

Department of Health, Exercise & Sports Sciences  
College of Education and Human Sciences  
University of New Mexico  
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# Luke L. Mao

## Curriculum Vitae

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### Education

- 2009–2013 **PhD, Health and Human Performance**, *University of Florida*, Gainesville, FL  
Major: Sport Management ▪ Cognate Area: Marketing
- 2004–2006 **M.Ed., Sport Management**, *Shanghai University of Sport*, Shanghai, China
- 1998–2002 **B.A., English & International Business**, *Jiangsu University*, Jiangsu, China

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### Appointments

- 2019– **Associate Professor**, *Sport Administration*, University of New Mexico
- 2013–2019 **Assistant Professor**, *Sport Administration*, University of New Mexico
- 2009–2013 **Graduate Assistant**, *Department of Tourism, Recreation and Sport Management & 21st Century Community Learning Centers*, University of Florida
- 2007–2008 **Adjunct Lecturer**, *School of Humanities and Social Sciences*, Shanghai University of Sport
- 2002–2009 **International Relations Coordinator**, *International Relations Office*, Shanghai University of Sport

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### Research Interests

- Customer Experience and Service Marketing
- Sporting Events and Co-Branding
- Sports Gambling
- Resource Valuation and Sport Consumer Behavior
- Social Media Analytics

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### Publications

† denotes student authors under my supervision; underline denotes correspondence author; IF denotes the latest two-year Journal Impact Factor of a given journal as indexed by Clarivate's Web of Science.

#### Book Chapters

- accepted Wang, Y. & **Mao, L.** (accepted). Identity threat and coping. In Pedersen, P. M., (Ed), *Encyclopedia of Sport Management (2nd Edition)*. Cheltenham, UK: Edward Elgar.
- Wang, Y. & **Mao, L.** (accepted). Conspicuous sports consumption. In Pedersen, P. M., (Ed), *Encyclopedia of Sport Management (2nd Edition)*. Cheltenham, UK: Edward Elgar.

- Mao, L.** & Min, S. (accepted). Customer experience. In Pedersen, P. M., (Ed), *Encyclopedia of Sport Management (2nd Edition)*. Cheltenham, UK: Edward Elgar.
- Mao, L.** & Kim, M. (accepted). Mediated sports consumption. In Pedersen, P. M., (Ed), *Encyclopedia of Sport Management (2nd Edition)*. Cheltenham, UK: Edward Elgar.
- Mao, L.** (accepted). Retail. In Pedersen, P. M., (Ed), *Encyclopedia of Sport Management (2nd Edition)*. Cheltenham, UK: Edward Elgar.
- Mao, L.** (accepted). Construct. In Pedersen, P. M., (Ed), *Encyclopedia of Sport Management (2nd Edition)*. Cheltenham, UK: Edward Elgar.
- Kim<sup>†</sup>, H. & **Mao, L.** (accepted). Self-determination theory. In Pedersen, P. M., (Ed), *Encyclopedia of Sport Management (2nd Edition)*. Cheltenham, UK: Edward Elgar.
- Kim<sup>†</sup>, H. & **Mao, L.** (accepted). Self-categorization theory. In Pedersen, P. M., (Ed), *Encyclopedia of Sport Management (2nd Edition)*. Cheltenham, UK: Edward Elgar.
- 2023 **Mao, L.** (2023). Chapter 19: The sporting goods and licensed products industry. In Masteralexis, L. & Hums, M., (Eds), *Principles and Practice of Sport Management (7th Edition)* (pp.435–454). Jones & Bartlett Learning.
- 2021 **Mao, L.** (2021). Retail. In Pedersen, P. M., (Ed), *Encyclopedia of Sport Management* (pp.404–406). Cheltenham, UK: Edward Elgar.
- 2019 **Mao, L.** (2019). Complementarity or substitution: A cross-country comparison of the relationships between sport spectatorship and physical activity participation. In Zhang, J. J. & Pitts, B., (Eds), *Globalized Sport Management in Diverse Cultural Contexts* (pp.87–106). Routledge.
- 2017 **Mao, L.**, Kim, E., & Zhang, J. J. (2017). Consumer-perceived branding effects of sport sponsorship in China: Impacts of three large-scale events. In Zhang, J. J. & Pitts, B., (Eds), *Contemporary Sport Marketing* (pp.259–288). Routledge.
- 2015 **Mao, L.** & Zhang, J. J. (2015). Branding through sponsorship-linked marketing: A case of Chinese sports apparel and equipment brand Li Ning. In Leng, H. K. & Hsu, N. Y., (Eds), *Emerging Trends and Innovation in Sports Management and Marketing in Asia* (pp.43–64). IGI Global. REPRINT: IGI Global (2018) Sports Media, Marketing, and Management: Breakthroughs in Research and Practice, 189–212.

