

## CURRICULUM VITA

### E. Nicole Melton

Associate Professor  
Mark H. McCormack Department of Sport Management  
Isenberg School of Management  
University of Massachusetts  
Email: nmelton@isenberg.umass.edu

#### EDUCATION

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- Ph.D.** Texas A&M University, 2012  
Major: Sport Management  
Cognate: Organizational Behavior  
Dissertation Title: *Allies in Sport Organizations*
- M.S.** Texas A&M University, 2009  
Major: Kinesiology | Emphasis: Sport Management
- B.B.A.** Texas A&M University, 2005  
Major: Marketing (magna cum-laude)

#### ACADEMIC POSTIONS

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- 09/2019—Present **Associate Professor**  
Mark H. McCormack Department of Sport Management  
Isenberg School of Management  
University of Massachusetts, Amherst, MA, USA
- 09/2016—Present **Founder and Co-Director**  
Laboratory for Inclusion & Diversity in Sport (LIDS)  
Isenberg School of Management  
University of Massachusetts, Amherst, MA, USA
- 09/2015—08/2019 **Assistant Professor**  
Mark H. McCormack Department of Sport Management  
Isenberg School of Management  
University of Massachusetts, Amherst, MA, USA
- 07/2013—07/2015 **Assistant Professor, Sport Management**  
Department of Health, Exercise, and Sport Sciences  
Texas Tech University, Lubbock, TX, USA
- 09/2012—06/2013 **Assistant Professor, Sport Administration & Leadership**  
Center for the Study of Sport and Exercise  
Seattle University, Seattle, WA, USA
- 05/2012—08/2012 **Lecturer, Division of Sport Management**  
Department of Health and Kinesiology  
Texas A&M University, College Station, TX, USA

Revised July 2022

**ADMINISTRATIVE APPOINTMENTS**

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- 06/2020—Present     **Associate Department Chair**  
 Mark H. McCormack Department of Sport Management  
 Isenberg School of Management  
 University of Massachusetts, Amherst, MA, USA
- 05/2017—06/2020     **Undergraduate Program Director, Sport Management**  
 Mark H. McCormack Department of Sport Management  
 Isenberg School of Management  
 University of Massachusetts, Amherst, MA, USA
- 05/2017—09/2018     **Honors Program Director, Sport Management**  
 Mark H. McCormack Department of Sport Management  
 Isenberg School of Management  
 University of Massachusetts, Amherst, MA, USA

**SPORT INDUSTRY EXPERIENCE**

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- 09/2020—Present     **Founding Member, The Collective Think Tank**  
 Wasserman Media Group  
 Los Angeles, CA
- 08/2011—06/2013     **Consumer Test Analyst, NIKEGOLF**  
 The Oven  
 Fort Worth, TX, USA
- 08/2010—06/2011     **Tournament Coordinator, NCAA Women's Golf Championship**  
 Texas A&M Women's Golf  
 Texas A&M University, College Station, TX, USA
- 08/2008—08/2009     **Athletic Academic Supervisor**  
 Texas A&M Athletic Department  
 Texas A&M University, College Station, TX, USA
- 06/2005—10/2007     **Professional Golfer**  
 Primarily Competed on Futures Tour  
 Daytona Beach, FL, USA

**RESEARCH INTERESTS**

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Diversity and Inclusion in Sport; Signaling Theory; Ally Behavior among Sport Employees, Fans, and Organizations

**PUBLICATIONS**

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1. **Melton, E. N.**, Cunningham, G. B., MacCharles, J. D., & Isard, R. F. (accepted pending minor revisions). LGBTQ inclusive fan codes of conduct in US athletic departments: A multilevel analysis. *International Journal of Sports Marketing and Sponsorship* (A- ranking)
2. Mansfield, A. C., **Melton, E. N.**, & Katz, M. (2022). An analysis of identity conflict among health-conscious sport fans. *Journal of Sport Management, AoP*, 1-13. (Premier)

