

# Matthew Katz

*July 31, 2024*

Dean's Research Faculty Fellow

Associate Professor

Mark H. McCormack Department of Sport Management

Isenberg School of Management

University of Massachusetts Amherst

[mkatz@isenberg.umass.edu](mailto:mkatz@isenberg.umass.edu)

## Academic Appointments

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<b>2020 – Current</b>	Associate Professor Mark H. McCormack Department of Sport Management Isenberg School of Management University of Massachusetts Amherst
<b>2015 – 2020</b>	Assistant Professor Mark H. McCormack Department of Sport Management Isenberg School of Management University of Massachusetts Amherst
<b>2014 – 2015</b>	Assistant Professor, Sport Leadership & Management Department of Kinesiology & Health College of Education, Health, & Society Miami University

## Administrative Appointments

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<b>2023 – Current</b>	Associate Department Chair Mark H. McCormack Department of Sport Management
<b>2020 – 2023</b>	Undergraduate Program Director Mark H. McCormack Department of Sport Management
<b>2018 – 2019</b>	Ph.D. Coordinator Mark H. McCormack Department of Sport Management

## Education

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Ph.D.	UNIVERSITY OF TEXAS AT AUSTIN	Sport Management (2014)
M.S.	LOUISIANA STATE UNIVERSITY	Sport Management (2011)
M.A.	LOUISIANA STATE UNIVERSITY	History (2011)
B.A.	MUHLENBERG COLLEGE	History & Economics (2009)

## Awards

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- Dean's Research Faculty Fellow (2021 – 2026)
- Isenberg College Outstanding Teacher Award Nominee (2023)
- Isenberg College Outstanding Teacher Award Nominee (2022)
- Isenberg College Outstanding Teacher Award Nominee (2021)
- Isenberg Outstanding Research Award Winner (2020)
- Isenberg College Outstanding Teacher Award Nominee (2020)
- UMass Distinguished Teaching Award Finalist (2020)
- Isenberg Teaching Excellence Recognition Award Winner (2019)
- UMass Distinguished Teaching Award Nominee (2019)
- NASSM Research Fellow (2018)

## Research

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### Peer-Reviewed Journal Publications (\* Indicates PhD Student)

35. \*Du, H., Baker, T. A., III, Su, Y., Byon, K., & **Katz, M.** (Accepted). Sport Spectator Well-Being: A Scoping Review. *Accepted for publication in Sport Management Review*.
34. **Katz, M.**, Melton, E. N., \*Isard, R., & Agha, N. (2024). Fan Networks in Women's Sport: An Egocentric Analysis of Social Fans and IsoFans. *Sport Marketing Quarterly*, 33(2), 166-180.
34. Tingle, K. K., Jacobs, B. L., **Katz, M.**, & Warner, S. (2024). The strength of community: Social support in sports and official's egocentric networks. *Journal of Sport Management*, 38(2), 122-132.
33. Chang, Y., & **Katz, M.** (2024). When Feeling is for Pursuing: Exploring the Moderating Role of Spectatorship Locus of Control on Fans' Emotion-Directed Pursuit of Consumption Goals. *Sport Management Review*, 27(1), 1-22.
32. Mansfield, A. C., Delia, E. B., Reifurth, K., & **Katz, M.** (2023). How Changes in Team Performance Impact Team Identity. *Sport Marketing Quarterly*, 32(4), 332-342.
31. Chang, Y., Warren, C., **Katz, M.** (2023). Determinants of Subscription Renewal Behavior in Sport Spectatorship Services: A CHAID Decision Tree Modeling Approach. *Sport Marketing Quarterly*, 32, 124-136.
30. \*Mansfield, A. C., Melton, E. N., & **Katz, M.** (2022). An Analysis of Identity Conflict Among Health-Conscious Sport Fans. *Journal of Sport Management*, 36, 600-612.

