

CURRICULUM VITA

E. Nicole Melton

Associate Professor
Mark H. McCormack Department of Sport Management
Isenberg School of Management
University of Massachusetts
Email: nmelton@isenberg.umass.edu

EDUCATION

- Ph.D.** Texas A&M University, 2012
Major: Sport Management
Cognate: Organizational Behavior
Dissertation Title: *Allies in Sport Organizations*
- M.S.** Texas A&M University, 2009
Major: Kinesiology | Emphasis: Sport Management
- B.B.A.** Texas A&M University, 2005
Major: Marketing (magna cum-laude)

ACADEMIC POSTIONS

- 09/2019—Present **Associate Professor**
Mark H. McCormack Department of Sport Management
Isenberg School of Management
University of Massachusetts, Amherst, MA, USA
- 09/2016—Present **Founder and Co-Director**
Laboratory for Inclusion & Diversity in Sport (LIDS)
Isenberg School of Management
University of Massachusetts, Amherst, MA, USA
- 09/2015—08/2019 **Assistant Professor**
Mark H. McCormack Department of Sport Management
Isenberg School of Management
University of Massachusetts, Amherst, MA, USA
- 07/2013—07/2015 **Assistant Professor, Sport Management**
Department of Health, Exercise, and Sport Sciences
Texas Tech University, Lubbock, TX, USA
- 09/2012—06/2013 **Assistant Professor, Sport Administration & Leadership**
Center for the Study of Sport and Exercise
Seattle University, Seattle, WA, USA
- 05/2012—08/2012 **Lecturer, Division of Sport Management**
Department of Health and Kinesiology
Texas A&M University, College Station, TX, USA

Revised July 2023

ADMINISTRATIVE APPOINTMENTS

- 06/2020—Present **Associate Department Chair**
 Mark H. McCormack Department of Sport Management
 Isenberg School of Management
 University of Massachusetts, Amherst, MA, USA
- 05/2017—06/2020 **Undergraduate Program Director, Sport Management**
 Mark H. McCormack Department of Sport Management
 Isenberg School of Management
 University of Massachusetts, Amherst, MA, USA
- 05/2017—09/2018 **Honors Program Director, Sport Management**
 Mark H. McCormack Department of Sport Management
 Isenberg School of Management
 University of Massachusetts, Amherst, MA, USA

SPORT INDUSTRY EXPERIENCE

- 09/2020—Present **Founding Member, The Collective Think Tank**
 Wasserman Media Group
 Los Angeles, CA
- 08/2011—06/2013 **Consumer Test Analyst, NIKEGOLF**
 The Oven
 Fort Worth, TX, USA
- 08/2010—06/2011 **Tournament Coordinator, NCAA Women's Golf Championship**
 Texas A&M Women's Golf
 Texas A&M University, College Station, TX, USA
- 08/2008—08/2009 **Athletic Academic Supervisor**
 Texas A&M Athletic Department
 Texas A&M University, College Station, TX, USA
- 06/2005—10/2007 **Professional Golfer**
 Primarily Competed on Futures Tour
 Daytona Beach, FL, USA

RESEARCH INTERESTS

Diversity and Inclusion in Sport; Signaling Theory; Ally Behavior among Sport Employees, Fans, and Organizations

PUBLICATIONS

1. Katz, M., **Melton, E. N.**, Agha, N., & Isard, R. F. (Accepted). Fan networks in women's sport: An egocentric analysis of social fans and isofans. *Sport Marketing Quarterly*

Trade journal publication: Isard, R., Katz, M., **Melton, E. N.** (July, 2023) Solving the mystery of the WNBA IsoFan. *Sport Business Journal*.

2. Isard, R. F., **Melton, E. N.**, & Macaulay, C. D. T. (Accepted). ReSisters in sweat. *Frontiers in Sports and Active Living*.
3. **Melton, E. N.**, Cunningham, G. B., MacCharles, J. D., & Isard, R. F. (Accepted). LGBTQ inclusive fan codes of conduct in US athletic departments: A multilevel analysis. *International Journal of Sports Marketing and Sponsorship* (A- ranking)
4. Mansfield, A. C., **Melton, E. N.**, & Katz, M. (2022). An analysis of identity conflict among health-conscious sport fans. *Journal of Sport Management, AoP*, 1-13. (Premier)
5. Delia, E. B., **Melton, E. N.**, Sveinson, K., G. B., Cunningham & Lock, D. J. (2022). Understanding the lack of diversity in sport consumer behavior research. *Journal of Sport Management*, 36, 265-276. (Premier)
6. Singer, J. N., Agyeman, K. J. A., Chen, C., Walker, N. A., & **Melton, E. N.** (2022). What is Blackness to sport management? The manifestation of anti-black racism in the field. *Journal of Sport Management*, 36, 215-227. (Premier)
7. Nite, C. & **Melton, E. N.** (2022). Positively prosocial: Conceptualizing prosocial behaviors as institutional work within sport organizations. *Quest*, 74, 58-73.
8. **Melton, E. N.** & MacCharles, J. D. (2021). Sport marketing through a rainbow lens. *Sport Management Review*, 24, 421-438. (Premier)

Trade journal publication: Melton, E. N. (June, 2021) What men's sports can learn from women's sports about safety for LGBTQ+ fans. *Sport Business Journal*.

9. MacCharles, J. D. & **Melton, E. N.** (2021). Risks of expressing your authentic self in sport: The influence of stigma covering on perceived fit and hiring recommendations. *Sport, Business and Management: An International Journal, AoP*. doi.org/10.1108/SBM-05-2021-0059 (A- ranking)
10. Isard, R. F. & **Melton, E. N.** (2021). Does sport media raise her name? Examining intersectional representation in media narratives. *Sport, Business and Management: An International Journal*, 12, 305-322. (A- ranking)

Trade journal publication: Isard, R. F. & Melton, E. N. (May, 2021) Make this the season we end discriminatory sports coverage. *Sport Business Journal*.

