

Yanxiang Yang

Chair of Sport and Health Management
TUM School of Management, Technical University of Munich
Georg-Brauchle-Ring 60/62, 80992 Munich, Germany
Email: yanxiang.yang@tum.de
Personal Page: yanxiang-yang.github.io
[Google Scholar](#)

RESEARCH INTERESTS

- Sport and Health Management (Consumer Behavior)
- Sports Economics (Clubs, Events)
- Gamification
- Digital & Mobile Health (Smartphone Apps)

EDUCATION

2019/11 -	Ph.D. Candidate in Sport & Health Management, Technical University of Munich, Germany. Advisor: Prof. Jörg Königstorfer
2016/09 - 2019/07	M.Sc. in Sport & Health Science, Shanghai Jiao Tong University, China
2009/09 - 2013/09	B.M. in Management Science, Shanghai University, China

ACADEMIC EXPERIENCE

2019/11 -	Research Assistant (Employee of E13 TV-L), Chair of Sport and Health Management, Technical University of Munich, Germany
2022/04 - 2022/10	Visiting Scholar, Sport Industry Research Center , Department of Sport and Recreation Management, Temple University, USA
2018/09 - 2019/03	Joint Master Student, Center for Physical Activity Research , University of Copenhagen, Denmark
2018/05 - 2018/08	Visiting Student, German Sport University Cologne, Germany

HONORS & SCHOLARSHIPS

2023	Marie Skłodowska-Curie Fellowship Certificate
2022/10 -	Fellow of PhD Academic Training Program, TUM School of Management, Technical University of Munich (Stipends: €1,500 monthly for up to two years)

2022/04 - 2022/10	Research and Innovation Staff Exchange Funding (€12,600) plus Research Funding (€10,800), EU Horizon 2020 (EventRights), PI: Prof. Jörg Königstorfer
2021/09	Gewährung einer Leistungsprämie, Präsident (Presidential annual performance prize), Technical University of Munich, €2,335
2019	Graduation with Distinction (Honors), Shanghai Jiao Tong University
2018/09 - 2019/03	The long-term Danish Government Scholarships under Cultural Agreements with China Scholarship Council, DKK60,000
2018/05 - 2018/08	DAAD Short-term Scholarships for Master Students, €3,100
2016 - 2019	First-class Scholarship for Academic Excellence (18,000 * 3 years = 54,000 RMB), Shanghai Jiao Tong University
2017	Outstanding (Merit) Student, Shanghai Jiao Tong University
2016	Shanghai Tennis Competition for College Students: Men's team bronze medal

JOURNAL PUBLICATIONS

Under Review / In Progress

Under Review	Yanxiang Yang , Terri Byers, & Joerg Koenigstorfer. Identification of Factors Associated with the Performance of Not-for-profit Sport Clubs: A Machine Learning Approach. <i>Journal of Sport Management</i> .
--------------	---

Published

2023	Yanxiang Yang , Joerg Koenigstorfer & Tim Pawlowski. Predicting transfer fees in professional European football before and during COVID-19 using machine learning. <i>European Sport Management Quarterly</i> . DOI [Top-3 in sport management, official journal of EASM]
2022	Ida Kær Thorsen, Yanxiang Yang , 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. 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> . DOI , SAP [Master's thesis]
2022	Yanxiang Yang , Huijun Hu & Joerg Koenigstorfer. Effects of gamified smartphone apps on physical activity: A systematic review and meta-analysis. <i>American Journal of Preventive Medicine</i> . DOI
2022	Anton Behrens, Yanxiang Yang & Sebastian Uhrich. Keeping it real or bridging the gap? Brand positioning of US sport teams in Germany and China. <i>Journal of Sport Management</i> . DOI [Top-3 in sport management, official journal of NASSM]

- 2021 **Yanxiang Yang** & Joerg Koenigstorfer. Determinants of fitness app usage and moderating impacts of education-, motivation-, and gamification-related app features on physical activity intentions: A cross-sectional survey. *Journal of Medical Internet Research*. [DOI](#)
- 2020 **Yanxiang Yang** & Joerg Koenigstorfer. Determinants of physical activity maintenance during the COVID-19 pandemic: A focus on fitness apps. *Translational Behavioral Medicine*. [DOI](#)
- 2019 Yue Xue, **Yanxiang Yang** & Tao Huang. Effects of chronic exercise interventions on executive function among children and adolescents: A systematic review with meta-analysis. *British Journal of Sports Medicine*. [DOI](#) [Rank #1 in sport science journals]
- 2018 **Yanxiang Yang**, Moritz Schumann, Shenglong Le & Sulin Cheng. Reliability and validity of a new accelerometer-based device for detecting physical activities and energy expenditure. *PeerJ*. [DOI](#)

