
EDUCATION

PhD, Sport Management, Florida State University	2015
MBA, Management, State University of New York at New Paltz	2007
BS, Marketing, <i>summa cum laude</i> , State University of New York at New Paltz	2006

PROFESSIONAL EXPERIENCE

Academic

Associate Professor, Sport Management, University of Massachusetts Amherst	2021-present
Assistant Professor, Sport Management, University of Massachusetts Amherst	2015-2021
Instructor, Sport Management, Florida State University	2013-2015
Graduate Assistant, Sport Management, Florida State University	2012-2015

Industry

Market Research Analyst, KS&R	2011-2012
Market Research Associate, KJT Group	2009-2011
Consumer Insights and Planning Analyst, Madison Square Garden	2008-2009
Postgraduate Intern, National Collegiate Athletic Association	2007-2008

PUBLICATIONS

Refereed Journal Articles

26. Mansfield, A.C., **Delia, E.B.**, Reifurth, K., & Katz, M. (in press). How changes in team performance impact team identity. *Sport Marketing Quarterly*.
25. Sveinson, K., **Delia, E.B.**, Mansfield, A., & Calow, E. (2023). The impact of a life-disrupting threat on team identity. *Sport Management Review*, 26, 561-581.

24. Kim, J., **Delia, E.B.**, & Walsh, P.T. (2023). National Olympic committee sponsorship in small states: A case study with focus on the Caribbean region. *Sport, Business, and Management: An International Journal*, 13, 57-73.
23. Larkin, B., Fink, J.S., & **Delia, E.B.** (2022). Toward a better understanding of fair-weather fandom: Exploring the role of collective narcissism in basking in reflected glory and cutting off reflected failure. *Journal of Sport Management*, 36, 575-586.
22. Mansfield, A.C., Katz, M., & **Delia, E.B.** (2022). The identity work of health-conscious sport fans. *Journal of Sport Management*, 36, 330-340.
21. Statz, K., **Delia, E.B.**, & Gordon, B.S. (2022). Identification in sport and religion: Exploring the overlap between two group identities. *Sport Marketing Quarterly*, 31, 89-100.
20. **Delia, E.B.**, Melton, E.N., Sveinson, K., Lock, D., & Cunningham, G.B. (2022). Understanding the lack of diversity in sport consumer behavior research. *Journal of Sport Management*, 36, 265-276.
19. **Delia, E.B.**, James, J.D., & Wann, D.L. (2022). Does being a sport fan provide meaning in life? *Journal of Sport Management*, 36, 45-55.
18. Larkin, B., Fink, J.S., & **Delia, E.B.** (2021). Identified, but not identical: Exploring the influence of collective narcissism in team identification. *Sport Management Review*, 24, 297-321.
17. **Delia, E.B.**, Katz, M., & Armstrong, C.G. (2021). Understanding the lack of team identification research in women's sport. *Sport Marketing Quarterly*, 30, 58-68.
16. **Delia, E.B.** (2020). The psychological meaning of team among fans of women's sport. *Journal of Sport Management*, 34, 579-590.
15. Mansfield, A.C., **Delia, E.B.**, & Katz, M. (2020). The blurry spectrums of team identity threat. *Sport Management Review*, 23, 414-427.
14. Wegner, C.E., **Delia, E.B.**, & Baker, B.J. (2020). Fan response to the identity threat of potential team relocation. *Sport Management Review*, 23, 215-228.
13. **Delia, E.B.** (2019). "You can't just erase history": Coping with team identity threat. *Journal of Sport Management*, 33, 203-214.
12. **Delia, E.B.**, & Katz, M. (2019). Understanding nontraditional socialization into fandom among soccer fans. *International Journal of Sport Management and Marketing*, 19, 313-329.
11. Cocieru, O., **Delia, E.B.**, & Katz, M. (2019). It's our club! From fan's psychological ownership to fan shareholder initiatives. *Sport Management Review*, 22, 322-334.

