

**Dr. Bo Li**  
**Assistant Professor of Sport Leadership and Management**  
**Miami University (OH)**  
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Twitter: [@normanli](https://twitter.com/normanli)

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## **EDUCATION**

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- University of Arkansas** **2013-2016**  
**Fayetteville AR**  
Doctoral of Education in Recreation and Sport Management  
Dissertation: Why we follow: How culture shapes users' motivation of following sport organizations on Twitter and Weibo  
Committee members: Dr. Stephen W. Dittmore; Dr. Sarah Stokowski; Dr. Wen-Juo Lo; Dr. Kasey Walker
- University of New South Wales** **2006-2007**  
**Sydney, NSW, Australia**  
Master of Arts in International Relations
- University of Wollongong** **2005-2006**  
**Wollongong, NSW, Australia**  
Master of International Business
- Guangzhou University** **1999-2003**  
**Guangzhou, Guangdong, China**  
B.A. in Radio & TV News Broadcasting

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## **PROFESSIONAL EXPERIENCE**

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- Miami University**, Oxford, Ohio **August 2019- Present**  
Position: Assistant Professor in Sport Leadership and Management
- St. Ambrose University**, Davenport, IA **August 2016- May 2019**  
Position: Assistant Professor in Kinesiology (Sport Management)
- University of Arkansas at Fayetteville** **August 2013- June 2016**  
Position: Graduate Assistant in Recreation and Sport Management

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## **HONORS, AWARDS, & PRIZES**

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2022 Outstanding Professor Award (OPA), Miami University Associated Student Government

2022 Received Career Grant of \$2750 from Miami University Career Center for supporting sports sales competition

2020 Received Career Grant of \$900 from Miami University Career Center for supporting our esports program

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## RESEARCH STATEMENT AND INTERESTS

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Based on my previous professional experience in the sport media industry, my research interests lie in the intersection of digital media, mass media, branding, and consumer behaviors, in particular, my scholarship aims to advance our understanding of how different forms of media are used in connecting customers at different levels. Given the rapidly evolving nature of sport communication and sport marketing studies, there is an increasingly international outlook for research in these areas. Using both my industry knowledge and my academic expertise, my primary scholarly interests have been concentrating on the following six themes:

- (1) Digital Media in Sports Industry,
- (2) Cross-cultural Digital Media Management
- (3) Media Framing of Global Mega Events
- (4) Sports Media Practice
- (5) Branding and Sponsorship
- (6) Others

Reflecting on my academic career, I consider that I have been very successful in my research endeavors. I have published three (3) edited books, eleven (11) book chapters, one (1) invited publication, and thirty-seven (37) peer-reviewed articles (including in press), of which 14 are first-authored on the publication. Among these articles, five of them contained graduate students (2 Miami graduate students), and one included a Miami undergraduate student. The journals that I have published in top leading journals in the sport management field, including *Sport Management Review*, *International Journal of Sport Finance*, *Sport Marketing Quarterly*, and also leading journals in communication studies, *Media Culture and Society*, *Communication & Sport*, and *International Journal of Sport Communication*. In particular, a manuscript, *Why we follow: Exploring differences in users' motivations following sport organizations on Twitter and Weibo*, has been published in *Sport Management Review*, which is one of the top two leading journals in the sport management field, with the highest impact factor among all sport management journals (IF:6.064).

Based on Google Scholar, as of Dec 30, 2022, my published manuscripts have been cited 519 times. On the ResearchGate website, my research has been read 30,355 times and has been cited 310 times. On the Academia website, my publications were searched by 2743 times.

I have 49 conference presentations, which include international conferences such as the North America Society of Sport Management (NASSM) Conference, Sport Marketing Association (SMA) conference, the International Association of Communication and Sport conference (IACS), the International Association for Media and Communication Research conference and Global Sport Business Association (GSBA) conference.

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**ACADEMIC PUBLICATIONS**


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**Books**

1. Pedersen, P M., Ruihley, B.J. & **Li, B.** (2020). *Sport and the Pandemic: Perspectives on COVID-19's impact on the Sport industry*. London: Routledge.
2. **Li, B.** & Sharper, S. (2021). *Sport Administration*. Dubuque, IA: Kendall Hunt Publishing
3. Ruihley, B. J. & **Li, B.** (2021). *Administration and governance in global sport business*. Dubuque, IA: Kendall Hunt Publishing.

