

Jerred Junqi Wang

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EDUCATION

University of Georgia , Athens, Georgia <i>Doctor of Philosophy</i> , Sport Management	2017
University of Georgia , Athens, Georgia <i>Master of Arts</i> , Quantitative Methods	2017
University of Georgia , Athens, Georgia <i>Master of Science</i> , Sport Management	2013
Tongji University , Shanghai, China <i>Master of Arts</i> , Communication	2012
Shanghai University of Sport , Shanghai, China <i>Bachelor of Arts</i> , Journalism	2009

PROFESSIONAL EXPERIENCES

- **University of West Georgia**, Carrollton, GA 2017 - Present
 - Assistant Professor of Sport Management
 - Graduate Faculty
- **University of Georgia**, Athens, GA 2018 - Present
 - Adjunct Graduate Faculty at the Department of Kinesiology
- **University of Georgia**, Athens, GA 2014 - 2017
 - Instructor
 - Taught undergraduate courses in Sport Management
 - Graduate Assistant
 - Co-organized the lecture series
 - Assisted to implement grant projects
 - Conducted research projects with graduate students and visiting scholars
- **Tennis Club Magazine**, Shanghai, China 2009
 - Sport Journalist
 - Wrote feature stories
 - Covered domestic tennis events
- **Shanghai Municipal Sports Bureau**, Shanghai, China 2006 - 2008
 - Event Manager Assistant (part-time)

- Assisted to coordinate multiple mega-events hosted in Shanghai, including:
 - 2007 Fédération Internationale de Football Association (FIFA) Women's World Cup, Shanghai, China
 - 2006 Fédération Internationale de Natation (FINA) World Swimming Championships, Shanghai, China
 - 2006 International Association of Athletics Federations (IAAF) Golden League, Shanghai, China
 - 2006 MOTO GP Chinese Grand Prix, Shanghai, China

PEER REFEREED PUBLICATIONS

A. Peer-Refereed Journals

- Published or Accepted
1. Li, B., Liu, Y., **Wang, J. J.**, Olan, S., & Stokowski, S. (Accepted with minor revisions). Does star power boost soccer match attendance? Empirical evidence from the Chinese Soccer League. *International Journal of Sport Finance*.
 2. **Wang, J. J.**, Pifer, N., Scremin, G., & Zhang, J. J. (Accepted). Modeling environmental antecedents of online word-of-mouth on team social media: A perspective of information value. *Sport Marketing Quarterly*.
 3. Qian, T. Y., Zhang, J. J., **Wang, J. J.**, & Hulland, J. (Accepted) Beyond the Game: Dimensions of esports spectator motivation and scale development. *Communication & Sport*.
 4. **Wang, J.**, Zhang, S., & Zhang, J. J. (Published online). Moderating effects of gender and life cycle in the relationship between desired self-image and sport participation behavior: A multi-group analysis. *Measurement in Physical Education and Exercise Science*. *Special Issue -- Critical Measurement Issues in Sport Management Research
 5. **Wang, J. J.**, Wann, D. L., Lu, Z., & Zhang, J. J. (2018). Self-expression through sport participation: Exploring participant desired self-image. *European Sport Management Quarterly*, 18(5), 583-606.
 6. Zhang, M. Y., Kim, M. K., **Wang, J. J.**, & Pitts, B. G. (2018). Reversing the tide of sport globalization from West to East? Examining consumer demand for table tennis clubs in the U.S. *International Journal of Sports Marketing & Sponsorship*, 19(2), 217-235.
 7. **Wang, J. J.**, Byon, K. Y., Zhang, J. J., & An, J. (2017). Application of Interdependent Variable Analysis in Sport Management Research. *Journal of Shanghai University of Sport*, 41(4), 41-56.
 8. Zhou, L, **Wang J. J.**, Chen X. & Zhang, J. J. (2017). The development of National Basketball Association in China: A “glocalization” perspective. *International Journal of Sports Marketing & Sponsorship*, 18(1), 81-94.
 9. Qian, T. Y., **Wang, J. J.**, Chou, W. W., Kim, E., Zhang, J., & Gong, B. (2017). When the future of Chinese soccer is at stake: Chinese youth’s attention, involvement and satisfaction. *International Journal of Sports Marketing and Sponsorship*, 18(1), 29-47.

