

Curriculum Vitae

Nataliya Bredikhina, PhD

University of Delaware
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Newark, DE 19716

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EDUCATION

Temple University, Fox School of Business PhD, Business Administration, Sport Management	Philadelphia, PA 2023
University of Central Florida, College of Business Administration Master of Sport Business Management	Orlando, FL 2019
University of Central Florida, College of Business Administration Master of Business Administration	Orlando, FL 2018
University of Maryland, College of Undergraduate Studies Bachelor of Arts <i>cum laude</i> , Sport & Society/French Language & Literature	College Park, MD 2016

APPOINTMENTS

University of Delaware, Alfred Lerner College of Business & Economics Assistant Professor, Sport Management	Newark, DE 2025-Present
University of Kansas, School of Education & Human Sciences Assistant Professor, Sport Management	Lawrence, KS 2023-2025

SELECTED AWARDS & HONORS

2024	Best Paper Award, Sport Marketing Association Conference
2024	Innovations in Research and Practice Grant, National Collegiate Athletic Association
2022	Dean's Outstanding Publication Award, Fox School of Business, Temple University
2022	Winner, North American Society for Sport Management Student Research Competition
2022	Runner-Up & People's Choice Award, XIIth Annual Doctoral Research Competition, Fox School of Business, Temple University

- 2021 National Collegiate Athletic Association Graduate Student Research Grant
 2019-2023 Presidential Fellow, Temple University
 2019 Women in Sports Tech, Inc. Fellow
 2018 Joe Lapchick Scholarship, University of Central Florida
 2013-2016 NCAA Division I Full Athletic Scholarship, University of Maryland (Tennis)

PUBLICATIONS

Peer-Reviewed Publications

- Accepted [12] Yoshida, M., Gordon, B., Paek, B., **Bredikhina, N.** The effects of fan engagement behaviour and stadium attendance frequency on flourishing: A three-wave data analysis. *European Sport Management Quarterly*.
- 2025 [11] **Bredikhina, N.**, Kunkel, T., Taylor, E. A., Funk, D. C., & Baker, B. J. “You are the brand”: Examining the experience of person-environment fit in National Collegiate Athletic Association athletes’ name, image, and likeness monetization. *Journal of Sport Management*. Advance online publication. <http://dx.doi.org/10.1123/jsm.2024-0055>
- 2025 [10] **Bredikhina, N.** Collaborative competitors: How NCAA college athletes manage team dynamics amid personal brand monetization. *Sport Management Review*. Advance online publication. <https://doi.org/10.1080/14413523.2025.2528319>
- 2025 [9] **Bredikhina, N.**, Kunkel, T., Kennedy, H., & Fumagalli, F. Exploring the determinants of women football players’ Instagram popularity. *Sport Management Review*, 28(3), 523-548. <https://doi.org/10.1080/14413523.2025.2468037>
- 2024 [8] **Bredikhina, N.**, Kunkel, T., & Kudesia, R. S. Authenticity negotiation: How elite athletes (re)present themselves as personal brands. *Journal of Sport Management*, 38(1), 53-70. <https://doi.org/10.1123/jsm.2022-0089>
- 2023 [7] **Bredikhina, N.**, Gupta, K., & Kunkel, T. Superboosting the athlete social media brand: Events as an opportunity for follower growth. *European Sport Management Quarterly*, 23(6), 1819-1842. <https://doi.org/10.1080/16184742.2022.2074497>
- 2023 [6] **Bredikhina, N.**, Sveinson, K., Taylor, E. A., & Heffernan, C. The personal is professional: Exploring romantic relationship within the socioecology of an athlete’s brand. *European Sport Management Quarterly*, 23(6), 1688-1707. <https://doi.org/10.1080/16184742.2023.2257706>
- 2023 [5] Kennedy, H., **Bredikhina, N.**, Athanas-Linden, G., Kunkel, T., & Funk, D. C. Managing social media through crisis: A content analysis of Instagram posts

before and during the COVID-19 pandemic. *Sport Marketing Quarterly*, 32(4), 284-301. <https://www.doi.org/10.32731/SMQ.324.122023.02>

