

Yann Abdourazakou, Ph.D.

Full Professor of Management with Tenure
California State University, Dominguez Hills
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Career summary: Internationally seasoned faculty and administrator with 15 years of experience. Expert in emerging educational technology needed to develop cutting edge instructional materials for future leaders.

Core Qualifications:

- Strategic Management
- eLearning/Curriculum Design
- 10+ years of Learning Management Systems and EdTech tools
- Executive Education for Business
- Translate business needs into curriculum
- Provide marketing reports for corporate dissemination
- Bilingual (English-French)

EXPERIENCE

- ❖ **Associate Professor of Management**, College of Business Administration 2015-present
California State University, Dominguez Hills (Greater Los Angeles area)
Website: <https://www.csudh.edu/cbapp/contact-us/faculty/yannabdourazakou>
 - **Online and Hybrid courses taught (LMS expertise: Blackboard, Desire 2 Learn and Angel)**
MGT 490 Strategic Management (Business Strategy Game simulation, bsg-online.com)
MGT 500 Organizational Behavior
MGT 310 Management Theory (Learn Smart & "Connect": web-based assignment platforms)
SEH 401 Sports Leadership
SEH 330 Managing Sports Facilities
SEH 310 Sports Entertainment and Hospitality Management
 - **Designed and implemented a new online certificate** of 12 credits and 4 new courses in Sports Management. Approved by the University Curriculum Committee. Launch date: Fall 2020 <https://www.csudh.edu/ceic/sports-management/> 2016-2019
 - **Consultant** for the South Bay Economics Institute, CSUDH Foundation: Designing and developing a new Online Certificate in Blockchain Technology 2018-present
 - **Faculty Advisor** AMA Club (American Marketing Association) 2018-2019
 - **Mentor** for the CSUDH Incubator and Accelerator: clients spend hours with their team prototyping, brainstorming, arguing, learning, and crafting business plans. 2017-Present
- ❖ **Instructor** at the School of the New York Times 2019
Summer Term 1: Sports Management
<https://www.nytedu.com/courses/pre-college/sports-management/>
- ❖ **Assistant Professor**, Canisius College (Buffalo, NY) 2011-2015
 - **Online and Hybrid courses taught (LMS expertise: Blackboard, Desire 2 Learn and Angel)**
MSA 570 Globalization and Sports
MSA 550 Strategic Sports Marketing
MSA 530 Managing of Sports Facilities
SPMT 245 Technology in Sports

- **Research Award:** Recipient of the 2012 Canisius Dean's Research Award (\$2,500)
Study: "*Are They Really Watching? The Relative Impact of 3D Sports Games on Advertising Effectiveness from an Eye-Tracker's Perspective*".
 - Constructed a research design study 2*2 in order to evaluate viewers attention to stimuli
 - Compared the pros and cons effects of 3D versus 2D stimuli on advertising effectiveness
 - Reviewed research implications for advertisers and broadcasters.

❖ **Associate Professor of Sports Management, Department Chair** 2005 - 2011
University of Lille (France) State University: Enrollment of 27,152 students

- **Teaching and Research interests:**
Strategic Sport Management
Sport Innovation and Entrepreneurship
Sports Marketing and branding

- **Director of the Master's in Sports Management** 2008 - 2011
 - Developed and implemented the new Master's in Sport Management
 - Supervised a team of 15 Professors, 10 adjuncts and 10 professionals.
 - Obtained the accreditation from the Ministry of Higher Education, Paris (France).
 - Conducted analysis of foreign target markets prior to implementation of expansion strategy
 - Delivered customer service to prospects, applicants, and admitted students in the Master's: **Partnership signed with Chenyang University, China.**

- **Chair of the Sports Management Department** 2006 - 2008
 - Created three new majors in Sport Marketing and Management
 - Established three partnerships with sports institutions

- **Director B.Sc. in Sport Management** 2006 - 2008
 - Implemented a new curriculum
 - Advised 70 Students each year on their professional goals
 - Provide customer service and response to applicants, and admitted students
 - Developed the internships database by 50%
- **Reinforced international relations** in Europe and the US.
- **Sustained alumni relations** and engagement with the master program.

