

**Katie Sveinson**  
Curriculum Vitae

**EDUCATION**

- PhD            Kinesiology (Sport Management), Faculty of Kinesiology & Health Studies,  
University of Regina, 2019
- M.S.            Kinesiology (Sport Management), Faculty of Kinesiology & Health Studies,  
University of Regina, 2014
- B.S.R.S.        Sport and Recreation Studies, Faculty of Kinesiology & Health Studies  
University of Regina, 2012

**PROFESSIONAL EMPLOYMENT**

- 2022 – Present      Assistant Professor (tenure-track), University of Massachusetts Amherst,  
Isenberg School of Management, Mark H. McCormack Department of Sport  
Management.
- 2019 – 2022        Assistant Professor (tenure-track), Temple University, School of Sport,  
Tourism, and Hospitality Management, Department of Sport and Recreation  
Management.

**PUBLICATIONS**

**Peer Reviewed Journal Articles**

1. Taylor, E., **Sveinson, K.**, & Burton, L. (In Press). “If this is what working in sports is, I want absolutely no part of it”: An exploration of women’s experiences with harassment in sport organizations. *Journal of Sport Management*. <https://doi.org/10.1123/jsm.2023-0053>
2. Toffoletti, K., & **Sveinson, K.** (In Press). When sport fandom meets motherhood: A qualitative exploration of women’s experiences. *Sociology of Sport Journal*. <https://doi.org/10.1123/ssj.2023-0086>
3. **Sveinson, K.**, & Macaulay, C.D.T. (In Press). Selling gender through kids’ sport team merchandise: A multimodal critical discourse analysis. *Journal of Sport Management*. <https://doi.org/10.1123/jsm.2023-0114>
4. Wagner, U., & **Sveinson, K.** (In Press). Analyzing discourses and the communication of sport: A scoping review and suggestions for future endeavors. *Communication & Sport*. <https://doi.org/10.1177/21674795231206309>

5. Taylor, E., **Sveinson, K.**, Wegner, C., Jones, G., & Heffernan, C. (In Press). Exploring perceptions of prototypical leadership and gender encoding bias among aspiring female athletes. *Leisure Sciences*. <http://dx.doi.org/10.1080/01490400.2022.2149642>
6. **Sveinson, K.**, & Wagner, U. (2024). Reviewing and problematizing methods and analytical strategies of discourse analysis in sport, exercise, and physical education studies. *International Review for the Sociology*, 59(2), 298-317. <https://doi.org/10.1177/10126902231200369>
7. **Sveinson, K.**, & Hoerber, L. (2024). “Be a good fan during the good, the bad, and even the ugly”: Exploring cultural boundaries through sport fan discourses on Twitter. *International Journal of Sport Communication*, 17(1), 73-82. <https://doi.org/10.1123/ijsc.2023-0025>
8. Bredikhina, N., **Sveinson, K.**, Taylor, E., & Heffernan, C. (2023). The personal is professional: Exploring romantic relationships within the socioecology of an athlete brand. *European Sport Management Quarterly*, 23(6), 1688-1707. <https://doi.org/10.1080/16184742.2023.2257706>
9. **Sveinson, K.**, Delia, E., Mansfield, A., & Calow, E. (2023). The impact of life-disrupting threat on team identity. *Sport Management Review*, 26(4), 561-581. <https://doi.org/10.1080/14413523.2022.2148858>
10. **Sveinson, K.**, & Hoerber, L. (2023). Fashion versus comfort: Exploring the gendered marketing messages of sport team licensed merchandise. *Journal of Sport Management*, 37(3), 165-178. <https://doi.org/10.1123/jsm.2022-0044>
11. **Sveinson, K.**, & Toffoletti, K. (2023). What makes sport spectating family friendly? A phenomenological study of mothers’ sport fan game-day experiences. *Journal of Sport Management*, 37(2), 102-115. <https://doi.org/10.1123/jsm.2021-0355>
12. Bredikhina, N., **Sveinson, K.**, & Kunkle, T. (2022). Athlete interrupted: Exploration of athletes’ personal brand management in times of crisis. *Sport Marketing Quarterly*, 31(3), 212-227. <http://doi.org/10.32731/SMQ.313.0922.04>
13. Rich, K. A., Jenkin, C., Millar, P., **Sveinson, K.**, & Sherry, E. (2022). Editorial: Sport and Community. *Frontiers: Sports and Active Living*. <http://doi.org/10.3389/fspor.2022.1057368>
14. **Sveinson, K.**, & Allison, R. (2022). “Something seriously wrong with US Soccer”: A critical discourse analysis of consumers’ Twitter responses to U.S. Soccer’s girls’ apparel promotion. *Journal of Sport Management*, 36(5), 446-458. <https://doi.org/10.1123/jsm.2021-0127>
15. **Sveinson, K.**, Taylor, E., Keaton, A.C.I., Burton, L., Pegoraro, A., & Toffoletti, K. (2022). Addressing gender inequity in sport through women’s invisible labor. *Journal of Sport Management*, 36(3), 240-250. <http://doi.org/10.1123/jsm.2021-0229>
16. Delia, E., Melton, N., **Sveinson, K.**, Cunningham, G., & Lock, D. (2022). Understanding the lack of diversity in sport consumer behavior research. *Journal of Sport Management*, 36(3), 265-276. <https://doi.org/10.1123/jsm.2021-0227>

