

Lecturer
Director of Internships
Sport Management
Isenberg School of Management
University of Massachusetts
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Updated: August 2020

Education

Ph.D. (ABD), Sport Administration, University of Northern Colorado, Greeley, CO

Coursework Completed: 2017

Major: Sport Administration

Minor: Applied Statistics and Research Methods

Dissertation: Assessing social impacts of subsidized professional sports stadiums

M.S., Sport Management Barry University, Miami Shores, FL.

Major: Sport Management

Concentration: Business Administration

Thesis: The Miami Marlins: Perceptions of a Publicly Financed Stadium
An Analysis of Perceived Intangible Benefits

B.S., Exercise Science, Barry University, Miami Shores, FL.

Major: Exercise Science

Research Interests

- Sport-Anchored Urban Redevelopment
- Social Capital: Measurement, Analysis, and Application
- Impact Analysis of Sport Stadia and Mega-Events
- Sport Analytics and Big Data Implications
- Scale Development and Measurement
- Sport Economics, Finance, and Public Policy
- Sport Consumer Behavior
- Corporate Social Responsibility and Sport

Manuscripts under Review

Davies, M., Schmitt, C., & **Must, E.** (In Review). Measuring Sport Team Brand Personality: Scale Validation. *Sport, Business and Management: An International Journal*.

Manuscripts in Preparation

Must, E. (In Progress). Perception formation process for subsidized stadia: A grounded theory analysis of Miami-Dade residents. To be submitted for publication in *Journal of Applied Sport Management*.

(contd.) **Must, E.**, Gray, D., Sharp, L., Martinez, R., & Hinernman, K. (In Progress). Assessing social impacts of subsidized professional sports stadia. To be submitted for publication in *Journal of Sport Management*.

Research Presentations

Must, E. (2016). Perception Formation Process for Subsidized Stadiums: A Grounded Theory Analysis of Miami-Dade Residents. *Paper to be presented at: North American Society for Sport Managers Conference, Orlando, FL.*

Must, E. (2015). Turning Fantasy into Reality. A presentation of Econfantasy simulation software. Activity presented at: *Sport Marketing Association Conference Pedagogy Symposium, Atlanta, GA.*

Must, E. (2014). The Five Minute Consultants: Strategies for preparedness and participation. Activity presented at: *Sport Marketing Association Conference Pedagogy Symposium, Philadelphia, PA*

Davies, M., Schmitt, C., & **Must, E.** (2013). Measuring Sport Team Brand Personality: Scale Validation. Paper presented at: *Sport Marketing Association Conference, Albuquerque, NM.*

Davies, M., Schmitt, C., & **Must, E.** (2013). Measuring Sport Team Brand Personality: Scale Validation. Poster presented at: *Student Research Day. University of Northern Colorado, Greeley, CO.*

Must, E. (2013). Assessment worksheet to facilitate preparedness and in-class discussion. Poster presented at: *North American Society for Sport Management Conference Teaching and Learning Fair, Austin, TX*

Teaching Areas

- Finance for Sport Managers
- Law for Sport, Recreation, Exercise, Health, and Coaching Managers
- Sport Administration: Management and Leadership

Teaching Experience

Instructor of Record

University of Massachusetts, Amherst, MA, Isenberg School of Management

SCH-MGT – 197 – Personal Finance

2019-Present

SCH-MGT – 660 Marketing Strategy	2018-Present
SPORTMGT – 694 Sport Analytics	2018-Present
SPORTMGT – 494PI Sport Policy	2018-Present
SPORTMGT – 335 Sport Law	2016-Present
SPORTMGT – 300 Sport Leadership	2016-Present
SPORTMGT – 424 Sport Finance and Business	2016-Present

Metropolitan State University, Denver, CO, Department of Human Performance and Sport

HPS 4660: Legal Liabilities	2014 – 2016
HPS 4610: The Sport Enterprise (Financial Management)	2014 – 2016

University of Northern Colorado, Greeley, CO, School of Sport and Exercise Science

SES 146: Group Fitness	2013 & 2014
SES 111: Bowling	2013 – 2014
SES 300: Fitness Management	2013
SES 153: Weight Training	2013
SES 150: Jogging and Walking	2013
SES 100: Basketball	2013
SES 145: Stress Management	2012

