

Yanxiang Yang

Chair of Sport and Health Management
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RESEARCH INTERESTS

- Sport and Health Management (Consumer Behavior)
- Sports Analytics
- Gamification

EDUCATION

2019/11 -	Ph.D. in Sport & Health Management, TUM School of Management, Technical University of Munich, Germany. Advisor: Prof. Dr. Jörg Königstorfer
2016/09 - 2019/07	M.Ed. in Sport Science & Physical Education, Shanghai Jiao Tong University, China
2009/09 - 2013/09	B.M. in Management, 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, Fox School of Business, Temple University, USA. With Prof. Thilo Kunkel and Prof. Daniel Funk
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 & AWARDS

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

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
2017	Outstanding (Merit) Student, Shanghai Jiao Tong University
2016	Shanghai Tennis Competition for College Students: Men's team bronze medal

FUNDING & SCHOLARSHIP

External

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
2019/09	Fully Funded PhD Scholarship, The University of Queensland, Australia [Declined]
2019/08	Fully Funded PhD Scholarship, Deakin University, Australia [Declined]
2019/08	Research Associate (Fully Funded PhD Position), University of Jyväskylä, Finland [Declined]
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

Internal

2022/10 -	Fellow of Academic Training Program (Dieter Schwarz Foundation), TUM School of Management, Technical University of Munich (Stipends: €1,500 monthly for up to two years)
2016 - 2019	First-class Scholarship for Academic Excellence (18,000*3 years=54,000 RMB), Shanghai Jiao Tong University

JOURNAL PUBLICATIONS

2023	Joerg Koenigstorfer, Yanxiang Yang , Jason N. Bocarro, Ian Brittain, Erik Lundberg, David McGillivray, Laura Misener, Laurence Chalip, and Michael B. Duignan. The state of play between managing major sport events and human rights: A scoping review. Event Management . DOI [ABDC: A]
2022	Yanxiang Yang , Joerg Koenigstorfer & Tim Pawlowski. Predicting transfer fees in professional European football before and during COVID-19 using machine learning. European Sport Management Quarterly . DOI , Poster , Appendix [ABDC: A]

- 2022 Anton Behrens, **Yanxiang Yang** & Sebastian Uhrich. Keeping it real or bridging the gap? Brand positioning of US sport teams in Germany and China. *Journal of Sport Management*. [DOI](#) [ABDC: A]
- 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. *JMIR mHealth and uHealth*. [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. *American Journal of Preventive Medicine*. [DOI](#), [News](#), [Appendix](#)
- 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](#), [News](#)
- 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](#), [News](#) [#1 in Sport Science]
- 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. Proceedings of *The North American Society for Sport Management Conference*. Montréal, Canada. [Abstract accepted]
- 2022/11 Yiran Su, **Yanxiang Yang**, & Jason Doyle. The fuel of empowerment: Exploring factors impacting the psychological empowering effect of sport mega-event branding. Proceedings of *Sport Management Association of Australia and New Zealand (SMAANZ) Annual Conference*, Melbourne, Australia. [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. Proceedings of *30th European*

	<i>Sport Management Conference (EASM), Innsbruck, Austria. [Oral presentation]</i>
2022/06	Yanxiang Yang & Joerg Koenigstorfer. Accuracy of a prediction model of transfer fees for European soccer players traded during the COVID-19 pandemic. Proceedings of <i>The North American Society for Sport Management Conference (NASSM)</i> , Atlanta, GA, USA. [Oral presentation]
2022/03	Yanxiang Yang & Joerg Koenigstorfer. Predicting transfer fees in European professional football before and during COVID-19. 11 th <i>Innsbrucker Sportökonomie und -Management Symposium</i> , Innsbruck, Austria. [Oral presentation]
2021/09	Yanxiang Yang & Joerg Koenigstorfer. Determinants of transfer fees in professional European soccer. Proceedings of <i>29th European Sport Management Conference (EASM)</i> , Virtual. [Oral presentation]
2021/05	Yanxiang Yang & Joerg Koenigstorfer. Effects of gamified smartphone apps on physical activity: A systematic review and meta-analysis. Proceedings of the <i>Nudges in Health Care Symposium, University of Pennsylvania</i> . Virtual. [Oral presentation]
2021/03	Yanxiang Yang & Joerg Koenigstorfer. Effects of gamified smartphone apps on physical activity: A systematic review and meta-analysis. 10 th <i>Innsbrucker Sportökonomie und -Management Symposium</i> , Virtual. [Oral presentation]
2021/01	Yanxiang Yang . Gamification in smartphone apps for physical activity. <i>Munich Center for Economics of Aging, Max Planck Institute for Social Law and Social Policy</i> . PhD seminar. [Oral presentation]
2020/09	Yanxiang Yang & Joerg Koenigstorfer. Pathways of how fitness apps increase physical activity. Proceedings of <i>28th European Sport Management Conference (EASM)</i> , Virtual. [Oral presentation]

TEACHING

2022/12	TUM ProLehre: <i>Certificate for Teaching in Higher Education of the Bavarian Universities</i> (Foundation Level)
2023SS	Lecturer: <i>Sponsorship-linked Marketing (Online Course)</i> . TUM School of Management (Ongoing)
2022WS	Lecturer: <i>Sponsorship-linked Marketing (Online Course)</i> . TUM School of Management (n = 137 students)
2021WS	Lecturer: <i>Sponsorship-linked Marketing (Online Course)</i> . TUM School of Management (n = 121 students)
2020WS	Lecturer: <i>Research Methods in Sport Management with Application of R</i> . B.Sc. Sport Science (n = 17 students). TUM Faculty of Sport and Health Sciences

THESIS ADVISOR

2023SS -	Mentor for PhD student: Yun Fu, Chair of Digital Marketing, TUM School of Management
2022WS	Alexander Buchmann: <i>Gamification in sports apps: An Instagram and team app investigation of the 18 Bundesliga teams</i> . Master Thesis of Management Science. TUM School of Management. (Ongoing)
2022SS	Yun Fu: <i>Consumer review and purchase intention of Virtual Reality wearables: A mixed methods study</i> . Master Thesis of Consumer Behavior. TUM School of Management. (Yun Fu is currently a PhD student at TUM School of Management). Grade: 1.3 (out of 1.0)
2021SS	Noora Wedde: <i>Freemium pricing strategies for physical activity apps – an empirical study on the acceptance</i> . Master Thesis of Management. TUM School of Management. Grade: 1.7
2021SS	Niklas Mamuzic: <i>Effect of fitness app quality on app usage and physical activity habits among individuals with COVID-19 vaccination</i> . Bachelor Thesis of Sport Sciences. TUM Faculty of Sport and Health Sciences. Grade: 1.7
2020WS	Nesma Sayed: <i>Effects of perceived value on the usage of smartphone apps for promoting physical activity</i> . Master Thesis of Health Sciences. TUM Faculty of Sport and Health Sciences. Grade: 1.3

ACADEMIC MEMBERSHIP

2022/01 -	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 ($n = 4$)
- Applied Economics ($n = 1$)
- Journal of Global Sport Management ($n = 1$, with supervisor)
- Journal of Promotion Management ($n = 1$, with supervisor)
- Marketing ZFP - Journal of Research and Management ($n = 1$)
- Digital Health ($n = 1$, with supervisor)
- International Journal of Human-Computer Interaction ($n = 2$)
- Journal of Medical Internet Research ($n = 4$)
- JMIR mHealth and uHealth ($n = 4$)