17. **Sveinson, K.**, Hoeber, L., & Heffernan, C. (2021). Critical discourse analysis as theory, methodology, and analysis in sport management studies. *Journal of Sport Management*, 35(5), 465-475. <https://doi.org/10.1123/jsm.2020-0288>
18. **Sveinson, K.**, & Hoeber, L. (2020). “So begins the demise of #Superman from Metropolis”: Consumers’ Twitter reactions to an athlete’s transgression. *Sport Management Review*, 23(5), 810-823. <https://doi.org/10.1016/j.smr.2020.03.001>
19. **Sveinson, K.**, Hoeber, L. & Toffoletti, K. (2019). “If people are wearing pink stuff they’re probably not real fans”: Exploring women’s perceptions of sport fan clothing. *Sport Management Review*, 22(5), 736-747. <https://doi.org/10.1016/j.smr.2018.12.003>
20. Hyatt, C., Kerwin, S., Hoeber, L., & **Sveinson, K.** (2018). The reverse socialization of sport fans: How children impact their parents’ sport fandom. *Journal of Sport Management*, 32(6), 542-554. <https://doi.org/10.1123/jsm.2017-0263>
21. Liechty, T., Willfong, F., & **Sveinson, K.** (2016). Embodied experiences of empowerment among female tackle football players. *Sociology of Sport Journal*, 33(4), 305-316. <http://dx.doi.org/10.1123/ssj.2015-0149>
22. **Sveinson, K.**, & Hoeber, L. (2016). Female sport fans’ experiences of marginalization and empowerment. *Journal of Sport Management*, 30(1), 8-21. <https://doi.org/10.1123/jsm.2014-0221>
23. Bruno, P., Love Green, J., Illerbrun, S., Holness, D., Illerbrun, S., Haus, K., Poirier, S., & **Sveinson, K.** (2016). Students helping students: Evaluating a pilot program of peer teaching for an undergraduate course in human anatomy. *Anatomical Sciences Education*, 9(2), 132-142. doi: [10.1002/ase.1543](https://doi.org/10.1002/ase.1543)
24. Liechty, T., **Sveinson, K.**, Willfong, F., & Evans, K. (2015). “It doesn’t matter how big or small you are...there’s a position for you”: Body image among female tackle football players. *Leisure Sciences*, 37(2), 109-124. doi: [10.1080/01490400.2014.980591](https://doi.org/10.1080/01490400.2014.980591)
25. **Sveinson, K.**, & Hoeber, L. (2015). Overlooking the obvious: An exploration of what it means to be a sport fan from a female perspective. *Leisure Studies*, 34(4), 405-419. <https://doi.org/10.1080/02614367.2014.923496>
26. Liechty, T., Ribeiro, N.F., **Sveinson, K.**, & Dahlstrom L. (2014). “It’s about what I can do with my body”: Body image and embodied experiences of aging among older Canadian men. *International Journal of Men's Health*, 13(1), 3-21. <https://doi.org/10.3149/jmh.1301.3>
27. Liechty, T., Dahlstrom, L., **Sveinson, K.**, Son, J., & Rossow-Kimball, B. (2014). Canadian men’s perceptions of leisure-time physical activity and the aging body. *Qualitative Research in Sport, Exercise, and Health*, 6(1), 20-44. doi: [10.1080/2159676X.2012.712990](https://doi.org/10.1080/2159676X.2012.712990)