3. Delia, E. B., **Melton, E. N.**, Sveinson, K., G. B., Cunningham & Lock, D. J. (2022). Understanding the lack of diversity in sport consumer behavior research. *Journal of Sport Management*, 36, 265-276. (Premier)
4. Singer, J. N., Agyeman, K. J. A., Chen, C., Walker, N. A., & **Melton, E. N.** (2022). What is Blackness to sport management? The manifestation of anti-black racism in the field. *Journal of Sport Management*, 36, 215-227. (Premier)
5. Nite, C. & **Melton, E. N.** (2022). Positively prosocial: Conceptualizing prosocial behaviors as institutional work within sport organizations. *Quest*, 74, 58-73.
6. **Melton, E. N.** & MacCharles, J. D. (2021). Sport marketing through a rainbow lens. *Sport Management Review*, 24, 421-438. (Premier)

*Trade journal publication: Melton, E. N.* (June, 2021) What men's sports can learn from women's sports about safety for LGBTQ+ fans. *Sport Business Journal*.

7. MacCharles, J. D. & **Melton, E. N.** (2021). Risks of expressing your authentic self in sport: The influence of stigma covering on perceived fit and hiring recommendations. *Sport, Business and Management: An International Journal, AoP*. doi.org/10.1108/SBM-05-2021-0059 (A- ranking)
8. Isard, R. F. & **Melton, E. N.** (2021). Does sport media raise her name? Examining intersectional representation in media narratives. *Sport, Business and Management: An International Journal*, 12, 305-322. (A- ranking)

*Trade journal publication: Isard, R. F. & Melton, E. N.* (May, 2021) Make this the season we end discriminatory sports coverage. *Sport Business Journal*.

9. Cunningham, G. B., Isard, R. F., & **Melton, E. N.** (2021). Transgender inclusion in sport. *Kinesiology Review*, 11, 64-70.

*Trade journal publication: Cunningham, G.B., Isard, R.F., & Melton, E. N.* (April, 2021). Transgender inclusion in sport. *Sports Medicine Australia Magazine*.

10. MacCharles, J. D. & **Melton, E. N.** (2021). Charting their own path: Using life course theory to explore the careers of gay men working in sport. *Journal of Sport Management*, 35, 407-425. (Premier)

*Trade journal publication: MacCharles, J. D. & Melton, E. N.* (forthcoming, 2021) Let's celebrate Carl Nassib and make it possible for others to follow his lead. *Sport Business International*

11. Katz, M., Heere, B., & **Melton, E. N.** (2019). Predicting fan behavior through egocentric network analysis: Examining season ticket holder renewal. *Journal of Sport Management*, 34, 217-228. (Premier)
12. McCullough, B. P. & **Melton, E. N.** (2017). The benefits of becoming a green company: A corporate marketing approach. *Journal of Contemporary Athletics*, 11, 31-46.

13. **Melton, E. N.** & Cunningham, G. B. (2016). Weighing the options: Discrimination against fat golfers. *Journal of Intercollegiate Sport*, 9, 268-281.
14. **Melton, E. N.** (2015). Creating social change in and through intercollegiate sport. *Journal of Intercollegiate Sport*, 8, 1-13.
15. Walker, N. A. & **Melton, E. N.** (2015). Creating opportunities for social change in women's sport through academic and industry collaboration: An interview with Kate Fagan. *Journal of Intercollegiate Sport*, 8, 82-95.
16. Walker, N. A. & **Melton, E. N.** (2015). The triple threat: Examining the intersection of gender, race, and sexual orientation in sport organizations. *Journal of Sport Management*, 29, 257-271. (Premier)
17. Nite, C., Hutchinson, M., **Melton E. N.**, & Bouchet, A. (2015). Locating universities within the phases of escalation of commitment to intercollegiate athletics. *Journal of Applied Sport Management*, 7, 87-107.
18. **Melton, E. N.** & Cunningham, G. B. (2014). The experiences of LGBT sport employees: A social categorization perspective. *Journal of Sport Management*, 28, 21-33.
19. **Melton, E. N.** & Cunningham, G. B. (2014). Who are the champions? Using a multilevel model to examine perceptions of employee support for LGBT-inclusion in sport organizations. *Journal of Sport Management*, 28, 189-206. (Premier)
20. Cohen, A., **Melton, E. N.**, & Welty Peachey, J. (2014). Using coed sport to encourage inclusion and equality. *Journal of Sport Management*, 28, 220-235. (Premier Journal)
21. Cunningham, G. B. & **Melton, E. N.** (2014). Varying degrees of support: Understanding parents' positive attitudes toward LGBT coaches. *Journal of Sport Management*, 28, 387-398. (Premier)
22. Cunningham, G. B. & **Melton, E. N.** (2014). Signal and cues: LGBT inclusive advertising and consumer attraction. *Sport Marketing Quarterly*, 23, 37-46. (A ranking)
23. Cunningham, G. B. & **Melton, E. N.** (2013). Contact with lesbian and gay friends moderates the relationships among religious fundamentalism, sexism, and sexual prejudice. *The Journal of Sex Research*, 50, 401-408.
24. **Melton, E. N.** & Cunningham, G. B. (2012). The effect of LGBT-inclusive policies, gender, and social dominance orientation on organizational attraction. *International Journal of Sport Management*, 13, 444-462
25. Cunningham, G. B. & **Melton, E. N.** (2012). Prejudice against LGB coaches: The influence of race, religious fundamentalism, modern sexism, and contact with sexual minorities. *Sociology of Sport Journal*, 29, 283-305. (A ranking)
26. **Melton, E. N.** & Cunningham, G. B. (2012). When identities collide: Exploring multiple minority stress and resilience among college athletes. *Journal for the Study of Sports and Athletics in Education*, 6, 45-66.