### Journal Articles

- Under review Wang<sup>†</sup>, Y., Xi, G., **Mao, L.**, Benedict, K., & Lu, Y. (Under review). Coping with distress from COVID-19: Exploring NBA fans' social media engagement and mediated sports consumption using Twitter big data.
- Wang, Y. & **Mao, L. L.** (Under review). Identity or money? how conspicuous consumption influence game attendance.
- Mao, L. L.** (Under review). Survival of commercial fitness clubs: Customer experience quality as a competitive resource.
- Horn, E., **Mao, L. L.**, Bowers, T. B., & Miller, G. (Under review). The influence of the revenue-driven private sport setting on sport delivery.
- Horn, E. & **Mao, L. L.** (Under review). Determining private youth sport coaches' wage expectations for tournament attendance: A market-based solution to incentivize tournament attendance in coaches of individual sports.
- accepted Wang, J., **Mao, L. L.**, & Mastromartino, B. (accepted). Editorial: Artificial intelligence and sports business. *International Journal of Sports Marketing and Sponsorship*,

- Mao, L. L.** (accepted). Book review: Front office fantasies: The rise of managerial sports media. *Journal of Sport Management*,
- Kim<sup>†</sup>, M. J., **Mao, L.**, Seidler, T., & Barnes, J. (accepted). Mediated sports consumption: Scale development and initial validation. *European Sport Management Quarterly*, 00, 00.
- 2023 Wu, Y., Yim, B. H., Lu, C., **Mao, L. L.**, & Zhang, J. J. (2023). Can signal delay and advertising lead to profit? A study on sporting live streaming. *Frontiers in Psychology*, 13, 00, [IF: 4.232].
- Mao, L.**, Zhang, J. J., Kim<sup>†</sup>, M. J., Kim<sup>†</sup>, H., Connaughton, D. P., & Wang<sup>†</sup>, Y. (2023). Towards an inductive model of customer experience in fitness centers and gyms: A structural topic modeling approach. *European Sport Management Quarterly*, 00, 00, [IF: 3.71].
- 2022 Wang<sup>†</sup>, Y., **Mao, L.**, & Smith, A. (2022). Appraising and coping with multiple identity threats: Exploring intercommunity conflicts between NBA fans and “little fresh meat” in China. *European Sport Management Quarterly*, 00, 00, [IF: 3.71].
- 2021 **Mao, L.** (2021). Understanding retail quality of sporting goods stores: A text mining approach. *International Journal of Sports Marketing and Sponsorship*, 22, 330–352, [IF: 2.938].
- Mao, L.** (2021). Retail quality, market environment, and business survival in the retail apocalypse: An investigation of the sporting goods retail industry. *International Journal of Sport Marketing and Sponsorship*, 00, 00, [IF: 2.938].
- Kim<sup>†</sup>, M. J. & **Mao, L.** (2021). Sport consumers motivation for live attendance and mediated sports consumption: A qualitative analysis. *Sport in Society*, 24, 515–533, [IF: 1.725].
- 2020 **Mao, L.** (2020). Measuring constructs in sport management: A contingency framework. *Sport Management International Journal*, 16, 51–75.
- Chen, G., **Mao, L.**, Pifer, N. D., & Zhang, J. J. (2020). Innovation-driven development strategy and research development investment: a case study of Chinese sport firms. *Asia Pacific Journal of Marketing and Logistics*, 33, 1578–1595, [IF: 3.979].
- 2018 **Mao, L.**, An, J., & Zhang, J. J. (2018). Measuring sport management constructs: The classical testing paradigm. *Journal of Shanghai University of Sport*, 42, 47–55. [in Chinese].
- Nam, B. H., Kim<sup>†</sup>, M. J., Marshall, R. C., Sung, S., & **Mao, L.** (2018). On the road to the Olympics: A phenomenological approach of national identity in South Korean national short-track speed skaters. *Sport in Society*, 21, 1917–1938, [IF: 1.725].
- 2016 **Mao, L.** & Huang, H. (2016). Social impact of Formula One Chinese Grand Prix: A comparison of local residents' perceptions based on the intrinsic dimension. *Sport Management Review*, 19, 306–318, [IF: 6.577].
- Huang, H., Min, S. D., Wang, T. R., & **Mao, L.** (2016). Social exchange process in collectivistic countries: An examination of sporting events in China. *European Sport Management Quarterly*, 16, 172–189, [IF: 4.000].
- 2015 **Mao, L.**, Zhang, J. J., Connaughton, D. P., & Holland, S. (2015). An examination of the impact of socio-demographic factors on the demand for sports lotteries in China. *Asia Pacific Journal of Sport and Social Science*, 4, 34–52.
- Mao, L.**, Zhang, J. J., & Connaughton, D. P. (2015). Sports gambling as consumption: Evidence from demand for sports lottery. *Sport Management Review*, 18, 436–447, [IF: 6.577].

