin. Expanding the 21st CCLC Leadership Project in the areas of compliance, summer program evaluation, and support for Florida after-school network. Florida Department of Education. Tallahassee, FL. Total \$165,980.00 (Direct Cost - \$157,681.00 and Indirect Cost - \$8,299.00). (July 2005 – June 2006).
36. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: Ms. Brandy L. Bartol, Dr. Charles E. Byrd, & Mr. Mathew D. McKibbin. Development and application of the Star Leadership Model (SLM) to enhance the quality of the 21st Century Community Learning Centers programs. Florida Department of Education. Tallahassee, FL. Total \$1,320,000.00 (Direct Cost - \$1,257,143.00 and Indirect Cost - \$62,857.00). (July 2005 – June 2006).
37. Principal Investigator: Ms. Mary Freeland (Florida Children's Services Council). Co-Principal Investigators: Mr. Joe Davis (Florida Department of Education), Dr. James J. Zhang, Dr. Charles E. Byrd (University of Florida), Mr. Eddie Santiago (Florida After School Alliance), and Ms. Jenn Faber (Children's Forum). Establishment of the Florida Afterschool Network. The Charles Stewart Mott Foundation. Flint, MI. Total \$225,000 (Direct Cost - \$210,300.00 and Indirect Cost - \$14,700.00). (September 2005 – August 2008).
38. Principal Investigator: Dr. James J. Zhang. Co-Investigator: *Ms. Beth A. Cianfrone. Sponsorship effectiveness of sport video games. Research Opportunity Grant. College of Health and Human Performance, University of Florida, Gainesville, FL. Total \$4,965 (Direct Cost - \$4,965 and Indirect Cost - \$0). (September 2005 – August 2006).
39. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: Dr. David S. Fleming & Ms. Brandy L. Bartol. Enhancing effective leadership to the 21st Century Community Learning Centers programs through strengthening technical assistance and training. Florida Department of Education. Tallahassee, FL. Total \$799,995.00 (Direct Cost - \$759,995.25 and Indirect Cost - \$39,999.75). (July 2004 – September 2005).
40. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigator: Dr. David S. Fleming. Providing effective leadership to the 21st Century Community Learning Centers (21st CCLC) programs through quality program evaluation and technical assistance. Florida Department of Education. Tallahassee, FL. Total \$1,063,000.00 (Direct Cost - \$1,009,850.00 and Indirect Cost - \$53,150.00). (July 2004 – September 2005).
41. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigator: Dr. David S. Fleming. Promoting an integrated curriculum to the 21st Century Community Learning Centers (21st CCLC) Programs through staff development. Florida Department of Education. Tallahassee, FL. Total \$66,150.00 (Direct Cost - \$63,000.00 and Indirect Cost - \$3,150.00). (January 2004 – September 2004).
42. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigator: Dr. David S. Fleming. Development of a technical and support component: An amendment to the 21st Centre Community Learning Centers program evaluation project. Florida Department of Education. Tallahassee, FL. Total \$217,000.00 (Direct Cost - \$206,150 and Indirect Cost - \$10,850). (July 2004 – September 2005).
43. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigator: Dr. David S. Fleming. Successful program management through quality evaluation: Assessing the effectiveness of the 21st Center Community Learning Centers (CCLC) program. Florida Department of Education. Tallahassee, FL. Total \$349,886.00 (Direct Cost - \$332,391.70 and Indirect Cost - \$17,494.30). (November 2003 – September 2004).

44. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: *Ms. Jill L. Mitchell and Dr. Dan P. Connaughton. Market demand issues associated with consumption of the University of Florida women's basketball games. University Athletic Association. University of Florida, Gainesville, FL. Total \$2,000 (Direct Cost - \$2,000 and Indirect Cost - \$0). (2004).
45. Principal Investigator: Dr. Lori Pennington-Gray. Co-Principal Investigators: Drs. Steve Holland and James J. Zhang. Economic impacts of day cruise gambling in Florida. Florida Day Cruise Association. Trinity, FL. Total \$5,000 (Direct Cost - \$3,750,000 and Indirect Cost - \$1,250). (September 2003 – June 2004).
46. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: *Matthew H. Ellis and *Jessica R. Braunstein. Best Practices of after-school enrichment programs: Phase I – Development of assessment instruments for program facilitators and parents of program participants. Pilot Research Grant. Department of Exercise and Sport Sciences, University of Florida, Gainesville, FL. Total \$5,150 (Direct Cost - \$5,150 and Indirect Cost - \$0). (January 2002 – June 2002).
47. Principal Investigator: Dr. Gregg Bennett. Co-Principal Investigator: Dr. James J. Zhang. On-site recall and recognition of action sports sponsorship. Marketing Research Grant. Octagon Sports Marketing, Stamford, CT. Total \$8,000 (Direct Cost - \$7,200 and Indirect Cost - \$800). (December 2002 – December 2003).
48. Principal Investigator: Dr. Gregg Bennett. Co-Principal Investigator: Dr. James J. Zhang. Development of an international sport business course for sport management graduate studies. Competitive Curriculum Development Grant. Center for International Business Education and Research (CIBER), University of Florida, Gainesville, FL. Total \$7,500.00. (Direct Cost - \$7,500 and Indirect Cost - \$0). (December 2002 – December 2003).
49. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: Dr. Gregg Bennett, *Ms. Beth Cianfrone, & Dr. Richard Lutz. Promoting presence of U.S. businesses in Beijing 2008 Olympic Games (Phase I). Competitive Research Grant. Center for International Business Education and Research (CIBER), University of Florida, Gainesville, FL. Total \$4,000 (Direct Cost - \$4,000 and Indirect Cost - \$0). (December 2001 – December 2002).
50. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: Drs. Gregg Bennett & Daniel P. Connaughton. Incorporation of international business perspectives into selected sport management courses. Competitive Curriculum Development Grant. Center for International Business Education and Research (CIBER), University of Florida, Gainesville, FL. Total \$7,500.00 (Direct Cost - \$7,500 and Indirect Cost - \$0). (December 2001 – December 2002).
51. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: Drs. Demetrius W. Pearson & Warren Whisenant. Promotion of sporting events to the Hispanic population through segmentation of entertainment options. Small Research Grant. Center for Mexican Studies, University of Houston, Houston, TX. Total \$2,000 (Direct Cost - \$2,000 and Indirect Cost - \$0). (January 2001 – December 2001).
52. Principal investigator: Dr. James J. Zhang. Co-Principal Investigators: Mrs. *Joseph Williams, *Grant Gilchrist, & *Marc Mangiacotti. Marketing survey for sporting goods stores. Oshman's Supersports USA. Houston, TX. Total \$2,500 (Direct Cost - \$2,500 and Indirect Cost - \$0). (January 2001 – December 2001).
53. Principal investigator: Dr. James J. Zhang. Distance learning class development for the sport marketing analysis course. Faculty Development Grant (Program A). University of Houston, Houston, TX. Total \$3,000 (Direct Cost - \$3,000 and Indirect Cost - \$0). (January 2001 – December 2001).
54. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: *Liette B. Ocker. Examining the validity of the body mass index cut-off standard for obesity of different ethnicities. Small Research Grant. University of Houston, Houston, TX. Total \$2,000 (Direct Cost - \$2,000 and Indirect Cost - \$0). (January 2000 – December 2000).
55. Principal investigator: Dr. Demetrius W. Pearson. Co-Principal Investigators: Drs. James J. Zhang & Warren Whisenant. Marketing an American pastime: A case study of the Soul Circuit. Small Research Grant. University of Houston, Houston, TX. Total \$3,000 (Direct Cost - \$3,000 and Indirect Cost - \$0). (January 2000 – December 2000).

56. Principal Investigator: Dr. Norma Olvera. Co-Principal Investigators: Drs. Richard R. Suminski & James J. Zhang. Determinants of physical activity in children. Small Grants for Under-Represented Minority Scientists in Digestive and Kidney Diseases. U. S. National Institute of Health (NIH). Bethesda, MD. Total \$93,000 (Direct Cost - \$75,000 and Indirect Cost - \$18,000). (January 2000 – December 2000).
57. Principal investigator: Dr. James J. Zhang. Co-Principal Investigator: Dr. Dennis W. Smith. Factors affecting spectator satisfaction toward support programs of professional hockey games. Limited Grant-in-Aid Program. University of Houston, Houston, TX. Total \$2,000.00 (Direct Cost - \$2,000 and Indirect Cost - \$0). (January 1998 – December 1998).
58. Principal investigator: Dr. James J. Zhang. Co-Principal Investigators: Drs. Dennis W. Smith, Dale G. Pease, & Michelle L. Hamilton. Psychological factors affecting spectator attendance of professional basketball games. Program for Enhanced External Research Grant. University of Houston, Houston, TX. Total \$5,000 (Direct Cost - \$5,000 and Indirect Cost - \$0). (January 1998 – December 1998).
59. Principal investigator: Dr. James J. Zhang. Purchase of research-related software for the HHP computer lab. Computing Award. College of Education, University of Houston, Houston, TX. Total \$2,000 (Direct Cost - \$2,000 and Indirect Cost - \$0). (January 1998 – December 1998).
60. Principal investigator: Dr. James J. Zhang. Co-Principal Investigator: *Mr. Eddie T. C. Lam. The development and validation of a racquetball skills test. Faculty Research Opportunity Award. College of Education, University of Houston, Houston, TX. Total \$1,200 (Direct Cost - \$1,200 and Indirect Cost - \$0). (January 1998 – December 1998).
61. Principal Investigator: Dr. James J. Zhang. Park and recreation programs for youth: Marketing research report to the Houston Park and Recreation Department. Marketing Analysis Grant. City Park & Recreation Department, City of Houston, TX. Total \$2,000 (Direct Cost - \$2,000 and Indirect Cost - \$0). (January 1996 – December 1996).
62. Principal investigator: Dr. James J. Zhang. Co-Principal Investigator: Dr. Dennis W. Smith. Toward violence prevention: Youth preference of organized park and recreation activities. Faculty Research Opportunity Award. College of Education, University of Houston, Houston, TX. Total \$1,200.00 (Direct Cost - \$1,200 and Indirect Cost - \$0). (January 1996 – December 1996).
63. Principal Investigator: Dr. James J. Zhang. Leadership dimensions of high school athletic administrators. Research Initiation Grant. University of Houston, Houston, TX. Total \$6,000 (Direct Cost - \$6,000 and Indirect Cost - \$0). (January 1995 – December 1995).
64. Principal Investigator: Dr. Joel A. Bloom. Co-Principal Investigators: Drs. Dennis W. Smith & James J. Zhang. The health behaviors of elite professional athletes: A case study. Faculty Research Opportunity Award. University of Houston, Houston, TX. Total \$900 (Direct Cost - \$900 and Indirect Cost - \$0). (January 1994 – December 1994).
65. Principal Investigator: Dr. Dennis W. Smith. Co-Principal Investigator: Dr. James J. Zhang. Professional athletes and high-risk health behaviors. Faculty Research Opportunity Award. University of Houston, Houston, TX. Total \$965.00 (Direct Cost - \$965 and Indirect Cost - \$0). (January 1994 – December 1994).

B. Research Consultant to Funded Grants

1. Principal Investigator: Dr. Huei-Fu Lu. Co-Principal Investigator: Dr. Tien-Tze Chen. Economic impact of happiness derived from sport participation among university students. Taiwan National Science Committee. Taipei, Taiwan. Total \$15,095 (Direct Cost – \$14,437.5 and Indirect Cost – \$657.5). (August 2010 – July 2012).
2. Principal Investigator: Dr. Dennis W. Smith. Tobacco use cessation at Texas universities. Texas Cancer Council. Austin, TX. Total \$77,000. (Direct Cost - \$58,520 and Indirect Cost - \$18,480). (January 2001 – December 2001).
3. Principal Investigator: Dr. Brian Colwell. Co-Principal Investigator: Dr. Dennis W. Smith. Adolescent tobacco use cessation program (ATCP) continuation. Texas A&M University. College Station, TX. Total \$86,000. (Direct Cost - \$77,400 and Indirect Cost - \$8,600). (January 2000 – December 2000).

4. Principal Investigator: Dr. Dennis W. Smith. Co-Principal Investigator: Dr. Brian Colwell. Texas tobacco use cessation at universities. Texas Cancer Council. Austin, TX. Total \$77,304. (Direct Cost - \$57,978 and Indirect Cost - \$19,326). (January 2000 – December 2000).
5. Principal Investigator: Dr. Phyllis Gingiss. Co-Principal Investigator: Dr. Dennis Smith. Texas tobacco prevention and control pilot study. Texas Department of Health. Austin, TX. Total \$350,000. (Direct Cost - \$262,500 and Indirect Cost - \$87,500). (January 2000 – December 2000).
6. Principal Investigator: Dr. Dennis W. Smith. Co-Principal Investigator: Dr. Brian Colwell. Meeting the Mandates of SB 55: Community-based support for the adolescent tobacco use cessation and awareness program in regional sites Year 3. Texas A&M University. College Station, TX. Total \$38,000. (Direct Cost - \$34,200 and Indirect Cost - \$3,800). (January 1999 – December 1999).
7. Principal Investigator: Dr. Dennis W. Smith. Co-Principal Investigator: Dr. Brian Colwell. Meeting the Mandates of SB 55: Community-based support for the adolescent tobacco use cessation and awareness program in regional sites Year 2. Texas A&M University. College Station, TX. Total \$50,165. (Direct Cost - \$45,148 and Indirect Cost - \$5,017). (January 1999 – December 1999).
8. Principal Investigator: Dr. Dennis W. Smith. Co-Principal Investigator: Dr. Brian Colwell. School/Community-based adolescent tobacco use cessation program (ATCP): Phase 3- revision, dissemination, and evaluation pilot test. Texas Cancer Council. Austin, TX. Total \$112,548. (Direct Cost - \$84,411 and Indirect Cost - \$28,137). (January 1998 – December 1998).
9. Principal Investigator: Dr. Dennis W. Smith. Co-Principal Investigator: Dr. Brian Colwell. Meeting the Mandates of SB 55: Community-based training for the adolescent tobacco use cessation and awareness program in eight regional sites. Texas A&M University. College Station, TX. Total \$32,273. (Direct Cost - \$29,046 and Indirect Cost - \$3,227). (January 1998 – December 1998).
10. Principal Investigator: Dr. Dennis W. Smith. Co-Principal Investigator: Dr. Brian Colwell. School/Community-based adolescent tobacco use cessation program (ATCP): Phase 2- pilot test. Texas Cancer Council. Austin, TX. Total \$123,792. (Direct Cost - \$92,844 and Indirect Cost - \$30,948). (January 1997 – December 1997).
11. Principal Investigator: Dr. Dennis W. Smith. Co-Principal Investigator: Dr. Brian Colwell. School/Community- based adolescent tobacco use cessation program (ATCP): Phase 1- program development. Texas Cancer Council. Austin, TX. Total \$119, 647. (Direct Cost - \$107,682 and Indirect Cost - \$11,965). (January 1996 – December 1996).

C. Sales and Service Activities

1. Principal Investigator: Dr. Kevin K. Byon. Co-Principal Investigators: Drs. Thomas A. Baker and James J. Zhang. SHISU Development of Global Training Educational Program (iStep). Shanghai International Studies University. Shanghai, China. Total \$81,302 (Direct Cost - \$73,911 and Indirect Cost - \$7,391). (June 2014 – June 2015).
2. Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: Drs. Michael Ferrara, Thomas A. Baker, III, Kevin Byon, Rose Chepyator-Thomson, and Billy Hawkins. From Shanghai International Studies University to the University of Georgia: Proposing the Study and Training Abroad Program. Shanghai International Studies University, China. Total: \$75,000 (Direct Cost - \$68,182 and Indirect Cost - \$6,818 (July 2012 – September 2012).

Summary of Grant Funding Received (by January 9, 2026)

ROLE	TOTAL	DIRECT COST	INDIRECT COST
Principal Investigator	\$9,327,910.75	\$8,723,289.91	\$623,621.84
Co-Principal Investigator	\$5,194,813.24	\$4,866,280.82	\$332,570.42
Sales and Service Activities	\$156,302.00	\$142,093.00	\$14,209.00
Consultant	\$1,081,824.00	\$864,166.50	\$217,657.50
TOTAL	\$15,765,867.99	\$14,586,831.23	\$1,287,778.76

D. Submitted but not Funded or Pending Proposals (selected)

- Principal Investigator: Andrew Kim. Faculty Adviser: Dr. James J. Zhang. Development Marketing Strategies for the Korean Basketball League: Benchmarking a successful case of the National Basketball Association. Monoplane Inc. Seoul, South Korea. Total: \$3,000 (Direct Cost - \$2,222 and Indirect Cost - \$778) (April 2020 – April 2021: not funded)
- Principal Investigator: Dr. James J. Zhang. Co-Investigators: Dr. Kevin K. Byon, Dr. Thomas A. Baker, Dr. Michael Ferrara, Dr. Rose Chepyator-Thomson, Dr. Billy Hawkins, *Mr. Kenneth K. Chen, *Mr. Brian H. Yim, *Ms. Courtney A. Kupets, *Ms. Carolina Salge, *Ms. Sophia, D. Min, & *Mr. Minhong Kim. Contributing to the mission of the NEST Foundation: A program designed for developing and empowering global sport leaders. The NEST Foundation. Seoul, Korea. Total: \$2,087,250 (Direct Cost - \$1,878,525 and Indirect Cost - \$208,725) (2014-2017 – not funded).
- Principal Investigator: Dr. James J. Zhang. Co-Principal Investigators: Drs. Michael Ferrara, Kirk Cureton, Thomas A. Baker III, Kevin K. Byon, and Paul Schempp. Sustaining the Legacy of Mega Sport Events in Kazan: Market Demands for Well-Trained Sport Professionals and Well-Designed Sport Programs in Russia's Sport Industry. Republic of Tatarstan – Russia. Total: \$1,900,000 (Direct Cost - \$1,428,570 and Indirect Cost - \$471,430 (2013 - not funded).
- Principal Investigator: Dr. James J. Zhang. Maintaining research collaborations with faculty and graduate students at the University of Florida. Southeastern Conference (SEC) Visiting Faculty Travel Grant Program. University of Georgia. Total: \$2,500 (Direct Cost – 2,500 and Indirect Cost - \$0 (2012 – not funded).
- Principal Investigator: Dr. James J. Zhang. Parent Evaluations of After-School Enrichment Programs: Development of a Scale. College of Education Faculty Summer Research Support. University of Georgia. Total: \$2,500 (Direct Cost – 5,000 and Indirect Cost - \$0 (2012 – not funded).
- Principal Investigator: Dr. James J. Zhang. Co-Principal Investigator: Dr. Debbie Williamson. Marketing research proposal for Atlantic 10 Conference Men's Basketball Championship Tournament. NCAA Atlantic 10 Conference. Newport News, VA. Total \$15,000 (Direct Cost - \$15,000 and Indirect Cost - \$0) (2009 – not funded).
- Principal Investigator: Dr. Michael Sagas. Co-Principal Investigators: Dr. Jason Sosa, Dr. James J. Zhang, Dr. Xindong Ma, Dr. Charles E. Byrd, *Mr. Trevor Bopp, & *Mr. Ryan Wang. Educational, social and economic success in youth sport exchange. U.S. Department of State: Bureau of Educational and Cultural Affairs. Washington, DC. Total \$225,000 (Direct Cost - \$203,268 and Indirect Cost - \$21,732) (2009 – not funded).
- Principal Investigator: Dr. Guoli Liang. Co-Investigators: Dr. Amy Tocco, Dr. Lynn Housner, Dr. Kristen Dieffenbach, Dr. Jack Watson, Professor Fen Wang, Professor Jiaxin Yao, Professor Liu Ji, Professor Jianying Li, and Professor Shaogang Tong, and Professor Geping Liu. Research Consultant: Dr. Andrew Ostrow, Professor Shuhui Liu, and Dr. James J. Zhang. The United States and China: A collaborative approach to youth sport development. U.S. Department of State: Bureau of Educational and Cultural Affairs. Washington, DC. Total \$175,000 (Direct Cost - \$148,030 and Indirect Cost - \$26,970) (2008 – not funded).

9. Principal Investigator: Dr. Yong Jae Ko. Co-Investigators: Dr. J. O. Spengler, Dr. Roxanna M. Bendixen, Dr. Michael Delp, and Dr. James J. Zhang. Determinants of physical activity and obesity prevention in Asian American adolescents: Cultural uniqueness and physical self-concept. The Robert Wood Johnson Foundation. Princeton, NJ. Total \$237,489 (Direct Cost - \$212,044 and Indirect Cost - \$25,445) (2008 - not funded).
10. Principal Investigator: Dr. Barbara Reinzo. Co-Principal Investigators: Drs. Charles E. Byrd, Virginia J. Dodd, Kelli Renee McCormack Brown, & James J. Zhang. Partnering to Build Healthy Teen Relationships. The Robert Wood Johnson Foundation. Princeton, NJ. Total \$103,217 (Direct Cost - \$92,158 and Indirect Cost - \$11,059) (2008 – not funded).
11. Principal Investigator: Dr. Yong Jae Ko. Co-Investigators: Dr. J. O. Spengler, Dr. Roxanna M. Bendixen, Dr. Michael Delp, and Dr. James J. Zhang. Determinants of physical activity and obesity prevention in Asian children: Perceptions, cultural uniqueness, and environment attributes. Research Opportunity Incentive Seed Fund. University of Florida, Gainesville, FL. Total \$84,152.56. (2007 – not funded).
12. Principal Investigator: Dr. Eddie T. C. Lam. Co-Investigator: Dr. James J. Zhang. Does coaching leadership behavior matter? Research Consortium – American Alliance for Health, Physical Education, Recreation, and Dance. Reston, VA. Total \$5,000. (2006 – not funded).
13. Principal Investigator: Dr. James J. Zhang. Co-Investigators: Drs. Chris Stopka, John Todorovich, and Dug Jones. Marketing research proposal for the National Wheelchair Basketball Association. National Wheelchair Basketball Association. Sherwood, AR. Total \$10,000. (2005 – not funded).
14. Principal Investigator: Dr. James J. Zhang. Co-Investigator: Drs. Ruth Alexander and Dan P. Connaughton. Dimension of market demand factors associated intercollegiate women’s basketball games. Center of Women’s Studies. University of Florida, Gainesville, FL. Total \$12,000. (2004 – not funded).
15. Principal Investigator: Dr. John O. Spengler. Co-Investigators: Drs. Myron F. Floyd, James J. Zhang, Daniel P. Connaughton, John J. Confer, and Robert M. Weiler. Florida urban parks: Analysis of factors related to physical activity and recreational use among minority youth. Active Living Policy and Environmental Studies (ALPES) – The Robert Wood Johnson Foundation. Princeton, NJ. Total \$366,523. (2003 – not funded).
16. Principal Investigator: Dr. James J. Zhang. Co-Investigator: *Ms. Jennifer Brimer. Parent evaluations of after-school enrichment programs: development of scale. Research Consortium – American Alliance for Health, Physical Education, Recreation, and Dance. Reston, VA. Total \$15,000. (2003 – not funded).
17. Principal Investigator: Dr. Eddie T. C. Lam. Co-Investigator: Dr. James J. Zhang. Using the RLSS to examine perceived and preferred coaching leadership styles in intercollegiate sports. Research Consortium – American Alliance for Health, Physical Education, Recreation, and Dance. Reston, VA. Total \$5,000. (2003 – not funded).
18. Principal Investigator: Dr. John Todorovich. Co-Investigators: Drs. James J. Zhang, Christine B. Stopka, David Fleming, and Michael Powers. Patients’ motivational profiles and adherence and compliance with rehabilitation goals, protocol, and requirements. Field Initiated Research Projects. U. S. Department of Education. Washington, DC. Total \$231,970. (2002 – not funded).
19. Principal Investigator: Dr. John Chow. Co-Investigators: Drs. Mark Tillman, Charles Levy, William Mann, Carolyn Hanson, and James J. Zhang. Comparison of manual and power-assist wheelchairs in improving independence. Field Initiated Research Projects. U. S. Department of Education. Washington, DC. Total \$449,676. (2002 – not funded).
20. Principal Investigator: Dr. John Todorovich. Co-Investigators: Drs. Chris Stopka, David Fleming, and James J. Zhang. An investigation of achievement motivation constructs among children with disabilities: A research to practice endeavor. Field Initiated Research Projects. U. S. Department of Education. Washington, DC. Total \$423,000. (2002 – not funded).
21. Principal Investigators: Drs. James J. Zhang & Charlie C. Song. Market potentials of NBA licensed products in China. The National Basketball Association (NBA). Hong Kong, China. Total \$25,000. (1998 – not funded).