27. Cunningham, G. B. & **Melton, E. N.** (2011). The benefits of sexual orientation diversity in sport organizations. *Journal of Homosexuality*, 58, 647-663.

*Reprinted in:* Anderson, E. (2012). *Sport, masculinities, and sexualities* (pp. 103-109). New York: Routledge.

*Reprinted in:* Cunningham, G.B. (2013). *Sport management* (pp. 337-353). Cheltenham, UK: Edward Elgar Publishing

## **MANUSCRIPTS UNDER REVIEW**

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1. Katz, M., **Melton, E. N.**, Agha, N., & Isard, R. F. (under 2<sup>nd</sup> review). Fan networks in women's sport: An egocentric analysis of social fans and isofans. *Sport Management Review*
2. Isard, R. F., **Melton, E. N.**, & Macaulay, C. D. T. (under 1<sup>st</sup> review). ReSisters in sweat. *Frontiers in Sports and Active Living*.
3. Huber, B., Katz, M., Baker, B., & **Melton, E. N.** (under 1<sup>st</sup> review). Convergence or distinctiveness? Exploring how geographic location influences fan behavior in online fan communities. *Sport Marketing Quarterly*

## **TEXTBOOKS**

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1. McCullough, B. P., Kellison, T. B., **Melton, E. N.** (Eds.) (2022). *Routledge Handbook of Sustainable Sport Organizations*. London, Routledge.

## **BOOK CHAPTERS & PUBLISHED PROCEEDINGS**

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1. Brabec, E., Slegers, F.; Crosset, T., **Melton, N.**, Furtado, L., O'Donnell, S., & DiPasquale, M. (2018). Open space for social and environmental justice: sustainability, diversity, and university-community partnerships. Proceeding of the 49 Environmental Research Design Association Annual Conference, Oklahoma City, OK.
2. **Melton, E. N.**, & Bryant, M. (2017). Intersectionality: The impact of negotiating multiple identities for women in sport leadership. In L. Burton and S. Leberman (Eds.) *Routledge Handbook for Women in Sport Leadership*. London: Routledge
3. Cunningham, G. B., Pickett, A., **Melton, E. N.**, Lee, W., & Miner, K. (2014). Free to be me: Psychological safety and the expression of sexual orientation personal identity. In J. Hargreaves and E. Anderson (Eds.), *Routledge Handbook of Sport Gender and Sexualities*. London: Routledge.
4. **Melton, E. N.** (2012). Sport and Media. In G.B. Cunningham & J.N. Singer (Eds.), *Sociology of Sport and Physical Activity* (2nd ed.). Center for Sport Management Research and Education. College Station, TX.
5. **Melton, E. N.** (2013). Women, Femininity, and Sexuality. In M.B. Sartore-Baldwin (Ed.), *Sexual Stigma in Sport*. Dulles, VA: Lynne Rienner Publishers.