- Mao, L.**, Zhang, J. J., & Connaughton, D. P. (2015). Determinants of Demand for Sports Lottery: Insights from a Multilevel Model. *Asian Economic and Financial Review*, 5, 973–987.
- Mao, L.** & Yang, Q. (2015). Branding effects of sports sponsorship: An associative learning perspective. *Journal of Shanghai University of Sport*, 39, 24–31. [in Chinese].
- Li, H., **Mao, L.**, Zhang, J. J., & Xu, J. (2015). Classifying and Profiling Sports Lottery Gamblers: A Cluster Analysis Approach. *Social Behavior and Personality: an international journal*, 43, 1299–1317, [IF: **.676**].
- Huang, H., **Mao, L.**, Wang, J., & Zhang, J. J. (2015). Assessing the relationships between image congruence, tourist satisfaction and intention to revisit in marathon tourism: The Shanghai International Marathon. *International Journal of Sports Marketing and Sponsorship*, 20, 46–66, [IF: **2.938**].
- 2014 Huang, H., **Mao, L.**, Kim, S.-K., & Zhang, J. J. (2014). Assessing the economic impact of three major sport events in China: The perspective of attendees. *Tourism Economics*, 20, 1277–1296, [IF: **4.438**].
- 2013 **Mao, L.**, Zhang, J. J., Connaughton, D. P., Holland, S., & Spengler, J. O. (2013). An associative learning account of branding effects of sponsorship. *Journal of Customer Behaviour*, 12, 25–51.
- Mao, L.** & Zhang, J. J. (2013). Impact of consumer involvement, emotions, and attitude toward Beijing Olympic Games on branding effectiveness of event sponsors. *Sport, Business and Management: An International Journal*, 3, 226–245, [IF: **ESCI**].
- 2012 **Mao, L.** & Zhang, J. J. (2012). Exploring the Factors Affecting the Perceived Program Quality of International Sports Education Programs: The Case of a Chinese Sports University. *Journal of Applied Marketing Theory*, 3, 14–35.
- Li, H., Zhang, J., **Mao, L.**, & Min, S. (2012). Assessing Corporate Social Responsibility in China's Sports Lottery Administration and Its Influence on Consumption Behavior. *Journal of Gambling Studies*, 28, 515–540, [IF: **3.655**].
- Li, H., **Mao, L.**, Zhang, J., Wu, Y., Li, A., & Chen, J. (2012). Dimensions of Problem Gambling Behavior Associated with Purchasing Sports Lottery. *Journal of Gambling Studies*, 28, 47–68, [IF: **3.655**].
- 2011 Jin, L., **Mao, L.**, Zhang, J. J., & Walker, M. B. (2011). Impact of green stadium initiatives on donor intentions toward an intercollegiate athletic programme. *International Journal of Sport Management and Marketing*, 10, 121–141.
- Technical Report**
- 2012 **Li, H., Tang, X., Wu, Y., Ma, H., Mao, L., & Zeng, W.**, *Corporate Social Responsibility in Sports Lottery Administration: An Application of Stakeholder Theory*, National Research Foundation of Philosophy and Social Science. (Code: 08CTY005)
- 2011 **Byon, K. K., Baker, T. A., Sen, S., Russo, A., Min, S., & Mao, L.**, *Modification and application on the start leadership model: Enhancing the 21st CCLC initiative Expanding the Horizons of 21st Century After School Programs: Continuation of the Star Leadership Model*, University of Florida 21st Century Community Learning Centers
- 2011 **Baker, T. A., Byon, K. K., Sen, S., Russo, A., Mao, L., Min, S. D.**, *Expanding the Horizons of 21st Century After School Programs: Continuation of the Star Leadership Model*, Gainesville, FL: University of Florida

- 2011 **Baker, T. A., Byon, K. K., Mao, L., Chen, K., Russo, A., & Nuckles, M.**, *21st CCLC after school project (2009-2010) technical report*, University of Florida 21st Century Community Learning Centers
- 2011 **Byrd, C. E., Zhang, J. J., Mao, L., & Min, S. D.**, *Summative evaluation of Florida's 21st century community learning centers: 2008-2009*, Gainesville, FL: University of Florida
- 2009 **Liu, Z., Zhao, R., Mao, L., & Mao, Q.**, *Enhancing brand image through sport sponsorship: Suggestions and caveats for Chinese companies*, Shanghai Sport Bureau, Shanghai

