

MARK A. MCDONALD
Curriculum Vitae
(6/2/2022)

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EDUCATION

University of Massachusetts Amherst, Ph.D., Sport Management (1996)
Dissertation: Service Quality and Customer Lifetime Value in Professional Sport Franchises.

University of Massachusetts Amherst, MS, Sport Management (1991)
Thesis: Developing a Taxonomy of Motivations for Sport Spectatorship and Participation.

Tulane University, MBA (1988)
Concentration: Human Resource Management

Warren Wilson College, BA, Psychology (1985)

EMPLOYMENT

9/02-present	Associate Professor of Sport Management University of Massachusetts Amherst
9/96-8/02	Assistant Professor of Sport Management University of Massachusetts Amherst
9/91-8/96	Lecturer, Sport Management University of Massachusetts Amherst
8/88-7/90	Project Director The Psychological Corporation, San Antonio, TX.

PUBLICATIONS IN REFEREED JOURNALS

Cocieru, Ovidiu C., Lyle, Matthew CB, & Mark A. McDonald (2020), "An Exploration of the Dynamic Nature of Psychological Ownership in a Classroom-as-Organization," [Journal of Experiential Education](#), DOI: 10.1177/1053825920973704

Cocieru, Ovidiu C., Katz, M., & Mark A. McDonald (2020), "A Social Network Comparison between a Classroom-as-Organization and Traditional Management Classes," [Journal of Education for Business](#), DOI: [10.1080/08832323.2020.1729684](https://doi.org/10.1080/08832323.2020.1729684)

Cocieru, Ovidiu C., Katz, M., & Mark A. McDonald (2019), "Understanding Interactions in a Classroom-As-Organization using Dynamic Network Analysis," [Journal of Experiential Education](#), DOI: [10.1177/1053825919888778](https://doi.org/10.1177/1053825919888778)

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Yuksel, Mujde, McDonald, Mark A., Milne, George R., and Aron Darmody (2017), "The Paradoxical Relationship between Fantasy Football and NFL Consumption: Conflict Development and Consumer Coping Mechanisms," Sport Management Review, 20:2, 198-210.

McDonald, Mark A. and Kirsty Spence (2016), "Experiential Learning: Impacting Student Lateral and Vertical Development," Sport Management Education Journal, 10:2, 140-147.

Yuksel, Mujde, McDonald, Mark A., and Soyoung Joo (2016), "Cause-Related Sport Marketing: An Organizing Framework and Knowledge Development Opportunities," European Sport Management Quarterly, 16:1, 58-85.

Spence, Kirsty and Mark McDonald (2015), "Assessing Vertical Development in Experiential Learning Curriculum," Journal of Experiential Education, 1-17.

Sheehan, Beth J. and Mark A. McDonald (2011), "An Examination into the Impact of an Experience-Based Course on Students' Emotional Competency Development," Sport Management Education Journal, 5:1, 44-64.

McDonald, Mark, Spence, Kirsty, and Beth Sheehan (2011), "Classroom-as-Organization: An Integral Approach," Journal of Integral Theory and Practice, 6:2, 67-81.

Spence, Kirsty K. and Mark McDonald (2010), "Linking Developmental Action Logics to Transformational Leadership Behaviors," Journal of Integral Theory and Practice, 5:4, 94-111.

Spence, Kirsty K., Hess, Daniel G., McDonald, Mark, and Beth Sheehan (2009), "Designing Experiential Learning Curricula to Develop Future Sport Leaders," Sport Management Education Journal, 3:1, 1-25.

Sheehan, Beth J., McDonald, Mark A., and Kirsty K. Spence (2009), "Developing Students' Emotional Competency Using the Classroom-as-Organization Approach," Journal of Management Education, 33:1, 77-98.

Rohm, Andrew J., Milne, George R., and Mark A. McDonald (2006), "A Mixed-Method Approach for Developing Market Segmentation Typologies in the Sports Industry," Sport Marketing Quarterly, 15:1, 29-39.

Mckelvey, Steve, McDonald, Mark, and Robert Cramer (2005), "MasterCard and Major League Baseball: Metrics for Evaluating a Most "Memorable" Promotion," Sport Marketing Quarterly, 14:4, 253-261.

Hong, J., McDonald, Mark A., Yoon, C. and Fujimoto, J. (2005), "Motivation for Japanese Baseball Fans' Interest in Major League Baseball," International Journal Sport Management and Marketing, Vol. 1, Nos.1/2, 141-154.

