

**Tsu-Lin Yeh, Ph.D.**  
Curriculum Vitae

Department of Sport Management, Wellness, and Physical Education  
University of West Georgia  
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## Education

- **University of South Carolina (Columbia, SC, United States)**  
Graduated: Aug. 2023  
Doctor of Philosophy: Sport and Entertainment Management  
Certificate of Graduate Study: Qualitative Research  
Dissertation: *Southeastern Conference (SEC) International Student-Athlete (ISA) career transitions – A Cultural Intelligence (CQ) perspective*  
Advisor: Dr. Mark S. Nagel
- **National Taiwan Sport University (Taoyuan, Taiwan)**  
Graduated: Jan. 2018  
Master of Public Administration: International Sport Affairs  
Thesis: *Summer Olympic Games information system from knowledge management perspectives – A case study of 2012 and 2016 Summer Olympic Games*  
Advisor: Dr. Hsia-Hung Ou
- **Russian International Olympic University (Sochi, Russia)**  
Graduated: Jun. 2017  
Master of Sport Administration  
Thesis: *Project management in sport organization strategic planning – A case study of Chinese Taipei Athletics Association*  
Advisor: Dr. David K. Stotlar
- **Chang Gung University (Taoyuan, Taiwan)**  
Graduated: Jun. 2016  
Master of Science: Information Management  
Thesis: *Results analyses for international marathon competition – A case study of New Taipei City Wan Jin Shi marathon*  
Advisor: Dr. Shu-Yen Wan
- **Chang Gung University (Taoyuan, Taiwan)**  
Graduated: Jan. 2014  
Bachelor of Science: Information Management  
Graduation Project (software/application development): *How do you feel now – Sentiment miner*  
Advisor: Dr. Shu-Yen Wan

## Peer-Reviewed Publications

1. Chen, C., Lin, Y., Yeh, T., Chou, Y., & **Yeh, T.** (2025). Social media influencer or traditional celebrity? Moderational analysis on the relationship between endorser type and endorsement effectiveness. *PLOS ONE*, 20(7), e0326911.
2. **Yeh, T.**, Nagel, M. S., Anders, A. D., & Shapiro, S. L. (2025). High Performance International Student-Athletes' (ISAs') Career Experience: Cultural Intelligence (CQ) and Transition to SEC Schools. *Journal of Athlete Development and Experience*, 7(1), 4.
3. **Yeh, T.**, & Krieger, J. (2019). Governance reform of international sport federations and its implications for national sport associations: A case study of the International Association of Athletics Federations (IAAF) and the Chinese Taipei Athletics Association (CTAA). *Asian Sports Management Review*, 14(1), 4-13.
4. **Yeh, T.**, & Ou, H. (2018). Knowledge structure and Olympic data feed. *Special Issue of National Taiwan Sport University Practical Research*, 143-156. (ISBN 13:978-9860558159).

## Book Chapter

1. Yeh, K., **Yeh, T.**, & Kitiseni, N. (2022). Sport event pandemic risk management and what has been learned from COVID-19. In P. M. Pedersen (Ed.). *Research Handbook on Sport and COVID-19*. Edward Elgar Publishing Ltd.

## Professional Presentations

1. **Yeh, T.** (2024, November 6-8). *Balance Artificial Intelligence (AI) Usage in Sport Marketing Courses: Having self-exploration and oral presentation activities to enhance learning outcomes* [Pedagogy Symposium]. Sport Marketing Association Annual Conference, St. Louis, MO, United States.
2. **Yeh, T.**, & Berg, B. K. (2024, May 29-June 1). *Innovation Hub – Developing Collaborative Olympic-related Projects (Research Hub)* [Oral presentation]. North American Society for Sport Management Annual Conference, Minneapolis, MN, United States.
3. **Yeh, T.** (2023, October 25-27). *Sport Marketing News Report: Select, Summary, and Share* [Pedagogy Symposium]. Sport Marketing Association Annual Conference, St. Petersburg, FL, United States.
4. **Yeh, T.** (2023, March 22-24). *Exploring Division I International Student-Athletes' Identities and Self-efficacy* [Oral presentation]. College Sport Research Institute Annual Conference, Columbia, SC, United States.
5. **Yeh, T.**, & Nagel M. S. (2022, October 26-28). *Advertising NCAA Programs to International Student-Athletes* [Oral presentation]. Sport Marketing Association Annual Conference, Charlotte, NC, United States.