Other Roles

Director of Internships

University of Massachusetts – Amherst	2018-Present
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Technical Reports and Industry Experience

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Reports

<i>USA Synchronized Swimming: Market Research Report</i>	
Sport Marketing Research Institute: University of Northern Colorado, Greeley, CO	2012

Higher Education Experience

<i>Area Coordinator: Office of Residential Life</i>	
Barry University, Miami Shores, FL	2006 – 2009

Sport Industry Experience

<i>Alumni Coordinator (paid intern)</i>	
National Football League Alumni, Fort Lauderdale, FL	2009
<i>Volunteer Coordinator, Market Researcher (unpaid)</i>	
Miami Marlins, Miami, FL	2006 – 2009

Business Experience

<i>Licensed Florida Real Estate Agent</i>	
Keller Williams Realty, Miami Shores, FL	2011 – 2013

<i>Executive Summit Producer</i> Marcus Evans, Miami, FL	2009 – 2011
<i>Marketing & Transaction Coordinator (part-time)</i> The ‘Nancy Knows’ Team, Keller Williams Realty, Miami Shores, FL	2006 – 2011

Awards and Honors

<i>Graduate Teaching and Research Assistantship</i> University of Northern Colorado, Greeley CO,	2012 – 2014
<i>Research Excellence Award for Graduate Poster Presentation in Natural and Health Sciences</i> UNC Research Days, Greeley, CO	2013
<i>Producer of the Year</i> Marcus Evans, Miami, FL	2010
<i>National Association of Sport and Physical Education (NASPE)</i> <i>Major of the Year: Exercise Science</i> Barry University, Miami Shores, FL	2006
<i>St. Catherine’s Award Recipient</i> Barry University, Miami Shores, FL	2006
<i>Residential Life Hall of the Year</i> Barry University, Miami Shores, FL	2006

Professional Membership and Certifications

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<i>Sport Marketing Association (SMA)</i> Member	2013 – Present
<i>North American Society for Sport Management (NASSM)</i> Member	2012 – Present
<i>American College of Sport Medicine (ACSM)</i> Member	2006 – Present
<i>ACSM</i> Certified Exercise Physiologist	2006 – Present
<i>American Red Cross</i> Standard First Aid and Adult CPR/ AED	2006 – Present

Service

<i>Faculty Co-Advisor, McCormack Sport Leaders Forum</i> University of Massachusetts – Amherst	2018-Present
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Faculty Advisor, Sport Leaders Club
University of Massachusetts – Amherst

2016-Present

Faculty Advisor, Women in Sport Management (WISM)
University of Massachusetts – Amherst

2016-Present

Faculty Co-Advisor, Sport Industry Operations Club
Metropolitan State University, Denver, CO

2015 – Present

Graduate Research Assistant, Sport Marketing Research Institute
University of Northern Colorado, Greeley, CO

2012 – Present

Selected Publication Abstract(s)

Davies, M., Schmitt, C., & **Must, E.** (2013). *Measuring Sport Team Brand Personality: Scale Validation*.

One of the more salient tasks for a sport marketer is to develop brand equity through the differentiation of the team's brand within an oversaturated sport and entertainment market. Part of brand equity is the component of brand personality which involves associating the brand with human-like traits to which consumers can relate (Aaker, 1997). While brand personality measures have been found effective within traditional business literature, those same measures have not effectively captured the sport brand personality (Ross, 2008), possibly due to the largely "symbolic, experiential, and hedonic characteristics" related with sport teams (Tsiotsou, 2012, p. 243).

In order to fill the need for a sport team-specific personality measurement, Tsiotsou (2012) used a sample of Greek sports fans to develop the sport team personality scale (SPORTEAPE) consisting of five personality dimensions: competitiveness, prestige, morality, authenticity, and credibility. The purpose of the current study was to evaluate the SPORTEAPE scale in the United States on a sample of National Lacrosse League fans using a confirmatory factor analysis. A five-factor scale showed acceptable fit in this sample, though the model suffered from a lack of discriminant validity. Potential modifications to the scale including a four-factor scale and word revisions are discussed.

Professional References

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Metropolitan State University, Denver, CO

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Dr. Dianna P. Gray

Professor Sport Administration, School of Sport & Exercise Science

Faculty Advisor, Sport Marketing Research Institute

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