11. Cunningham, G. B., Isard, R. F., & **Melton, E. N.** (2021). Transgender inclusion in sport. *Kinesiology Review*, 11, 64-70.

Trade journal publication: Cunningham, G.B., Isard, R.F., & Melton, E. N. (April, 2021). Transgender inclusion in sport. *Sports Medicine Australia Magazine*.

12. MacCharles, J. D. & **Melton, E. N.** (2021). Charting their own path: Using life course theory to explore the careers of gay men working in sport. *Journal of Sport Management*, 35, 407-425. (Premier)

Trade journal publication: MacCharles, J. D. & Melton, E. N. (forthcoming, 2021)

Let's celebrate Carl Nassib and make it possible for others to follow his lead. *Sport Business International*

13. Katz, M., Heere, B., & **Melton, E. N.** (2019). Predicting fan behavior through egocentric network analysis: Examining season ticket holder renewal. *Journal of Sport Management*, 34, 217-228. (Premier)
14. McCullough, B. P. & **Melton, E. N.** (2017). The benefits of becoming a green company: A corporate marketing approach. *Journal of Contemporary Athletics*, 11, 31-46.
15. **Melton, E. N.** & Cunningham, G. B. (2016). Weighing the options: Discrimination against fat golfers. *Journal of Intercollegiate Sport*, 9, 268-281.
16. **Melton, E. N.** (2015). Creating social change in and through intercollegiate sport. *Journal of Intercollegiate Sport*, 8, 1-13.
17. Walker, N. A. & **Melton, E. N.** (2015). Creating opportunities for social change in women's sport through academic and industry collaboration: An interview with Kate Fagan. *Journal of Intercollegiate Sport*, 8, 82-95.
18. Walker, N. A. & **Melton, E. N.** (2015). The triple threat: Examining the intersection of gender, race, and sexual orientation in sport organizations. *Journal of Sport Management*, 29, 257-271. (Premier)
19. Nite, C., Hutchinson, M., **Melton E. N.**, & Bouchet, A. (2015). Locating universities within the phases of escalation of commitment to intercollegiate athletics. *Journal of Applied Sport Management*, 7, 87-107.
20. **Melton, E. N.** & Cunningham, G. B. (2014). The experiences of LGBT sport employees: A social categorization perspective. *Journal of Sport Management*, 28, 21-33.
21. **Melton, E. N.** & Cunningham, G. B. (2014). Who are the champions? Using a multilevel model to examine perceptions of employee support for LGBT-inclusion in sport organizations. *Journal of Sport Management*, 28, 189-206. (Premier)
22. Cohen, A., **Melton, E. N.**, & Welty Peachey, J. (2014). Using coed sport to encourage inclusion and equality. *Journal of Sport Management*, 28, 220-235. (Premier Journal)
23. Cunningham, G. B. & **Melton, E. N.** (2014). Varying degrees of support: Understanding parents' positive attitudes toward LGBT coaches. *Journal of Sport Management*, 28, 387-398. (Premier)
24. Cunningham, G. B. & **Melton, E. N.** (2014). Signal and cues: LGBT inclusive advertising and consumer attraction. *Sport Marketing Quarterly*, 23, 37-46. (A ranking)
25. Cunningham, G. B. & **Melton, E. N.** (2013). Contact with lesbian and gay friends moderates the relationships among religious fundamentalism, sexism, and sexual prejudice. *The Journal of Sex Research*, 50, 401-408.
26. **Melton, E. N.** & Cunningham, G. B. (2012). The effect of LGBT-inclusive policies, gender,

and social dominance orientation on organizational attraction. *International Journal of Sport Management*, 13, 444-462

27. Cunningham, G. B. & **Melton, E. N.** (2012). Prejudice against LGB coaches: The influence of race, religious fundamentalism, modern sexism, and contact with sexual minorities. *Sociology of Sport Journal*, 29, 283-305. (A ranking)
28. **Melton, E. N.** & Cunningham, G. B. (2012). When identities collide: Exploring multiple minority stress and resilience among college athletes. *Journal for the Study of Sports and Athletics in Education*, 6, 45-66.
29. Cunningham, G. B. & **Melton, E. N.** (2011). The benefits of sexual orientation diversity in sport organizations. *Journal of Homosexuality*, 58, 647-663.

Reprinted in: Anderson, E. (2012). *Sport, masculinities, and sexualities* (pp. 103-109). New York: Routledge.

Reprinted in: Cunningham, G.B. (2013). *Sport management* (pp. 337-353). Cheltenham, UK: Edward Elgar Publishing

MANUSCRIPTS UNDER REVIEW

1. Isard, R. F., Melton, E. N., Delia, E. B., Nite, C. (under 3rd review). Between profit and purpose: Employee responses to financial and social logics in women's sport. *Journal of Sport Management*.
2. Huber, B., Katz, M., Baker, B., & **Melton, E. N.** (under review). Convergence or distinctiveness? Exploring how geographic location influences fan behavior in online fan communities. *Sport, Business and Management: An International Journal*

TEXTBOOKS

1. McCullough, B. P., Kellison, T. B., **Melton, E. N.** (Eds.) (2022). *Routledge Handbook of Sustainable Sport Organizations*. London, Routledge.

BOOK CHAPTERS & PUBLISHED PROCEEDINGS

1. Brabec, E., Slegers, F.; Crosset, T., **Melton, N.**, Furtado, L., O'Donnell, S., & DiPasquale, M. (2018). Open space for social and environmental justice: sustainability, diversity, and university-community partnerships. Proceeding of the 49 Environmental Research Design Association Annual Conference, Oklahoma City, OK.
2. **Melton, E. N.**, & Bryant, M. (2017). Intersectionality: The impact of negotiating multiple identities for women in sport leadership. In L. Burton and S. Leberman (Eds.) *Routledge Handbook for Women in Sport Leadership*. London: Routledge
3. Cunningham, G. B., Pickett, A., **Melton, E. N.**, Lee, W., & Miner, K. (2014). Free to be me: Psychological safety and the expression of sexual orientation personal identity. In J. Hargreaves and E. Anderson (Eds.), *Routledge Handbook of Sport Gender and Sexualities*.
Revised July 2023

London: Routledge.