INVITED PROFESSOR

- **2010 – Laval University (Quebec, Canada)** Master's program, Department of Communication and Journalism. Topic: bundling of television sport channels, short-run social welfare and industry model of viewership demand, pricing and bundling. TV ratings and digital advertising ROI in sport broadcasting.
- **2009 - University of Balamand (Lebanon),** Master's program, 20 hours of Marketing. Topic: Advanced Marketing Strategy, New Product Development, Promotion Strategy, and Integrated Marketing Communications, Marketing Management, Digital Marketing, Social Media Branding & PR.

AWARD

- **Recipient of the 2016 CSUDH Hospitality and Tourism Research Institute Award.**
Study: Smart Stadium: The new frontier of marketing with IoT sporting venues.
- **Recipient of the 2012 Canisius Dean's Research Award** (\$2500)
Study: "*Are They Really Watching? The Relative Impact of 3D Sports Games on Advertising Effectiveness*
<https://www.tandfonline.com/doi/abs/10.1080/02650487.2017.1347366>

SERVICE IN HIGHER EDUCATION

- Faculty Advisor for the American Marketing Association (AMA) Chapter at CSUDH 2018-2019
- Senator at the Academic Senate at California State University, Dominguez Hills 2015-2018
- Member of the Educational Policy Committee at CSUDH 2015-2017
- Representing the SEH program, CSUDH CBAPP 2015-2018
- Representing the Management and Marketing Department, CSUDH Open House 2015

MEDIA INTERVIEWS

- France Culture interviews (French NPR), Sports and Big data documentary
<https://www.franceculture.fr/emissions/culturesmonde/dans-l-ombre-des-podiums-44-les-big-data-l-assaut-des-stades>
- Consultant for Sport Web Intelligence (SWI) <http://www.swi-sportdata.com/HOME-Abdourazakou-Abdourazakou-253.htm?recherche2=abdourazakou>

CONSULTING

- Oxylane research consultant for Decathlon (Oxylane Group) 2008
 - . Brand marketing consulting for Artengo (European Tennis brand)
 - . Advised the Chief Marketing on rebranding options
 - . Contributed to a marketing plan for innovative products in tennis
 - . Reviewed and redefined the company's social media strategy

PROFESSIONAL ASSOCIATIONS

- Hype Sports Innovation Network (25,000 members worldwide) 2018
www.hype-foundation.org/ Contact point for the greater Los Angeles area.
- American Marketing Association (AMA) 2018
Faculty Co-Advisor AMA Club (American Marketing Association) 2018

EDUCATION

- Ph.D. in Sport Management** 2004
University of Rouen (State University, France) Enrollment: 25,220 students
Thesis: The Regulation of Sports TV rights in Europe: Efficiency or Equity?
- M.Sc. – Sport Management** 2001
University of Rouen (State University, France) Enrollment: 25,220 students
Thesis: The Dynamic of Strategy and Performance in the Sports Broadcasting Market
- B.Sc. – Sport Management** 1999
University of Quebec at Montreal (Canada)
University of La Reunion (France)

PUBLICATIONS (Peer-Reviewed Journals)

Abdourazakou, Y., Deng, N. & Abeza, G. (2020), “Season-Ticket Holders’ Social Networking Sites Usage during Live Sport Consumption: National Basketball Association Fans’ Perspective”, *International Journal of Sport Communication*.

Pradham, S. & **Abdourazakou, Y.** (2020), “Power Ranking” Professional Circuit eSports Teams Using Multi-Criteria Decision-Making (MCDM)”, *Journal of Sports Analytics*
<https://content.iospress.com/articles/journal-of-sports-analytics/jsa190420>

Abeza, G., Braunstein-Minkove, R., Seguin B., O’Reilly, N., Kim, A. & **Abdourazakou, Y.** (2020) Ambush Marketing Via Social Media: The Case of the Three most recent Olympic Games, *International Journal of Sport Communication*.
<https://journals.humankinetics.com/view/journals/ijsc/aop/article-10.1123-ijsc.2020-0266/article-10.1123-ijsc.2020-0266.xml>

Leroux-Sostenes, M.-J. & **Abdourazakou, Y.** (2019), “Crowdfunding Paris bid for the 2024 Olympics, overconfidence?” *Revue Gestion et Management Public*. <https://www.cairn.info/revue-gestion-et-management-public-2018-3-page-53.htm?ref=doi#>

Sun, Q., Norman, T. & **Abdourazakou, Y.** (2018), “Perceived Value of Interactive Digital Textbook and Adaptive Learning: Implications on Student Learning Effectiveness”, *Journal of Education for Business*, 93:7, 322-330 (listed in Cabell’s and ABDC).
<https://www.tandfonline.com/doi/abs/10.1080/08832323.2018.1493422?journalCode=vjeb20>