29. \*Mansfield, A. C., **Katz, M.**, & Delia, E. B. (2022). The Identity Work of Health-Conscious Sport Fans. *Journal of Sport Management*, 36, 330-340.
28. Cocco, A. R., **Katz, M.**, & Hambrick, M. E. (2021). Co-Attendance Communities: A Multilevel Egocentric Network Analysis of American Soccer Supporters' Groups. *International Journal of Environmental Research and Public Health*, 18 (14), 7351 (Special Issue: Role of Social Networks for Sport and Physical Activity).
27. Delia, E. N., **Katz, M.**, & Armstrong, C. (2021). Understanding the Lack of Team Identification Research in Women's Sport. *Sport Marketing Quarterly*, 30, 58-68.
26. **Katz, M.**, Cocieru, O. C., \*Springer, D. L., & Dixon, M. A. (2021). Fan Ties and Friendships: A Longitudinal Network Study of Division III Sports on Campus. *Journal of Intercollegiate Sport*, 141, 166-188.
25. \* **Katz, M.**, \*Mansfield, A. C., & Tyler, B. D. (2020). The Strength of Fan Ties: Emotional Support in Sport Fan Egocentric Networks. *Journal of Sport Management*, 34, 291-302.
24. Mansfield, A. C., Delia, E. B., & **Katz, M.** (2020). The Blurry Spectrums of Team Identity Threat. *Sport Management Review*, 23, 414-427.
23. **Katz, M.**, Heere, B., & Melton, E. N. (2020). Predicting Fan Behavior through Egocentric Network Analysis: Examining Season Ticket Holder Renewal. *Journal of Sport Management*, 34, 217-228.
22. \*Cocieru, O. C., **Katz, M.**, & McDonald, M. A. (2020). Understanding Interactions in a Classroom-as-Organization Using Dynamic Network Analysis. *Journal of Experiential Education*, 43, 5-20.
21. **Katz, M.**, Baker III, T. A., & \*Hui, D. (2020). Team Identity, Club Identity, and Fan Relationships: A Brand Community Network Analysis of a Soccer Fan Club. *Journal of Sport Management*, 34, 9-21.
20. \*Cocieru, O. C., **Katz, M.**, & McDonald, M. A. (2020). A Social Network Comparison between a Classroom-as-Organization and Traditional Management Classes. *Journal of Education for Business*, 95, 541-547.
19. Delia, E. B., & **Katz, M.** (2019). Becoming Fans Abroad: A Qualitative Study of Soccer Fan Socialization. *International Journal of Sport Management and Marketing*, 19, 313-329.
18. \*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.

17. Pfleegor, A. P., **Katz, M.**, & Bowers, M. T. (2019). Publish, Perish, or Salami Slice? Authorship Ethics in an Emerging Field. *Journal of Business Ethics*, 156, 189-208.
16. **Katz, M.**, Heere, B., & Reifurth, K. (2018). The Loud Crowd: Using Vocal Responses to Understand the Emotional Experiences of Spectators. *Journal of Applied Sport Management*, 10, 36-48.
15. **Katz, M.**, Ward, R. M., & Heere, B. (2018). Explaining Attendance through the Brand Community Triad: Integrating Network Theory and Team Identification. *Sport Management Review*, 21, 176-188.
14. **Katz, M.**, Walker, N. A., & \*Hindman, L. C. (2018). Gendered Leadership Networks in the NCAA: Analyzing Affiliation Networks of Senior Woman Administrators and Athletic Directors. *Journal of Sport Management*, 32, 135-149.
13. Seifried, C. S., **Katz, M.**, & Tutka, P. T. (2017). A Conceptual Model on the Process of Innovation Diffusion through a Historical Review of the United States Armed Forces and their Bowl Games. *Sport Management Review*, 20, 379-394.
12. **Katz, M.**, Dixon, M. A., Heere, B., & Bass, J. R. (2017). Front Porch, Small House: A Longitudinal Study of Team and University Identification among Incoming Students at a Division III University. *Journal of Intercollegiate Sport*, 10, 103-125.
11. **Katz, M.**, & Heere, B. (2016). New Teams, New Fans: A Longitudinal Examination of Team Identification as a Driver of University Identification. *Journal of Sport Management*, 30, 135-148.
10. **Katz, M.**, & Heere, B. (2015). Empowerment within Brand Communities: Overcoming the Achilles' Heel of Scale-Free Networks. *Sport Management Review*, 18, 370-383.
9. **Katz, M.**, Pfleegor, A. G., \*Schaeperkoetter, C., & Bass, J. R. (2015). Factors for Success in NCAA Division III Athletics. *Journal of Issues in Intercollegiate Athletics*, 8, 102-122.
8. Seifried, C. S., & **Katz, M.** (2015). The United States Armed Forces and their 'Bowl' Games from 1942 to 1967: An Example of Organizational Innovation in Action. *Journal of Leadership and Organizational Studies*, 22, 231-247.
7. Seifried, C. S., **Katz, M.**, & Pfleegor, A.G. (2015). Megalomaniac or Narcissist? Examining the Political Leadership Style of the Sports Fan in Huey P. Long. *Journal of Sport History*, 42, 39-58.