10. James, J.D., **Delia, E.B.**, & Wann, D.L. (2019). “No” is not “low”: Improving the assessment of sport team identification. *Sport Marketing Quarterly*, 28, 34-45.
9. **Delia, E.B.**, & James, J.D. (2018). The meaning of team in team identification. *Sport Management Review*, 21, 416-429.
8. **Delia, E.B.** (2017). March sadness: Coping with fan identity threat. *Sport Management Review*, 20, 408-421.
7. **Delia, E.B.** (2017). A digital ethnography of fan reaction to sponsorship termination. *European Sport Management Quarterly*, 17, 392-412.
6. **Delia, E.B.**, Bass, J.R., & Wann, D.L. (2017). Tweets of self-presentation: Assessing in-game sport consumer behavior via Twitter. *Applied Research in Athletics and Coaching Annual*, 32, 33-62.
5. Jensen, J.A., Turner, B.A., **Delia, E.B.**, James, J.D., Greenwell, T.C., McEvoy, C.D., Ross, S.D., Seifried, C.S., & Walsh, P.T. (2016). Forty years of BIRGing: New perspectives on Cialdini’s seminal studies. *Journal of Sport Management*, 30, 149-161.
4. Armstrong, C.G., **Delia, E.B.**, & Giardina, M.D. (2016). Embracing the social in social media: An analysis of the social media marketing strategies of the Los Angeles Kings. *Communication & Sport*, 4, 145-165.
3. **Delia, E.B.** (2015). The exclusiveness of group identity in celebrations of team success. *Sport Management Review*, 18, 396-406.
2. **Delia, E.B.**, & Armstrong, C.G. (2015). #Sponsoring the #FrenchOpen: An examination of social media buzz and sentiment. *Journal of Sport Management*, 29, 184-199.
1. **Delia, E.B.** (2014). Subconscious (un)attachment to a sponsor: An irrational effect of facility naming rights. *Journal of Sport Management*, 28, 551-564.

Books

Wann, D.L., James, J.D., Havard, C.T., **Delia, E.B.** (forthcoming). *Sport fans: The psychology and social impact of fandom*. Routledge.

Book Chapters

Delia, E.B. (forthcoming). Interviews in sport and physical culture. In M. Giardina, M. Donnelly, & D. Waldman (Eds.), *Handbook of qualitative research in sport and physical culture*. SAGE.

Delia, E.B. (2019). Team identification in women’s sport: What little we know. In N. Lough & A. Geurin (Eds.), *Handbook of the business of women’s sport* (pp. 380-390). Routledge.

Delia, E.B., & Armstrong, C.G. (2017). Sponsorship goes social: Analyzing Twitter users' discussion of French Open sponsors. In A. Bundon (Ed.), *Digital qualitative research in sport and physical activity* (pp. 141-154). Routledge.

PRESENTATIONS

Refereed Presentations

40. **Delia, E.B.,** McCullough, B., & Dalal, K. (2023). The intersection of sport fandom and environmental sustainability. North American Society for Sport Management Conference, Montreal, Canada.
39. **Delia, E.B.,** Sveinson, K., & Ryder, S. (2022). *A critical discourse analysis of reactions to the inaugural Tour de France Femmes route.* European Association of Sport Management Conference, Innsbruck, Austria.
38. Cunningham, G.B., Melton, E.N., & **Delia, E.B.** (2022). *Positionality and reflexivity in sport management research.* North American Society for Sport Management Conference, Atlanta, Georgia.
37. Isard, R.F., Melton, E.N., & **Delia, E.B.** (2022). *The social value of women's spectator sport.* North American Society for Sport Management Conference, Atlanta, Georgia.
36. **Delia, E.B.,** Melton, E.N., Sveinson, K., Lock, D., & Cunningham, G.B. (2022). *Understanding the lack of diversity in sport consumer behavior research.* North American Society for Sport Management Conference, Atlanta, Georgia.
35. Kim, J., **Delia, E.B.,** & Walsh, P. (2021). *National Olympic Committee sponsorship in small states: A case study with focus on the Caribbean region.* Sport Marketing Association Conference, Las Vegas, Nevada.
34. Sveinson, K., Mansfield, A., **Delia, E.B.,** & Calow, E. (2021). *Reflections on the importance of fan identity amid the COVID-19 pandemic.* Sport Marketing Association Conference, Las Vegas, Nevada.
33. Huber, B., Katz, M., & **Delia, E.B.** (2021). *Avoiding fan discontinuity: Nostalgia and displaced fans.* North American Society for Sport Management Conference (virtual).
32. **Delia, E.B.** (2020). *Team identification in women's sport: Seeking equality while preserving purity.* North American Society for Sport Management Conference, San Diego, California.
31. **Delia, E.B.** (2019). *Belonging and distinctiveness in identifying with multiple sport teams.* Sport Marketing Association Conference, Chicago, Illinois.