Jowdy, Elizabeth, McDonald, Mark A., and Kirsty Spence (2004), "An Integral Approach to Sport Management Internships," European Sport Management Quarterly, 4:4, 215-233.

Lachowetz, Tony, Mark A. McDonald, William A. Sutton, and Daniel G. Hedrick (2003), "Corporate Sales Activities and the Retention of Sponsors in the National Basketball Association (NBA)," Sport Marketing Quarterly, 12:1, 18-26.

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Lachowetz, Tony, Mark A. McDonald, William A. Sutton, and John Clark (2001), "The National Basketball Association: Application of Customer Lifetime Value," Sport Marketing Quarterly, 10:2, 181-184.

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Barr, Carol A., Mark A. McDonald, and William A. Sutton (2000), "Collegiate Sport Marketers: Job Responsibilities and Compensation Structure," International Sports Journal, 4:2, 64-77.

McDonald, Mark A. and Daniel Rascher (2000), "Does Bat Day Make Cents? The Effect of Promotions on the Demand for Major League Baseball," Journal of Sport Management, 14, 8-27.

Gladden, James M. and Mark A. McDonald (1999), "The Brand Management Efforts of a Niche Specialist: New Balance in the Athletic Footwear Industry," International Journal of Sports Marketing & Sponsorship, 1:2, 168-184.

Musante, Michael, George R. Milne, and Mark A. McDonald (1999), "Sport Sponsorship: Evaluating the Sport and Brand Image Match," International Journal of Sports Marketing and Sponsorship, 1:1, 32-47. [All authors contributed equally]

McDonald, Mark A. and George R. Milne (1997), "A Conceptual Framework for Evaluating Marketing Relationships in Professional Sport Franchises," Sport Marketing Quarterly, 6:2, 27-32.

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Milne, George R., William A. Sutton, and Mark A. McDonald (1996), "Niche Analysis: A Strategic Measurement Tool for Sport Managers," Sport Marketing Quarterly, 5:3, 15-22.

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Konovsky, M. A., Frank Jaster, and Mark A. McDonald (1989), "Using Parametric Statistics to Explore the Construct Validity of the Thomas-Kilmann Conflict MODE Survey," Management Communication Quarterly, 3:2, 268-290.

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McDonald, Mark A. and George R. Milne (1999), Cases in Sport Marketing. Jones and Bartlett, Publishers: Sudbury, MA. 0-7637-0863-1
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BOOK CHAPTERS

McDonald, Mark A. and Kirsty Spence (2015), "Leadership," in Introduction to Sport Management: A Contemporary Issues Perspective

McDonald, Mark A. and Will Gillespie (2013), "Sport Event Management," in Introduction to Sport Management, Masterallexis and Vance (eds.)

Gladden, James M., McDonald, Mark A., and Carol A. Barr (2011), "Event Management," in Principles and Practice of Sport Management, Masterallexis, Barr, and Hums (eds.), Jones and Bartlett Publishers: Sudbury, MA. 4th Edition

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EDITED JOURNALS

International Journal of Sport Management and Marketing (2008), 4:2/3, Special Issue Editors, Mark McDonald and Beth Jowdy.

Sport Marketing Quarterly (1997), 6:2, Special Issue editors, George R. Milne and Mark A. McDonald.

WORKING PAPERS

McDonald, Mark A., Spence, Kirsty, Sheehan, Elizabeth, and Ovidiu Cocieru, "Vertical Development in Experiential Learning Courses," to be submitted to the Journal of Integral Theory and Practice.

REFEREED CONFERENCE PROCEEDINGS

Rohm, Andrew J., George R. Milne, and Mark A. McDonald (2002), "A Market Segmentation Study of Runner Motivations and Health Benefits," 2002 Advances in Health Care Research, Big Sky, Montana, 1-8.

Milne, George R. and Mark A. McDonald (2000), "Marketing Safety: Ski Industry Response to Perceived Snowboarding Threat," 2000 Advances in Health Care Research, Jackson Hole, Wyoming, 1-9.

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Milne, George R., Rajiv Kashyap, Mark A. McDonald, and William A. Sutton (1996), "Evaluating Competition in the Sport and Fitness Market: A Niche Analysis," 1996 Winter American Marketing Proceedings, Hilton Head, South Carolina.

McDonald, Mark A. (1995). "Marketing Health and Fitness," Proceedings of the Second Annual Greek Fitness Conference, Athens, Greece.