10. **Wang, J. J.**, Zhang, J. J., Byon, K. K., Baker, T. A., & Lu, Z. (2016). Promoting brand-event personality fit as a communication strategy to build sponsors' brand equity. *International Journal of Sport Communication*, 9(3), 294-320.
 11. **Wang, J. J.**, Zhang, J. J., & Du, J. (2016). Correlational studies and regression analyses in sport management research. *Journal of Shanghai University of Sport*, 40(3), 4-11.
 12. Zhang, J. C., **Wang, J. J.**, Min, S. D., Chen, K. K., & Huang, H. (2016). Influence of curriculum quality and educational service quality on student experiences: A case study in sport management programs. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 18, 81-91.
 13. Huang, H., Mao, L., **Wang, J. J.**, & Zhang, J. J. (2015). Assessing the relationships between image congruence, tourist satisfaction, and revisiting intention in Marathon tourism: The case of Shanghai International Marathon. *International Journal of Sports Marketing & Sponsorship*, 16(4), 285-305.
 14. Gong, B., Pifer, N., **Wang, J. J.**, Kim, M., Kim, M. K., & Zhang, J. J. (2015). Fans' attention to, involvement in, and satisfaction with professional soccer in China. *Social Behavior & Personality*, 43(10), 1667-1682.
- 5 Under review

B. Book Reviews

1. **Wang, J. J.** (Accepted). First taste of freedom: A cultural history of bicycle marketing in the United States. *Journal of Sport Management*.

C. Book Chapters

1. Azimzadeh, S. M., Pitts, B. G., & **Wang, J. J.** (Accepted). Antecedents of establishing small and medium-sized sport enterprises. In B. G. Pitts, & J. J. Zhang (Eds.), *Global sport management*. London, UK: Routledge.
2. Zhang, J. J., Du, J., & **Wang, J. J.** (2017). Comparative analysis of sport industry in leading economies. In J. J. Zhang, R. H. Huang, & J. Nauright (Eds.), *Sport industry in leading economies*. New York: Emerald.
3. Huang, H., **Wang, J. J.**, & Wang, Y. (2017). Development of Chinese sport industry. In J. J. Zhang, R. H. Huang, & J. Nauright (Eds.), *Sport industry in leading economies*. New York: Emerald.
4. Zhang, J. J., Huang, H., & **Wang, J. J.** (2017). Introduction. In J. J. Zhang, R. H. Huang, & J. Nauright (Eds.), *Sport industry in leading economies*. New York: Emerald.

CONFERENCE PROCEEDINGS

• International or National Conferences

1. **Wang, J. J.**, & Zhang, J. J. (Accepted). Sponsor-selection in marketing communications of new local hallmark events: A perspective of image transfer. Accepted (oral) at the 2019 Association of Marketing Theory and Practice Conference, Mt. Pleasant, SC.

2. Li, B., **Wang, J. J.**, Scott, O., Yury, U., & Rolfe, D. (Accepted). Journalists as event consumers: Effects of media service quality on journalists' behavioral intention. Accepted (oral) at the at the 2019 North American Society for Sport Management Conference, New Orleans, LA.
3. **Wang, J. J.**, Zhang, J. J., & Suh, Y. (2018, May). Applied predictive analytics in sport business education. Accepted (oral) at the 6th Big Data and Analytics EdCon, Shanghai, China.
4. 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 (oral) at the 2018 China's Collegiate Sport Summit, Shanghai, China.
5. 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.
6. 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 (oral) at the World Association for Sport Management Conference, Kaunas, Lithuania.
7. Zhang, J. J., **Wang, J. J.**, Qian, T. Y., & Pitts, B. G. (2017, June). Design, measurement, and statistical considerations in sport management research. Presented (symposium) at the World Association for Sport Management Conference, Kaunas, Lithuania.
8. **Wang, J. J.**, & Zhang, J. J. (2017, June). Modeling environmental antecedents of online word-of-mouth on team social media: A perspective of information utility. Presented (oral) at the 2017 North American Society for Sport Management Conference, Denver, CO.
9. Danylchuk, D., Pitts, B. G., Zhang, J. J., Rocha, C. M., **Wang, J. J.**, Ogasawara, E., & Kim, E. S. (2017, June). International Student Perspectives of Studying Sport Management in North America. Presented (symposium) at the 2017 North American Society for Sport Management Conference, Denver, CO.
10. Kim, M., Zhang, J. J., & **Wang, J. J.** (2017, June). Dimensions of donor motivation associated with donor behavior in professional sport nonprofit organizations: Development of a scale. Presented at the 2017 North American Society for Sport Management Conference, Denver, CO.
11. **Wang, J. J.**, Zhou, L., Chen, X. Y., & Zhang, J. J. (2017, March). The development of NBA in China: A "glocalization" perspective. Presented (oral) at the 2017 Association of Marketing Theory and Practice Conference, Myrtle Beach, SC.
12. **Wang, J. J.**, Du, J., & Zhang, J. J. (2016, October). Embracing applied predictive analytics in sport marketing education. Presented at the 2016 Sport Marketing Association Conference, Indianapolis, IN.
13. **Wang, J. J.**, & Zhang, J. J., Wann, D. L., Baker, T. A., & Leopkey, B. (2016, October). Sport participation as a way of self-expression: conceptualizing and measuring consumer sport symbolic desires. Presented at the 2016 Sport Marketing Association Conference, Indianapolis, IN.

