

CURRICULUM VITAE

Dr. Shang-Chun (Chris) Ma

Sport Management Program

Graduate Institute of Physical Education, Health, and Leisure Studies

National Cheng Kung University (NCKU)

701 University Road, No. 1, Tainan, Taiwan

Email: 10102009@gs.ncku.edu.tw

Areas of Research Interest ()

- Sport event legacy
- Sport consumer behaviour
- Leisure behaviour
- Tennis player performance evaluation
- eSports



Education

2005~2009 **Ph.D.**, Tourism and Environmental Change Research Unit, Sheffield Hallam University, UK (Major: Sport Management)

2000~2002 **Master**, Graduate Institute of Sport and Leisure Management, National Taiwan Normal University, Taiwan (Major: Sport Management)

Employment

2009 (Feb.~Sept.) **Coordinator**, The Organising Committee of Kaohsiung 2009 World Games

2009~(Jan.)2012 **Assistant Professor**, Department of Recreation and Sport Management, College of Management, Shu-te University, Taiwan

(Feb.)2012~2015 **Assistant Professor**, Graduate Institute of Physical Education, Health, & Leisure Studies, National Cheng Kung University, Taiwan

2016~2018.07 **Associate Professor**, Graduate Institute of Physical Education, Health, & Leisure Studies, National Cheng Kung University, Taiwan

2018.08~ **Professor**, Graduate Institute of Physical Education, Health, & Leisure Studies, National Cheng Kung University, Taiwan

Administrative Appointments and Counseling

2024.06~Present Vice president, Taiwan Society for Sport Management

2023.07~Present **Director**, Graduate Institute of Physical Education, Health, & Leisure Studies, National Cheng Kung University, Taiwan

August 2015—2023.07: Section Chief of Sports Activities, Physical Education Office, NCKU
2017—Present: Visiting Member of the Sport Facility Committee, Department of Sports, Tainan City
Government
2019—Present: Visiting Member of International Sport Event, Sports Administration, Ministry of
Education
2019~2021: Executive Secretary, Division of Sports Competition, National Intercollegiate Athletic
Games, 2021, NCKU

Editor of Scholarly Journal, Service on an Editorial Advisory Board, Reviewer for a Scholarly Journal or Honors

A. Editor

Journal of Taiwan Society for Sport Management (TSSCI, indexed) (07.2024~present)
Special Issue Editor (Taiwan Society for Sport Management, Issue 49, 2020)

B. Ministry of Science & Technology Research Project

Member of Project Review Panel, National Science and Technology Council, Taiwan (2022~2023)
Research Project Reviewer (2018~)

C. Editorial Board Memberships

International Journal of Sports Marketing & Sponsorship (SSCI, 2023.2~)
Journal of Physical Education (TSSCI, 2022.01~2023.12)
Sports Research Review (2019~)
Journal of Taiwan Society for Sport Management (TSSCI, 2018~2024.6)
Review of Leisure, Sport and Health (2020~)
Journal of National Cheng Kung University Physical Education Research (2018~)
Journal of Leisure, Tourism, Sport & Health (2015~)

D. Manuscript Reviewer

European Sport Management Quarterly (SSCI, 2015~)
International Journal of Sports Marketing & Sponsorship (SSCI, 2020~)
Sport in Society (SSCI, 2019~)
Tourism Management (SSCI, 2016~)
Current Issues in Tourism (SSCI, 2016~)
Journal of Sports Sciences (SCI, 2014~)
Applied Research in Quality of Life (SSCI, 2016~)
Leisure Sciences (SSCI, 2015~)
Leisure Studies (SSCI, 2018~)

PLOS ONE (2017~)
Perceptual and Motor Skills (SSCI, 2014~)
Asia Pacific Management Review (TSSCI/ ESCI, 2013~)
Physical Education Journal (TSSCI)
Sports & Exercise Research (TSSCI)
Quarterly of Chinese Physical Education (TSSCI)
Bulletin of Sport and Exercise Psychology of Taiwan (TSSCI)

E. Tenure and/or Promotion External Reviewer

National Taiwan Sport University
Cheng Shiu University
National Chung Hsing University
National Pingtung University
National Chiayi University
National Taiwan Normal University
National Dong Hwa University
National Yunlin University of Science and Technology
National Formosa University
I-Shou University

F. Honors, Awards, and Achievements

2024, Best paper of 2024 AASM conference
2023, Best papers of 2023 AASM conference
2021, Outstanding Paper Award Winner at the MOST Conference in Tainan
2020, Winner of MOST 2030 Cross-Generation Young Scholars Program
2020, Best paper of 2020 Taiwan Society for Sport Management
2020-2021, Granted merit pay and research reward
2014--Present, Section Chair, Final report presentation of MOST Research Project
2007-2008, Research grant, £3,300 (Sheffield Hallam University, UK)
2008, Grant, \$300 (Taipei Representative Office in the United Kingdom)
2003, Certified National-level Tennis Coach
1999, Outstanding Thesis Award, National Pingtung Teachers College

