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Academic Qualifications:

2018-2022 Ph.D. Sport Management, Loughborough University, UK

2010-2011 MA Cross-Cultural and International Management, Newcastle University, UK

2005-2009 BSc Business Management, Fort Hays (Kansas) State University, U.S.

Publications:

- **Shi, Y.**, Pyun, D. Y., & Manoli, A. E. (2023). Impact of service quality on youth football participation in China: A moderating role of country-of-origin. *European Sport Management Quarterly*, 1-23.
- **Shi, Y.**, Pyun, D. Y., & Manoli, A. E. (2022). Assessment of the Service Quality Measurement Model for Youth Football Academies. *Sport Marketing Quarterly*, 31(4), 305-321.
- Leung, K. M. & **Shi, Y.*** (2024). Impact of Light Volleyball Intervention Programme on Improving Physical Attributes of Older Adults in Hong Kong: A Randomized Controlled Trial. *JMIR Aging* [major revision].
- Leung, K. M., & **Shi, Y.*** (2024). Esports Intervention in Healthy Older Adults in Hong Kong: A Random Controlled Trail. *Frontiers in Sports and Active Living* [minor revision].
- **Shi, Y.**, Leung, K. M., & Duda, J. L. (2024). Investigating coaches' strategies in creating motivational climates: A qualitative study. *International Journal of Psychology and Health Science* [major revision].
- Leung, K. M., **Shi, Y.***, & Duda, J. L. (2023). Exploring the motivational climate created by Hong Kong sports coaches during training. *Psychology of Sports and Exercise* [under review].

Conferences:

- **Shi, Y.**, Leung, K. M., Chi., L. K., & Duda, J. L. (2024). Relationship of empowering and disempowering climates to indicators of Hong Kong youth participants' sport characters. 2024 European Congress of Sport Science (ECSS), Glasgow, UK.
- **Shi, Y.**, Leung, K. M., & Duda, J. L. (2023). Motivating players through empowering coaching: A qualitative investigation on Hong Kong Coaches. 2023 Early Careers' Research Showcase, Hong Kong. (**Keynote Speaker**)
- **Shi, Y.**, Leung, K. M., & Duda, J. L. (2023). Exploring the Motivational Climate Created by Hong Kong Sport Coaches Through the Lens of Empowering Coaching Theory. [Poster presentation]. 2023 Asia-Pacific Society for Physical Activity (ASPA) conference, Wellington, New Zealand.
- Leung, K. M. & **Shi, Y.** (2023). Impact of light volleyball intervention programme in improving physical attributes of older adults in Hong Kong: Preliminary study. 2023 Asia-Pacific Society for Physical Activity (ASPA) conference, Wellington, New Zealand.
- **Shi, Y.**, Pyun, D., & Manoli, A. E. (2023). The moderating role of country-of-origin on the relationship between service quality and satisfaction in youth football participation. [Oral presentation]. Asian Association of Sport Management (AASM) Conference, Kuching, Malaysia.
- **Shi, Y.**, Pyun, D., & Manoli, A. E. (2020). Assessing the service quality model for youth football academies in China. [Oral presentation]. European Association of Sport Management (EASM) Conference, London, UK.
- **Shi, Y.**, Pyun, D., & Manoli, A. E. (2019). Conceptualising service quality model for youth football academies. [Oral presentation]. Asian Association of Sport Management (AASM) Conference, Tokyo, Japan.

Research Grants:

- Leung, K. M., Chan K. C., & **Shi, Y.** (2023). Physical Activity among Adults with Physical Disabilities in Hong Kong: A Qualitative Study. (Co-investigator, Dean's Research Fund 2023-2024, HK\$150,000)
- Leung, K. M., Wong, M. Y., & **Shi, Y.** (2024). Urban sport development in Hong Kong: From talent identification environment perspective. (Under review).

Teaching Experience:

2024.01 – now: 03SPE5013 Psychological Skills for Athletes – Part-Time Lecturer at Hong Kong College of Technology (HKCT)

Major Work Experience:

2022.08 – 2024.06 Post-Doctoral Research Fellow

2022.01 – 2022.07 Senior Research Assistant

Department of Health and Physical Education, The Education University of Hong Kong

- Major responsible for the academic research works of the HKJC Youth Sports Development Programme through Empowering Coaching . (Hong Kong Jockey Club Charities Trust, HK\$10,010,000)
- Assisting in literature research and review/performing quantitative and qualitative analysis/carrying data mining, analysis, synthesis, and presentation of three academic studies derived from the above-mentioned project (2 qualitative studies and 1 quantitative study)
- Writing project progress reports and disseminating findings
- Assisting in and writing academic manuscripts of other research projects related to health promotion and sport psychology for people with physical disabilities and older adults.

2015.04 – 2018.03 General Manager

SoccerPro International Football Academy, Nanjing, China

- Prophase: Project negotiating and brand licensing with Jumilla FC in Spain
- Making annual strategic plans for growth, setting annual target for sales department and marketing department, making company policies, building the KPI system
- Dealing with external parties and create good impression of company and maintain its image
- Developing marketing strategies in line with company objectives, organizing marketing events
- Conducting presentations to the higher management pertaining to business, marketing, and advertising strategies and all other necessary aspects of company processes.

2013.12 – 2015.03 Project Manager

Nanjing Messe Stuttgart Joint Exhibitions Co., Ltd

- Mainly responsible for the projects CMT China and Logimat Shows
- Assist marketing and PR work of projects
- Assist visitor promotion of the projects
- Communication with domestic and overseas clients, build-up relationship with clients
- On site project co-ordination and implementation.

2012.10 – 2013.09 Supply Chain Specialist

Huawei Technologies Co., Ltd, UK Headquarters

- Mainly in charge of the BT Trib Infill and BT FTTC Spares projects
- Working with customers, design the best supply solution to deliver the equipment with low cost
- Confirm shipping plan in CPP system, trace the process of manufacture and shipping, solve problem in manufacture and shipping
- Inventory and stock management optimize the cash flow and ensure the equipment security

External Roles:

Reviewer of International Journal of Sport Psychology (IJSP; ISSN: 00470767)

FA Football Level 1 Coaching License (The FA, 26/11/2018)