

# Grace Yan

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Department of Sport and Entertainment Management

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## EDUCATION

**August 2010**            **The University of Illinois at Urbana-Champaign, Ph.D.**  
Recreation, Sport and Tourism

## PROFESSIONAL EXPERIENCE

**Aug 2022 – Present**            **Associate Professor**  
Department of Sport and Entertainment Management  
University of South Carolina

**Aug 2017 – Present**            **Assistant Professor**  
Department of Sport and Entertainment Management  
University of South Carolina

**Aug 2016 – Aug 2017**            **Assistant Professor**  
Department of Health, Exercise Science, and Recreation  
Management  
University of Mississippi

**Aug 2013 – Aug 2016**            **Assistant Teaching Professor**  
Department of Parks, Recreation and Tourism  
The University of Missouri-Columbia

**April 2011 – June 2013**            **Lecturer**  
Department of Parks, Recreation and Tourism  
The University of Missouri-Columbia

**Aug 2009 – Aug 2010**            **Research Fellow**  
European Union Center  
EU Integration Policy and Cultural Development  
The University of Illinois at Urbana-Champaign

**Aug 2007 – May 2010**            **Research Fellow**  
Human Dimensions of Environmental Systems  
The University of Illinois at Urbana-Champaign

**Aug 2006 – Aug 2009**            **Research Assistant**  
Leisure, Health and Wellness Laboratory  
Department of Recreation, Sport and Tourism  
The University of Illinois at Urbana-Champaign

**Aug 2004 – May 2006**      **Graduate Research Assistant**  
Hospitality and Tourism Management  
Purdue University

PUBLICATIONS

**33.** Watanabe, N. M., **Yan, G.**, & Soebbing, B. P. (2024). Athlete activism and attendance behavior in the National Football League. *European Sport Management Quarterly*, 24(3), 723-739.

**SPTE Journal Ranking: A+**                      **Contribution: 40%**  
**Assisted to develop and write the theoretical framework of Social Network Analysis for the paper.**

**32.** Xue, H., Du, J., Pizzo, A. D., Baker, B. J., Henry, T. E., **Yan, G.**, & Watanabe, N. M. (2024). The dynamics of esports crowdfunding campaign success: A social exchange perspective. *International Entrepreneurship and Management Journal*, 20(2), 549-573.

**Impact Factor: 6.704**                      **Contribution: 20%**

**31.** Kayama, M., **Yan, G.**, Adams, A., & Miles, R. J. (2023). “The wheelchair really is just a piece of athletic equipment to play the sport of basketball”: The experience of college athletes with disabilities navigating social inclusion and exclusion. *Children and Youth Services Review*, 155, 107251.

**Impact Factor: 2.4**                      **Contribution: 40%**

**30.** Koba, T., Nagel, M., Watanabe, N. M., **Yan, G.**, Southall, R., & Kidd, V. (2023). An exploration of professional U.S. based basketball players competing in Turkey. *Journal of Global Sport Management*, 8(1), 161-182.

**SPTE Journal Ranking: C**                      **Contribution: 15%**  
**Assisted to develop and write the theoretical framework of Social Network Analysis for the paper.**

**29.** Watanabe, N. M., **Yan, G.**, & McLeod, C. (2023). The impact of sporting events on air pollution: An empirical examination of National Football League Games. *Sustainability*, 15(6), 5568; <https://doi.org/10.3390/su15065568>

**Impact Factor: 3.889**                      **Contribution: 40%**

**28.** **Yan, G.**, Xue, H., & Seifried, C. (2022) Representations of Wrigley Field redevelopment(s) in the *Chicago Tribune*: Neoliberal discourse and urban politics. *Sociology of Sport Journal*, 39(1), 1-13.

**SPTE Journal Ranking: A+**                      **Contribution: 95%**  
**Wrote the paper – developed the theoretical framework, as well as collected and analyzed data.**

**27.** Newman, J. I., Xue, H., Watanabe, N. M., **Yan, G.**, & McLeod, C. (2022). Gaming gone viral: An analysis of the emerging esports narrative economy. *Communication & Sport*, 10(2), 241-270.

