

Hua Gong

6100 Main Street Houston, Texas 77005

hg37@rice.edu

EDUCATION

University of South Carolina

- Ph.D. in Sport and Entertainment Management 2020

Texas A&M University

- Master of Science in Sport Management 2015

University of Nottingham

- Bachelor of Science in International Business Economics 2013

ACADEMIC APPOINTMENTS

Rice University

- Assistant Professor, Department of Sport Management 2020 - Present

University of South Carolina

- Instructor, College of Hospitality, Retail and Sport Management 2017 - 2020

University of South Carolina

- Graduate Assistant, Center for Mega-Event Research and Education 2016 - 2018

Texas A&M University

- Graduate Assistant, Department of Health and Kinesiology 2014 - 2015

INDUSTRY EXPERIENCE

Aquila Basket Trento (Italian Serie A Basketball Club)

- Statistical Consultant 2017

New York Knicks Front Office (NBA)

- Statistical Analyst 2015 - 2016

Texas A&M University Men's Basketball Team

- Video and Analytics Assistant 2013 - 2015

PEER REVIEWED PUBLICATIONS

1. **Gong, H.** (2022). The Effect of the crowd on home bias: Evidence from NBA games during the COVID-19 pandemic. *Journal of Sports Economics*.
2. **Gong, H.**, Watanabe, N. M., Soebbing, B. P., Brown, M. T., & Nagel, M. S. (2021). Exploring tanking strategies in the NBA: An empirical analysis of resting healthy players. *Sport Management Review, 1*, 1-21.
3. **Gong, H.**, Watanabe, N. M., Soebbing, B. P., Brown, M. T., & Nagel, M. S. (2021). Do consumer perceptions of tanking impact attendance at National Basketball Association games? A sentiment analysis approach. *Journal of Sport Management, 35*(3), 254-265.
4. **Gong, H.**, Watanabe, N. M., Brown, M. T., & Nagel, M. S. (2019). The impact of the Chinese

Basketball Association's Asian-born player policy on competitive balance. *Journal of Global Sport Management*, 4(2), 128-148.

5. Koba, T., **Gong, H.**, Walker, R. J., & Grady, J. (2019). Sustainable Olympic development: a sport law and policy perspective. *Journal of Global Sport Management*, 6(1), 49-69.

CONFERENCE PRESENTATIONS

1. **Gong, H.** (2021). Referee bias in the NBA: Evidence from games during the COVID-19 pandemic. *9th Eubank Conference (Virtual Conference)*
2. **Gong, H.** (2021). The impact of the crowd on referee bias: Evidence from the NBA Bubble. *North American Society for Sport Management (Virtual Conference)*
3. **Gong, H.**, Watanabe, N. M., Soebbing, B. P., Brown, M. T., & Nagel, M. S. (2020). Exploring tanking strategies in the NBA: An empirical analysis of resting healthy players. *North American Society for Sport Management (San Diego, CA)*
4. **Gong, H.**, Watanabe, N. M., Soebbing, B. P., & Brown, M. T. (2020). Load management and tanking in the NBA. *Eastern Economic Association Annual Meeting (Boston, MA)*
5. **Gong, H.**, Watanabe, N. M., Soebbing, B. P., Brown, M. T., & Nagel, M. S. (2018). The impact of consumer perceptions of tanking on game attendance in the NBA. *Southern Economic Association Annual Meeting (Washington, DC)*
6. Koba, T., **Gong, H.**, Walker, R. J., & Grady, J. (2018) Sustainable Olympic Development: A Sport Law and Policy Perspective. *Sport Entertainment & Venues Tomorrow (Columbia, SC.)*
7. **Gong, H.**, Watanabe, N. M., Brown, M. T., & Nagel, M. S. (2018). The impact of the Chinese Basketball Association's Asian-born player policy on competitive balance. *North American Society for Sport Management (Halifax, Nova Scotia)*
8. **Gong, H.**, Qian, Y., & Yazawa, D. (2018). Exploring the determinants of eSports viewership: an econometric analysis. *Southern Sport Management Doctoral Symposium (Columbia, SC)*
9. **Gong, H.** (2018). The cause and effect of tanking in the National Basketball Association. *Discover USC Research showcase (Columbia, SC)*
10. **Gong, H.** (2018). The integrity of games in the National Basketball Association. *Sport Entertainment & Venues Tomorrow (Columbia, SC.)*
11. **Gong, H.** (2017). The examination of the Asian-born player policy on competitive balance in the Chinese Basketball Association. *International Association of Sports Economists (Shanghai, China)*
12. **Gong, H.** (2017). The tanking issue in the National Basketball Association: good or bad? *Sport Entertainment & Venues Tomorrow (Columbia, SC)*

TEACHING EXPERIENCE

Rice University

Assistant Professor

- SMGT 431 Advanced Sport Analytics
 - Fall 2020, 2021

- SMGT 440 Sport Business Analytics
 - Fall 2020, 2021
 - Spring 2021, 2022
 - Summer 2021
- SMGT 490 Seminar in Sports Analytics
 - Spring 2021, 2022

Undergraduate Student Advising

- Edward Chen (2021.1- 2021.7)
- Derek Fu (2021.5- 2021.7)
- Caleigh Page (2021.8-2021.12)
- Eric Maeng (2021.8- 2021.12)
- Ben Zhao (2022.1- Present)

University of South Carolina

Instructor

- SPTE 490 Sports Economics
 - Fall 2017
 - Spring 2018
 - Spring 2020
- SPTE 440 Sport and Entertainment Business and Finance
 - Fall 2018
 - Spring 2019
- SPTE 201 Introduction to Sport Management
 - Fall 2018
 - Spring 2019
 - Spring 2020

Texas A&M University

Teaching Assistant

- SPMT 420 Sports Facility Planning
 - Spring 2015

DEPARTMENTAL & UNIVERSTIY SERVICE

- *Faculty Search Committee*, Department of Sport Management, 2021
- *Faculty Sponsor*, Department of Statistics and Analytics, 2021- Present
- *Instructor*, Statistical Training and Research Techniques, School of Social Science, 2021
- *Guest Lecturer*, SMGT 160 Introduction to Sport Management, Professor Diane Crossey, 2021
- *Faculty Mentor*, STAT 450 Senior Capstone Project, Eric Maeng, 2021
- Fundraising for the partnership with Rice Baseball, 2021
- *Panel Member*, School of Social Sciences Research Advisory Panel, 2021- Present

PROFESSIONAL SERVICE

Manuscript Reviewer

- Journal of Sport Management
- International Journal of Sport Finance
- Sport Marketing Quarterly

ACADEMIC SOCIETY MEMBERSHIPS

- North American Society for Sport Management (NASSM)
- North American Association of Sports Economists (NAASE)

COMPUTER AND PROGRAMMING SKILLS

Proficient With

- R, Python, SQL, PHP, HTML, CSS, JavaScript, Excel, STATA