CONFERENCES

- 2022/11 Yiran Su, **Yanxiang Yang**, & Jason Doyle. The fuel of empowerment: Exploring factors impacting the psychological empowering effect of sport mega-event branding. Sport Management Association of Australia and New Zealand (SMAANZ) *Annual Conference*, Melbourne, Australia. [20-min oral presentation]
- 2022/09 **Yanxiang Yang**, Terri Byers, & Joerg Koenigstorfer. Identification of Factors Associated with the Performance of Not-for-profit Sport Clubs: A Machine Learning Approach. *30th European Sport Management Conference (EASM)*, Innsbruck, Austria. [20-min oral presentation]
- 2022/06 **Yanxiang Yang** & Joerg Koenigstorfer. Accuracy of a prediction model of transfer fees for European soccer players traded during the COVID-19 pandemic. *North American Society for Sport Management Conference (NASSM)*, Atlanta, GA, USA. [20-min oral presentation]
- 2022/03 **Yanxiang Yang** & Joerg Koenigstorfer. Predicting transfer fees in European professional football before and during COVID-19. *11th Innsbrucker Sportökonomie und -Management Symposium*, Innsbruck, Austria. [20-min oral presentation]
- 2021/09 **Yanxiang Yang** & Joerg Koenigstorfer. Determinants of transfer fees in professional European soccer. *29th European Sport Management Conference (EASM)*, Virtual. [20-min oral presentation]
- 2021/03 **Yanxiang Yang** & Joerg Koenigstorfer. Effects of gamified smartphone apps on physical activity: A systematic review and meta-analysis. *10th Innsbrucker Sportökonomie und -Management Symposium*, Virtual. [20-min oral presentation]
- 2021/01 **Yanxiang Yang**. Gamification in smartphone apps for physical activity. *Munich Center for Economics of Aging*, Max Planck Institute

for Social Law and Social Policy. PhD seminar. [30-min oral presentation]

2020/09 **Yanxiang Yang** & Joerg Koenigstorfer. Pathways of how fitness apps increase physical activity. *28th European Sport Management Conference (EASM)*, Virtual. [20-min oral presentation]

TEACHING

2022/09 TUM ProLehre: *Certificate for Teaching in Higher Education of the Bavarian Universities* (Foundation Level)

2022WS Lecture: *Sponsorship-linked Marketing*. TUM School of Management (n = 132 students)

2021WS Lecture: *Sponsorship-linked Marketing*. TUM School of Management (n = 114 students)

2020WS Lecture/Seminar: *Research Methods in Sport Management with Application of R*. B.Sc. Sport Science (n = 18 students). TUM Faculty of Sport and Health Sciences

THESIS ADVISOR

2022SS Yun Fu: *Consumer review and purchase intention of Virtual Reality wearables: A mixed methods study*. Master Thesis of Consumer Behavior. TUM School of Management. (Yun Fu is currently a PhD student at TUM School of Management)

2021SS Noora Wedde: *Freemium pricing strategies for physical activity apps – an empirical study on the acceptance*. Master Thesis of Management. TUM School of Management

2021SS 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. TUM Faculty of Sport and Health Sciences

2020WS Nesma Sayed: *Effects of perceived value on the usage of smartphone apps for promoting physical activity*. Master Thesis of Health Sciences. TUM Faculty of Sport and Health Sciences

ACADEMIC MEMBERSHIP

2022/01 - Two-year dvs Young Researcher Mentoring Program (German Society of Sport Science), Mentor: Prof. Sebastian Uhrich, German Sport University Cologne

2020/01 - Student Member of European Association for Sport Management

2021/06 - Student Member of North American Society for Sport Management

AD-HOC REVIEWER

- European Sport Management Quarterly ($n = 1$)
- EASM 2022 Conference Abstract ($n = 4$)
- Journal of Global Sport Management ($n = 1$, with supervisor)
- Journal of Promotion Management ($n = 1$, with supervisor)
- Digital Health ($n = 1$, with supervisor)
- Journal of Medical Internet Research ($n = 3$)
- JMIR mHealth and uHealth ($n = 4$)
- International Journal of Human-Computer Interaction ($n = 2$)

