

Matthew Katz

Assistant Professor

Mark H. McCormack Department of Sport Management

Isenberg School of Management

University of Massachusetts Amherst

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Date: July 1, 2020

Academic Appointments

2015 – Current

Assistant Professor

Mark H. McCormack Department of Sport Management

Isenberg School of Management

University of Massachusetts Amherst

2014 – 2015

Assistant Professor, Sport Leadership & Management

Department of Kinesiology & Health

College of Education, Health, & Society

Miami University

Administrative Appointments

2020 – Current

Undergraduate Program Director

Mark H. McCormack Department of Sport Management

Isenberg School of Management

University of Massachusetts Amherst

2018 – 2019

Ph.D. Coordinator

Mark H. McCormack Department of Sport Management

Isenberg School of Management

University of Massachusetts Amherst

Education

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)

Research

Peer-Reviewed Journal Publications

26. *Cocieru, O. C., **Katz, M.**, & McDonald, M. A. (In Press). A Social Network Comparison between a Classroom-as-Organization and Traditional Management Classes. *Accepted for publication in Journal of Education for Business*.
25. Delia, E. N., **Katz, M.**, & Armstrong, C. (In Press). Understanding the Lack of Team Identification Research in Women's Sport. *Accepted for publication in Sport Marketing Quarterly*.
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.**, *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.
22. **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.
21. *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.
20. **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.
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 Undefeated: 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.**, Mansfield, A. C., & Melton, E. N. (Forthcoming). An Egocentric Network Analysis of WNBA Fans: Examining IsoFans and Social Fans. *Accepted for presentation at 2020 North American Society for Sport Management Annual Conference.*
- Huber, B., **Katz, M.** (Forthcoming). Balancing a Nonlocal Fans' Need for Belongingness and Distinctiveness through Fantasy Football: A Qualitative Inquiry. *Accepted for presentation at 2020 North American Society for Sport Management Annual Conference.*
- Du, H., Baker III, T. A., & **Katz, M.** (Forthcoming). The Influence of Social Network Structure on Sport Participation and Consumption: A Case of Chinese Amateur Tennis Club. *Accepted for presentation at 2020 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 Salience 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., Pfleegor, 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.,** Pfleegor, 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., Pfleegor, 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

University of Massachusetts

Undergraduate Program Director (2020 – Current)

Faculty Search Committee Chair (2019 – 2020)

Ph.D. Coordinator (2018 – 2019)

Faculty Search Committee Chair (2018 – 2019)

Professional

NASSM Strategic Plan Member (2017-2018)

NASSM Doctoral Research Grant Committee Member (2019)

Local Community

Western MA Sports Commission (2017 – Current)

Editorial Review Board Member

Sport Marketing Quarterly (2019 – Current)

Journal of Intercollegiate Sport (2016 - Current)

Journal of Issues in Intercollegiate Athletics (2016 – Current)

Guest Reviewer

Journal of Sport Management (2014-2015, 2017-2020)

Sport Management Review (2017-2020)

European Sport Management Quarterly (2014, 2019-2020)

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

North American Society for Sport Management Annual Conference Section Head (2017)

North American Society for Sport Management Annual Conference (2018-2020)

Sport Marketing Association Annual Conference (2016-2019)

Sport Management Association of Australia & New Zealand Annual Conference (2016)

Teaching

University of Massachusetts Amherst: 2015 – Present

- Sport Marketing
- Sport Marketing (graduate)
- Sport Analytics
- Sport History

Miami University: 2014 – 2015

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

The University of Texas at Austin (Teaching Assistant): 2011 – 2014

- Historical and Ethical Issues in Physical Culture in Sport
- Sport Law
- Strategic Management of Sport Organizations

Advising

Dissertation Committees

- 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

- 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

- 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)