**Book Chapters**

1. \*Sharpe, S., Scott, O., & **Li, B.** (2022). COVID-19 and social media use by professional sport organisations. In S. Frawley & N. Schulenkorf (Eds.) *Routledge Handbook of Sport and COVID-19* (pp. 152-160). London: Routledge.
2. **Li, B.** (2021) Self-Presentation. In P. M. Pedersen (Eds.), *Encyclopedia of Sport Management*. London: Routledge.
3. Warwick, R\*. & **Li, B.** (2021) Use & Gratifications. In P. M. Pedersen (Eds.), *Encyclopedia of Sport Management*. London: Routledge.
4. Ruihley, B. J. & **Li, B.** (2021). An introduction to sport organization. In B. J. Ruihley, & **B. Li** (Eds.), *Administration and governance in global sport business*. Dubuque, IA: Kendall Hunt Publishing.
5. **Li, B.** & Scott, O. (2021). Governance of Professional Individual Sports. In B. J. Ruihley, & **B. Li** (Eds.), *Administration and governance in global sport business*. Dubuque, IA: Kendall Hunt Publishing.
6. **Li, B.**, & \*Xiao, L. (2021). Governance of professional individual sports. In B. Li, & S. Sharper (ed.) *Sport Administration*. Dubuque, IA: Kendall Hunt Publishing.
7. \*W, J. & **Li, B.** (2021). Olympic governance. In **B. Li.**, & S. Sharpe (ed.) *Sport Administration*. Dubuque, IA: Kendall Hunt Publishing.
8. \*Sharpe, S. & **Li, B.** (2021). Sport governance. In **B. Li.**, & S. Sharpe (ed.) *Sport Administration*. Dubuque, IA: Kendall Hunt Publishing.
9. Pedersen, P. M., Ruihley, B. J. & **Li, B.** (2020). Overview of Perspectives on a Global Pandemic's Impact on the Sport Industry. In P. M. Pedersen, B. J. Ruihley, & **B. Li** (Eds.), *Sport and pandemic: Perspectives on Covid-19's impact on the sports industry* (pp. 1-4). London: Routledge.
10. Zhang, J., **Li, B.** & Ruihley, B. J. (2020). Covid-19 and the Chinese Super League: Managing the world's most popular sport in a time of global crisis. In P. M. Pedersen, B. J. Ruihley, & **B. Li** (Eds.), *Sport and pandemic: Perspectives on Covid-19's impact on the sports industry* (pp.119-126). London: Routledge.
11. **Li, B.** & Scott, O. (2019). Online streaming service: FIFA World Cup's next target in China? In Jonathan Sullivan (ed.) *China's Football Dream* (eBook). University of Nottingham  
<https://www.nottingham.ac.uk/asiaresearch/documents/cso-ebook.pdf>

**Invited Manuscripts**

1. Ruihley, B.J., & **Li, B.** (2020). Sport and the coronavirus crisis special issue: An introduction (editor reviewed). *International Journal of Sport Communication*, 13(3).

**Published manuscripts** (\*graduate student)

1. **Li, B.**, Scott, O., Wang, J.J. & Xiao, L. (accepted). Generation and media consumption: An examination of Chinese audience's media behaviors during the Tokyo Olympic Games. *International Journal of Sport Communication*
2. Xu, M., **Li, B.**, Scott, O.K M., & Wang, J.J. (accepted). No longer watching sports on TV? Exploring young educated sports customers' perceptions of watching live sports on OTT services. *International Journal of Sport Marketing and Sponsorship*.
3. Scott, O.K.M., **Li, B.**, & Bingaman, J. (accepted) Equity achieved? Examining male and female athlete portrayals through the lens of the Gold Coast during Australian prime time coverage of the 2018 Commonwealth Games. *Communication & Sport*
4. Scott, O.K.M. & **Li, B.** (2022 online first). Covering the home nation at its home games: An analysis of Australian nationalistic broadcast coverage of the 2018 Commonwealth Games, *Communication & Sports*.
5. **Li, B.**, Scott, O., \*Sharpe, S., Stokowski, S & \*Zhong, Q. (2022). Patriot, expert, or complainer? Exploring athlete's self-presentation strategies at the 2018 PyeongChang Olympic Games. *Sport Marketing Quarterly*, 31(3).
6. **Li, B.**, Scott, O.K.M., \*Sharpe, S., &\*Zhong, Q. (2022). Unfair, innocent, flamed: Examining how Chinese public perceived Sun Yang's 8-year ban. *International Journal of Sport Communication*
7. Wang, J. J., Qian, T. Y., **Li, B.**, & Mastromartino, B. (2022). Reversing equity transfer in sponsorship for competitive advantage of emerging local events: quantitative evidence from an experimental study. *International Journal of Sports Marketing and Sponsorship*.
8. Stokowski, S., Paule-Koba, A.L., Huml, M.R., Koch, M.C., & **Li, B.** (2022). Sport Management: Who we are and where we are going. *The Psychical Educator*.
9. Scott, O.K.M., Burton, N. & **Li, B.** (2022). Sponsor and ambush marketing during the 2018 Commonwealth Games on Twitter and Instagram. *International Journal of Sport Marketing and Sponsorship*.
10. Scott, O.K.M., & **Li, B.** (2022). Gender representation at the 2018 Winter Olympic Games from an Australian broadcast perspective. *International Journal of Sport Communication*.
11. **Li, B.**, Naraine, L. M., Zhao, L., & Li, C.\* (2021). A magic "bullet": Exploring sport fan usage of on-screen, ephemeral posts during live stream sessions. *Communication & Sports*.
12. **Li, B.**, Scott, O., Naraine, L. M. & Ruihley, B., (2021). Tell me a story: Explore elite female athletes' self-presentation via Instagram Stories. *Journal of Interactive Advertising*.
13. Scott, O.K.M, **Li, B.** & Mighton, S. (in press). A Summer Country's Coverage of a Winter Event: Australian Nationalistic Broadcast Focus of the 2018 Winter Olympic Games. *Communication & Sport*.
14. **Li, B.** & Scott, O., (2020). Fake news travels fast: Exploring w misinformation circulated around Wu Lei's Coronavirus case, *International Journal of Sport Communication*, 13(3), 505-513.
15. Abisaid, J.L. & **Li, B.** (2020). She Said, He Said: An empirical investigation of sports journalist gender, tweets, and language Style. *Communication & Sports*, 8(6), 757-781.
16. Stokowski, S., **Li, B.**, Hutchens, N. S., Bell, C. A., & Shaw, A. A. (2020). Students are the reason most of us have jobs": Sport management faculty members' perception of and attitudes toward students. *The Physical Educator*, 77(5), 854-878.
17. Wang, J. J., Braunstein-Minkove, J. R., Baker, T. A., **Li., B.**, & Zhang, J. J. (2020). Self-branding through