6. **Katz, M., & Seifried, C. S.** (2014). And Then There Were Three: The NCAA's Struggle for Reorganization and the Emergence of Division III Athletics. *Sport History Review*, 45, 145-170.
5. **Katz, M., & Clopton, A. C.** (2014). Town & Gown...& Jerseys? NCAA Division III Athletics as Social Anchors. *Journal of Issues in Intercollegiate Athletics*, 7, 285-306.
4. Heere, B., & **Katz, M.** (2014). Still Undeclared: Exploring the Dimensions of Team Identity among Fans of a New College Football Team. *Journal of Applied Sport Management*, 6, 25-47.
3. **Katz, M., & Heere, B.** (2013). Leaders and Followers: An Exploration of the Notion of Scale-Free Networks within a New Brand Community. *Journal of Sport Management*. 27, 271-287.
2. **Katz, M. & Seifried C. S.** (2012). A Lawsuit in the Waiting: Special Relationships Within Campus Recreation. *Recreation Sports Journal*, 36, 45-59.
1. Seifried, C. S. & **Katz, M.** (2011). The Creation of Domestic and International Bowl Games from 1942 to 1946: The United States Military and Football as Conjoined Twins. *Sport History Review*, 42, 153-175.

### Scholarly Conference Presentations

- Katz, M., & Heere, B.** (2024). A Theory of Fan Networks. *Presented North American Society for Sport Management Conference.*
- MacCharles, J., **Katz, M.**, \*Quinton, J., & Melton, E. N. (2024). A Network to be Proud of? Investigating the Professional Networks of LGBTQ+ Sport Employees and their Impact on Subjective Career Success. *Presented at North American Society for Sport Management Conference.*
- Katz, M., Mansfield, A. C., & Inoue, Y.** (2024). A Network Theory Perspective on the Relationship Between Sport Fandom & Physical Health. *Accepted for presentation at North American Society for Sport Management Conference.*
- Katz, M., \*Huber, B., & Greenhalgh, G.** (2023). Fan Networks, Twitter, and Hockey: Modeling Fan Interactions around the Women's and Men's Frozen Four. *Presented at Sport Marketing Association Conference.*
- \*Huber, B., **Katz, M., & Sveinson, K.** (2023). Negotiating Identity: Comparing New Fan Socialization Between Women's and Men's Sport in Online Fan Communities. *Presented at North American Society for Sport Management Conference.*