**SPTE Journal Ranking: A            Contribution: 15%**  
**Contributed to the paper by conceptualizing theoretical aspects of attention economy.**

**26. Watanabe, N. M., Xue, H., Newman, J. I., & Yan, G. (2021)** The attention economy and esports: An econometric analysis of Twitch viewership. *Journal of Sport Management, 36*(2), 145-158.

**SPTE Journal Ranking: A+            Contribution: 10%**  
**Contributed to this manuscript by integrating the theoretical aspects of attention economy.**

**25. Yan, G., Pegoraro, A., & Watanabe, N.M. (2021).** Examining IRA bots in the NFL anthem protest: Political agendas and practices of digital gatekeeping. *Communication and Sport, 9*(1), 88-109.

**SPTE Journal Ranking: A            Contribution: 95%**  
**Wrote the paper – developed the theoretical framework, as well as collected and analyzed data.**

**24. Newman, J. I., Yan, G., Xue, H., & Watanabe, N. (2020).** To Live, Play, and Die in Tianjin: A Research Assemblage about China's Footballing Biopolitics. *Sociology of Sport Journal, 23*(12), 2005-2030.

**SPTE Journal Ranking: A+            Contribution: 30%**  
**Contributed to developing the literature and research context.**

**23. Xue, H., Watanabe, N. M., Chen, R., Newman, J. I., & Yan, G. (2020).** Football (as) Guanxi: A relational analysis of actor reciprocity, state capitalism, and the Chinese football industry. *Sport in Society. 23*(12), 2005-2030.

**SPTE Journal Ranking: B            Contribution: 10%**  
**Assisted with developing and writing on the research context and theoretical framework for the paper.**

**22. Watanabe, N. M., Pegoraro, A., Shapiro, S., & Yan, G. (2019).** Does rivalry matter? An analysis of sport consumer interest on social media. *International Journal of Sport Marketing and Sponsorship, 20*(4), 646-665.

**SPTE Journal Ranking: B            Contribution 20%**  
**Assisted with developing and writing the literature on social media and sport for this paper.**

**21. Watanabe, N.M., Yan, G., & Soebbing, B.P. (2019).** Market disruption as a regime for athlete activism: An economic analysis of college football player protests. *Sport Management Review, 22*(5), 600-612.

**SPTE Journal Ranking: A+            Contribution: 40%**  
**Developed and wrote the theoretical framework on market disruption and activism as well as related research implications.**

**20. Yan, G., Watanabe, N.M., Shapiro, S., Naraine, M., Hull, K. (2019).** Unfolding the Twitter scene of the 2017 UEFA Champions League Final: Social media networks and power dynamics. *European Sport Management Quarterly, 19*, 419-436.

**SPTE Journal Ranking: A+            Contribution: 80%**

**Wrote the paper – in particular the literature, theoretical framework, parts of analysis, and conclusions.**

**19. Watanabe, N.M., Yan, G., Soebbing, B., & Fu, W. (2019).** Air pollution and attendance in the Chinese Super League: Environmental economics and sport demand. *Journal of Sport Management*, 33, 289-302.

**SPTE Journal Ranking: A+      Contribution: 40%**

**Assisted with developing and writing on the research context, literature review, and conclusions for the paper.**

**18. Yan, G., Steller, D., Watanabe, N., & Popp, N. (2018).** What determines user-generated content creation of college football? A big-data analysis of structural influences. *International Journal of Sport Communication*, 11, 219-240.

**SPTE Journal Ranking: B      Contribution: 80%**

**Wrote the paper – in particular the literature, theoretical framework, parts of analysis, and conclusions.**

**17. Podoshen, J., Yan, G., Venkatesh, V., Wallin, J., & Andrzejewski, S. (2018).** Dark tourism, abjection and blood: A phenomenological approach in a festival context. *Tourism Management*, 64, 346-356.

**SPTE Journal Ranking: N/A      Impact Factor: 12.828      Contribution: 40%**

**Assisted with writing the theoretical and methodological framework of phenomenology for this paper.**

**16. Yan, G., Pegoraro, A., Watanabe, N. M. (2018).** Student-athletes' organization of activism at the University of Missouri: Resource mobilization on Twitter. *Journal of Sport Management*, 32(1), 24-37.