PUBLISHED ABSTRACTS

McDonald, Mark A., Dixon, Jess, and Chad McEvoy, "Roundtable: Writing Case Studies in Sport Management," 2012 North American Society for Sport Management, Seattle, Washington.

Yuksel, Mujde, Milne, George, and Mark McDonald, "A Metamorphosis of Fandom: Is Fantasy Football Creating Conflict Between Fantasy Teams and Actual NFL Teams Through Co-Creation Opportunities?" 2012 North American Society for Sport Management, Seattle, Washington.

McDonald, Mark A., "Topics and Methodologies in Teaching Scholarship," 2010 North American Society for Sport Management. Past-President's Workshop, Tampa, Florida.

Jowdy, Elizabeth, Spence, Kirsty and Mark A. McDonald, "An Integral Approach to Sport Management Internships," 2005 North American Society for Sport Management, Regina, Saskatchewan, Canada.

Spence, Kirsty and Mark A. McDonald, "An Exploration of the Theoretical Relationship Between Transformational Leadership and Stages of Ego Development," 2005 North American Society for Sport Management, Regina, Saskatchewan, Canada.

Jowdy, Elizabeth and Mark A. McDonald, "Fields of Emotion: Exploring the 'Intangible' Meanings of Attending Intercollegiate Sporting Events," 2004 North American Society for Sport Management, Atlanta, Georgia.

Hong, JinBae and Mark A. McDonald, "The Effects of Sport Property Relationship Marketing on Consumer Sponsorship Evaluation," 2004 North American Society for Sport Management, Atlanta, Georgia.

Hong, JinBae and Mark A. McDonald, "Consumers' Sponsorship Evaluation Based on Relationship Value with a Sport Property," 2003 North American Society for Sport Management, Ithaca, New York.

McDonald, Mark A., James Gladden and David Shilbury, "Roundtable – Strategic Management: Adding a New Dimension to Sport Management," 2002 North American Society for Sport Management, Canmore, Alberta.

Lachowetz, Tony, William A. Sutton, Mark A. McDonald and Rodney Warnick, "Corporate Selling Activities and the Determinants of Corporate Partner Retention in the National Basketball Association," 2001 International Business Conference, University of South Carolina, Columbia, South Carolina.

Campos, Carlos and Mark A. McDonald, "The Turnaround of Major League Soccer in the U.S.A.," 2001 9th European Association for Sport Management Congress, Vitoria-Gasteiz, Spain.

McDonald, Mark A., "TodaySports.com: Internet Marketing Case Study," 2000 North American Society for Sport Management, Colorado Springs, Colorado.

McDonald, Mark A., "Roundtable - Sport Marketing: Teaching and Learning with the Case Method Approach," 1999 North American Society for Sport Management, Vancouver, British Columbia.

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Gladden, James and Mark A. McDonald, "Roundtable - Implementing Experiential Learning Techniques, Challenges and Rewards," 1999 North American Society for Sport Management, Vancouver, British Columbia.

McDonald, Mark A., William A. Sutton, and George R. Milne (1995), "Measuring Service Quality in Professional Sports," Proceedings of the Seventh Bi-Annual World Marketing Conference, Vol. VII-I, K. Grant and I. Walker eds., 99.

McDonald, Mark A., George R. Milne, and William A. Sutton (1995), "Understanding the Sport Consumer: The Development of Constructs of Measuring Motivations," Proceedings of the Seventh Bi-Annual World Marketing Conference, Vol. VII-I, K. Grant and I. Walker eds., 58.

OTHER PUBLICATIONS

Hong, JinBae and Mark A. McDonald (2002), "10 Tips for Securing Corporate Sponsorships," Athletic Management, April/May, 20-23.

Lachowetz, Tony and Mark A. McDonald (2002, April 29), "Consultative Selling Pays Off in Retaining NBA Team Sponsors," IEG Sponsorship Report, 21:8, 1, 4-5.

McDonald, Mark A. and IHRSA (2001), Profiles of Success: Industry Data Survey, IHRSA Publications: Major international report on the state of the health and fitness club market.

Lachowetz, Tony and Mark A. McDonald (2001), "All Hands in," Athletic Management, Oct/Nov., 18-21.

Sutton, William A. and Mark A. McDonald (2001), "A Triple Play," Athletic Management, April/May, 18-21.

Lachowetz, Tony, William A. Sutton and Mark A. McDonald (2000), "Selling the Big Picture," Athletic Management, Oct/Nov, 22-25.

McDonald, Mark A. and IHRSA (2000), Profiles of Success: Industry Data Survey, IHRSA Publications: Major international report on the state of the health and fitness club market.