- \*Huber, B., Sveinson, K., & **Katz, M.** (2023). Constructing a Team Identity: A Discursive Analysis of Identity Formation in an Online Fan Community. *Presented at North American Society for Sport Management Conference.*
- Tingle, J. K., Jacobs, B. L., Zvosec, C. C., Baeth, A. C., & **Katz, M.** (2023). Allyship and Emotional Support: The Impact of Egocentric Networks on LGBTQ+ Referee's Mental Health. *Presented at North American Society for Sport Management Conference*
- Sveinson, K., **Katz, M.**, & Melton, E. N. (2023). The (in)convenient Sample: How Recruitment Strategies Create a Lack of Diversity in Consumer Behavior Studies. *Presented at North American Society for Sport Management Conference*
- \*Huber, B., & **Katz, M.** (2022). "New Fan, What Do I Need to Know?" An Egocentric Sentiment Analysis of New Fan Socialization in Online Fan Communities. Presented at Sport Marketing Association Conference.
- \*Du, H., Su, Y., Baker III, T. A., & **Katz, M.** (2022). Sport Spectatorship and Psychological Well-Being of Spectators: A Scoping Review. Presented at Sport Marketing Association Conference.
- \*Huber, B., & **Katz, M.** (2022). Earned Influence: Examining Emergent Leaders' Expressed Sentiment in Online Fan Communities. Presented at North American Society for Sport Management Conference
- Chang, Y., Warren, C., & **Katz, M.** (2022). Determinants of Subscription Renewal Behavior in Sport Spectatorship Services: A CHAID Decision Tree Modeling Approach. Presented at North American Society for Sport Management Conference
- Tingle, J. K., Jacobs, B. L., **Katz, M.**, & Warner, S. (2022). The Strength of Community: Social Support in Sports and Official's Egocentric Networks. Presented at North American Society for Sport Management Conference
- Katz, M.**, Heere, B., Tyler, B. D., & Walker, M. (2021). Advancing Social Network Analysis in Sport Marketing: A Theoretical, Methodological, and Applied Discussion. Presented at Sport Marketing Association Conference.
- \*Mansfield, A. C., Melton, E. N., & **Katz, M.** (2021). An Analysis of Identity Conflict Among Health-Conscious Sport Fans. Presented at Sport Marketing Association Conference.
- \*Huber, B., **Katz, M.**, & Baker, B. J. (2021). Converge or Diverge? A Text Mining Analysis of the Communication Behavior of Nonlocal fans. Presented at Sport Marketing Association Conference.

- Katz, M.,** Baker, B. J., & Melton, E. N. (2021). Sport Fan Networks and Social Advocacy: An Examination of Black Girl Hockey Club. Presented at the North American Society for Sport Management Conference.
- \*Huber, B., **Katz, M.,** & Delia, E. B. (2021). Avoiding Fan Discontinuity: Nostalgia and Displaced Fans. Presented at the North American Society for Sport Management Conference.
- \*Mansfield, A. C., & **Katz, M.** (2021). Segmenters, Synergistics, & Socialization: An Examination of Health-Conscious Sport Fans' Identity Work. Presented at the North American Society for Sport Management Conference.
- Katz, M.,** Mansfield, A. C., & Melton, E. N. (2020). An Egocentric Network Analysis of WNBA Fans: Examining IsoFans and Social Fans. Presented at the North American Society for Sport Management Annual Conference.
- \*Huber, B., & **Katz, M.** (2020). Balancing a Nonlocal Fans' Need for Belongingness and Distinctiveness through Fantasy Football: A Qualitative Inquiry. Presented at the North American Society for Sport Management Annual Conference.
- \*Du, H., Baker III, T. A., & **Katz, M.** (2020). The Influence of Social Network Structure on Sport Participation and Consumption: A Case of Chinese Amateur Tennis Club. Presented at the North American Society for Sport Management Annual Conference.
- Reifurth, K. R. N., Mansfield, A. C., **Katz, M.,** & Delia, E. B. (2019). We're Good Now! How Newfound On-Field Success Impacts Fan Identity. Presented at the Sport Marketing Association Annual Conference.
- \*Du, H., Baker III, T. A., & **Katz, M.** (2019). The Homogeneity and Heterogeneity of Fans Within Sports Brand Community. Presented at the Sport Marketing Association Annual Conference
- Katz, M. & \*Mansfield, A.** (2019). The Strength of Fan Ties: A Multilevel Model of Egocentric Consumption Networks. Presented at the North American Society of Sport Management Annual Conference.
- Walker, N. A., **Katz, M.,** & LaVoi, N. M. (2019). Gendered Hiring Networks and Access Discrimination: A Social Network Analysis of NCAA Sports. Presented at the North American Society of Sport Management Annual Conference.
- \*Hui, D., Baker, T. A., III., & **Katz, M.** (2019). Sport Fan Engagement and Egocentric Social Networks: A Case Stud on Chinese Minor League Soccer. Presented at the North American Society of Sport Management Annual Conference.