30. Reifurth, K., Mansfield, A., Katz, M., & **Delia, E.B.** (2019). *We're good now! How newfound on-field success impacts fan identity*. Sport Marketing Association Conference, Chicago, Illinois.
29. Statz, K., & **Delia, E.B.** (2019). *Identification in sport and religion: Exploring the overlap between two group identities*. Sport Marketing Association Conference, Chicago, Illinois.
28. **Delia, E.B.** (2019). *A review of ethnography in the Journal of Sport Management*. North American Society for Sport Management Conference, New Orleans, Louisiana.
27. Pereira, B., & **Delia, E.B.** (2018). *The power of community and sport franchises through the lens of September 11th, Hurricane Katrina, & the Boston Marathon Bombing*. North American Society for the Sociology of Sport Conference, Vancouver, British Columbia.
26. **Delia, E.B.**, & Katz, M. (2018). *Team identification in women's sport: What do we know?* North American Society for Sport Management Conference, Halifax, Nova Scotia.
25. Armstrong, C.G., & **Delia, E.B.** (2018). *Is winter coming? A longitudinal study of group identity via #WeAreWinter*. North American Society for Sport Management Conference, Halifax, Nova Scotia.
24. Hindman, L.C., & **Delia, E.B.** (2018). *Enhancing team spirit? The role of professional cheerleading and dance squads in team identification*. North American Society for Sport Management Conference, Halifax, Nova Scotia.
23. Mansfield, A., **Delia, E.B.**, & Katz, M. (2018). *The salience of network for coping fans of historically disappointing teams*. North American Society for Sport Management Conference, Halifax, Nova Scotia.
22. Cocieru, O., **Delia, E.B.**, & Katz, M. (2017). *My team is my team! Exploring the role of psychological ownership in fan governance*. Sport Marketing Association Conference, Boston, Massachusetts.
21. **Delia, E.B.** (2017). *The NCAA stepped out of bounds: Coping with team identity threat*. Sport Marketing Association Conference, Boston, Massachusetts.
20. Ross, S.D., & **Delia, E.B.** (2017). *No more P's please: Toward a modern sport marketing mix*. Sport Marketing Association Conference, Boston, Massachusetts.
19. **Delia, E.B.**, & Armstrong, C.G. (2017). *A longitudinal study of #NBCFail and active consumers*. North American Society for Sport Management Conference, Denver, Colorado.
18. Larkin, B.A., Fink, J.S., & **Delia, E.B.** (2017). *Does fandom have a dark side? Exploring the development of collectively narcissistic sport fandom*. North American Society for Sport Management Conference, Denver, Colorado.