**SPTE Journal Ranking: A+      Contribution: 90%**

**Wrote the paper – organized the literature, research framework, and most parts of analysis.**

**15. Watanabe, N. M., Yan, G., Soebbing, B. P., & Pegoraro, A (2017).** Is there economic discrimination on sport social media? An analysis of Major League Baseball. *Journal of Sport Management*, 31(4), 374-386.

**SPTE Journal Ranking: A+      Contribution: 40%**

**Wrote the literature review on economic discrimination and sport social media.**

**14. Yan, G., Kloeppe, M., & Li, R. (2017).** Producing Extreme Metal festivals: Through Lacan's gaze. *Tourism Management*, 59, 579-589.

**SPTE Journal Ranking: N/A      Impact Factor: 12.828      Contribution: 80%**

**Wrote the paper - organized the literature, research framework, and analysis.**

**13. Watanabe, N.M., Wicker, P., & Yan, G. (2017).** Running performance, fatigue, and weather conditions: The 2014 FIFA World Cup and implications for the future. *Journal of Sport Management*, 31(1), 27-43.

**SPTE Journal Ranking: A+      Contribution: 30%**

**Assisted with developing and writing the research context and implications of athletes' labor condition and social justice in this paper.**

**12. Watanabe, N.M., Yan, G., & Soebbing, B. (2016).** Consumer interest in Major League Baseball: An analytical modeling of Twitter. *Journal of Sport Management, 30*, 207-220.

**SPTE Journal Ranking: A+      Contribution: 40%**

**Wrote the literature review and developed research framework on sport social media.**

**11. Hunt, E., Wang, K., & Yan, G. (2016).** Acculturative stress as a moderator for international student drinking behaviors and alcohol use consequences. *Journal of Ethnicity in Substance Abuse*, doi: 10.1080/15332640.2016.1185656

**SPTE Journal Ranking: N/A      Contribution: 20%**

**Assisted with data collection, analysis, and writing.**

**10. Watanabe, N.M., Yan, G., & Soebbing, B. (2015).** Major League Baseball and Twitter usage: The economics of social media use. *Journal of Sport Management, 29*, 619-632.

**SPTE Journal Ranking: A+      Contribution: 40%**

**Wrote the literature review and developed research framework on sport social media.**

**9. Yan, G., & Watanabe, N.M. (2014).** The Liancourt Rocks: Media dynamics and national identities at the 2012 Summer Olympic Games. *International Journal of Sport Communication, 7*(4), 495-515.

**SPTE Journal Ranking: B      Contribution: 90%**

**Wrote the paper - organized the literature, research framework, and analysis.**

**8. Wang, K., Li, F., Wang, Y., Hunt, E., Yan, G., & Currey, D. (2014).** The international friendly campus scale: Development and psychometric evaluation. *International Journal of Intercultural Relations, 42*, 118-128.

**SPTE Journal Ranking: N/A      Contribution: 20%**

**Assisted with data collection, analysis, and writing.**

**7. Watanabe, N.M., Nie, T., & Yan, G. (2013).** Evolution of sport broadcast commentary: The case of China. *International Journal of Sport Communication, 6*(3), 288-311.

**SPTE Journal Ranking: B      Contribution: 25%**

**Assisted with data analysis and writing the literature review for this paper.**

**6. Yan, G., & Santos, C. (2010).** Repositioning Chinese tourism media studies: A socio-cultural perspective. *Journal of China Tourism Research, 6*, 202-214.

**SPTE Journal Ranking: N/A      Contribution: 90%**

**Wrote the paper - organized the literature, research framework, and analysis.**

**5. Santos, C., & Yan, G. (2010).** Genealogical tourism: A phenomenological examination. *Journal of Travel Research, 49*(1), 56-67.

**SPTE Journal Ranking: N/A      Impact Factor: 7.027      Contribution: 60%**

**Collected data and assisted with writing analysis as well as implications.**

**4. Yan, G., & Santos, C. (2009).** "China, Forever": Self-Orientalism and tourism media

discourse. *Annals of Tourism Research*, 36(2), 295-315.