Yi-Cheon Yim, M., **Yann Abdourazakou**, Paul L. Sauer, & Sun-Young Park (2017), “Modeling the dimensionality effects on brand placement effectiveness in stereoscopic 3-D versus 2-D sports games,” *International Journal of Advertising*. (listed in Cabell’s and ABDC).
<https://www.tandfonline.com/doi/abs/10.1080/02650487.2017.1347366>

Sun, Q., **Abdourazakou, Y.** & Norman, T. (2017), LearnSmart, Adaptive Teaching and Student Learning Effectiveness: An Empirical Investigation, *Journal of Education for Business*, 92:1, 36-43 (Listed in Cabell’s and ABDC).
<https://www.tandfonline.com/doi/abs/10.1080/08832323.2016.1274711?src=recsys&journalCode=vjeb20>

Abdourazakou, Y. (2016), Stades connectés aux États-Unis: États des lieux, enjeux et perspectives, *Revue Européenne de Management du Sport*, 41, June. (Connected Stadiums in the US: issues and opportunities, *European Review of Sport Management*, 41, June).
<https://www.acteursdusport.fr/article/stades-connectes-aux-etats-unis-etats-des-lieux-enjeux-et-perspectives.9749>

Abdourazakou, Y. & Leroux-Sostenes, M.-J. (2016), Sport Sponsorship versus crowdfunding: Substitution or complement? *International Journal of Kinesiology and Sports Science*, 4(2).
<http://www.journals.aiac.org.au/index.php/IJKSS/article/view/2330>

Abdourazakou, Y. (2016), “Managing Innovation in the Sports Equipment Industry: Upstream Process Management”, *Management Studies*, February, Vol. 4, No 1-2.
https://www.academia.edu/17842373/Management_Studies_ISSN_2328-2185_Vol.4_No.1_2016

Abdourazakou Y., Lorgnier, N., O’Rourke S, O’Reilly N. & Abeza G. (2013), Fans’ online services expectations and experiences: The case of National Basketball Association, *Journal of Sports Science*.
<https://bit.ly/2Ho3NVk>

Abdourazakou Y., Penel G. & Masson P. (2012), Are athletes willing to practice sports during their holidays? The case of sports faculty students in France, Physical Culture and Sport. *Studies and Research*, LV (European Research Journal).
<https://www.degruyter.com/downloadpdf/j/pcssr.2012.56.issue-1/v10141-012-0020-5/v10141-012-0020-5.pdf>

Penel G., **Abdourazakou Y.**, Masson P. (2011), The touristic behavior of young athletes, *Juristourisme* (Top Notch Review in Tourism and Law, France <http://www.juriseditions.fr/juristourisme.htm>).

Abdourazakou, Y. & Penel G. (2011) « The impact of a flagship store's opening on sporting goods brand perception: the case of Domyos », *European Review of Sport Management*.

Abdourazakou, Y., Hillairet D., Richard G. & Bouchet P. (2010) "Innovation at Oxylane Group: between rational and turbulent processes", *European Review of Sport Management*.

Abdourazakou, Y. (2008) "New media and sport marketing in football clubs", *Revista Portuguesa de Gestao de Desporto*, 1&2. (*Review of Sport Marketing and Finance*).

Abdourazakou, Y. (2008), "Global sports economics issues", *European Review of Sport Management*.

Abdourazakou, Y. (2008), "Incentives of Governments to Regulate Sports Broadcasting Markets in Europe: A Proposal for Two Positive Externalities" *The Entertainment and Sports Law Journal*, 13(2).

Abdourazakou, Y. (2006) "Innovative 3G mobile marketing communications in a direct marketing approach towards football fan's loyalty: utopia or golden goal?" *Sport Marketing Europe*, pp. 32-36.

Abdourazakou, Y. (2001) « Sports and the media », CIES, University of Neuchatel, Switzerland, *European Review of Sport Management*.

Abdourazakou, Y. (2001), "Generic strategies of TV broadcasters: The case of sports channels in a hypercompetitive environment in Europe", *European Review of Sport Management*.

