

## Yanxiang Yang

Born August 1990, male, Chinese  
 PhD student, Chair of Sport and Health Management  
 Technical University of Munich  
 Georg-Brauchle-Ring 60/62  
 80992 Munich, Germany  
[yanxiang.yang@tum.de](mailto:yanxiang.yang@tum.de)  
[Google Scholar](#); [Research Gate](#)

## Research interests

mHealth; Gamification in smartphone apps for physical activity and sport management

## Education

2019.11 - present	<b>Ph.D. (candidate) in Sport and health management</b> , Technical University of Munich, Germany; with Prof. <a href="#">Joerg Koenigstorfer</a>
2016.09 - 2019.07	<b>M.Sc. in Sport Science</b> , Shanghai Jiao Tong University, Shanghai, China; with Prof. <a href="#">Sulin Cheng</a>
2009.09 - 2013.09	<b>B.M. in Management</b> , Shanghai University, Shanghai, China
2018.09 - 2019.03	<b>Joint M.Sc. student</b> , Center for Physical Activity Research, University of Copenhagen, Denmark (Grant: CSC-Danish Government Scholarship)
2018.05 - 2018.08	<b>Visiting M.Sc. student</b> , German Sport University, Köln, Germany (Grant: DAAD Scholarship)

## Honors and awards

2019	Honors Postgraduate Student, Shanghai Jiao Tong University
2018.09 - 2019.03	Danish Government Scholarship: The long-term Danish Government Scholarships under Cultural Agreements with China Scholarship Council (6 months)
2018.05 - 08	DAAD Scholar: German short-term scholarships for master students (3 months)
2017	Outstanding (3-Good) Student, Shanghai Jiao Tong University
2016 - 2019	First-class Scholarship for Academic Excellence (3 consecutive years), Shanghai Jiao Tong University
2016	Shanghai Tennis Competition for College Students: Men's team bronze medal, East China University of Science and Technology Division

## Publications

Ph.D. work	<b>Yanxiang Yang</b> & Joerg Koenigstorfer (2021). Predicting Transfer Fees in Professional European Soccer. <i>European Sport Management Quarterly</i> . [Submitted].
	Behrens Anton, <b>Yanxiang Yang</b> & Sebastian Uhrich (2021). <a href="#">Keeping it Real or Bridging the Gap? Brand Positioning of US Sport Teams in Germany and China</a> . <i>Journal of Sport Management</i> . [Forthcoming]
	<b>Yanxiang Yang</b> & Joerg Koenigstorfer (2021). <a href="#">Determinants of Fitness App Usage and Moderating Impacts of Education-, Motivation-, and Gamification-related App Features on Physical Activity Intentions: A Cross-Sectional Survey</a> . <i>Journal of Medical Internet Research</i> , 23(7): e26063
	<b>Yanxiang Yang</b> & Joerg Koenigstorfer (2020). <a href="#">Determinants of Physical Activity Maintenance during the Covid-19 Pandemic: A Focus on Fitness Apps</a> . <i>Translational Behavioral Medicine</i> , 4(10), 835-842.
	<b>Yanxiang Yang</b> & Joerg Koenigstorfer (2021). Effects of Gamified Smartphone Apps on Physical Activity: A Systematic Review and Meta-analysis. <i>American Journal of Preventive Medicine</i> . [Under review]
	Ida Kær Thorsen, <b>Yanxiang Yang</b> , Laura Staun Valentiner, Charlotte Glümer, Kristian Karstoft, Jan Brønd, Rasmus Østergaard Nielsen, Charlotte Brøns, Robin Christensen, Jens Steen Nielsen, Allan Vaag, Bente Klarlund Pedersen, Henning Langberg & Mathias Ried-Larsen (2021). Long-Term Effectiveness of Smartphone App-Delivered Interval Walking Training on Physical Activity among Individuals with Type 2 Diabetes: A Parallel-Group, Randomized Trial. <i>JMIR mHealth and uHealth</i> [Under review]. <a href="#">Published Statistical Analysis Plan</a>

M.Sc. work

**Yang, Yanxiang**, Moritz Schumann, Shenglong Le & Sulin Cheng. (2018). [Reliability and validity of a new accelerometer-based device for detecting physical activities and energy expenditure](#). *PeerJ*, 6, e5775.

Yue Xue, **Yanxiang Yang** & Tao Huang. (2019). [Effects of chronic exercise interventions on executive function among children and adolescents: a systematic review with meta-analysis](#). *British Journal of Sports Medicine*, 53(22), 1397-1404.

## Conference

Sep 29, 2021

**Yanxiang Yang** & Joerg Koenigstorfer (2021). Determinants of transfer fees in professional European soccer. The European Association for Sport Management Festival. [Accepted abstract; Oral presentation]

Mar 04, 2021

**Yanxiang Yang** & Joerg Koenigstorfer (2021). Effects of gamified smartphone apps on physical activity: A systematic review and meta-analysis. Innsbrucker Sport Economics and Management Symposiums. [Oral presentation]

Sep 23, 2020

**Yanxiang Yang** & Joerg Koenigstorfer (2020). Pathways of how fitness apps increase physical activity. The 28th European Sport Management Virtual Conference. [Abstract ID: 258; Oral presentation]

## Academic membership

Jan, 2020

Member of European Association for Sport Management

Aug/20 - Aug/2022

Member of China Sport Science Society – Section of Sport Management

## Teaching and supervision

2020WS

**Teaching:** Research Methods in Sport Management with Application of R. For 5<sup>th</sup> semester students of B.Sc. Sport Science (n=17). TUM Faculty of Sport and Health Sciences

2020WS

**Supervision:** Nesma Sayed. Effects of perceived value on the usage of smartphone apps for promoting physical activity. Master Thesis of Health Sciences

2021SS

**Supervision:** Noora Wedde. Freemium pricing strategies for physical activity apps – an empirical study on the acceptance. Master Thesis of Health Sciences

2021SS

**Supervision:** Niklas Mamuzic. Effect of fitness app quality on app usage and physical activity habits among individuals with COVID-19 vaccination. Bachelor Thesis of Sport Sciences