4. **Melton, E. N.** (2012). Sport and Media. In G.B. Cunningham & J.N. Singer (Eds.), *Sociology of Sport and Physical Activity* (2nd ed.). Center for Sport Management Research and Education. College Station, TX.
5. **Melton, E. N.** (2013). Women, Femininity, and Sexuality. In M.B. Sartore-Baldwin (Ed.), *Sexual Stigma in Sport*. Dulles, VA: Lynne Rienner Publishers.
6. **Melton, E. N.** (2010). Sport and Media. In G.B. Cunningham & J.N. Singer (Eds.), *Sociology of Sport and Physical Activity* (pp. 103-134). Center for Sport Management Research and Education. College Station, TX.
7. **Melton, E. N.** (2011). Avidity. In L.E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.
8. **Melton, E. N.** (2011). Employee Benefits. In L.E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.
9. **Melton, E. N.** (2011). Equal Pay Act. In L.E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.
10. **Melton, E. N.** (2011). FC Dallas. In L.E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage
11. **Melton, E. N.** (2011). Gen X. In L.E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.
12. **Melton, E. N.** (2011). Houston Dynamo. In L.E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.
13. **Melton, E. N.** (2011). Pin Promotions. In L.E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.
14. Cunningham, G.B., & **Melton, E. N.** (2011). Gay Games. In L.E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.

NATIONAL / INTERNATIONAL PEER REVIEWED PRESENTATIONS

1. **Melton, E. N.** & Isard, R. F. (2022, June). *League success and social justice: Who gets the credit?* North American Society for Sport Management 2022 Conference, Atlanta, Georgia, USA.
2. Delia, E. B., **Melton, E. N.**, Sveinson, K., G. B., Cunningham & Lock, D. J. (2022, June). *Understanding the lack of diversity in sport consumer behavior research*. North American Society for Sport Management 2022 Conference, Atlanta, Georgia, USA
3. Isard, R. F., **Melton, E. N.**, & Delia, E. B. (2022, June). *The value of women's spectator sport*. North American Society for Sport Management 2022 Conference, Atlanta, Georgia, USA

4. Singer, J. N., Agyeman, K. J. A., Chen, C., Walker, N. A., & **Melton, E. N.** (2022, June). *What is Blackness to sport management? Reckoning with anti-black racism in the field.* North American Society for Sport Management 2022 Conference, Atlanta, Georgia, USA.
5. McArdle, D. & **Melton, E. N.** (2022, June). *“It’s okay to not be okay”*: Examining the impact of mental health advocacy on fan perceptions. North American Society for Sport Management 2022 Conference, Atlanta, Georgia, USA.
6. Cunningham, G. B., Delia, E. B., **Melton, E. N.** (2022, June). *Positionality and reflexivity in sport management research.* North American Society for Sport Management 2022 Conference, Atlanta, Georgia, USA.
7. Isard, R. F., Macaulay, C. D. T., & **Melton, E. N.** (2022, April). *Resisters in sweat: Women’s sport and everyday resistance.* North American Society for Sociology of Sport Annual Conference., Montreal, Quebec, Canada.
8. Mansfield, A. C., **Melton, E. N.**, & Katz, M. (2021, October). *An analysis of identity conflict among health-conscious sport fans.* 2021 Sport Marketing Association Annual Conference., Las Vegas, Nevada.
9. Smith, D., **Melton, E. N.**, Wells, J., Waters-Brown, L., & Lavielle, T. (2021, October). *The Collective: How the creation of a think tank is changing the industry.* 2021 Sport Marketing Association Annual Conference., Las Vegas, Nevada.
10. Smith, D., **Melton, E. N.**, Wells, J., & Wright, C. (2021, October). *Lived experiences of sport management students and early professionals: The voices of the (under)represented.* 2021 Sport Marketing Association Annual Conference., Las Vegas, Nevada.
11. MacCharles, J. D. & **Melton, E. N.** (2021, June). *“What’s with the scarf?” Investigating the perceptions of identity covering by hiring committees in sport.* North American Society for Sport Management 2021 Virtual Conference
12. Hindman, L., Isard, R. F., **Melton, E. N.**, Fink, J. S., & Walker, N. A. (2021, June). *Fix the women? The effects of gendered leadership training in sport.* North American Society for Sport Management 2021 Virtual Conference
13. Katz, M., Baker, B., & **Melton, E. N.** (2021, June). *Sport fan networks as social advocacy: An examination of Black girl hockey club.* North American Society for Sport Management. 2021 Virtual Conference.
14. Isard, R. F., Scardino, A., Kubik, M., Weller, S., Mehta, A. D., & **Melton, E. N.** (2021). *Say her name: Examining media coverage in women’s professional sports through an intersectional lens.* North American Society for Sport Management 2021 Virtual Conference.
15. Katz, M., Mansfield, A. C., & **Melton, E. N.** (2021, June). *An egocentric network analysis of WNBA fans: Examining isofans and social fans.* North American Society for Sport Management 2020 Virtual Conference.
16. Nite, C., Cunningham, G. B., & **Melton, E. N.** (2020, June). *Creating and maintaining*

diversity and inclusion within sport: The role of positive institutional work. North American Society for Sport Management 2020 Virtual Conference.

