

Zhijing Chen, Ph.D.

156 Davies Hall, Carbondale, IL 62901 | 917-715-9851 | zhijing.chen@siu.edu

EDUCATION

Ph.D. in Sport Management	Sept. 2020 - Aug. 2024
School of Kinesiology, University of Michigan	Ann Arbor, MI
M.S. in Sports Business , concentrated in Sports Marketing and Sales	Sept. 2016 - Dec. 2018
School of Professional Studies, New York University	New York, NY
B.E. in Software Engineering , concentrated in e-government and e-business	Sept. 2012 - Jun. 2016
School of Data and Computer Science, Sun Yat-Sen University	Guangzhou, China

ACADEMIC APPOINTMENTS

Southern Illinois University - Carbondale

Assistant Professor (2024 – present), Department of Sport Administration | School of Human Sciences

COURSES

- KIN 369 Sport Analytics
- KIN 500 Techniques of Research
- SM 241 Sports Economics
- SM 238 Introduction to Accounting in Sports
- Summer Course: The Business of Sport
- SM 313 Business Development in Sports
- SM 249 Research Methodology in Sport Management (Lab Primary Instructor)

RESEARCH INTERESTS

Sport Consumer Behavior, Social Media Communication, Decision Making, Athlete Activism, Sport Betting

DISSERTATION

An Experimental Investigation of Decision Making in Sport Betting

Study 1: Play the odds: An experimental investigation of the effect of betting odds on decision making in sport betting

Study 2: Promotional offers, sports bettor characteristics, and decision making in sport betting

Study 3: The role of emotion in sport betting decision making

RESEARCH PUBLICATIONS

Chen, Z., & Kwak, D.H. (2025). Athletes as Advocates: The Role of Parasocial Interaction and Fictional Involvement in Social Media Advocacy. *European Sport Management Quarterly*.

<https://doi.org/10.1080/16184742.2025.2559965>

Kwak, D.H., Pradhan, S., & Chen, Z. (2023). “Speak Up!” Investigating U.S. Professional Sports Teams’ #BlackLivesMatter Statements. *Frontiers in Sports and Active Living*.

<https://doi.org/10.3389/fspor.2023.1192784>

Chen, Z., & Kwak, D.H. (2022). It’s okay to be not okay: A Twitter analysis of Naomi Osaka’s withdrawal due to mental health concerns. *Communication & Sport*.

<https://doi.org/10.1177/21674795221141328>

MANUSCRIPTS UNDER REVIEW

Chen, Z., Kwak, D.H., & Boehmer J. (Under Review). How promotional offers and bettor characteristics influence decision-making in sports betting: An experimental Study. Submitted to *Sport Management Review*.

CONFERENCE PRESENTATIONS

Chen, Z. & Bo, H. (2025, October). What drives engagement? A mixed-methods study of NBA and WNBA TikTok content and fan interactions. Presented at the annual conference of Sport Marketing Association, Phoenix, AZ.

Chen, Z. (2025, May). Work Environment and Online Sports Gambling: Is There a Correlation? Presented at the annual conference of North American Society for Sport Management, San Diego, CA.

Chen, Z. (2024, Oct.). Work Environment and Online Sports Gambling: Is There a Correlation? Presented at FY 2025 CHHS Research Flash Talks, Carbondale, IL.

Chen, Z. & Kwak, D.H. (2024, June). The Role of Emotion and Risk-Taking Tendency in Responses to Sport Betting Promotional Offers. Presented at the annual conference of North American Society for Sport Management, Minneapolis, Minnesota.

Chen, Z. & Kwak, D.H. (2023, October). Super Bowl LVII Odds Boost! How do promotions and sports bettor characteristics influence decision making? Presented at the annual conference of Sport Marketing Association, St. Petersburg, FL.

Chen, Z. & Kwak, D.H. (2023, October). The power of storytelling: Consumer responses to athlete advocacy posting on social media. Presented at the annual conference of Sport Marketing Association, St. Petersburg, FL.

Chen, Z. & Kwak, D.H. (2023, June). Effective advocacy communication on social media: Exploring the role of parasocial interaction, emotional empathy, message source, and narrative in athlete activism. Presented at the annual conference of North American Society for Sport Management, Montreal, Canada.

Chen, Z. & Kwak, D.H. (2023, June). Play the Odds: An experimental investigation of information processing bias in sport betting. Presented at the annual conference of North American Society for Sport Management, Montreal, Canada.

Chen, Z. & Kwak, D.H. (2023, April). Play the Odds: An experimental investigation of decision making under risk in sport betting. Presented at the 2023 Kinesiology Research Showcase & Award Ceremony, Ann Arbor, MI.

Chen, Z. & Kwak, D.H. (2022, June). Get vaccinated or you are benched: A sentiment and thematic analysis of Tweets responding to Kyrie Irving's vaccine stance and suspension. Presented at the annual conference of North American Society for Sport Management, Atlanta, GA.

Chen, Z. & Babiak, K. (2022, June). Bring baseball into the classroom: A content analysis of MLB educational programs. Presented at the annual conference of North American Society for Sport Management, Atlanta, GA.

Chen, Z. & Kwak, D.H. (2022, April). The Naomi effect: A Twitter analysis of Naomi Osaka's withdrawal due to mental health concerns. Presented at the 2022 Kinesiology Research Showcase & Award Ceremony, Ann Arbor, MI.