## Conference Presentations

- 2024 **Mao, L.** (2024). The socioeconomic fitness service gap: Unpacking neighborhood disparities through yelp data. *NASSM*. Minneapolis, MN.
- 2023 Horne, E. & **Mao, L.** (2023). Determining youth sport coaches' wage expectations for tournament attendance: A market-based solution for addressing the youth coach tournament attendance dilemma. *SMA*. .
- 2022 Wang, Y., **Mao, L.**, & Smith, A. (2022). Multiple social identities, identity threats, and coping: A case of chinese fans' reactions to "little fresh meat" in nba advertisements. *NASSM*. Atlanta, GA.
- Wang, Y. & **Mao, L.** (2022). Status seeking and identity fusion in conspicuous sport consumption: Development of a conceptual model. *NASSM*. Atlanta, GA.
- Mao, L.** (2022). An investigation of the survival of commercial fitness centers: Service quality, market sociodemographics, and competition. *NASSM*. Atlanta, GA.
- 2021 Wang, Y., Gong, X., & **Mao, L.** (2021). Escape motive of mediated sports consumption and social media engagement of NBA fans during COVID-19: A coping perspective. *SMA*. Las Vegas, NV.
- Mao, L.**, Lam, E., & Wang, Y. (2021). Integrating the Kano Model and text mining for service quality improvement: An application to the fitness industry. *SMA*. Las Vegas, NV.
- Mao, L.** (2021). Survival of the fittest: Experience quality, market demographics, and competition. *12th ESEA Conference on Sport Economics*. Virtual.
- Mao, L.** (2021). Survival of sporting goods stores: Yelp reviews vis-a-vis market environment. *NASSM*. Virtual.
- Mabrey, T. & **Mao, L.** (2021). Contradictory logics in an institutional field: Elite sports logic vs. school sports logic. *Sport Management Association of Australia & New Zealand*. Virtual.
- 2020 Xing, X., **Mao, L.**, & Yan, M. (2020). Segmentation and determinants of active event sport tourists' expenditures in China: A finite mixture model approach. *EASM*. Virtual.
- Wang, Y. & **Mao, L.** (2020). Explore the impact of team identification and consumer ethnocentrism on foreign sponsors: A cross-cultural study. *NASSM*. Virtual.
- Mao, L.**, Kim, M., Kim, H., Zhang, J., & Connaughton, D. P. (2020). Understanding customer experience in fitness centers and gyms from online reviews: A structural topic modeling approach. *Sport Management Association of Australia & New Zealand*. Virtual.
- Kim, M., **Mao, L.**, Barnes, B., & Seidler, T. (2020). Mediated sports consumption: Scale development and initial validation. *NASSM*. Virtual.
- Chen, G., **Mao, L.**, Pifer, N. D., Watanabe, Y., & Zhang, J. J. (2020). Innovation-driven development strategy and research & development investment among Chinese sport firms (poster). *The Olympic Scientific Congress*. Yokohama, Japan.