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6. **Melton, E. N.** (2010). Sport and Media. In G.B. Cunningham & J.N. Singer (Eds.), *Sociology of Sport and Physical Activity* (pp. 103-134). Center for Sport Management Research and Education. College Station, TX.
7. **Melton, E. N.** (2011). Avidity. In L.E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.
8. **Melton, E. N.** (2011). Employee Benefits. In L.E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.
9. **Melton, E. N.** (2011). Equal Pay Act. In L.E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.
10. **Melton, E. N.** (2011). FC Dallas. In L.E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage
11. **Melton, E. N.** (2011). Gen X. In L.E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.
12. **Melton, E. N.** (2011). Houston Dynamo. In L.E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.
13. **Melton, E. N.** (2011). Pin Promotions. In L.E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.
14. Cunningham, G.B., & **Melton, E. N.** (2011). Gay Games. In L.E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.

#### **NATIONAL / INTERNATIONAL PEER REVIEWED PRESENTATIONS**

1. **Melton, E. N.** & Isard, R. F. (2022, June). *League success and social justice: Who gets the credit?* North American Society for Sport Management 2022 Conference, Atlanta, Georgia, USA.
2. Delia, E. B., **Melton, E. N.**, Sveinson, K., G. B., Cunningham & Lock, D. J. (2022, June). *Understanding the lack of diversity in sport consumer behavior research*. North American Society for Sport Management 2022 Conference, Atlanta, Georgia, USA
3. Isard, R. F., **Melton, E. N.**, & Delia, E. B. (2022, June). *The value of women's spectator sport*. North American Society for Sport Management 2022 Conference, Atlanta, Georgia, USA
4. Singer, J. N., Agyeman, K. J. A., Chen, C., Walker, N. A., & **Melton, E. N.** (2022, June). *What is Blackness to sport management? Reckoning with anti-black racism in the field*. North American Society for Sport Management 2022 Conference, Atlanta, Georgia, USA.
5. McArdle, D. & **Melton, E. N.** (2022, June). *"It's okay to not be okay": Examining the impact of mental health advocacy on fan perceptions*. North American Society for Sport Management 2022 Conference, Atlanta, Georgia, USA.

6. Cunningham, G. B., Delia, E. B., **Melton, E. N.** (2022, June). *Positionality and reflexivity in sport management research*. North American Society for Sport Management 2022 Conference, Atlanta, Georgia, USA.
7. Isard, R. F., Macaulay, C. D. T., & **Melton, E. N.** (2022, April). *Resisters in sweat: Women's sport and everyday resistance*. North American Society for Sociology of Sport Annual Conference., Montreal, Quebec, Canada.
8. Mansfield, A. C., **Melton, E. N.**, & Katz, M. (2021, October). *An analysis of identity conflict among health-conscious sport fans*. 2021 Sport Marketing Association Annual Conference., Las Vegas, Nevada.
9. Smith, D., **Melton, E. N.**, Wells, J., Waters-Brown, L., & Lavielle, T. (2021, October). *The Collective: How the creation of a think tank is changing the industry*. 2021 Sport Marketing Association Annual Conference., Las Vegas, Nevada.
10. Smith, D., **Melton, E. N.**, Wells, J., & Wright, C. (2021, October). *Lived experiences of sport management students and early professionals: The voices of the (under)represented*. 2021 Sport Marketing Association Annual Conference., Las Vegas, Nevada.
11. MacCharles, J. D. & **Melton, E. N.** (2021, June). "What's with the scarf?" *Investigating the perceptions of identity covering by hiring committees in sport*. North American Society for Sport Management 2021 Virtual Conference
12. Hindman, L., Isard, R. F., **Melton, E. N.**, Fink, J. S., & Walker, N. A. (2021, June). *Fix the women? The effects of gendered leadership training in sport*. North American Society for Sport Management 2021 Virtual Conference
13. Katz, M., Baker, B., & **Melton, E. N.** (2021, June). *Sport fan networks as social advocacy: An examination of Black girl hockey club*. North American Society for Sport Management. 2021 Virtual Conference.
14. Isard, R. F., Scardino, A., Kubik, M., Weller, S., Mehta, A. D., & **Melton, E. N.** (2021). *Say her name: Examining media coverage in women's professional sports through an intersectional lens*. North American Society for Sport Management 2021 Virtual Conference.
15. Katz, M., Mansfield, A. C., & **Melton, E. N.** (2021, June). *An egocentric network analysis of WNBA fans: Examining isofans and social fans*. North American Society for Sport Management 2020 Virtual Conference.
16. Nite, C., Cunningham, G. B., & **Melton, E. N.** (2020, June). *Creating and maintaining diversity and inclusion within sport: The role of positive institutional work*. North American Society for Sport Management 2020 Virtual Conference.
17. **Melton, E. N.** & MacCharles, J. (2019, June). *Allyship in sport: Examining bystander reactions to acts of inclusion*. North American Society for Sport Management 2019 Conference, New Orleans, Louisiana.
18. MacCharles, J. & **Melton, E. N.** (2019, June). *To cover or not to cover? The impact of*