SELECTED PHD TRAINING ACTIVITIES

TUM School of Management

- 05/05/2022: TUM Research Seminar - *Value and Complexity in New Ventures*. Prof. Andy Wu (Harvard Business School)
- 11/04/2021 - 12/21/2021: PhD course - *Basic Neuroscience for Organizational Research and Economics*. Dr. Franziska Emmerling (TUM)
- 06/28/2021 - 07/29/2021: PhD course - *Behavioral and Experimental Economics*. Prof. Michael Kurschilgen (TUM)
- 05/10/2021 - 06/14/2021: PhD course - *Psychological Theories*. Prof. Claudia Peus (TUM)
- 10/2020 – 02/2021: PhD Course - *Mastering the Review Process: Writing of and Responding to Peer-Reviews*. Prof. Dr. Jens Förderer (TUM)
- 10/2020 – 02/2021: PhD Course - *Economics of Aging*. Prof. Axel Börsch-Supan (Max Planck Institute for Social Law and Social Policy)
- 07/16/2020: Research Seminar - *Recalls and innovation: Own and competitor firm response*. Dr. Ariel D. Stern (Harvard Business School)
- 07/02/2020: Research Seminar - *Freemium Killer Apps: Business Model Competition and the performance of digital PC games on steam*. Dr. Joost Rietveld (UCL, UK)
- 05/20/2020: Webinar - *Research Data Management*. Hedwig Bäcker (TUM)

TUM Faculty of Sport and Health Sciences

- 05/11/2022: Lecture - *Grasping the virtual world*. Dr. Gavin Buckingham (University of Exeter, UK)
- 03/23/2022: Health Science Talks - *The potential of quasi-experimental designs in health research: concepts and applied examples*. Prof. Michael Laxy (TUM)
- 01/26/2022: Health Science Talks - *P-Values: Common Misconceptions and Alternatives*. Dr. Gunther Schauburger (TUM)
- 08/12/2021: Doctoral Colloquium - *Targeting Nutrition and Exercise Across the Physical Activity Spectrum: From Metabolic Health to Athletic Performance*. Prof. Karsten Köhler (TUM)
- 07/21/2021: Doctoral Colloquium - *Educating Children and Adolescents towards an Active and Healthy Lifestyle*. Prof. Yolanda Demetriou (TUM)
- 06/03/2020: Doctoral Colloquium - *Shared Leadership as an Emergent Team Phenomenon in High Performance Sports Teams*. Christopher Mächel (TUM)

- 11/2019: Doctoral Workshop - *Latent Class Analysis*. Dr. Jörg Heine (TUM)
- 11/21/2019: Doctoral Colloquium - *Fitness tracker: yet another consumer trend or valid tool for assessment of physical activity and health status in health care*. Dr. Alexander Tallner (Univ. Erlangen–Nuremberg)

External

- 05/2022: COURSERA – *Machine Learning Specialization*. Prof. Andrew Ng (Stanford, USA)
- 06/21/2022: Seminar - *Physical activity: Scale up, implementation science and systems approaches*. Prof. Adrian Bauman (Sydney U, Australia).
- 06/20/2022: Symposium - *Foregrounding a rights-based agenda for sport events: Instructions for attendees*. EventRights, University of the West of Scotland
- 05/19/2022: SMAANZ Teaching & Learning Webinar - *Digitally assessing sport consumer experiences: a sport marketing assessment*. Prof. Adam Karg (Swinburne U, Australia)
- 05/18/2022: NASSM Student (and Early Career) Engagement Initiative - *Building a Research Program as an Early Career Researcher*. Organized by NASSM
- 10/21/2021: Webinar - *From behavior change theory to interventions and their implementation - what is needed to promote physical activity?* Prof. Claudio Nigg, University of Bern
- 03/15/2021: Kolloquium - *Precision behavioral interventions to promote physical activity*. Prof. David Conroy (Penn State, USA)
- 09/2020: Seminar Series Weekly - *Consumer Behavior, Marketing and Society*. Katherine Milkman (Penn-Wharton)
- 08/14/2020: SMAANZ Virtual Workshop - *Grant Writing Workshop in Sport Management*. Prof. Tracy Taylor & Heath McDonald (RMIT)
- 08/03/2020: American Marketing Association Virtual Workshop - *Advanced Measurement and Research Design*. By Charles Hofacker (Loyola Marymount University)
- 06/15/2020: International Conference - *Prospective Physical Activity, Sitting and Sleep consortium (ProPASS) 3rd Annual Meeting*. University of Sydney
- 02/19/2020: Webinar - *Behavior Change Guide for Local Government & Partners*. Prof. Susan Michie (UCL, Centre for Behavior Change)