

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

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- 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

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- 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

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- 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

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- 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**