## Book Chapters

1. **Sveinson, K.** (Forthcoming). Critical discourse analysis. In N. O'Reilly & G. Abeza (Eds.) *Research Handbook on Sport Management and Marketing*. Edward Elgar Publishing.
2. **Sveinson, K.,** & Hoerber, L. (2023). Segmenting, targeting, and positioning to women sport fans. (Expert Perspective). In N. O'Reilly, B. Seguin, G. Abeza, & M. Naraine (Eds.) *Canadian Sport Marketing*. Human Kinetics.
3. Kulczycki, C., Hoerber, L., & **Sveinson, K.** (2016). Using drawings to interpret place meanings: Depictions of climbing places. In C. Howley, S. Dun & U.K. Azmi (Eds.). *The Playing Field: Making Sense of Spaces and Places in Sporting Cultures*. Interdisciplinary Press: Oxford.

## Other Articles

1. Taylor, E., **Sveinson, K.,** & Burton, L. (2024, June 24). Shared ownership of inclusion policy is the surest path to safer workplaces. *Sport Business Journal*.  
<https://www.sportsbusinessjournal.com/Articles/2024/06/24/opinion>
2. Isard, R., Melton, E., & **Sveinson, K.** (2024). To celebrate the women's sport moment, look to the movement. *Sports Business Journal*.  
<https://www.sportsbusinessjournal.com/Articles/2024/05/14/oped-14-isard-melton-sveinson>
3. Sveinson, K. (2024). You need to calm down: The Swift Effect on the NFL. *Daily Hampshire Gazette*. <https://www.gazettenet.com/The-Real-Score-You-need-to-calm-down-Embracing-the-Taylor-Swift-Effect-on-the-NFL-Katie-Sveinson-54053813>
4. Sveinson, K. (2023). Women face few fan gear options. *Daily Hampshire Gazette*.  
<https://www.articles.gazettenet.com/The-Real-Score-UMass-McCormack-Sport-Management-inding-team-sports-apparel-for-women-fans-53052569>
5. **Sveinson, K.,** Clarkson, B., Parry, K., & Richards, J. (2023). If you build it, they will buy it: Women's soccer fans desire more team apparel. *Sports Business Journal*.  
<https://www.sportsbusinessjournal.com/Articles/2023/08/21/oped-21-think-tank.aspx>
6. Parry, K., Clarkson, B., & **Sveinson, K.** (2023). Fans are finding out just how disappointing merchandise for women's football is. *The Conversation*. <https://theconversation.com/fans-are-finding-out-just-how-disappointing-merchandise-for-womens-football-is-211248>
7. Sveinson, K. (2022). What do women (sport fans) want? Fan clothing that doesn't suck. *SportBusiness*. <https://www.sportbusiness.com/2022/09/katie-sveinson-umass-what-do-women-sport-fans-want-fan-clothing-that-doesnt-suck/>
8. Hoerber, L., & **Sveinson, K.** (2012). Olympic images. *Global Sport Management News*, 3, 7-8.

## RESEARCH FUNDING & GRANTS

- 2023 MSP Research Support Fund Award, University of Massachusetts, \$1,000
- 2023 Mutual Mentoring Micro Grant, University of Massachusetts, \$1,500
- 2022 MSP Research Support Fund Award, University of Massachusetts, \$1,000
- 2021 North American Society for Sport Management (NASSM) Janet B. Parks Grant, Temple University, \$700
- 2021 Young Scholars Interdisciplinary Forum, Fox Business School, Temple University, \$2,500

## AWARDS

- 2023 Isenberg School of Management Outstanding Research Award
- 2023 NASSM Research Fellow