*organizational signals on employment applications of marginalized applicants.* North American Society for Sport Management 2019 Conference, New Orleans, Louisiana.

19. **Melton, E. N.,** Lopbries, J., Katz, M., & Fink, J. S. (2018, October). *Examining fan community in women's professional sport: A case study of the Dallas Charge.* Sport Marketing Association Annual Conference, Dallas, TX.
20. Katz, M., Ward, R. M., **Melton, E. N.,** & Heere, B. (2018, October). *With whom do fans consume? A multilevel model of gender homophily in ego networks.* Sport Marketing Association Annual Conference, Dallas, TX.
21. MacCharles, J. D. & **Melton, E. N.** (2018, June). *The risk of expressing your authentic self in sport: The impact of identity covering on hiring decisions.* North American Society for Sport Management 2018 Conference, Halifax, Nova Scotia, Canada.
22. Fink, J. S., **Melton, E. N.,** & Kim, S.J. (2018, June). *How much has changed? Decision-making processes surrounding sponsorship in women's sport.* North American Society for Sport Management 2018 Conference, Halifax, Nova Scotia, Canada.
23. Hindman, L. C., **Melton, E. N.,** & Walker, N. A. (2018, June). *Gendered evaluations of sport domain knowledge and expertise: Impacts on the hiring process for male and female job candidates.* North American Society for Sport Management 2018 Conference, Halifax, Nova Scotia, Canada.
24. MacCharles, J., **Melton, E. N.,** & Walker, N. A. (2017, June). *Examining ways sport organizations attract diverse job applicants: A signaling theory perspective.* North American Society for Sport Management 2017 Conference, Denver, CO.
25. Fink, J. S., **Melton, E. N.,** Joo, S. (2017, June). *Sponsoring women's leagues as a cause: What signal does it send?* North American Society for Sport Management 2017 Conference, Denver, CO.
26. **Melton, E. N.** & Walker, N. A. (2016, June). *Examining diversity and inclusion as an indicator of success in college athletics: The case for building an inclusive workplace.* North American Society for Sport Management 2016 Conference, Orlando, FL.
27. Spedding, C. S. & **Melton, E. N.** (2016, June). *Walking a mile in their shoes: Examining social class and accessibility in sport.* North American Society for Sport Management 2016 Conference, Orlando, FL.
28. McCray, K. & **Melton, E. N.** (2016, June). *Creating beneficial relationships: A diversity and inclusion workshop for researchers.* North American Society for Sport Management 2016 Conference, Orlando, FL.
29. **Melton, E. N.** & Nite, C. (2016, April). *Empowering champions or erecting roadblocks for social change: A multilevel examination of factors that facilitate and inhibit athlete activism* College Sport Research Institute (CSRI),. College Sport Research Institute (CSRI), Columbia, SC, United States of America. (2016).
30. **Melton, E. N.,** & Walker, N. A. (2015, June). *Psychological safety among women in sport:*



*The influence of status, gender, and sexual orientation.* North American Society for Sport Management 2015 Conference, Ottawa, Ontario, Canada.

