

Nataliya Bredikhina

PhD Student | Presidential Fellow
Department of Sport & Recreation Management
School of Sport, Tourism & Hospitality Management/Fox School of Business
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EDUCATION

TEMPLE UNIVERSITY Doctor of Philosophy, Business Administration (Sport Management)	Philadelphia, PA 2019 – Present
UNIVERSITY OF CENTRAL FLORIDA Master of Sport Business Management	Orlando, FL 2017 - 2019
UNIVERSITY OF CENTRAL FLORIDA Master of Business Administration	Orlando, FL 2017 - 2018
UNIVERSITY OF MARYLAND Bachelor of Arts <i>cum laude</i> , Sport & Society/French Language & Literature <i>NCAA Division I Full Athletic Scholarship</i>	College Park, MD 2013 - 2016

EXPERIENCE

TEMPLE UNIVERSITY Graduate Research Assistant, Sport Industry Research Center Graduate Teaching Assistant, Sport & Recreation Management	Philadelphia, PA 2020 - Present 2020 - Present
MARKETCAST GROUP Project Fellow, Sponsorship Research & Data Science	Philadelphia, PA 2019
UNIVERSITY OF CENTRAL FLORIDA Graduate Research Assistant, The Institute for Diversity & Ethics in Sport (TIDES)	Orlando, FL 2017 - 2018

RESEARCH INTERESTS

- Marketing strategy and branding in sport
- Digital and social media
- Personal branding and human brands
- Research methods

AWARDS & HONORS

Presidential Fellow, Temple University	2019 – Present
Fellow, Women in Sports Tech Inc.	2019
Joe Lapchick Scholarship, University of Central Florida	2018
Gonfalon Carrier and Senior Marshal at University of Maryland Commencement	2016
Phi Beta Kappa, University of Maryland	2016
NCAA Division I Full Athletic Scholarship, University of Maryland Tennis	2013 - 2016

GRANT ACTIVITY

CIBER International Business Research Grant (\$5,160), Fox School of Business, Temple University Kunkel, T. & Bredikhina, N. <i>Project</i> : “Cracking the glass ceiling one post at a time: A multi-study analysis of professional female athletes’ social media branding in a global market.”	2020
YSIF Research Grant (\$600), Fox School of Business, Temple University Bredikhina, N. & Kunkel, T. <i>Project</i> : “‘Help me help you’: Practitioner perspective on elite athletes’ experiences with personal branding on social media.”	2020
YSIF Research Grant (\$1,200), Fox School of Business, Temple University Bredikhina, N. & Kunkel, T. <i>Project</i> : “Shattering the glass ceiling: Qualitative inquiry into non-celebrity athlete self-branding through social media.”	2020
Project Grant (\$5,000), Women in Sports Tech, Inc. Bredikhina, N. <i>Project</i> : “Data science and sponsorship research project at Turnkey Intelligence (MarketCast Group)”	2019

PEER-REVIEWED JOURNAL PUBLICATIONS

- [1] **Bredikhina, N.** (2019). Olympic dreams or broken promises: Evaluation of the XXII Olympic Winter Games’ vision and impact on infrastructure, environment, athletic venues, and tourism. *International Journal of Sport and Society*, 10 (3), 1-16. <https://doi.org/10.18848/2152-7857/CGP/v10i03/1-16> . (AJG CABS: 1).

AJG CABS = 2018 Academic Journal Guide by Chartered Association of Business Schools

REFEREED CONFERENCE PRESENTATIONS

- [8] **Bredikhina, N.**, Sveinson, K., Taylor, E., & Heffernan, C. (accepted). Behind a love story: Exploring the WAGS phenomenon and the impact of a romantic relationship on an athlete’s brand. *Sport Marketing Association Conference*. Las Vegas, NV.
- [7] Kennedy, H., **Bredikhina, N.**, Athanas-Linden, G. A., Kunkel, T., & Funk, D. C. (accepted). Managing social media through disruption: A content analysis of adjustments made during the COVID-19 pandemic. *Sport Marketing Association Conference*. Las Vegas, NV.

- [6] **Bredikhina, N.**, Gupta, K., & Kunkel, T. (2021). Network, network, network! Determinants of athlete social media brand growth during events. *North American Society for Sport Management Conference*, Virtual.
- [5] **Bredikhina, N.**, Sveinson, K., & Kunkel, T. (2021). Innovation under pressure: How athletes transform their business models in times of crisis. *North American Society for Sport Management Conference*, Virtual.
- [4] **Bredikhina, N.**, Kunkel, T., & Kudesia, R. (2021). The commercialization of personal brands: Athletes' experiences with personal brand development and monetization on social media. *American Marketing Association Winter Conference*. Virtual.
- [3] **Bredikhina, N.**, & Kunkel, T. (2020). Is activation worth it? The effects of experiential consumer engagement on outcomes of luxury brand sponsorship. *Sport Management Association of Australia and New Zealand Conference*. Virtual.
- [2] **Bredikhina, N.**, & Kunkel, T. (2020). Is activation worth it? The effects of consumer engagement on sponsorship outcomes. *North American Society for Sport Management Conference*. Virtual.
- [1] **Bredikhina, N.** (2018). Olympic Dreams or broken promises: Evaluation of the XXII Olympic Winter Games' vision and impact on infrastructure, environment, athletic venues, and tourism. *International Conference on Sport and Society*. Florida International University, Miami, FL.