the NFL fanship: Fans' desired self-image and its implication for branding practices. *Sport Marketing Quarterly*, 29 (1), 47-61.

18. **Li, B.**, Scott, O.K.M., \*Sharpe, S., \*Xu, Q., & Naraine, M. (2019). 'Drug cheat or a jerk?': A comparative analysis of framing athletes' conflicts in Australian and Chinese media, *International Journal of Sport Communication*.
19. Wood, E., Dittmore, S.W., Stokowski, S., & **Li, B.** (2019). Perceptions of Division I Athletic Director Career Path. *Journal of Higher Education Athletics & Innovation*.
20. **Li, B.**, \*Liu, Y., Scott, O.K.M., & Stokowski, S. (2019). Does star power boost soccer match attendance? Empirical evidence from the Chinese Super League. *International Journal of Sport Finance*, 14(2), 97-109.
21. Hutchins, B., **Li, B.**, & Rowe, D. (2019). Over-the-top sport: Live streaming services, changing coverage rights markets, and the growth of media sport portals. *Media Culture and Society*, 41(7), 975-994
22. Stokowski, S., **Li, B.** \*Turk, M, \*Fridley, A., & \*Hutchens, N.S. (2019). The forgotten kids: Experiences of potential student-athletes at a postsecondary football preparatory school, *Journal of Amateur Sport*, 5(2), 39-56.
23. **Li, B.**, Dittmore, S.W., Scott, O. K. M., Lo, W., & Stokowski, S. (2019). Why we follow: Exploring the differences in users' motivations for following sport organizations on Twitter and Weibo. *Sport Management Review*, 22(3), 333-347.
24. **Li, B.**, Scott, O.K.M., & Dittmore, S.W. (2018). Twitter and Olympics: Exploring Factors Which Impact Fans Following American Olympic Governing Bodies. *International Journal of Sports Marketing and Sponsorship*, 19 (4), 370-383.
25. Stokowski, S, **Li, B.**, & \*Goss, B.D., \*Hutchens, S., & \*Turk, M. (2018). Work motivation and job satisfaction of sport management faculty members. *Sport Management Educational Journal*, 12(2), 80-89.
26. Underhill, J., Rofle, D.T., & **Li, B.** (2018). Flying Towards Success: Aviation Living-Learning Community and effect of GPA and Persistence to Graduation. *International Journal of Humanities and Social Science Invention*, 7 (5).
27. Dittmore, S.W. & **Li, B.** (2017). Serve and volley: A political economy view of The Tennis Channel's 5-year quest for carriage. *Journal of Sport Media*, 12(2), 103-123.
28. Stokowski, S., Dittmore, S.W., Stine, G. B., & **Li, B.** (2017). A framework for understanding which factors predict positive APR scores at NCAA Division I, *Journal of Contemporary Athletics*, 11(3).
29. \*Turk, M., Stokowski, S., **Li, B.**, & Shipherd, A.M. (2017). The embodied experience of a Football Championship Subdivision student-athlete. *Journal of Higher Education Athletics & Innovation*, 1 (2), 49-74.
30. **Li, B.**, Dittmore, S.W., & Scott, O.K.M. (2017). Points of attachment on social media: Exploring similarities and differences between Chinese and Western National Basketball Association fans. *Asia Pacific Journal of Sport and Social Science*, 6 (3), 201-215.
31. **Li B.**, Stokowski, S., Dittmore, S. W. & Scott, O.K.M. (2017). For better or for worse: The impact of social media on Chinese sports journalists. *Communication and Sport*, 5 (3), 311-330.
32. Rolfe, T.D., Malmo, J., & **Li, B.** (2017). Comparative analysis of recreation management curricula among Doctoral-Granting universities. *The OAHPERD Journal*, 54 (2), 58-73.

33. Li, B., Stokowski, S., Dittmore, S. W., Malmo, J., & Rolfe, D.T. (2017). A case study of self-representation on Twitter: A gendered study of how student-athletes frame themselves. *Global Sport Business Journal*, 5(1), 61- 75.
34. Park, J., Park, M., Shin, J., Li, B., Rolfe, D., Yoo, J., & Dittmore, S. W. (2016). The effect of sports participation on Internet addiction mediated by self-control: A Case of Korean adolescents, 37(3), 164-169. *Kasetsart Journal of Social Sciences*. <http://dx.doi.org/10.1016/j.kjss.2016.08.003>
35. Li B., Stokowski, S., Dittmore, S. W. & Scott, O.K.M. (2016). How mediated sporting events constituted nationalism? An analysis of Chinese newspaper coverage of the 2014 Incheon Asian Games. *International Journal of Sport Communication*, 9, 79-96.
36. Li, B., Dittmore, S. W. & Park, J. (2015). Exploring different perceptions of coach-athlete relationship: The case of Chinese Olympians. *International Journal of Coaching Science*, 9(2), 59-76.
37. Park, J., Li, B., & Dittmore, S. W. (2015). What motivates Chinese sports fans to subscribe to athletes' social media accounts? *Journal of the Korea Academia-Industrial Cooperation Society*. 16(2), 1604-1072.