PH.D. Committee

2023, National Taiwan Normal University
2021, National Pingtung University of Science & Technology
2018, National Taiwan Sport University

Master. Chair/ Committee (Thesis)

National Taitung University

National University of Kaohsiung

National Pingtung University

National Taiwan Normal University

National Kaohsiung University of Science & Technology

National Pingtung University of Science & Technology

National Dong Hwa University

Referred Journals (*Corresponding author)

1. Ma, S.C., Byon, K., & Ma, S.M. (in press). Spectators' Adaption to Health-Related Risk: The Moderating Role of Team Identification and Past Spectating Experience. *International Journal of Sports Marketing & Sponsorship*. [SSCI, IF= 3.0, 40/140 (28.57%); Hospitality, Leisure, Sport & Tourism] **NSTC 111-2410-H-006-019-MY2**
2. Kaplanidou, K., Cho, I., Chatziefstathiou, D., & Ma, S-C. (accepted). The role of sport involvement on residents' evaluation of Youth Olympic Games benefits, quality of life and event support. *Journal of Olympic Studies*.
3. Sato, S.*, Kinoshita, K., Funahashi, H., Furukawa, T., Ma, S. C. &, Kaplanidou, K. (2024). A longitudinal study of the impact of the Tokyo 2020 Olympics on Japanese residents' support: The mediating role of social well-being. *Journal of Destination Marketing & Management*, 34, 100947. (SSCI, IF= 8.9,)
4. Kaplanidou, K, & Ma, S.C.* (2024). Running alone or in groups? Social capital and quality of life considerations. *Leisure Studies*. [SSCI, IF= 2.8, 38/58 (65.51%); Hospitality, Leisure, Sport & Tourism] **NSTC 107-2410-H-099-MY2**
5. Chou, H.-Y, Ma, S.C.*, Tsai, Y.W.*, Shih, C. L., & Yeh, C. T. (2023). Effects of functional performance and national health insurance cost on length of hospitalization for postacute care in stroke: A retrospective observational study. *BMC Neurology*, 23, 343. [SCIE, IF= 2.6, 139/212 (65.56%); Clinical Neurology]
6. Ma, S.M., Chen, S.F.*, & Ma, S.C. (2024). Relationships between social capital, leisure constraints, leisure negotiation, and running club participation. *Journal of Leisure Research*, 55(3), 398-419. [SSCI, IF= 2.5, 55/139 (39.56%); Hospitality, Leisure, Sport & Tourism]
7. Ma, S.C., Su, C.Y., Chen, S.F.*, Sato, S., & Ma, S.M.* (2023). Analysis of COVID-19-related user content on the baseball bulletin board in 2020 through text mining. *Behavioral Sciences*, 13(7), 551. [SSCI, IF= 2.6, 61/147 (41.49%); Psychology, Multidisciplinary]
8. Hua, Y.T., Liu, K.Y., Huang, H.C., Rotherham, I.D., & Ma, S.C.* (2023). Testing variation in esports spectators' motivations in relation to consumption behavior. *Sustainability*, 15(3), 2028.