RESEARCH REPORTS

- Lapchick, R. E., Estrella, B., **Bredikhina, N.**, Feller, A., Boyd, A., & Lee, C. (2018). *The 2017 Racial and Gender Report Card: College sport*. The Institute for Diversity & Ethics in Sport. https://43530132-36e9-4f52-811a-182c7a91933b.filesusr.com/ugd/a4ad0c_6980591714ee47028731e721fc192667.pdf
- Lapchick, R. E., Estrella, B., Stewart, C., New, C., Costa, G., **Bredikhina, N.**, Rainey, P., & Gerhart, Z. (2017). *Keeping score when it counts: Assessing the academic records of the 2017-2018 bowl-bound college football teams*. The Institute for Diversity & Ethics in Sport. https://drive.google.com/file/d/1-WqQ8gS761BU03aB_e8w-gZdrQR5mvAk/view?usp=sharing
- Lapchick, R. E., Boyd, A., **Bredikhina, N.**, Brown, K., Cartwright, D., Costa, G., Feller, A., Gerhart, Z., Lee, C., New, C., Rainey, P., Shaw, I., Troutman, T., and Young, C. (2017). *The 2017 DI FBS leadership college Racial and Gender Report Card: Collegiate athletic leadership is still dominated by white men*. The Institute for Diversity & Ethics in Sport. https://43530132-36e9-4f52-811a-182c7a91933b.filesusr.com/ugd/71e0e0_dc737aeb28644995a539306807dbce1b.pdf

MISCELLANEOUS PUBLICATIONS

- Bredikhina, N.** (2018). How video analysis can give you a competitive edge. *Tennis Industry*, 46(8), 54-57. <https://www.scribd.com/document/385030372/1808-FULL#page=56>.

PROFESSIONAL SCHOLARLY ACTIVITIES

Conference Reviewer - *Association of Internet Researchers (AoIR) Conference*, 2021

RESEARCH EXPERIENCE

TEMPLE UNIVERSITY

School of Sport, Tourism and Hospitality Management (STHM)
Sport Industry Research Center (SIRC)

Philadelphia, PA

08/2020 - Present

Research Assistant

- Support academic research projects by STHM faculty
- Engage in industry research projects for SIRC's partner organizations, including NBA and Laver Cup and perform data collection, analysis, and report writing.
- About SIRC: <https://sthm.temple.edu/sport-industry-research-center/>

MARKETCAST GROUP

Sports & Live Events (Turnkey Intelligence)

Philadelphia, PA

05/2019 - 08/2019

Project Fellow, Data Science & Sponsorship Research

- Awarded fellowship project grant by Women in Sports Tech, Inc.
- Executed a sport sponsorship analytics project that entailed working with archival sponsorship research data and creating a SQL server allowing to reveal historic trends in fans' responses to corporate sponsorship activations in major sports leagues.

UNIVERSITY OF CENTRAL FLORIDA

The Institute for Diversity & Ethics in Sport (TIDES)

Orlando, FL

08/2017–12/2018

Research Assistant

- Through data collection and writing, contributed to TIDES' nationally recognized Race & Gender Report Cards™ on diversity issues in collegiate sport, including diversity on student-athlete rosters and within the athletic department leadership ranks as well as student-athlete graduation rates. The reports were referenced in the leading national media sources, including *ESPN*, *USA Today*, *Fox Sports*, and others.
- Monitored media coverage and compiled statistics on issues pertaining to racism in sport and athlete protest in the United States and internationally.
- About TIDES: <https://www.tidesport.org/>

PEDAGOGICAL EXPERIENCE

TEMPLE UNIVERSITY

School of Sport, Tourism & Hospitality Management

Philadelphia, PA

2019-Present

*Teaching Assistant***Marketing Management in Sport and Recreation (SRM3296)**

Spring 2021

An analysis of essential marketing, promotion, and sales principles as currently applied in the sport and recreation industries.

Ethical and Current Issues in Sport and Recreation Management (SRM4296) Fall 2020
The course examines current issues and ethical dilemmas faced by sport and recreation administrators.

Organizational Strategy in Sport and Recreation (SRM3218). Fall 2019
The course focuses on the strategic challenges confronting firms that compete in the global economy within the sport and recreation industries.

PEDAGOGICAL TRAINING

Fox School of Business Online Teaching Certificate **2020**
Temple University Philadelphia, PA

INDUSTRY EXPERIENCE

ATP Tour – Intern, Corporate Sponsorship/Player Relations	01/2019 – 05/2019
Golf Channel - Programming Intern	09/2018 – 12/2018
United States Professional Tennis Association - Communications Intern	05/2018 – 08/2018
Junior Tennis Champions Center - Tennis Coach	06/2016 – 08/2017
University of Maryland - Women's Tennis Volunteer Assistant Coach	08/2016 – 05/2017
University of Maryland - Student-Athlete (Tennis, NCAA Division I)	01/2013 – 05/2016

PROFESSIONAL MEMBERSHIPS AND ASSOCIATIONS

American Marketing Association (AMA)	2021 - Present
North American Society for Sport Management (NASSM)	2020 - Present
The Phi Beta Kappa Academic Honor Society	2016 - Present
Women in Sports Tech, Inc. (WiST)	2019 - Present

LANGUAGES

English: Proficient	French: Proficient
Russian: Native	Italian: Basic

QUALIFICATIONS & SKILLS

Data Analytics Competencies: ATLAS.ti, Gephi, IBM SPSS, Python, R, SmartPLS, SQL, Stata, UCINET/NetDraw



Nataliya Bredikhina
June 16, 2021

Updated: June 2021