16. UNIVERSITY GOVERNANCE AND SERVICE

A. University Level

University of Georgia, Athens, GA

- Presidential Graduate Fellows Program Review Committee. Member (2025).
- Faculty Seed Grants in the Sciences Review Committee. Member (2024).
- Richard Reiff Internationalization Award Committee. Member (2024).
- The University of Georgia Association of Chinese American Professors (ACAP)
 - President (2023-2024)
 - Executive Committee. Member (2021-2024).
 - Organizing Committee. Member (2021).
 - Membership Committee. Member (2021).
- University Strategic Planning Committee. Member (2015-2017).
- Promotion & Tenure Appeal Committee. Member (2012-2015).

University of Florida, Gainesville, FL

- Strategic Planning Committee for the University of Florida International Center (2009-2011).
- China Working Group - University of Florida International Center (2010).
- University Scholar's Review Committee. Member (2003-2010).
- International Scholarship Selection Committee. Member (2009).
- College of Health and Human Performance Dean Search Committee. Member (2004-2006).
- University Minority Mentor Program. Member (2002-2004).

University of Houston, Houston, TX

- Academic Counseling for Athletics Committee. Member (1996-1998).
- Excel Program. Member (1993-1998).
- Human Subjects Review Committee. Member (1996).

B. College Level

College of Education, University of Georgia, Athens, GA

- Tenure and Promotion Committee. Chair (2020-2022).
- Graduate School Research Assistantship Assessment Committee. Member (2021).
- Academic Adviser Search Committee. Member (2018).
- Promotion & Tenure Appeal Committee. Member (2012-2014).
- Career Track Promotion Committee. Member (2013-2014).
- Promotion and Tenure Committee. Member (2013-2014).
- Distinguished Research Mentor Review Committee. Member (2013).

College of Health and Human Performance, University of Florida, Gainesville, FL

- Award Committee. Member (2009-2011).
- Dean's Administrative Committee. Member (2007-2008).
- College Council. Member (2007-2008).
- Council of Principal Investigators. Member (2006-2007; 2010-2011).
- Tenure and Promotion Committee. Chair (2010-2011). Member (2006-2007; 2008-2009).
- Physical Education Pedagogy Program Future Committee. Member (2006-2007).
- Faculty Advisory Committee. Chair (2003-2004). Member (2004-2006).
- International and Diversity Committee. Member (2001-2004).

College of Education, University of Houston, Houston, TX

- Graduate Committee. Member (1999-2001).
- Research Advisory Committee. Member (1998-1999).
- Salary Committee. Member (1998-1999).
- Computing Committee. Member (1994-1995; 1996-1999).
- Task Force of Research & Evaluation. Member (1997-1998).
- Ad hoc Committee for the Improvement of Doctoral Student Research. Member (1997-1998).
- Web Page Committee. Member (1997-1998).
- College Delegation to China. Interpreter (1997).

C. Department Level

Department of Kinesiology, University of Georgia, Athens, GA

- International Center for Sport Management (ICSM). Director (2011-present).
- Award Committee. Member (2019, 2021, 2024, 2025, 2026).
- Tenure and Promotion Committee. Member (2011-present).
- Academic Appeals Committee. Member (2023).
- Post-Tenure Review Committee. Chair (2014). Member (2011, 2015, 2016, 2020, 2022, 2026).
- Research Grants Review. Member (2021-2022).
- Sport Management Program. Coordinator (2011-2021).
- Sport Management Faculty Search Committees. Chair (2011-2012; 2013-2014; 2015-2016; 2017-2018). Member (2013-2014; 2018; 2025).
- Graduate Academic Adviser Search Committee. Member (2018).
- Third-Year Review Committee. Member (2017).
- Graduate Program Advisor Search Committee. Member (2013, 2015, 2018, 2019).
- Student Award Committee. Member (2015).
- Student Internship Procedure Review Committee. Member (2015).
- Administrative Associate Search Committee. Member (2013).
- Senior Account Search Committee. Member (2012).

Department of Tourism, Recreation and Sport Management, University of Florida, Gainesville, FL

- Annual Performance Rating (APR) Service Review Committee. Member (2010).
- Internship Committee. Member (2009-2010).
- Comprehensive Examination Committee. Member (2009-2010).
- Interim Department Chair (2007-2008).
- Academic Advisor Search Committee. Member (2008).
- Sport Management Program. Coordinator (2006-2007).
- Department Chair Search Committee. Member (2006-2008).
- Sport Management Faculty Search Committees. Chair (2003-2004; 2007; 2009-2010). Member (2004-2005; 2005-2006; 2009-2010).
- Graduate Studies Committee. Member (2003-2006).
- Tenure and Promotion Committee. Member (2003-2008). Chair (2008-2011).
- Tenure and Promotion Criteria Committee. Chair (2003-2005).
- Pre-Tenure and Promotion Committee. Member (2004-2005).

Department of Health Education and Behavior, University of Florida, Gainesville, FL

- Faculty Search Committee. External Member (2009-2010).

Department of Exercise and Sport Sciences, University of Florida, Gainesville, FL

- Promotion and Tenure Committee. Member (2001-2003).
- Internationalization and Diversity Committee. Member (2001-2003).
- Faculty Evaluation Committee. Member (2002-2003).
- Stevens Visiting Professor Committee. Member (2001-2002).

- Outstanding Thesis/Dissertation of the Year Committee. Member (2002).

Department of Health and Human Performance, University of Houston, Houston, TX

- Graduate Studies Committee. Chair (1999-2001); Member (1994-1996; 1998-1999).
- Promotion and Tenure Committee. Member (2000-2001).
- Ph.D. Committee. Member (2000-2001).
- Social Committee. Member (1994-2001).
- Library Liaison. Department Representative (1997-2001).
- Faculty Search Committees. Member (Sport Administration, 1995; 2000); Member (Exercise Physiology, 1996; 2001). Member (Health Education, 1997; 2000).
- Computing Committee. Chair (1994-1995; 1996-1999); Member (1995-1996; 1999-2001).
- Award Committee. Member (1996-2000).
- Computer Lab. Supervisor (1994-1999).
- Undergraduate Studies Committee. Member (1997-1998).
- International Admissions. Coordinator (1996-1997).
- Research Colloquium. Coordinator (1996-1997).
- Student Grievance Committee. Member (1997).
- Graduate Student Recruitment Task Force. Member (1995-1996).

17. CONSULTATION OUTSIDE THE UNIVERSITY

- Served as a research consultant to various organizations. Responsibilities usually include designing questionnaires, conducting surveys, data analyses, and formulating technical reports. These organizations include:
- Marketing study of Spring Training games. Major League Baseball – Washington Nationals. (2005).
- Study of consumer behaviors. Atlantic Coast Conference (ACC) Women's Basketball Tournament. (2003).
- The After School Achievement Program (ASAP) - City of Houston, Houston, TX. (1998-2002).
- The Houston Comets. Houston, TX. (1998).
- The University of Houston Athletics Department, Houston, TX. (1998).
- The After School Achievement Program (ASAP) - Baytown Independent School District, Baytown, TX. (1998).
- Community Health Program - Baylor College of Medicine. Houston, TX. (1996).
- The Houston Aeros. Houston, TX. (1995-1996).
- The Houston Rockets. Houston, TX. (1994-1995).
- The Houston Hotshots. Houston, TX. (1995).
- The City Park & Recreation Department – City of Houston, Houston, TX. (1995).

18. EDITOR OF SCHOLARLY JOURNAL, SERVICE ON AN EDITORIAL ADVISORY BOARD OR REVIEWER FOR A SCHOLARLY JOURNAL

A. Editorship

1. Editor - *International Journal of Sport Marketing & Sponsorship* (Impact Factor – 2.938; January 1, 2019 - present).
2. Co-Editor - World Association for Sport Management (WASM) Book Series of Research Papers (2016-present).
3. Associate Editor (sport consumer psychology) - *Frontiers in Psychology* (Impact Factor – 2.990; July 20, 2021 - present).
4. Sport Management Section Editor - *Measurement in Physical Education and Exercise Science* (Impact Factor – 2.304; 2006-2010; 2016-2022).
5. Special Issue Co-Editor: Use and application of technology in physical activity and sport. *Frontier in Psychology* (Impact Factor – 2.990; September 2021 - present).
6. Special Issue Co-Editor: Digital Transformation and Sustainability: Tips to Sport Industry from Research – *Sustainability* (Impact Factor – 3.251; 2020-2021).

7. Special Issue Editor: Sport Industry in Developing Economies - *International Journal of Sport Marketing & Sponsorship* (Impact Factor – 2.938; 2017-2018).
8. Special Issue Editor: Sport Management Research Methodology Tutorial Series – *Journal of Shanghai University of Sport* (2015-2017).
9. Special Issue Editor: Soccer Management and Marketing – *Journal of Shanghai University of Sport* (2015-2016).
10. Special Issue Editor: Sport Business in China - *International Journal of Sport Marketing & Sponsorship* (Impact Factor – 2.938; 2015-2016).
11. Special Issue Editor: Contemporary Issues in Sport Management – *Journal of Shanghai University of Sport* (2014-2015).

B. Review Board Member

- 1 *Journal of Sport Management* (2010-present) (also 6-8 manuscripts annually).
- 2 *Journal of Modern Sport Management* (2022-present)
- 3 *Journal of Global Sport Management* (2021-present).
- 4 *International Journal of Sport Management and Marketing* (2016-present).
- 5 *Journal of Xi'an University of Physical Education* (2021-present).
- 6 *Sport Management Review* (2005-2008) (also 2-3 manuscripts annually).
- 7 *International Journal of Sport Management* (2000-2004) (also 3-4 manuscripts annually).
- 8 *International Sports Journal* (1997-2004) (also 3-4 manuscripts annually).
- 9 *Measurement in Physical Education and Exercise Science* (1997-2006) (also 2-3 manuscripts annually).
- 10 *Sport Marketing Quarterly* (2003-2004) (also 2-3 manuscripts annually).
- 11 *Journal of Physical Education, Recreation, and Dance* (2004-2007) (also 2-3 manuscript annually).
12. Review Panel Chair for the Research Consortium – Sport Management Section – 2010 American Alliance of Health, Physical Education, Recreation, and Dance (AAHPERD) Convention.
13. Review Panel Chair for the Research Consortium – Sociocultural Section - 2005 AAHPERD Convention.
14. Review Panel Chair for the Research Consortium – Measurement Section - 2003 and 2006 AAHPERD Conventions.
15. Research Section Head for Abstract Review – 2003 Northern American Society for Sport Management (NASSM) Annual Conference.
16. Professional Development Section Co-Head for Abstract Review – 2003 NASSM Annual Conference.
17. Review Panel Chair for the Research Consortium - Recreation/Leisure Studies Section – 1998 AAHPERD Convention.

C. Reviewer

1. *International Journal of Sport Marketing & Sponsorship* (2002-present).
2. *International Journal of Sport Marketing and Management* (2002-present).
3. *Sport Marketing Quarterly* (2001-present).
4. *Journal of Sport Management* (2003-present).
5. *Sport Management Review* (2009-present).
6. *European Sport Management Quarterly* (2010-present).
7. *Measurement in Physical Education and Exercise Science* (2010-present).
8. *Journal of Sport Science* (2021).
9. *Asia Pacific Journal of Tourism Research* (2020).
10. *Frontiers in Psychology: Section Movement Science and Sport Psychology* (2020).
11. *International Journal of Sport Policy and Politics* (2020).
12. *Journal of Applied Sports Sciences* (2018).
13. *International Conference on Economic and Business Management* (2018).
14. *Research Quarterly for Exercise & Sport* (1996-present).
15. *Women in Sport and Physical Activity Journal* (2017-present).
16. EURAM 2017 (European Academy of Management) Conference (2017).
17. *International Journal of Kinesiology & Sports Science* (2017).
18. Routledge. Zheng, J., Chen, S., Tan, T. C., & Houlihan, B. *Sport policy in the People's Republic of China* (2016).
19. *Journal of Physical Education, Recreation, and Dance* (2002-2011).
20. *Journal of Business Ethics* (2015-2016).
21. North American Society for Sport Management - Research Grants (2009-2015).
22. *Asian Pacific Journal of Education* (2010).

23. *Leisure - Journal of the Canadian Association for Leisure Studies* (2003-2004).
24. *Journal of Leisure Research* (1999-2000).
25. *Journal of Physical Activity and Health* (2005).
26. *Perceptual and Motor Skills* (2006).
27. *International Electronic Journal of Health Education* (2005).
28. *Journal of Family and Community Health* (2004).
29. *Journal of Classroom Interaction* (2000-2001).
30. Human Kinetics. Wood, T., & Zhu, W (Eds.), *Measurement issues and practice in physical activity* (2004).
31. Sport Marketing Association Conferences (2003-2004).
32. AAHPERD (SHAPE America) Annual Convention – Sport Management Section (2010-2016).
33. AAHPERD (SHAPE America) Annual Convention – Measurement and Evaluation Section (2001-2016; 2025).
34. AAHPERD (SHAPE America) Annual Convention - Social Cultural Section (1999-2001; 2009-2024).
35. 73rd National School Health Conference of the American School Health Association (1999).
36. NASSM Annual Conference (1999-present).
37. Annual Convention of the Texas Association for Health, Physical Education, Recreation, and Dance (TAHPERD) (1996).
38. Association of Marketing Theory and Practice Conference (2021-2022).

19. INTERNATIONAL ACTIVITIES

A. Research

1. Have initiated the effort to develop the International Center for Sport Management (ICSM) at the University of Georgia.
2. Have hosted or co-hosted over 100 international post-doctoral or visiting scholars or students.
3. Published numerous research manuscripts in international journals.
4. Have been invited to deliver keynote speeches at international conferences for many times.
5. Have been invited to deliver keynote speeches at international institutions for many times.
6. Obtained a number of externally funded projects from international institutions.
7. Serving on the Executive Committee of the Asian Sport Industry Association.
8. Membership in international academic associations.
9. Having collaborated with international scholars on a number of research projects.
10. Having served as a reviewer for a number of international journals.
11. Having served as a reviewer for international academic conferences.

B. Teaching

1. Delivered preparations to serve as a lead teacher for the ‘Post Olympic Games Venue Management and Marketing’ course in Beijing, China during summer 2010.
2. Delivered preparations to serve as the lead teacher for the ‘Sport Businesses in Italy’ course in March, 2010.
3. Having assisted graduate and undergraduate students seeking international internship and practicum opportunities.
4. Served as a lead teacher for the ‘Olympic Games Preparation and Venue Development’ course during summer 2007.
5. Served as the lead teacher for the ‘Sports in Rome’ course in March 2006.
6. Played a major role in the establishment of academic exchange programs between the College of Health and Human Performance and two Chinese universities (Tsinghua University and Tianjin Foreign Studies University).
7. Having served as the major advisor, research committee chair, or a committee member to many international students at both graduate and undergraduate levels.
8. Having served as a major or minor advisor to over 60 international visiting scholars and post doctoral study students.
9. Having helped a number of graduate students publish in international academic journals.
10. Having served as an external reviewer for international academic institutions to examine Ph.D. dissertations and master’s theses.
11. Having played a leadership role in recruiting international students while serving as the Coordinator of the Sport Management Program and the Interim Chair of the Department of Tourism, Recreation and Sport Management at UF.
12. Served as a faculty representative on the academic exchange program to the University of Darmstadt, Germany in 2004.

13. Adjunct faculty appointment at Tianjin Institute of Physical Education, Tianjin, China (1997 - present). Advising and lecturing responsibilities in measurement and evaluation, sport management, and international relations.
14. Having received a grant to enhance international components in sport management courses.
15. Employed as a graduate teaching fellow in the International Center of Springfield College, Springfield, MA (1988-1992). Worked under the International Center Director to help international students, facilitate communications, and organize leisure activities.

C. Service

1. Serving as the Honorary Dean in the College of Sport Economics and Management at Shanghai University of Sport, Shanghai, China.
2. Worked as an assistant manager at men's basketball training venue during the Beijing 2008 Summer Olympic Games for the purpose of expanding sport industry experience and enhancing teaching quality.
3. Served as a leading officer and/or a founder in international academic organizations, such as NASSM and the World Association for Sport Management (WASM).
4. Served as an organizer and/or reviewer for international academic conferences.
5. Developed international exchange programs at both UF and UGA.

20. SERVICE TO SCHOOLS

1. Served as the principal investigator of the Georgia 21st Century Community Learning Center (CCLC) program evaluation project. Over 75% program sites are school-based. Georgia Department of Education, Atlanta, GA (2012).
2. Served as the Executive Director of the 21st CCLC Leadership Project that provides leadership research and service to over 100,000 students in over 400 program sites in Florida. Over 70% program sites are school-based. Florida Department of Education, Tallahassee, FL (2003-2011).
3. Served as an evaluator for the Houston and Baytown After School Achievement Programs (ASAP), which are school-based programs. Houston, TX (1998-2002).
4. Served as an evaluator of Baylor College of Medicine Community Health Program, which was a school-based program. Houston, TX. (1996).
5. Served as an evaluator for the youth park and recreation programs provided by the City of Houston Park & Recreation Department, a school-based program. Houston, TX (1996).
6. Worked as a physical education teacher and coach at Tianjin No. 54 High School, Tianjin, China (1984).

21. MEMBERSHIP AND ACTIVITIES IN THE PROFESSION

A. Professional Membership

- Northern American Society for Sport Management (NASSM) (1995-present).
- European Association for Sport Management (EASM) (2009-present).
- National Academy of Kinesiology (NAK) (2014 – present).
- Sport Marketing Association (SMA) (2003-present).
- Chinese American Professors & Scholars Network (2000-present).
- American Alliance of Health, Physical Education, Recreation, and Dance (AAHPERD/SHAPE America) (1990-2013).
- Sport Management Association for Australia and New Zealand (SMAANZ) (2009-2010).
- International Chinese Society for Physical Activities and Health (2009-2010).
- Florida Association for Health, Physical Education, Recreation, and Dance (FAHPERD) (2004-2006).
- Texas Association for Health, Physical Education, Recreation, and Dance (TAHPERD) (1994-2001).
- American Cancer Society - Texas Division (ACS) (1994-1999).
- Chinese American Educational Research & Development Association (CAERDA) (1997-1998).
- American Society of Chinese Professionals and Scholars in Physical Education and Sport (ASCSPES) (1993-1996).

B. Professional Service Activities

North American Society for Sport Management (NASSM)

- Member. International Committee (2012-present).
- Member. Nomination Committee (2020-2022).
- Reviewer. Student Research Paper Competition Committee (2021).
- Member. The Earle F. Zeigler Lecture Award Review Committee (2014-2017).
- Member. Graduate Student Research Grant Review (2013; 2016; 2017).
- Member. The Janet Parks Research Grant Program Review Committee (2009-2010; 2013-2016).
- President-Elect, President, Past-President (2009-2012).
- Chair. Executive Committee (2010-2011).
- Member. Executive Committee (2009-2010; 2011-2012).
- Chair. The Janet Parks Research Grant Program Review Committee (2010-2011).
- Chair. Research Fellow Criteria Review Committee (2010-2011).
- Head for Abstract Review. Research Section – 2003 NASSM Annual Conference.
- Co-Head for Abstract Review. Professional Development Section – 2003 NASSM Annual Conference.
- Reviewer. NASSM Annual Conferences (1999, 2009).

World Association for Sport Management (WASM)

- Vice President. (2023-2026).
- Member. Executive Board (2012-2014; 2019-2026).
- Member. Scientific Committee for the Fifth WASM Conference (2023-2026).
- Abstract Reviewer. Fifth WASM Conference, Cape Town, South Africa (2025-2026).
- Co-Chair. Scientific Committee for the Fourth WASM Conference (2019-2023).
- Co-Chair. Scientific Committee for the Third WASM Conference (2017-2019).
- Member. Strategic Planning Committee (2017-2026).
- Abstract Reviewer. Third WASM Conference, Santiago, Chile (2019).
- Co-Chair. Scientific Committee for the Second WASM Conference (2016-2017).
- Presiding Chair. Conference Session on Sport Finance and Economic (2017).
- Abstract Reviewer. Second WASM Conference, Kaunas, Lithuania (2017).
- Planner and Organizer. Professional Soccer Summit, Shanghai, China (2015).
- Co-Chair. Scientific Committee for the Inaugural WASM Conference (2013-2014).
- Abstract Reviewer. Inaugural WASM Conference, Madrid, Spain (2014).
- Founder. One of the founding members. (2012).

National Academy of Kinesiology (NAK)

- Member. Membership Committee (2021-2026).
- Member. Hetherington Award Committee (2020-2021).
- Moderator. 90th Annual Meeting (2021).