14. Gong, B., Qian, T. Y., **Wang, J. J.**, Chou, W. W., Kim, E. S., & Zhang, J. J. (2016, October). When the future of Chinese soccer is at stake: Chinese youth's attention, involvement and satisfaction. Presented (oral) at International Conference on Sport History and Culture. Shanghai, China.
15. Gong, B., Pifer, N., **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 (oral) at the Association of Marketing Theory and Practice 2016 Conference. St. Simons Island, GA.
16. **Wang, J. J.**, & Zhang, J. J. (2015, October). Does the sponsor-selection matter? Conceptualizing the influence of the sponsor-selection on consumers' perceptions toward new sport events. Presented (poster) at the 2015 Sport Marketing Association Conference, Atlanta, GA.
17. **Wang, J. J.**, Zhang, J. J., Byon, K. K., Baker, T. A., & Lu, 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 (oral) at the 2015 North American Society for Sport Management Conference, Ottawa, Canada.
18. **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.
19. Zhang, J., **Wang, J. J.**, Chen, K. K., & Huang, H. (2015, June). Influence of curriculum quality and educational service quality on student experience: A case study in a Sport Management program in China. Presented (teaching & learning fair) at the 2015 North American Society for Sport Management Conference, Ottawa, Canada.
20. **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 (teaching & learning fair) at the 2014 North American Society for Sport Management Conference, Pittsburgh, PA.
21. **Wang, J. J.**, & Zhang, J. J. (2013, October). Influence of brand-event personality fit on sponsors' consumer-based brand equity: Development of a theoretical framework. Presented (oral) at the 2013 Sport Marketing Association Conference, Albuquerque, NM.
22. **Wang, J. J.**, Zhang, J. J., & Wang, Y. Y. (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.
23. **Wang, J. J.**, & Zhang, J. J. (2013, June). How to utilize social media to enhance students' internship learning? Presented (teaching & learning fair) at the 2013 North American Society for Sport Management Conference, Austin, TX.
24. 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.

- **Regional and State Conferences**

25. **Wang, J. J.** (2014, February). Brand personality scales in sport business. Presented (poster) at the 2014 University of Georgia Sport Business Symposium, Athens, GA.
26. **Wang, J. J.** (2014, February). Brand-event personality fit in sport sponsorship. Presented (poster) at the 2014 University of Georgia Sport Business Symposium, Athens, GA.
27. **Wang, J. J.** (2013, April). The influence of quality of word of mouth on sport fans' decision-making. Presented (poster) at the 2013 Global Educational Forum. Athens, GA.

TEACHING EXPERIENCES

- **University of West Georgia** [N - Class size, M - Mean of student evaluation]
 - Econ & Finance in Sport
Fall 2017 [N = 33, M = 4.4/5.0], Spring 2018 [01: N = 36, M = 4.4/5.0; 02: N = 30, M = 4.5/5.0], Fall 2018 [01: N = 34, M = 4.7/5.0; 02: N = 28, M = 4.9/5.0]
 - Communication in Sport
Fall 2017 [N = 28, M = 4.5/5.0], Spring 2018 [N = 31, M = 4.6/5.0], Summer 2018 [N = 10, M = 5.0/5.0]
 - Legal Issues for Sport Management
Fall 2017 [N = 29, M = 4.6/5.0], Fall 2018 [N = 39, M = 4.7/5.0]
 - Financial Management in Professional Sports
Summer 2018 [N = 14, M = 5.0/5.0]
- **University of Georgia**
 - Sport Marketing
Fall 2016 [N = 68, M = 4.0/5.0], Spring 2017 [N = 47, M = 4.1/5.0]
 - Practicum in Kinesiology (Sport Management)
Spring 2017 [N = 15, M = 4.6/5.0]
 - Internship in Kinesiology (Sport Management)
Fall 2016 [N = 20, M = 4.4/5.0]
 - Introduction to Sport Management
Spring 2016 [N = 72, M = 4.0/5.0]