31. Fickes, D. J. & **Melton, E. N.** (2015, June). *“It’s all in how you say it” The influence of fundamentalism, framing, and sport endorser on promoting ally behavior.* North American Society for Sport Management 2015 Conference, Ottawa, Ontario, Canada.
32. Fickes, D. J., Anderson, R., & **Melton, E. N.** (2014, November). *Motivations to be an ally.* Paper presented at North American Society for Sociology of Sport 2014 Conference, Portland, PA.
33. **Melton, E. N.** & Bryant, M. (2014, May). *Examining the effectiveness of ally training among sport employees.* To be presented at North American Society for Sport Management 2014 Conference, Pittsburg, PA.
34. Smith, N. & **Melton, E. N.** (2014, May). *“College kids with big titles”: A critical assessment of a sport-for-development program’s organizational capacity.* To be presented at North American Society for Sport Management 2014 Conference, Pittsburg, PA.
35. Nite, C. Hutchinson, M., & **Melton, E. N.** (2014, April), College Sport Research Institute (CSRI), Locating athletic departments within the four phases of escalation of commitment., Columbia, SC. (2014).
36. **Melton, E. N.** & Cunningham, G. B. (2013, June). *Championing sexual orientation diversity: Predictors of ally support among sport employees.* Presented at North American Society for Sport Management 2013 Conference, Austin, TX.
37. **Melton, E. N.** & Aicher, T. (2013, June). *Differences in perceived workplace incivility among senior woman administrators in intercollegiate athletics: An intersection of race and sexuality.* Presented at North American Society for Sport Management 2013 Conference, Austin, TX.
38. **Melton, E. N.** & Cunningham, G. B. (2012, November). *A multilevel model for explaining ally support in sport organizations.* Presented at the North American Society for the Sociology of Sport 2012 Conference, New Orleans, Louisiana.
39. **Melton, E. N.**, Cohen, A., & Lobpries, J. (2012, November) *The coed sport contact model: A conceptual framework for identifying the impact of coed sport participation.* Presented at the North American Society for the Sociology of Sport 2012 Conference, New Orleans, Louisiana.
40. **Melton, E. N.** (2012, May). *Who are the champions? Using a multilevel model to examine employee support for LGBT-inclusion in sport organizations.* Presented at North American Society for Sport Management 2012 Conference, Seattle, Washington.
41. Walker, N. A. & **Melton, E. N.** (2012, May). *Negotiating the triple threat: The intersectionality of race, gender, and sexuality in women’s college sports.* Presented at the North American Society for Sport Management 2012 Conference, Seattle, Washington.
42. Brown, B., **Melton, E. N.**, & Syer, N. (2012, April). *The effect of brand community events*

*on team identification*. Presented at the College Sport Research Institute Conference, Chapel Hill, North Carolina.

43. Brown, B., **Melton, E. N.**, & Lobpries, J. (2012, April). *Using social products to influence brand equity, brand Loyalty, and team Identification*. Presented at the College Sport Research Institute Conference, Chapel Hill, North Carolina.
44. **Melton, E. N.** & Walker, N. A. (2012, April). *The influence of gender, appearance and racial identify on hiring recommendation in college athletics*. Presented at the College Sport Research Institute Conference, Chapel Hill, North Carolina.
45. **Melton, E. N.** & Cunningham, G. B. (2012, March). *It gets better: Benefits of team support for LGBT athletes*. Research Consortium Conference at the 2012 American Alliance for Health, Physical Education, Recreation, and Dance National Convention and Exposition, Boston, MA.
46. **Melton, E. N.** & Cunningham, G. B. (2012, March). *Weighting the options: Size discrimination in sport*. Research Consortium Conference at the 2012 American Alliance for Health, Physical Education, Recreation, and Dance National Convention and Exposition, Boston, MA.
47. Brown, B., **Melton, E. N.**, & Bennett, G. (2011, October). *University and team identification amongst African Americans in baseball*. Sport Marketing Association 2011 Conference, Houston, Texas.
48. Cunningham, G. B. & **Melton, E. N.** (2011, October). *Consumer' attraction to LGBT-Inclusive fitness clubs*. Sport Marketing Association 2011 Conference, Houston, Texas.
49. **Melton, E. N.** (2011, June). *The experiences of LGBT sport employees: A social categorization perspective*. North American Society for Sport Management 2011 Conference, London, Ontario.
50. **Melton, E. N.**, Steward, A. D., & Cunningham, G. B. (2011, June). *It's all in the presentation: The influence of framing on attitudes toward diversity initiatives*. North American Society for Sport Management 2011 Conference, London, Ontario.
51. **Melton, E. N.** (2011, January). *When identities collide: Exploring multiple minority stress and resilience among college athletes*. NCAA Convention 2011 Scholarly Colloquium, San Antonio, Texas.
52. **Melton, E. N.** (2010, June). *Queer eye for the sports guy? The effect of LGBT-Inclusive policies on organizational attraction*. North American Society for Sport Management 2010 Conference, Tampa, Florida.
53. **Melton, E. N.**, Cunningham, G. B., & McCullough, B.P. (2010, October). *LGBT- Friendly brand positioning*. Sport Marketing Association 2010 Conference, New Orleans, Louisiana.
54. **Melton, E. N.**, McCullough, B. P., & Cunningham, G. B. (2010, October). *The green consumer: A social dominance theory perspective*. Sport Marketing Association 2010 Conference, New Orleans, Louisiana.