- [SSCI, IF = 3.889, 2021, 57/127 (44.88%); Environmental Studies; 133/279 (47.67%); Environmental Sciences]
9. Chou, H.-Y.; Tsai, Y.-W.*; Ma, S.-C*.; Ma, S.-M.; Shih, C.-L.; Yeh, C.-T. (2023). Efficacy and cost over 12 hospitalization weeks of postacute care for stroke. *Int. J. Environ. Res. Public Health*, 20(2), 1419. [SSCI, IF = 4.614, 2021, 71/210 (33.80%); Public, Environmental & Occupational Health]
 10. Satjawathee, T., Ma, S.-C.*, Shu, S.-T., Chang, C.-H.* (2023). The moderating effect of self-efficacy on fitness use innovativeness and usage pattern. *Sustainability*, 15(1), 586. [SSCI, IF = 3.889, 2021, 57/127 (44.88%); Environmental Studies; 133/279 (47.67%); Environmental Sciences]
 11. Chou, S.Y., Jang, W., Ma, S.C. *, Chang, C.H., & Byon, K. (2023). Is Mobile Gaming a new pillar of esports? Using flow and clutch states to measure player behavioral intention. *International Journal of Sports Marketing and Sponsorship*, 24(2), 311-332. [SSCI, IF= 2.938, 38/58 (65.51%); Hospitality, Leisure, Sport & Tourism]
 12. Chang, C. H., Ma, S. M., Ma, S. C., & He, A. H. (2022). The Effect of Service Convenience and Emotional Attachment on Sports Center Consumers. *NPUST Humanities and Social Sciences Research: Pedagogy*, 16(4), 55-77.
 13. Ma, S.C.*, & Kaplanidou, K. (2022). Effect of event service quality on the quality of life and behavioral intentions of recreational runners. *Leisure Sciences*, 44(1), 1-21. [SSCI, IF = 2.750, 2020, 48/149 (32.21%), Sociology; 41/58 (70.68%), Hospitality, Leisure, Sport & Tourism]
MOST 104-2410-H-006-078
 14. Ma, S.M, Ma, S. C., & Chen, S. F.* (2022). The Influence of Triathletes' Serious Leisure Traits on Sport Constraints, Involvement, and Participation. *Leisure Studies*, 41(1), 100-114. (SSCI, IF=2.949, 37/58 (63.79%); Hospitality, Leisure, Sport & Tourism). **MOST 104-2410-H-020-012**
 15. Ma, S.C. *, & Kaplanidou, K. (2021). Social capital and running: A network social capital perspective. *Sustainability*, 13(22), 12398. [SSCI, IF = 3.251, 60/125 (48.0%); Environmental Studies] **MOST 107-2410-H-006-099-MY2**
 16. Ma, S.C., Byon, K.K., Jang, W.W., Ma, S.M.*, & Huang, T.N. (2021). Esports spectating motives and streaming consumption: Moderating effect of game genres and live-streaming types. *Sustainability*, 13(8), 4164. [SSCI, IF = 3.251, 60/125 (48.0%); Environmental Studies]
MOST-108-2922-I-006-194
 17. Ma, S.C.*, & Kaplanidou, K. (2021). How CSR and social identities lead to corporate brand equity: An evaluation in the context of sport teams as brand extensions. *Sport Marketing Quarterly*, 30(1), 16-29. [SSCI, IF= 2.722, 2020, 42/58 (72.41%); Hospitality, Leisure, Sport & Tourism] . (B category journal with the ABDC, Australian Business Dean's Council) **MOST 106-2410-H-006-084**

18. Ma, S.C.*, Ma, S.M., & Rotherham, I.D. (2021). Testing a structural model of constraints negotiation in spectator sports: The moderating effect of satisfaction with marketing strategies. *Event Management*, 25(2), 185-199. (Scopus & ESCI in Hospitality, Leisure, Sport & Tourism) (A category journal with the ABDC, Australian Business Dean's Council). **MOST 103-2410-H-006-099**
19. Hsu, J.J., Chang, C.H., Ma, S.C.*, & Rotherham, I.D. (2020). Translation and cross-national validation of team identification scale. *Journal of Taiwan Society for Sport Management*, 20(2), 133-159. (Outstanding Paper of Taiwan Society for Sport Management)
20. Ma, S.C.*, & Kaplanidou, K. (2020). Service quality, perceived value, and behavioral intentions among highly and lowly identified baseball consumers. *International Journal of Sports Marketing and Sponsorship*, 21(1), 46-69. [SSCI, IF= 2.938, 38/58 (65.51%); Hospitality, Leisure, Sport & Tourism] (B category journal with the ABDC, Australian Business Dean's Council) **MOST 105-2410-H-006-049**
21. Chang, C.H., Robinson, L., Shu, S.T., & Ma, S.C.* (2019). Fitness innovativeness, duration of stay, and revisit behavior: A moderation relationship. *International Journal of Sports Marketing and Sponsorship*, 20(4), 634-645. [SSCI, IF= 1.075, 2019, 49/56 (87.50%); Hospitality, Leisure, Sport & Tourism] (B category journal with the ABDC, Australian Business Dean's Council)
22. Chang, C. H., Ma, S. C.*, & Huang, Y. (2019). The Mediating Effect of Perceived Uniqueness Value on Sport Events. *Journal of Sport and Recreation Management*, 16(2) · 1-15 °
23. Lin, M. Y., Chen, W. C., & Ma, S. C.* (2018). The Influences of Team Success, Star Player, and Brand Association on Purchase Intention: The Case of Satellite Fans. *Journal of Physical Education, National Taitung University*, 29, 53-78.
24. Ma, S.C.*, & Kaplanidou, K. (2017). Examining the importance of legacy outcomes of major sport events for host city residents' quality of life. *Applied Research in Quality of Life*, 12(4), 903-923. [SSCI, IF= 1.025, 2017, 51/98 (52%); Social Sciences, Interdisciplinary] **NSC 102-2410-H-006-116**
25. Ma, S.C.*, & Kaplanidou, K. (2017). Legacy perceptions among host Tour de Taiwan residents: The mediating effect of quality of life. *Leisure Studies*, 36(3), 423-437. [SSCI, IF=2.247, 20/50 (40%); Hospitality, Leisure, Sport & Tourism] **NSC 102-2410-H-006-116**
26. Ma, S.C.*, & Rotherham, I.D. (2016). Residents' changed perceptions of sport event impacts: The case of the 2012 Tour de Taiwan. *Leisure Studies*, 35(5), 616-637. [SSCI, IF= 1.476, 21/45 (46.66%); Hospitality, Leisure, Sport & Tourism] **NSC 100-2410-H-366-016**.
27. Ma, S.M., & Ma, S.C.* (2014). Testing a structural model of psychological well-being and constraints negotiation in recreational sports participation in individuals with type 2 Diabetes. *Leisure Sciences*, 36(3), 268-292. [SSCI, IF= 1.177, 44/142 (30.98%), Sociology; 18/43 (41.86%); Hospitality, Leisure, Sport & Tourism] **NSC 100-2410-H-020-013**