GRANTS

- One in Progress
- 2016
 - Principal Investigator: Dr. Mandy Y. Zhang. Co-Principal Investigator: Dr. Yang Dong, Dr. Hongjun Zhu, **Mr. Jerred J. Wang**, & Dr. James Du. Repositioning the Chinese Table Tennis Super League. General Administration of Sport of China, Beijing, China. Total \$5,000.
- 2014

- Principal Investigator: **Mr. Jerred J. Wang**. College of Education Workshop Scholarship (Hierarchical Linear Modeling), University of Georgia, GA. Total \$625.
- Principal Investigator: **Mr. Jerred J. Wang**. College of Education Workshop Scholarship (Presenting Data Effectively), University of Georgia, GA. Total \$650.
- 2013
 - Principal Investigator: **Mr. Jerred J. Wang**. College of Education Workshop Scholarship (Longitudinal Data Analysis), University of Georgia, GA. Total \$650.
 - Principal Investigator: **Mr. Jerred J. Wang**. College of Education Workshop Scholarship (Structural Equation Modeling), University of Georgia, GA. Total \$1,099.

HONORS AND AWARDS

- 2016
 - Gwinnett Graduate Teaching Award, University of Georgia, GA
 - UGA Graduate School Travel Award, University of Georgia, GA
 - Clifford Gray Lewis Travel Financial Assistance Award, University of Georgia, GA
- 2015
 - UGA Graduate School Travel Award, University of Georgia, GA
 - Clifford Gray Lewis Travel Financial Assistance Award (x2), University of Georgia, GA
- 2014
 - Clifford Gray Lewis Travel Financial Assistance Award, University of Georgia, GA
- 2013
 - Outstanding Contributions to the International Studying, Training and Experiencing Program (iSTEP), University of Georgia, GA
 - College of Education Graduate Student Travel Support, University of Georgia, GA
 - Clifford Gray Lewis Travel Financial Assistance Award, University of Georgia, GA
- 2009
 - Outstanding Student Research Paper, Shanghai University of Sport, China
- 2005 - 2008
 - Scholarship for Academic Excellence (x3), Shanghai University of Sport, China

COMMUNITY SERVICES

Professional Services

- 2018
 - Reviewer for the International Journal of Sports Marketing & Sponsorship (x2)
 - Reviewer for the Journal of Applied Marketing Theory
 - Reviewer for the Asia Pacific Journal of Marketing and Logistics
 - Reviewer for the Measurement in Physical Education and Exercise Science
 - Reviewer for the Cogent Psychology

- Recommended to be a member of editorial board of International Journal of Sports Marketing & Sponsorship (will assume this position in 2019)
- 2017
 - Reviewer for the International Journal of Sports Marketing & Sponsorship (x2)
 - Reviewer for the Annual Conference of the World Association for Sport Management (WASM), Kaunas, Lithuania
 - Reviewer for the Journal of Hospitality, Leisure, Sport & Tourism Education (x2)
- 2016
 - Reviewer for the Annual Conference of the North American Society for Sport Management (NASSM), Denver, CO
 - Reviewer for the Annual Conference of the Society of Health and Physical Educators (SHAPE America), Boston, MA
 - Reviewer for the Journal of Hospitality, Leisure, Sport & Tourism Education
- 2014
 - Reviewer for the International Journal of Sports Marketing & Sponsorship
 - Conference Programmer for the Annual Conference of World Association for Sport Management at Madrid, Spain

University Services

- 2018
 - Member, Department of SWP developmental committee, University of West Georgia
 - Member, College of Education personnel committee, University of West Georgia
 - Member, College of Education renaming committee, University of West Georgia
 - Member, Doctoral student’s dissertation committee (x1), University of West Georgia
 - Member, Doctoral student’s dissertation committee (x2), University of Georgia
- 2017
 - Member, Department of SWP developmental committee, University of West Georgia
 - Member, Sport management faculty search committee, University of West Georgia
 - Member, College of Education personnel committee, University of West Georgia
 - Member, Doctoral student’s dissertation committee (x1), University of West Georgia

SOFTWARE SKILLS

- Statistics: R, Mplus, STATA, HLM, NodeXL, SmartPLS, SPSS
- Data Visualization: Tableau
- Spreadsheet: Windows Excel
- Database: Windows Access
- Web Development: WordPress

ACADEMIC MEMBERSHIPS

North American Society for Sport Management	2012 - Present
Sport Marketing Association	2013 - Present

Association of Marketing Theory and Practice
World Association for Sport Management

2016 - Present
2017 - Present