

Matthew Katz

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

June 14, 2022

Academic Appointments

2020 – Current

Associate Professor

Mark H. McCormack Department of Sport Management

Isenberg School of Management

University of Massachusetts Amherst

2015 – 2020

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)

Awards

- Dean's Research Faculty Fellow (2021 – 2026)
- 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

Peer-Reviewed Journal Publications (* Indicates PhD Student)

30. *Mansfield, A. C., Melton, E. N., & **Katz, M.** (In Press). An Analysis of Identity Conflict Among Health-Conscious Sport Fans. *Accepted for publication at Journal of Sport Management.*
29. *Mansfield, A. C., **Katz, M.**, & Delia, E. B. (In Press). The Identity Work of Health-Conscious Sport Fans. *Accepted for publication in Journal of Sport Management.*
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. *Mansfield, A. C., Delia, E. B., & **Katz, M.** (2020). The Blurry Spectrums of Team Identity Threat. *Sport Management Review*, 23, 414-427.
24. **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.
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.

Peer-Reviewed Article Under Review

- Katz, M.**, Melton, E. N., Agha, N., *Isard, R., & Walker, N. A. (In 2nd Review). Fan Networks in Women's Sport: An Egocentric Analysis of Social Fans and IsoFans. *Submitted for publication in Sport Management Review.*
- Mansfield, A. C., Reifurth, K. R. N., Delia, E. B., & **Katz, M.** (In 2nd Review). How Changes in Team Performance Impact Team Identity. *Submitted for publication in Sport Marketing Quarterly.*
- *Huber, B., **Katz, M.**, Melton, E. N., & Baker, B. (In Review). Convergence or Distinctiveness? Exploring How Geographic Location Influences Fan Behavior in Online Fan Communities. *Submitted for publication in Sport Management Review.*
- *Hui, D., **Katz, M.**, & Baker III, T. A. (In Review). Social Interaction and Group Affiliation: Examining Differences Between Supporter Club Members and Non-Members in Chinese Minor League Soccer. *Submitted for publication in Communication & Sport.*
- *Hui, D., **Katz, M.**, & Baker III, T. A. (In Review). Why Fans Mingle: Assessing the Effect of Brand Community Engagement on Customer-to-Customer Interaction. *Submitted for publication in Group Process & Intergroup Relations.*
- Chang, Y., Warren, C., & **Katz, M.** (In Review). Determinants of Subscription Renewal Behavior in Sport Spectatorship Services: A CHAID Decision Tree Modeling Approach. *Submitted for publication in Journal of Sport Management.*
- Chang, Y., & **Katz, M.** (In Review). When Feeling is for Pursuing: Exploring the Moderating Role of Spectatorship Locus of Control on Fans' Emotion-Directed Pursuit of Consumption Goals. *Submitted for publication in Journal of Sport Management.*

Scholarly Conference Presentations

- *Huber, B., & **Katz, M.** (Upcoming). Earned Influence: Examining Emergent Leaders' Expressed Sentiment in Online Fan Communities. *Accepted for presentation at North American Society for Sport Management Conference*
- Chang, Y., Warren, C., & **Katz, M.** (Upcoming). Determinants of Subscription Renewal Behavior in Sport Spectatorship Services: A CHAID Decision Tree Modeling Approach. *Accepted for presentation at North American Society for Sport Management Conference*
- Tingle, J. K., Jacobs, B. L., **Katz, M.**, & Warner, S. (Upcoming). The Strength of Community: Social Support in Sports and Official's egocentric networks. *Accepted for presentation at North American Society for Sport Management Conference*

- *Huber, B., & **Katz, M.** (Upcoming). “New Fan, What Do I Need to Know?” An Egocentric Sentiment Analysis of New Fan Socialization in Online Fan Communities. *Accepted for presentation at Sport Marketing Association Conference.*
- *Du, H., Su, Y., Baker III, T. A., & **Katz, M.** (Submitted). Sport Spectatorship and Psychological Well-Being of Spectators: A Scoping Review. *Submitted for presentation at Sport Marketing Association 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 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 (2021 – 2022)
- Faculty Search Committee Chair (2019 – 2020)
- Ph.D. Coordinator (2018 – 2019)
- Faculty Search Committee Chair (2018 – 2019)

Professional

- NASSM Executive Board: Member-at-Large (2021 – Current)
- NASSM Strategic Plan Member (2017-2018)
- NASSM Doctoral Research Grant Committee Member (2019)

Local Community

- Western MA Sports Commission (2017 – Current)

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 - Current)

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 (2017-2022)

European Sport Management Quarterly (2014, 2019-2021)

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)

NASSM Annual Conference (2018-2020)

Sport Marketing Association Annual Conference (2016-2019, 2021)

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

Teaching

University of Massachusetts Amherst: 2015 – Present

- Sport Marketing
- Sport Marketing (graduate)
- Sport History
- Business in Global Society I and II (Residential Academic Program)
- Sport Analytics

Miami University: 2014 – 2015

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

Advising

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

- 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)