- 2022 [4] **Bredikhina, N.**, Sveinson, K., & Kunkel, T. Athlete Interrupted: Exploration of elite athletes' personal brand management in times of crisis. *Sport Marketing Quarterly*, 31(3), 212-227. <http://doi.org/10.32731/SMQ.313.0922.04>
- 2022 [3] Baker, B. J., Kunkel, T., Doyle, J. P., Su, Y., **Bredikhina, N.**, & Biscaia, R. Remapping the sport brandscape: A structured review and future direction for sport brand research. *Journal of Sport Management*, 36(3), 251-264. <https://doi.org/10.1123/jsm.2021-0231>
- 2022 [2] **Bredikhina, N.**, & Kunkel, T. Make it count: Comparing the outcomes of activation and advertising-like event sponsorship. *Event Management*, 26(7), 1447-1467. <https://doi.org/10.3727/152599522X16419948391131>
- 2019 [1] **Bredikhina, N.** 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 & Society*, 10(3), 1-16. <https://doi.org/10.18848/2152-7857/CGP/v10i03/1-16>

Funded External Grant Proposals

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| 2024 | [4] NCAA Innovations in Research and Practice Grant
Bredikhina, N. , & Paek, B. – “Online resilience: Empowering student-athletes in navigating social media with intervention techniques.”
<i>Role: PI.</i> [Funded]. Press Release | \$35,000 |
| 2024 | [3] Union of European Football Associations
Huettermann, M., Kunkel, T., & Bredikhina, N. – “The brand positioning of women’s teams in the brand portfolio of their club.”
<i>Role: Co-PI.</i> [Funded]. | €15,000
(~\$16,757) |
| 2021 | [2] NCAA Graduate Student Research Grant
Bredikhina, N. – “Pursuit of NIL opportunities: Exploring student-athletes’ interest, experiences, and implications for well-being.”
<i>Role: PI.</i> [Funded]. Press Release | \$6,948 |
| 2019 | [1] Fellowship Project Grant, Women in Sports Tech, Inc.
Bredikhina, N. – Structured Query Language (SQL) server database design and implementation for analysis of sponsorship trends in the U.S. major sports leagues (hosted by MarketCast Group).
<i>Role: PI.</i> [Funded]. Press Release | \$5,000 |

Funded Internal Grant Proposals

2024	[6] SOEHS Summer Writing Grant, University of Kansas Bredikhina, N. – “Team dynamics in the NIL era: Exploring perspectives of NCAA student-athletes.” <i>Role: PI.</i> [Funded].	\$5,288
2022	[5] 25 th Young Scholars Interdisciplinary Forum, Temple University Bredikhina, N. – “The pros and cons of being real: Introducing the athlete brand authenticity scale and examining the effects of self-disclosure in social media endorsements.” <i>Role: PI.</i> [Funded].	\$1,800
2021	[4] 23 rd Young Scholars Interdisciplinary Forum, Temple University Bredikhina, N., & Kunkel, T. - “Exploring NCAA student-athlete decision-making in personal branding activities.” <i>Role: PI.</i> [Funded].	\$2,000
2020	[3] CIBER International Business Research Grant, Temple University Kunkel, T. & Bredikhina, N. – “Cracking the glass ceiling one post at a time: A multi-study analysis of professional female athletes’ social media branding in a global market.” <i>Role: Co-PI.</i> [Funded].	\$5,160
2020	[2] 21 st Young Scholars Interdisciplinary Forum, Temple University Bredikhina, N., & Kunkel, T. – “‘Help me help you’: A practitioner perspective on elite athletes’ experiences with personal branding on social media.” <i>Role: PI.</i> [Funded].	\$600
2020	[1] 20 th Young Scholars Interdisciplinary Forum, Temple University Bredikhina, N., & Kunkel, T. - “Shattering the glass ceiling: Qualitative inquiry into non-celebrity athlete self-branding through social media.” <i>Role: PI.</i> [Funded].	\$1,200