- 2019 Wang, Y. & **Mao, L.** (2019). Celebrity endorsement, identity threats, and fans' responses: A case study of the controversial NBA-Xukun cai partnership. *SMA*. Chicago, IL.
- Mao, L.**, Kim, M., Chen., C., & Wang, Y. (2019). Reliability is "trivial": A cautionary tale of interpreting reliability of sport management scales. *NASSM*. New Orleans, LA.
- Mao, L.** (2019). Under siege by online retailing: A revisit to service quality of sporting goods stores. *SMA*. Chicago, IL.
- Mao, L.** (2019). Survival of sporting goods stores: The dual functions of online reviews. *SMA*. Chicago, IL.
- Lasota, M. & **Mao, L.** (2019). Applying employee-based brand equity to professional sports: A case study of the golden state warriors. *SMA*. Chicago, IL.
- Kim, M. & **Mao, L.** (2019). How instagram disclosure of advertising format impacts sport consumers' brand evaluation: Mediating role of source credibility and moderating role of users' motivation. *SMA*. Chicago, IL.
- 2018 Lasota, M. J. & **Mao, L.** (2018). Is the NFL in trouble? An investigation of the antecedents of football fan behavior towards NFL viewership and attendance? *SMA*. Dallas, TX.
- Kim, M. J., **Mao, L.**, Lee, H. J., & Lee S. (2018). Sportswear consumption among college students: A comparison between the U.S. and south korea. *NASSM*. Halifax, NS, Canada.
- Kim, M. J. & **Mao, L.** (2018). Towards a multi-endorsements effect model: A duo-processing perspective. *NASSM*. Halifax, NS, Canada.
- Kim, M. J. & **Mao, L.** (2018). The impact of social media marketing through instagram: Influence on brand equity and consumer intention of purchase. *SMA*. Dallas, TX.
- 2017 Yu, B., Kim, M. J., & **Mao, L.** (2017). Predicting athlete brand equity: An econometric approach integrating psychometric measures. *NASSM*. Denver, CO.
- Mao, L.**, Kim, M. J., & Lee, S. (2017). Substitution between sport spectatorship and physical activity participation: A household production perspective. *Asian Society for Sport Management Conference (ASSM)*. South Korea.
- Mao, L.** (2017). Time, money, and the dynamic relationship between spectatorship and participation. *International Association of Sport Economists Conference (IASE)*. Shanghai, China.
- Mao, L.** (2017). Demonstration or substitution: A cross-country comparison of the relationship between sport spectatorship and physical activity participation. *NASSM*. Denver, CO.
- Kim, M. J., **Mao, L.**, Lee, H., & Lee, S. (2017). The spillover effects: The effectiveness of brand credibility towards endorser credibility. [*Best Presenter Award*]. *Asian Society for Sport Management Conference (ASSM)*. South Korea.
- Kim, M. J. & **Mao, L.** (2017). Beyond spectator sports: Scale development and validation for mediated sports consumption. *NASSM*. Denver, CO.
- Chen, Y., Yu, B., & **Mao, L.** (2017). Rationale of risk-taking behaviors in sports of taiwan. *NASSM*. Denver, CO.
- 2016 **Mao, L.** (2016). Mediating or confounding: A caveat on theory development in sport management. *NASSM*. Orlando, FL.
- Kim, M. J. & **Mao, L.** (2016). Spillover effects: The relationship between endorser credibility and brand credibility. *SMA*. Indianapolis, IN.

- Kim, M. J. & **Mao, L.** (2016). Personality, fan identification and mediated sports consumption: A phenomenological approach. *NASSM*. Orlando, FL.
- 2015 Kim, S., Seidler, T., **Mao, L.**, Barnes, J. C., & Spengler, J. (2015). An analysis of risk management practices and legal considerations in south korean club sports. *SRLA*. Charloaddressse, NC.
- Huang, H., Min, S. D., & **Mao, L.** (2015). Collectivism, social exchange, and support for mega events: An examination of sporting events in china. *SMA*. Atlanta, GA.
- 2014 **Mao, L.**, Zhang, J. J., & Connaughton, D. P. (2014). Sports gambling as consumption: Evidence from a time-series analysis of demand for sports loaddresssery tickets. *Inaugural World Association of Sport Management*. Madrid, Spain.
- Mao, L.**, Zhang, J. J., & Connaughton, D. P. (2014). Effects of socio-demographics on sports loaddresssery demand. *Inaugural World Association of Sport Management*. Madrid, Spain.
- Mao, L.** & Huang, H. (2014). Social impact and intrinsic dimension: A case of formula one chinese grand prix. *EASM*. Coventry, UK.
- Mao, L.** & Huang, H. (2014). Expenditures of local residents as new money: A methodological nuance in evaluating economic impact of sports events in China. *6th ESEA Conference on Sport Economics*. Antwerp, Belgium.
- Mao, L.** & Huang, H. (2014). Assessing the relationships between image congruence, tourist satisfaction, and revisiting intention in Marathon tourism: The case of Shanghai International Marathon. *EASM*. Coventry, UK.
- Mao, L.** (2014). Spectator sports aaddresssendance choice: A conceptual Framework. *University of Georgia (UGA) Sports Business Symposium*. Athens, GA.
- Mao, L.** (2014). The importance of sports in sports gambling. *University of Georgia (UGA) Sports Business Symposium*. Athens, GA.
- Mao, L.** (2014). Demand for sports loaddresssery: An econometric analysis of a Chinese football pool. *6th ESEA Conference on Sport Economics*. Antwerp, Belgium.
- Lee, K., **Mao, L.**, Scoaddress, D., Kim, Y., & Seidler, T. (2014). Golf-related injuries: Court decisions and implications for venue managers. *NASSM*. Piaddressssburgh, PA.
- 2013 **Mao, L.**, Zhang, J. J., & Connaughton, D. P. (2013). Theory and determinants of consumer demand for sports loaddresssery: Development of a conceptual model. *NASSM*. Austin, TX.
- Mao, L.**, Zhang, J. J., & Connaughton, D. P. (2013). Associative learning and branding effects of sponsorship: An application of canonical correlation analyses. *NASSM*. Austin, TX.
- 2011 Zhang, J. J., Kim, M., & **Mao, L.** (2011). Promoting tai chi to the american people: A marketing perspective. *2011 Association of Marketing Theory and Practice Conference*. Panama City Beach, FL.
- Min, S., **Mao, L.**, Zhang, J. J., Byrd, C., & Jin, L. (2011). Impact of parent satisfaction toward the quality of after school programs on their conative behaviors: A path analysis. *2011 Association of Marketing Theory and Practice Conference*. Panama City Beach, FL.
- Mao, L.**, Zhang, J., & Connaughton, D. P. (2011). Consumer acceptance of a "New" sport in the global marketplace: Development of a theoretical framework. *SMA*. Houston, TX.
- Mao, L.** & Zhang, J. J. (2011). Factors affecting the quality of hosting international students in a chinese sport university.[*Best Paper Award*]. *2011 Association of Marketing Theory and Practice Conference*. Panama City Beach, FL.