6. Gu, Y., Lee, T., Wu, C., Yeh, K., & **Yeh, Y.** (2022, October 26-28). *A Study on Professional Players' Perceptions of COVID-19 Pandemic Risk Management Factors: Taking the Chinese Professional Baseball League 2020 Season as an Example* [Oral presentation]. Sport Marketing Association Annual Conference, Charlotte, NC, United States.
7. **Yeh, T.**, & Nagel M. S. (2022, June 1-5). *Discovering cultural intelligence (CQ) from international student-athletes' transitional experiences* [Oral presentation]. North American Society for Sport Management Annual Conference, Atlanta, GA, United States.
8. **Yeh, T.**, & Nagel M. S. (2022, March 23-25). *Exploring SEC international student-athletes' career transitions: A cultural intelligence (CQ) perspective* [Oral presentation]. The College Sport Research Institute Annual Conference, Columbia, SC, United States.
9. **Yeh, T.** (2021, October 20-22). *Strategic planning for sport associations' sustainable development: A project management perspective* [Poster presentation]. Sport Marketing Association Annual Conference, Las Vegas, NV, United States.
10. Lee, T., **Yeh, T.**, & Yeh, K. (2021, October 20-22). *Research on the contribution of Chinese professional baseball on-site spectators' consumption to Taiwan's economy during the COVID-19 pandemic* [Poster presentation]. Sport Marketing Association Annual Conference, Las Vegas, NV, United States.
11. **Yeh, T.**, Nagel M. S., & Watanabe, N. (2021, June 3-5). *Factors affecting the retention of NCAA athletes* [Oral presentation]. North American Society for Sport Management Annual Conference. Online.
12. Chen, H., Wang K., & **Yeh T.** (2020, June 4-5). *Testing serum proteome between elite sprinters and long-distance runners* [Oral presentation]. ICSSEPN 2020: 22nd International Conference on Sports Science, Exercise Physiology and Nutrition, New York, NY, United States.
13. **Yeh, T.**, Pina, K., & Wan S. (2016, July 25-27). *Understanding the Taiwan judo referee decision support system* [Oral presentation]. Teaching Games for Understanding Conference, German Sport University Cologne, Germany.
14. **Yeh, T.**, & Ou, H. (2016, September 7-10). *Olympic data feed – the key of message delivery in the Olympic Games* [Poster presentation]. European Association for Sport Management Conference, Warsaw, Poland.
15. **Yeh, T.** (2015 December). *A study on runners levels of marathon* [Oral presentation]. 2015 National Taiwan Sport University College of Management Week Conference, Taoyuan, Taiwan.
16. **Yeh, T.** (2014 December). *A review study of key factors in campus sport facilities sustainable management* [Oral presentation]. 2015 Leisure Industry Management Conference, Taoyuan, Taiwan.

## Academic Positions

### 1. University of West Georgia,

#### Department of Sport Management, Wellness, and Physical Education

➤ **Assistant Professor** (2025 – present)

Courses:

1. SPMG-6140 Strategic Sales & Marketing (Fall 2025, full online)
2. SPMG-6120 Strat. Mngt Sport Organization (Fall 2025, full online)
3. SPMG-4665 Sport Marketing and Promotion (Fall 2025, hybrid)
4. SPMG-4010 Sport Event Management (Fall 2025, full online)

### 2. University of Mississippi,

#### Department of Health, Exercise Science, and Recreation Management

➤ **Postdoctoral Research Associate and Instructor** (2023 fall – 2025 summer)

Research project:

*Mega-sporting events' sustainable development: Exploring host city's strategies in 2024 Paris Olympic Games.* B. Berg (PI), **T. Yeh (Co-I)**. (July 2024 to Present)

Courses:

1. SM 660 – Sport Marketing (Fall 2024, online)
2. SM 500 – Issues & Trends in Sport (Fall 2024, in person)
3. SRA 671 – Recreation Administration and Program Administration (Spring 2024, in person)
4. SRA 660 – Sport and Leisure Economics (Fall 2023, in person)
5. SRA 380 – Current Issues in Travel & Tourism Management (Fall 2024, online)
6. SRA 311 – Sport Marketing (Fall 2023 and Summer 2024, online; Spring 2024, in person)