## CONFERENCE ACTIVITY/PARTICIPATION

### Papers Presented

1. Isard, R., Melton, N., **Sveinson, K.**, & Delia, E. (2024). Fan labor in women's sport. North American Society for Sport Management Conference, May 29<sup>th</sup> – June 2<sup>nd</sup>, Minneapolis, MN.
2. **Sveinson, K.**, Katz, M., & Melton, N. (2023). The (in)convenient sample: How recruitment strategies can create a lack of diversity in consumer behavior studies. North American Society for Sport Management Conference, May 31<sup>st</sup> – June 3<sup>rd</sup>, Montreal, QC, Canada.
3. Huber, B., Katz, M., & **Sveinson, K.** (2023). Negotiating identity: Comparing new fan socialization between women's and men's sport in online fan communities. North American Society for Sport Management Conference, May 31<sup>st</sup> – June 3<sup>rd</sup>, Montreal, QC, Canada.
4. Huber, B., **Sveinson, K.**, & Katz, M. (2023). Constructing a team identity: A discursive analysis of identity formation in an online fan community. North American Society for Sport Management Conference, May 31<sup>st</sup> – June 3<sup>rd</sup>, Montreal, QC, Canada.
5. Mastromartino, B., & **Sveinson, K.** (2022). Influence of fathers as socialization agents on gender differences in sport fandom. Sport Marketing Association Conference, October 26-28, Charlotte, NC.
6. Delia, E.B., **Sveinson, K.**, & Ryder, S. (2022). A critical discourse analysis of reactions to the inaugural Tour de France Femmes route. European Association for Sport Management Conference, September 5-8, Innsbruck, Austria.

7. Wagner, U., & **Sveinson, K.** (2022). Reviewing the discourses analyses of sport: A scoping review. International Sociology of Sport Association, June 7-10, Tubingen, Germany.
8. Delia, E., Melton, N., **Sveinson, K.**, Cunningham, G., & Lock, D. (2022). Understanding the lack of diversity in sport consumer behavior research. North American Society for Sport Management Conference, June 1-3, Atlanta, GA.
9. Taylor, E., **Sveinson, K.**, Evangelopoulos, D., & O'Donnell, M. (2022). A vicious cycle: Women's experiences with hostile work environments in the professional sport industry. North American Society for Sport Management Conference, June 1-3, Atlanta, GA.
10. Taylor, E., **Sveinson, K.**, Hindman, L., Evangelopoulos, D., & O'Donnell, M. (2022). Scarcity and queen bee syndrome: Women's role in creating and maintaining toxic work environments in sport organizations. North American Society for the Sociology of Sport April 20-23, Montreal, QC, Canada.
11. **Sveinson, K.**, & Allison, R. (2022). A critical discourse analysis of consumers' Twitter responses to U.S. Soccer's girls' apparel promotion. International Association of Sport Communication Conference, March 3-6, Glassboro, NJ.
12. **Sveinson, K.**, Mansfield, A., Delia, E., & Calow, E. (2021). Reflections on the importance of fan identity amid the COVID-19 pandemic. Poster Presentation. Sport Marketing Association Conference, October 20-22, Las Vegas, NV.
13. Bredikhina, N., **Sveinson, K.**, Taylor, E., & Heffernan, C. (2021). Behind a love story: Exploring the WAGs phenomenon and the Impact of a Romantic Relationship on an Athletes' Brand. Sport Marketing Association Conference, October 20-22, Las Vegas, NV.
14. **Sveinson, K.**, Lin, S., & Boring, D. (2021). Exploring the gendering of children's official sport fan apparel through critical discourse analysis. North American Society for Sport Management Virtual Conference. June 3-5.
15. Hoerber, L., **Sveinson, K.**, Shaw, S., Misener, K., Rich, K., & Chen, C. (2021). Insights about publishing qualitative research from 'Reviewer 2': Conversations and collective learning. 60-minute workshop. North American Society for Sport Management Virtual Conference. June 3-5.
16. Bredikhina, N., Kunkle, T., & **Sveinson, K.** (2021). Innovation under pressure: How elite athletes transform their business model in times of crisis. North American Society for Sport Management Virtual Conference. June 3-5.
17. **Sveinson, K.**, Mansfield, A., & Naraine, M. (2022). Anchoring down: Examining user sentiment across three brand related hashtags on Twitter [presentation cancelled]. North American Society for Sport Management Conference. May 27-30, San Deigo, CA.
18. Taylor, E., **Sveinson, K.**, Wegner, C., & Jones, G. (2019). Leadership Trait Perception and Transference for Aspiring Female Leaders. European Association for Sport Management Conference. September 3-6, Seville, Spain.