28. Hsu, L.C., Ma, S.C*., & Chang, C.H. (2014). Resident reactions to staging Tour de Taiwan 2012: Comparison of pre- and post-event. *South African Journal for Research in Sport, Physical Education and Recreation*, 36(1), 67-84. [SSCI, IF = 0.283, 75/95 (78.94%); Social Sciences, Interdisciplinary] **NSC 100-2410-H-366-016**
29. Lee, C. C, & Ma, S. C.* (2014). Sustainability Evaluation of Major Sporting Events. *Sport Management*, 25, 3-16 ◦
30. Ma, S.C., Ma, S.M.*, Wu, J.H., & Rotherham, I.D. (2013). Host residents' perception changes on major sport events. *European Sport Management Quarterly*, 13(5), 511-536. [SSCI, IF = 0.638, 28/39 (71.79%); Hospitality, Leisure, Sport & Tourism] **NSC 100-2914-I-366-004-A1**
31. Ma, S.M., Liu, C.C., Tan, Y., & Ma, S.C.* (2013). Winning Matches in Grand Slam Men's Singles: An analysis of Player Performance-Related Variables from 1991 to 2008. *Journal of Sports Sciences*, 31(11), 1147-1155. [SCI, IF = 2.095, 21/81 (25.92%); Sport Sciences] . **NSC 99-2410-H-020-014-A1**
32. Ma, S.C., Ma, S.M.*, & Rotherham, I.D. (2012). Host residents' perceptions of the impact of the 2009 World Games on Kaohsiung: A longitudinal perspective. *South African Journal for Research in Sport, Physical Education and Recreation*, 34 (2), 115-135. [SSCI, IF = 0.133, 83/92 (90.21%); Social Sciences, Interdisciplinary] .
33. Ma, S.M., Tan, Y., Ma, S.C.*, & Tzi Li Liou (2012). The relationship between sedentary and active leisure participation among Midwestern college students. *South African Journal for Research in Sport, Physical Education and Recreation*, 34(1), 107-122. [SSCI, IF = 0.133, 83/92 (90.21%); Social Sciences, Interdisciplinary] .
34. Ma, S.M., Tan, Y., Ma, S.C.* (2012). Testing a structural model of psychological well-being, leisure negotiation, and leisure participation with Taiwanese college students. *Leisure Sciences*, 34(1), 55-71. [SSCI, IF = 1.018, 55/139 (39.56%) , Sociology ; 17/35 (48.57%) , Hospitality, Leisure, Sport & Tourism] .
35. Ma, S.C., Egan, D.J., Rotherham, I.D., & Ma, S.M. (2011). A framework for monitoring during the planning stage for a sports mega-event. *Journal of Sustainable Tourism*, 19(1), 79-96. [SSCI, IF = 1.929, 4/36 (11.11%); Hospitality, Leisure, Sport & Tourism] .
36. Ma, S. M.*, & Ma, S. C., Wu, C. Y., & Wu, C. C. (2011). The impact of ethnicity on recreational sport behaviour in the setting of a college campus recreational sport centre. *International Journal of Asian Tourism Management*, 2, 15-38.
37. Ma, S. C.*, & Ma, S. M. (2010). Sports Mega-events and Urban Sustainability Issues. *Leisure Industry Research*, 8(1), 35-49 ◦
38. Ma, S.M.*, Tan, Y., & Ma, S.C. (2009). The Relationship between psychological well-being and media use of college students in Taiwan ◦ *Humanities and Social Science Research*, 3(3) ◦ 94-115 ◦ (NSC 98-2914-I-020-001-A1)

39. Ma, S. C. *, Rotherham, I. D., Egan, D., & Ma, S. M. (2006). Sports Mega-Events: An Approach to Sustainable Urban Development? *City Development*, 2, 97-126. (ISSN1991-2463)