McDonald, Mark A. and IHRSA (2000), IHRSA Blue Chip Compensation Report, IHRSA Publications: First report on compensation trends for club chains in the health and fitness club market.

Sutton, William A. and Mark A. McDonald (2000), "Selling to Students," Athletic Management, April/May, 16-17.

Gladden, James and Mark A. McDonald (2000), "Strike up the Brand," Athletic Management, Feb/March, 11-16.

McDonald, Mark A. and William A. Sutton (1999), "Taking Inventory," Athletic Management, Oct/Nov, 17-19.

McDonald, Mark A. and William A. Sutton (1999), "Soliciting Sponsors," Athletic Management, Dec/Jan, 26.

Sutton, William A. and Mark A. McDonald (1999), "Student Aid," Athletic Management, June/July, 14-15.

McDonald, Mark A. and IHRSA (1999), Profiles of Success: Industry Data Survey, IHRSA Publications: Major international report on the state of the health and fitness club market.

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Sutton, William A. and Mark A. McDonald (1998), "Building partnerships," Athletic Management, June/July.

McDonald, Mark A. and William A. Sutton (1998), "A grassroots approach," Athletic Management, December/January.

McDonald, Mark A. and IHRSA (1998), Profiles of Success: Industry Data Survey, IHRSA Publications: Major international report on the state of the health and fitness club market.

McDonald, Mark A., George R. Milne, and William A. Sutton (1997), 1997 Sports Marketing Industry Compensation Study (Chicago, IL: Team Marketing Report).

Milne, George R., William A. Sutton, and Mark A. McDonald (1997), "Success with Surveys," Athletic Management, June/July, 12.

Sutton, William A., Mark A. McDonald, and George R. Milne (1997), "Escalating Your Fan Base," Athletic Management, April/May.

Sutton, William A., Mark A. McDonald, and Dan Covell (1995), "Collegiate Marketing Directors' Survey," Athletic Administration, October, 38-42.

INVITED PRESENTATIONS

McDonald, Mark A. (2012), "Experiential Learning: An Integral Perspective," *The University Nine of July (UNINOVE)*, Sao Paulo, Brazil.

McDonald, Mark A. (2012), "Challenges to Sport Management Education in Brazil," (Panel with Nefertitti Walker), *The University Nine of July (UNINOVE)*, Sao Paulo, Brazil.

McDonald, Mark A. (2012), "State of Sport Management Research & Education," *The Covinus University Sport Research Center of Institute of Business Economics*, Budapest, Hungary.

McDonald, Mark A. (2011), "Sport Participants and Spectators as Co-Creative Consumers," *1st International Congress on Sport Economics and Management*, Ege University, Izmir, Turkey.

McDonald, Mark A. (2011), "Sport Spectatorship and Participation: An Overview," Sport Management Department, *Seoul National University*, Seoul, South Korea.

McDonald, Mark A. (2011), "Sport Spectators as Co-Creators of the Consumption Experience," Sport Management Program, *Incheon University*, Incheon, South Korea.

McDonald, Mark A. (2011), "Sport Spectator Industry in the United States," Sport Marketing Department, *Daegu University*, Daegu, South Korea.

McDonald, Mark A. and George R. Milne (2000), "Matching Brands with Sport Properties," *Hitotsubashi University, Sport Management Department*, Tokyo, Japan.

McDonald, Mark A. and George R. Milne (2000), "Japanese Spectator Sport Industry: Impact of Corporate Sponsorship on Brand Personality", *1st International Conference, AiSports Sport Managers Association*, Tokyo, Japan.

Gladden, Jay, Mark A. McDonald, Toru Mihara and William A. Sutton, "Global Sports: Emerging Business Opportunities," *Sport Summit 2000*, New York, NY.

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“Impact of Title IX and Gender Equity on the Marketing of Women’s Sports,” *1996 National Association of Collegiate Marketing Administrators Conference*, (with William A. Sutton and Carol Barr) Marco Island, FL.

“The Collegiate Marketing Profession: An Internal Examination,” *1995 National Association of Collegiate Marketing Administrators Conference*, (with William A. Sutton and Dan Covell) Las Vegas, NV.

“International Industry Data Survey Results,” *1995 International Health, Racquet, and Sportsclub Association (IHRSA) Conference*, San Francisco, CA.

“Industry Data Survey Results.” *1995 International Health, Racquet, and Sportsclub Association (IHRSA) Conference*, San Francisco, CA.

