

## Yanxiang Yang

Chair of Sport and Health Management  
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[Google Scholar](#)

### RESEARCH INTERESTS

- Sport and Health Management (Consumer Behavior)
- Sports Economics and Management (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, <a href="#">Sport Industry Research Center</a> , Department of Sport and Recreation Management, Temple University, USA
2018/09 - 2019/03	Joint Master Student, <a href="#">Center for Physical Activity Research</a> , University of Copenhagen, Denmark
2018/05 - 2018/08	Visiting Student, German Sport University Cologne, Germany

### HONORS & SCHOLARSHIPS

2022	Marie Skłodowska-Curie Fellowship Certificate
2022/12	Certificate for Teaching in Higher Education of the Bavarian Universities (Foundation Level)

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

2022	<b>Yanxiang Yang</b> , 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> . <a href="#">DOI</a> [Top-3 in sport management, official journal of EASM]
2022	Anton Behrens, <b>Yanxiang Yang</b> & 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> . <a href="#">DOI</a> [Top-3 in sport management, official journal of NASSM]
2022	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. 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> . <a href="#">DOI</a> , <a href="#">SAP</a> [Master's thesis]
2022	<b>Yanxiang Yang</b> , 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> . <a href="#">DOI</a>
2021	<b>Yanxiang Yang</b> & 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

- 2023/06 **Yanxiang Yang**, Keshav Gupta, Thilo Kunkel, Daniel Funk, & Joerg Koenigstorfer. Gamification implementations in professional team sport apps. *The North American Society for Sport Management Conference*. Montréal, Canada. [20-min oral presentation]
- 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. *30<sup>th</sup> 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. *11<sup>th</sup> 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. *29<sup>th</sup> 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. 10<sup>th</sup> *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. *28<sup>th</sup> European Sport Management Conference (EASM)*, Virtual. [20-min oral presentation]

## TEACHING

- 2022/12 TUM ProLehre: *Certificate for Teaching in Higher Education of the Bavarian Universities* (Foundation Level)
- 2022WS Lecture: *Sponsorship-linked Marketing*. TUM School of Management (n = 137 students)
- 2021WS Lecture: *Sponsorship-linked Marketing*. TUM School of Management (n = 121 students)
- 2020WS Lecture: *Research Methods in Sport Management with Application of R*. B.Sc. Sport Science (n = 17 students). TUM Faculty of Sport and Health Sciences

## THESIS ADVISOR

- 2022WS Alexander Buchmann: *Gamification in sports apps: An Instagram and team app investigation of the 18 Bundesliga teams*. Master Thesis of Management Science. TUM School of Management. (Ongoing)
- 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 Urich, 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 ( $n = 2$ )

*Xianxiang Yang*

2023.01