Conference proceedings and presentations

1. Ma, S.C., Wang, C.H., & Kevin, B. (2024). Emotion and behavioral intention of online watching experiences in the context of health-related risks: A behavioral and EEG study. Abstract has been accepted to present in the Asian Association for Sport Management (AASM) 2024 Conference, August 23-24, 2024, Jeju Island, Republic of Korea.
2. Lo, Y.Y., & Ma, S.C. (2024). Development of environmental sustainability sports event scale. Abstract has been accepted to present in the Asian Association for Sport Management (AASM) 2024 Conference, August 23-24, 2024, Jeju Island, Republic of Korea. (**outstanding paper**)
3. Wei, I.H., Ma, S.C., & Liu, K.Y. (2024). A bibliometric analysis of artificial turf in sports. Abstract has been accepted to present in the Asian Association for Sport Management (AASM) 2024 Conference, August 23-24, 2024, Jeju Island, Republic of Korea.
4. Syu, Y.H., & Ma, S.C. (2024). Can digital nudge elements foster green purchasing among generation Z? Abstract has been accepted to present in the Asian Association for Sport Management (AASM) 2024 Conference, August 23-24, 2024, Jeju Island, Republic of Korea.
5. Tseng, C.W., Ma, S.C., & Ma, S.M. (2024). Race, scouting report and performance effects on top prospects baseball card price. Abstract has been accepted to present in the Asian Association for Sport Management (AASM) 2024 Conference, August 23-24, 2024, Jeju Island, Republic of Korea.
6. Wang, H.H., & Ma, S.C. (2024). Exploring the developmental trends of intentions and behaviors in international sports management journals through bibliometrics. Abstract has been accepted to present in the Asian Association for Sport Management (AASM) 2024 Conference, August 23-24, 2024, Jeju Island, Republic of Korea.
7. Ma, S.C., Kevin, B., & Ma, S.M. (2023). Adaptive behavior in response to COVID-19: A comparison of highly and lowly identified fans. Abstract has been accepted to present in the Asian Association for Sport Management (AASM) 2023 Conference, August 19-20, 2023, Sarawak, Malaysia. (MOST 111-2410-H-006-019-MY2) (TASSM & AASM **outstanding paper**)
8. Ting, M.Y., Ma, S.C., & Wang, C.H. (2023). Effects of esports on neurocognition of older adults with mild cognitive impairment. Abstract has been accepted to present in the Asian Association for Sport Management (AASM) 2023 Conference, August 19-20, 2023, Sarawak, Malaysia. (TASSM & AASM **outstanding paper**)
9. Syu, Y.H., Sato, S., Chen, S.F., & Ma, S.C. (2023). Bibliometric review of research on technology in sport management. Abstract has been accepted to present in the Asian Association for Sport Management (AASM) 2023 Conference, August 19-20, 2023, Sarawak, Malaysia.

10. Lo, Y.Y., Ma, S.C., & Matsuoka, H. (2023). Bibliometric studies in sport carbon footprint. Abstract has been accepted to present in the Asian Association for Sport Management (AASM) 2023 Conference, August 19-20, 2023, Sarawak, Malaysia. (TASSM & AASM **outstanding paper**)
11. Hung, Y*., Ma, S.C., & Tsai, C.L. (2023). Using eye-tracking to examine esports sponsors' advertising effects. Abstract has been accepted to present in the 2023 International Conference of Sport, Leisure and Hospitality Management, May 20-21, 2023, Taipei, Taiwan.
12. Kaplanidou, K.* & Ma, S.C. (2023). Running club membership and its influence on social capital and quality of life among runners. Abstract has been accepted to presented in the 4th WASM conference, March, 5-8, 2023, Doha, Qatar. (Accepted for oral presentation) (**MOST 107-2410-H-006-099-MY2**)
13. Jang, W. W., Chou, S. Y., Ma, S. C., Byon, K. K., & Chang, C. H. (2022, October). Comparison of PC and Mobile Platforms in Esports Players Behavioral Intention: Flow and Clutch Experiences. 19th Annual Sport Marketing Association. Charlotte, North Carolina.
14. Ma, S.C.*, & Kaplanidou, K. (2019). Building social capital by participating in running events: A comparison of Taiwan and the USA, abstract has been accepted to present in the European Association for Sport Management conference (EASM), September 3-6, 2019, Sevilla, Spain.
15. Huang, T. N.* & Ma, S.C. (2019). Esport spectator motives and consumption: Gamed genres and live-streaming types matter, abstract has been accepted to present in the European Association for Sport Management conference (EASM), September 3-6, 2019, Sevilla, Spain. (**MOST-108-2922-I-006-194**)
16. Kaplanidou, K.*, Chatziefstathiou, D., Ma, S.C., & Cho, I. (2019). The role of resident sport involvement in the evaluation of Youth Olympic Games impacts, resident Qol and event support, abstract has been accepted to present in the North America Association for Sport Management, May 29 - June 1, 2019, New Orleans, USA
17. Ma, S.C.*, & Kaplanidou, K. (2018). The Relationships between the CSR, Social Identities, Brand Equity, and Consumer Loyalty of Sport Consumers: A Study from Cross-national Perspectives, abstract has been accepted to present in the European Association for Sport Management conference (EASM), September 5-8, 2018, Malm, Sweden.
18. Chen, W.C.* & Ma, S.C., & Ma, S.M. (2018). Social Media Analytics for Chinese Professional Baseball League Fans: The Effect of Media Characteristics on Fans Engagement, abstract has been accepted to present in the European Association for Sport Management conference (EASM), September 5-8, 2018, Malmö, Sweden. (MOST:107PGFA0900691)
19. Shu, J. J., Ma, S.C.*, & Kaplanidou, K. (2016). Psychometric Evaluation of the Team Identification Scale in Spectator Sport Events and its Cross-Cultural Validity, abstract has been accepted to present in the Sport Management Association of Australia & New Zealand conference (SMAANZ), September 23-25, 2016, Auckland, New Zealand.

