

---

## EDUCATION

---

|  |      |
|--|------|
| PhD, Sport Management, Florida State University  | 2015 |
| Dissertation: What is the “team” in team identification?                                     |      |
| Committee: Jeffrey D. James (Chair), Michael D. Giardina, Joshua I. Newman, Gerald R. Ferris |      |
| 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

|  |              |
|--|--------------|
| Assistant Professor, Sport Management, University of Massachusetts Amherst | 2015-present |
| 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

17. **Delia, E.B.**, Katz, M., & Armstrong, C.G. (in press). Understanding the lack of team identification research in women’s sport. *Sport Marketing Quarterly*.

16. **Delia, E.B.** (2020). The psychological meaning of team among fans of women’s sport. *Journal of Sport Management*. <https://doi.org/10.1123/jsm.2019-0404>.

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.** (2017b). March sadness: Coping with fan identity threat. *Sport Management Review*, 20, 408-421.
7. **Delia, E.B.** (2017a). 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.

## Book Chapters

**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

31. **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.

30. **Delia, E.B.** (2019). *Belonging and distinctiveness in identifying with multiple sport teams*. Sport Marketing Association Conference, Chicago, Illinois.

29. 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.

28. Statz, K., & **Delia, E.B.** (2019). *Identification in sport and religion: Exploring the overlap between two group identities*. Sport Marketing Association Conference, Chicago, Illinois.

27. **Delia, E.B.** (2019). *A review of ethnography in the Journal of Sport Management*. North American Society for Sport Management Conference, New Orleans, Louisiana.

26. 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.

25. **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.

24. 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.

23. 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.

22. 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.
21. 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.
20. **Delia, E.B.** (2017). *The NCAA stepped out of bounds: Coping with team identity threat*. Sport Marketing Association Conference, Boston, Massachusetts.
19. Ross, S.D., & **Delia, E.B.** (2017). *No more P's please: Toward a modern sport marketing mix*. Sport Marketing Association Conference, Boston, Massachusetts.
18. **Delia, E.B.**, & Armstrong, C.G. (2017). *A longitudinal study of #NBCFail and active consumers*. North American Society for Sport Management Conference, Denver, Colorado.
17. 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.
16. 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.
15. **Delia, E.B.** (2016). *Basque cycling's orange tide: Identity and sponsorship termination in professional cycling*. Sport Marketing Association Conference. Indianapolis, Indiana.
14. **Delia, E.B.**, & Ross, S.D. (2016). *Investigating the influence of social connection on sport team brand associations*. Sport Marketing Association Conference. Indianapolis, Indiana.
13. **Delia, E.B.**, & Katz, M. (2016). *Mapping the sport consumer: Concept mapping in qualitative research*. North American Society for Sport Management Conference. Orlando, Florida.
12. 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.
11. **Delia, E.B.**, & James, J.D. (2015). *What is the "team" in team identification?* Sport Marketing Association Conference. Atlanta, Georgia.
10. 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.

9. **Delia, E.B.**, & James, J.D. (2015). *Concept mapping in sport management research*. North American Society for Sport Management Conference. Ottawa, Ontario.
8. **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.
7. **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.
6. **Delia, E.B.**, & Bass, J.R. (2014). *Self-presentation, Twitter, and sport: Analyzing BCS national championship game tweets*. Sport Marketing Association Conference. Philadelphia, Pennsylvania.
5. **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.
4. **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.
3. **Delia, E.B.**, & James, J.D. (2013). *Social media and the active consumer: Practical insight from #NBCFail*. Sport Marketing Association Conference, Albuquerque, New Mexico.
2. **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.
1. 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.

### Teaching Presentations

**Delia, E.B.** (2018). *Mock sport organization project*. Sport Marketing Association Conference. Frisco, Texas.

### Invited Presentations

**Delia, E.B.** (2020). *Sport Marketing*. Invited lecturer for McCormack Sport Management partnership with the Global Institute of Sports Business, Mumbai, India.

**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.

**Delia, E.B.** (2018). *Passion, perseverance, and other academia survival skills*. Invited speaker at Florida State University Department of Sport Management Doctoral Colloquium.

**Delia, E.B.** (2016). *What is the "team" in team identification?* Invited speaker at the doctoral seminar speaker series in the Department of Marketing, Isenberg School of Management, University of Massachusetts Amherst.

**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.

## TEACHING

---

### University of Massachusetts Amherst

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

Applied Sport Marketing Research (MBA/MS)

Sport Marketing (Undergraduate)

### Florida State University

Issues in Sport Management (Undergraduate)

Sport Governance (Undergraduate)

Sport Marketing (Undergraduate)

## STUDENT DEVELOPMENT

---

### Doctoral Committee Member

Sejin Kim (expected 2022)

Aaron Mansfield (expected 2021)

Gabriela Stevenson (sociology, expected 2021)

Jeffrey MacCharles (2020)

Ovidiu Cocieru (2019)

Benjamin Larkin (2017)

### Independent Study

Keevan Statz (MS, Spring 2019)

Aaron Mansfield (PhD, Spring 2018)

Benjamin Pereira (BS, Fall 2016)

Danielle Byrd (MBA/MS, Spring 2016)

## SERVICE

---

### Profession

#### Peer Reviews

Editorial Board Member, *Sport Marketing Quarterly* 2019-present

Editorial Board Member, *Sport Management Review* 2018-present

#### Ad Hoc Reviewer:

*Journal of Sport Management* 2015-present

*European Sport Management Quarterly* 2015-present

*Journal of Global Sport Management* 2018-2019

*Communication and Sport* 2018-2019

*Personality and Social Psychology Bulletin* 2017-2018

*International Journal of Sport Marketing and Sponsorship* 2015-2016

*Sociology of Sport Journal* 2014-2015

*Journal of Amateur Sport* 2014-2015

#### Conference Abstract Reviewer:

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

North American Society for Sport Management Conference

Section Head 2017-present

Abstract Reviewer 2015-2016

Summit on Communication and Sport 2015-2016

#### North American Society for Sport Management

Chair, Marketing and Communications Committee 2018-present

Faculty Member, Marketing and Communications Committee 2015-2018

Student Representative, Marketing and Communications Committee 2014-2015

Faculty Mentor, Faculty-Student Mentor Initiative 2017-present

### University of Massachusetts Amherst

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 Study Competition | 2018-present |
| Member, Diversity and Inclusion Task Force                          | 2017-present |
| Member, Sport Management Department Personnel Committee             | 2015-present |
| Co-Chair, Lecturer Search Committee (two positions)                 | 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.** (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 and Consulting**

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**

---

|  |      |
|--|------|
| 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 |
| State University of New York Chancellor's Scholar-Athlete Award                  | 2005 |

### **MEDIA COVERAGE**

---

*Boston Globe*

CNN

National Public Radio

*Seattle Times*

Thrive Global

WalletHub

### **PROFESSIONAL MEMBERSHIPS**

---

|   |              |
|---|--------------|
| North American Society for Sport Management | 2013-present |
| Sport Marketing Association                 | 2013-present |
| Association for Consumer Research           | 2014-2015    |