- Katz, M.,** Ward, R. M., Melton, E. N., & Heere, B. (2018). With Whom Do Fans Consume? A Multilevel Model of Gender Homophily in Ego Networks. Presented at the Sport Marketing Association Annual Conference.
- Melton, E. N., Lopbries, J., & **Katz, M.** (2018). Examining Fan Community in Women's Professional Sport: A Case Study of the Dallas Charge. Presented at the Sport Marketing Association Annual Conference.
- Katz, M.,** & Baker, T. A. (2018). One Team, Multiple Identities, Many Relationships: A Network Analysis of a Soccer Fan Club. Presented at the North American Society of Sport Management Annual Conference.
- \*Mansfield, A., **Katz, M.,** & Delia, E. (2018). The Saliency of Networks for Coping Fans of Historically Disappointing Team. Presented at the North American Society of Sport Management Annual Conference.
- Delia, E., & **Katz, M.** (2018). Team Identification in Women's Sport: What Do We Know? Presented at the North American Society of Sport Management Annual Conference.
- Katz, M.,** Pfleegor, A. G., & Walker, N. (2018). Regional Components and Educational Cliques: A 2-Mode Network Analysis of Division III ADs. Presented at the College Sport Research Institute Conference. Columbia, South Carolina.
- Pfleegor, A. G., & **Katz, M.** (2018). Networks of Talent: A Network Examination of Division III Hockey Student Athletes. Presented at the College Sport Research Institute Conference. Columbia, South Carolina
- Katz, M.,** & Heere, B. (2017). Predicting Fan Behavior: Expanding the Network Approach. Presented at the Sport Marketing Association Annual Conference. Boston, MA.
- \*Cocieru, O., Delia, E., & **Katz, M.** (2017). My team is MY team: Building theory about fan ownership of sport organizations. Presented at the Sport Marketing Association Annual Conference. Boston, MA.
- Katz, M.** (2017). Ego Networks and Sport Consumer Behavior: Using Social Network Analysis for Ego Networks within Sport Brand Communities. Presented at the North American Society of Sport Management Annual Conference. Denver, CO.
- Katz, M.,** Walker, N., & Hindman, L. (2017). Gendered Leadership Networks in the NCAA: 2-Mode Analysis of Senior Woman Administrator and Athletic Director Networks. Presented at the North American Society of Sport Management Annual Conference. Denver, CO.



- Katz, M.,** Heere, B., & Ward, R. M. (2016). Explaining Attendance through Social Network Analysis: The Effect of Centrality and Team Identification on Continued Game Attendance. Presented at the North American Society of Sport Management Annual Conference. Orlando, FL.
- Delia, E., & **Katz, M.** (2016). Mapping the Sport Consumer: Concept Mapping in Qualitative Research. Presented at the North American Society of Sport Management Annual Conference. Orlando, FL.
- Seifried, C. S., Tutka, P. T., & **Katz, M.** (2016). A Conceptual Model on the Process of Innovation Diffusion through a Historical Review. Presented at the Eastern Academy of Management Annual Conference. New Haven, CT.
- Drayer, J., Walker, M., Aicher, T., Ballouli, K., Heere, B., **Katz, M.**, Drane, D., Newland, B., Mahan, J., Kent, A., Pflieger, A., & Cohen, A. (2015). The Importance of the Fantasy Football League Community: Understanding the Dynamics of a Fantasy Football League and How it Effects How We Consumer Our Football. Presented at the Annual Conference of the Sport Marketing Association. Atlanta, GA.
- Katz, M.,** Heere, B., & Dixon, M.A. (2015). Socializing New Fans: Venn Diagrams, Subcommunities, and New Member Adjustment. Presented at the North American Society for Sport Management Annual Conference. Ottawa, Canada.
- Katz, M.,** & Heere, B. (2014) The Loud Crowd: An Exploratory Study of Spectator Sound Levels and Emotional Experiences. Presented at the Sport Entertainment & Venues Tomorrow Conference. Columbia, South Carolina.
- Katz, M.,** & Heere, B. A Longitudinal Examination of New Fan Identification (2014). Presented at the Annual Conference of the Sport Marketing Association. Philadelphia, PA.
- Katz, M.,** Pflieger, A.G., & Heere, B (2014). Recognizing Rivals: Developing Oppositional Brand Loyalty in Division III Sport Fans. Presented at North American Society for Sport Management Annual Conference. Pittsburgh, PA.
- Bass, J.R., Pflieger, A.G., & **Katz, M.** (2014). Why D3? A Holistic Exploration of Division III Institutions and their Student Athletes. Presented at College Sport Research Institute Annual Conference. Columbia, SC.
- Katz, M.,** & Heere, B. (2013). Fans or Friends? The Role of Sport Fanship in Newcomer Adjustment and Socialization. Presented at Sport Entertainment & Venues Tomorrow Conference. Columbia, SC