CONFERENCE PRESENTATIONS

Pradham, S. & **Abdourazakou, Y.** (2020), Predictors of Season Ticket Holder Behavior and the Differentiation of Full Season and Partial-Plan Holders in the National Basketball Association (NBA), *Fifth International Conference on Communication & Media Studies*, University of Toronto, Toronto, Canada, Oct 1, 2020 – Oct 2, 2020

Abdourazakou, Y. & Deng, N. (2019), Understanding the Value of Social Media in the NBA's Digital Communication: A Fan(s)' Perspective, *52nd Hawaii International Conference on System Sciences*, January 08-11.
<https://scholarspace.manoa.hawaii.edu/handle/10125/59680>

Abeza, G., O'Reilly N., **Abdourazakou, Y.**, & Carton, P. (2018), Big Data in Professional Sport: Practitioners' Perspective, *16th Annual Sport Marketing Association*, Dallas TX, November 24-26.

Sun, Q., **Abdourazakou, Y.** & Norman, T. (2017), Perceived Value of an online interactive learning tool and its critical antecedents, *45th Academy of Marketing Science (AMS) Annual Conference*, May 24-26, Coronado, CA.

Sun, Q., **Abdourazakou, Y.** & Norman, T. (2017), Exploring subjective evaluation of student learning effectiveness with the use of Learn Smart, *Western Decision Science Institute (WDSI)*, April 4-7, Vancouver.

Leroux-Sostenes, M-J & **Abdourazakou, Y.** (2017), Crowdfunding: un mode de financement pour tous les porteurs de projets sportifs ? *Colloque Management du Sport*, UFR STAPS de Lyon (France) 14 & 15 juin.

Sun, Q., **Abdourazakou, Y.** & Norman, T. (2016), Can Online Interactive Learning Tool Promote Student Learning Effectiveness? An Empirical Exploration, *Marketing Edge Research Summit*, October 15-16, Los Angeles.

Leroux Sostenes, M.-J. & **Abdourazakou, Y.** (2016), Paris 2024 crowdfunding, *5^{ème} Colloque AIRMAP, "Le management public entre confiance et défiance"*, 2 et 3 juin, Poitiers, France.

Abdourazakou, Y. & Leroux-Sostenes, M.-J. (2016), “Sport Sponsorship versus crowd funding: Substitution or complement?”, *Western Decision Sciences Institute*, 45th Annual Meeting, April 5th – April 9th, 2016, Las Vegas.

Sandoval, M, **Abdourazakou, Y.** & Christodoulidou, N. (2016), “Unreasonable Prejudice against Women in Sports”, *Western Decision Sciences Institute*, 45th Annual Meeting, April 5th – April 9th, 2016, Las Vegas.

Abdourazakou, Y. (2015), “Teaching Management Theory with Connect Smart book”, *Innovative Teaching Symposium*, California State University, Dominguez Hills, November 13, 2015.

Abdourazakou, Y. & Mishler, S. (2015), “How to create sports fans? Marketing professional sports to young consumers, 4th international interdisciplinary business economics advancement conference, Mar 26th-29th, Las Vegas, Nevada, USA.

Abdourazakou, Y. (2014), “The Management of Innovation in Sports Markets: The case of Decathlon (Oxylane Group)”, *Global Interdisciplinary Business-Economics Advancement Conference*, GIBA, May 15-18, University of South Florida, Tampa, FL, USA.

Abdourazakou, Y. (2013), Fans online experience and services expectations: The case of the National Basketball Association, *University of Ottawa*, Canada. September 25th.

Lorgnier N., **Abdourazakou Y.** & O’Rourke S. (2012), Examining Core Service, Ancillary Services, and Support Services to Manage Expectations and E-quality: An Exploratory Research on American and French National Basketball Association Fans, *Global Business And Technology Association*, New York City, USA.

Lorgnier N., **Abdourazakou Y.** & O’Rourke S. (2011), Assessing NBA Fans online criteria of satisfaction (FOCS): a proposal of a conceptual model, 9th Annual Sport Marketing Association Conference, *Texas A&M University*, Houston, USA.

Lorgnier N., **Abdourazakou Y.** & O’Rourke S. (2011), NBA Fans online satisfaction (FOCS), *19th European Association in Sport Management*, Madrid, Spain.

Abdourazakou Y. (2009), Sport Media regulation in Europe, *4th Annual Workshop at the School of law, Sport & the European Union Association*, Airthrey Castle, 22nd and 23rd June, University of Stirling, Scotland, U.K.

Abdourazakou Y. & Richard G. (2008). Sport innovation management in Decathlon: the case of the two seconds tents and Inergy wetsuit. Between rationality and chaos, 7th International Conference of Association on Sport Engineering, ESTIA, Biarritz, France.