17. **Melton, E. N.** & MacCharles, J. (2019, June). *Allyship in sport: Examining bystander reactions to acts of inclusion.* North American Society for Sport Management 2019 Conference, New Orleans, Louisiana.
18. MacCharles, J. & **Melton, E. N.** (2019, June). *To cover or not to cover? The impact of organizational signals on employment applications of marginalized applicants.* North American Society for Sport Management 2019 Conference, New Orleans, Louisiana.
19. **Melton, E. N.**, Lopbries, J., Katz, M., & Fink, J. S. (2018, October). *Examining fan community in women's professional sport: A case study of the Dallas Charge.* Sport Marketing Association Annual Conference, Dallas, TX.
20. Katz, M., Ward, R. M., **Melton, E. N.**, & Heere, B. (2018, October). *With whom do fans consume? A multilevel model of gender homophily in ego networks.* Sport Marketing Association Annual Conference, Dallas, TX.
21. MacCharles, J. D. & **Melton, E. N.** (2018, June). *The risk of expressing your authentic self in sport: The impact of identity covering on hiring decisions.* North American Society for Sport Management 2018 Conference, Halifax, Nova Scotia, Canada.
22. Fink, J. S., **Melton, E. N.**, & Kim, S.J. (2018, June). *How much has changed? Decision-making processes surrounding sponsorship in women's sport.* North American Society for Sport Management 2018 Conference, Halifax, Nova Scotia, Canada.
23. Hindman, L. C., **Melton, E. N.**, & Walker, N. A. (2018, June). *Gendered evaluations of sport domain knowledge and expertise: Impacts on the hiring process for male and female job candidates.* North American Society for Sport Management 2018 Conference, Halifax, Nova Scotia, Canada.
24. MacCharles, J., **Melton, E. N.**, & Walker, N. A. (2017, June). *Examining ways sport organizations attract diverse job applicants: A signaling theory perspective.* North American Society for Sport Management 2017 Conference, Denver, CO.
25. Fink, J. S., **Melton, E. N.**, Joo, S. (2017, June). *Sponsoring women's leagues as a cause: What signal does it send?* North American Society for Sport Management 2017 Conference, Denver, CO.
26. **Melton, E. N.** & Walker, N. A. (2016, June). *Examining diversity and inclusion as an indicator of success in college athletics: The case for building an inclusive workplace.* North American Society for Sport Management 2016 Conference, Orlando, FL.
27. Spedding, C. S. & **Melton, E. N.** (2016, June). *Walking a mile in their shoes: Examining social class and accessibility in sport.* North American Society for Sport Management 2016 Conference, Orlando, FL.
28. McCray, K. & **Melton, E. N.** (2016, June). *Creating beneficial relationships: A diversity and inclusion workshop for researchers.* North American Society for Sport Management

2016 Conference, Orlando, FL.

29. **Melton, E. N.** & Nite, C. (2016, April). *Empowering champions or erecting roadblocks for social change: A multilevel examination of factors that facilitate and inhibit athlete activism*. College Sport Research Institute (CSRI), College Sport Research Institute (CSRI), Columbia, SC, United States of America. (2016).
30. **Melton, E. N.**, & Walker, N. A. (2015, June). *Psychological safety among women in sport: The influence of status, gender, and sexual orientation*. North American Society for Sport Management 2015 Conference, Ottawa, Ontario, Canada.
31. Fickes, D. J. & **Melton, E. N.** (2015, June). *“It’s all in how you say it” The influence of fundamentalism, framing, and sport endorser on promoting ally behavior*. North American Society for Sport Management 2015 Conference, Ottawa, Ontario, Canada.
32. Fickes, D. J., Anderson, R., & **Melton, E. N.** (2014, November). *Motivations to be an ally*. Paper presented at North American Society for Sociology of Sport 2014 Conference, Portland, PA.
33. **Melton, E. N.** & Bryant, M. (2014, May). *Examining the effectiveness of ally training among sport employees*. To be presented at North American Society for Sport Management 2014 Conference, Pittsburg, PA.
34. Smith, N. & **Melton, E. N.** (2014, May). *“College kids with big titles”: A critical assessment of a sport-for-development program’s organizational capacity*. To be presented at North American Society for Sport Management 2014 Conference, Pittsburg, PA.
35. Nite, C. Hutchinson, M., & **Melton, E. N.** (2014, April), College Sport Research Institute (CSRI), *Locating athletic departments within the four phases of escalation of commitment.*, Columbia, SC. (2014).
36. **Melton, E. N.** & Cunningham, G. B. (2013, June). *Championing sexual orientation diversity: Predictors of ally support among sport employees*. Presented at North American Society for Sport Management 2013 Conference, Austin, TX.
37. **Melton, E. N.** & Aicher, T. (2013, June). *Differences in perceived workplace incivility among senior woman administrators in intercollegiate athletics: An intersection of race and sexuality*. Presented at North American Society for Sport Management 2013 Conference, Austin, TX.
38. **Melton, E. N.** & Cunningham, G. B. (2012, November). *A multilevel model for explaining ally support in sport organizations*. Presented at the North American Society for the Sociology of Sport 2012 Conference, New Orleans, Louisiana.
39. **Melton, E. N.**, Cohen, A., & Lobpries, J. (2012, November) *The coed sport contact model: A conceptual framework for identifying the impact of coed sport participation*. Presented at the North American Society for the Sociology of Sport 2012 Conference, New Orleans, Louisiana.
40. **Melton, E. N.** (2012, May). *Who are the champions? Using a multilevel model to examine*

employee support for LGBT-inclusion in sport organizations. Presented at North American Society for Sport Management 2012 Conference, Seattle, Washington.