Refereed Presentations at National & International Conferences

Accepted	[27] Baker, B. J., Kunkel, T., & Bredikhina, N. Fifteen minutes of fame or forever? Athlete virality and the longevity of brand attention. <i>Sport Management Association of Australia and New Zealand Conference</i> . Auckland, New Zealand.
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- Accepted [26] Kunkel, T., Huettermann, M., **Bredikhina, N.** Women's football strategy – examining the strategic position and resource allocation within European football clubs. *European Association for Sport Management Conference*. Budapest, Hungary.
- 2025 [25] **Bredikhina, N.**, Kennedy, H., & Gordon, B. “Leave a comment below!”: Exploring the effectiveness of reciprocation appeals on consumer engagement with athletes' Instagram content. *North American Society for Sport Management Conference*. San Diego, CA, USA
- 2025 [24] Power, K., **Bredikhina, N.**, & Paek, B. Mastering the social game: NCAA athletes' perceptions and strategies for resolving social media-induced pressures in the NIL era. *North American Society for Sport Management Conference*. San Diego, CA, USA
- 2024 [23] **Bredikhina, N.**, & Kunkel, T. Sponsorship amplified: Exploring the interplay of sponsorship fit, athlete endorser authenticity, and situational self-disclosure appeals on promotional outcomes. *Sport Marketing Association Conference*. St. Louis, MO, USA
*****Best Paper Award - Sport Marketing Association Conference**
- 2024 [22] **Bredikhina, N.**, & Kennedy, H. At ‘first impression’: Exploring the role of bios in athlete social media branding. *Sport Marketing Association Conference*. St. Louis, MO, USA
- 2024 [21] **Bredikhina, N.** Team dynamics in the NIL era: Exploring perspectives of NCAA Division I student-athletes. *North American Society for Sport Management Conference*. Minneapolis, MN, USA
- 2024 [20] **Bredikhina, N.** Designing a course on NIL: A portfolio-oriented curriculum approach. *North American Society for Sport Management Conference*. Minneapolis, MN, USA
- 2024 [19] **Bredikhina, N.**, Kunkel, T., Funk, D. C., Baker, B. J., & Taylor, E. A. Measuring authenticity of athlete brands: Development and validation of a multi-dimensional scale. *Academy of Marketing Science Annual Conference*. Coral Gables, FL, USA
- 2024 [18] **Bredikhina, N.**, Kunkel, T., Kennedy, H., & Fumagalli, F. Beneath the surface: Identifying the influences of brand environment and teams' gendered branding practices on women athletes' social media engagement. Sport & Sponsorship-Linked Marketing SIG at *American Marketing Association Winter Conference*. St. Pete Beach, FL, USA
- 2023 [17] **Bredikhina, N.**, Kunkel, T., Funk, D. C., Taylor, E. A., & Baker, B. J. The art of being real: Development and validation of consumer-based athlete brand

- authenticity scale. *Sport Marketing Association Conference*. St. Petersburg, FL, USA
- 2023 [16] Sarkoohi, P., Baker, B. J., Kunkel, T., & **Bredikhina, N.** The impact of transferring on European women's football players' social media follower growth. *European Association for Sport Management Conference*. Belfast, UK
- 2023 [15] Sarkoohi, P., **Bredikhina, N.**, Baker, B. J., & Kunkel, T. A longitudinal examination of the impact of athletic performance and posting activity on women football players' Instagram following. *North American Society for Sport Management Conference*. Montreal, Canada
- 2023 [14] **Bredikhina, N.**, & Kunkel, T. Perceived institutional support of NIL monetization: Exploring the experiences of NCAA student-athletes. *Athlete Development Research Symposium*. Cornell University, New York, NY, USA
- 2023 [13] **Bredikhina, N.**, Kunkel, T., & Taylor, E. A. 'You're the brand now': Exploring NCAA student-athletes' decision-making in pursuit of NIL monetization. *College Sport Research Institute Conference*. Columbia, SC, USA
- 2022 [12] **Bredikhina, N.**, & Kunkel, T. Factors shaping NCAA student-athletes' decision to pursue NIL sponsorship. *Sport Marketing Association Conference*. Charlotte, NC, USA
- 2022 [11] Kunkel, T., **Bredikhina, N.**, & Baker, B. J. The rise of women's football players' Instagram popularity: An overview of following and engagement trends for athletes in five European leagues. *European Association for Sport Management Conference*, Innsbruck, Austria
- 2022 [10] **Bredikhina, N.**, & Kunkel, T. 'I just try to be myself': Authenticity negotiation in elite athletes' personal branding on social media. *North American Society for Sport Management Conference*. Atlanta, GA, USA
*****Winner - NASSM Doctoral Research Competition**
- 2022 [9] **Bredikhina, N.**, Kunkel, T., & Fumagalli, F. Cracking the glass ceiling one post at a time: Exploring the determinants of female soccer players' Instagram popularity. *North American Society for Sport Management Conference*. Atlanta, GA, USA
- 2021 [8] **Bredikhina, N.**, Sveinson, K., Taylor, E., & Heffernan, C. 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, USA
- 2021 [7] Kennedy, H., **Bredikhina, N.**, Athanas-Linden, G. A., Kunkel, T., & Funk, D. C. Managing social media through disruption: A content analysis of adjustments