#### **Manuscripts in Review**

1. Li, B., Wang, J, J., & Scott, O. (under review). Journalists as event consumers: Effects of media Service quality on journalists' behavioral intentions. *International Journal of Sport Management and Marketing*
2. Li, B., Scott, O., Zhang, L. & Jin, S. (under review). Are they really Chinese? Examining Chinese audiences' emotions and perceptions toward athlete naturalization at the 2022 Winter Olympics, *Communication & Sport*

#### **Manuscripts (In Progress)**

1. Li, B., Scott, O., Horky, T. & Chari, T. (in progress). Exploring five countries' Olympic audiences' viewing behaviors during the 2020 Olympic Games. Target journal: *Journal of Sport Management*
2. Zhang C. J. Li, B. & Scott, O. (in progress). Exploring the relationships between rebranding perceptions and brand loyalty: The case of the Davis Cup. Target journal: *International Journal of Sport Marketing and Sponsorship*.
3. Abisaid, J., & Li, B., (in progress). Off the board: A Uses and Gratification Exploration of sports fans and sports gamblers. Target Journal: *Communication & Sport*.
4. Li, B., Ruihley B., Redett, S., & Scott, O. (in progress). Watching TV or online? Exploring how American audiences watched the 2020 Tokyo Olympic Games.
5. Xiao, L., Li, B., & Scott, O. (in progress). What is Chinese Taipei? Exploring how Taiwanese broadcast incorporates nationalism in Tokyo Olympic coverage.

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#### **REFREED CONFERENCE PERSENTATION**

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#### **2022**

1. Li, B. (2022). Same Olympic yet different motivations: Comparing Chinese and American Audience consumption of the 2022 Beijing Winter Games. Paper presented at Transition, Transformation, Transcendence: International Forum on the Olympic Communication and Media

Operation in East Asia (2018-2022).

2. **Li, B.**, Ruihley B. & \*Redett, S., (2022). Watching TV or online? Exploring how American audiences followed the 2020 Tokyo Olympic Games. Paper presented at 2022 International Association of Sport and Communication conference.
3. **Li, B.**, Scott, O., \*Wang, J., & \*Xiao, L. (2022). Unfair, innocent, flamed: Examining how the Chinese public perceived Sun Yang's 8-year doping ban. Paper presented at the 2021 International Association of Sport and Communication conference.
4. Wang, J.J., **Li, B.**, & Zhang, J. J. (2022). Leveraging sport-mediated self-branding to enhance senior generation Z's well-being. Paper presented at the World Association for Sport Management Conference (online).

## **2021**

5. Scott, O.K.M., & **Li, B.** (2021) Covering the home nation at its home games: An analysis of Australian nationalistic broadcast coverage of the 2018 Commonwealth Games. Paper presented at 2021 SMAANZ conference (online).
6. **Li, B.**, & \*Xiang, L. (2021 February). Fake news travels fast: Exploring w misinformation circulated around Wu Lei's Coronavirus case, Paper presented at 2021 Applied Sport Management Conference (online).
7. Zhang, J., **Li, B.**, Ruihley, B. J. & Pedersen, P. M., (2021). Covid-19 and the Chinese Super League: Managing the world's most popular sport in a time of global crisis. Paper presented at 2021 Applied Sport Management Conference (online).
8. **Li, B.**, Scott, O.K.M., Naraine, L. M. & Ruihley, B., (2021). Tell me a story: Explore elite female athletes' self-presentation via Instagram Stories. Paper presented at the 2021 International Association of Sport and Communication conference (online).

## **2020**

9. Rofle, D. T., Malmo, J. R., **Li, B.**, & Cork, B. C. (2020 February). Hitting the Bullseye: A Case study and practical examination of College Archery. Paper presented at 2020 *Global Sport Business Conference*, Mexico.

## **2019**

10. **Li, B.**, Scott, O., Sharpe, S., & Wang, J. J. (2019 November). Patriot, Role Model, or Winner? Exploring Olympic *athletes' self-branding strategies*. 2019 *Sport Marketing Association (SMA) conference*, Chicago, IL.
11. **Li, B.**, Wang, J. J., Scott, O., Ugrinov, Y. & Rolfe, D. (2019 May). Journalists as event consumers: effects of media service quality on journalists' behavioral intentions. Paper presented at 2019 *Conference of the North American Society for Sport Management (NASSM)*, New Orleans, IA.
12. Hutchins, B., **Li, B.**, Rowe, D. (2019 June). Over-the-top sport: Live streaming services, changing coverage rights markets, and the growth of media sport portals. 2019 *International Association for Media and Communication Research (IAMCR)*, Madrid, Spain.
13. Abisaid, J. L. & **Li, B.** (2019 April). She Said, He Said: An empirical investigation of sports journalist gender, tweets, and language Style. Paper presented at 2019 *International Conference of Communication and Sport*, Boise, Idaho.
14. Rolfe, D. T., Cork, B. C., Underhill, J. J., **Li, B.**, & Malmo, J. R. (2019 February). Going the distance: A longitudinal study of the Boston Marathon's sponsorship activation. Paper presented at 2019 *Global Sport Business Conference*, Mexico.