41. Walker, N. A. & **Melton, E. N.** (2012, May). *Negotiating the triple threat: The intersectionality of race, gender, and sexuality in women's college sports.* Presented at the North American Society for Sport Management 2012 Conference, Seattle, Washington.
42. Brown, B., **Melton, E. N.**, & Syer, N. (2012, April). *The effect of brand community events on team identification.* Presented at the College Sport Research Institute Conference, Chapel Hill, North Carolina.
43. Brown, B., **Melton, E. N.**, & Lobpries, J. (2012, April). *Using social products to influence brand equity, brand Loyalty, and team Identification.* Presented at the College Sport Research Institute Conference, Chapel Hill, North Carolina.
44. **Melton, E. N.** & Walker, N. A. (2012, April). *The influence of gender, appearance and racial identify on hiring recommendation in college athletics.* Presented at the College Sport Research Institute Conference, Chapel Hill, North Carolina.
45. **Melton, E. N.** & Cunningham, G. B. (2012, March). *It gets better: Benefits of team support for LGBT athletes.* Research Consortium Conference at the 2012 American Alliance for Health, Physical Education, Recreation, and Dance National Convention and Exposition, Boston, MA.
46. **Melton, E. N.** & Cunningham, G. B. (2012, March). *Weighting the options: Size discrimination in sport.* Research Consortium Conference at the 2012 American Alliance for Health, Physical Education, Recreation, and Dance National Convention and Exposition, Boston, MA.
47. Brown, B., **Melton, E. N.**, & Bennett, G. (2011, October). *University and team identification amongst African Americans in baseball.* Sport Marketing Association 2011 Conference, Houston, Texas.
48. Cunningham, G. B. & **Melton, E. N.** (2011, October). *Consumer' attraction to LGBT-Inclusive fitness clubs.* Sport Marketing Association 2011 Conference, Houston, Texas.
49. **Melton, E. N.** (2011, June). *The experiences of LGBT sport employees: A social categorization perspective.* North American Society for Sport Management 2011 Conference, London, Ontario.
50. **Melton, E. N.**, Steward, A. D., & Cunningham, G. B. (2011, June). *It's all in the presentation: The influence of framing on attitudes toward diversity initiatives.* North American Society for Sport Management 2011 Conference, London, Ontario.
51. **Melton, E. N.** (2011, January). *When identities collide: Exploring multiple minority stress and resilience among college athletes.* NCAA Convention 2011 Scholarly Colloquium, San Antonio, Texas.
52. **Melton, E. N.** (2010, June). *Queer eye for the sports guy? The effect of LGBT-Inclusive policies on organizational attraction.* North American Society for Sport Management 2010

Conference, Tampa, Florida.

53. **Melton, E. N.**, Cunningham, G. B., & McCullough, B.P. (2010, October). *LGBT- Friendly brand positioning*. Sport Marketing Association 2010 Conference, New Orleans, Louisiana.
54. **Melton, E. N.**, McCullough, B. P., & Cunningham, G. B. (2010, October). *The green consumer: A social dominance theory perspective*. Sport Marketing Association 2010 Conference, New Orleans, Louisiana.

SELECT MEDIA MENTIONS

1. Mentioned in NBCSports On Her Turf
Azzi, A. (2021). Don't be misled by the WNBA's top 10 jersey list.
<https://onherturf.nbcsports.com/2021/09/23/wnba-top-10-player-jersey-list-2021-dont-be-misled/>
2. Mentioned in *Los Angeles Times*
Masunaga, S. (2021). Simone Biles, the greatest gymnast alive, could be the next marketing GOAT too. <https://www.latimes.com/business/story/2021-07-26/simone-biles-and-endorsements>
3. Featured on The Black Sportswoman
Felcien, B. (2021). How racist coverage impacts careers of Black WNBA Players
<https://www.theblacksportswoman.com/how-racist-coverage-impacts-careers-of-black-wnba-players/>
4. Mentioned in Power Plays
Gibbs, L. (2021). Racism's central role in WNBA coverage.
<https://www.powerplays.news/p/racisms-central-role-in-wnba-coverage>
5. Mentioned in Minnesota Spokesman Recorder
Hallman, C. (2021). Study exposes more sports media bias. <https://spokesman-recorder.com/2021/06/12/study-exposes-more-sports-media-bias/>
6. Mentioned in *Isenberg School of Management – News*
Wigdor, L. (2021). Innovative Isenberg class focuses on DI in Business
<https://www.isenberg.umass.edu/news/innovative-isenberg-class-focuses-di-business>
7. Mentioned in *Isenberg School of Management – News*
Wigdor, L. (2021). McCormack introduces groundbreaking women in business course.
<https://www.isenberg.umass.edu/news/mccormack-introduces-groundbreaking-women-business-course>
8. Featured on Front Office Sports
Eisenband, J. (2021). Women in sport business: Disruptors leading the way.
<https://frontofficesports.com/fundamentals-women-in-sports-business/>
9. Mentioned in *Isenberg School of Management – News*
Wigdor, L. (2018). Sport Management graduate drive minority mentorship program at Isenberg/ Retrieved from <https://www.isenberg.umass.edu/news/sport-management-graduate->

[drives-minority-mentorship-program-isenberg](#)

10. Mentioned in *PennLive*
Kasinitz, A. (2017). What do experts make of NFL owners joining players in anthem demonstrations? Retrieved from https://www.pennlive.com/philadelphiaeagles/index.ssf/2017/09/nfl_owners_trump_anthem_pr_otes.html
11. Mentioned in *The Daily Campus*
Armstrong, K. (2016). Panel addresses creating culture of inclusion in sport management. Retrieved from <http://dailycampus.com/stories/2016/2/26/panel-addresses-creating-culture-of-inclusion-in-sports-management>
12. Mentioned in *PennLive*
Kasinitz, A. (2016). Young, black and new to the NFL: Time to fight for a cause or try to fit in? Retrieved from http://www.pennlive.com/philadelphiaeagles/index.ssf/2016/11/young_black_and_new_to_the_nfl.html
13. Mentioned in *Diverse: Issues in Higher Education*
Sturdivant, C. (2016). Melton breaks down diversity barriers in intercollegiate sports. Retrieved from <http://diverseeducation.com/article/83390/>
14. Mentioned in *Isenberg School of Management – News*
Wigdor, L. (2015). MBA faculty panel addresses gender equity and inclusion. Retrieved from <https://www.isenberg.umass.edu/news/mba-faculty-panel-addresses-gender-equity-and-inclusion>
15. Mentioned in *Texas A&M Today*
Edwards, S. (2015). LGBT-Inclusive sport organizations more likely to attract talented employees. Retrieved from <http://today.tamu.edu/2015/03/23/lgbt-inclusive-sport-organizations-are-more-likely-to-attract-talented-employees-study-finds/>
16. Mentioned in *Pacific Standard*
Riches, S. (2015). The world's most progressive sport isn't the one you'd expect. Retrieved from <http://www.psmag.com/health-and-behavior/co-ed-quidditch-is-the-best>