made during the COVID-19 pandemic. *Sport Marketing Association Conference*. Las Vegas, NV, USA

- 2021 [6] **Bredikhina, N.**, Gupta, K., & Kunkel, T. Network, network, network! Determinants of athlete social media brand growth during events. *North American Society for Sport Management Conference*. Virtual.
- 2021 [5] **Bredikhina, N.**, Sveinson, K., & Kunkel, T. Innovation under pressure: How athletes transform their business models in times of crisis. *North American Society for Sport Management Conference*. Virtual.
- 2021 [4] **Bredikhina, N.**, Kunkel, T., & Kudesia, R. The commercialization of personal brands: Athletes' experiences with personal brand development and monetization on social media. *American Marketing Association Winter Conference*. Virtual.
- 2020 [3] **Bredikhina, N.**, & Kunkel, T. 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.
- 2020 [2] **Bredikhina, N.**, & Kunkel, T. Is activation worth it? The effects of consumer engagement on sponsorship outcomes. *North American Society for Sport Management Conference*. Virtual.
- 2018 [1] **Bredikhina, N.** 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, USA

Invited Presentations, Lectures, & Panels

- 2025 [5] Huettermann, M., Kunkel, T., & **Bredikhina, N.** The positioning of women's teams in the brand portfolio of their club. Union of European Football Associations, Geneva, Switzerland.
- 2025 [4] **Bredikhina, N.** et al. Panel discussion on navigating the sport management academic job market [Panelist]. Sport Management Doctoral Programs Colloquium, School of Kinesiology, Louisiana State University, Baton Rouge, LA, USA
- 2024 [3] **Bredikhina, N.** Overview of name, image, and likeness. Hinkle Law Firm, Lenexa, KS, USA.

- 2022 [2] **Bredikhina, N.** Pursuit of NIL opportunities: Exploring NCAA student-athletes' interest, experiences, and implications for well-being. National Collegiate Athletic Association, Indianapolis, IN, USA.
- 2022 [1] **Bredikhina, N.** 'I just try to be myself': Disentangling authenticity negotiation in elite athletes' personal branding on social media. Department of Exercise and Sport Science, University of North Carolina. Chapel Hill, NC, USA

Campus or Department Talks & Panels

- 2025 [4] **Bredikhina, N.** Personalizing asynchronous learning: Using a portfolio-oriented curriculum in course design. Celebration of Teaching, Center for Teaching Excellence, University of Kansas, Lawrence, KS, USA
- 2025 [3] Winter, M., & **Bredikhina, N.** Navigating the collegiate landscape of name, image, and likeness [Panelist]. Robert J. Dole Institute for Politics, University of Kansas, Lawrence, KS, USA
- 2025 [2] **Bredikhina, N.** Digital feminism in sport: Exploring Twitter hashtag dynamics using natural language processing techniques. School of Education and Human Sciences Research and Teaching Festival, University of Kansas. Lawrence, KS, USA
- 2024 [1] **Bredikhina, N.** Team dynamics in the NIL era: Exploring perspectives of NCAA Division I student-athletes. School of Education and Human Sciences Research and Teaching Festival, University of Kansas. Lawrence, KS, USA

Research Reports

- 2025 [4] Huettermann, M., Kunkel, T., & **Bredikhina, N.** The brand positioning of women's teams in the brand portfolio of their club. Union of European Football Associations. [Link](#).
- 2018 [3] Lapchick, R. E., Estrella, B., **Bredikhina, N.**, Feller, A., Boyd, A., & Lee, C. *The 2017 Racial and Gender Report Card: College sport*. The Institute for Diversity & Ethics in Sport. [Link](#)
- 2017 [2] Lapchick, R. E., Estrella, B., Stewart, C., New, C., Costa, G., **Bredikhina, N.**, Rainey, P., & Gerhart, Z. *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. [Link](#)

