

PROFESSIONAL MILESTONES

PhD Researcher

Ghent University

Department of Movement and Sport Sciences, Research group Sport Management & Department of Communication Sciences, Center for Persuasive Communication (CEPEC)

2023 – present

EDUCATIONAL MILESTONES

Master of Communication Sciences, major in Strategy and Communication

KU Leuven

2023

Bachelor of Communication Sciences

KU Leuven

2022

PhD PROJECT

The aim of this PhD project is to examine the persuasiveness of gambling sports sponsorship on gambling-related harm, measured through consumers' gambling-related beliefs, attitudes, and behaviours. Two research objectives are proposed to answer the research main aim. First, consumers' moral appropriateness perceptions of sports sponsorship by gambling operators will be investigated. Second, we will examine how adults are persuaded by gambling sports sponsorship in terms of their gambling-related beliefs, attitudes, and behaviours, through the underlying mechanisms of persuasion knowledge, sponsorship moral appropriateness and resistance toward the sponsorship, and whether this depends on team identification. Doing so will enable to expose gambling harms through the study of potentially problematic gambling beliefs, attitudes, and behaviours.