INVITED PRESENTATIONS

1. **Melton, E.N.** (2018, November). *Allyship in sport*. University of Missouri, Department of Parks, Recreation, and Sport. Invited Lecture Series, Columbia, MO.
2. **Melton, E.N.** (2017, October). *You're hired! Now what? Being a junior faculty member*. University of Florida PhD Colloquium, Gainesville, FL.
3. **Melton, E.N.** (2017, June). *Building diversity through research, service, advising, and teaching*. North American Society for Sport Management Conference, Denver, CO.
4. **Melton, E.N.** (2017, May). *Making the mix work. Diversity and inclusion at work*. Isenberg Staff Professional Development Day, Amherst, MA.

5. **Melton, E.N.** (2016, April). *Initiatives that support LGBT inclusion in collegiate athletics and recreation*. 2016 NCAA Inclusion Forum, Indianapolis, IN.
6. Calas, M., Smircich, L., & **Melton, E.N.** (2016, April). *Gender and diversity in organizational life*. Women of Isenberg School Mellon Mutual Mentoring Conference, Amherst, MA.
7. Smircich, L., **Melton, E.N.**, & Fink, J.S. (2015, November). Gender Equity and Inclusion. Isenberg School of Management MBA Lecture Series, Amherst, MA.
8. **Melton, E.N.** (2015, January). *Inclusion in Sport*. Presentation at the University of South Florida, Sport and Entertainment Management Program, Tampa, FL.
9. Walker, N. A., **Melton, E.N.**, Fagan, K. (2014, October). *Continuing conversation: Breaking barriers in women's sports*. espnW. Women + Sport Summit, Dana Point, CA.
10. **Melton, E.N.** (2014, November). *Career Opportunities in Sport Management*. Presentation to KAS, Lubbock, TX.
11. **Melton, E.N.** (2014, March). *Opportunities in Sport Management Research*. Presentation to KAS, Lubbock, TX.
12. **Melton, E.N.** (2013, February). *LGBTQ Issues in Sport*. Presentation to Louisiana State University Sport Management Program, Baton Rouge, LA.
13. **Melton, E.N.** (2013, January). *Research Methods in Sport*. Presentation to the Center for Leadership in Intercollegiate Athletics, Seattle, WA.
14. **Melton, E.N.** (2012, April). *The experiences of LGBT coaches and players*. Served as moderator for the panel discussion at the Sexual Orientation and Gender Identity in Sport Conference, College Station, Texas.
15. Cunningham, G.B., & **Melton, E.N.** (2012, February). *Race and sexual prejudice in sport: Examining the influence of contact with sexual minorities, religious beliefs, and gender beliefs*. Paper presented at the Race and Ethnic Studies Fellows Workshop, College Station, Texas.

FUNDED GRANT ACTIVITY

1. Co-Principle Investigator. February 2017-August 2017. *Creating Inclusive Space for Racial Justice in Springfield*. Center for Racial Justice and Urban Affairs Planning Grant, University of Massachusetts, Amherst. \$12,000.
(PI: T. Crosset; Co-PIs: M. DiPasquale, F. Slegers, E. Brabec)
2. Principle Investigator. 2015-2016. *MSP Research Support Fund*. Office of Research & Engagement, University of Massachusetts, Amherst. \$1,000.
3. Principle Investigator. 2016-2017. *MSP Research Support Fund*. Office of Research & Engagement, University of Massachusetts, Amherst. \$1,000.
4. Principle Investigator. 2017-2018. *MSP Research Support Fund*. Office of Research

- & Engagement, University of Massachusetts, Amherst. \$1,000.
5. Principle Investigator. 2018-2019. *MSP Research Support Fund*. Office of Research & Engagement, University of Massachusetts, Amherst. \$1,000.
 6. Principle Investigator. 2015-2016. *Teaching and Faculty Development Grant*. Institute for Teaching Excellence & Faculty Development, University of Massachusetts. \$500.
 7. Principle Investigator. 2016-2017. *Teaching and Faculty Development Grant*. Institute for Teaching Excellence & Faculty Development, University of Massachusetts. \$500.
 8. Principle Investigator. 2017-2018. *Teaching and Faculty Development Grant*. Institute for Teaching Excellence & Faculty Development, University of Massachusetts. \$500.
 9. Principle Investigator. 2018-2019. *Teaching and Faculty Development Grant*. Institute for Teaching Excellence & Faculty Development, University of Massachusetts. \$500.
 10. Co-Principle Investigator. 2015-2017. *U.S. Social Justice Grant*. Arcus Foundation. \$100,000. (PI: H. Taylor)
 11. Principle Investigator. 2014-2015. *Champions for Social Change: Examining How Athletes Influence Perceptions of Inclusion*. Scholarship Catalyst Program, Texas Tech University. \$3,000. (Co-PIs: C. Nite & A. Cohen)
 12. Principle Investigator. 2014-2015. *Examining Inclusion in Intercollegiate Sport*. Faculty Diversity Development Grant, Texas Tech University. \$2,000
 13. Co-Principle Investigator. 2014-2015. *Impact of LGBT inclusiveness on sport consumer behavior: Signals and cues to achieve desired marketing outcomes*. Laboratory for Diversity in Sport, Texas A&M University. \$1,000. (PI: D. Fickes)
 14. Principle Investigator. 2013-2014. *Consumer Perceptions of Inclusive Practices*. ORAU. \$800.
 15. Principle Investigator. 2013-2014. *Effectiveness of Ally Training*. Laboratory for Diversity in Sport, Texas A&M University. \$2,500.
 16. Principle Investigator. 2010-2011. *Examining Minority Stress among College Athletes*. NCAA Student Research Grant. \$5,000.