**SPTE Journal Ranking: N/A      Impact Factor: 5.908      Contribution: 95%**  
**Wrote the paper - organized the literature, research framework, and analysis.**

3. Santos, C., & Yan, G. (2008). Representational politics in Chinatown: The ethnic other. *Annals of Tourism Research*, 35(4), 879-899.

**SPTE Journal Ranking: N/A      Impact Factor: 5.908      Contribution: 40%**  
**Assisted with writing the literature review and analysis.**

2. Yan, G., & Morrison, A. (2007). The influence of visitors' awareness of World Heritage Listings: A case study of Huangshan, Xidi and Hongcun in Southern Anhui, China. *Journal of Heritage Tourism*, 2(3), 184-195.

**SPTE Journal Ranking: N/A      Contribution: 80%**  
**Wrote the paper - organized the literature, research framework, and analysis.**

1. Yan, G., So, S., Morrison, A., & Sun, Y. (2007). Activity segmentation of the international heritage tourism market to Taiwan. *Asia Pacific Journal of Tourism Research*, 12 (4), 333-347.

**SPTE Journal Ranking: N/A      Impact Factor: 2.017      Contribution: 60%**  
**Assisted with writing the literature review and analysis.**

#### PAPERS UNDER REVIEW

Hur, C.H., Yan, G., Watanabe, N.M., & Soebbing, B. (2024). Towards a critical understanding of gentrification and mega-sport event: An analysis of the rental market in the 2018 PyeongChang Olympic Games. *Sociology of Sport Journal*. Revise and resubmit.

Hur, C.H., Watanabe, N.M., Soebbing, B. & Yan, G. (2024). Examination of temporary housing prices during a sport mega-event: The case of the 2018 PyeongChang Olympic Games. *Urban Economics*. Submitted.

Davie, G., Yan, G., & Ballouli, K. (2024). Framing Lia Thomas on Twitter: Cultural politics of transgender athletes on social media. *Journal of Sport Management*. Submitted.

#### AWARDS

2020                    **NASSM Research Fellow**

2013                    **Distinguished Conference Paper**

The Asian Divide: International Conflict, Politics, and Nationalism in Sport Media  
The Sixth Summit on Communication and Sport, Austin, Texas.

2009                    **Christine Howe Graduate Student Award**

College of Applied Health Science, The University of Illinois at Urbana- Champaign

\*Awarded to overall outstanding graduate student

2008                    **Best Conference Research Paper**  
Representational politics in Chinatown: The ethnic other.  
Travel and Tourism Research Association Annual Conference, Philadelphia, PA.

#### GRANTS AND PROPOSALS

Watanabe, N. M. (PI) & **Yan, G.** (Co-PI) The effect of large-scale sporting events on local area air pollution. – University of South Carolina Office of the Vice President for Research ASPIRE Grant. Funded for \$13,000 (April 30<sup>th</sup>, 2021).

Soebbing, B. P. (PI), **Yan, G.** (Co-PI), & Watanabe, N. (Co-PI) (Submitted February 3, 2017). Digital inclusion or exclusion: Understanding older adults' online activity and recreation and leisure participation. - Social Sciences and Humanities Research Council of Canada for \$CAD 53,350 over 2 years.

**Yan, G.** (PI) & Watanabe, N.M. (Co-PI) – (Submitted Jan.30, 2017) The Benefits of the Online Marketplace, The Case of Airbnb in Oxford, Mississippi – Hearin Foundation Grant Pre-Proposal for \$138,335.

**Yan, G.**, & Watanabe, N. M. – The social production of sporting space in South Africa. – University of Missouri – University of Western Cape Academic Exchange Program for \$8,800. – Withdrew from funding due to leaving the University of Missouri

Santos, C., and **Yan, G.** – Policies of multiculturalism and Chinatowns: Tourism and inquiries of ethnicity. (2009) – National Science Foundation, unfunded.