International Chinese Society for Physical Activities and Health (ICSPAH)

- Presidency (2023-2026).
- Member. Executive Board (2023-2026).
- Member. Lifetime (organization inception-present)

Chinese Society for Sport Management

- Honorary Present (2025-present)

Asian Association for Sport Management (AASM)

- Member. Advisory Board (2012-present).

World Chinese Sport Management Association (WCSMA)

- Member. Advisory Board (2012-present).

National General Administration of Sports – Institute of Sport Science, China

- Leading Scholar. National Center for Sport Economics (NCSE) (2016-2021).

Business and Organization Research (BOR) Conference

- Member. Conference Organizing Committee (2020-2021).

International Conference on Social Sciences and Economic Development, China

- Member. Conference Organizing Committee (2019).

Tsinghua University, China

- Member. International Peer Review Expert Committee of Exercise and Sport Sciences (2016-present).

University System of Georgia Board of Regents

- Coordinator. Subcommittee of the Academic Committee on Physical Education, Health Education, & Recreation: The Value of a Sport, Fitness & Community Wellness Management Graduate. (2016).

Asian Sport Industry Association (ASIA)

- Member. Executive Committee (2009-2013).

Research Consortium – AAHPERD/SHAPE America

- Member. Abstract Review Panel for Sociocultural Section (2010-2025).
- Chair. Abstract Review Panel for Sociocultural Section (2004-2005; 2016-2018).
- Reviewer. Research Grant Program (2009-2011; 2014-2017).
- Member. Abstract Review Panel for Sport Management Section (2010-2012).
- Member. Abstract Review Panel for Measurement Section (2004-2006, 2010-2012, 2025).
- Chair. Abstract Review Panel for Sport Management Section (2009-2010).
- Member. Future Directions Committee (2005-2007).
- Presider. “Sociocultural free communication.” AAHPERD Annual Convention. Chicago, IL (2005).
- Member. Nominating Committee (2003-2004).
- Chair. Abstract Review Panel for Measurement Section (2002-2003).
- Member. Credential Committee (1998-1999).
- Chair. Abstract Review Panel for Recreation/Leisure Studies Section (1997-1998).
- Member. SIRC Graduate Student Research Award Selection Committee (1997-1998).
- Presider. “Measurement free communication.” AAHPERD Annual Convention. Philadelphia, PA (2003).

Sport Marketing Association (SMA)

- Member. The Stotlar Award Committee (2025).
- Chairperson. Local Organizing Committee (2015 SMA Conference hosted by the University of Georgia) (2014-2015).
- One of 12 founding members (2002).

European Association for Sport Management (EASM)

- Chairperson. Assembly General Meeting – European Association for Sport Management (EASM), London, England (2021).
- Member. Scientific Committee. International Conference on Technologies in Physical Activity and Sport (TAPAS; 2020-2021).
- Presider. “Sport policy and development.” The 18th EASM Conference. Prague, Czech Republic (2010).
- Presider. “Sport policy.” The 18th EASM Conference. Prague, Czech Republic (2010).

U. S. Department of Education

- Member. Evaluation Task Force - Analytic Support to the 21st Century Community Learning Centers Program (2004).

American Association for Active Lifestyle (AAALF) – AAHPERD/SHAPE America:

- Member. Executive Committee (2002-2003).

- Member. Board of Directors (2002-2003).
- Representative. Cabinet (2002-2003).
- Member. Delegation to AAHPERD Assembly (2002-2003).
- Member. Structure and Bylaw Committee (2002-2003).

Measurement and Evaluation Council - AAHPERD/SHAPE America:

- Member. (2025-2026). Award Committee.
- Chair (1999-2003). Two years as chair-elect and two years as chair.
- Member. Executive Committee (1995-1997; 1999-2003).
- Member. Advisory Committee (1995-1997; 1999-2003).
- Presider. "Online assessment/testing principles and applications." AAHPERD Annual Convention. Philadelphia, PA (2003).
- Presider. "Reliability in some special cases: Longitudinal data, ratio scores, and multiple measures. AAHPERD Annual Convention. Orlando, FL (2000).
- Presider. "Multisample model invariance using structural equation modeling". AAHPERD Annual Convention. Boston, MA (1999).
- Secretary (1995-1997). One year as secretary-elect and two years as secretary.
- Chair. Publicity and Promotion Committee (1995-1997).
- Evaluator. "Authentic Assessment in Action". AAHPERD Annual Convention. St. Louis, MO (1997).
- Evaluator. "Alternative Testing Formats for Teachers". AAHPERD Annual Convention. Portland, OR (1995).

Southern District AAHPERD/SHAPE America:

- Member. Scholar Committee (2006-2007).

Chinese HPERD Scholars Net – AAHPERD/SHAPE America

- Chair (2003-2004). Program organizing committee for the 2004 AAHPERD Convention.

International Chinese Society for Physical Activities and Health – ICSPAH

- Member. Research Grant Committee (2009-2010).

Association of Collegiate Marketing Educators (ACME)

- Chair (2007-2008). Sport Marketing Track.

Chinese American Educational Research & Development Association:

- Member. The 5th Annual Conference Planning Committee (1997).
- Symposium Chair. Health, Social, Psychological, and Physical Development Session. The 5th Annual Conference Planning Committee (1997).

Florida Afterschool Network (FAN)

- Member. Executive Board (2005-2008).
- Member. Nomination Committee (2006).

Texas Association for Health, Physical Education, Recreation, and Dance (TAHPERD).

- Chair. Sport Management Section (1998-2001).
- Member. Sport Management Section Executive Committee (1998-2001).
- Member. Sport Management Section Nominating Committee (1998-2001).
- Presider. "Topical issues within sport management: Ideas and strategies for student research." TAHPERD Annual Conference, Dallas, TX (2000).
- Chair. Research Section (1995-1997).
- Member. Research Section Executive Committee (1995-1997).
- Member. Research Section Nominating Committee (1995-1997).
- Member. Representative Assembly (1995-1997).
- Member. Program Planning Committee (1995-1997).

- Presider. “Portfolio Assessment for Student Evaluation in Physical Education”. TAHPERD 74th Annual Convention. Ft. Worth, TX (1997).

22. HONORS

A. Awards/Recognitions

1. Honorary Dean. (2014-present). College of Sport Economics and Management. Shanghai University of Sport, Shanghai, China.
2. Measurement and Evaluation Lifetime Achievement Award. (2025). Society for Health and Physical Educators (SHAPE) America.
3. Joanne Safrit Lecture Award. (2025). Society for Health and Physical Educators (SHAPE) America.
4. Best Student Research Paper Award - Adviser. (2025). North American Society for Sport Management, San Diego, CA.
5. Best Paper Award. (2025). Özgen, C., Zhang, J. J., Çevik, H., & Porter, L. Motivational and behavioral effects of FOMO-laden appeals on live esports event attendance. International Recreation and Sport Management Conference, Antalya, Turkey.
6. First Prize Paper Award. (2025). Bo, H. H., & Zhang, J. J. Artistry in sports: Strategic programming of artistic entertainment at live sporting events. Presented (free communication) at the International Chinese Society for Physical Activity and Health Annual Conference, Nanjing, China.
7. Career Center Recognitions. (2014-2025). University of Georgia, Athens, GA.
8. The Stotlar Award. (2024). Sport Marketing Association.
9. Outstanding Leadership Award. (2024). The University of Georgia Association of Chinese American Professionals (ACAP).
10. Honorary Professor. (2022-2025). Faculty of Allied Health Science. Thammasat University, Bangkok, Thailand.
11. Honorary Chair. (2021). European Sport Management Association (EASM), Innsbruck, Austria.
12. Yin Shu-Tien Honorary Professor. (2020-2021). National Tsing Hua University, Hsinchu, Chinese Taipei.
13. Honorary Professor. (2020). College of Sport Business. Beijing University of Sport, Beijing, China.
14. Award of Excellence for Top Abstract – Third Place. (2020). Global Educational Forum on Sport, Development, and Community in Worldwide Societies, Athens, GA.
15. Best Student Research Paper Award - Adviser. (2019). Sport Marketing Association Conference, Chicago, IL.
16. Richard Reiff Internationalization Award. (2019). University of Georgia, Athens, GA.
17. Award of Excellence for Top Abstract. (2018). Global Conference on Sport for Social Change, Athens, GA.
18. Outstanding Research Paper Award – 2nd Place. (2018). China’s Collegiate Sport Summit, Shanghai, China.
19. Overseas Eminent Scholar. (2015-2017). Shanghai University of Sport, Shanghai., China.
20. Scholar Award. (2015). Department of Health & Kinesiology, Texas A & M University, College Station, TX.

21. Oriental Scholar. (2012-2015). Shanghai University of Sport – City of Shanghai, China.
22. Fellow (#545). (2014). National Academy of Kinesiology.
23. The Earle F. Zeigler Lecture Award. (2014). North American Society for Sport Management.
24. Research Fellow. (2014). Sport Marketing Association.
25. Certification of Appreciation. (2014). World Association for Sport Management.
26. Outstanding Paper Award. (2011). Emerald Literati Network.
27. Top Paper in Sport Marketing Track Award. (2011). Association of Marketing Theory and Practice, Panama City, FL.
28. Top Paper in Service Marketing Track Award. (2011). Association of Marketing Theory and Practice, Panama City, FL.
29. Sport Professional of the Year. (2011). Southern District Association for Health, Physical Education, Recreation, and Dance.
30. Acknowledgement Award. (2011). Southern District Association for Health, Physical Education, Recreation, and Dance.
31. Doctoral Dissertation Advisor/Mentoring Award. (2011). College of Health and Human Performance, University of Florida, Gainesville, FL.
32. Clifford Lewis Lecture. (2011). Department of Kinesiology, University of Georgia, Athens, GA.
33. International Educator of the Year. (2009). College of Health and Human Performance, University of Florida, Gainesville, FL.
34. J. B. Nash Scholar. (2009). American Alliance for Health, Physical Education, Recreation, and Dance.
35. Honor Award. (2008). International Olympic Committee/Beijing Organizing Committee for Olympic Games.
36. University of Florida Research Foundation Professorship. (2007-2009). University of Florida, Gainesville, FL.
37. Service Award. (2008). Association of Collegiate Marketing Educators.
38. Certificates of Recognition. (2008). Sport & Recreation Law Association.
39. Certificate of Appreciation. (2007). Journal of Physical Education, Recreation and Dance - American Alliance for Health, Physical Education, Recreation, and Dance.
40. Research Fellow. (2007). North American Society for Sport Management.
41. Measurement and Evaluation Council Honor Award. (2006). American Alliance for Health, Physical Education, Recreation, and Dance.
42. Certificate of Appreciation. (2006). 21st Century Community Learning Centers, Florida Department of Education, Tallahassee, FL.
43. Southern District Scholar. (2005). Southern District Association for Health, Physical Education, Recreation, and Dance.
44. Eminent Mentor Scholar of the College of Education and Human Services. (2004-2007). Cleveland State University, Cleveland, OH.

45. One Share of Leadership. (1996, 1998, 2000). Texas Association for Health, Physical Education, Recreation, and Dance.
46. Research Excellence Award. (1999). College of Education, University of Houston, Houston, TX.
47. Teaching Excellence Award. (1998). College of Education, University of Houston, Houston, TX.
48. Fellow. (1997). Research Consortium, American Alliance for Health, Physical Education, Recreation, and Dance.
49. Research Excellence Award. (1996). College of Education, University of Houston, Houston, TX.
50. "Guest Coach", for providing academic support to student athletes. (1994). Women's Volleyball Team, University of Houston, Houston, TX.
51. National Student-Athlete Day Teacher Award. (1993). University of Houston, Houston, TX.
52. Academic Achievement Honor. (1993). Springfield College, Springfield, MA.
53. Academic Achievement Honor. (1992). Springfield College, Springfield, MA.
54. Research Presentation Honors. (1984-1985). Received twice at provincial level and once at national level in China.
55. Outstanding Student Honors. Received almost every academic year while being a student in Tianjin, China from elementary school up to college.

B. Distinguished Scholarly Lectures

1. Tsinghua University, China (2024, June).
2. Wuhan University of Sport, China (2019, December).
3. University of Shanghai, China (2019, December).
4. University of Seville, Spain (2019, November).
5. Beijing University of Sport, China (2019, March).
6. Jiaotong University, China (2018, December).
7. Guangzhou University of Sport, China (2018, January).
8. Huaqiao University, China (2018, January).
9. Texas A & M University, TX (2015, April).
10. Tsinghua University, China (2014, October).
11. Shanghai University of Finance and Economics, China (2013, December).
12. Shanghai International Studies University, China (2013, December).
13. Nanjing Institute of Sport, China (2013, December).
14. Shanghai University of Sport, China (2013, September).
15. Chandrakasem Rajabhat University, Thailand (2011, October).

16. University of Georgia, GA (2011, January).
17. Shanghai University of Sport, China (2010, December).
18. University of Shanghai, China (2010, December).
19. Aletheia University, Taiwan (2010, April).
20. Taipei National Normal University, Taiwan (2010, April).
21. University of Yangzhou, China (2009, July).
22. Shanghai University of Sport, China (2009, July).

C. External Reviewer

1. Reviewer of a Proposed PhD in Kinesiology Program. (2025). Texas Higher Education Coordinating Board, Austin, TX.
2. External Tenure and Promotion Evaluator – Associate Professor. (2025). Department of Applied Physiology & Sport Management, Southern Methodist University, Dallas, TX.
3. External Promotion Evaluator – Professor. (2025). School of Kinesiology, University of Michigan, Ann Arbor, MI.
4. External Promotion Evaluator – Professor. (2024). Department of Exercise and Sport Sciences, University of North Carolina, Chapel Hills, NC.
5. External Tenure and Promotion Evaluator – Reader. (2023). Department of Health, University of Bath, United Kingdom.
6. External Tenure and Promotion Evaluator – Associate Professor. (2022). National Institute of Education, Nanyang Technological University, Singapore.
7. External Promotion Evaluator – Professor. (2022). Department of Leadership and Professional Studies, Florida International University, Miami, FL.
8. External Promotion Evaluator – Professor. (2021). Department of Recreation, Sport and Tourism, University of Illinois at Urbana-Champaign, Champaign, IL.
9. External Promotion Evaluator – Professor. (2021). College of Physical Activity and Sport Sciences. University of West Virginia, Morgantown, WV.
10. External Tenure and Promotion Evaluator – Associate Professor. (2021). Department of Exercise and Sport Science, University of North Carolina, Chapel Hill, NC.
11. External Tenure and Promotion Evaluator – Associate Professor. (2021). Faculty of Applied Health Sciences, Brock University, St. Catharines, Ontario, Canada.
12. External Tenure Evaluator – Associate Professor. (2021). Department of Kinesiology and Health Education, University of Texas, Austin, TX.
13. External Reappointment Evaluator – Assistant Professor (4th year) Review. (2021). School of Physical Education & Sports Science, Nanyang Technological University, Singapore.
14. International Expert Reviewer for the Evaluation of Elite Academic Disciplines. (2021). Shanghai Higher Education Institute, Shanghai, China.

15. External Tenure and Promotion Evaluator – Associate Professor. (2021). National Institute of Education, Nanyang Technological University, Singapore.
16. External Third Year Review Evaluator – Assistant Professor. (2021). Department of Health and Kinesiology, Texas A & M University, College Station, TX.
17. External Tenure and Promotion Evaluator – Associate Professor. (2021). Department of Sport, Exercise, Recreation & Kinesiology, East Tennessee State University, Johnson City, TN.
18. External Tenure and Promotion Evaluator – Professor. (2020). Faculty of Health Sciences, University of Ottawa, Ottawa, Canada.
19. External Dissertation Examiner. (2020). National Institute of Education, Nanyang Technological University, Singapore
20. External Tenure and Promotion Evaluator – Professor. (2020). Department of Kinesiology and Sport Sciences, University of Miami, Miami, FL.
21. External Tenure and Promotion Evaluator – Associate Professor. (2020). Department of Health and Kinesiology, Texas A & M University, College Station, TX.
22. External Reappointment Evaluator – Assistant Professor (3rd year) Review. (2020). School of Physical Education & Sports Science, Nanyang Technological University, Singapore.
23. External Tenure and Promotion Evaluator – Associate Professor. (2020). Department of Exercise Science and Sport Management, Kennesaw State University, Kennesaw, GA.
24. External Tenure and Promotion Evaluator – Professor. (2020). Department of Leadership, School Counseling, and Sport Management, University of North Florida, Jacksonville, FL.
25. External Tenure and Promotion Evaluator – Professor. (2019). Department of Physical Education, Indiana University-Purdue University Indianapolis (IUPUI), Indianapolis, IN.
26. External Tenure and Promotion Evaluator – Associate Professor. (2019). Department of Parks, Recreation and Tourism, North Carolina State University, Raleigh, NC.
27. External Tenure and Promotion Evaluator – Associate Professor. (2019). Department of Sport Management, Florida State University, Tallahassee, FL.
28. External Tenure and Promotion Evaluator – Professor. (2019). Department of Kinesiology, Indiana University, Bloomington, IN.
29. External Tenure and Promotion Evaluator – Professor. (2019). Department of Management and Information Systems, Wayne State University, Detroit, MI.
30. External Tenure and Promotion Evaluator – Professor. (2019). Department of Physical Education, Indiana University-Purdue University Indianapolis (IUPUI), Indianapolis, IN.
31. External Program Evaluator. (2019). Physical Education Division, National Taiwan University, Taipei, Taiwan.
32. External Reviewer for Research Center Director Appointment. (2019). Northeastern Normal University, Changchun, China.
33. External Tenure and Promotion Evaluator – Professor. (2018). Department of Hospitality & Tourism Management, University of North Texas, Denton, TX.

34. External Promotion Evaluator – Professor. (2018). College of Health and Human Performance, East Carolina University, Greenville, NC
35. External Promotion Evaluator – Professor. (2018). College of Merchandising, Hospitality and Tourism, University of North Texas, Denton, TX.
36. External Tenure and Promotion Evaluator – Associate Professor. (2018). Department of Kinesiology, Health Promotion and Recreation, University of North Texas, Denton, TX.
37. External Promotion Evaluator – Professor. (2018). College of Education, George Mason University, Fairfax, VA.
38. External Promotion Evaluator – Professor. (2017). School of Kinesiology, University of Michigan, Ann Arbor, MI.
39. External Promotion Evaluator – Professor. (2017). Division of Social Science, Zhejiang University, Hangzhou, China.
40. External Tenure and Promotion Evaluator – Tenure. (2017). School of Kinesiology, University of Minnesota, Minneapolis, MN.
41. External Promotion Evaluator – Associate Professor. (2017). Division of Social Science, Zhejiang University, Hangzhou, China.
42. External Tenure Evaluator – Tenure. (2017). Department of Kinesiology, Indiana University, Bloomington, IN.
43. International Expert Reviewer for the Evaluation of Elite Academic Disciplines. (2017). Shanghai Higher Education Commission, Shanghai, China.
44. External Tenure and Promotion Evaluator – Professor. (2017). Department of Kinesiology, Towson University, Towson, MD.
45. External Tenure and Promotion Evaluator – Associate Professor. (2016). Department of Physical Education, Hong Kong Baptist University, Hong Kong, China.
46. External Tenure and Promotion Evaluator – Professor. (2016). Department of Family, Youth, and Community Sciences, University of Florida, Gainesville, FL.
47. External Tenure and Promotion Evaluator – Associate Professor. (2016). Department of Sport Management, University of Massachusetts, Amherst, MA.
48. External Tenure and Promotion Evaluator – Professor. (2016). Department of Kinesiology, Boise State University, Boise, ID.
49. External Tenure and Promotion Evaluator – Associate Professor. (2015). School of Kinesiology, University of Michigan, Ann Arbor, MI.
50. External Graduate Kinesiology Program Reviewer. (2015). Graduate School, Texas Woman's University, Denton, TX.
51. International Expert Reviewer for the Evaluation of Elite Academic Disciplines. (2015). Shanghai Higher Education Commission, Shanghai, China.
52. External Tenure and Promotion Evaluator – Associate Professor. (2015). National Institute of Education, Nanyang Technological University, Singapore.
53. External Tenure and Promotion Evaluator – Professor. (2015). Department of Health and Human Performance, University of Houston, Houston, TX.

54. External Tenure and Promotion Evaluator – Professor. (2014). College of Education and Human Development, George Mason University, Fairfax, VA.
55. External Tenure and Promotion Evaluator – Associate Professor. (2014). Department of Exercise and Sport Sciences, University of North Carolina, Chapel Hills, NC.
56. External Tenure and Promotion Evaluator – Tenure. (2014). Department of Health and Kinesiology, Texas A & M University, College Station, TX.
57. External Tenure and Promotion Evaluator – Associate Professor. (2014). College of Health and Human Services, Troy University, Troy, AL.
58. External Tenure and Promotion Evaluator – Professor. (2014). Faculty of Health Sciences, University of Western Ontario, London, ON, Canada.
59. External Tenure and Promotion Evaluator – Tenure. (2014). College of Hospitality, Retail and Sport Management, University of South Carolina, Columbia, SC.
60. External Tenure and Promotion Evaluator – Associate Professor. (2014). Department of Exercise and Sport Sciences, University of North Carolina, Chapel Hills, NC.
61. External Tenure and Promotion Evaluator – Senior Lecturer. (2014). School of Management and Marketing, Deakin University, Melbourne, Australia.
62. External Tenure and Promotion Evaluator - Professor. (2013). Department of Educational Leadership, University of Connecticut, Storrs, CT.
63. External Tenure and Promotion Evaluator – Associate Professor. (2013). Department of Exercise and Sport Sciences, University of North Carolina, Chapel Hills, NC.
64. External Evaluator – Dean and Professor. (2013). School of Kinesiology, Louisiana State University, Baton Rouge, LA.
65. External Tenure and Promotion Evaluator - Professor. (2013). Department of Recreation Sport and Tourism, University of Illinois at Urbana-Champaign, Champaign, IL.
66. External Tenure and Promotion Evaluator – Associate Professor. (2012). Department of Health, Human Performance, & Recreation, University of Arkansas, Fayetteville, AR.
67. External Tenure and Promotion Evaluator – Professor. (2012). Department of Sport Management, University of Massachusetts, Amherst, MA.
68. External Tenure and Promotion Evaluator – Associate Professor. (2012). Department of Leadership and Professional Studies, Florida International University, Miami, FL.
69. External Tenure and Promotion Evaluator – Associate Professor. (2012). Department of Kinesiology, Louisiana State University, Baton Rouge, LA.
70. External Tenure and Promotion Evaluator - Professor. (2011). Department of Kinesiology, University of Connecticut, Storrs, CT.
71. External Tenure and Promotion Evaluator – Associate Professor. (2011). Department of Health and Kinesiology, Texas A & M University, College Station, TX.
72. External Tenure and Promotion Evaluator – Associate Professor. (2011). Department of Sport and Physical Education, Gonzaga University, Spokane, WA.