TEACHING ACTIVITIES AND COURES TAUGHT

University of Massachusetts—Amherst (Undergraduate)

- SCH-MGMT 201: Introduction to Diversity and Inclusion in Business (Co-taught)
- SCH-MGMT 191I: Business in Global Society
- SPORTMGT 490A: Diversity and Inclusion in Sport (Created Course)

- SPORTMGT 200: Sociology of Sport and Physical Activity
- SPORTMGT 494PI: Sport Strategy
- SPORTMGT 396: Independent Study
- SPORTMGT 499P: Honors Project

University of Massachusetts—Amherst (Graduate)

- SPORTMGT 597W: Women in Business (Co-created Course)
- SPORTMGT 680: Strategic Management in the Sport Industry
- SPORTMGT 636: Sport Organizational Behavior and Development
- SPORTMGT 696: Independent Study
- SCH-MGMT 680: Organizational Behavior & Leadership
- SCH-MGMT 845: Theory and Research: Sport Organizational Behavior (PhD)
- SCH-MGMT 896: Advanced Quantitative Research Methods (PhD)
- SCH-MGMT 804: Research Methods (Co-taught) (PhD)

Texas Tech University (Undergraduate)

- ESS 4357: Revenue Generation and Budgeting for Sport Organizations
- ESS 4353: Human Resources and Diversity Management in Sport Organizations
- ESS 4000: Independent Study

Texas Tech University (Graduate)

- ESS 5315: Research Methods in ESS – Emphasis in Sport Marketing Research
- ESS 5315: Research Methods in ESS – Emphasis in Sport Management Research
- ESS 5317: Sport Sales and Fundraising
- ESS 5321: Financial Management in the Sport Industry
- ESS 5324: Sport Promotions and Marketing
- ESS 6000: Master's Thesis
- ESS 7000: Research

Seattle University (Graduate)

- SADL 506: Strategic Marketing for Sport Organizations
- SADL 508: Sport Operations and Event Management
- SADL 516: Sport Promotion and Sponsorship
- SADL 518: Sport Event Planning
- SADL 519: Sport Event Design

Texas A&M University (Undergraduate)

- KINE 304: Psychology of Sport and Exercise (Online)
- SPMT 336: Diversity in Sport Organizations (Online)
- SPMT 340: Sport Governance (Online)
- SPMT 422: Revenue Generation in Sport
- KINE 198: Champs Life Skills

ONLINE COURSE DEVELOPMENT AND EDITING

Texas A&M University

- KINE 304: Psychology of Sport and Exercise (Undergraduate)
- KINE 319: Sociology of Sport (Undergraduate)

- SPMT 336: Diversity in Sport Organizations (Undergraduate)
- SPMT 340: Sport Governance (Undergraduate)
- SPMT 612: Human Resource Management in Sport (Graduate)

Texas Tech University

- ESS 5315: Research Methods in ESS (Graduate)
- ESS 5321: Financial Management in the Sport Industry (Graduate)

EXPERIENTIAL LEARNING PARTNERSHIPS

Fall 2019	Premiership Rugby Project: Connecting with Diverse Fan Groups Class: Diversity and Inclusion in Sport Organizations (Graduate)
Fall 2019	San Jose Sharks Project: Diversity and Inclusion Task Force Class: Diversity and Inclusion in Sport Organizations (UG)
Spring 2018	ESPN and espnW Project: Campus Conversations Class: Strategic Management Issues in the Sport Industry
Spring 2017	UMass Athletics Project: Strategic Planning Class: Strategic Management Issues in the Sport Industry
Spring 2015	NPF Project: Fan Motivations Class: Sport Marketing and Promotions
Spring 2015	Athlete Ally Project: Examining Donor Intention for Athlete Ally Class: Research Methods in ESS
Spring 2014	Special Olympics Project: Volunteer Attraction and Retention Class: Research Methods in ESS
Summer 2014	Drive Against Domestic Violence Classic Project: Soliciting sponsorships and donations for Women's Protective Services of Lubbock Class: Sport Sales and Fundraising
Spring 2014	Street Soccer Seattle Project: Creating, marketing, organizing, and executing a homeless street soccer tournament Class: Sport Operations and Event Management

GRADUATE & UNDERGRADUTE STUDENT RESEARCH SUPERVISION

Doctoral Dissertation Chair – University of Massachusetts, Amherst

- Jeffrey D. MacCharles (2020) –Assistant Professor at University of North Texas (TT)
- Risa F. Isard (in progress)

Doctoral Dissertation Committee – University of Massachusetts, Amherst

- Lauren C. Hindman (2021)
- Aaron Mansfield (2021)
- Se Jin Kim (2022)

- Blaine Huber (in progress)

Graduate Independent Research – University of Massachusetts, Amherst

- Grace Megaffin
- Melissa Paione
- Stephanie Collins
- Emily Broggy
- Michelle Pruitt
- Zoe Ochoa
- Steven Casali
- Marisa Kubik

Undergraduate Honors Thesis or Project Chair – University of Massachusetts, Amherst

- Paige Toot
- Kate Avard
- Marissa Pati
- Marissa Randall

Undergraduate Independent Research – University of Massachusetts, Amherst

- Alex Bernardo
- Benjamin Pereira
- Austin Plevy
- Alia Thompson
- Carla Pelton

Master's Thesis Committee – Texas Tech University

- Natalie Bernard Munoz (Chair)
- Donna J. Fickes (Chair)
- Christopher Powell

Master's Non-Thesis – Texas Tech University

- Rebecca Anderson
- Allysan Carles
- Tiffany Crossland
- Brooklyn Dendle
- Jessica Dilly
- Jesse Duran
- Amber Joyce
- Clark Lammert
- Christian Perez
- Maleah Schorpp
- J. P. Williams