- Mao, L.** & Zhang, J. J. (2011). Building consumer-based brand equity through sport sponsorship: Roles of consumers' involvement, emotions, and attitude towards the sponsored event. *2011 Association of Marketing Theory and Practice Conference*. Panama City Beach, FL.
- Mao, L.**, Li, H., & Zhang, J. J. (2011). Dimensions of problem gambling behavior associated with purchasing sports load addressery. *2011 Association of Marketing Theory and Practice Conference*. Panama City Beach, FL.
- Jin, L., **Mao, L.**, & Zhang, J. J. (2011). Impact of green stadium initiatives on donor intentions toward an intercollegiate athletic program. *SMA*. Houston, TX.
- 2010 **Mao, L.** & Zhang, J. J. (2010). Effectiveness of sponsorship on consumer-based brand equity: The role of consumers' emotions and attitudes. *SMA*. New Orleans, LA.
- Mao, L.**, Kim, M. K., & Zhang, J. J. (2010). Involvement and emotions of residents in China as the host country of 2008 Olympic games: Implications for promoting mega sport. *NASSM*. Tampa, FL.
- Mao, L.**, Kim, M. K., & Zhang, J. J. (2010). Going international: A case study of cross-border cooperation in sport management education. *SMA*. New Orleans, LA.
- Jin, L., **Mao, L.**, & Zhang, J. J. (2010). Assessing the impact of green stadium initiatives on donors' intention to give to Division-I athletic programs: Development of a theoretical framework. *SMA*. New Orleans, LA.
- Chen, K., Jin, L., **Mao, L.**, & Zhang, J. J. (2010). Differentiation of market demand of Division II intercollegiate women soccer with respect to socio-demographic. *NASSM*. Tampa, FL.
- 2009 Zhang, J. J., Cianfrone, B. A., Kim, M. K., Chen, K. C., Wang, R. T., Jin, L., & **Mao, L.** (2009). Dimensions of market demand associated intercollegiate women's Division II soccer games. *SMA*. Cleveland, OH.
- 2006 **Mao, L.** (2006). Governance of professional sport in China: Stakeholders-model perspective. *China Sport Management Association Annual Conference*. Beijing, China.
- Mao, L.** (2006). A framework for measuring foreign student education service quality. [*Best Paper Award*]. *China Higher Education Association Conference 2006 Proceedings*. Xining, China.

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## Grants

- 2024-2025 **PI: Mao, L.; Co-PI: Qian, T.**, *Socio-Economic Disparities in Health and Fitness Service Provision: Insights from Neighborhood Cluster Analysis and Text Analytics*, UNM Research Allocations Grant, \$5000 (decision pending)
- 2019-2020 **PI: Mao, L.**, *Survival of sporting goods stores: Retail quality, ownership structure, market demographics, and competition*, UNM Overhead Faculty Allocation Committee (OFAC) Research Grant, \$1894
- 2020 **PI: Mao, L.**, *UNM Provost Office Travel Grant*, \$2000
- 2018 **PI: Mao, L.**, *The duality of duration: How time impacts Americans' recreational choices*, UNM Overhead Faculty Allocation Committee (OFAC) Research Grant, \$1798 (Not funded)
- 2017-2018 **PI: Mao, L.**, *Demonstration or Substitution: A Cross-Country Comparison of the Relationship between Sport Spectatorship and Physical Activity Participation*, UNM Overhead Faculty Allocation Committee (OFAC) Research Grant, \$798