## **2018**

15. Li, B. Scott, O. K. M., Burton, N. (2018 October). Ambush marketing during the 2018 Commonwealth Games on Twitter and Instagram. Paper presented at *2018 Sport Marketing Association (SMA) Conference*, Dallas, TX.
16. Scott, O. K. M., Billings, A., Li, B., \*Sharpe, S., & \*Xu, Q. (2018 June). Examining nationalism during the Commonwealth Games: An analysis of Australian Broadcast Commentary during the 2018 Commonwealth Games, Paper presented at *2018 Conference of the North American Society for Sport Management (NASSM)*, Halifax, Canada.
17. Li, B., Scott, O. K. M., \*Sharpe, S., & \*Xu, Q. (2018 June). 'Drug cheat or a jerk?': A comparative analysis of framing athletes' conflicts in Australian and Chinese media, Paper presented at *2018 Conference of the North American Society for Sport Management (NASSM)*, Halifax, Canada.
18. Li, B., Scott, O. K. M., Dittmore, S. W., Rolfe, D., & Malmo, J. (2018 March). What factors impact soccer match attendance? Empirical evidence from the Chinese Super League. Paper presented at *2018 Global Sport Business Conference*, Mexico.
19. Rolfe, D. T., Underhill, J. J., Cork, B. C., Li, B., & Malmo, J. R. (2018 March). Tweet, fly and run: The Boston Marathon and corporate airline sponsorship. Paper presented at *2018 Global Sport Business Conference*, Mexico.
20. Malmo, J. R., Rolfe, D.T., & Li, B., (2018 March). Roughing the Intern: A Case Study Involving an Indoor Football Team. Paper presented at *2018 Global Sport Business Conference*, Mexico.
21. Malmo, J. R., Rolfe, D.T., Cork, B. C., & Li, B. (2018 March). Money, Mayweather, and piracy: Notorious live streaming of the biggest pay-per-view event in history. Paper presented at *2018 Global Sport Business Conference*, Mexico.
22. Cork, B. C., Rolfe, D. T., Underhill, J. J., Malmo, J. R., & Li, B. (2018 March). On your mark, get set, Hashtag! A case study of the Boston Marathon's use of social media. Paper presented at *2018 Global Sport Business Conference*, Mexico.
23. \*Son, J., Sung, J., Malmo, J., Li, B., Dittmore, S. W. (2018 March). Different perceptions of service quality by gender: Korean Ladies Professional Golf Tournament. Paper presented at *2018 Global Sport Business Conference*, Mexico.

## **2017**

24. Li, B., Dittmore, S. W., Lo, W., Scott, O. K. M., & Stokowski, S. (2017 November). Exploring the differences in NBA fans' motivations for following sport organizations on Twitter and Weibo. Paper presented at *2017 Sport Marketing Association (SMA) Conference*, Boston, MA.
25. Li, B., Scott, O. K. M., Dittmore, S. W., & \*Wang, S. (2017 August). Twitter and Olympics: Exploring Factors that Impact Fans Following American Olympic Governing Bodies. Paper presented at *2017 Association for Education in Journalism and Mass Communication (AEJMC)*, Chicago, IL.
26. Wood, E., Dittmore, S. W., Stokowski, S., & Li, B. (2017 April). Perceptions of Division I Athletic Director Career Path. Paper presented at *2017 10<sup>th</sup> Annual CSRI Conference on College Sport*.
27. Li, B., Dittmore, S.W., Scott, O. & Yoo, J. (2017 March). Points of attachment on social media: Exploring differences between Chinese and Western sport fans. Paper presented at *2017 International Association of Communication and Sport*, Phoenix, AZ.
28. \*Yoo, J., Li, B., \*Kim S., Yang, J., \*Song, D., Kim, W., & Dittmore, S. W. (2017 February). Investigating the Relationships between service quality and behavioral intentions: A case study of the F1 Chinese Grand Prix. Paper presented at *2017 Applied Sport Management Conference*, Waco, TX.