17. James, J.D., **Delia, E.B.**, & Wann, D.L. (2017). *“No” is not “Low”: Improving the Assessment of Sport Team Identification*. North American Society for Sport Management Conference, Denver, Colorado.
16. **Delia, E.B.** (2016). *Basque cycling’s orange tide: Identity and sponsorship termination in professional cycling*. Sport Marketing Association Conference. Indianapolis, Indiana.
15. **Delia, E.B.**, & Ross, S.D. (2016). *Investigating the influence of social connection on sport team brand associations*. Sport Marketing Association Conference. Indianapolis, Indiana.
14. **Delia, E.B.**, & Katz, M. (2016). *Mapping the sport consumer: Concept mapping in qualitative research*. North American Society for Sport Management Conference. Orlando, Florida.
13. Ross, S.D., & **Delia, E.B.** (2016). *Advertising clutter in NASCAR: The impact on ratings, share, and number of viewers*. North American Society for Sport Management Conference. Orlando, Florida.
12. **Delia, E.B.**, & James, J.D. (2015). *What is the “team” in team identification?* Sport Marketing Association Conference. Atlanta, Georgia.
11. Armstrong, C.G., **Delia, E.B.**, & Brandon-Lai, S.A. (2015). *Are we still winter? Hashtag legacy a year after #wearewinter*. Sport Marketing Association Conference. Atlanta, Georgia.
10. **Delia, E.B.**, & James, J.D. (2015). *Concept mapping in sport management research*. North American Society for Sport Management Conference. Ottawa, Ontario.
9. **Delia, E.B.** (2014). *Schadenfreude in sport: The emotional consequences of affiliating oneself with a sport team*. Association for Consumer Research North American Conference. Baltimore, Maryland.
8. **Delia, E.B.**, Armstrong, C.G., & Brandon-Lai, S.A. (2014). *The TOP program and #Sochi2014: Mega-event sponsorship activation via Twitter*. Sport Marketing Association Conference. Philadelphia, Pennsylvania.
7. **Delia, E.B.**, & Bass, J.R. (2014). *Self-presentation, Twitter, and sport: Analyzing BCS national championship game tweets*. Sport Marketing Association Conference. Philadelphia, Pennsylvania.
6. **Delia, E.B.**, & James, J.D. (2014). *Basking in our glory (and their failure): Toward a holistic conceptualization of the team*. North American Society for Sport Management Conference. Pittsburgh, Pennsylvania.
5. **Delia, E.B.**, & Armstrong, C.G., & James, J.D. (2014). *#Sponsoring the #FrenchOpen: An exploratory study of social media and sport sponsorship*. North American Society for Sport Management Conference. Pittsburgh, Pennsylvania.

4. **Delia, E.B., & James, J.D.** (2013). *Social media and the active consumer: Practical insight from #NBCFail*. Sport Marketing Association Conference, Albuquerque, New Mexico.
3. **Delia, E.B., & James, J.D.** (2013). *The role of team identification in (not) processing sponsor information: Applying the elaboration likelihood model*. North American Society for Sport Management Conference. Austin, Texas.
2. Lee, J., **Delia, E.B., & James, J.D.** (2013). *Measuring brand equity by the contingent valuation method*. North American Society for Sport Management Conference. Austin, Texas.
1. **Delia, E.B.** (2013). *The role of team identification in (not) processing sponsor information: Applying the elaboration likelihood model*. Western Kentucky University Sport Psychology Forum. Bowling Green, Kentucky.

Invited Presentations

8. **Delia, E.B.** (2023). *Addressing diversity issues in sport consumer behavior*. Invited Speaker, Texas A&M University Doctoral Colloquium. College Station, Texas.
7. **Delia, E.B.** (2022). *Sport fandom: Things we don't know*. Invited speaker, the Alan C. & Elizabeth Martin Moore Lecture Series, University of Florida. Gainesville, Florida.
6. **Delia, E.B.** (2021). *Team identification in women's sport*. Invited speaker, University of Michigan (virtual).
5. **Delia, E.B.** (2021). *Team identification*. Invited speaker at Florida State University Department of Sport Management Doctoral Colloquium (virtual).
4. **Delia, E.B.** (2020). *Sport Marketing*. Invited lecturer for McCormack Sport Management partnership with the Global Institute of Sports Business. Mumbai, India.
3. **Delia, E.B.** (2019). *Telling fans' stories: A 30,000 foot view of my research*. Invited speaker in the Isenberg Faculty Speaker Series, Isenberg School of Management, University of Massachusetts Amherst. Amherst, Massachusetts.
2. **Delia, E.B.** (2018). *Passion, perseverance, and other academia survival skills*. Invited speaker, Florida State University Department of Sport Management. Tallahassee, Florida.
1. **Delia, E.B.** (2016). *What is the "team" in team identification?* Invited speaker, Department of Marketing, Isenberg School of Management, University of Massachusetts Amherst. Amherst, Massachusetts.