Graduate Independent Research – Texas Tech University

- Rebecca Anderson
- Allysan Carles
- Zach Chaves
- Tiffany Crossland
- Omar Hernandez
- Chante Freeman
- Amber Joyce
- Tatum Holbert
- Maleah Schorpp

Undergraduate Independent Research – Texas Tech University

- Eboni Holliday
- Tamisha Minniffee
- Jon Mendoza
- Kyle Rose
- Omar Villarreal

REVIEWER DUTIES

Editor for Special Issue

- *Journal of Intercollegiate Sport*

Editorial Board

- *Sport Business and Management: An International Journal*
- *Journal of Intercollegiate Sport*
- *Journal of Amateur Sport*
- *Journal of Athlete Development and Experience*

Ad Hoc Reviewer

- *Journal of Sport Management*
- *Journal of Applied Social Psychology*
- *Sex Roles: A Journal of Research*
- *Journal of Intercollegiate Sport*
- *Sport Management Review*
- *Journal of Consumer Marketing*
- *International Journal of Sport Finance*

Proceedings Reviewer

- North American Society for Sport Management Conference (2011, 2013-Present)
 - Section Head Reviewer, 2017-Present
- Sport Marketing Association (2012, 2013)

CONSULTING ACTIVITIES

- The Collective, Wasserman
- Denver Broncos
- IRONMAN Group
- NCAA Office for Inclusion
- espnW
- USSSA Fast Pitch Softball
- National Soccer Coaches Association of America
- American Volleyball Coaches Association
- University of Massachusetts Athletics Department
- NPF (National Professional Fast pitch)
- Athlete Ally
- NIKEGOLF
- Street Soccer Seattle
- Rice University Athletic Department

FELLOWSHIPS, HONORS, AND AWARDS

Fellow, North American Society for Sport Management, 2017

Graduate Diversity Fellowship, Texas A&M University, 2009-2012.

Distinguished Graduate Student Award, College of Education and Human Development,
Texas A&M University, Summer 2012

Armstrong Graduate Scholar Award, Department of Health and Kinesiology, Texas A&M
University, 2012.

Outstanding Graduate Student of the Year in Sport Management Award, Department of
Health and Kinesiology, Texas A&M University, 2012.

Finalist, Student Research Competition, North American Society for Sport Management,
2012: *Who are the champions? Using a multilevel model to examine employee
support for LGBT-inclusion in sport organizations.*

Finalist, Student Research Competition, North American Society for Sport Management,
2011: *Experiences of LGBT Sport Employees: A Social Categorization Perspective*

Finalist, Student Research Competition, North American Society for Sport Management,
2010: *Queer eye for the sports guy? The effect of LGBT-inclusive policies on
organizational attractiveness.*

Bill Erwin Scholar Athlete of the Year, Texas A&M University, 2005

First Team All-Big XII for Women Golf, Big XII Conference, 2002 & 2005

NCAA All-Region Team for Women's Golf, National Golf Coaches Association, 2003 & 2005

Big XII Freshman of the Year for Women's Golf, Big XII Conference, 2002

Academic All-American, National Golf Coaches Association, 2002-2005

PROFESSIONAL AFFILIATIONS

- North American Society for Sport Management
- Sport Marketing Association

SERVICE

Professional

- Volunteer, NASSM Working Group for Conference Structure, 2018-2019
- Member, NASSM Diversity Committee, 2013-2015

University of Massachusetts

- Student Speaker Selection Committee for the Undergraduate Commencement, 2020
- Athletic Council, 2019-Present
- Athletic Council, Conduct and Compliance sub-committee chair, 2021-Present
- Athletic Council, Conduct and Compliance sub-committee member, 2019-Present
- Athletic Council, Equity and Diversity sub-committee member, 2019-Present

Isenberg School of Management

- Isenberg Curriculum Committee, member, 2018-Present
- Isenberg Inclusion Summit, committee member, 2018-Present

Revised July 2023

- Member of Isenberg Diversity and Inclusion Task Force, 2018-Present
- Speaker at Women of Isenberg Conference, 2019
- Faculty Leader at Isenberg Senior Celebration, 2018
- Speaker at Isenberg Admitted Students Day, 2018—Present
- Speaker at all Isenberg Open Houses, 2017—Present
- Isenberg representative for 100 Males to College—Brotherhood for College Success, 2017
- Recruiter for Isenberg Diversity Initiative with Worcester Public High Schools, 2017
- Speaker, Isenberg Staff Professional Development Day, 2017
- Recruiter at DECA Conference, 2015
- Panelist for MBA seminar, 2015
- Panelist for Isenberg Women’s Mentoring Workshop, 2016

Department

University of Massachusetts—Amherst

- Associate Department Chair, 2020-Present
- Undergraduate Program Director, 2017-2020
- Honors Program Director, 2017-2018
- Industry Relations Task Force, 2018-2019
- Diversity and Inclusion Task Force, 2018-Present
- Scholarship Committee, 2017-Present
- Top Senior Award Committee, 2017-Present
- Department Personnel Committee Member, 2015-Present
- Department Curriculum Committee Member, 2015-Present
- Faculty Advisor for ADS (Association for Diversity in Sport), 2016-2018
- Resident Golf Instructor for students and faculty, 2016-present

Texas Tech University

- HESS Graduate Admission Committee, 2013-2015
- HESS Student Learning Outcomes Committee, 2013-2015
- HESS Graduate Curriculum Committee, 2013-2015
- HESS Graduate Recruitment Committee, 2014-2015
- Sport Management Undergraduate Curriculum Committee, 2014-2015
- Sport Management Search Committee, 2014-2015
- Sport Business Association, Faculty Advisor, 2013-2015

Community

- Not Bread Alone (2015-present)
- Human Rights Campaign (2010-present)
- Special Olympics (2013-present)
- Caring Companion (2016-2019)
- Women’s Protective Services Lubbock (2014-2015)
- Habitat for Humanity (2010-present)
- Street Soccer Seattle (2012-2014)
- Volunteer Instructor for the First Tee Program (2000-2012)