73. External Dissertation Examiner. (2011). Department of Sport Management, Bond University, Gold Coast, Australia.
74. External Tenure and Promotion Evaluator – Associate Professor. (2010). Department of Exercise and Sport Sciences, University of North Carolina, Chapel Hills, NC.
75. External Tenure and Promotion Evaluator – Associate Professor. (2010). Department of Physical Education, Indiana University-Purdue University Indianapolis (IUPUI), Indianapolis, IN.
76. External Tenure and Promotion Evaluator – Associate Professor. (2010). Division of Business Administration, Ohio Dominican University, Columbus, OH.
77. External Tenure and Promotion Evaluator - Professor. (2009). Department of Health and Kinesiology, Texas A & M University, College Station, TX.
78. External Curriculum Reviewer. (2009). Sport Management Program - School of Kinesiology, Louisiana State University, Baton Rouge, LA.
79. External Tenure and Promotion Evaluator - Professor. (2009). Department of Exercise and Sport Sciences, University of Wisconsin, La Crosse, WI.
80. External Tenure and Promotion Evaluator - Tenure. (2009). School Business Administration, University of Southern Maine, Portland, ME.
81. External Tenure and Promotion Evaluator – Associate Professor. (2008). Department of Exercise and Sport Sciences, University of North Carolina, Chapel Hills, NC.
82. External Tenure and Promotion Evaluator – Associate Professor. (2008). School of Physical Activity and Educational Services, The Ohio State University, Columbus, OH.
83. External Tenure and Promotion Evaluator – Mid-tenure (3rd year) Review. (2008). School of Education, Miami University, Miami, FL.
84. External Tenure and Promotion Evaluator – Associate Professor. (2007). Department of Kinesiology, Indiana University, Bloomington, IN.
85. External Dissertation Examiner. (2007). School of Human Movement, Recreation, and Performance, Victoria University, Melbourne, Australia.
86. External Thesis Examiner. (2006). Department of Human Kinetics, Chinese University of Hong Kong, Hong Kong, China.
87. External Dissertation Examiner. (2003). Department of Human Kinetics, University of British Columbia, Vancouver, Canada.

D. Major Advisor for Post-Doctoral Fellows, Visiting Scholars, or Visiting Graduate Students

Number	Name	Home Institution	Place	Duration
1.	Cynthia Xinhua Wang	Northeastern University	Shenyang, China	2025-2026
2.	Hao Duan	Nanjing Normal University	Nanjing, China	2025-2026
3.	Yufan Wu	Waseda University	Tokyo, Japan	2025-2026
4.	Linyan Wang	Huanan Normal University	Guangzhou, China	2025-2026
5.	Lingfeng Yuan	Tsinghua University	Beijing, China	2025-2026
6.	Dr. Bohyeon Park	Daegu Catholic University	Gyeongbuk, Korea	2025-2026
7.	Professor Tao Chen	Three Gorges University	Yichang, China	2025-2026
8.	Mr. Taoyuhuan Wang	University Malaya	Kuala Lumpur, Malaysia	2025-2026
9.	Dr. Rachel Yunchao Bai	Civil Aviation Management Institute of China	Beijing, China	2024-2026
10.	Dr. Hongjun Zhu	South China Normal University	Guangzhou, China	2025-2026
11.	Dr. Metin Argan	Eskisehir Technical University	Tepebaşı/Eskişehir, Turkey	2025
12.	Dr. He Wang	Wuhan University of Sport	Wuhan, China	2025-2026
13.	Professor Nian Li	Shaanxi Normal University	Xi'an, China	2025-2026
14.	Dr. Rachel Runchao Bai	Civil Aviation Management Institute of China	Beijing, China	2024-2026
15.	Dr. Gang Xu	Sichuan University of Science & Engineering	Zigong, China	2024-2025
16.	Dr. Jia Shen	Shanghai University of Sport	Shanghai, China	2024-2025
17.	Professor Oscar Chenyu Shi	Shanghai University of Sport	Shanghai, China	2024-2025
18.	Dr. Xiaowei Jiang	University of Chengdu	Chengdu, China	2024-2025
19.	Dr. Caner Özgen	Eskisehir Technical University	Tepebaşı/Eskişehir, Turkey	2024-2025
20.	Dr. Ergün Yurdadön	Iğdir University	Iğdir, Turkey	2024-2025
21.	Dr. Xiaoli Zhang	Xi'an University of Sport	Xi'an, China	2024-2025
22.	Dr. Yanling Duan	Shanghai University of Sport	Shanghai, China	2024-2025
23.	Dr. Qiang Li	Shangrao Normal University	Shangrao, China	2023-2024
24.	Ms. Yezi Liu	Shanghai University of Sport	Shanghai, China	2023-2024

25.	Dr. Xianguo Li	Shanghai Jiaotong University	Shanghai, China	2023-2024
26.	Dr. Lanjuan Liu	Shanghai Normal University	Shanghai, China	2023-2024
27.	Dr. Ho Keat Leng	Nanyang Technological University	Singapore	2023-2024
28.	Professor Wei Gao	Wuhan University of Science and Technology	Wuhan, China	2023-2024
29.	Professor Jian Wu	Shanghai University of Sport	Shanghai, China	2023-2024
30.	Professor Xiaohong Fan	Central China Normal University	Wuhan, China	2023-2024
31.	Dr. Xinyun Wu	Guangzhou University of Sports	Guangzhou, China	2022-2023
32.	Dr. Hüseyin Çevik	Eskişehir Technical University	Tepebaşı, Turkey	2022-2023
33.	Dr. Lixia Pan	Shandong Normal University	Jinan, Chin	2022-2023
34.	Dr. Fen Qiu	Wuhan University of Technology	Wuhan, China	2022-2023
35.	Professor Xiaoqing Ye	Lishui University	Lishui, China	2022-2023
36.	Professor Yuanli Chen	Chengdu University of Traditional Chinese Medicine	Chengdu, China	2022-2023
37.	Dr. Haiyan Zhao	Civil Aviation University of China	Tianjin, China	2022-2023
38.	Professor Yan Gong	Wuhan Polytechnic University	Wuhan, China	2022-2023
39.	Professor Fan Kang	Lanzhou University of Finance and Economics	Lanzhou, China	2021-2022
40.	Professor Hongyu Liu	Hohai University	Changzhou, China	2021-2022
41.	Dr. Vincent Wenqi Xu	Wuhan University of Sport	Wuhan, China	2021-2022
42.	Dr. Jin Xie	Taizhou University	Taizhou, China	2020-2021
43.	Professor Zhenwei Xiang	Jiangsu Vocational Institute of Architectural Technology	Xuzhou, China	2020
44.	Professor Youfeng Cai	Hainan University	Haikou, China	2020
45.	Professor Jianmei Yang	Shandong University of Sport	Jinan, China	2020
46.	Dr. Weihong Sun	Lingnan Normal University	Zhanjiang, China	2019-2020
47.	Dr. Jiang Du	Shenyang University of Sport	Shenyang, China	2019-2020
48.	Dr. Zhongli Sun	Lingnan Normal University	Zhanjiang, China	2019-2020
49.	Dr. Jieyou Zhou	Guangzhou University of Sport	Guangzhou, China	2019-2020
50.	Dr. Zhenrong Jia	Hainan Normal University	Haikou, China	2019-2020
51.	Dr. Dongyue Wang	Zhengzhou University of Aeronautics	Zhengzhou, China	2019-2020

52.	Dr. Ling Xu	Guangdong University of Foreign Studies	Guangzhou, China	2019-2020
53.	Dr. Yanchao Li	Shanghai University of Sport	Shanghai, China	2019-2020
54.	Dr. Shengli Zhang	Shanghai University of Electric Power	Shanghai, China	2019-2020
55.	Professor Kaidi Zhu	Anhui Normal University	Wuhu, China	2019-2020
56.	Professor Qi Song	Tianjin University of Commerce	Tianjin, China	2019-2020
57.	Professor Hong Zhang	Nanjing Xiaozhuang University	Nanjing, China	2019-2020
58.	Professor Hongying Li	Sichuan Agriculture University	Chengdu, China	2019-2020
59.	Dr. Xuefeng Wang	Nanjing Xiaozhuang University	Nanjing, China	2019-2020
60.	Professor Zilin He	Southern University of Science and Technology	Shenzhen, China	2019
61.	Dr. Miao Tian	Zhaoqing University	Zhaoqing, China	2019
62.	Dr. Xinhuan Zhan	Jiangxi University of Finance and Economics	Nanchang, China	2019
63.	Dr. Khatereh Jamaat	Azad University	Saveh, Iran	2019
64.	Professor Qin Zhang	Anhui Polytechnic University	Wuhu, China	2019-2020
65.	Professor Hongguang Dong	Anhui Polytechnic University	Wuhu, China	2019-2020
66.	Dr. Xuxia Yao	Tianjin University of Industry	Tianjin, China	2019-2020
67.	Professor Lihua Ge	Zhejiang University of Finance and Economics	Hangzhou, China	2019-2020
68.	Dr. Chenglei Zhao	Henan University of Science and Technology	Luoyang, China	2019-2020
69.	Dr. Haixia Li	Shandong Sport University	Jinan, China	2018-2019
70.	Professor Ruiyun Zhang	Shandong Sport University	Jinan, China	2018-2019
71.	Professor Fang Fu	North University of China	Taiyuan, China	2018-2019
72.	Professor Xinghua Wang	Northeastern University	Shenyang, China	2018-2019
73.	Professor Gang Chen	Wuhan University of Sport	Wuhan, China	2018-2019
74.	Dr. Jin Zha	Zhenzhou University	Zhenzhou, China	2018-2019
75.	Dr. He Wang	Wuhan University of Sport	Wuhan, China	2018-2019
76.	Ms. Yanyang Hao	Beijing University of Sport	Beijing, China	2018-2019
77.	Professor Yingjie Qu	Ludong University	Yantai, China	2018-2019
78.	Dr. Hui Liu	Ludong University	Yantai, China	2018-2019

79.	Dr. Tingting Liang	University of Shanghai for Science & Technology	Shanghai, China	2017-2021
80.	Dr. Yun-Duk Jeng	Kyonggi University	Seoul, South Korea	2017-2019
81.	Dr. Chunyan Qi	Nankai University	Tianjin, China	2018-2019
82.	Dr. Lei Luo	Shanghai University of Sports	Shanghai, China	2018-2019
83.	Dr. Lu Liu	Huanggang Normal University	Huanggang, China	2018-2019
84.	Professor Feng Li	Huanggang Normal University	Huanggang, China	2018-2019
85.	Professor Jing Ding	Gansu Agricultural University	Lanzhou, China	2018-2019
86.	Professor Guirong Li	Dalian Polytechnic University	Dalian, China	2018-2019
87.	Professor Yunxia Ding	Zhejiang College of Sports	Hangzhou, China	2018-2019
88.	Dr. Zhenlei Fu	Guangxi Teacher's Education University	Nanning, China	2018-2019
89.	Dr. Guangxia Hu	Jilin University	Changchun, China	2018-2019
90.	Dr. Hongwei Xie	Jimei University	Xiamen, China	2018
91.	Professor Nian Li	Shaanxi Normal University	Xi'an, China	2017-2018
92.	Professor Cuiju Sheng	Xuzhou Institute of Technology	Xuzhou, China	2017-2018
93.	Dr. Xinxin Feng	Shenyang University of Sport	Shenyang, China	2017-2018
94.	Dr. Haipeng Yue	Chengdu University of Sport	Chengdu, China	2017-2018
95.	Professor Dongyang Wang	Shaanxi Normal University	Xi'an, China	2017-2018
96.	Professor Yunxia Hu	Xiamen University	Xiamen, China	2017-2018
97.	Professor Bing Wang	Xi'an Technological University	Xi'an, China	2017-2018
98.	Professor Jun Zhu	Yanshan University	Qinhuangdao, China	2017-2018
99.	Dr. Yang Wen	Nanjing Institute of Sport	Nanjing, China	2017-2018
100.	Dr. Hongjun Zhu	Shanghai University of Sports	Shanghai, China	2017-2018
101.	Dr. Lin Xu	Shanghai University of Sports	Shanghai, China	2017-2018
102.	Dr. Hui Ma	Shanghai University of Sports	Shanghai, China	2017-2018
103.	Professor Jinyuan Liu	Yangzhou University	Yangzhou, China	2017-2018
104.	Dr. Yasuhiro Watanabe	Hiroshima University of Economics	Hiroshima, Japan	2017-2018
105.	Professor Huiping Liu	Changzhou Institute of Engineering	Changzhou, China	2017-2018

106.	Professor Taocheng Jiang	Xiangnan University	Chenzhou, China	2017-2018
107.	Professor Nian Tang	Huzhou University	Huzhou, China	2017
108.	Professor Mohamed Fathy Abd Elghany	Mansoura University	Mansoura City, Egypt	2015-2017
109.	Professor Xiaoli Guo	Shenzhen Institute of Information Technology	Shenzhen, China	2016-2017
110.	Professor Shimu Yang	Guangzhou University of Sport	Guangzhou, China	2016-2017
111.	Professor Jinsheng Liu	China Three Gorges University	Yichang, China	2016-2017
112.	Professor Shenglai Yang	Shaanxi Normal University	Xi'an, China	2016-2017
113.	Dr. Su Liu	China Pharmaceutical University	Nanjing, China	2016-2017
114.	Dr. Junying An	Shanghai University of Sport	Shanghai, China	2016-2017
115.	Dr. Yan Wang	China Three Gorges University	Yichang, China	2016-2017
116.	Dr. Christy Yu Chen	Shanghai University of Finance and Economics	Shanghai, China	2016-2017
117.	Dr. Hongxi Liu	Changchun Institute of Technology	Changchun, China	2016-2017
118.	Dr. Hongyan Wang	Jilin University of Sport	Changchun, China	2016-2017
119.	Ms. He Xiao	Shanghai University of Sport	Shanghai, China	2016
120.	Mr. Andrew Wansoo Kim	Hanyang University	Seoul, Korea	2015-2016
121.	Mr. Berk Uzun	Ministry of Youth and Sports	Ankara, Turkey	2015-2016
122.	Dr. Tao Yang	Xi'an University of Sport	Xi'an, China	2015-2016
123.	Dr. Yumei Kang	Yangtze River University	Jizhou, China	2016-2017
124.	Dr. Huei-Fu Lu	Aletheia University	Damshui, Taiwan	2016
125.	Professor Xinyan Li	Yangtze River University	Jizhou, China	2015-2016
126.	Dr. Xiangfa Cao	Southwest Jiaotong University	Chengdu, China	2015-2016
127.	Dr. Ying Xie	Xi'an University of Sport	Xi'an, China	2015-2016
128.	Professor Cuixia Yi	Shaanxi Normal University	Xi'an, China	2015-2016
129.	Dr. Weihua Cao	Shaanxi Normal University	Xi'an, China	2015-2016
130.	Dr. Yan Wang	Shanghai University of Sport	Shanghai, China	2015-2016
131.	Dr. Xiaoying Chen	Guangzhou University of Sport	Guangzhou, China	2014-2015

132.	Dr. Maowei Xu	Wuhan University of Sport	Wuhan, China	2014-2015
133.	Dr. Zheng Wan	Jiangxi University of Finance and Economics	Nanchang, China	2015
134.	Dr. Yanmei Li	Guangzhou University of Sport	Guangzhou, China	2014-2015
135.	Dr. Lianjun Zhou	Guangzhou University of Sport	Guangzhou, China	2014-2015
136.	Dr. Liyan Jin	University of Florida	Gainesville, FL	2014-2015
137.	Mr. Alex Chenchen Zhang	Shanghai University of Sport	Shanghai, China	2014-2015
138.	Mr. Joe Junjia He	Shanghai University of Sport	Shanghai, China	2014-2015
139.	Dr. Xuxia Yao	Tianjin University of Industry	Tianjin, China	2014-2015
140.	Ms. Lena L. Hao	Shanghai University of Sport	Shanghai, China	2014-2015
141.	Dr. Paul P. Gong	Shanghai University of Sport	Shanghai, China	2014-2015
142.	Ms. Alice J. Shi	Shanghai University of Sport	Shanghai, China	2014
143.	Mr. Jiayi Xu	Shanghai University of Sport	Shanghai, China	2013-2014
144.	Dr. Yu Cheng	Hohai University	Nanjing, China	2013-2014
145.	Professor Xiaoyan Li	Yangtze River University	Jizhou, China	2013-2014
146.	Mr. Tyreal Y. Qian	Shanghai University of Sport	Shanghai, China	2013-2014
147.	Dr. Shuying Liu	Jiangxi University of Finance and Economics	Nanchang, China	2013-2014
148.	Dr. Roger Haiyan Huang	Shanghai University of Sport	Shanghai, China	2013-2014
149.	Professor Yan Luo	Yangtze River University	Jizhou, China	2013-2015
150.	Dr. Stephen S. Kim	Hanyang University	Seoul, Korea	2012-2014
151.	Mr. Dittachai Chankuna	Chandrasakem Rajabhat University	Bangkok, Thailand	2013
152.	Dr. Jaeyeon Hwang	Florida State University, FL (→ University of South Dakota)	Tallahassee, FL	2011
153.	Mr. Hao Yin	Tsinghua University	Beijing, China	2010-2011
154.	Dr. Hai Li	Shanghai University of Sport	Shanghai, China	2010-2011
155.	Dr. Changho Kim	Eden Sport Resort (→ Hanyang University)	Seoul, South Korea	2009-2010
156.	Dr. Yong Chae Rhee	Seoul National University (→ Washington State University)	Seoul, South Korea	2008-2009
157.	Dr. Hyun Soon Yu	Sookmyung Women's University	Seoul, South Korea	2007-2008
158.	Dr. Sang-il Lee	Sookmyung Women's University	Seoul, South Korea	2004-2005

159.	Mr. Hee-sub Shin	Seoul Olympic Sports Promotion Foundation	Seoul, South Korea	2004-2005
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E. Minor Advisor for Post-Doctoral Fellows, Visiting Scholars, or Visiting Graduate Students

Number	Name	Home Institution	Place	Duration
1.	Professor Hongjun Tao	Anhui Normal University	Hefei, China	2019-2021
2.	Professor Lili Niu	Hubei University of Arts and Science	Xiangyang, China	2019-2020
3.	Professor Yan Luo	Yangtze River University	Jingzhou, China	2019-2020
4.	Professor Zhenwei Xiang	Jiangsu Vocational Institute of Architectural Technology	Xuzhou, China	2019-2020
5.	Dr. Yanyan Li	Hubei University of Economics	Wuhan, China	2019
6.	Professor Hailiang Yu	Shenyang Normal University	Shenyang, China	2019-2020
7.	Dr. Weihua Duan	Jilin University of Finance and Economics	Changchun, China	2018-2019
8.	Ms. Yuanyuan Yuan	Shanghai University of Sport	Shanghai, China	2018
9.	Dr. Yannian Wu	Jinan University	Guangzhou, China	2018-2019
10.	Dr. Jing Yan	Jilin University of Sport	Changchun, China	2017-2019
11.	Professor Liling Shen	Huaihai Institute of Technology	Lianyungang, China	2018
12.	Dr. Ning Chen	Wuhan Textile University	Wuhan, China	2018
13.	Professor Hengtong Wang	Guangzhou University of Sport	Guangzhou, China	2017-2018
14.	Ms. Ruiying Shi	Beijing University of Sport	Beijing, China	2017-2018
15.	Ms. Ying Cheng	Shanghai University of Sport	Shanghai, China	2017-2018
16.	Professor Feng Wang	Xiangnan University	Chenzhou, China	2017-2018
17.	Dr. Jilan Tang	Suzhou University of Science and Technology	Suzhou, China	2017-2018
18.	Professor Hua Li	Hohai University	Nanjing, China	2017-2018
19.	Dr. Jiancheng Zang	China Three Gorges University	Yichang, China	2017-2018
20.	Dr. Yan Wang	China Three Gorges University	Yichang, China	2017-2018
21.	Dr. Huiping Liao	Guangzhou University of Sport	Guangzhou, China	2016-2017
22.	Professor Wei Gao	Wuhan University of Science and technology	Wuhan, China	2016-2017
23.	Mr. Chunlin Li	Southwestern University of Finance and Economics	Chengdu, China	2016-2017

24.	Dr. Gangmin Shu	Hubei University of Arts and Science	Xiangyang, China	2016-2017
25.	Professor Yaokun Gong	Chinese Central Normal University	Wuhang, China	2016-2017
26.	Dr. Song Liu	Yangtze River University	Jizhou, China	2016-2017
27.	Professor Chao Wang	Shaanxi Normal University	Xi'an, China	2016-2017
28.	Dr. Min Su	Northwestern Polytechnic University	Xi'an, China	2016-2017
29.	Dr. Jiansheng Wen	Northwestern Polytechnic University	Xi'an, China	2016-2017
30.	Ms. Dan Liu	Shanghai University of Sport	Shanghai, China	2016
31.	Professor Meiqin Chen	Jiangsu University of Science and Technology	Zhenjiang, China	2016
32.	Dr. Chengpo Yang	Chengdu University of Sport	Chengdu, China	2015-2016
33.	Professor Zhifeng Chen	Yangtze River University	Jizhou, China	2015-2016
34.	Professor Xiangchun Ling	Yangtze River University	Jizhou, China	2015-2016
35.	Professor Weidong Li	Tianjin University of Commerce	Tianjin, China	2015-2016
36.	Dr. Huan Ma	Shanghai University of Sport	Shanghai, China	2015-2016
37.	Dr. Xiangzhi Wu	Xuzhou Normal University	Xuzhou, China	2015-2016
38.	Mr. Jingwei Feng	Hohai University	Nanjing, China	2015-2016
39.	Dr. Lan Yu	Jiangxi University of Finance and Economics	Nanchang, China	2015-2016
40.	Ms. Xuan Ge	Shanghai University of Sport	Shanghai, China	2015
41.	Ms. Yaping Wang	Shanghai University of Sport	Shanghai, China	2015
42.	Ms. Zengrui Wang	Shanghai University of Sport	Shanghai, China	2015
43.	Ms. Cecilia Jingxian Zhang	Shanghai University of Sport	Shanghai, China	2014-2015
44.	Dr. Chunming Xing	Huaqiao University	Xiamen, China	2014-2015
45.	Dr. Chengli Xu	Chinese Central Normal University	Wuhang, China	2014-2015
46.	Mr. Hongbin Li	Shanghai University of Finance and Economics	Shanghai, China	2013-2014
47.	Mr. Victor Xiaojian Shi	Shanghai University of Sport	Shanghai, China	2013-2014
48.	Ms. Junying Yang	Shanghai University of Sport	Shanghai, China	2013-2014
49.	Dr. Shuri Chen	Shanghai University of Sport	Shanghai, China	2013-2014
50.	Mr. Xiaofeng Su	Shanghai Marine University	Shanghai, China	2013-2014

51.	Dr. Yongchae Rhee	Seoul National University	Seoul, South Korea	2009-2011
52.	Dr. Neil Xindong Ma	Tsinghua University	Beijing, China	2009-2010

23. THE FURTHER INFORMATION SECTION (* graduate student; senior/principal investigator(s) is underlined)

A. Manuscripts Submitted

1. Huang, R. H., & Zhang, J. J. Effects of event-destination image congruence on consumer satisfaction and revisiting intention: The case of international sport events in China. Asia-Pacific Journal of Tourism research.
2. *Wang, J. J., & Zhang, J. J. Modeling environmental antecedents of online word-of-mouth in team social media: A perspective of information value. Sport Management Review.
3. Navarro-Picado, J., Torres-Moraga, E., Alonso Dos Santos, M., Mastromartino, B., & Zhang, J. Justifying circumstantial decisions: The case of European football during COVID-19. Communication and Sport.