- Pfleegor, A.P., **Katz, M.**, Seifried, C.S. (2013). A Caricature of the Past? The Renovations of Fenway Park & Soldier Field. Presented at Sport Entertainment & Venues Tomorrow Conference. Columbia, SC.
- Seifried, C.S., & **Katz, M.** (2013). Revising Organizational Innovation through the American Football Bowl Games Created by the United States Military from 1942 to 1967. Presented at the Southern Management Association Conference. New Orleans, LA.
- Katz, M.**, Heere, B. (2013). New Fans, New Places: Sport as a Tool for Organizational Socialization. Presented at the annual conference of the North American Society for Sport Management. Austin, TX.
- Morais, D., **Katz, M.**, & Todd, J. (2013). Sandow's Followers: A Historical Case Study of Brand Community. Presented at the annual conference of the North American Society for Sport Management. Austin, TX.
- Katz, M.** (2013). Assisting Newcomer Adjustment: Sport as a Tool for Organizational Socialization. Presented at the Texas Graduate Sport Management Student Symposium. College Station, TX
- Pfleegor, A.G., **Katz, M.**, & Clopton, A.W. (2012). Factors for Success: Fairness & Equity in Division III Athletics. Presented at the NCAA Scholarly Colloquium. Grapevine, TX
- Pfleegor, A.G., **Katz, M.**, & Bourke, B. (2012). Fairness and Equality in NCAA Athletics: Finding Division III's "Place." Presented at the North American Society for the Sociology of Sport Conference. New Orleans, LA.
- Heere, B., & **Katz, M.** (2012). A Longitudinal Examination of the Impact of a New College Football Team on the University. Presented at the Sport Marketing Association Conference. Orlando, FL
- Katz, M.**, & Bowers, M.T. (2012). The Impact of Huey P. Long on the Evolution of Tiger Stadium and Louisiana State University Football. Presented at the North American Society for Sport History Conference. Berkeley, CA.
- Katz, M.**, & Heere, B. (2012). UTSA Game Day Experience: The Formation of a New Community. Presented at the College Sport Research Institute Conference. Chapel Hill, NC.
- Clopton, A.W., **Katz, M.**, & Finch, B.L. (2012). Athletics and the Social Anchoring of NCAA Division III Communities. Presented at the American Alliance for Health, Physical Education, Recreation, and Dance National Convention. Boston, MA.

**Katz, M.** (2011). The Creation of Domestic and International Bowl Games from 1942 to 1946: The United States Military and Football as Conjoined Twins. Presented at the North American Society for Sport History Conference. Austin, TX.

**Katz, M.,** Clopton, A.W., & Finch, B.L. (2011). Town or Gown? NCAA Division III Athletics as Social Anchors. Presented at the Sport Marketing Association Conference. Houston, TX.