TEACHING

University of Massachusetts Amherst

Theory and Research: Sport Marketing and Consumer Behavior (Doctoral)

Qualitative Inquiry in Sport Management (Doctoral)

Applied Sport Marketing Research (MBA/MS)

Women in Business (Undergraduate/MBA/MS)

Sport Marketing (Undergraduate)

Florida State University

Issues in Sport Management (Undergraduate)

Sport Governance (Undergraduate)

Sport Marketing (Undergraduate)

STUDENT DEVELOPMENT

Doctoral Committee Member

Risa Isard (2023)

Sejin Kim (2022)

Aaron Mansfield (2021)

Jeffrey MacCharles (2020)

Ovidiu Cocieru (2019)

Benjamin Larkin (2017)

SERVICE

Profession

Peer Reviews

Editorial Board Member

Journal of Sport Management

2021-present

Sport Marketing Quarterly

2019-present

Sport Management Review

2018-present

Ad Hoc Reviewer:

European Sport Management Quarterly
Sport, Business, Management: an International Journal
Journal of Sport Management
Journal of Global Sport Management
Communication and Sport
Personality and Social Psychology Bulletin
International Journal of Sport Marketing and Sponsorship
Sociology of Sport Journal
Journal of Amateur Sport

Conference Abstract Reviewer:

North American Society for Sport Management Conference

Section Head 2017-present

Abstract Reviewer 2015-2016

Sport Management Association of Australia & New Zealand Conference 2016-present

Summit on Communication and Sport 2015-2016

European Association of Sport Management Conference

Session Chair 2022

North American Society for Sport Management

Faculty Mentor, Faculty-Student Mentor Initiative 2021-present

Member, Doctoral Research Grant Award Selection Committee 2021

Chair, Marketing and Communications Committee 2018-2021

Faculty Member, Marketing and Communications Committee 2015-2018

Student Representative, Marketing and Communications Committee 2014-2015

External Examiner

Master's thesis, Brock University 2021

University of Massachusetts Amherst

Member, Decanal Review Committee, School of Management 2023

Doctoral Program Coordinator, Department of Sport Management 2019-present

Honors Program Director, Department of Sport Management	2019-present
Faculty Advisor, Association of Diversity in Sport	2018-present
Faculty Advisor, Sport Marketing Association Case Competition	2018-present
Member, Sport Management Department Personnel Committee	2015-present
Member, Scholars Network Advisory Group	2022
Member, Strategic Planning Task Force, Department of Sport Management	2021
Member, Isenberg Teaching Award and Recognition Selection Committee	2021
Member, Diversity and Inclusion Task Force	2017-2020
Co-Chair, Lecturer Search Committee	2018-2019
Faculty Mentor, Esther Wallace Scholars	2016-2017
Florida State University	
Doctoral Fellow, Center for Sport, Health & Equitable Development	2014-2015
Social Media Coordinator, Department of Sport Management	2014-2015
Internship Fair Coordinator, Sport Management Conference	2012-2014

RESEARCH FUNDING AND CONSULTING

Internal Grants

Delia, E. (2022). Flex Grant, Center for Teaching and Learning. University of Massachusetts Amherst. Amount: \$500.

Delia, E. (2021). Massachusetts Society of Professors (MSP) Research Support Fund. University of Massachusetts Amherst. Amount: \$1,000.

Delia, E. (2021). Flex Grant, Center for Teaching and Learning. University of Massachusetts Amherst. Amount: \$500.