“Marketing Health and Fitness.” *1995 Greek Fitness Conference*, Athens, Greece.

CONFERENCE PRESENTATIONS

“What Makes Sport Management Students “Tick”? : Research Informed Curriculum Implications from a Longitudinal Study,” *2018 North American Society for Sport Management Conference*, (with Shannon Kerwin & Kirsty Spence).

“A Critical Discourse Analysis of Media Coverage of the Vancouver 2010 Luge Olympics,” *2018 North American Society for Sport Management Conference*, (Poster presentation with Ovidiu Cocieru & Nefertiti Walker).

“Charting the Development of the Class-as-Organization,” *2017 North American Society for Sport Management Conference*, (with Ovidiu Cocieru & Matthew Lyle).

“Roundtable: Experiential Learning: Applying the Integral Model,” *2017 North American Society for Sport Management Conference*, (with Kirsty Spence, Beth Sheehan & Ovidiu Cocieru).

“Fantasy Football: A Model for the Metamorphosis of Customary Consumer Experiences Through Sociotechnical Consumption,” *2013 AMA Winter Marketing Educators’ Conference*, (With Mujde Yuksel & George Milne).

“Roundtable: Writing Case Studies in Sport Management,” *2012 North American Society for Sport Management Conference*, (with Jess Dixon & Chad McEvoy).

“Topics and Methodologies in Teaching Scholarship,” Past-President’s Workshop, *2010 North American Society for Sport Management*, (with Mary Hums, Jackie Cuneen, & Kirsty Spence), Tampa, Florida.

“Incorporating an Integral Approach to Experiential Education: A New Foundation to Expand and Deepen Learning,” *2009 National Society for Experiential Education (NSEE) Conference*, (with Beth Sheehan & Kirsty Spence), Dallas, TX.

“Applying RBV Analysis to MLB: Investigating the Impact of Non-Human Resources on Performance,” *2009 North American Society for Sport Management*, (with Jess Dixon), Columbia, South Carolina.

“Developing Future Leaders: Utilizing the Leadership Development Framework (LDF) to Design Experiential Learning Curricula Across Management Programs,” *2008 OBTC Conference*, (with Kirsty Spence & Dan Hess), Wellesley, MA.

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“Measuring the Impact of Experience-Based Learning on Students’ Emotional Competency Development,” *2007 NSEE Conference*, (with Elizabeth Jowdy), Seattle, WA.

“Developing Students’ Emotional Competency Through an Experience-Based Learning Course,” *2007 OBTC Conference*, (with Beth Jowdy & Kirsty Spence), Malibu, CA.

“Excellence in Sport Management Education: Realizing Human Potential among Sport Management Internship Students,” *2006 Organizational Behavior Teaching Conference*, (with Kirsty Spence & Elizabeth Jowdy), Rochester, NY.

“An Empirical Investigation into the Impact of an Experience-Based Learning Course on Students’ Emotional Competency,” *2006 North American Society for Sport Management*, (with Elizabeth Jowdy), Kansas City, Missouri.

“An Exploration of the Empirical Relationship Between Transformational Leadership and Ego Development,” *2006 North American Society for Sport Management*, (with Kirsty Spence), Kansas City, Missouri.

“Making the Case for Using Case Studies in Sport Management Classrooms,” *2006 North American Society for Sport Management*, (with Jess Dixon), Kansas City, Missouri.

“Roundtable – A Discussion on “Millennials”: Teaching the Post-Modern Sport Management Student,” *2006 North American Society for Sport Management*, (facilitated by Jacquelyn Cuneen), Kansas City, Missouri.

“Teaching the Whole Person: Using Wilber’s Integral Approach to Guide Learning within Internship Experiences,” *2005 Organizational Behavior Teaching Conference*, (with Kirsty Spence and Elizabeth Jowdy), Scranton, Pennsylvania.

“An Integral Approach to Sport Management Internships,” *2005 North American Society for Sport Management*, (with Elizabeth Jowdy and Kirsty Spence), Regina, Saskatchewan, Canada.

“An Exploration of the Theoretical Relationship between Transformational Leadership and Stages of Ego Development,” *2005 North American Society for Sport Management*, (with Kirsty Spence), Regina, Saskatchewan, Canada.

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“The Turnaround of Major League Soccer in the U.S.A.,” *2001 9th European Association for Sport Management Congress*, (with Carlos Campos), Vitoria-Gasteiz, Spain.

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“Marketing Safety: Ski Industry Response to Perceived Snowboarding Threat,” *2000 Advances in Health Care Research*, (with George R. Milne), Jackson Hole, Wyoming.