### 3. University of South Carolina, Department of Sport and Entertainment Management

➤ **Instructor** (2019 fall – 2023 summer)

Courses:

1. SPTE 490 – Special Topics: International Sport Management (Spring 2021 to Spring 2023, in person and hybrid)
2. SPTE 444 – Sport and Entertainment Event Management (Fall 2019, Fall 2020, and Spring 2023, in person and hybrid)
3. SPTE 380 – Sport and Entertainment Marketing (Spring 2020 to Spring 2022, in person, online, and hybrid)

### 4. University of South Carolina, Department of Sport and Entertainment Management

➤ **Teaching Assistant** (2019 – 2020)

Courses:

1. SPTE 110 – Sport and Entertainment in American Life (Spring 2019, in person)
2. SPTE 201 – Introduction to Sport Management (Spring 2019, in person)
3. SPTE 203 – Introduction to Event and Venue Management (from Spring 2019 to Spring 2020, in person)
4. SPTE 240 – Business Law (Spring 2019, in person)

**5. National Taiwan Sport University, Department of International Sport Affairs**

➤ **Research Assistant (2014 – 2015)**

Major Projects/Roles:

1. Database manager for elite indigenous athlete profiles (2014-2015). Cooperate with Sport Administration Ministry of Education in Taiwan.
2. Data collector for sport fans (2014). Cooperate with National Science Council in Taiwan. Project Title: *A Study of the Effects of Sport Fan Identification on Cognitive Processing of Sport Information Using Limited Capacity Model.*

**6. Chang Gung University, Department of Information Management**

➤ **Teaching Assistant (2014 – 2015)**

Courses:

1. IMM 301– Advanced Management Information Systems (Spring 2015)
2. IMM 236 – Imaging processing (Fall 2014)

**7. Chang Gung University, Department of Information Management**

➤ **Program Assistant of the Association to Advance Collegiate Schools of Business (AACSB) (2014 – 2015)**

➤ Archive courses' Assurance of Learning (AOL) documents for the AACSB accreditation.

➤ **Assisted 16 Different Courses' AOL (from Fall 2014 – Spring 2015)**

1. IMM 301– Advanced Management Information Systems
2. IMM107 – Mobile Commerce Security and Applications
3. IMM113 – Special Topics in Inter-Organization Network
4. IMM128 – Medical Imaging
5. IMM261 – Software Engineering
6. IMM114 – E-Business
7. IMM472 – Data Mining
8. IMM215 – Web Mining and Text Mining
9. IMM120 – Service Science and Management
10. IMM104 – Seminar on Information Management
11. IMM119 – Academic Writing
12. IMM 236 – Imaging processing
13. IM 3481 – Project Management
14. IM 4122 – Cases of RFID-Based Supply Chain Systems
15. IM 4002 – Customer Relationship Management
16. IM 4005 – Network Security

**Active Professional Membership**

1. Positive Sport Organizational Behavior Laboratory (PSOB)
2. North American Society for Sport Management (NASSM)
3. Sport Marketing Association (SMA)
4. Taiwan Society for Sport Management (TASSM)
5. Taiwan Society for Sport and Entertainment Law (TASSEL)
6. The Alliance of AIOT Big Data Industry-Academia Cooperation in Sports Science

## Teaching Certificates

1. UM Online Teaching Endorsement (since 2023)
2. Intercultural Inclusion and Diversity Learning Series (since 2022)
3. Mental Health and Well-being Competency (since 2022)
4. Fostering Proactive Learning Environments (since 2019)
5. Prepare Future Faculty (since 2019)

## Professional Development Grants/Scholarships

1. 2023-2025 – University of Mississippi (ORED Travel Grant) – **\$1,100**
2. 2023-2024 – University of Mississippi (CETL Travel Grant) – **\$1,000**
3. 2021-2022 – Ministry of Education, Taiwan (Study Abroad Scholarship) – **\$32,000**
4. 2020-2023 – University of South Carolina (HRSM Fellowship) – **\$1,250**