19. Sveinson, K. (2019). Not all fans are created equal: Exploring cultural boundaries of sport fandom on Twitter. North American Society for Sport Management Conference. May 28-June 1, New Orleans, LA.
20. Sveinson, K. (2018). Stakeholders' Twitter reactions to an athlete's transgression: A case study of Kevin Pillar's homophobic slur. North American Society for Sport Management Conference. June 6-9, Halifax, NS.
21. Sveinson, K. (2018). Serious leisure or trolling? Policing authenticity of sport fandom on Twitter. Canadian Association for Leisure Studies Conference. May 29-31, Regina, SK.
22. **Sveinson, K.**, Hoeber, L., Kerwin, S., & Hyatt, C. (2017). Family and sport fandom: What roles have mothers played in socialization? Sport Management Association of Australia & New Zealand Conference. Nov 29 – Dec 1<sup>st</sup>, Gold Coast, Australia.
23. Hyatt, C., Kerwin, S., **Sveinson, K.**, & Hoeber, L. (2017). Exploring reverse socialization of sport fandom from a generational perspective. European Association for Sport Management Conference. Sept. 2-8, Bern, Switzerland.
24. Hyatt, C., Kerwin, S., Hoeber, L., & **Sveinson, K.** (2017). Understanding the intersection between sport fandom and parenting: Family rivalries and reverse socialization. North American Society for Sport Management Conference. May 30-June 3, Denver, CO.
25. **Sveinson, K.**, & Hoeber, L. (2016). Exploring material culture associated with official sport fan apparel: A cross-national comparison. Sport Management Association of Australia & New Zealand Conference. November 23-25, Auckland, NZ.
26. Hoeber, L., **Sveinson, K.**, García, R., & Legg, N. (2016). The gendering of sport fan clothing on sport team online stores. North American for Sport Management Conference, May 31-June 4, Orlando, FL.
27. Kulczycki, C., Hoeber, L., **Sveinson, K.** (2015). Using drawings to interpret place meanings: Depictions of climbing places. Place, Space and Sport Conference, Sept. 24- 26. Oxford, UK.
28. Liechty, T., Willfong, F., **Sveinson, K.** & Ribeiro, N. F. (2014). Tackle football as serious leisure for women. World Leisure Congress, Sept. 7-12, Mobile, AL.
29. Sveinson, K. (2014). Three strikes against you?: An examination of highly identified, displaced, female sport fans. North American Society for Sport Management Conference, May 27 – 31, Pittsburgh, PA.
30. Liechty, T., Evans, K., Wilfong, F., & **Sveinson, K.** (2014). "There's a position for every body type": Experiences of body image among female tackle football players. Canadian Congress on Leisure Research Conference, May 21-23, Halifax, NS.

31. Sveinson, K. (2014). The Elephant in the team shop: An exploration of female sport fans' perceptions of team merchandise. Sport and Society in America Conference, May 19 – 21, Green Bay, WI.
32. Sveinson, K. (2013). Understanding gender relations among sport fans. International Sociology of Sport Association Conference, June 12 – 15, Vancouver, BC.
33. Sveinson, K. (2013). Marginalization or empowerment? A case study of lived experiences of female sport fans. North American Society for Sport Management Conference, May 28 – June 2, Austin, TX.
34. Sveinson, K. (2013). Green camouflage: The unique context and identities of female Saskatchewan Roughrider fans. Graduate Student Association Conference, March 15-16<sup>th</sup>, Regina, SK.
35. Liechty, T., **Sveinson, K.**, & Dahlstrom, L. (2012). Aging and men's body image. Gerontological Society of America Annual Meeting, Nov 14-18<sup>th</sup>, San Diego, CA.
36. Hoeber, L., & **Sveinson, K.** (2012). A photographic analysis of official and unofficial images of the 2010 Winter Olympics. North American Society for Sport Management Conference, May 23 – 26, Seattle, WA.

## Discussant

37. Sveinson, K. (2018). Lessons from online teaching and future directions. An invited panel presentation at the Canadian Association for Leisure Studies. May 29-31, Regina, SK.

## INVITED TALKS AND GUEST LECTURES

- |      |   |
|------|---|
| 2024 | <i>(De)Constructing fandom: Exploring gendered experiences through qualitative research.</i> In-person research presentation at the University of Michigan, Sport Management Program, Ann Arbor, MI, USA. |
| 2024 | <i>Theory in sport consumer behavior.</i> Virtual guest lecture in the Theories in Sport Management (PhD) course at the University of Florida, USA.   |
| 2024 | <i>Understanding and segmenting women sport consumers.</i> Virtual guest lecture in the graduate Sport Marketing course at the University of Connecticut, USA.  |
| 2022 | <i>Gender in sport marketing.</i> Virtual guest lecture in the Sport Marketing course at the University of Ottawa, Canada.  |
| 2021 | <i>Women as sport fans and consumers from a sociocultural perspective.</i> Virtual guest lecture in the Consumer Cultures in Sport course at Bournemouth University, UK.                                  |
| 2018 | <i>A conversation around female sports fandom.</i> Panel member for event at the University of British Columbia, October 31, Vancouver, BC, Canada.   |