#### BOOK AND BOOK CHAPTERS

Newman, J., Watanabe, N.M., **Yan, G.**, & Xue, H. (In Contract). Zúqiú: A Cultural Economy of Football in Contemporary China. Palgrave & Macmillan.

Watanabe, N.M., **Yan, G.**, and Wicker, P. (2016). Fantasy sport across the pond. In *Fantasy Sports: Perspectives from the fields. How fantasy sports are viewed and used by fans, athletes, teams and the media.* (Eds.) Nicholas D. Bowman, John Spinda, and James Sanderson. Springer.

Wicker, P., Watanabe, N.M., and **Yan, G.** (2016). Fantasy sport and World Cup viewership. In *Fantasy Sports: Perspectives from the fields. How fantasy sports are viewed and used by fans, athletes, teams and the media.* (Eds.) Nicholas D. Bowman, John Spinda, and James Sanderson. Springer.

#### CONFERENCE PRESENTATIONS AND POSTERS

52. Davie, G., **Yan, G.**, & Ballouli, K. (2024). Framing Lia Thomas on Twitter: Cultural politics of transgender athletes on social media. North American Society for Sport Sociology 2024 Conference. Chicago, Illinois.

51. Wang, Z., **Yan, G.**, Crews, T., & Southall, R. (2024). Diving “Daye” on Social Media: Cultural Politics in the Making of Unlikely Sports Heroes in China. North American Society for Sport Sociology 2024 Conference. Chicago, Illinois.
50. Hur, C. H., Watanabe, N. M., **Yan, G.**, & Soebbing, B. P. (2024). A Critical Understanding of Gentrification and Neoliberal Mega-Sport Events: Analyzing the Rental Market During the Winter Olympic Games. North American Society for Sport Sociology 2024 Conference. Chicago, Illinois.
49. Hur, C. H., Watanabe, N. M., **Yan, G.**, & Soebbing, B. (2024). Impact of sport mega-event on socioeconomically vulnerable residents in small host regions. European Association of Sport Management 2024 Conference. Paris, France.
48. Hur, C. H., Yang, S. G., Watanabe, N. M., & **Yan, G.** (2024). Economic discrimination in women’s sports? Examination of earnings gap in college athletics. North American Society for Sport Management 2024 Conference. Minneapolis, MN.
47. Hur, C. H., Watanabe, N. M., **Yan, G.**, Brown, M., Shapiro, S., & Soebbing, B. (Presented December 14, 2023). An analysis of temporary housing costs and local residents’ relocation during a sport mega-event. RevME/REMAPS 2023 Conference. Hendersonville, Tennessee.
46. Hur, C. H., Watanabe, N. M., & **Yan, G.** (2023). Econometric analysis of temporary housing prices and relocation of local residents during a sport mega-event. (2023). European Association of Sport Management 2023 Conference. Belfast, Ireland.
45. **Yan, G.**, & Watanabe, N. M. (2022). Do sporting events increase local area air pollution? An empirical examination of the environmental impact of sport. European Association of Sport Management Annual Conference, Innsbruck, Austria.
44. Xue, H., **Yan, G.**, & Wang, J. (2022). Revitalizing sporting space through esports venue development: A multi-site case study of esports stadium and fusion arena. North American Society for Sport Management 2022 Conference, Atlanta, GA.
43. Watanabe, N. M., Xue, H., **Yan, G.**, & Newman, J. I. (2021). Demand for esports: An econometric analysis of the digital sport economy. European Sports Economics Association 2021 Conference.
42. Watanabe, N. M., **Yan, G.**, & McLeod, C. (2020). The effect of NFL attendance on air pollution: An economic examination of the environmental impact of sport. Eastern Economic Association 2020 Conference. Boston, MA.
41. Scroggins, C., **Yan, G.**, Xue, H. Esports: The political economy of attention. North American Society for the Sociology of Sport 2019 Conference. Virginia Beach, VA.
40. **Yan, G.**, Watanabe, N. M., & McLeod, C. The political economy of air pollution and NFL attendance: A reflection on corporate environmentalism. North American Society for the



Sociology of Sport 2019 Conference. Virginia Beach, VA.