B. Manuscripts in Preparation

1. *DeVilbiss L. A., & Zhang, J. J. Marketing challenges of Olympic Games: The effect of potential terrorism on event interest, games value, and safety sentiment.
2. Zhang, J. J., Lam, E. T. C., & Smith, D. W. Parent evaluation of after school enrichment programs: Development of a scale.
3. Zhang, J. J., Holland, S., Cianfrone, B. A., Lam, E. T. C. Dimensions of relationship marketing associated with sport consumption.
4. Bennett, G., Zhang, J. J., *Cianfrone, B. A., & *Tsuji, Y. On-site sponsorship recall and recognition rates at an action sports event.
5. Bennett, G., Pennington-Gray, L., Zhang, J. J., *Cianfrone, B., & White, E. Assessing service quality and perceptions of sponsorship quality at an action sports event.
6. Hallmann, K., Wicker, P., & Zhang, J. J. Impact of satisfaction evaluation on expenditures, price judgments, and willingness-to-pay for public swimming pools. Journal of Leisure Research.
7. *Bachman, C., Layne, C., Zhang, J. J., & Bloom, J. B. Effect of loading the lower extremities with ankle weights during walking at various cadences. Journal of Motor Behavior.

C. Technical Reports

1. Zhang, J. J., & Kim, E. (2017). General report: Effectiveness of the Florida Traffic and Bike Safety Education Program. Athens, GA: University of Georgia – International Center for Sport Management (ICSM).
2. Hooper, D., Kellison, T. B., Moe, S., Newell, E., Scremin, G., & Zhang, J. J. (2016). The value of a sport, fitness, and community wellness management graduate. State of Georgia Board of Regents Academic Advisory Committee for Physical Education, Health Education, and Recreation.

3. Zhang, J. J., *Kim, M., & *Min, S. D. (2013). Assessing the accomplishments of the 21st CCLC program in the state of Florida: 2010-2011 general report. Athens, GA: University of Georgia – International Center for Sport Management (ICSM).
4. Zhang, J. J., Baker, T. A., Byon, K. K., Chepyator-Thomson, R., *Imperiale-Hagerman, S., *Hoover, E. R., *Salge, C., & *Russo, A. (2012). Assessing the accomplishments of the 21st CCLC program in the state of Georgia: 2010-2011 - A general report. Athens, GA: University of Georgia – International Center for Sport Management (ICSM).
5. *Min, S. D., *Yim, B. H., Baker, T. A., Byon, K. K., & Zhang, J. J. (2011). The 21st Century Community Learning Centers program in Florida: Program report of the 2005-2006 academic year. Athens, GA: University of Georgia – International Center for Sport Management (ICSM).
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7. Lowman, K., Kaplanidou, K., Ko, Y. J., Zhang, J. J., & Bird, C. E. (2009). An investigation of the Edventure Group's after school excellence learning program. Gainesville, FL: University of Florida.
8. Byon, K. K., & Zhang, J. J. (2008). Success of major collegiate sport teams on the transformation of sport identification, destination image, and tourism behavior. University of Florida, Gainesville, FL.
9. Byrd, C. E., & Zhang, J. J. (2007). Florida's 21st CCLC general report: 2006-2007. Gainesville, FL: University of Florida.
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11. *James, B., *Braunstein, J. R., Trail, G., & Zhang, J. J. (2005). Washington Nationals spring training marketing survey: Synopsis and recommendations. Gainesville, FL: University of Florida.
12. *Mitchell, J. L., & Zhang, J. J. (2005). Factors affecting the market demand of University of Florida women's basketball games. Gainesville, FL: University of Florida.
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14. Smith, D. W., Colwell, & Zhang, J. J. (2004). Adult health risks in El Paso County: A report on the 2002 BRFSS Questionnaire data. El Paso, TX: Center for Border Health Research.
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17. Smith, D. W., Zhang, J. J., & *Brimer, J. (2001). Shaping our children's future: Keeping a promise in Houston communities: Year 4 evaluation of the after school achievement program. Houston, TX: City of Houston.
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28. Gingiss, P., & Zhang, J. J. (1995). Asthma study in elementary schools: Assessments by students, school nurses, parents and physical education teachers. Houston, TX: University of Houston.
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D. Research Presentations in Review

1. *Hu, T. T., Cottingham, M., Lee, D., Hawkins, H., Hums, M., & Zhang, J. J. Viewers' interpretation of influencer athletes with disabilities' branding on TikTok. Submitted for presentation (free communication) at the North American Society for Sport Management Conference, Puerto Rico.
2. *Li, J. H., Yu, H., & Zhang, J. J. Impact of community built environment on sport and exercise activities among the elderly. Submitted for presentation (free communication) at the North American Society for Sport Management Conference, Puerto Rico.

APPENDIX A - TEACHING EVALUATIONS

A. Teaching Evaluations – University of Georgia

Semester: Fall 2025 Required: Yes Number of Students: 28 (5 = High to 1 = Low)		
Course: KINS6810 – Sport Marketing		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	3.6	1.3
2. Assignments and activities were clearly related to course goals	3.9	1.2
3. The instructor was knowledgeable and well-prepared	4.1	1.0
4. Assignments and activities were useful for helping me learn	3.7	1.7
5. New skills and/or concepts were presented in ways I could understand	3.5	1.6
6. The instructor was open to students' questions and comments	4.1	1.3
7. The instructor provided useful feedback on student work	3.8	1.4
8. Course work was evaluated according to clear expectations	3.8	1.4
9. This course challenged me to think and learn	3.5	1.7
TOTAL	3.8	1.4

Semester: Fall 2025 Required: Yes Number of Students: 19 (5 = High to 1 = Low)		
Course: KINS7450 – Internship in Sport Management		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.7	0.5
2. Assignments and activities were clearly related to course goals	4.7	0.5
3. The instructor was knowledgeable and well-prepared	4.8	0.4
4. Assignments and activities were useful for helping me learn	4.7	0.5
5. New skills and/or concepts were presented in ways I could understand	4.7	0.5
6. The instructor was open to students' questions and comments	4.7	0.5
7. The instructor provided useful feedback on student work	4.7	0.5
8. Course work was evaluated according to clear expectations	4.8	0.4
9. This course challenged me to think and learn	4.7	0.5
TOTAL	4.8	0.5

Semester: Summer 2025 Required: Yes Number of Students: 30 (5 = High to 1 = Low)		
Course: KINS3430E – Introduction to Sport Management		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.6	0.7
2. Assignments and activities were clearly related to course goals	4.6	0.7
3. The instructor was knowledgeable and well-prepared	4.3	1.1
4. Assignments and activities were useful for helping me learn	4.5	0.7
5. New skills and/or concepts were presented in ways I could understand	4.3	0.9
6. The instructor was open to students' questions and comments	4.8	0.4
7. The instructor provided useful feedback on student work	4.5	0.9
8. Course work was evaluated according to clear expectations	4.9	0.3
9. This course challenged me to think and learn	4.5	0.9
TOTAL	4.6	0.6

Semester: Summer 2025 Required: Yes Number of Students: 17 (5 = High to 1 = Low)		
Course: KINS4810E - Sport Marketing		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	5.0	0.0
2. Assignments and activities were clearly related to course goals	5.0	0.0
3. The instructor was knowledgeable and well-prepared	5.0	0.0
4. Assignments and activities were useful for helping me learn	4.6	0.5
5. New skills and/or concepts were presented in ways I could understand	4.8	0.4
6. The instructor was open to students' questions and comments	5.0	0.0
7. The instructor provided useful feedback on student work	5.0	0.0
8. Course work was evaluated according to clear expectations	5.0	0.0
9. This course challenged me to think and learn	5.0	0.0
TOTAL	4.9	0.1

Semester: Spring 2025 Required: Yes Number of Students: 13 (5 = High to 1 = Low)		
Course: KINS6810 – Sport Marketing		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	3.3	1.5
2. Assignments and activities were clearly related to course goals	4.0	0.8
3. The instructor was knowledgeable and well-prepared	4.3	1.0
4. Assignments and activities were useful for helping me learn	4.0	0.8
5. New skills and/or concepts were presented in ways I could understand	3.8	1.0
6. The instructor was open to students' questions and comments	4.5	0.6
7. The instructor provided useful feedback on student work	4.5	0.6
8. Course work was evaluated according to clear expectations	4.5	0.6
9. This course challenged me to think and learn	4.0	0.8
TOTAL	4.1	0.9

Semester: Spring 2025 Required: Yes Number of Students: 30 (5 = High to 1 = Low)		
Course: KINS7450 – Internship in Sport Management		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	5.0	0.0
2. Assignments and activities were clearly related to course goals	5.0	0.0
3. The instructor was knowledgeable and well-prepared	4.6	0.7
4. Assignments and activities were useful for helping me learn	4.5	0.9
5. New skills and/or concepts were presented in ways I could understand	4.5	0.9
6. The instructor was open to students' questions and comments	4.9	0.4
7. The instructor provided useful feedback on student work	4.6	0.7
8. Course work was evaluated according to clear expectations	4.9	0.4
9. This course challenged me to think and learn	4.5	0.9
TOTAL	4.7	0.5

Semester: Fall 2024 Required: Yes Number of Students: 29 (5 = High to 1 = Low)		
Course: KINS6810 – Sport Marketing		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	3.6	1.1
2. Assignments and activities were clearly related to course goals	4.2	0.9
3. The instructor was knowledgeable and well-prepared	4.4	0.9
4. Assignments and activities were useful for helping me learn	3.7	1.2
5. New skills and/or concepts were presented in ways I could understand	4.5	1.2
6. The instructor was open to students' questions and comments	3.6	0.6
7. The instructor provided useful feedback on student work	4.2	0.9
8. Course work was evaluated according to clear expectations	4.2	1.0
9. This course challenged me to think and learn	4.2	1.0
TOTAL	4.1	1.0

Semester: Fall 2024 Required: Yes Number of Students: 28 (5 = High to 1 = Low)		
Course: KINS7450 – Internship in Sport Management		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.9	0.5
2. Assignments and activities were clearly related to course goals	4.9	0.5
3. The instructor was knowledgeable and well-prepared	4.9	0.5
4. Assignments and activities were useful for helping me learn	4.9	0.5
5. New skills and/or concepts were presented in ways I could understand	4.9	0.5
6. The instructor was open to students' questions and comments	4.9	0.5
7. The instructor provided useful feedback on student work	4.8	0.6
8. Course work was evaluated according to clear expectations	4.9	0.5
9. This course challenged me to think and learn	4.8	0.6
TOTAL	4.9	0.5

Semester: Summer 2024 Required: Yes Number of Students: 30 (5 = High to 1 = Low)		
Course: KINS3430E – Introduction to Sport Management		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.7	0.5
2. Assignments and activities were clearly related to course goals	4.7	0.5
3. The instructor was knowledgeable and well-prepared	4.7	0.5
4. Assignments and activities were useful for helping me learn	4.6	0.8
5. New skills and/or concepts were presented in ways I could understand	4.6	0.8
6. The instructor was open to students' questions and comments	4.9	0.4
7. The instructor provided useful feedback on student work	4.7	0.4
8. Course work was evaluated according to clear expectations	4.8	0.4
9. This course challenged me to think and learn	4.9	0.4
TOTAL	4.7	0.5

Semester: Summer 2024 Required: Yes Number of Students: 14 (5 = High to 1 = Low)		
Course: KINS7450 & 7800 – Internship & Practicum		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	5.0	0.0
2. Assignments and activities were clearly related to course goals	5.0	0.0
3. The instructor was knowledgeable and well-prepared	5.0	0.0
4. Assignments and activities were useful for helping me learn	5.0	0.0
5. New skills and/or concepts were presented in ways I could understand	5.0	0.0
6. The instructor was open to students' questions and comments	5.0	0.0
7. The instructor provided useful feedback on student work	5.0	0.0
8. Course work was evaluated according to clear expectations	5.0	0.0
9. This course challenged me to think and learn	5.0	0.0
TOTAL	5.0	0.0

Semester: Spring 2024 Required: Yes Number of Students: 30 (5 = High to 1 = Low)		
Course: KINS7500 – Sport Organization Behavior		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.7	0.6
2. Assignments and activities were clearly related to course goals	4.6	0.9
3. The instructor was knowledgeable and well-prepared	4.8	0.6
4. Assignments and activities were useful for helping me learn	4.5	0.6
5. New skills and/or concepts were presented in ways I could understand	4.5	0.8
6. The instructor was open to students' questions and comments	5.0	0.0
7. The instructor provided useful feedback on student work	4.9	0.4
8. Course work was evaluated according to clear expectations	5.0	0.0
9. This course challenged me to think and learn	4.7	0.6
TOTAL	4.8	0.5

Semester: Spring 2024 Required: Yes Number of Students: 30 (5 = High to 1 = Low)		
Course: KINS7450 – Internship in Sport Management		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	5.0	0.0
2. Assignments and activities were clearly related to course goals	5.0	0.0
3. The instructor was knowledgeable and well-prepared	5.0	0.0
4. Assignments and activities were useful for helping me learn	5.0	0.0
5. New skills and/or concepts were presented in ways I could understand	5.0	0.0
6. The instructor was open to students' questions and comments	5.0	0.0
7. The instructor provided useful feedback on student work	5.0	0.0
8. Course work was evaluated according to clear expectations	5.0	0.0
9. This course challenged me to think and learn	5.0	0.0
TOTAL	5.0	0.0

Semester: Fall 2023 Required: Yes Number of Students: 29 (5 = High to 1 = Low)		
Course: KINS6810 – Sport Marketing		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.8	0.4
2. Assignments and activities were clearly related to course goals	4.9	0.3
3. The instructor was knowledgeable and well-prepared	4.9	0.3
4. Assignments and activities were useful for helping me learn	4.7	0.9
5. New skills and/or concepts were presented in ways I could understand	4.5	1.0
6. The instructor was open to students' questions and comments	4.9	0.3
7. The instructor provided useful feedback on student work	4.7	0.9
8. Course work was evaluated according to clear expectations	4.9	0.3
9. This course challenged me to think and learn	4.5	1.0
TOTAL	4.8	0.6

Semester: Fall 2023 Required: Yes Number of Students: 28 (5 = High to 1 = Low)		
Course: KINS7450 – Internship in Sport Management		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	5.0	0.0
2. Assignments and activities were clearly related to course goals	5.0	0.0
3. The instructor was knowledgeable and well-prepared	5.0	0.0
4. Assignments and activities were useful for helping me learn	5.0	0.0
5. New skills and/or concepts were presented in ways I could understand	5.0	0.0
6. The instructor was open to students' questions and comments	5.0	0.0
7. The instructor provided useful feedback on student work	5.0	0.0
8. Course work was evaluated according to clear expectations	5.0	0.0
9. This course challenged me to think and learn	5.0	0.0
TOTAL	5.0	0.0

Semester: Summer 2023 Required: Yes Number of Students: 30 (5 = High to 1 = Low)		
Course: KINS3430E – Introduction to Sport Management		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.4	1.2
2. Assignments and activities were clearly related to course goals	4.7	0.9
3. The instructor was knowledgeable and well-prepared	4.5	1.7
4. Assignments and activities were useful for helping me learn	4.5	0.8
5. New skills and/or concepts were presented in ways I could understand	4.5	0.8
6. The instructor was open to students' questions and comments	4.8	0.4
7. The instructor provided useful feedback on student work	4.6	0.7
8. Course work was evaluated according to clear expectations	4.8	0.4
9. This course challenged me to think and learn	4.3	1.1
TOTAL	4.6	0.9

Semester: Summer 2023 Required: Yes Number of Students: 26 (5 = High to 1 = Low)		
Course: KINS4810E - Sport Marketing		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.7	0.5
2. Assignments and activities were clearly related to course goals	4.7	0.5
3. The instructor was knowledgeable and well-prepared	5.0	0.0
4. Assignments and activities were useful for helping me learn	4.6	0.8
5. New skills and/or concepts were presented in ways I could understand	4.9	0.4
6. The instructor was open to students' questions and comments	5.0	0.0
7. The instructor provided useful feedback on student work	4.7	0.8
8. Course work was evaluated according to clear expectations	4.7	0.8
9. This course challenged me to think and learn	4.4	0.5
TOTAL	4.8	0.5

Semester: Spring 2023 Required: Yes Number of Response: 7 (5 = High to 1 = Low)		
Course: KINS8500 – Doctoral Seminar in Sport Management		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	5.0	0.0
2. Assignments and activities were clearly related to course goals	5.0	0.0
3. The instructor was knowledgeable and well-prepared	5.0	0.0
4. Assignments and activities were useful for helping me learn	5.0	0.0
5. New skills and/or concepts were presented in ways I could understand	5.0	0.0
6. The instructor was open to students' questions and comments	5.0	0.0
7. The instructor provided useful feedback on student work	5.0	0.0
8. Course work was evaluated according to clear expectations	5.0	0.0
9. This course challenged me to think and learn	5.0	0.0
TOTAL	5.0	0.0

Semester: Spring 2023 Required: Yes Number of Students: 35 (5 = High to 1 = Low)		
Course: KINS7450 – Internship in Sport Management		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	5.0	0.0
2. Assignments and activities were clearly related to course goals	5.0	0.0
3. The instructor was knowledgeable and well-prepared	5.0	0.0
4. Assignments and activities were useful for helping me learn	5.0	0.0
5. New skills and/or concepts were presented in ways I could understand	5.0	0.0
6. The instructor was open to students' questions and comments	5.0	0.0
7. The instructor provided useful feedback on student work	5.0	0.0
8. Course work was evaluated according to clear expectations	5.0	0.0
9. This course challenged me to think and learn	5.0	0.0
TOTAL	5.0	0.0

Semester: Fall 2022 Required: Yes Number of Students: 22 (5 = High to 1 = Low)		
Course: KINS6810 – Sport Marketing		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.1	0.9
2. Assignments and activities were clearly related to course goals	4.4	0.7
3. The instructor was knowledgeable and well-prepared	4.7	1.0
4. Assignments and activities were useful for helping me learn	4.2	1.3
5. New skills and/or concepts were presented in ways I could understand	4.0	1.1
6. The instructor was open to students' questions and comments	4.9	0.3
7. The instructor provided useful feedback on student work	4.7	1.0
8. Course work was evaluated according to clear expectations	4.4	1.0
9. This course challenged me to think and learn	4.6	1.3
TOTAL	4.4	1.0

Semester: Fall 2022 Required: Yes Number of Students: 25 (5 = High to 1 = Low)		
Course: KINS7450 – Internship in Sport Management		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	5.0	0.0
2. Assignments and activities were clearly related to course goals	5.0	0.0
3. The instructor was knowledgeable and well-prepared	5.0	0.0
4. Assignments and activities were useful for helping me learn	5.0	0.0
5. New skills and/or concepts were presented in ways I could understand	5.0	0.0
6. The instructor was open to students' questions and comments	5.0	0.0
7. The instructor provided useful feedback on student work	5.0	0.0
8. Course work was evaluated according to clear expectations	5.0	0.0
9. This course challenged me to think and learn	5.0	0.0
TOTAL	5.0	0.0

Semester: Summer 2022 Required: Yes Number of Students: 30 (5 = High to 1 = Low)		
Course: KINS3430E – Introduction to Sport Management		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	5.0	0.0
2. Assignments and activities were clearly related to course goals	5.0	0.0
3. The instructor was knowledgeable and well-prepared	5.0	0.0
4. Assignments and activities were useful for helping me learn	5.0	0.0
5. New skills and/or concepts were presented in ways I could understand	5.0	0.0
6. The instructor was open to students' questions and comments	5.0	0.0
7. The instructor provided useful feedback on student work	5.0	0.0
8. Course work was evaluated according to clear expectations	5.0	0.0
9. This course challenged me to think and learn	5.0	0.0
TOTAL	5.0	0.0

Semester: Summer 2022 Required: Yes Number of Students: 16 (5 = High to 1 = Low)		
Course: KINS7450 – Internship in Sport Management		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	5.0	0.0
2. Assignments and activities were clearly related to course goals	5.0	0.0
3. The instructor was knowledgeable and well-prepared	5.0	0.0
4. Assignments and activities were useful for helping me learn	5.0	0.0
5. New skills and/or concepts were presented in ways I could understand	5.0	0.0
6. The instructor was open to students' questions and comments	5.0	0.0
7. The instructor provided useful feedback on student work	5.0	0.0
8. Course work was evaluated according to clear expectations	5.0	0.0
9. This course challenged me to think and learn	5.0	0.0
TOTAL	5.0	0.0

Semester: Summer 2022 Required: Yes Number of Students: 16 (5 = High to 1 = Low)		
Course: KINS4250E – Introduction to Sport Analytics		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.7	0.6
2. Assignments and activities were clearly related to course goals	4.7	0.6
3. The instructor was knowledgeable and well-prepared	5.0	0.0
4. Assignments and activities were useful for helping me learn	4.3	0.6
5. New skills and/or concepts were presented in ways I could understand	5.0	0.0
6. The instructor was open to students' questions and comments	5.0	0.0
7. The instructor provided useful feedback on student work	5.0	0.0
8. Course work was evaluated according to clear expectations	4.3	1.1
9. This course challenged me to think and learn	5.0	0.0
TOTAL	4.8	0.3

