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## EDUCATION

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PhD, Sport Management, Florida State University	2015
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

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## PROFESSIONAL EXPERIENCE

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### Academic

Associate Professor, Sport Management, University of Massachusetts Amherst	2021-present
Assistant Professor, Sport Management, University of Massachusetts Amherst	2015-2021
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

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## PUBLICATIONS

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### Refereed Journal Articles

24. Larkin, B., Fink, J.S., & **Delia, E.B.** (in press). Toward a better understanding of fair-weather fandom: Exploring the role of collective narcissism in basking in reflected glory and cutting off reflected failure. *Journal of Sport Management*. <https://doi.org/10.1123/jsm.2021-0102>
23. Mansfield, A.C., Katz, M., & **Delia, E.B.** (in press). The identity work of health-conscious sport fans. *Journal of Sport Management*. <https://doi.org/10.1123/jsm.2020-0424>

22. Kim, J., **Delia, E.B.**, & Walsh, P.T. (in press). National Olympic committee sponsorship in small states: A case study with focus on the Caribbean region. *Sport, Business, Management: an International Journal*. <https://doi.org/10.1108/SBM-09-2021-0097>
21. Statz, K., **Delia, E.B.**, & Gordon, B.S. (2022). Identification in sport and religion: Exploring the overlap between two group identities. *Sport Marketing Quarterly*, 31, 89-100.
20. **Delia, E.B.**, Melton, E.N., Sveinson, K., Lock, D., & Cunningham, G.B. (2022). Understanding the lack of diversity in sport consumer behavior research. *Journal of Sport Management*, 36, 265-276.
19. **Delia, E.B.**, James, J.D., & Wann, D.L. (2022). Does being a sport fan provide meaning in life? *Journal of Sport Management*, 36, 45-55.
18. Larkin, B., Fink, J.S., & **Delia, E.B.** (2021). Identified, but not identical: Exploring the influence of collective narcissism in team identification. *Sport Management Review*, 24, 297-321.
17. **Delia, E.B.**, Katz, M., & Armstrong, C.G. (2021). Understanding the lack of team identification research in women's sport. *Sport Marketing Quarterly*, 30, 58-68.
16. **Delia, E.B.** (2020). The psychological meaning of team among fans of women's sport. *Journal of Sport Management*, 34, 579-590.
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.** (2017). March sadness: Coping with fan identity threat. *Sport Management Review*, 20, 408-421.
7. **Delia, E.B.** (2017). 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

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#### Refereed Presentations

37. Cunningham, G.B., Melton, E.N., & **Delia, E.B.** (2022). *Positionality and reflexivity in sport management research*. North American Society for Sport Management Conference, Atlanta, Georgia.

36. Isard, R.F., Melton, E.N., & **Delia, E.B.** (2022). *The social value of women's spectator sport*. North American Society for Sport Management Conference, Atlanta, Georgia.
35. **Delia, E.B.**, Melton, E.N., Sveinson, K., Lock, D., & Cunningham, G.B. (2022). *Understanding the lack of diversity in sport consumer behavior research*. North American Society for Sport Management Conference, Atlanta, Georgia.
34. Kim, J., **Delia, E.B.**, & Walsh, P. (2021). *National Olympic Committee sponsorship in small states: A case study with focus on the Caribbean region*. Sport Marketing Association Conference, Las Vegas, Nevada.
33. Sveinson, K., Mansfield, A., **Delia, E.B.**, & Calow, E. (2021). *Reflections on the importance of fan identity amid the COVID-19 pandemic*. Sport Marketing Association Conference, Las Vegas, Nevada.
32. Huber, B., Katz, M., & **Delia, E.B.** (2021). *Avoiding fan discontinuity: Nostalgia and displaced fans*. North American Society for Sport Management Conference (virtual).
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.** (2021). *Team identification in women's sport*. Invited speaker, University of Michigan (virtual).

**Delia, E.B.** (2021). *Team identification*. Invited speaker at Florida State University Department of Sport Management Doctoral Colloquium (virtual).

**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. Amherst, Massachusetts.

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

**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. Amherst, Massachusetts.

**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

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### University of Massachusetts Amherst

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

Qualitative Inquiry in Sport Management (Doctoral)

Applied Sport Marketing Research (MBA/MS)

Women in Business (Undergraduate/MBA/MS)

Sport Marketing (Undergraduate)

### Florida State University

Issues in Sport Management (Undergraduate)

Sport Governance (Undergraduate)

Sport Marketing (Undergraduate)

## STUDENT DEVELOPMENT

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### Doctoral Committee Member

Sejin Kim (2022)

Aaron Mansfield (2021)

Jeffrey MacCharles (2020)

Ovidiu Cocieru (2019)

Benjamin Larkin (2017)

## SERVICE

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### Profession

#### Peer Reviews

##### Editorial Board Member

<i>Journal of Sport Management</i>	2021-present
<i>Sport Marketing Quarterly</i>	2019-present
<i>Sport Management Review</i>	2018-present

##### Ad Hoc Reviewer:

<i>European Sport Management Quarterly</i>	2015-present
<i>Sport, Business, Management: an International Journal</i>	2021-present
<i>Journal of Sport Management</i>	2015-2021
<i>Journal of Global Sport Management</i>	2018-2019
<i>Communication and Sport</i>	2018-2019
<i>Personality and Social Psychology Bulletin</i>	2017-2018
<i>International Journal of Sport Marketing and Sponsorship</i>	2015-2016
<i>Sociology of Sport Journal</i>	2014-2015
<i>Journal of Amateur Sport</i>	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**

Faculty Mentor, Faculty-Student Mentor Initiative	2021-present
Member, Doctoral Research Grant Award Selection Committee	2021
Chair, Marketing and Communications Committee	2018-2021
Faculty Member, Marketing and Communications Committee	2015-2018
Student Representative, Marketing and Communications Committee	2014-2015

**External Examiner**

Master's thesis, Brock University	2021
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**University of Massachusetts Amherst**

Member, Scholars Network Advisory Group	2022
Member, Strategic Planning Task Force, Department of Sport Management	2021-present
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
Member, Sport Management Department Personnel Committee	2015-present
Member, Isenberg Teaching Award and Recognition Selection Committee	2021
Member, Diversity and Inclusion Task Force	2017-2020
Faculty Advisor, Sport Marketing Association Case Study Competition	2018-2019
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.** (2021). Massachusetts Society of Professors (MSP) Research Support Fund. University of Massachusetts Amherst. Amount: \$1,000.

**Delia, E.** (2021). Flex Grant, Center for Teaching and Learning. University of Massachusetts Amherst. Amount: \$500.

**Delia, E.** (2020). Massachusetts Society of Professors (MSP) Research Support Fund. University of Massachusetts Amherst. Amount: \$1,000.

**Delia, E.** (2020). Flex Grant, Center for Teaching and Learning. University of Massachusetts Amherst. Amount: \$500.

**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**

**Delia, E., & McCullough, B.** (2022). *The intersection of sport fandom and environmental sustainability.* Janet B. Parks North American Society for Sport Management Research Grant. Amount: \$1,100.

**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

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Isenberg School of Management Research Excellence Award	2021
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

## MEDIA COVERAGE

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*Boston Globe*

CNN

National Public Radio

*Seattle Times*

Thrive Global

WalletHub

## PROFESSIONAL MEMBERSHIPS

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