- 2017 [1] 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. *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. [Link](#)

PEDAGOGICAL EXPERIENCE

University of Delaware

Assistant Professor (2025 - Present)

Introduction to Sport Analytics (Undergraduate – Fall 2025)

This course explores the growing and popular field of sport analytics. Topics covered include player performance and management, team performance and management, wearable technologies, sport marketing analytics, sport gambling, and game day operations and strategies. Students will engage in various learning experiences that expose them to the career opportunities available in sport analytics along with the future sport analytics trends.

*****New Course Design & Development**

University of Kansas

Assistant Professor (2023 – 2025)

PhD Seminar in Sport Marketing (PhD - Spring 2025)

This seminar introduces students to research in the field of sport marketing. The course will cover an interdisciplinary body of literature in sport marketing and consumer behavior, overviewing theoretical foundations and relevant methodologies. Students will learn to apply these concepts and theories by conducting a semester-long empirical research project.

*****New Course Design & Development**

Sport Sponsorship (Master's - Spring 2024)

The course provides a detailed examination of the relationship between sport and corporate sponsorship and strategies for selling sponsorship packages. Topics covered will include the theoretical rationale for sponsorship, creating and executing sponsorship agreements, determining the value of a sponsorship, evaluation of sponsorship activities, and techniques used to sell sponsorship packages.

Foundations of Name, Image, and Likeness (Undergraduate - Fall 2023, Summer 2024, Fall 2024, Spring 2025, Summer 2025)

This course provides an overview of the name, image, and likeness (NIL) industry, including relevant regulations, the brand ecosystem, and the basics of personal brand monetization. The course is relevant to students interested in monetizing their personal brand or working with athletes, agents, or organizations that serve or employ athletes.

*****New Course Design & Development**

Sociology of Sport (Undergraduate - Fall 2024)

A survey of the current literature concerning the scope of sociology in sport, the interaction of people in sport, the social systems controlling sport, and the small group dynamics in sport.

Temple University

Instructor of Record (2021)

Marketing Management in Sport & Recreation (Undergraduate - Fall 2021)

An analysis of essential marketing, promotion and sales principles as currently applied in the sport and recreation industries. The course examines guidelines for formulating marketing goals and strategies, evaluates the application of marketing mix in sport and recreation, and introduces trends, issues, and problems influencing the industry.

PEDAGOGICAL CERTIFICATIONS & TRAINING

2024	Course Design Institute, Center for Teaching Excellence, University of Kansas
2024	Online Instructor Training, Everspring
2021	Teaching Academy Certificate, Fox School of Business, Temple University.
2020	Online Teaching Certificate, Fox School of Business, Temple University.

PROFESSIONAL EXPERIENCE

2019-2023	Graduate Research Assistant, Sport Industry Research Center, Temple University
2019	Data Science and Sponsorship Research Fellow, MarketCast
2019	Corporate Sponsorship and Player Relations Intern, ATP Tour
2017-2018	Graduate Research Assistant, TIDES, University of Central Florida
2018	International Programming Intern, Golf Channel
2018	Communications Intern, United States Professional Tennis Association
2016-2017	Tennis Coach, Junior Tennis Champions Center
2016-2017	Volunteer Assistant Coach, University of Maryland Women's Tennis
2013-2016	NCAA Division I Student-Athlete, University of Maryland Women's Tennis

SERVICE

Editorial Board Member

2024-Present *Journal of Intercollegiate Sport*

Journal Reviewer

2025-Present *European Sport Management Quarterly*

2022-Present *Event Management*

2024-Present *International Journal of Sports Marketing & Sponsorship*

2024-Present *Journal of Applied Sports Psychology*

2024-Present *Journal of Intercollegiate Sport*

2023-Present *Sport Management Review*

2023-Present *Sport Marketing Quarterly*

Conference Reviewer

2024 Academy of Management Annual Meeting

2024 Academy of Marketing Science Annual Conference

2023 American Marketing Association Winter Conference

2021, 2022 Association of Internet Researchers (AoIR) Conference

2024-Present North American Society for Sport Management Conference

Books & Book Proposals Reviewer

2025 Routledge Taylor & Francis Group, review of a book edition on consumer behavior

2025 Routledge Taylor & Francis Group, proposal of a handbook on sport branding

2023 Routledge Taylor & Francis Group, proposal of a book on athlete branding

Grant/Award Reviewer

2025-Present Doctoral Research Grant, North American Society for Sport Management