- 2017 **PI: Mao, L.**, UNM Overhead Faculty Allocation Committee (OFAC) Travel Grant for research presentation at the International Association of Sport Economists Conference in Shanghai, China, \$982
- 2016 **PI: Mao, L.**, UNM Office of Research and Community Engagement (ORCE) Travel Grant for research presentation at NASSM Conference in Denver, CO., \$913
- 2014 **PI: Mao, L.**, UNM Overhead Faculty Allocation Committee (OFAC) Travel Grant for research presentation at the ESEA Conference on Sport Economics in Antwerp, Belgium, \$500
- 2014-2015 **PI: Mao, L.**, Sport event as a platform to build brand equity for sponsors: The central role of consumer learning, UNM Rearch Allocation Committee (RAC) Grant, \$5545 (Not funded)
- 2011-2013 **PI: Huang, H.; Investigator: Mao, L.**, Dynamics between Sports Tourism and Urban Development, National Foundation of Philosophy and Social Science., RMB100,000
- 2008-2012 **PI: Li, H.; Co-PI: Tang, X., Wu, Y., Ma, H., Mao, L. & Zeng, W.**, Corporate Social Responsibility in Sports Lottery Administration: An Application of Stakeholder Theory (08CTY005), National Research Foundation of Philosophy and Social Science, RMB150,000
- 2007-2009 **PI: Liu, Z.; Co-PI: Mao, L., Zhao, R,& Mao, Q.**, Enhancing brand image through sport sponsorship: Suggestions and caveats for Chinese companies, Shanghai Sport Bureau, RMB35,000
- 2006 **PI:Liu,Z.; Co-PI: Mao, L.**, Internationalization strategy for sports education programs, Shanghai Education Comssision., RMB 20,000 (Not funded)

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## Teaching

### Course Taught - University of New Mexico

- PEP493 Introduction to Sport Management
- PEP539 Introduction to Sport Administration
- PEP507/HED507 Research Design in HPER
- PEP547 Sport Marketing & Promotions
- PEP548 Financing Sport
- PEP575 Facility Planning & Construction
- PEP618 Seminar in Sport Research
- PEP614 Consumer Behavior in Sport

### Course Taught - Shanghai University of Sport, China

- Undergrad Principle of Administration

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## Advising

### Doctoral Dissertation Committees

Student	Research topic	Complete date
<b>Chair</b>		
Kim, M. J.	Beyond spectator sports: Scale development and validation for mediated sports consumption	2019
Wang, Y.	Status seeking and identity fusion in conspicuous sport consumption	2022
Marbey, T.	School Sports Versus Club Sports: An Institutional Logic Perspective	2023
<b>Co-Chair</b>		
Choi, J.	Collegiate Athletes' Motivation Towards Dual Role and Career Transition Plan	2022
Kim, H.		
<b>Member</b>		
Lee, K. M.	Golf-related injuries: Court decisions and implications for venue managers	2014
Stocz, M.	Measuring accommodation on facebook between single-A minor league baseball teams and facebook users	2017
Birren, G.	An analysis of the results of court of arbitration for sports doping awards involving athletes between 1994 and 2008	2018
Krywaruczenko, D.	Models of wage determination of offensive linemen in the NFL	2018
Mohammed, A. M. A.	The relationship between coaches' leadership behavior and organizational culture in selected university soccer teams in Saudi Arabia	2020
Crum, D.	Mental toughness and athletic performance: A meta-analysis	2022
Provencio, C.	Acculturation of coaches: Using a grounded theory approach to explore reasons for entering the coaching profession	2022
Godman, R.		

#### External Examiner

2022 Darrel T. W. Yang, Nanyang Technological University, Singapore

#### Ph.D. Examination Committees (incomplete list)

I am typically responsible for three areas of the exam – sport consumer behavior, sport marketing, and inquiry skills.

Kim, D. W.; Wilkins, M; Collier, C; Gregory, D.W.; Choi, J.W.; Carter, A.; Hagan, B.; Lasota, M.; Krywaruczenko, D. S.; Lee, J.; Stocz, M.; Kim, M.J.; Morgan, T.; Williams, F.; Schlereth, N.; Litzenberg, E.; Mabrey, T

#### Master's Thesis Committees

Student	Research topic	Complete date
<b>Chair</b>		
Yu, B.	Predicting athlete brand equity: The effect of country of origin	2017
<b>Member</b>		
Kim, S. W.	An analysis of risk management practices and legal considerations in South Korean club sports	2014

#### Master's Examination Committees

I am typically responsible for one area of the exam (sport marketing) for the sport administration students and two areas of the exam (sport marketing and inquiry skills) for the generalist students.