“Roundtable - Sport Marketing: Teaching and Learning with the Case Method Approach,” *1999 North American Society for Sport Management*, Vancouver, British Columbia.

“Roundtable - Implementing Experiential Learning Techniques, Challenges and Rewards,” *1999 North American Society for Sport Management*, (with James Gladden), Vancouver, British Columbia.

“The Effect of Overexposure to Promotions: A Study Using Observable Data from Major League Baseball,” *1998 Advertising and Consumer Psychology Conference*, (with Daniel Rascher), Portland, Oregon.

“Measuring Service Quality in Professional Sport,” *1998 European Association for Sport Management Congress*, (with George R. Milne), Madeira, Portugal.

“Sport Sponsorship: The Role of Personality Matching,” *1998 North American Society for Sport Management*, (with George R. Milne and Mike Musante), Buffalo, New York.

“Personality Matching and Sport Sponsorship,” *1998 American Marketing Association Summer Educators Conference*, (with George R. Milne and Mike Musante), Boston, Massachusetts.

“Biases in Self Reports of Zip Codes and Zip+4 in Geodemographic Segmentation,” *1997 World Marketing Congress*, (with Jay Gladden and George R. Milne), Kuala Lumpur, Malaysia.

“What’s Winning Worth?” *1997 North American Society for Sport Management*, (with Jay Gladden, William A. Sutton, and Mark A. McDonald), San Antonio, TX.

“Marketing Implications of Title IX to Collegiate Athletic Departments,” *1996 North American Society for Sport Management Conference*, (with Carol Barr and William A. Sutton), Fredrickton, New Brunswick, Canada.

“Understanding the Sport Consumer: The Development of Constructs for Measuring Motivation,” *1996 North American Society for Sport Management Conference*, (with George Milne and Bill Sutton), Fredrickton, New Brunswick, Canada.

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“Evaluating Competition in the Sport and Fitness Market,” *1996 Winter American Marketing Association Meetings*, (with George Milne, Rajiv Kashyap, and William Sutton), Hilton Head, SC.

“Measuring Service Quality in Professional Sports,” *1995 World Marketing Conference*, (with George Milne and William Sutton), Melbourne, Australia.

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“Global Sport: Implications on Graduate Management Education and Training,” 1994 *North American Society for Sport Management Conference*, (with Lisa Pike), Pittsburgh, PA.

“Student Athletes and Sexual Assault: A Survey of Campus Police and Judicial Affairs Offices.” 1994 *North American Society for Sport Management Conference*, (with Todd Crosset and Jeff Benedict), Pittsburgh, PA.

“Enhancing Management Training and Professional Preparation in International Sport.” 1993 *North American Society for Sport Management Conference*, (with Lisa Pike), Edmonton, Canada.

RESEARCH GRANTS AND CONTRACTS

The International Health, Racquet & SportsClub Association (IHRSA) Industry Research. Grant money utilized to fund graduate student - Chung Tae Ha. [Principal Investigator]

Funding Record

2001: \$4,500

IHRSA Industry Data Survey. Grant money utilized to help fund the newly formed Center for Spectator Sport Research (CSSR). [Principal Investigator]

Funding Record

2000: \$2,500

National Steeplechase Association market research project. Grant money utilized to fund graduate students working with the newly formed Center for Spectator Sport Research (CSSR). [Co-Principal Investigator w/ Tim DeSchraver]

Funding Record

2000: \$19,000

CFNR Mini-Teaching Grant. Matched by the Sport Studies department and used to attend teaching conference in Minneapolis, MN.

Funding Record

2000: \$600

IHRSA Blue Chip Compensation Analysis and Report. Grant money utilized to fund graduate student - Toru Mihara. [Principal Investigator]

Funding Record

1999: \$3,500

The International Health, Racquet & Sportsclub Association (IHRSA) Industry Data Survey and Report. Grant money utilized to fund Graduate Student - James Gladden. [Principal Investigator]

Funding Record

1996: \$10,500

Curriculum Vitae, page 13

The National Collegiate Athletic Association: Consumer Perceptions of Championship Events (Richard Irwin [University of Memphis], William Sutton, Mark McDonald, and George Milne). Joint Grant with University of Memphis. [Co-Principal Investigator]

Funding Record

1995-96: \$80,000

1996-97: \$80,000

The National Basketball Association: Attendance analysis and sponsorship utilization study for the 1994, 1995, 1996 NBA Jam Sessions. [Co-Principal Investigator]