- 39.** Shapiro, S. L., Watanabe, N. M., **Yan, G.**, & Won, M. “Needle in a Haystack”: Examining networked influence on Twitter during the Pyeongchang Winter Olympic Games. North American Society for Sport Management 2019 Conference, New Orleans, LA.
- 38.** Watanabe, N. M., Shapiro, S. L., & **Yan, G.** Predicting influence in social media networks: A multi-level analysis of the 2018 Winter Olympic Games. American Marketing Association 2019 Winter Conference, Austin, TX.
- 37.** Watanabe, N.M., Soebbing, B. P., & **Yan, G.** Market disruption and athlete activism: An analysis of the impact of protests on National Football League attendance. Southern Economic Association, 2018. Washington D.C.
- 36.** Kidd, V., Southall, R., & **Yan, G.** Why am I Overseas? Oscillating migration experiences of former U.S. men’s collegiate basketball players. North American Society for the Sociology of Sport, 2018. Vancouver, Canada.
- 35.** Huang, L., **Yan, G.**, Bi, X., Lu, X. Competing narratives in the institutional takeover of Beijing Guoan Soccer Club: Identities and politics in China’s soccer. North American Society for the Sociology of Sport, 2018. Vancouver, Canada.
- 34.** Watanabe, N. M., Soebbing, B., & **Yan, G.** The potential for economic sociology in sport. North American Society for the Sociology of Sport, 2018. Vancouver, Canada.
- 33.** **Yan, G.**, Watanabe, N. M., Newman, J., & Xue, H. Digital counter-sphere or political fragmentation? Twitter networks and the NFL protests in the era of resisting America’s popular white nationalism. North American Society for the Sociology of Sport, 2018. Vancouver, Canada.
- 32.** **Yan, G.**, Valliant, M., & Watanabe, N. M. Analyzing college athletes’ perceptions for concussions: From the perspectives of organizational culture. North American Society for Sport Management 2018 Conference. Halifax, Nova Scotia, Canada.
- 31.** **Yan, G.**, Watanabe, N. M., Soebbing, B. P., & Naraine, M. Big data and media platforms: Celebrity organization in the era of attention economy. Academy of Management Global Conference on Big Data, 2018. Surrey, United Kingdom.
- 30.** Grady, J., **Yan, G.**, & Watanabe, N. M. Policing user-generated Olympic content: Periscope’s use during Rio 2016. Sport and Recreation Law Association Conference 2018, San Antonio, TX.
- 29.** Watanabe, N. M., **Yan, G.**, & Fu, W. The impact of air pollution on fan attendance: An analysis of the Chinese Super League. International Association of Sport Economists, Shanghai, 2017.
- 28.** **Yan, G.**, Valliant, M., & Watanabe, N. M. Analyzing college athletes’ perceptions for

concussions: From the perspectives of organizational culture. North American Society for the Sociology of Sport 2017 Conference. Windsor, Ontario, Canada.

**27.** Watanabe, N. M., **Yan, G.**, & Soebbing, B. P. The political economy of Kaepernick's protests: An alternative understanding of athlete activism. North American Society for the Sociology of Sport 2017 Conference. Windsor, Ontario, Canada.

**26.** Watanabe, N.M., Soebbing, B., & **Yan, G.** The Impact of Athlete Protests on National Football League Attendance. Western Economics Association Conference, 2017.

**25.** **Yan, G.**, Seifried, C., & Toppel, J. Understanding Wrigley Field's transformation: Community and narratives of nostalgia. North American Society for Sport Management Annual Conference, 2017.

**24.** Watanabe, N. M., **Yan, G.**, & Fu, W. The Impact of Air Pollution on Fan Attendance: An Analysis of the Chinese Super League. North American Society for Sport Management Annual Conference, 2017.

**23.** Watanabe, N. M., Soebbing, B. P., **Yan, G.**, & Pegoraro, A. The economics of protests – Analyzing the impact of social activism on consumer demand for sport. Missouri Valley Economic Association 2016 Conference, St. Louis, MO.

**22.** Watanabe, N. M., Soebbing, B. P., **Yan, G.**, & Pegoraro, A. The impact of protests on consumer interest in the University of Missouri. Southern Economic Association 2016 Conference, Washington D.C.