20. Ma, S.C.*, & Kaplanidou, K. (2016). Effect of Event Service Quality on the Quality of Life and Behavioral Intentions of Recreational Runners: A Comparison of Running Events in Taiwan and Greece, abstract has been accepted to present in the European Association for Sport Management conference (EASM), September 7-10, 2016, Warsaw, Poland.
21. Hua, Y. T., Ma, S.C.*, & Hsu, J. J. (2015). Testing a structural model of constraints negotiation in spectator sport, abstract has been accepted to present in the European Association for Sport Management conference (EASM), September 9-12, 2015, Dublin, Ireland.
22. Ma, S.C.*, & Ma, S.M. (2015). Testing a structural model of constraints negotiation in spectator sport: The moderating effect of satisfaction with marketing strategies, abstract has been accepted to present in the European Association for Sport Management conference (EASM), September 9-12, 2015, Dublin, Ireland.
23. Hsu, J.J., Ma, S.C.*, & Lee, C.C. (2015). Perception of legacy outcomes for host residents' quality of life: Understanding support for major sports events in Taiwan, abstract has been accepted to present in the European Association for Sport Management conference (EASM), September 9-12, 2015, Dublin, Ireland.
24. Lee, C.C., & Ma, S.C.* (2015). Leveraging legacies from major sporting events: the case of the Tour de Taiwan, abstract has been accepted to present in the European Association for Sport Management conference (EASM), Dublin, Ireland.
25. Shu, C.Y., & Ma, S.C. (2014). *Testing a structural model of constraints negotiation in spectator sport*. The 10th Asian for Sport Management Conference, Kaohsiung Taiwan. (**Best conference paper**).
26. Ma, S.C. (2014). *Using construal level theory to examine the importance of major events' legacy outcomes*. Asean Conference for Physical Education & Sports Science (ACPESS), Singapore.
27. Chen, K.T., & Ma, S.C. (2014). *Analysis of identification, athlete and titled sponsor congruity, and consumer behavioral intentions in the CPBL*. Asean Conference for Physical Education & Sports Science (ACPESS), Singapore.
28. Ma, S.M., & Ma, S.C. (2013). *The relationships among psychological well-being, recreational sports constraints, and negotiation strategies for patients with Type II diabetes*. The 21st Conference of the European Association for Sport Management (EASM).
29. Ma, S.C., Ma, S.M., Shu, C.Y., & Chen, K.T. (2013). *The importance of major sporting event legacies for host cities residents' quality of life: an example of the Tour de Taiwan*. The 21st Conference of the European Association for Sport Management (EASM), Istanbul, Turkey.
30. Ma, S.M., & Ma, S.C. (2012). A structural model of psychological wellbeing and constraints negotiation in recreational sports participation with type II diabetes patients. Rimini 2012 World Leisure Congress, Rimini, Italy.