#### University Service

##### University of New Mexico

08/2016-05/2019 Member, University of New Mexico Research Allocations Committee

- 2015 Member, Global Education Special Interest Group
- 2015 Selection Committee Member, Shared Knowledge Conference  
*College of Education and Human Science, University of New Mexico*
- 08/2022 - Member, COEHS Graduate Committee
- 08/2019 - Departmental Promotion and Tenure Panelist/Reviewer
- 08/2019 - 07/2020 Faculty Mentor for Assistant Professors
- 08/2019 Co-Chair, Search Committee for Assistant Professor in Sport Administration
- 08/2016-05/2022 Member, College of Education Faculty Governance Committee
- 2018 Member, Search Committee for Lecturer III in Athletic Training
- 2017 Member, Search Committee for Assistant Professor in Sport Administration
- 2015 Interim Representative, Graduate Committee
- 2014-2015 Member, College of Education Transformational Action Group (TAG)
- 2014-2015 Member, College of Education Student Issues Group

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## Professional Service

### Editorial roles

- submitted Guest Editor, International Journal of Sport Marketing and Sponsorship, Special Issue on "Artificial Intelligence and Sport Business"

### Editorial board

- 2018- Journal of Global Sport Management
- 2019- International Journal of Sport Marketing and Sponsorship

### Journal reviewer

Journal of Sport Management; Sport Management Review; Leisure Sciences; International Journal of Sports Marketing & Sponsorship; Measurement in Physical Education and Exercise Science; Sport in Society; International Journal of Sport Management and Marketing; Communication & Sport; Sport, Business, Management; Journal of Gambling Studies; Asia Pacific Journal of Tourism Research; International Marketing Review; The Quarterly Review of Economics and Finance; International Journal of Sport Communication; Journal of Global Sport Management; Journal of Business Analytics; Journal of Leisure Research; Scientific Reports; Sport Marketing Quarterly; Journal of Service Research

### Other professional review service

- 2020 External Reviewer, Research Grants Council (Hong Kong)
- 2019 Textbook Proposal Reviewer, Macmillan Publishers (UK)
- 2017 Abstract Reviewer, North American Society for Sport Management Conference
- 2016- Grant Reviewer, University of New Mexico Research Allocations Committee Grants
- 2015 State Grant Reviewer, American Association for the Advancement of Science (AAAS) Research Competitiveness Program
- 2014 Abstract Reviewer, Inaugural Conference of World Association for Sport Management
- 2014 Workshop Moderator, European Sport Management Conference
- 2012 Abstract Reviewer, North American Society for Sport Management Conference
- 2011 Abstract Reviewer, Association of Marketing Theory and Practice Conference

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## Honors & Awards

- 2023 The Honor Society of Phi Kappa Phi Outstanding Teacher Award
- 2009-2013 University of Florida Alumni Graduate Fellowship
- 2011 University of Florida Outstanding International Student Award
- 2011 Applied Marketing Theory and Practice Top Paper in Track Award

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## Membership

North American Society for Sport Management  
Sport Marketing Association  
International Association of Sport Economists  
European Association of Sport Economics  
European Association of Sport Management  
Association of Marketing Theory and Practice  
International Olympic Academy Participants Association  
The Honor Society of Phi Kappa Phi

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## Miscellaneous Professional Experience

- 2002-2009 Short academic and business visits to over 20 sports administration/ training/ education/research institutions in over 10 countries, including IOC, German Sport University Cologne, Heidelberg University, Tübingen University, Bayreuth University, Vienna University, Stellenbosch University, Pretoria University, Canberra University, University of Lille No. 2, H/P Cosmos, BP Products, Thailand Institute of Physical Education, Vietnam Sport Ministry, and etc.
- 2002-2009 Working experience with over 10 sports-related international joint education programs/initiatives, including SUS-University of Victoria Joint Master of Sport Management Program, SUS-Singapore Froebel Academy Chinese Wushu Offshore Training Program, SUS-University of Canberra “2+2” undergraduate program, and etc.
- 2008 Translator of Consulting Report on the Project of Dianshan Lake (Shanghai) Aviation Industry Park in 2008.
- 2007 Assisted China Health-Qigong Association of General Administration of Sport of to promote health Qigong in Calgary, Edmonton and Toronto in October 2007.
- 2006 Participant of the 7th International Session for Educators and Officials of Higher Institutes of Physical Education of the International Olympic Academy, Ancient Olympia, Greece.
- 2004 Chief Translator (whole book except last chapter) for Strategic Sport Marketing (2nd edition) by David Shilbury, Shayne Quick and Hans Westerbeek (through Yan Qing Lian He Consulting Co, Ltd., Beijing). The Chinese edition was published by Tsinghua University Press.
- 2002 Coordinator of Philippines National Team, The 2nd International Soft Tennis Invitational Competition, Shanghai.

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## Data Analytics Skills

Have working knowledge of Linux OSs, R/R-Studio, Stata, SPSS, Mplus, Python, Postgresql, Apache Superset, Leximancer, html, L<sup>A</sup>T<sub>E</sub>X, and many others.

Last updated on February 29, 2024