Semester: Spring 2022 Required: Yes Number of Students: 21 (5 = High to 1 = Low)		
Course: KINS7220 – Sport and Society		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.6	0.5
2. Assignments and activities were clearly related to course goals	4.8	0.4
3. The instructor was knowledgeable and well-prepared	5.0	0.0
4. Assignments and activities were useful for helping me learn	4.4	0.9
5. New skills and/or concepts were presented in ways I could understand	4.4	0.9
6. The instructor was open to students' questions and comments	5.0	0.0
7. The instructor provided useful feedback on student work	5.0	0.0
8. Course work was evaluated according to clear expectations	5.0	0.0
9. This course challenged me to think and learn	5.0	0.0
TOTAL	4.8	0.3

Semester: Fall 2021 Required: Yes Number of Students: 30 (5 = High to 1 = Low)		
Course: KINS7200 – Sport Organization Behavior		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.7	0.5
2. Assignments and activities were clearly related to course goals	4.7	0.5
3. The instructor was knowledgeable and well-prepared	4.9	0.3
4. Assignments and activities were useful for helping me learn	4.6	0.7
5. New skills and/or concepts were presented in ways I could understand	4.8	0.4
6. The instructor was open to students' questions and comments	4.9	0.3
7. The instructor provided useful feedback on student work	4.8	0.4
8. Course work was evaluated according to clear expectations	4.9	0.3
9. This course challenged me to think and learn	4.8	0.4
TOTAL	4.8	0.4

Semester: Summer 2021 Required: Yes Number of Students: 28 (5 = High to 1 = Low)		
Course: KINS3430E – Introduction to Sport Management		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.6	0.5
2. Assignments and activities were clearly related to course goals	5.0	0.0
3. The instructor was knowledgeable and well-prepared	4.8	0.4
4. Assignments and activities were useful for helping me learn	4.8	0.4
5. New skills and/or concepts were presented in ways I could understand	5.0	0.0
6. The instructor was open to students' questions and comments	5.0	0.0
7. The instructor provided useful feedback on student work	4.5	1.2
8. Course work was evaluated according to clear expectations	5.0	0.0
9. This course challenged me to think and learn	4.7	0.5
TOTAL	4.8	0.3

Semester: Summer 2021 Required: Yes Number of Students: 30 (5 = High to 1 = Low)		
Course: KINS4250E – Introduction to Sport Analytics		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	5.0	0.0
2. Assignments and activities were clearly related to course goals	5.0	0.0
3. The instructor was knowledgeable and well-prepared	5.0	0.0
4. Assignments and activities were useful for helping me learn	5.0	0.0
5. New skills and/or concepts were presented in ways I could understand	5.0	0.0
6. The instructor was open to students' questions and comments	5.0	0.0
7. The instructor provided useful feedback on student work	5.0	0.0
8. Course work was evaluated according to clear expectations	5.0	0.0
9. This course challenged me to think and learn	5.0	0.0
TOTAL	5.0	0.0

Semester: Spring 2021 Required: Yes Number of Students: 28 (5 = High to 1 = Low)		
Course: KINS7450 – Internship in Sport Management		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.8	0.4
2. Assignments and activities were clearly related to course goals	4.6	0.5
3. The instructor was knowledgeable and well-prepared	4.8	0.4
4. Assignments and activities were useful for helping me learn	4.6	0.5
5. New skills and/or concepts were presented in ways I could understand	4.8	0.4
6. The instructor was open to students' questions and comments	4.6	0.5
7. The instructor provided useful feedback on student work	4.8	0.4
8. Course work was evaluated according to clear expectations	4.8	0.4
9. This course challenged me to think and learn	4.8	0.4
TOTAL	4.7	0.4

Semester: Fall 2020 Required: Yes Number of Response: 12 (5 = High to 1 = Low)		
Course: KINS8500 – Doctoral Seminar in Sport Management		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.6	0.9
2. Assignments and activities were clearly related to course goals	4.9	0.3
3. The instructor was knowledgeable and well-prepared	4.8	0.6
4. Assignments and activities were useful for helping me learn	4.8	0.4
5. New skills and/or concepts were presented in ways I could understand	4.7	0.6
6. The instructor was open to students' questions and comments	5.0	0.0
7. The instructor provided useful feedback on student work	4.9	0.6
8. Course work was evaluated according to clear expectations	4.8	0.3
9. This course challenged me to think and learn	4.6	1.1
TOTAL	4.8	0.5

Semester: Fall 2020 Required: Yes Number of Students: 9 (5 = High to 1 = Low)		
Course: KINS7450 – Sport Management Internship and Practicum		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	5.0	0.0
2. Assignments and activities were clearly related to course goals	5.0	0.0
3. The instructor was knowledgeable and well-prepared	5.0	0.0
4. Assignments and activities were useful for helping me learn	5.0	0.0
5. New skills and/or concepts were presented in ways I could understand	5.0	0.0
6. The instructor was open to students' questions and comments	5.0	0.0
7. The instructor provided useful feedback on student work	5.0	0.0
8. Course work was evaluated according to clear expectations	5.0	0.0
9. This course challenged me to think and learn	5.0	0.0
TOTAL	5.0	0.0

Semester: Summer 2020 Required: Yes Number of Response: 27 (5 = High to 1 = Low)		
Course: KINS3430E – Introduction to Sport Management		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.7	0.5
2. Assignments and activities were clearly related to course goals	4.7	0.6
3. The instructor was knowledgeable and well-prepared	4.7	0.6
4. Assignments and activities were useful for helping me learn	4.7	0.6
5. New skills and/or concepts were presented in ways I could understand	4.8	0.6
6. The instructor was open to students' questions and comments	4.9	0.5
7. The instructor provided useful feedback on student work	4.8	0.6
8. Course work was evaluated according to clear expectations	4.8	0.6
9. This course challenged me to think and learn	4.6	0.6
TOTAL	4.7	0.6

Semester: Summer 2020 Required: Yes Number of Response: 13 (5 = High to 1 = Low)		
Course: KINS4250 – Introduction to Sport Analytics		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.4	0.7
2. Assignments and activities were clearly related to course goals	4.6	0.6
3. The instructor was knowledgeable and well-prepared	4.7	0.6
4. Assignments and activities were useful for helping me learn	4.5	0.8
5. New skills and/or concepts were presented in ways I could understand	4.4	0.7
6. The instructor was open to students' questions and comments	4.9	0.5
7. The instructor provided useful feedback on student work	4.7	0.7
8. Course work was evaluated according to clear expectations	4.7	0.6
9. This course challenged me to think and learn	4.8	0.6
TOTAL	4.6	0.6

Semester: Spring 2020 Required: Yes Number of Response: 9 (5 = High to 1 = Low)		
Course: KINS7150 – Research Method		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	3.8	1.4
2. Assignments and activities were clearly related to course goals	4.1	1.3
3. The instructor was knowledgeable and well-prepared	4.3	1.2
4. Assignments and activities were useful for helping me learn	3.7	1.3
5. New skills and/or concepts were presented in ways I could understand	3.3	1.4
6. The instructor was open to students' questions and comments	4.9	0.3
7. The instructor provided useful feedback on student work	4.1	1.3
8. Course work was evaluated according to clear expectations	3.9	1.5
9. This course challenged me to think and learn	4.6	0.7
TOTAL	4.1	1.2

Semester: Fall 2019 Required: Yes Number of Response: 21 (5 = High to 1 = Low)		
Course: KINS7200 – Sport Organization Behavior		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.5	0.7
2. Assignments and activities were clearly related to course goals	4.2	1.2
3. The instructor was knowledgeable and well-prepared	4.7	0.7
4. Assignments and activities were useful for helping me learn	4.3	1.3
5. New skills and/or concepts were presented in ways I could understand	4.3	1.3
6. The instructor was open to students' questions and comments	4.4	1.3
7. The instructor provided useful feedback on student work	4.3	1.3
8. Course work was evaluated according to clear expectations	4.8	0.4
9. This course challenged me to think and learn	4.3	1.3
TOTAL	4.4	1.0

Semester: Fall 2019 Required: Yes Number of Response: 21 (5 = High to 1 = Low)		
Course: KINS7450 – Sport Management Internship and Practicum		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	5.0	0.0
2. Assignments and activities were clearly related to course goals	5.0	0.0
3. The instructor was knowledgeable and well-prepared	5.0	0.0
4. Assignments and activities were useful for helping me learn	5.0	0.0
5. New skills and/or concepts were presented in ways I could understand	5.0	0.0
6. The instructor was open to students' questions and comments	5.0	0.0
7. The instructor provided useful feedback on student work	5.0	0.0
8. Course work was evaluated according to clear expectations	5.0	0.0
9. This course challenged me to think and learn	5.0	0.0
TOTAL	5.0	0.0

Semester: Summer 2019 Required: Yes Number of Response: 30 (5 = High to 1 = Low)		
Course: KINS3430E – Introduction to Sport Management		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.4	1.1
2. Assignments and activities were clearly related to course goals	4.4	1.1
3. The instructor was knowledgeable and well-prepared	4.5	1.1
4. Assignments and activities were useful for helping me learn	4.2	1.2
5. New skills and/or concepts were presented in ways I could understand	4.5	0.8
6. The instructor was open to students' questions and comments	4.3	0.9
7. The instructor provided useful feedback on student work	4.4	0.8
8. Course work was evaluated according to clear expectations	4.4	0.9
9. This course challenged me to think and learn	4.4	1.0
TOTAL	4.4	1.0

Semester: Summer 2019 Required: Yes Number of Response: 10 (5 = High to 1 = Low)		
Course: KINS7450 – Sport Management Internship and Practicum		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.8	0.2
2. Assignments and activities were clearly related to course goals	4.8	0.2
3. The instructor was knowledgeable and well-prepared	4.8	0.2
4. Assignments and activities were useful for helping me learn	4.8	0.2
5. New skills and/or concepts were presented in ways I could understand	4.8	0.2
6. The instructor was open to students' questions and comments	4.8	0.2
7. The instructor provided useful feedback on student work	4.8	0.2
8. Course work was evaluated according to clear expectations	4.8	0.2
9. This course challenged me to think and learn	4.8	0.2
TOTAL	4.8	0.2

Semester: Spring 2019 Required: Yes Number of Response: 21 (5 = High to 1 = Low)		
Course: KINS6810 – Sport Marketing		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.1	1.2
2. Assignments and activities were clearly related to course goals	4.2	1.1
3. The instructor was knowledgeable and well-prepared	4.4	1.0
4. Assignments and activities were useful for helping me learn	4.0	1.2
5. New skills and/or concepts were presented in ways I could understand	3.9	1.2
6. The instructor was open to students' questions and comments	4.6	0.6
7. The instructor provided useful feedback on student work	4.0	1.3
8. Course work was evaluated according to clear expectations	4.1	1.1
9. This course challenged me to think and learn	4.1	1.1
TOTAL	4.2	1.1

Semester: Spring 2019 Required: Yes Number of Response: 12 (5 = High to 1 = Low)		
Course: KINS7450 – Sport Management Internship and Practicum		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.9	0.3
2. Assignments and activities were clearly related to course goals	4.8	0.4
3. The instructor was knowledgeable and well-prepared	4.8	0.4
4. Assignments and activities were useful for helping me learn	4.8	0.4
5. New skills and/or concepts were presented in ways I could understand	4.7	0.6
6. The instructor was open to students' questions and comments	4.8	0.4
7. The instructor provided useful feedback on student work	4.8	0.4
8. Course work was evaluated according to clear expectations	4.8	0.4
9. This course challenged me to think and learn	4.8	0.6
TOTAL	4.8	0.4

Semester: Fall 2018 Required: Yes Number of Response: 25 (5 = High to 1 = Low)		
Course: KINS7150 – Research Method		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	3.4	1.4
2. Assignments and activities were clearly related to course goals	3.8	1.1
3. The instructor was knowledgeable and well-prepared	4.4	0.8
4. Assignments and activities were useful for helping me learn	3.4	1.3
5. New skills and/or concepts were presented in ways I could understand	3.3	1.3
6. The instructor was open to students' questions and comments	4.7	0.5
7. The instructor provided useful feedback on student work	4.2	1.2
8. Course work was evaluated according to clear expectations	4.3	1.1
9. This course challenged me to think and learn	3.9	1.3
TOTAL	3.9	1.1

Semester: Fall 2018 Required: Yes Number of Response: 30 (5 = High to 1 = Low)		
Course: KINS7450 – Sport Management Internship and Practicum		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.8	0.5
2. Assignments and activities were clearly related to course goals	4.8	0.5
3. The instructor was knowledgeable and well-prepared	4.8	0.5
4. Assignments and activities were useful for helping me learn	4.7	0.6
5. New skills and/or concepts were presented in ways I could understand	4.7	0.6
6. The instructor was open to students' questions and comments	4.8	0.5
7. The instructor provided useful feedback on student work	4.8	0.5
8. Course work was evaluated according to clear expectations	4.7	0.6
9. This course challenged me to think and learn	4.8	0.5
TOTAL	4.8	0.5

Semester: Summer 2018 Required: Yes Number of Response: 38 (5 = High to 1 = Low)		
Course: KINS3830 – Measurement and Evaluation (Sport Analytics) in Sport Management		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	5.0	0.0
2. Assignments and activities were clearly related to course goals	5.0	0.0
3. The instructor was knowledgeable and well-prepared	5.0	0.0
4. Assignments and activities were useful for helping me learn	4.8	0.1
5. New skills and/or concepts were presented in ways I could understand	4.8	0.1
6. The instructor was open to students' questions and comments	4.8	0.1
7. The instructor provided useful feedback on student work	5.0	0.0
8. Course work was evaluated according to clear expectations	5.0	0.0
9. This course challenged me to think and learn	4.8	0.1
TOTAL	4.9	0.0

Semester: Spring 2018 Required: Yes Number of Response: 10 (5 = High to 1 = Low)		
Course: KINS7450 – Sport Management Internship and Practicum		
Evaluation Area	Dr. Zhang's Teaching Performance	
	<i>Mean</i>	<i>SD</i>
1. The course was effectively organized	4.8	0.4
2. Assignments and activities were clearly related to course goals	4.9	0.3
3. The instructor was knowledgeable and well-prepared	4.9	0.3
4. Assignments and activities were useful for helping me learn	4.9	0.3
5. New skills and/or concepts were presented in ways I could understand	4.9	0.3
6. The instructor was open to students' questions and comments	4.9	0.3
7. The instructor provided useful feedback on student work	4.6	0.9
8. Course work was evaluated according to clear expectations	4.7	0.6
9. This course challenged me to think and learn	4.9	0.3
TOTAL	4.8	0.4

Semester: Summer 2017 Required: Yes Number of Response: 38 (5 = High to 1 = Low)			
Course: KINS3830 – Measurement and Evaluation (Sport Analytics) in Sport Management			
Evaluation Area	Dr. Zhang's Teaching Performance		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	4.2	4.0	0.8
2. Assignments and activities were clearly related to course goals	4.5	5.0	0.6
3. The instructor was knowledgeable and well-prepared	4.6	5.0	0.5
4. Assignments and activities were useful for helping me learn	4.5	5.0	0.6
5. New skills and/or concepts were presented in ways I could understand	4.0	4.0	1.0
6. The instructor was open to students' questions and comments	4.9	5.0	0.3
7. The instructor provided useful feedback on student work	4.5	5.0	0.7
8. Course work was evaluated according to clear expectations	4.6	5.0	0.7
9. This course challenged me to think and learn	4.7	5.0	0.5
TOTAL	4.5	4.8	0.6

Semester: Summer 2017 Required: Yes Number of Response: 27 (5 = High to 1 = Low)			
Course: KINS3303 – Sport Management Internship and Practicum			
Evaluation Area	Dr. Zhang's Teaching Performance		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	4.5	4.5	0.5
2. Assignments and activities were clearly related to course goals	4.5	4.5	0.5
3. The instructor was knowledgeable and well-prepared	4.5	4.5	0.5
4. Assignments and activities were useful for helping me learn	4.5	4.5	0.5
5. New skills and/or concepts were presented in ways I could understand	4.5	4.5	0.5
6. The instructor was open to students' questions and comments	4.5	4.5	0.5
7. The instructor provided useful feedback on student work	4.5	4.5	0.5
8. Course work was evaluated according to clear expectations	4.5	4.5	0.5
9. This course challenged me to think and learn	4.5	4.5	0.5
TOTAL	4.5	4.5	0.5

Semester: Spring 2017 Required: Yes Number of Response: 36 (5 = High to 1 = Low)			
Course: KINS3830 – Measurement and Evaluation (Sport Analytics) in Sport Management			
Evaluation Area	Dr. Zhang's Teaching Performance		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	2.5	2.0	1.3
2. Assignments and activities were clearly related to course goals	3.3	4.0	1.3
3. The instructor was knowledgeable and well-prepared	3.5	4.0	1.3
4. Assignments and activities were useful for helping me learn	3.1	3.0	1.3
5. New skills and/or concepts were presented in ways I could understand	2.6	3.0	1.1
6. The instructor was open to students' questions and comments	3.9	4.0	1.2
7. The instructor provided useful feedback on student work	3.1	3.0	1.3
8. Course work was evaluated according to clear expectations	2.7	3.0	1.3
9. This course challenged me to think and learn	2.9	3.0	1.4
TOTAL	3.1	3.2	1.3

Semester: Spring 2017 Required: Yes Number of Response: 18 (5 = High to 1 = Low)			
Course: KINS7650 – Applied Research Project			
Evaluation Area	Dr. Zhang's Teaching Performance		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	5.0	5.0	0.0
2. Assignments and activities were clearly related to course goals	5.0	5.0	0.0
3. The instructor was knowledgeable and well-prepared	5.0	5.0	0.0
4. Assignments and activities were useful for helping me learn	5.0	5.0	0.0
5. New skills and/or concepts were presented in ways I could understand	5.0	5.0	0.0
6. The instructor was open to students' questions and comments	5.0	5.0	0.0
7. The instructor provided useful feedback on student work	5.0	5.0	0.0
8. Course work was evaluated according to clear expectations	5.0	5.0	0.0
9. This course challenged me to think and learn	5.0	5.0	0.0
TOTAL	5.0	5.0	0.0

Semester: Fall 2016 Required: Yes Number of Response: 7 (5 = High to 1 = Low)			
Course: KINS7200 – Sport Organization Behavior			
Evaluation Area	Dr. Zhang's Teaching Performance		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	4.0	4.0	0.7
2. Assignments and activities were clearly related to course goals	5.0	5.0	0.0
3. The instructor was knowledgeable and well-prepared	5.0	5.0	0.0
4. Assignments and activities were useful for helping me learn	4.3	4.5	0.8
5. New skills and/or concepts were presented in ways I could understand	4.8	5.0	0.4
6. The instructor was open to students' questions and comments	5.0	5.0	0.0
7. The instructor provided useful feedback on student work	4.8	5.0	0.4
8. Course work was evaluated according to clear expectations	5.0	5.0	0.0
9. This course challenged me to think and learn	4.8	5.0	0.4
TOTAL	4.7	4.8	0.3

Semester: Fall 2016 Required: Yes Number of Response: 18 (5 = High to 1 = Low)			
Course: KINS7800 – Sport Management Internship and Practicum			
Evaluation Area	Dr. Zhang's Teaching Performance		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	4.7	5.0	0.4
2. Assignments and activities were clearly related to course goals	4.8	5.0	0.0
3. The instructor was knowledgeable and well-prepared	4.6	5.0	0.0
4. Assignments and activities were useful for helping me learn	4.8	5.0	0.4
5. New skills and/or concepts were presented in ways I could understand	4.7	5.0	0.8
6. The instructor was open to students' questions and comments	4.6	5.0	0.0
7. The instructor provided useful feedback on student work	4.3	5.0	0.5
8. Course work was evaluated according to clear expectations	4.6	5.0	0.8
9. This course challenged me to think and learn	4.7	5.0	0.0
TOTAL	4.6	5.0	0.3

Semester: Fall 2016 Required: No Number of Response: 6 (5 = High to 1 = Low)			
Course: KINS6000 – Independent Study in Sport Management			
Evaluation Area	Dr. Zhang's Teaching Performance		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	5.0	5.0	0.0
2. Assignments and activities were clearly related to course goals	5.0	5.0	0.0
3. The instructor was knowledgeable and well-prepared	5.0	5.0	0.0
4. Assignments and activities were useful for helping me learn	5.0	5.0	0.0
5. New skills and/or concepts were presented in ways I could understand	5.0	5.0	0.0
6. The instructor was open to students' questions and comments	5.0	5.0	0.0
7. The instructor provided useful feedback on student work	5.0	5.0	0.0
8. Course work was evaluated according to clear expectations	5.0	5.0	0.0
9. This course challenged me to think and learn	5.0	5.0	0.0
TOTAL	5.0	5.0	0.0

Semester: Summer 2016 Required: Yes Number of Response: 22 (5 = High to 1 = Low)			
Course: KINS3830 – Measurement and Evaluation in Sport Management			
Evaluation Area	Dr. Zhang's Teaching Performance		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	3.8	4.0	0.9
2. Assignments and activities were clearly related to course goals	4.0	4.0	1.0
3. The instructor was knowledgeable and well-prepared	4.1	4.0	0.7
4. Assignments and activities were useful for helping me learn	4.1	4.0	0.8
5. New skills and/or concepts were presented in ways I could understand	3.8	4.0	1.0
6. The instructor was open to students' questions and comments	4.6	5.0	0.5
7. The instructor provided useful feedback on student work	4.1	4.0	0.9
8. Course work was evaluated according to clear expectations	4.4	4.5	0.6
9. This course challenged me to think and learn	4.3	4.0	0.7
TOTAL	4.1	4.2	0.8

Semester: Summer 2016 Required: Yes Number of Response: 26 (5 = High to 1 = Low)			
Course: KINS5450/7800 – Sport Management Internship and Practicum			
Evaluation Area	Dr. Zhang's Teaching Performance		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	4.8	5.0	0.4
2. Assignments and activities were clearly related to course goals	5.0	5.0	0.0
3. The instructor was knowledgeable and well-prepared	5.0	5.0	0.0
4. Assignments and activities were useful for helping me learn	4.8	5.0	0.4
5. New skills and/or concepts were presented in ways I could understand	4.4	5.0	0.8
6. The instructor was open to students' questions and comments	5.0	5.0	0.0
7. The instructor provided useful feedback on student work	4.6	5.0	0.5
8. Course work was evaluated according to clear expectations	4.4	5.0	0.8
9. This course challenged me to think and learn	5.0	5.0	0.0
TOTAL	4.8	5.0	0.3