**2016**

29. Stokowski, S., **Li, B.**, Wilson, C. H., \*Turk, M., Dittmore, S. W., Rode, C., & Goss, B. (2016 June). I am not a tyrant: Sport management faculty members' attitudes toward students. Paper presented at *2016 NASSM*. Orlando, FL.
30. **Li, B.**, Dittmore, S. W., Stokowski, S., \*Turk, M., & \*Yoo, J. (2016 June). Why we follow: Exploring how culture shapes users' motivations for following sport organizations on Twitter and Weibo. Paper presented at *2016 Conference of the North American Society for Sport Management (NASSM)*, Orlando, FL.
31. Stokowski, S., \*Turk, M., **Li, B.**, & Mioseichik, M. (2016 April). NCAA Eligibility Legislation and Student-Athletes with Learning Disabilities. Paper presented at *2016 the College Sport Research Institute*. Columbia, SC.
32. Dittmore, S. W. & **Li, B.** (2016 March). Serve and volley: A political economy view of The Tennis Channel's 5-year quest for carriage. Paper presented at *2016 9<sup>th</sup> Summit of International Association of Communication and Sport*.
33. Kim, S., Yoo, J., **Li, B.**, & Dittmore, S. W. (2016 February). Comparison of motivational factors to participate in sport activities between American and Korean Students. Paper presented at *2016 Applied Sport Management Conference*. Baton Rouge, LA.
34. **Li, B.**, Stokowski, S., Malmo, J., Rolfe, D., & Dittmore, S. W. (2016 February) A gendered study of how student-athletes frame themselves on Twitter. Paper presented at *2016 Global Sport Business Conference*, Bahamas.

**2015**

35. Stokowski, S., Shipherd, A., **Li, B.**, & Turk, M. (2015, November). In front of my family: The FCS in-season experience. Paper presented at the *2015 North American Society for the Sociology of Sport*. Santa Fe, NM.
36. Yoo, J., Kim, W., **Li, B.**, & Moiseichik, M. L. (2015 October). Examining motives of participants in campus recreation: A cross cultural study. Paper presented at the *2015 Conference of the Sport Marketing Association (SMA)*, Atlanta, GA.
37. Stokowski, S., **Li, B.**, & Dittmore, S. W. (2015 June). It's a love/hate relationship: Work motivation and job satisfaction of sport management faculty members. Paper presented at the *2015 Conference of the North American Society for Sport Management (NASSM)*, Ottawa, Canada.
38. **Li, B.**, Stokowski, S., Yoo, J. & Dittmore, S. W. (2015 June). How mediated sporting events constituted nationalism? An analysis of Chinese newspaper coverage of the 2014 Incheon Asian Games. Paper presented at the *2015 Conference of the North American Society for Sport Management (NASSM)*, Ottawa, Canada.
39. **Li, B.**, Stokowski, S., Xiao L., Zong, S. & Dittmore, S. W. (2015 March). Twitter and Tennis: How professional players tweet in a Grand Slam event. Paper presented at the *8<sup>th</sup> Summit of International Association of Communication and Sport*, Charlotte, NC.
40. **Li, B.**, Malmo, J., Liu, J., Zong, S. & Dittmore, S. W. (2015 March). Has social media changed sport journalism? The case study of China. Paper presented at the *8<sup>th</sup> Summit of International Association of Communication and Sport*, Charlotte, NC.
41. Dittmore, S. W., Malmo, J., & **Li, B.** (2015 March). College athletic annual reports: Governmental requirement or public relations vehicle? Paper presented at *2015 Sport and Recreation Law Association Conference*, Charlotte, NC.

42. Park, J., Li, B., & Dittmore, S. W. (advisor) (2015 February). What motivates Chinese sports fans to subscribe to athletes' social media accounts? Paper presented at *2015 Southern Sport Management Association Conference*, Baton Rouge, LA.
43. Li, B., Rolfe, D., & Dittmore, S. W. (2015 February). Different perceptions of coach-athlete relationship between Chinese Olympians and Western Olympians. Paper presented at *2015 Global Sport Business Conference*, Bahamas.
44. Li, B., Malmo, J., & Rolfe, D. (2015 Feb). The assessment of motivation of volunteers in 2014 Brazil World Cup. Paper presented at *2015 Global Sport Business Conference*, Bahamas.
45. Park, J., Park, M., Shin, J., Li, B., Rolfe, D., Yoo, J., & Dittmore, S. W. (2015 February). The Effect of Sports Participation on internet addiction mediated by self-control: a case of Korean adolescents. Paper presented at *2015 Global Sport Business Conference*, Bahamas.
46. Malmo, J., Rolfe, D., & Li, B. (2015 February). Black Belts and High Heels: An Analysis of Gender Representation on Martial Arts Magazine Covers. Paper presented at *2015 Global Sport Business Conference*, Bahamas.

## **2014**

47. Li, B., Park, J., Yoo, J., Li, S., & Dittmore, S. W. (2014 April). Analysis of collegiate athletics' online social network: focusing on University of Arkansas official Twitter accounts. Paper presented *7<sup>th</sup> Annual College Sport Research Institute Conference on College Sport*, Columbia, SC.
48. Yoo, J., Li, B., Park J., & Dittmore, S. W. (2014 February). The network and content analysis of American Olympic writers regarding the Olympic messages: focusing on Twitter. *University of Georgia Sport Business Symposium*, Athens, GA.
49. Park J., Yoo, J., Li, B., & Dittmore, S. W. (2014 February). Network analysis of U.S. winter Olympic network: focusing on Twitter. *University of Georgia Sport Business Symposium*, Athens, GA.