**21.** **Yan, G.**, & Rion, J. Analyzing the 'Paul Finebaum show': The Internal Orientalization of the American South in Sport Media. North American Society for the Sociology of Sport 2016 Conference, Tampa, FL.

**20.** Watanabe, N. M., **Yan, G.**, & Kwamin, W. Exploring the political economy of concussions. North American Society for the Sociology of Sport 2016 Conference, Tampa, FL.

**19.** **Yan, G.**, Watanabe, N. M., Pegoraro, A., & Frisby, C. Analyzing student athletes' activism in emerging events at University of Missouri. North American Society for the Sociology of Sport 2016 Conference, Tampa, FL.

**18.** **Yan, G.**, Watanabe, N.M., & Frisby, C. Analyzing Student Athletes' Activism in Emerging Events at University of Missouri. Panel Discussion. College Athlete's Rights & Empowerment: Visioning a New Paradigm of College Sport Conference 2016, Philadelphia, PA.

**17.** Watanabe, N. M., Pegoraro, A., **Yan, G.**, Naraine, M., & Achen, R. (2016). Advancing social media research. North American Society for Sport Management Annual Conference 2016, Orlando, FL.

**16.** **Yan, G.**, Seifried, C., & Toppel, J. Sporting Space and Governmentality: The Modernization

of Wrigley Field. North American Society for Sport Management Annual Conference 2016, Orlando, FL.

**15. Yan, G.,** Watanabe, N. M., & Rion, J. Constructing 'Social Cohesion' in Sport: Politics of Representations in South Africa. The North American Society for the Sociology of Sport 2015 Conference, Santa Fe, New Mexico.

**14. Toppel, J., Yan, G.,** Watanabe, N. M., & Siefried, C. Contested Sporting Space: The Boundary Making of Wrigley Field. The North American Society for the Sociology of Sport 2015 Conference, Santa Fe, New Mexico.

**13. Watanabe, N. M., Yan, G.,** Popp, N., & Steller, D. Sport consumer interest and Web 2.0: An analysis of determinants of online traffic for collegiate sport teams. Sport Marketing Association 2015 Conference, Atlanta, GA. Sport Marketing Association 2015 Conference, Atlanta, GA.

**12. Watanabe, N. M., Wicker, P., & Yan, G.** Fantasy sport as a complement to FIFA World Cup Viewership. Sport Marketing Association 2015 Conference, Atlanta, GA. Sport Marketing Association 2015 Conference, Atlanta, GA.

**11. Yan, G.** "Sport and Social Cohesion in South Africa: A Critical Discourse Analysis." North American Society for Sport Management Annual Conference, Ottawa, Canada, 2015.

**10. Watanabe, N.M., & Yan, G.** "Demand for Sport: Considering Consumer Preferences of Athletes and Teams Through Social Media Use." Missouri Valley Economic Association, 2014. St. Louis, MO.

**9. Yan, G.** "The Liancourt Rocks: Media Dynamics and National Identities at the 2012 Summer Olympic Games." North American Society for Sport Management Annual Conference, 2014. Pittsburgh, PA.

**8. Watanabe, N.M., & Yan, G.** "The Relationship between Attendance at Major League Baseball Games, and Social Media Use." North American Society for Sport Management Annual Conference, 2014. Pittsburgh, PA.

**7. Watanabe, N.M., & Yan, G.** "Estimating Social Media Use by Sport Fans: A Demand for Sport Approach." International Association of Communication and Sport: Summit on Sport and Communication, 2014. New York, NY.

**6. Yan, G.** "South Africa under 'gaze': A framing analysis of sport." International Association of Communication and Sport: Summit on Sport and Communication, 2014. New York, NY.

**5. Plothe, T., Watanabe, N.M., & Yan, G.** "Samoan Drop'ped: Tangling with Samoan Identity in Professional Wrestling." International Association of Communication and Sport: Summit on Sport and Communication, 2014. New York, NY.