University Service

2024-2025 Chair, Search Committee for Assistant Teaching Professor of Sport Management, Department of Health, Sport & Exercise Sciences, University of Kansas

2023-2025 Member, Master's Comprehensive Examination Committee, Department of Health, Sport & Exercise Sciences, University of Kansas

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| 2023-2024 | Member, Search Committee for Assistant Teaching Professor of Exercise Science, Department of Health, Sport & Exercise Sciences, University of Kansas |
| 2022-2023 | Member, Grievance Committee, School of Sport, Tourism and Hospitality Management, Temple University |
| 2017-2018 | Member, Marketing Committee, DeVos Sport Business Management Program, College of Business Administration, University of Central Florida |

Service to the Field

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| 2024 | Faculty Mentor, North American Society for Sport Management Faculty-Student Mentor Program |
| 2020-2023 | Fellow Selection Committee, Women in Sports Tech, Inc. |

PROFESSIONAL MEMBERSHIPS & ASSOCIATIONS

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| 2024 | Academy of Marketing Science |
| 2021, 2024 | American Marketing Association |
| 2020-Present | North American Society for Sport Management (NASSM) |
| 2016-Present | The Phi Beta Kappa Academic Honor Society |
| 2019-Present | Women in Sports Tech, Inc. (WiST) |

QUALIFICATIONS & SKILLS

Research & Data Analytics Software

ATLAS.ti, Gephi, IBM SPSS, Mplus, Python, Qualtrics XM, R, SmartPLS, SQL, Stata, UCINET/NetDraw, VOSviewer

Languages

English (Fluent)
French (Proficient)
Russian (Native)

SELECTED MEDIA MENTIONS

- 2025 Scienmag. *Research explores factors influencing professional women's soccer players' personal brands*. <https://scienmag.com/research-explores-factors-influencing-professional-womens-soccer-players-personal-brands/>
- 2025 Krings, M. Study gauges what affects professional women soccer players' social media brands. The University of Kansas News. <https://news.ku.edu/news/article/study-gauges-what-affects-professional-women-soccer-players-social-media-brands>
- 2025 Mayer, G. *KC Current wins over female fans — and advertisers*. Kansas City Business Journal. <https://www.bizjournals.com/kansascity/news/2025/04/28/kc-current-partnerships-blue-sky.html>
- 2024 Mayer, G. *Chiefs are a 'dynasty franchise' and brand empire in the making*. Kansas City Business Journal. <https://www.bizjournals.com/kansascity/news/2024/02/08/chiefs-are-a-dynasty-franchise-in-the-making.html>
- 2024 Lising-White, N. *No 'I' in Team! The science of sports-star branding*. Canvas8. <https://www.canvas8.com/library/reports/2024/02/02/no-i-in-team-the-science-of-sportsstar-branding>
- 2024 Krings, M. *KU research examines why athletes use authenticity in personal branding, how personal life influences brand*. The University of Kansas News. <https://news.ku.edu/news/article/ku-research-examines-why-athletes-use-authenticity-in-personal-branding-how-personal-life-influences-brand>
- 2022 Garcia Cichosz, S. *Gender issues in female student-athlete branding*. D1.ticker. <https://www.youtube.com/watch?v=F1oWO2UcTOI&t=4s> [Video Interview].
- 2022 Rooney, A. *Doctoral student earns national award for athlete branding research*. Temple University. <https://sthm.temple.edu/all-sthm-school-news/bredikhina-doctoral-research-award/>
- 2022 Fox School of Business. *Transforming athlete branding during a pandemic*. <https://www.fox.temple.edu/publications/transforming-athlete-branding-during-pandemic>

Nataliya Bredikhina
August 2025