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## **RESEARCH GRANTS**

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### **Internal Grants**

1. Li B. (2021). Five Rings Five platforms: exploring motivational differences of Olympic audiences' media consumption in five major markets. Research/Scholarship enhancement fund. One-month salary.
2. Li B. (2020). Too old to fail? Examining internal and external rebranding of the Davis Cup Finals. Committee on Faculty Research: Summer Research Appointment. Salary for Summer 2021, \$6200.
3. Li B. (2019). Tell me a story: Explore elite female athletes' self-presentation via Instagram Stories. College of Education, Health and Society Summer Research Awards, \$6,000 (it has been cut to \$3000 due to COVID).
4. Li B. (2018). College of Health and Human Services Faculty Scholarship Grant. Funded by St. Ambrose University CHHS, \$2,250.
5. Li B. (2017). College of Health and Human Services Faculty Scholarship Grant. Funded by St. Ambrose University CHHS, \$2,000.
6. Li B. (2017). Faculty Development Centre Conference Grant. Funded by St. Ambrose University Faculty Development Center in the amount of \$ 1,000.
7. Li B. (2016). Faculty Development Centre Conference Grant. Funded by St. Ambrose University Faculty Development Center in the amount of \$ 1,000.

8. Li B. (2015). Research Travel Grant. Funded by the University of Arkansas Graduate School in the amount of \$1,112.
9. Li B. (2014). Research Travel Grant. Travel to the University of Georgia Sport Business Symposium. Funded by the University of Arkansas Graduate School in the amount of \$1,112.

**External Grants:**

Although very limited research grants are available in sport management, I am still trying my best to explore external grant research opportunities. I have submitted two external grants during my tenure period, which were unfunded. However, I plan to continue exploring other external funding opportunities in the future.

1. **Li, B.**, Scott, O., Rauhley, B., & Modia, I. (2020) Too old to fail? Examining internal and external rebranding of the Davis Cup Finals. Sport Marketing Association Research Grant, \$3,000. (Not funded).
2. Scott, O & **Li B.** (2019) Examining the general public's perceptions of IOC's roles and reputations: A multinational study. International Olympic Committee Research Grant, \$20,000 (Not funded).

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**MEDIA INTERVIEWS & PUBLIC OP-EDS**

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1. Li, B. (July 31, 2021). Athlete mental health and nationalism issues during the 2020 Tokyo Olympics. VOA Chinese [https://www.voachinese.com/a/olympics-athlete-withdrawal-20210730/5985802.html?utm\\_source=twitter&utm\\_medium=social&utm\\_campaign=dlvr.it](https://www.voachinese.com/a/olympics-athlete-withdrawal-20210730/5985802.html?utm_source=twitter&utm_medium=social&utm_campaign=dlvr.it)
2. Li, B (August 8, 2021). China's preparation for the 2022 Winter Olympic Games. AFP
  - a. <https://www.france24.com/en/live-news/20210808-tokyo-hands-olympic-baton-to-beijing-but-virus-boycott-calls-weigh>
3. Li, B (May, 5, 2022). Future plan of Chinese Soccer, AFP. <https://www.france24.com/en/live-news/20220520-dazzling-but-empty-stadiums-a-symbol-of-china-s-fading-football-dream>
4. Li, B (Nov 2, 2022). The 2022 FIFA World Cup Prediction, Wallethub <https://wallethub.com/blog/world-cup-by-the-numbers/4433>
5. Beissel, A.S., Maddox, C., & **Li, B.** (December 15, 2021). Roundtable Discussion on the 2022 Beijing Winter Olympics. Reframe Podcast – Episode 87. The Miami University College of Education, Health, and Society. <https://miamioh.edu/news/2022/01/how-geopolitics,-the-pandemic,-and-gender-equality-will-impact-the-2022-beijing-winter-olympics.html>
6. Li, B. (December 2016). 2016 the Sport Commercials Highlights. Sports Business Journal International

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**TEACHING**

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**Miami University, Oxford, Ohio****August 2019- Present****Position:** Assistant Professor in Sport Leadership and Management

- SLM 472/572 Sport Administration
- SLM 416/516 Sport Marketing
- SLM 414/514 Facilities and Event Management in Sport
- SLM 636 Sport Communities and Public Relations

**St. Ambrose University, Davenport, IA****August 2016- May 2019****Position:** Assistant Professor in Kinesiology (Sport Management)

- KIN 191 Introduction to Sport Management
- KIN 307 Planning and Management of Sport Facilities and Events
- KIN- WI 306 Promotion and Marketing in Sports
- KIN 401 Special Topic in Sport Management (Sport Communication)
- KIN 408 Capstone in Sport Management
- KIN 225 Visual Communication and Technology in Sport Management
- KIN 292 Practicum in Sport Management
- KIN 141 Wellness Concept (online)

**University of Arkansas at Fayetteville****August 2013- June 2016****Position:** Graduate Assistant in Recreation and Sport Management

- RESM 3083 Research in Recreation and Sport,
- RESM 4003 Management in Recreation and Sport
- RESM 3843 Sport, Recreation and Sport Facilities
- RESM 2853 Leisure and Society (Online).
- RESM 440V Internship

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**SUPERVISION, COMMITTEES, & ADVISING**


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**DOCTORAL THESIS EXTERNAL REVIEWER**

Craig Sims (Bond University, Australia) 2022 Summer

Title of thesis: The nature of Gen-Z's influence on the future of printed surf magazines