## **TEACHING EXPERIENCE**

### **Professional Appointments**

Online Course Developer, Introduction to Sport and Recreation Management, University of Regina (2015)

### **University of Massachusetts Amherst (2022 – Present)**

#### **Assistant Professor**

Research Paradigms in Sport Management (PhD)

Sport Marketing (undergraduate)

Sport Policy (undergraduate)

### **Temple University (2019-2022)**

#### **Assistant Professor**

Sport Marketing (undergraduate)

Sport Marketing (graduate)

Sport Consumer Behavior (undergraduate)

Sport Consumer Behavior (graduate)

### **University of Regina (2010-2019)**

#### **Sessional Lecturer**

Sociology of Sport, Recreation, and Physical Activity

Introduction to Sport and Recreation Management

Program Delivery and Management

Diversity Issues in Sport, Recreation, Leisure, and Physical Activity

#### **Lab Instructor**

Diversity Issues in Kinesiology

Sociology of Sport, Recreation and Physical Activity

Recreation for People with Disabilities

#### **Teaching Assistant**

Leisure Theory

Leadership

Sociology of Sport, Recreation and Physical Activity

Recreation for People with Disabilities

Sport and Health in Historical Perspectives

Diversity issues in Kinesiology

### **Teaching Education**

Fox Online Teaching Certificate, Temple University (2020)

Certificate in Teaching and Learning in Higher Education, University of Regina (2013)

## **SERVICE**

### **Guest Editor**

2023-Present Equality, Diversity, and Inclusion (Special Issue): Examining the inclusiveness of sport fandom and spectatorship

2022 Frontiers special topic: Sport and Community

### **Editorial Board Member**

2022-Present Sport Management Review

2020-Present International Journal of Sport Communication

### **Ad hoc Reviewer**

2017-Present Journal of Sport Management

2018-Present European Sport Management Quarterly

2019-Present Sport Management Review

2019-Present International Journal of Sport Communication

2019-Present North American Society for Sport Management Conference

2020-Present Administrative Sciences Association of Canada Conference

2023 European Journal of Women's Studies

2023 Journal of Consumer Marketing

2022 Sport Marketing Quarterly

2022 Critical Discourse Studies

2018, 22 Journal of Gender Studies

2021, 22 Leisure/Loisir

2021 Leisure Sciences

2021 Journal of Sport Behavior

2020 Sport in Society

2020 International Journal of Sport Management and Marketing

2017 Canadian Association for Leisure Studies Conference

2014 International Review for the Sociology of Sport

### **Service to Profession**

Judge, National Sports Forum Challenge Cup (virtual case study competition for national and international undergraduates). October 2023.

External Examiner, Master's Thesis Committee for Megan Piche in the Faculty of Applied Health Sciences at Brock University, Canada, May-June 2023.

Faculty Mentor, North American Society for Sport Management, Faculty/Student Mentorship Program. June 2020 – Present.

### **Departmental/University Service**

Member, PhD Dissertation Committee for Danielle McArdle, Mark H. McCormack Department of Sport Management, Isenberg School of Management, University of Massachusetts, December 2023 – present.

Member, PhD Preliminary Exam Committee for Keegan Delal, Mark H. McCormack Department of Sport Management, Isenberg School of Management, University of Massachusetts, June 2023 - Present

Interim PhD Coordinator, Mark H. McCormack Department of Sport Management, Isenberg School of Management, University of Massachusetts, July – December 2023.

Member, Assistant/Associate Professor Search Committee, Mark H. McCormack Department of Sport Management, Isenberg School of Management, University of Massachusetts, July – November 2023.

Reader, PhD Summer Paper for Keegan Dalal, Mark H. McCormack Department of Sport Management, Isenberg School of Management, University of Massachusetts, June – September 2023.

Member, PhD Preliminary Exam Committee for Danielle McArdle, Mark H. McCormack Department of Sport Management, Isenberg School of Management, University of Massachusetts, June 2023 – December 2023.

Member, PhD Dissertation Committee for Blaine Huber, Mark H. McCormack Department of Sport Management, Isenberg School of Management, University of Massachusetts, March – December 2023.

Coordinator, McCormack Lecture Series events, Department of Sport Management, Isenberg School of Management, University of Massachusetts, February – May 2023.