**4. Watanabe, N.M. & Yan, G.** "Framing China: Employing Sport Media to Frame a Nation."

International Association of Communication and Sport: Summit on Sport and Communication, 2013. Austin, TX.

3. Watanabe, N.M., Nie, L., & Yan, G. "The Asian Divide: International Conflict, Politics, and Nationalism in Sport Media." International Association of Communication and Sport: Summit on Sport and Communication, 2013. Austin, TX.

2. Yan, G., & Santos, C. "Chinatown: Maneuvering the Ethnic Other." Travel and Tourism Research Association Annual Conference, 2008, Philadelphia.

1. Yan, G. "From Chinese Painting Aesthetics to Tourism Representations: A Cultural Circuit." Environmental Horizons Conference, Environmental Council, Urbana, Illinois, 2008.

### PROFESSIONAL SERVICES

#### *Teaching & Curriculum*

From 2013-2016:

**Undergraduate Curriculum Committee.** School of Natural Resources. The University of Missouri-Columbia.

**Teaching Excellence Committee.** College of Agriculture, Food and Natural Resources, The University of Missouri-Columbia.

**Graduate Curriculum Committee.** Department of Parks, Recreation and Tourism, The University of Missouri-Columbia.

**Arts & Cultural Heritage Tourism Community Curriculum Development.** College of Agriculture, Food and Natural Resources. The University of Missouri-Columbia.

#### *Research Programs*

**College of Hospitality, Retail, and Sport Management (2017-present).** Research and Grant Committee. University of South Carolina.

**Conference Session Organizer (2018).** North American Society for the Sociology of Sport 2018 Conference, Vancouver, CA. Session Title: Global Soccer Development and Sociological Issues.

**Judge for Graduate Student Case Study Competition (2018, 2019).** 11<sup>th</sup> CSRI Conference, Columbia, SC.

**Conference Session Organizer (2017).** North American Society for the Sociology of Sport 2017 Conference, Denver, CO. Session Title: Sport Environment and the Sociology of Concussion Injuries.

**McNair Scholar Mentor (2016 - 2017).** Serving as a research mentor for Whitney Kwamin at the University of Missouri. Project Title: Understanding College Student-Athletes' Perceptions of Concussions.

**Conference Session Organizer (2016).** North American Society for the Sociology of Sport 2016 Conference, Tampa, FL. Session Title: Representations of the Global South – The Engagement of Sport.

**Faculty Scholars Program Member (2015-2016).** The University of Missouri System.

**Scientific Board Member, “Representing the Global South”.** Conference and Workshops, 2015, University of Western Cape, Cape Town, South Africa.

**Committee for Female Faculty Improvement (2015-2016).** College of Agriculture, Food and Natural Resources, The University of Missouri-Columbia.

*Organizational Activities and Improvements*

**SPTE External Review Committee (2018).** Department of Sport and Entertainment Management. University of South Carolina.

**Hiring Committee for the Clinical Instructor Position (2018).** Department of Sport and Entertainment Management. University of South Carolina.

From 2013-2016:

**Department Scholarship Committee.** Department of Parks, Recreation and Tourism, The University of Missouri-Columbia.

**Faculty Advisor. Departmental Student Interest Group.** Sport, Parks, Recreation & Tourism. The University of Missouri-Columbia.

**Diversity Committee.** School of Natural Resources. The University of Missouri Columbia.

MEMBERSHIPS

<i>North American Society of Sports Management (NASSM)</i>	2013- present
<i>North America Society for the Sociology of Sport (NASSS)</i>	2014- present
<i>International Association for Communication and Sport (IACS)</i>	2013- 2015
<i>Travel and Tourism Research Association (TTRA)</i>	2008-2010

EDITORIAL BOARD MEMBER

*Sociology of Sport Journal, European Journal of Sport Management*

AD-HOC REVIEWER

*Journal of Sport Management*

*Sociology of Sport Journal*

*Communication and Sport*

*Sport Marketing Quarterly*

*International Journal of Sport Communication*

*International Journal of Cultural Studies*

*Annals of Tourism Research*

*Journal of Travel Research*

*Journal of China Tourism Research*

*Social Media & Society 2017 International Conference*