Funding Record

1994: \$8,000

1995: \$12,000

1996: \$6,500

1997: \$6,500

Major League Baseball: Attendance analysis and sponsorship utilization study for 1996 MLB FanFest. [Co-Principal Investigator]

Funding Record

1996: \$5,800

The National Basketball Association: Audience and event analysis of the 1994 NBA Draft, Indianapolis, IN. [Co-Principal Investigator]

Funding Record

1994: \$8,000

National Hockey League Properties, Inc.: Attendance analysis and sponsorship utilization study for the 1996 NHL Experience, January 18-21, 1996, Boston, MA. [Co-Principal Investigator]

Funding Record

1996: \$8,500

1997: \$6,500

The Cleveland Lumberjacks (International Hockey League): Why Cleveland area corporations are involved with professional sport franchises. [Co-Principal Investigator]

Funding Record

1995: \$2,500

University of Massachusetts Competitive Faculty Research Grant for "Taxonomy of the Sport Consumer," (George Milne and Mark McDonald), Completed 1/30/95. [Co-Principal Investigator]

Funding Record

1994-95: \$5,000

TEACHING:

Graduate:

Sport Policy (SPORST 680)

Sport OB/OD (SPORST 636)

Sport Event Management (SPORST 594B; SPORST 499D)

Applied Sport Marketing Research (SPORST 693A)

Curriculum Vitae, page 14

Sport Finance and Business (SPORST 624)
Principles of Sport Business (SPORST 694A)
Accounting for Sport Organizations (SPORST 695B)

Undergraduate:

Sport Leadership (SPORTMGT 300)
Sport Policy (SPORST 480)
Event Operations and Marketing (SPORST 496E)
Sport Marketing (SPORST 321)
Sport Event Management (SPORST 594B; SPORST 499D)
Sport Sponsorship (SPORST 491B)
Sport Finance and Business (SPORST 424)

Ph.D. STUDENT SUPERVISION:

Dissertations Chaired:

Ovidiu Cocieru (2019), "" (Dissertation Chair: University of Massachusetts Amherst)

Jess Dixon (2007), "" (Dissertation Chair: University of Massachusetts Amherst)

David JinBae Hong (2005), "" (Dissertation Chair: University of Massachusetts Amherst)

Kirsty Spence (2005), "" (Dissertation Chair: University of Massachusetts Amherst)

Tony Lachowetz (2001), "Corporate Selling Activities and the Determinants of Corporate Partner Retention in the National Basketball Association." (Dissertation Co-Chair: University of Massachusetts Amherst)

James Gladden (1997), "Assessing Brand Equity in Professional Sports." (Dissertation Co-Chair: University of Massachusetts-Amherst)

Ph.D. Advisor:

Ovidiu Cocieru (completed May 2019)
Mujde Yuksel (completed May 2014)
Jess Dixon (completed May 2007)
Elizabeth Jowdy (completed May 2006)
Kirsty Spence (completed May 2005)
David JinBae Hong (completed May 2005)
Tony Lachowetz (completed May 2001)

EXECUTIVE EDUCATION

"Database Marketing," *1996 International Health, Racquet, and Sportsclub Association (IHRSA) Institute for Professional Club Management*, (with William A. Sutton) East Lansing, MI.

1998 International Health, Racquet, and Sportsclub Association (IHRSA) Institute for Professional Club Management, Toronto, Canada. [Curriculum consultant]

PROFESSIONAL SERVICE

Editorial Board: *Journal of Global Scholars of Marketing Science* (2012 to present)

Editorial Board: *Case Studies in Sport Management* (2012 to 2020)

Curriculum Vitae, page 15

Associate Editor: *Sport Management Education Journal* (2009 to 2011).

Editorial Board: *Sport Management Education Journal* (2007 to 2009).

Editorial Board: *European Sport Management Quarterly* (2001 to 2010).

Editorial Board: *Sport Marketing Quarterly* (2004 to 2007)

Editorial Board: *International Journal of Sports Marketing and Sponsorship* (2000-2005)

Editorial Board: *Sport Management Review* (2001-2005).

Committee Member: OBTS Peter J. Frost Mentoring Award Committee (2012-2014)

Section Head: *North American Society for Sport Management Conference* (2010)

Sport Management Program Review Committee (2003-2005).

Folio Reviewer: *North American Society for Sport Management* (1998-2002).