**MASTER'S COMMITTEE CHAIR/ADVISOR**

<b>Student Name</b>	<b>Year</b>	<b>Committee</b>	<b>Title of thesis/exit exam</b>
Jay (Jiaying) Wang	Spring 2020	Thesis	Examining the impacts of U.S. natives' attitudes toward NCAA international student-athletes on Mid-American Conference international student-athletes' college experience and transition
Riley Balsmeyer	Spring 2020	Exit exam	Perceived social support from coaches: Links to depression symptomatology, stigma beliefs, and

			willingness to seek mental health help in female collegiate student-athletes
Shae-Lynn van Gassen	Spring 2021	Comp exam	N/A
Nanci Jones	Spring 2021	Comp exam	N/A
Abby Hoff	Spring 2021	Comp exam	N/A
Elise Walker	Spring 2022	Exit project	Internal factors that predict football game attendance at mid-major Division I universities.
Ryan Solis	Spring 2022	Exit project	Exploring the perceived mental health benefits through intramural sport participation by college students.
Warwick Reider	Spring 2022	Exit project	An investigation into the feelings of collegiate track athletes towards Intersex athletes in competition.
Sarah Burns	Spring 2022	Exit project	DI women's track athletes: the negotiation between idealized feminine form and the physiological demands for sporting success
Jordan Diamond	Spring 2022	Exit project	Risk management at Tokyo Olympic Games
Mengyan Shi	Fall 2022	Exit project	The examination of public perceptions towards naturalized soccer players in China.

### SUPERVISION OF INDEPENDENT WORK

Student Name	Year	Independent research/studies	Title of research
Jay (Jiaying) Wang	Spring 2020	Independent research	Instagram studies
Fang Yuan	Spring 2020	Undergrad Associates Program	N/A
Jintao Yu	Spring 2021	Independent research	Market analysis
Ryan Lamb	Spring 2021	Undergrad Associates Program	N/A
Warwick Reider	Fall 2021	Independent study	Testosterone Rules and Fairness in Sports
Jacob Orona	Spring 2022	Undergrad Associates Program	N/A

### SERVICES

#### University Level

Miami University

2019- Present

The Education, Health and Science Committee for the Evaluation of Administrators  
Committee member

Sport Leadership and Management Department

Personnel Committee

2020- Present

Graduate Student Selection Committee 2020- Present

St. Ambrose University: Department of Kinesiology 2017, 2018  
 Scholarship Review Committee Member  
 Student Handbook Committee  
 Sport Management Faculty Search Committee  
 Student Conduct Review Broad member

### **Professional Service, Regional and National Level**

#### Memberships in Professional Organizations

- North American Society for Sport Management (NASSM)
- Global Sport Business Association (GSBA)
- International Association for Communication and Sport (IACS)
- Sport Marketing Association (SMA)

#### Editorial Review Board

- International Journal of Social Science Studies 2017- 2020  
Ad Hoc Reviewer
- Journal of Athlete Development and Experience 2018 – 2021  
Editorial Board member
- International Journal of Sport Communication 2017-2020  
Reviewer
- Communication and Sport 2020  
Reviewer
- International Journal of Sport Marketing and Sponsorship 2019-2020  
Reviewer
- International Conference of Communication and Sports 2017, 2019  
Reviewer

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## **MISCELLANEOUS CERTIFICATES**

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### **edX programs**

Georgia Institute of Technology

- ISYE 6501x: Introduction to Analytics Modeling [Certificate](#)
- MGT 6203x: Data Analytics for Business
- CSE6040x: Computing for Data Analysis

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## **PROFESSIONAL EXPERIENCES**

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**Freelancing News Writer, TV presenter**

**2013-Present**

- Reported the 2014 FIFA World Cup in Brazil

- Hosted an online video show *Stars Face to Face* where I interviewed NBA stars Steve Nash, Ricky Rubio, FIFA secretary general Jerome Valcke, the head coach of Arsenal Arsene Wenger and soccer legends Zico, Christian Vieri.
- Writing a column at Letv.com introducing American collegiate sports and professional sports

**Around the Rings (ATR)**

**2011- 2014**

**Asian Sport Correspondent**

- Wrote English reports for ATR with regard to real-time developments of China's sports and Asia's sports
- Reported World Conference on Women and Sports organized by IOC in Los Angeles, USOC Media Summit, London Olympics Games working as the Asian Correspondent

**TenCent, *Beijing, China,***

**2008- 2013**

**Chief Sport Journalist**

- Presented TenCent to report all international major sporting events including Summer Olympic Games (2008 & 2012), UEFA European Football Championships (2008 & 2012), FIFA World Cup (2010), FINA World Championships (2009, 2011& 2013), World Table Tennis Championships (2009), Asian Games (2010), World University Games (2011), NBA All Star Games (2012).
- Conducted interviews with sports political figures including Jacques Rogue, former IOC president; Thomas Bach, current IOC president; Scott Blackmun, CEO of USOC; Sebastian Coe, Chairman of the IAAF; Moon-Joon Chung, Honorary Vice President of FIFA, and etc.
- Wrote more than 3000 news stories in Chinese with more than 20 written and visual journalistic works that had been viewed and read by over 1 million times
- Being featured on global media such as New York Times, Associated Press, AFP, Global TV (Brazil), Al Jazeera Sport (UAE), SBS (Australia), ABC (Australia), ESPN (Brazil), ARD (Germany) to discuss about sports development in China.