31. Ma, S.C., Ma, S.M., & Liao, Y.C.(2012). *Host Residents' Reactions to the Staging of the Tour de Taiwan 2012: Comparisons of Pre- and Post-event*. The 20th Conference of the European Association for Sport Management (EASM), September 18-21, 2012, Aalborg, Denmark.
32. Liao, Y.C., Ma, S.C., & Ma, S.M. (2012). *A Study of Sustainable Indicators for Sports Mega-Events in Taiwan*. The 20th Conference of the European Association for Sport Management (EASM), Aalborg, Denmark.
33. Ma, S.C., Rotherham, I. D., & Hsu, L.C. (2011). Host residents' reactions on the staging of the 2009 world games: a cluster analysis. 7th Asian Association for Sport Management Conference, Ulan Bator, Mongolia. (NSC 100-2914-I-366-004-A1)
34. Ma, S.M., & Ma, S.C. (2011). Does gender matter in the leisure negotiation process? 7th Asian Association for Sport Management Conference, Ulan Bator, Mongolia.
35. Ma, S.C. & Lo, C.Y. (2011). The application of sustainability concept to the planning of a sports mega-event: an example of the Tour de Taiwan. 7th International Sport Science Conference, Hochiminh, Vietnam.
36. S.M., Ma, Chang, Chang, C.H., & Ma, S.C. (2011). Match winning performance indicators in grand slam tennis matches: ATP data from 1991-2008. 7th International Sport Science Conference, Hochiminh, Vietnam. (國科會補助，NSC99-2410-H-020-014-A1)
37. Ma, S.M., Hsu, L.C., & Ma, S.C. (2011). Relations Between Recreational Sports Participation and Behavioral and Perceived Correlates Among Taiwanese College Students: A Transtheoretical Model Perspective. 7th International Sport Science Conference, Hochiminh, Vietnam.
38. Ma, S.C., Chang, C.H., & Hsu, L.C. (2010). Host residents' perceptions of the impacts of the World Games 2009 on Kaohsiung: comparisons of pre- and post-games. 6th Asian Association for Sport Management Conference, Kuala Lumpur, Malaysia.
39. Ma, S.M., Ma, S.C., & Wei, C. (2010). A conceptual model of recreational sport behavior with multiethnic basketball participants. 6th Asian Association for Sport Management Conference, Kuala Lumpur, Malaysia.
40. Ma, S.M., Ma, S.C., & Tan, Y. (2010). Testing a structural model of psychological well-being, leisure negotiation, and leisure time physical activity. 6th Asian Association for Sport Management Conference, Kuala Lumpur, Malaysia.
41. Ma, S.M., Chen, S. F., & Ma, S.C. (2010). A study of the relationship between positive psychology and leisure negotiation. 11th World Leisure Congress ChunCheon 2010, ChunCheon, Korea.
42. Liu, T. H., Ma, S.M., & Ma, S. C. (2010). An Investigation of the After-Use of the Main Stadium for 2009 World Games in Kaohsiung. 11th World Leisure Congress ChunCheon 2010, ChunCheon, Korea.
43. Liu, C.H, Ma, S.M., & Ma, S.C. (2010). A Study of the Matches in Grand Slam Men's Singles from 1991 to 2008. 11th World Leisure Congress ChunCheon 2010, ChunCheon, Korea.

44. Ma, S.M., Tan, Y, & Ma, S.C. (2010). How did the World Games increase the visibility of Kaohsiung? 11th World Leisure Congress ChunCheon 2010, ChunCheon, Korea. (NSC 99-2914-I-020-003-A1)
45. Liu, T.H., Ma, S.C., & Li, Y.J. (2009). A study of the determinants of successful operation of the Refurnish-Operate-Transfer swimming pool. Abstract accepted by 2009 Asian Association for Sport Management Conference, Taipei.
46. Liu, T.H., Ma, S.C., & Lin, C.Y.(2009). A study of consumer satisfaction and loyalty with a case of Built-Operate-Transfer sport facility. Abstract accepted by 2009 Asian Association for Sport Management Conference, Taipei, Taiwan.
47. Ma, S.M., Tan, Y, & Ma, S.C. (2009). The Relationship between Media Use and Psychological Well-Being of College Student in Taiwan. Paper accepted by Media and Healthy Development in adolescence conference, Hong Kong. (NSC 98-2914-I-020-001-A1)
48. Ma, S. C., Ma, S. M., Rotherham, I. D., Egan, D. J., & Liu, T. H. (2008). Residents' attitudes towards the impacts of the 2009 World Games: the case of Kaohsiung City as a host city. Proceedings of the 2nd International Tourism Studies Association Bi-Annual Conference, Shanghai, China.
49. Ma, S. C., Liu, T. H., Rotherham, I. D., Egan, D. J., & Ma, S. M. (2008). A conceptual framework for monitoring planning stage of a sports mega-event. Proceedings of the 2nd International Tourism Studies Association Bi-Annual Conference, Shanghai, China. (Best paper of the conference)
50. Ma, S. M., & Ma, S. C. (2008). A review of the relationship between psychological well-being and leisure participation. Proceedings of the 16th Annual Leisure Research Symposium, Ontario, Canada.
51. Ma, S. C., & Ma, S. M. (2008). A logistic regression model of the attitude of host residents towards a sports mega-event. Proceedings of the 16th Annual Leisure Research Symposium, Ontario, Canada.

Books

1. Ma, S.C.*, Zhang, J.J., Chang, J.H., Ma, S.M., & Chen, W.C. (2023). Influence of Post Characteristics and Brand Attributes on Engagement with Facebook Pages Developed by Professional Team Sport Fans. In B. Pitts and J.J. Zhang (Eds.), *World Association for Sport Management book series* (WASM book series), London, UK: Routledge.
2. Ma, S.C., Rotherham, I.D., & Ma, S.M. (2014). *Winning matches in tennis grand slam men's singles: A logistic model. SAGE Research Methods Case* (ISBN: 9781446273050). SAGE Publications, Ltd. NSC 99-2410-H-020-014-A1.