INVITED GUEST LECTURES / TALKS

- Research Methods in Sport Marketing, School of Kinesiology, University of Minnesota (Fall 2023)
- The Global Sports Industry, School of Engineering and the Athletics Department, Brown University (Winter 2024; Co-guest Lecture with Dr. Dae Hee Kwak)
- The Workshop on Using Survey Platforms for Your Research, Southern Illinois University (Fall 2025)

IN THE MEDIA

CNA (2025, August 13). [Airport mobs to online abuse: Who pays the price in China's toxic sports fandom?](#)

The Conversation (2024, July 9). [By revealing their mental health struggles, pro athletes are scoring with fans.](#)

School of Kinesiology News, University of Michigan (2024, November 12). [What do fans think when an athlete takes time off for mental health reasons?](#)

SERVICE TO DISCIPLINE

Review Committee: 2024 North American Society for Sport Management (NASSM) Student Research Competition Award

Review Committee: 2025 and 2026 North American Society for Sport Management (NASSM) Conference

Reviewer for Communication & Sport: "Online Engagement in the Sports Industry: Leagues, Athletes, and Sponsoring Brands"

SERVICE TO THE UNIVERSITY/SCHOOL

- Advisor for Sport Administration Graduate Students, Southern Illinois University 2025-present
- Mentor for the Peer Mentorship Program, University of Michigan 2022-2024

RESEARCH EXPERIENCE

Doctoral Student Researcher

Center for Sport Marketing Research, University of Michigan, Ann Arbor, MI. Sept. 2020 – Aug. 2024

- Focused on **Quantitative Research** on sport consumer behavior
- Utilized different methodologies to investigate consumer behavior including **Social Media Analysis, Experiments, and Surveys**
- **Developed scales** to measure consumer perceptions, attitudes, and behavior and test the validity and reliability of measurement models
- Analyzed data by conducting **Textual Analysis, Sentiment Analysis, Regression, Chi-Square test, and Structural Equation Modeling (SEM)**, etc.

TEACHING EXPERIENCE

Graduate Student Instructor (Primary Instructor)

University of Michigan, Ann Arbor, MI Jan. 2022 – present

- Taught Research Methodology in Sport Management Lab sessions
- Developed course materials, coding activities, and quizzes about statistics and research process in sport
- Designed assignments for students to practice their data management and data analysis skills
- Provided additional resources to foster interests and knowledge in statistics and research in the sport industry
- Graded weekly assignment
- Answered students' questions during office hours and offer help for their assignments

Graduate Student Instructor

University of Michigan, Ann Arbor, MI Sept. 2020 – Dec. 2021

- Graded weekly diary, midterm and final project presentations and papers
- Planned and assigned weekly readings on current events in sport business
- Led discussion sections on current events in sports during the lecture
- Answered students' questions during office hours and offered help for their assignments

Teaching Assistant

Harbour Education, Beijing, China (worked remotely in Ann Arbor, MI) July 2021 – August 2021

- Planned and taught supplement classes to the lectures that provided students with more materials relevant to the lecture topics and facilitated group discussions on the topics
- Answered students' questions during office hours and offered help for final presentations and papers
- Introduced sports job market and provided career advice in the sport industry
- Tracked students' progress and provided feedback to help them improve

PROFESSIONAL EXPERIENCE

Graduate Student Staff Assistant

Graduate Student Affairs Office, University of Michigan, Ann Arbor, MI

May 2023 – Aug. 2023

- Provided assistance to the manager of Graduate Student Affairs
- Used Google Forms to optimize Ph.D. student form submissions and processing
- Used Google Sites to create web pages for Ph.D. students to receive timely news and information about their programs and degree requirements
- Updated and improved annual evaluation forms for Ph.D. students

Ticket Operations Assistant

Texas Rangers Baseball Club, Arlington, TX

Feb. 2019 – Oct. 2019

- Assisted guests by resolving ticketing issues and giving clear instructions on using the digital account and MLB Ballpark App and ensured they can successfully access their tickets and enjoy the benefits
- Responded to special ticket requests and collected feedbacks over the phone, at the box office, at the team shop and in the Season Ticket Services Lounge to better understand and satisfy customers' needs
- Assisted sales department with system management, payment processing and special ticket requests to provide great customer service for season ticket holders and increase season ticket plan renewal rates
- Supervised box office sellers to ensure ticket sales and services are delivered accurately

Court Management Intern

Western & Southern Open (ATP Masters and WTA Premier 5), Mason, Ohio

July – Aug. 2017

- Prepared, checked and maintained stadium facilities following the official guidelines and guaranteed all 24 tennis courts were ready for the professional tournament
- Supervised ongoing matches during game days and responded immediately to the requests from the players to ensure every match was running safely and successfully

Player Service and Marketing Intern

Guangzhou Open (WTA International), Guangzhou, China

Aug. 2014– Sept. 2015

- Communicated with the hotel, arena and drivers to prepare and improve hospitality, transportation and practice court service for over 60 pro players and made sure they were satisfied during their stay
- Responded immediately to players' requests and solved problems to eliminate their inconvenience
- Recruited 20 volunteers and led the team to provide excellent service for the players and officials

HONORS AND AWARDS

Rackham's Outstanding Graduate Student Instructor (GSI) Award (Nominated)

Fall 2023

Zatkoff Family Fellowship (\$12,000)

Summer 2022, Summer 2023

NASSM Student Research Competition Award

Spring 2023

Lucile M. Swift Honors Award (\$6000)

Winter 2023, Winter 2024

Rackham Graduate Student Research Grant (\$3000)

Winter 2023

Rackham Graduate Student Research Grant (\$1500)

Fall 2022

Rackham Conference Travel Grant

Summer 2022, Spring 2023, Fall 2023

Kinesiology Travel Funds

Summer 2022, Spring 2023, Fall 2023

Kinesiology's Rackham Regents Fellowship

Fall 2021