

Ruichen Yang

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Education

Beijing Sport University, Master, Humanities and Social Sciences of Sports	08/2022 – 06/2025
• GPA 3.90/4, Merit 90.82/100	
• Core Courses: Sports Enterprises Investment and Financing and Strategic Management, Research Progress of Sports Management, The Application of Economic Management Research Method in Sports	
Beijing Sport University, Bachelor, Sport Economics and Management	08/2018 – 06/2022
• GPA 3.58/4, Merit 85.40/100	
• Core Courses: Advanced Mathematics, Principles of Management, Sport Event Management, Microeconomics, Macroeconomics, Sports Economics, Sports Marketing, Sports Agent	

Research Experience

2023 China City Life Sports Index Report project, Group Member	06/2023 – 12/2023
• Collected data on 42 relevant indicators from 25 cities and collected sports-related cases from each city.	
• Authored in-depth case analyses for the top 10 ranked cities, delivering a comprehensive report that identified key drivers for urban sports development and provided actionable policy recommendations.	
Report on the Development of the Ice Hockey Industry in China, Group Member	06/2022 – 08/2022
• Collected and organized relevant information on the development of ice hockey clubs in China.	
• Produced a foundational report detailing the operational landscape of ice hockey clubs, providing insights for industry stakeholders.	

Publications

Song, H., Gao, J., Fan, S., **Yang, R.**, & Liu, Z. (2025). The influence of immersion on revisit intention: Empirical evidence from tourists at the Beijing Winter Olympic venue “Snow Ruyi”, *International Journal of Sports Marketing and Sponsorship*, pp. 1-20. <https://doi.org/10.1108/IJSMS-07-2025-0344>

Yang, R. and Song, H. (2024). The spillover effect of Chinese sportswear brands' relationship quality: a perspective of Confucian yuanfen culture, *International Journal of Sports Marketing and Sponsorship*, Vol. 25 No. 5, pp. 1105-1125. <https://doi.org/10.1108/IJSMS-02-2024-0049>

Conferences

Qian, T. Y., Chen, S., **Yang, R.**, & Li, W. (2025, October). Human-AI collaboration in sport marketing research: Harnessing practical AI tools and applications. Presented (75-min panel) at the 2025 Sport Marketing Association (SMA) Conference, Phoenix-Glendale, AZ.

Yang, R. and Song, H. (2024, June). The factors influencing domestic sportswear brands' purchase intention: A perspective of self-congruity theory. Oral Presentation at the 10th Asian Pacific Conference of Exercise & Sports Science (APCESS) 2024, Kaifeng, China

Yang, R. and Song, H. (2024, June). The spillover effect of Chinese sportswear brands' relationship quality: A perspective of Confucian yuanfen culture. Oral Presentation at the 2024 International Chinese Society for Physical Activities and Health (ICSPAH) Annual Conference, Beijing, China

Professional Experience

JingDong Panorama Consumer Lifestyle Insight Training Camp, Analyst Intern	06/2023 – 10/2023
• Collected and organized basic information of the research subject, and compiled subject profiles.	
• Authored comprehensive summary reports, delivering actionable insights that informed strategic marketing profiles and client decision-making.	

All Star Partner, Marketing Intern

03/2021 – 06/2021

- Contributed to the development and execution of merchandise marketing campaigns for top-tier sports IPs, including the Portugal & Argentina national teams and FC Barcelona.

Dashing Equestrian, Operations Intern

08/2019 – 10/2019

9th Longines Equestrian Beijing Masters

- Organized participation information for 75 clubs and over 200 riders.
- Supervised volunteers to execute on-site operations, ensuring a seamless event experience for all participants and stakeholders.

Skills & Certificate

Computers: SPSS, SmartPLS, Python, R

Languages: Chinese, English (IELTS 7.0 / GRE 331)

Certificate: Sports Agent - Level Three by General Administration of Sport of China

Awards

2024 Beijing Sport University **National Scholarship** (Awarded to the top 0.4% of students nationwide)

2024 Beijing Sport University **First-class Academic Scholarship**

2023 Beijing Sport University **Second-class Academic Scholarship**

2022 Beijing Sport University **Second-class Academic Scholarship**