Abdourazakou Y. & Richard G. (2008), Innovative strategies for sporting goods: the case of Decathlon (Oxylane group), *Innovation and Outdoor sports Perspectives, International Symposium on Outdoor sports*, France.

Abdourazakou Y. & Sobry C. (2008), The paradox of sporting rights in Europe, University of IASI, Romania.

Abdourazakou Y. & Sobry C. (2007). The digitalization of merchandising in football clubs: the case of some innovative G14 clubs, *5th World Communication Congress*, Play The Game, Reykjavik, Iceland.

Sobry C. & **Abdourazakou Y.** (2007), The paradox of sporting rights in Europe, *5th World Communication Congress*, Play The Game, Reykjavik, Iceland.

Abdourazakou Y. (2005), The regulation of new media sports rights in Europe, 13th International Congress of the European Association for Sport Management, EASM, Gateshead, Newcastle, U.K.

Abdourazakou Y. (2005), Sports broadcasting as a global cultural good or the listed events’ regulation in the E.C., *5th International Congress of Sports Economics and Production*, Athens Institute of Education and Research, Athens, Greece.

Abdourazakou Y. (2005), “The regulation of international sports media rights: equity for viewers or market efficiency”, 3rd Conference of Sociology of Sport, University of Nanterre, Paris, France.

Abdourazakou Y. (2005), “International sports broadcasting: between cultural immaterial goods and privatization”, 11th International ACAPS Conference, Paris, France.

Abdourazakou Y. & Sobry C. (2007), “The impact of 3G mobile phones on customer relationship management: the case of innovative football clubs in Europe”, Sport in a Global World – Past, Present and Future, ISHPES & ISSA Congress, University of Copenhagen, Denmark.

Abdourazakou Y. (2004), Sports broadcasting: addictive and investment good justifying a regulation?”, 2nd Conference of Sociology of Sport, University of Paris XI Orsay, France.

Abdourazakou Y. (2004), “Watching a televised sports game: an addictive and investment good justifying an intervention from governments?” Society and Consumption, 3rd Conference on consumption issues, ESC Rouen, AACSB Accredited, France.

BOOKS/PROCEEDINGS

Sun, Q., **Abdourazakou, Y.** & Norman, T. (2017), “Perceived value of an online interactive learning tool and its critical antecedents”, in *Back to the Future: Using Marketing Basics to Provide Customer Value: Proceedings of the 2017 Academy of Marketing Science (AMS) Annual Conference* by Krey, N. & Rossi P. Eds., December 4, 2017.
<https://www.springer.com/us/book/9783319660226>

Abdourazakou, Y. (2012) “Sport media rights regulation in Europe: two decades of regulatory issues”, in Sobry C. (Eds.), *Sport Governance in Europe*, L'Harmattan.

Abdourazakou, Y. (2011), *Sports TV rights in the European Union*, Ed. Universitaire Europeenne.
<https://www.amazon.fr/régulation-droits-sportifs-médias-europe/dp/6131553149>

Abdourazakou, Y. & Richard G. (2010), “Innovative strategies in outdoor sports markets: the case of Oxylane”, Edition Du Fournel.

Abdourazakou, Y. (2010) « New media and sports rights » in SOBRY C. (dir.), *Sport et Travail*, L'Harmattan.

Abdourazakou, Y. (2009), “The management of sport innovation at Decathlon: between rationality and chaos”, *The Engineering of Sport*, Ed. Springer.

Abdourazakou, Y. (2005), “Sports broadcasting as a global cultural good or the listed events” regulation in the EC”, in *International Research on Sports Economics and Production*, Eds. Gregory T. Papanikos, ATINER.

Abdourazakou, Y. (2001), *Sports Media rights and Television*, Eurostaf, Les Echos, 100 pages, Paris.

Reviewer/Jury for Journals and Conferences

Reviewer for *International Journal of Sport Communication* [Impact factor: 2.39]

Reviewer for *International Journal of Kinesiology and Sports Science (IJKSS)*

Member of the Editorial Board for *International Journal of Kinesiology and Sports Science (IJKSS)* 2015-Present
<http://journals.aiac.org.au/index.php/IJKSS/about/editorialTeam>

Digital Footprint

Google Scholar: <https://scholar.google.com/citations?user=zIrOiKIAAAAJ&hl=en&oi=ao>

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Facebook: <https://www.facebook.com/SportsManagementMarketing/>