## **Service**

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### **University of Massachusetts**

Isenberg School Curriculum Committee (2022 – Current)  
Sport Management Department Curriculum Chair (2022 – Current)  
Undergraduate Program Director (2020 – Current)  
Faculty Search Committee Chair (2021 – 2022)  
Faculty Search Committee Chair (2019 – 2020)  
Ph.D. Coordinator (2018 – 2019)  
Faculty Search Committee Chair (2018 – 2019)

### **Professional**

NASSM Nominating and Human Resources Committee (2024 – Current)  
NASSM Executive Board: Member-at-Large (2021 – 2023)  
NASSM Awards Committee Chair: Distinguished Research Award (2022 – Current)  
NASSM Awards Committee: Paton Distinguished Service Award (2021 – 2023)  
NASSM Awards Committee: Joy DeSensi Diversity Award (2021 – 2023)  
NASSM Strategic Plan Member (2017-2018)  
NASSM Doctoral Research Grant Committee Member (2019)

### **Associate Editor**

Sport Marketing Quarterly (2022 – Current)

### **Editorial Review Board Member**

Journal of Sport Management (2021 – Current)  
Journal of Global Sport Management (2021 – Current)  
Frontiers in Sport and Active Living: Sport Management and Marketing (2020 – Current)  
Journal of Intercollegiate Sport (2016 - 2023)  
Sport Marketing Quarterly (2019 – 2022)  
International Journal of Sports Marketing and Sponsorships (2021 – 2022)  
Journal of Issues in Intercollegiate Athletics (2016 – 2022)

### **Guest Reviewer**

Journal of Service Management (2022)  
Journal of Sport Management (2014-2015, 2017-2021)  
Sport Management Review (2017-2024)  
European Sport Management Quarterly (2014, 2019-2021, 2023)  
International Journal of Sports Marketing & Sponsorship (2020)

Sport Marketing Quarterly (2014-2018)  
Sport in Society (2017-2018)  
International Journal of Exercise Science (2017)  
Sociology of Sport Journal (2014-2015)  
Journal of Intercollegiate Sport (2015)  
Journal of Issues in Intercollegiate Athletics (2015)  
Sport, Business, and Management: An International Journal (2015)

### **Conference Reviewer**

NASSM Conference Section Head (2017, 2021-2023)  
NASSM Annual Conference (2018-2020)  
Sport Marketing Association Annual Conference (2016-2019, 2021)  
Sport Management Association of Australia & New Zealand Annual Conference (2016)

### **Local Community**

Western MA Sports Commission (2017 – 2022)

## **Teaching**

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### **University of Massachusetts Amherst: 2015 – Present**

- Sport Marketing
- Sport Marketing (Graduate)
- Sport History
- History of Baseball (Online)
- Business in Global Society I and II (Residential Academic Program)
- Strategic Marketing (MSBA)
- Sport Analytics

### **Miami University: 2014 – 2015**

- Sport Marketing
- Sport Marketing (Online)
- Introduction to Sport Management

## **Advising**

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### **Dissertation Committees**

- Blaine Huber (Chair)
- Aaron Mansfield (Chair)
- Du Hui (External Member)
- Gabriela Stevenson (External Member)

- Ovidiu Cocieru
- Jason Incorvati (External Member)
- Benjamin Downs (External Member)
- Soyoung Joo

### **Independent Studies**

- Jessica Reis (2021-2022 Honors Thesis)
- Cyril Penn (Graduate: Spring 2021)
- Nicholas Georgette (Spring 2021)
- Sarah Burbank (Graduate: Spring 2019)
- Sydney Robinson (Fall 2018)
- Brett Albert (Graduate; Spring 2017)
- Nishant Nereyth (Graduate; Spring 2017)
- Abigail Rice (Fall 2016)
- Robert Grobmyer (Graduate; Spring 2016)

### **Professional Association Memberships**

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- North American Society for Sport Management
- Sport Marketing Association
- College Sport Research Institute
- National Intramural-Recreational Sport Association (2010-2011)
- North American Society for Sport History (2011-2013)