Grants & Contracts

*MOST: Ministry of Science & Technology, Taiwan (From 2023, MOST has been changed in to National Science and Technology Council, NSTC)

- 06.2024~05.2025 CO-PI (RG: USD\$400,000) (NSTC)
「The study of sports transition for netzero life 」 (II)
- 08.2024~07.2026 Project Investigator (RG: USD\$65,281.25) (NSTC)
「Can low-carbon sporting events drive pro-sustainable behaviors? From intentions to actual behavior in a cross-national study 」
- 06.2024~05.2025 Co-PI (G:USD\$250,000) (Ministry of Education)
「A Sports Technology Talent Cultivation Program for an Intelligent Sports Venue with Multiple Perception, Recognition, and Display, Integrating Fields, Teaching, Experimentation, and Practice 」 (III)
- 09.2023~05.2024 CO-PI (RG: USD\$400,000) (NSTC)
「The study of sports transition for netzero life 」 (I)
- 08.2022~07.2024 Project Investigator (RG: USD\$61,033.33) (NSTC)
「Spectators' adaptive behavior and emotional contagion amid COVID-19: Perspectives from a mixed methods cross-national study 」
- 06.2023~05.2024 Co-PI (G:USD\$250,000) (Ministry of Education)
「A Sports Technology Talent Cultivation Program for an Intelligent Sports Venue with Multiple Perception, Recognition, and Display, Integrating Fields, Teaching, Experimentation, and Practice 」 (II)
- 04.2022~05.2023 Co-PI (G:USD\$250,000) (Ministry of Education)
「A Sports Technology Talent Cultivation Program for an Intelligent Sports Venue with Multiple Perception, Recognition, and Display, Integrating Fields, Teaching, Experimentation, and Practice 」 (I)
- 04.2021~05.2021 Co-PI (G:USD\$29,166) (MOST)
「運動科技與人文社會融合學術研討會計畫 」
- 08.2020~07.2022 Project Investigator (RG:USD\$89,300) (MOST)
「The sport participation legacy of sport events: perspectives from cross-sectional, behavior change, and cross-national study 」
- 08.2018~01.2020 Project Investigator (RG:USD\$74,633) (MOST)
「The influences of physical fitness on social vitality and social innovation in Taiwan 」
- 08.2018~07.2020 Project Investigator (RG:USD\$54,116) (MOST)

- 「 Building social capital by participating in running events and groups: A comparison of Taiwan and the USA 」
- 08.2017~08.2018 Project Investigator (RG:USD\$27,983) (MOST)
- 「 The relationships between the CSR, social identities, brand equity, and consumer loyalty among sport consumers: A study from cross-national and longitudinal perspectives 」
- 08.2016~07.2017 Project Investigator (RG:USD\$25,400) (MOST)
- 「 The relationships among core and peripheral service quality, perceived value, team identification, and behavioral intentions of professional team sport spectators: A comparison of professional baseball leagues in Taiwan and the USA 」
- 08.2015~07.2016 Project Investigator (RG:USD\$25,400) (MOST)
- 「 Effect of event service quality and satisfaction on the quality of life and behavioral intentions of recreational runners: A comparison of running events in Taiwan, the USA, and Greece 」
- 08.2014~07.2015 Project Investigator (RG:USD\$19,266) (MOST)
- 「 Testing a structural model of constraints negotiation in spectator sport: The moderating effect of satisfaction with marketing strategies 」
- 08.2013~07.2014 Project Investigator (RG:USD\$19,400) (MOST)
- 「 Using Construal Level Theory to Examine the Importance of Major Event Legacy Outcomes 」
- (National Science Council: 102-2410-H-006-116-)**
- 03.2013~12.2013 Project Investigator (RG: USD\$3,000)
- 「 The importance of major sporting event legacies for host cities residents' quality of life: an example of the Tour de Taiwan 」
- (Aim for the Top University Project, Ministry of Education, Taiwan: D102-34014)**
- 09.2012-09.2012 Project Investigator (RG:USD\$3,000)
- 「 Host residents' reactions to the staging of the Tour de Taiwan 2012: Comparisons of pre- and post-event 」
- (National Science Council: 101-2914-I-006-058-A1)**
- 01.2012-07.2012 Co-PI (RG: USD\$3,000)
- 「 高雄市運動園區規劃評估 」
- 08.2011-07.2012 Project Investigator (RG: USD\$3,000)

「The application of sustainability concept to the planning of a sports mega-event: an example of the Tour de Taiwan」
(National Science Council:100-2410-H-366-016)

07.2011-07.2011 Project Investigator (RG: USD\$10,000)

「The 7th Asian Association for Sport Management Conference」
(National Science Council:100-2914-I-366-004-A1)

Supervision

There are over 45 master students under my supervision since 2012. Among them, 33 have graduated.