## Professional Services

1. **Honors College Thesis Committee Member** (Spring 2025) – UM Bachelor of Science – Exercise Science – Second Reader
2. **Peer-reviewed Journal Reviewer** (Spring 2025) – European Sport Management Quarterly
3. **Invited Guest Speaker** (Fall 2024) – HK 750: Seminar in Health and Kinesiology (doctoral level class at UM).
4. **Graduate Degree Committee Member** (Spring 2024 – present) – UM Master of Science – Sport and Recreation Administration.
5. **Honors College Thesis Committee Member** (Spring 2024) – UM Bachelor of Arts – Political Science with Minors in Law Studies & Education – Third Reader
6. **UM Recruiting Events** (Fall 2023 – Spring 2024) – 2024 Mississippi Day, Admitted Students Days, and On-Campus Recruiting Events.
7. **Conference Reviewer** (2021 – 2022) – USC Sport Entertainment & Venues Tomorrow.
8. **President** (Apr. 2021 – Apr. 2022) – USC Sport and Entertainment Management Graduate Student Association.
9. **Invited Panelist** (Aug. 2021) – USC Veteran GTA/GIAs Fall 2021 TA Orientation.

## Olympic Studies Experience

1. **Researcher** (Jul. 17 – Aug. 14, 2024) – 2024 Paris Olympic Games' field study. Paris, France. Invited by the Olympic Studies Centre to visit the International Broadcast Centre. Worked with the Tuvalu National Olympic Committee sponsorship projects. Represented UM to investigate local stakeholders' event experience.
2. **Case Study Competition Participant** (Mar. 8-11, 2020) – Team USA Symposium. Colorado Springs, CO, United States. Organized by The United States Olympic & Paralympic Committee (USOPC).
3. **Research Assistant** (Mar. 2020) – 2016 Rio Summer Olympics Event Operations. Rio de Janeiro, Brazil. Visited athlete village and studied with the Chinese Taipei Olympic Committee members.

4. **National Representative** (May 23 – Jun. 6, 2015) – 55th International Olympic Academy Young Participants Session. Location: International Olympic Academy, Olympia, Greece.
5. **National Representative** (Mar. 2-15, 2015) – The 1<sup>st</sup> Olympic Management seminar in NIFS International Sport Academy, NIFISA [Part of the Tokyo 2020 Olympic Games’ Sport for Tomorrow Program]. Location: National Institute of Fitness and Sports in Kanoya (Kanoya, Japan).
6. **Research Assistant** (Jan. – Feb. 2012) – 2012 London Olympic Games Organizing Committee IT Department, London, England. Received “Pilot Overseas Internships” scholarship from the Ministry of Education in Taiwan.

## Practical Experience

1. **Elite Athletes’ Interpreter for Taipei Marathon** (Dec. 2023&2024; Taipei, Taiwan). [World Athletics Gold Label Road Racing]
2. **Track & Field Team Assistant** (Jul. 2022).  
The World Athletics Championships (Eugene, OR, United States).
3. **Assistant Manager** (Dec. 2017).  
Professional Sports Development and Boxing Department at the Sports Authority of Thailand, Bangkok, Thailand.
4. **International Technical Operators (ITOs) Assistant for Athletics Events** (Aug. 2017). 2017 Taipei Summer Universiade (Taipei, Taiwan).
5. **International Affairs Assistant** (Apr. – May 2017).  
The Chinese Taipei Athletics Association, Taipei, Taiwan.
6. **Assistant Manager and Volunteer Recruiter for International Affairs** (May 2017). 2017 Taipei Athletics Asian Grand Prix (Taipei, Taiwan).
7. **Elite Athletes’ Interpreter** (Jun. 2015-2016).  
2015 & 2016 New Taipei City Wan Jin Shi Marathon [IAAF Bronze Label Road Race] (New Taipei City, Taiwan).
8. **Asian Association for Sport Management (AASM) Conference Service Assistant** (Aug. 2015). 2015 AASM 11th Annual Conference and Executive Committee Meeting (Langkawi, Malaysia).
9. **Plaza Indonesia - Sport Business Exhibition Organizer** (Jun. 2015).  
Co-hosted a sport goods’ trade show with Taiwan’s Commerce Development Research Institute (Jakarta, Indonesia).
10. **Sport Tourism Designer/Evaluator** (Jul. – Aug. 2014).  
2014 Naadam National Festival (Ulaanbaatar, Mongolia).
11. **Event Announcer**  
2013 National Games (Taipei, Taiwan); 2013 National High School Athletics Championship (Yilan, Taiwan).