Semester: Spring 2016 Required: Yes Number of Response: 37 (5 = High to 1 = Low)			
Course: KINS6520 – Sport Finance			
Evaluation Area	Dr. Zhang's Teaching Performance		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	4.2	4.0	0.9
2. Assignments and activities were clearly related to course goals	4.4	4.0	0.6
3. The instructor was knowledgeable and well-prepared	4.6	5.0	0.7
4. Assignments and activities were useful for helping me learn	4.0	4.0	1.2
5. New skills and/or concepts were presented in ways I could understand	4.2	4.0	1.0
6. The instructor was open to students' questions and comments	4.7	5.0	0.5
7. The instructor provided useful feedback on student work	4.5	5.0	0.7
8. Course work was evaluated according to clear expectations	4.5	5.0	0.6
9. This course challenged me to think and learn	4.1	4.5	1.3
TOTAL	4.3	4.5	0.8

Semester: Spring 2016 Required: Yes Number of Response: 16 (5 = High to 1 = Low)			
Course: KINS7450 & 7800 – Sport Management Internship and Practicum			
Evaluation Area	Dr. Zhang's Teaching Performance		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	4.7	5.0	0.5
2. Assignments and activities were clearly related to course goals	4.3	4.0	0.5
3. The instructor was knowledgeable and well-prepared	4.3	4.5	0.7
4. Assignments and activities were useful for helping me learn	4.2	4.5	1.1
5. New skills and/or concepts were presented in ways I could understand	4.2	4.5	1.1
6. The instructor was open to students' questions and comments	4.8	5.0	0.4
7. The instructor provided useful feedback on student work	4.5	4.5	0.5
8. Course work was evaluated according to clear expectations	4.7	5.0	0.5
9. This course challenged me to think and learn	4.0	4.5	1.4
TOTAL	4.4	4.6	0.7

Semester: Fall 2015 Required: Yes Number of Response: 39 (5 = High to 1 = Low)			
Course: KINS7450/7800 – Sport Management Internship and Practicum			
Evaluation Area	Dr. Zhang's Teaching Performance		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	4.0	4.0	0.8
2. Assignments and activities were clearly related to course goals	4.0	4.0	0.8
3. The instructor was knowledgeable and well-prepared	4.3	4.0	0.5
4. Assignments and activities were useful for helping me learn	4.0	4.0	0.0
5. New skills and/or concepts were presented in ways I could understand	4.0	4.0	0.0
6. The instructor was open to students' questions and comments	4.3	4.0	0.5
7. The instructor provided useful feedback on student work	4.3	4.0	0.5
8. Course work was evaluated according to clear expectations	4.3	4.0	0.5
9. This course challenged me to think and learn	4.7	4.5	0.5
TOTAL	4.2	4.1	0.5

Semester: Spring 2015 Required: Yes Number of Response: 10 (5 = High to 1 = Low)			
Course: KINS8500 – Sport Management Doctoral Seminar			
Evaluation Area	Dr. Zhang's Teaching Performance		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	4.3	5.0	1.1
2. Assignments and activities were clearly related to course goals	4.0	4.5	1.2
3. The instructor was knowledgeable and well-prepared	4.8	5.0	0.4
4. Assignments and activities were useful for helping me learn	4.2	4.5	0.9
5. New skills and/or concepts were presented in ways I could understand	4.5	5.0	0.8
6. The instructor was open to students' questions and comments	5.0	5.0	0.0
7. The instructor provided useful feedback on student work	4.7	5.0	0.5
8. Course work was evaluated according to clear expectations	4.7	5.0	0.5
9. This course challenged me to think and learn	4.2	5.0	1.2
TOTAL	4.5	4.9	0.7

Semester: Spring 2015 Required: Yes Number of Response: 49 (5 = High to 1 = Low)			
Course: KINS7450 – Sport Management Internship and Practicum			
Evaluation Area	Dr. Zhang's Teaching Performance		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	4.7	5.0	0.6
2. Assignments and activities were clearly related to course goals	5.0	5.0	0.0
3. The instructor was knowledgeable and well-prepared	4.8	5.0	0.6
4. Assignments and activities were useful for helping me learn	5.0	5.0	0.0
5. New skills and/or concepts were presented in ways I could understand	4.8	5.0	0.6
6. The instructor was open to students' questions and comments	5.0	5.0	0.0
7. The instructor provided useful feedback on student work	4.8	5.0	0.6
8. Course work was evaluated according to clear expectations	5.0	5.0	0.0
9. This course challenged me to think and learn	5.0	5.0	0.0
TOTAL	4.9	5.0	0.3

Semester: Fall 2014 Required: Yes Number of Response: 12 (5 = High to 1 = Low)			
Course: KINS7200 – Sport Organization Behavior			
Evaluation Area	Dr. Zhang's Teaching Performance		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	4.2	4.0	0.9
2. Assignments and activities were clearly related to course goals	4.1	4.0	1.0
3. The instructor was knowledgeable and well-prepared	4.7	5.0	0.5
4. Assignments and activities were useful for helping me learn	4.4	4.0	0.5
5. New skills and/or concepts were presented in ways I could understand	4.7	5.0	0.5
6. The instructor was open to students' questions and comments	4.8	5.0	0.4
7. The instructor provided useful feedback on student work	4.6	5.0	0.5
8. Course work was evaluated according to clear expectations	4.4	4.0	0.5
9. This course challenged me to think and learn	4.4	4.0	0.5
TOTAL	4.5	4.4	0.6

Semester: Fall 2014 Required: Yes Number of Response: 42 (5 = High to 1 = Low)			
Course: KINS7450 – Sport Management Internship and Practicum			
Evaluation Area	Dr. Zhang's Teaching Performance		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	4.8	5.0	0.4
2. Assignments and activities were clearly related to course goals	4.8	5.0	0.4
3. The instructor was knowledgeable and well-prepared	4.8	5.0	0.4
4. Assignments and activities were useful for helping me learn	4.8	5.0	0.4
5. New skills and/or concepts were presented in ways I could understand	4.8	5.0	0.4
6. The instructor was open to students' questions and comments	4.8	5.0	0.4
7. The instructor provided useful feedback on student work	5.0	5.0	0.0
8. Course work was evaluated according to clear expectations	4.8	5.0	0.4
9. This course challenged me to think and learn	5.0	5.0	0.0
TOTAL	4.9	5.0	0.3

Semester: Spring 2014 Required: Yes Number of Response: 28 (5 = High to 1 = Low)			
Course: KINS6520 – Sport Finance			
Evaluation Area	Dr. Zhang's Teaching Performance		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	3.8	4.0	1.0
2. Assignments and activities were clearly related to course goals	4.2	4.0	0.8
3. The instructor was knowledgeable and well-prepared	4.1	4.5	1.2
4. Assignments and activities were useful for helping me learn	4.0	4.0	1.2
5. New skills and/or concepts were presented in ways I could understand	3.8	4.0	1.3
6. The instructor was open to students' questions and comments	4.7	5.0	0.6
7. The instructor provided useful feedback on student work	4.5	5.0	0.6
8. Course work was evaluated according to clear expectations	4.2	4.5	1.0
9. This course challenged me to think and learn	4.0	4.0	1.1
TOTAL	4.2	4.3	1.0

Semester: Spring 2014 Required: Yes Number of Response: 26 (5 = High to 1 = Low)			
Course: KINS7450 & 7800 – Sport Management Internship and Practicum			
Evaluation Area	Dr. Zhang's Teaching Performance		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	4.2	5.0	1.0
2. Assignments and activities were clearly related to course goals	4.3	5.0	0.9
3. The instructor was knowledgeable and well-prepared	4.3	5.0	0.9
4. Assignments and activities were useful for helping me learn	4.4	5.0	0.9
5. New skills and/or concepts were presented in ways I could understand	4.4	5.0	0.7
6. The instructor was open to students' questions and comments	4.4	5.0	0.8
7. The instructor provided useful feedback on student work	4.3	5.0	0.9
8. Course work was evaluated according to clear expectations	4.3	5.0	0.9
9. This course challenged me to think and learn	4.5	5.0	0.7
TOTAL	4.5	5.0	0.9

Semester: Fall 2013 Required: Yes Number of Response: 21 (5 = High to 1 = Low)			
Course: KINS7200 – Sport Organization Behavior			
Evaluation Area	Dr. Zhang's Teaching Performance		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	4.1	4.0	0.8
2. Assignments and activities were clearly related to course goals	4.1	4.0	0.9
3. The instructor was knowledgeable and well-prepared	4.3	4.0	0.6
4. Assignments and activities were useful for helping me learn	3.8	4.0	1.0
5. New skills and/or concepts were presented in ways I could understand	3.9	4.5	0.9
6. The instructor was open to students' questions and comments	4.5	4.0	0.5
7. The instructor provided useful feedback on student work	4.2	4.0	0.6
8. Course work was evaluated according to clear expectations	4.3	4.0	0.7
9. This course challenged me to think and learn	4.0	4.0	0.9
TOTAL	4.1	4.0	0.8

Semester: Fall 2013 Required: Yes Number of Response: 25 (5 = High to 1 = Low)			
Course: KINS7450 & 7800 – Sport Management Internship and Practicum			
Evaluation Area	Dr. Zhang's Teaching Performance		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	4.3	4.0	0.8
2. Assignments and activities were clearly related to course goals	4.5	5.0	0.6
3. The instructor was knowledgeable and well-prepared	4.0	4.0	0.8
4. Assignments and activities were useful for helping me learn	4.5	5.0	0.7
5. New skills and/or concepts were presented in ways I could understand	4.3	4.0	0.7
6. The instructor was open to students' questions and comments	4.4	4.0	0.6
7. The instructor provided useful feedback on student work	4.4	5.0	0.7
8. Course work was evaluated according to clear expectations	4.2	4.0	0.8
9. This course challenged me to think and learn	4.7	5.0	0.5
TOTAL	4.3	4.4	0.7

Semester: Spring 2013 Required: Yes Number of Response: 62 (5 = High to 1 = Low)			
Course: KINS3560 – Contemporary Issues in Sport Management			
Evaluation Area	Dr. Zhang's Teaching Performance		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	3.3	3.0	1.1
2. Assignments and activities were clearly related to course goals	3.6	4.0	0.9
3. The instructor was knowledgeable and well-prepared	4.0	4.0	0.9
4. Assignments and activities were useful for helping me learn	3.3	3.0	1.2
5. New skills and/or concepts were presented in ways I could understand	3.4	3.0	1.1
6. The instructor was open to students' questions and comments	4.3	4.0	0.8
7. The instructor provided useful feedback on student work	3.5	5.0	1.2
8. Course work was evaluated according to clear expectations	3.3	3.0	1.3
9. This course challenged me to think and learn	3.4	3.0	1.2
TOTAL	3.6	3.3	1.1

Semester: Spring 2013 Required: Yes Number of Response: 15 (5 = High to 1 = Low)			
Course: KINS7450 & 7800 – Sport Management Internship and Practicum			
Evaluation Area	Dr. Zhang's Teaching Performance		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	4.4	4.5	0.7
2. Assignments and activities were clearly related to course goals	4.6	5.0	0.5
3. The instructor was knowledgeable and well-prepared	4.4	4.0	0.5
4. Assignments and activities were useful for helping me learn	4.5	4.5	0.5
5. New skills and/or concepts were presented in ways I could understand	4.5	4.5	0.5
6. The instructor was open to students' questions and comments	4.6	5.0	0.5
7. The instructor provided useful feedback on student work	4.5	4.5	0.5
8. Course work was evaluated according to clear expectations	4.4	4.0	0.5
9. This course challenged me to think and learn	4.6	5.0	0.5
TOTAL	4.5	4.6	0.5

Semester: Fall 2012 Required: Yes Number of Response: 31 (5 = High to 1 = Low)						
Course: KINS6520 – Sport Finance						
Evaluation Area	Dr. Zhang's Teaching Performance			Department Teaching Evaluation Parameter		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	4.2	4.0	0.8	4.3	4.0	0.8
2. Assignments and activities were clearly related to course goals	4.5	5.0	0.6	4.4	5.0	0.7
3. The instructor was knowledgeable and well-prepared	4.5	5.0	0.8	4.5	5.0	0.7
4. Assignments and activities were useful for helping me learn	4.4	5.0	0.6	4.2	4.0	0.9
5. New skills and/or concepts were presented	4.4	5.0	0.8	4.3	4.0	0.9
6. The instructor was open to students' questions and comments	4.8	5.0	0.5	4.6	5.0	0.7
7. The instructor provided useful feedback on student work	4.5	5.0	0.6	4.2	4.0	1.0
8. Course work was evaluated according to clear expectations	4.6	5.0	0.6	4.3	5.0	0.8
9. This course challenged me to think and learn	4.2	4.0	0.6	4.2	4.0	0.9
TOTAL	4.5	4.8	0.7	4.3	4.4	0.8

Semester: Fall 2012 Required: Yes Number of Response: 34 (5 = High to 1 = Low)						
Course: KINS7200 – Sport Organizational Behavior						
Evaluation Area	Dr. Zhang's Teaching Performance			Department Teaching Evaluation Parameter		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	4.3	4.0	0.6	4.3	4.0	0.8
2. Assignments and activities were clearly related to course goals	4.4	5.0	0.7	4.4	5.0	0.7
3. The instructor was knowledgeable and well-prepared	4.4	5.0	0.7	4.5	5.0	0.7
4. Assignments and activities were useful for helping me learn	4.3	4.0	0.7	4.2	4.0	0.9
5. New skills and/or concepts were presented	4.4	4.5	0.7	4.3	4.0	0.9
6. The instructor was open to students' questions and comments	4.6	5.0	0.5	4.6	5.0	0.7
7. The instructor provided useful feedback on student work	4.3	4.0	0.7	4.2	4.0	1.0
8. Course work was evaluated according to clear expectations	4.3	4.5	0.8	4.3	5.0	0.8
9. This course challenged me to think and learn	4.3	4.0	0.6	4.2	4.0	0.9
TOTAL	4.4	4.4	0.7	4.3	4.4	0.8

Semester: Spring 2012 Required: Yes Number of Response: 6 (5 = High to 1 = Low)						
Course: KINS8990 – Sport Management Doctoral Seminar						
Evaluation Area	Dr. Zhang's Teaching Performance			College Teaching Evaluation Parameter		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	4.5	4.5	0.5	4.3	5.0	0.9
2. Assignments and activities were clearly related to course goals	4.8	5.0	0.4	4.5	5.0	0.8
3. The instructor was knowledgeable and well-prepared	5.0	5.0	0.0	4.6	5.0	0.8
4. Assignments and activities were useful for helping me learn	4.8	5.0	0.4	4.4	5.0	0.9
5. New skills and/or concepts were presented	4.8	5.0	0.4	4.4	5.0	0.9
6. The instructor was open to students' questions and comments	4.8	5.0	0.4	4.7	5.0	0.7
7. The instructor provided useful feedback on student work	4.3	4.5	0.8	4.4	5.0	0.9
8. Course work was evaluated according to clear expectations	4.8	5.0	0.4	4.4	5.0	0.9
9. This course challenged me to think and learn	4.8	5.0	0.4	4.4	5.0	0.9
TOTAL	4.7	4.9	0.4	4.5	5.0	0.9

Semester: Fall 2011 Required: Yes Number of Response: 23 (5 = High to 1 = Low)						
Course: KINS7200 – Sport Organizational Behavior						
Evaluation Area	Dr. Zhang's Teaching Performance			College Teaching Evaluation Parameter		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	4.3	4	0.5	4.3	5.0	0.9
2. Assignments and activities were clearly related to course goals	4.4	5	0.7	4.5	5.0	0.8
3. The instructor was knowledgeable and well-prepared	4.7	5	0.7	4.6	5.0	0.7
4. Assignments and activities were useful for helping me learn	4.3	4	0.7	4.3	5.0	0.9
5. New skills and/or concepts were presented	4.1	4	0.6	4.4	5.0	0.9
6. The instructor was open to students' questions and comments	4.8	5	0.4	4.6	5.0	0.8
7. The instructor provided useful feedback on student work	4.4	5	0.8	4.4	5.0	0.9
8. Course work was evaluated according to clear expectations	4.7	5	0.5	4.4	5.0	1.0
9. This course challenged me to think and learn	4.4	4	0.6	4.5	5.0	0.9
TOTAL	4.5	4.6	0.6	4.4	5.0	0.9

Semester: Fall 2011 Required: Yes Number of Response: 11 (5 = High to 1 = Low)						
Course: KINS8990 – Sport Management Doctoral Seminar						
Evaluation Area	Dr. Zhang's Teaching Performance			College Teaching Evaluation Parameter		
	<i>Mean</i>	<i>Median</i>	<i>SD</i>	<i>Mean</i>	<i>Median</i>	<i>SD</i>
1. The course was effectively organized	4.6	5	0.5	4.3	5.0	0.9
2. Assignments and activities were clearly related to course goals	4.4	4	0.5	4.5	5.0	0.8
3. The instructor was knowledgeable and well-prepared	4.9	5	0.3	4.6	5.0	0.7
4. Assignments and activities were useful for helping me learn	4.4	5	0.7	4.3	5.0	0.9
5. New skills and/or concepts were presented	4.6	5	0.5	4.4	5.0	0.9
6. The instructor was open to students' questions and comments	4.8	5	0.4	4.6	5.0	0.8
7. The instructor provided useful feedback on student work	4.7	5	0.7	4.4	5.0	0.9
8. Course work was evaluated according to clear expectations	4.6	5	0.5	4.4	5.0	1.0
9. This course challenged me to think and learn	4.3	5	0.8	4.5	5.0	0.9
TOTAL	4.6	4.9	0.7	4.4	5.0	0.9

B. Teaching Evaluations – University of Florida

Semester: Fall 2010 Required: Yes Number of Response: 30 (5 = High to 1 = Low)			
Course: SPM5305 – Sport Marketing			
Area	Dr. Zhang's Mean	Department Mean	College Mean
1. Description of course objectives/assignments	4.10	3.96	4.23
2. Communication of ideas and information	4.10	3.90	4.18
3. Expression of expectation for performance	4.10	3.99	4.24
4. Availability to assist students	4.38	4.07	4.26
5. Respect and concern for students	4.76	4.24	4.38
6. Stimulation of interest in course	4.10	3.95	4.20
7. Facilitation of learning	4.05	3.91	4.17
8. Enthusiasm for subject	4.71	4.29	4.41
9. Encouragement of independent thinking	4.71	4.11	4.24
1-9. Instructor Evaluation	4.33	4.05	4.26
10. Instructor Overall	4.38	4.04	4.28
11-27. Additional Questions	4.31	-----	-----

Semester: Fall 2009 Required: Yes Number of Response: 17 (5 = High to 1 = Low)			
Course: SPM5936 – Research Seminar in Sport Management			
Area	Dr. Zhang's Mean	Department Mean	College Mean
1. Description of course objectives/assignments	4.59	4.02	4.31
2. Communication of ideas and information	4.41	3.99	4.26
3. Expression of expectation for performance	4.41	4.05	4.31
4. Availability to assist students	4.47	4.09	4.32
5. Respect and concern for students	4.53	4.29	4.44
6. Stimulation of interest in course	4.29	3.98	4.23
7. Facilitation of learning	4.18	3.97	4.23
8. Enthusiasm for subject	4.94	4.26	4.45
9. Encouragement of independent thinking	4.88	4.14	4.28
1-9. Instructor Evaluation	4.52	4.09	4.31
10. Instructor Overall	4.63	4.12	4.36
11-27. Additional Questions	4.27	4.05	4.27

Semester: Fall 2006 Required: Yes Number of Response: 18 (5 = High to 1 = Low)			
Course: PET6476 - Management and Leadership in Sport			
Area	Dr. Zhang's Mean	Department Mean	College Mean
1. Description of course objectives/assignments	4.57	3.99	4.30
2. Communication of ideas and information	4.43	3.88	4.24
3. Expression of expectation for performance	4.79	3.97	4.29
4. Availability to assist students	4.79	4.06	4.27
5. Respect and concern for students	4.79	4.16	4.42
6. Stimulation of interest in course	4.14	3.91	4.26
7. Facilitation of learning	4.64	3.89	4.24
8. Enthusiasm for subject	4.79	4.24	4.42
9. Encouragement of independent thinking	4.79	4.03	4.24
1-9. Instructor Evaluation	4.63	4.02	4.30
10. Instructor Overall	4.79	4.03	4.35
11-27. Additional Questions	4.48	3.96	4.27

Semester: Fall 2005 Required: Yes Number of Response: 30 (5 = High to 1 = Low)			
Course: HLP6535 – Research Method			
Area	Dr. Zhang's Mean	Department Mean	College Mean
1. Description of course objectives/assignments	4.23	3.94	4.29
2. Communication of ideas and information	4.15	3.90	4.26
3. Expression of expectation for performance	4.54	3.94	4.29
4. Availability to assist students	4.77	4.04	4.30
5. Respect and concern for students	4.92	4.14	4.42
6. Stimulation of interest in course	4.08	3.92	4.26
7. Facilitation of learning	4.15	3.89	4.24
8. Enthusiasm for subject	4.50	4.21	4.44
9. Encouragement of independent thinking	4.54	4.05	4.23
1-9. Instructor Evaluation	4.43	4.00	4.30
10. Instructor Overall	4.38	4.02	4.36
11-27. Additional Questions	4.06	3.95	4.26

Semester: Fall 2003

Required: Yes

Number of Response: 26 (5 = High to 1 = Low)

Course: PET6476 - Management and Leadership in Sport

Area	Dr. Zhang's Mean	Department Mean	College Mean
1. Description of course objectives/assignments	4.60	4.40	4.32
2. Communication of ideas and information	4.55	4.02	4.27
3. Expression of expectation for performance	4.85	4.04	4.30
4. Availability to assist students	4.70	4.13	4.32
5. Respect and concern for students	4.85	4.18	4.40
6. Stimulation of interest in course	4.30	4.07	4.27
7. Facilitation of learning	4.50	4.04	4.25
8. Enthusiasm for subject	4.75	4.30	4.42
9. Encouragement of independent thinking	4.75	4.16	4.24
1-9. Instructor Evaluation	4.65	4.32	4.31
10. Instructor Overall	4.80	4.36	4.35
11-27. Additional Questions	4.60	4.30	4.29

Semester: Fall 2003

Required: Yes

Number of Response: 42 (5 = High to 1 = Low)

Course: PET5466 – Sport Marketing

Area	Dr. Zhang's Mean	Department Mean	College Mean
1. Description of course objectives/assignments	4.45	4.40	4.32
2. Communication of ideas and information	4.21	4.02	4.27
3. Expression of expectation for performance	4.55	4.04	4.30
4. Availability to assist students	4.67	4.13	4.32
5. Respect and concern for students	4.83	4.18	4.40
6. Stimulation of interest in course	4.29	4.07	4.27
7. Facilitation of learning	4.29	4.04	4.25
8. Enthusiasm for subject	4.79	4.30	4.42
9. Encouragement of independent thinking	4.50	4.16	4.24
1-9. Instructor Evaluation	4.51	4.32	4.31
10. Instructor Overall	4.68	4.36	4.35
11-27. Additional Questions	4.48	4.30	4.29