Delia, E. (2020). Massachusetts Society of Professors (MSP) Research Support Fund. University of Massachusetts Amherst. Amount: \$1,000.

Delia, E. (2020). Flex Grant, Center for Teaching and Learning. University of Massachusetts Amherst. Amount: \$500.

Delia, E. (2019). Massachusetts Society of Professors (MSP) Research Support Fund. University of Massachusetts Amherst. Amount: \$1,000.

Delia, E. (2019). Flex Grant, Center for Teaching and Learning. University of Massachusetts Amherst. Amount: \$500.

Delia, E. (2018). Massachusetts Society of Professors (MSP) Research Support Fund. University of Massachusetts Amherst. Amount: \$1,000.

Delia, E. (2018). Flex Grant, Institute for Teaching Excellence and Faculty Development. University of Massachusetts Amherst. Amount: \$500.

Delia, E. (2017). Massachusetts Society of Professors (MSP) Research Support Fund. University of Massachusetts Amherst. Amount: \$1,000.

Delia, E. (2017). Flex Grant, Institute for Teaching Excellence and Faculty Development. University of Massachusetts Amherst. Amount: \$500.

Delia, E. (2016). Massachusetts Society of Professors (MSP) Research Support Fund. University of Massachusetts Amherst. Amount: \$1,000.

Delia, E. (2016). Flex Grant, Institute for Teaching Excellence and Faculty Development. University of Massachusetts Amherst. Amount: \$500.

Delia, E. (2015). MSP Research Support Fund. University of Massachusetts Amherst. Amount: \$1,000.

Delia, E. (2015). Flex Grant, Institute for Teaching Excellence and Faculty Development. University of Massachusetts Amherst. Amount: \$500.

Delia, E. (2014). *What is the team? Consumers' construal of a college basketball team.* Dissertation Research Support funded by the Florida State University Department of Sport Management. Amount: \$662.

External Grants

Delia, E., & McCullough, B. (2022). *The intersection of sport fandom and environmental sustainability.* Janet B. Parks North American Society for Sport Management Research Grant. Amount: \$1,100.

Kim, J., **Delia, E., & Walsh, P.** (2019). *Olympic Sponsorship in Small States: Strategies and Partnerships for Caribbean National Olympic Committees.* Sport Marketing Association Research Grant. Amount: \$1,000.

Kim, J., **Delia, E., & Walsh, P.** (2019). *Olympic Sponsorship in Small States: Strategies and Partnerships for Caribbean National Olympic Committees (CANOC).* Syracuse University seed grant. Amount: \$5,000. Sampling and recruiting provided by CANOC.

Delia, E. (2019). *Exploring team identification among WNBA Minnesota Lynx fans.* Sampling, recruiting, and partial incentives provided by the Minnesota Lynx.

Delia, E., Katz, M., Melton, N., & Walker, A. (2017). *UMass Athletics strategic planning (focus groups).* UMass Athletics. Amount: \$10,000.

Heere, B., Katz, M. & **Delia, E.** (2015). *Sponsoring football in North America: An examination of US and Mexico residents.* LeadOff Sports Marketing. Amount: \$15,000.

HONORS AND AWARDS

Isenberg School of Management Research Excellence Award	2023
Isenberg School of Management Research Excellence Award	2021
North American Society for Sport Management Research Fellow	2020
<i>Sport Management Review</i> Top Reviewer	2019
North American Society for Sport Management Student Research Finalist	2014
Florida State University Council on Research in Education Prize Finalist	2014
Florida State University Sport Management Doctoral Student Scholarship Recipient	2014

MEDIA COVERAGE

Boston Globe

CNN

National Public Radio

Seattle Times

Thrive Global

WalletHub

PROFESSIONAL MEMBERSHIPS

European Association of Sport Management	2022-present
North American Society for Sport Management	2013-present
Sport Marketing Association	2013-present
Association for Consumer Research	2014-2015