Member, PhD Dissertation Committee for Risa Isard, Mark H. McCormack Department of Sport Management, Isenberg School of Management, University of Massachusetts, January – April 2023.

Honors Project Advisor, Sport Marketing, Mark H. McCormack Department of Sport Management, Isenberg School of Management, University of Massachusetts, February – May 2023.

Member, Executive PhD Preliminary Exam and Dissertation Committee for Kate Nelson, School of Sport Tourism and Hospitality Management, Temple University, July 2021 – December 2022.

Member, PhD Preliminary Exam Committee for Nataliya Bredikhina, School of Sport Tourism and Hospitality Management, Temple University, October 2021 – January 2022.

Lead Organizer, Women Entrepreneurs in Sport Panel, hosted by the School of Sport Tourism and Hospitality Management, Temple University, March 8<sup>th</sup>, 2021

Faculty Advisor, National Sport Forum's Challenge Cup (case competition), hosted virtually by National Sport Forum, School of Sport Tourism and Hospitality Management, Temple University, February – March 2020.

Member, Diversity, Equity, and Inclusion Committee, School of Sport Tourism and Hospitality Management, Temple University, July 2020 – July 2022.

Member, Doctoral Program Committee, School of Sport Tourism and Hospitality Management, Temple University, July 2020 – June 2022.

Honors Project Advisor, Management in Sport Marketing, School of Sport Tourism and Hospitality Management, Temple University, September 2020 – December 2020.

Honors Project Advisor, Consumer Behavior in Sport and Recreation Management, School of Sport Tourism and Hospitality Management, Temple University, January 2020 – April 2020

Faculty Mentor, Women in Sport and Recreation Management Group. School of Sport Tourism and Hospitality Management, Temple University, September 2019 – June 2022.

Member, PhD Preliminary Exam Committee for Colin Lopez, School of Sport Tourism and Hospitality Management, Temple University, September 2019 – January 2020.

Member, SRM Tenure-Track Search Committee, School of Sport Tourism and Hospitality Management, Temple University, September 2019 – April 2020.

Member, Diversity and Inclusion Committee, School of Sport Tourism and Hospitality Management, Temple University, September 2019 – June 2020.

Graduate Student Representative, Faculty of Graduate Studies and Research Scholarships and Awards Committee, University of Regina, 2015 – 2019.

Graduate Student Representative, Faculty of Kinesiology and Health Studies Strategic Planning Committee, University of Regina, 2015

Graduate Student Representative, Faculty of Kinesiology and Health Studies Graduate and Research Steering Committee, University of Regina, 2013-2015

Graduate Student Representative, Faculty of Kinesiology and Health Studies Sport and Recreation Management Search Committee, University of Regina, 2013

## **MEDIA APPEARANCES & MENTIONS**

2023 Piper, L. (February 15<sup>th</sup>). If the shirt fits... *Discourse Research Magazine*.  
<https://www.discoursemagazine.ca/if-the-shirt-fits/2023/01/16/>

2022 Roper, G. (March 18<sup>th</sup>). “I received death threats for a month”: Female Motorsport fans fight for their place in the sport. *Females in Motorsport*.  
<https://www.femalesinmotorsport.com/post/female-motorsport-fans>

2021 Mulkerrins, S. (July 27<sup>th</sup>). Female athletes make a stand on sportswear. *BBC News World*. Live interview. <https://twitter.com/SarahMulkerrins/status/1419951052976136197>

- 2021 Norward, C. (July 23<sup>rd</sup>). Skirts. Bikini Bottoms. Leotards. Ahead of Olympics, athletes call out sexist uniform practices. *The 19<sup>th</sup> News*. <https://19thnews.org/2021/07/dress-code-standards-women-athletes/>
- 2021 Sobral, V. (March 7th). Reactions to athlete transgressions on Twitter with Katie Sveinson. *Sport Management Review Insights*. <https://open.spotify.com/episode/1SLfLfHP8bm7QnER3byxmO>
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### **PROFESSIONAL MEMBERSHIPS/AFFILIATIONS**

International Society of Qualitative Research in Sport and Exercise, 2021 - Present  
North American Society for Sport Management, 2012 - Present  
Sport Management Association of Australia and New Zealand, 2017 – 2019  
North American Society for the Sociology of Sport, 2017, 2022  
International Sociology of Sport Association, 2013 – 2014