Semester: Summer 2003 Required: Yes Number of Response: 24 (5 = High to 1 = Low)

Course: PET4471 – Introduction to Sport Management

Area	Dr. Zhang's Mean	Department Mean	College Mean
1. Description of course objectives/assignments	4.82	4.46	4.43
2. Communication of ideas and information	4.77	4.39	4.38
3. Expression of expectation for performance	4.77	4.41	4.40
4. Availability to assist students	4.86	4.42	4.43
5. Respect and concern for students	4.77	4.48	4.49
6. Stimulation of interest in course	4.73	4.38	4.38
7. Facilitation of learning	4.68	4.38	4.38
8. Enthusiasm for subject	4.82	4.50	4.52
9. Encouragement of independent thinking	4.59	4.34	4.35
1-9. Instructor Evaluation	4.76	4.42	4.42
10. Instructor Overall	4.76	4.45	4.45
11-27. Additional Questions	4.81	4.40	4.40

Semester: Spring 2003 Required: No Number of Response: 11 (5 = High to 1 = Low)

Course: PET6498 – Research Seminar in Sport Management

Area	Dr. Zhang's Mean	Department Mean	College Mean
1. Description of course objectives/assignments	4.78	4.42	4.33
2. Communication of ideas and information	4.44	4.39	4.31
3. Expression of expectation for performance	4.67	4.41	4.35
4. Availability to assist students	4.89	4.48	4.42
5. Respect and concern for students	5.00	4.40	4.33
6. Stimulation of interest in course	4.78	4.38	4.30
7. Facilitation of learning	4.89	4.54	4.49
8. Enthusiasm for subject	4.89	4.34	4.30
9. Encouragement of independent thinking	5.00	4.47	4.40
1-9. Instructor Evaluation	4.81	4.42	4.35
10. Instructor Overall	5.00	4.47	4.40
11-27. Additional Questions	4.41	4.40	4.33

Semester: Spring 2003

Required: Yes

Number of Response: 60 (5 = High to 1 = Low)

Course: PET4414 – Administrative Principles of Sport and Exercise Programs

Area	Dr. Zhang's Mean	Department Mean	College Mean
1. Description of course objectives/assignments	4.62	4.42	4.33
2. Communication of ideas and information	4.36	4.39	4.31
3. Expression of expectation for performance	4.60	4.41	4.35
4. Availability to assist students	4.58	4.48	4.42
5. Respect and concern for students	4.73	4.40	4.33
6. Stimulation of interest in course	4.42	4.38	4.30
7. Facilitation of learning	4.36	4.54	4.49
8. Enthusiasm for subject	4.76	4.34	4.30
9. Encouragement of independent thinking	4.62	4.47	4.40
1-9. Instructor Evaluation	4.56	4.42	4.35
10. Instructor Overall	4.66	4.47	4.40
11-27. Additional Questions	4.55	4.40	4.33

Semester: Fall 2002

Required: Yes

Number of Response: 32 (5 = High to 1 = Low)

Course: PET6476 - Management and Leadership in Sport

Area	Dr. Zhang's Mean	Department Mean	College Mean
1. Description of course objectives/assignments	4.68	4.40	4.35
2. Communication of ideas and information	4.50	4.35	4.30
3. Expression of expectation for performance	4.84	4.40	4.34
4. Availability to assist students	4.91	4.38	4.35
5. Respect and concern for students	4.94	4.45	4.41
6. Stimulation of interest in course	4.44	4.36	4.30
7. Facilitation of learning	4.56	4.34	4.29
8. Enthusiasm for subject	4.78	4.50	4.50
9. Encouragement of independent thinking	4.69	4.32	4.29
1-9. Instructor Evaluation	4.70	4.39	4.35
10. Instructor Overall	4.88	4.44	4.39
11-27. Additional Questions	4.52	4.37	4.31

Semester: Fall 2002 Required: Yes Number of Response: 33 (5 = High to 1 = Low) Course: PET5466 – Sport Marketing			
Area	Dr. Zhang's Mean	Department Mean	College Mean
1. Description of course objectives/assignments	4.30	4.40	4.35
2. Communication of ideas and information	4.24	4.35	4.30
3. Expression of expectation for performance	4.48	4.40	4.34
4. Availability to assist students	4.88	4.38	4.35
5. Respect and concern for students	4.88	4.45	4.41
6. Stimulation of interest in course	4.36	4.36	4.30
7. Facilitation of learning	4.33	4.34	4.29
8. Enthusiasm for subject	4.79	4.50	4.50
9. Encouragement of independent thinking	4.64	4.32	4.29
1-9. Instructor Evaluation	4.55	4.39	4.35
10. Instructor Overall	4.64	4.44	4.39
11-27. Additional Questions	4.54	4.37	4.31

Semester: Fall 2002 Required: Yes Number of Response: 38 (5 = High to 1 = Low) Course: PET4471 – Introduction to Sport Management			
Area	Dr. Zhang's Mean	Department Mean	College Mean
1. Description of course objectives/assignments	4.61	4.40	4.35
2. Communication of ideas and information	4.45	4.35	4.30
3. Expression of expectation for performance	4.74	4.40	4.34
4. Availability to assist students	4.84	4.38	4.35
5. Respect and concern for students	4.84	4.45	4.41
6. Stimulation of interest in course	4.76	4.36	4.30
7. Facilitation of learning	4.55	4.34	4.29
8. Enthusiasm for subject	4.82	4.50	4.50
9. Encouragement of independent thinking	4.66	4.32	4.29
1-9. Instructor Evaluation	4.70	4.39	4.35
10. Instructor Overall	4.84	4.44	4.39
11-27. Additional Questions	4.65	4.37	4.31

Semester: Summer 2002 Required: Yes Number of Response: 26 (5 = High to 1 = Low)

Course: PET4471 – Introduction to Sport Management

Area	Dr. Zhang's Mean	Department Mean	College Mean
1. Description of course objectives/assignments	4.85	4.49	4.44
2. Communication of ideas and information	4.60	4.48	4.42
3. Expression of expectation for performance	4.85	4.47	4.43
4. Availability to assist students	4.90	4.48	4.43
5. Respect and concern for students	4.90	4.56	4.52
6. Stimulation of interest in course	4.85	4.49	4.45
7. Facilitation of learning	4.70	4.47	4.42
8. Enthusiasm for subject	4.90	4.60	4.59
9. Encouragement of independent thinking	4.80	4.44	4.41
1-9. Instructor Evaluation	4.82	4.46	4.50
10. Instructor Overall	4.90	4.51	4.56
11-27. Additional Questions	4.87	4.43	4.49

Semester: Spring 2002 Required: No Number of Response: 11 (5 = High to 1 = Low)

Course: PET6498 – Research Seminar in Sport Management

Area	Dr. Zhang's Mean	Department Mean	College Mean
1. Description of course objectives/assignments	4.45	4.47	4.38
2. Communication of ideas and information	4.27	4.47	4.36
3. Expression of expectation for performance	4.73	4.49	4.38
4. Availability to assist students	4.82	4.44	4.37
5. Respect and concern for students	4.91	4.55	4.46
6. Stimulation of interest in course	4.55	4.47	4.37
7. Facilitation of learning	4.36	4.44	4.35
8. Enthusiasm for subject	4.91	4.61	4.54
9. Encouragement of independent thinking	4.60	4.42	4.36
1-9. Instructor Evaluation	4.62	4.49	4.40
10. Instructor Overall	4.73	4.55	4.45
11-27. Additional Questions	4.54	4.45	4.36

Semester: Spring 2002 Required: Yes Number of Response: 39 (5 = High to 1 = Low)

Course: PET4414 – Administrative Principles of Sport and Exercise Programs

Area	Dr. Zhang's Mean	Department Mean	College Mean
1. Description of course objectives/assignments	4.49	4.47	4.38
2. Communication of ideas and information	4.59	4.47	4.36
3. Expression of expectation for performance	4.74	4.49	4.38
4. Availability to assist students	4.79	4.44	4.37
5. Respect and concern for students	4.85	4.55	4.46
6. Stimulation of interest in course	4.54	4.47	4.37
7. Facilitation of learning	4.64	4.44	4.35
8. Enthusiasm for subject	4.90	4.61	4.54
9. Encouragement of independent thinking	4.85	4.42	4.36
1-9. Instructor Evaluation	4.71	4.49	4.40
10. Instructor Overall	4.77	4.55	4.45
11-27. Additional Question	4.61	4.45	4.36

Semester: Fall 2001 Required: Yes Number of Response: 31 (5 = High to 1 = Low)

Course: PET6476 - Management and Leadership in Sport

Area	Dr. Zhang's Mean	Department Mean	College Mean
1. Description of course objectives/assignments	4.19	4.35	4.31
2. Communication of ideas and information	3.87	4.32	4.28
3. Expression of expectation for performance	4.43	4.35	4.31
4. Availability to assist students	4.50	4.33	4.32
5. Respect and concern for students	4.55	4.42	4.41
6. Stimulation of interest in course	3.68	4.35	4.31
7. Facilitation of learning	4.00	4.32	4.29
8. Enthusiasm for subject	4.58	4.49	4.49
9. Encouragement of independent thinking	4.26	4.29	4.29
1-9. Instructor Evaluation	4.23	4.33	4.36
10. Instructor Overall	4.23	4.37	4.40
11-17. Additional Questions	4.13	4.30	4.34

Semester: Fall 2001 Required: Yes Number of Response: 23 (5 = High to 1 = Low) Course: PET5466 – Sport Marketing			
Area	Dr. Zhang's Mean	Department Mean	College Mean
1. Description of course objectives/assignments	4.52	4.35	4.31
2. Communication of ideas and information	4.26	4.32	4.28
3. Expression of expectation for performance	4.48	4.35	4.31
4. Availability to assist students	4.78	4.33	4.32
5. Respect and concern for students	4.83	4.42	4.41
6. Stimulation of interest in course	4.43	4.35	4.31
7. Facilitation of learning	4.43	4.32	4.29
8. Enthusiasm for subject	4.83	4.49	4.49
9. Encouragement of independent thinking	4.61	4.29	4.29
1-9. Instructor Evaluation	4.57	4.33	4.36
10. Instructor Overall	4.70	4.37	4.40
11-27. Additional Questions	4.38	4.30	4.34

Semester: Fall 2001 Required: Yes Number of Response: 33 (5 = High to 1 = Low) Course: PET4471 – Introduction to Sport Management			
Area	Dr. Zhang's Mean	Department Mean	College Mean
1. Description of course objectives/assignments	4.00	4.35	4.31
2. Communication of ideas and information	3.91	4.32	4.28
3. Expression of expectation for performance	4.12	4.35	4.31
4. Availability to assist students	4.39	4.33	4.32
5. Respect and concern for students	4.36	4.42	4.41
6. Stimulation of interest in course	4.09	4.35	4.31
7. Facilitation of learning	3.85	4.32	4.29
8. Enthusiasm for subject	4.61	4.49	4.49
9. Encouragement of independent thinking	4.36	4.29	4.29
1-9. Instructor Evaluation	4.19	4.33	4.36
10. Instructor Overall	4.36	4.37	4.40
11-27. Additional Questions	3.95	4.30	4.34

C. Teaching Evaluations - University of Houston

Course (N=Enrollment)	Scale ^a - Mean (SD) (3.0 being the 'best' to 15.0 being the 'worst')				
	1	2	3	4	5
<u>Spring 2001</u>					
PEP7370 ^b (N=9)	NR ^c	NR	NR	NR	NR
KIN4310 (N=45)	NR	NR	NR	NR	NR
HLT4307 (N=15)	NR	NR	NR	NR	NR
<u>Fall 2000</u>					
PEP7397 (N=12)	3.4 (0.7)	3.8 (0.9)	3.4 (0.5)	3.4 (0.7)	3.3 (0.7)
PEP7306 (N=15)	3.3 (1.0)	3.6 (1.3)	3.6 (1.7)	3.3 (1.0)	3.4 (1.0)
<u>Summer 2000</u>					
PEP6305 (N=16)	4.1 (1.6)	6.0 (3.5)	4.3 (1.4)	4.7 (2.2)	5.4 (2.4)
KIN4310 (N=39)	3.3 (0.9)	4.0 (1.9)	3.5 (0.9)	3.3 (0.9)	3.5 (1.3)
HLT4307 (N=5)	3.3 (0.5)	6.5 (3.8)	3.5 (0.6)	3.5 (0.6)	4.5 (1.0)
<u>Spring 2000</u>					
PEP7370 (N=10)	3.8 (1.0)	4.4 (3.0)	3.5 (0.8)	3.0 (0.0)	3.4 (0.7)
KIN4350 (N=35)	4.4 (1.4)	5.7 (2.0)	5.0 (1.7)	4.0 (1.3)	4.8 (1.8)
<u>Fall 1999</u>					
PEP7306 (N=10)	3.8 (1.5)	3.9 (1.5)	4.0 (1.5)	4.1 (1.8)	4.0 (1.6)
KIN4310 (N=25)	3.5 (1.2)	4.1 (1.6)	3.4 (0.8)	3.3 (0.6)	3.4 (0.9)
KIN4310 (N=30)	3.0 (0.0)	3.7 (1.3)	3.3 (0.7)	3.2 (0.6)	3.5 (1.0)
<u>Summer 1999</u>					
PEP6305 (N=20)	4.1 (1.4)	4.9 (1.8)	3.8 (1.0)	3.8 (1.2)	3.8 (1.3)
KIN4310 (N=24)	3.3 (0.8)	4.3 (1.6)	3.5 (0.8)	3.3 (0.9)	3.6 (1.0)
HLT4307 (N=3)	3.0 (0.0)	4.0 (1.4)	3.0 (0.0)	3.0 (0.0)	3.0 (0.0)
<u>Spring 1999</u>					
PEP7370 (N=8)	3.0 (0.0)	4.3 (0.5)	3.3 (0.0)	3.0 (0.0)	3.3 (0.0)
KIN4310 (N=27)	3.1 (0.0)	4.0 (0.4)	3.5 (0.0)	3.1 (0.0)	3.6 (0.2)
HLT4307 (N=3)	3.0 (0.0)	4.3 (1.0)	3.0 (0.0)	3.3 (0.0)	3.0 (0.0)
KIN4310 (N=26)	3.0 (0.0)	4.0 (1.0)	3.0 (1.0)	3.3 (0.0)	3.5 (0.3)

Course (N=Enrollment)	Scale ^a - Mean (SD) (3.0 being the 'best' to 15.0 being the 'worst')				
	1	2	3	4	5
<u>Fall 1998</u>					
PEP7306 (N=11)	3.1 (0.4)	5.3 (2.4)	3.6 (1.1)	3.1 (0.4)	4.4 (1.6)
KIN4310 (N=40)	3.7 (1.3)	4.6 (1.8)	4.0 (1.3)	3.7 (1.4)	4.2 (1.5)
<u>Summer 1998</u>					
KIN4310 (N=32)	3.2 (0.8)	3.4 (0.9)	3.2 (0.4)	3.2 (0.5)	3.2 (0.6)
HLT4307 (N=8)	3.0 (0.0)	4.0 (1.4)	3.2 (0.5)	3.2 (0.5)	3.0 (0.0)
KIN3360 (N=6)	3.2 (0.4)	3.8 (1.2)	3.7 (1.0)	3.5 (0.6)	3.8 (1.3)
<u>Spring 1998</u>					
PEP7370 (N=11)	4.4 (2.2)	5.3 (4.4)	4.0 (1.5)	3.6 (0.8)	4.6 (3.3)
KIN4310 (N=32)	3.5 (1.2)	4.3 (1.4)	3.7 (1.0)	3.4 (0.6)	3.7 (1.1)
HLT4307 (N=7)	3.1 (0.4)	3.9 (1.2)	3.1 (0.4)	3.0 (0.0)	3.1 (0.4)
KIN4310 (N=25)	3.8 (1.6)	4.4 (2.8)	3.8 (1.5)	3.9 (1.6)	4.1 (1.9)
HLT4307 (N=5)	3.0 (0.0)	5.3 (2.1)	3.3 (0.6)	3.0 (0.0)	4.0 (1.7)
<u>Fall 1997</u>					
PEP7306 (N=12)	3.5 (0.9)	3.9 (1.5)	3.7 (0.9)	3.1 (0.3)	3.8 (1.2)
KIN4310 (N=40)	3.3 (0.8)	4.2 (1.8)	3.5 (0.8)	3.3 (0.7)	3.4 (0.8)
KIN4390 (N=15)	NR ^b	NR	NR	NR	NR
KIN4391 (N=15)	NR	NR	NR	NR	NR
<u>Summer 1997</u>					
KIN4310 (N=22)	4.1 (1.6)	5.4 (2.1)	4.4 (1.9)	4.6 (1.9)	4.6 (2.0)
HLT4307 (N=8)	3.4 (1.1)	4.6 (1.3)	3.8 (0.7)	3.7 (0.8)	3.6 (0.7)
KIN3360 (N=4)	3.0 (0.0)	3.5 (0.6)	3.3 (0.5)	3.0 (0.0)	3.3 (0.5)
<u>Spring 1997</u>					
PEP7370 (N=15)	NR	NR	NR	NR	NR
KIN4310 (N=35)	3.5 (1.0)	4.8 (1.9)	3.9 (1.3)	4.2 (1.9)	4.1 (1.6)
KIN4310 (N=20)	3.8 (1.6)	4.7 (2.0)	4.3 (1.8)	4.0 (1.8)	4.1 (1.7)
HLT4307 (N=5)	3.0 (0.0)	3.0 (0.0)	3.0 (0.0)	3.0 (0.0)	3.0 (0.0)

Course (N=Enrollment)	Scale ^a - Mean (SD) (3.0 being the 'best' to 15.0 being the 'worst')				
	1	2	3	4	5
<u>Fall 1996</u>					
PEP7306 (N=12)	3.5 (1.6)	4.3 (2.1)	4.1 (1.7)	3.6 (1.9)	4.0 (1.9)
KIN4310 (N=42)	3.5 (1.4)	4.0 (1.8)	3.5 (0.8)	3.7 (1.9)	3.9 (1.7)
KIN4390 (N=9)	3.3 (0.8)	3.3 (0.8)	3.3 (0.8)	3.7 (1.6)	3.2 (0.4)
KIN4391 (N=8)	3.3 (0.8)	3.3 (0.8)	3.3 (0.8)	3.7 (1.6)	3.2 (0.4)
<u>Summer 1996</u>					
PEP6305 (N=20)	3.2 (0.4)	4.3 (1.4)	3.6 (0.8)	3.0 (0.0)	3.3 (0.6)
KIN4310 (N=11)	4.3 (1.8)	4.2 (1.3)	3.3 (0.7)	3.7 (0.9)	3.7 (1.4)
<u>Spring 1996</u>					
PEP7370 (N=15)	NR	NR	NR	NR	NR
KIN4310 (N=40)	NR	NR	NR	NR	NR
KIN4310 (N=30)	NR	NR	NR	NR	NR
KIN4390 (N=10)	NR	NR	NR	NR	NR
KIN4391 (N=10)	NR	NR	NR	NR	NR
<u>Fall 1995</u>					
PEP6305 (N=18)	3.5 (1.1)	4.8 (1.8)	3.7 (0.9)	3.4 (0.7)	4.1 (1.2)
KIN4310 (N=40)	3.3 (1.0)	3.9 (1.2)	3.5 (0.9)	3.2 (0.6)	3.5 (0.8)
KIN4390 (N=15)	3.9 (1.2)	4.2 (1.9)	3.9 (1.4)	3.4 (0.9)	4.9 (1.7)
KIN4391 (N=10)	3.9 (1.3)	3.5 (0.8)	3.9 (1.4)	3.1 (0.4)	4.3 (1.4)
<u>Summer 1995</u>					
PEP6305 (N=15)	3.6 (1.6)	4.4 (2.0)	3.8 (1.3)	3.4 (1.6)	4.0(1.7)
KIN4310 (N=22)	3.9 (1.4)	5.1 (1.8)	4.2 (1.0)	3.4 (0.8)	4.4 (1.2)
<u>Spring 1995</u>					
PEP7370 (N=15)	5.2 (2.5)	6.3 (3.5)	5.4 (2.1)	4.4 (2.3)	5.8 (2.3)
KIN4310 (N=32)	4.1 (1.8)	4.9 (2.1)	4.2 (1.5)	4.0 (1.2)	4.3 (2.0)
KIN4310 (N=28)	4.1 (2.1)	5.4 (3.2)	4.1 (1.5)	4.3 (2.4)	4.5 (2.2)
KIN4390 (N=10)	3.2 (0.4)	3.3 (0.8)	3.3 (0.5)	3.2 (0.4)	3.5 (0.8)
KIN4391 (N=10)	3.2 (0.4)	3.0 (0.0)	3.6 (0.9)	3.0 (0.0)	3.0 (0.0)

Course (N=Enrollment)	Scale ^a - Mean (SD) (3.0 being the 'best' to 15.0 being the 'worst')				
	1	2	3	4	5
<u>Fall 1994</u>					
PEP6305 (N=25)	NR ^b	NR	NR	NR	NR
KIN4310 (N=40)	3.4 (1.2)	4.7 (1.7)	4.2 (1.2)	3.4 (1.1)	4.0 (1.5)
KIN4390 (N=15)	3.2 (0.4)	3.0 (0.0)	3.2 (0.4)	3.0 (0.0)	3.1 (0.3)
KIN4391 (N=10)	3.0 (0.0)	3.0 (0.0)	3.0 (0.0)	3.0 (0.0)	3.0 (0.0)

^a Note: Department and college mean scores are not available.

1 = Instructor's evaluation of student performance in the course

2 = Course contribution to student knowledge

3 = Instructor's preparation and explanation to students

4 = Instructor's responsiveness to students

5 = Organization demonstrated by the instructor

^b Note: Course Prefix, Number, and Title

PEP7397	Research Seminar in Sport Management
PEP7370	Administration of Sport and Exercise Programs
PEP7306	Research Methods in Health and Human Performance
PEP6305	Measurement in Health and Human Performance
KIN4390	Internship in Sport Administration
KIN4391	Advanced Internship in Sport Administration
KIN4350	Sport Marketing
KIN4310	Measurement and Evaluation in Human Performance
HLT4307	Measurement and Evaluation in Health
KIN3360	Professional Preparation in Sport

^c Note: NR = Not Returned