1997 World Marketing Congress (Kuala Lumpur, Malaysia)

- Chair for Marketing Research Session

2013 North American Society for Sport Management Conference (Austin, TX)

- Abstract Reviewer (Teaching)

2012 North American Society for Sport Management Conference (Seattle, WA)

- Abstract Reviewer (Teaching)

2005 *North American Society for Sport Management Conference (Regina, Canada)*

- Student Research Competition paper reviewer

2003 *Academy of Marketing Conference (Birmingham, U.K.)*

- Paper Reviewer

2003 *North American Society for Sport Management Conference (Ithaca, N.Y.)*

- Abstract Reviewer (Sport Marketing)

2004 *Sport Marketing Association Conference (Memphis, Tennessee)*

- Abstract Reviewer

2003 *Sport Marketing Association Conference (Gainesville, Florida)*

- Abstract Reviewer

Journal of Sport Management (Ad hoc reviewer: 1996 to 2008).

International Journal of Sports Marketing and Sponsorship (Ad hoc reviewer: 1998-2000).

Sport Marketing Quarterly (Ad hoc reviewer: 1995-1997, 2001-2004).

Chad McEvoy, Tenure and Full Professor (Syracuse University): Outside Reviewer (2012)

Joon-Seo Choi, Tenure (University of San Francisco): Outside Reviewer (2012)

Curriculum Vitae, page 16

Daniel Funk, Tenure (The University of Texas at Austin): Outside Reviewer (2003)

John Amis, Tenure (University of Memphis): Outside Reviewer (2002)

Richard Wolfe, Tenure (University of Michigan): Outside Reviewer (2002)

DEPARTMENTAL SERVICE

Personnel Committee, Chair (2003-2004, 2007-2009, 2010-2011, 2012-2013, 2018-2022)

Curriculum Committee, Chair (2012-present)

Personnel Committee (1991 to present)

Curriculum Committee (1991 to present)

McCormack Center for Sport Research and Education, Interim Director (2015-2017)

Coordinator, Sport Management Ph.D. Program (2001-2005, 2010-2012)

Search Committee: Associate Professor, Sport Marketing (2012)

UMass Student Sport Managers Club, Co-advisor (2000)

Department Head Search Committee, Chair (1998)

Undergraduate Admissions Committee (1998-2004)

Graduate Admissions Committee (1991-1997).

Haigis Hoopla, President (1993-1995).

COLLEGE SERVICE

ISOM College Personnel Committee, Co-Chair (2021-2022)

ISOM College Personnel Committee (2020-2021)

ISOM Outstanding Teacher Award Committee, Chair (2017 to 2019)

ISOM Faculty Research and Scholarship Committee (2004, 2007-2011, 2018)

ISOM Curriculum Committee (2011-2012, 2018 to present)

ISOM Ph.D. Outstanding Teacher Award Committee (2018, 2020)

ISOM Outstanding Teacher Award Committee (2012 to 2016)

ISOM Distinguished Graduate Mentor Award Committee (2015)

ISOM Ph.D. Policy Committee (2010 – 2012)

ISOM Applied Management Personnel Committee, Chair (2004, 2008)

ISOM Applied Management Personnel Committee (2003-2004, 2008-2009)

Curriculum Vitae, page 17

ISOM Personnel Committee, ex-officio member (2003-2004)

Applied Management Division Steering Committee (2000-2002)

CFNR Personnel Committee (1999-2001).

Applied Management Committee (1998-2000)

- Co-chair, Curriculum Subcommittee

Strategic Planning Subcommittee: Academic Outreach (1994).

COMMONWEALTH AND UNIVERSITY SERVICE

International Exchange Programs (1998/99): worked to develop and implement undergraduate exchange program with Utrecht University in the Netherlands.

Consultant for Small Business Development Center (1996)

- Assisted SBDC with data collection and cases.

Academic Matters Council (1998 to 2000).

- Programs Committee (1998/99)

- Courses Committee (1999/00)

Student Affairs and University Life Committee (1992-1997).

PROFESSIONAL AFFILIATIONS

North American Society for Sport Management (1993 to present)

Organizational Behavior Teaching Society (2005-2017)

American Marketing Association (1995-1999)

Special Interest Group Membership:

- Sports and Special Event Marketing

PROFESSIONAL AWARDS

Outstanding Teacher Award – Isenberg School of Management (2012)

Organizational Behavior Teaching Society (OBTS) Peter Frost Mentoring Award (2011)

NASSM Distinguished Educator Award (2009)

NASSM Research Fellow (2002)

Outstanding Teacher Award – College of Food & Natural Sciences (1997-98)