## **SELECT MEDIA MENTIONS**

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1. Mentioned in NBCSports On Her Turf  
Azzi, A. (2021). Don't be misled by the WNBA's top 10 jersey list. <https://onherturf.nbcsports.com/2021/09/23/wnba-top-10-player-jersey-list-2021-dont-be-misled/>
2. Mentioned in *Los Angeles Times*  
Masunaga, S. (2021). Simone Biles, the greatest gymnast alive, could be the next marketing GOAT too. <https://www.latimes.com/business/story/2021-07-26/simone-biles-and-endorsements>
3. Featured on The Black Sportswoman  
Felcien, B. (2021). How racist coverage impacts careers of Black WNBA Players <https://www.theblacksportswoman.com/how-racist-coverage-impacts-careers-of-black-wnba-players/>
4. Mentioned in Power Plays  
Gibbs, L. (2021). Racism's central role in WNBA coverage. <https://www.powerplays.news/p/racisms-central-role-in-wnba-coverage>
5. Mentioned in Minnesota Spokesman Recorder  
Hallman, C. (2021). Study exposes more sports media bias. <https://spokesman-recorder.com/2021/06/12/study-exposes-more-sports-media-bias/>
6. Mentioned in *Isenberg School of Management – News*  
Wigdor, L. (2021). Innovative Isenberg class focuses on DI in Business <https://www.isenberg.umass.edu/news/innovative-isenberg-class-focuses-di-business>
7. Mentioned in *Isenberg School of Management – News*  
Wigdor, L. (2021). McCormack introduces groundbreaking women in business course. <https://www.isenberg.umass.edu/news/mccormack-introduces-groundbreaking-women-business-course>
8. Featured on Front Office Sports  
Eisenband, J. (2021). Women in sport business: Disruptors leading the way. <https://frontofficesports.com/fundamentals-women-in-sports-business/>
9. Mentioned in *Isenberg School of Management – News*  
Wigdor, L. (2018). Sport Management graduate drive minority mentorship program at Isenberg/ Retrieved from <https://www.isenberg.umass.edu/news/sport-management-graduate-drives-minority-mentorship-program-isenberg>
10. Mentioned in *PennLive*  
Kasinitz, A. (2017). What do experts make of NFL owners joining players in anthem demonstrations? Retrieved from [https://www.pennlive.com/philadelphiaeagles/index.ssf/2017/09/nfl\\_owners\\_trump\\_anthem\\_pr\\_otes.html](https://www.pennlive.com/philadelphiaeagles/index.ssf/2017/09/nfl_owners_trump_anthem_pr_otes.html)

11. Mentioned in *The Daily Campus*  
Armstrong, K. (2016). Panel addresses creating culture of inclusion in sport management. Retrieved from <http://dailycampus.com/stories/2016/2/26/panel-addresses-creating-culture-of-inclusion-in-sports-management>
12. Mentioned in *PennLive*  
Kasinitz, A. (2016). Young, black and new to the NFL: Time to fight for a cause or try to fit in? Retrieved from [http://www.pennlive.com/philadelphiaeagles/index.ssf/2016/11/young\\_black\\_and\\_new\\_to\\_the\\_nfl.html](http://www.pennlive.com/philadelphiaeagles/index.ssf/2016/11/young_black_and_new_to_the_nfl.html)
13. Mentioned in *Diverse: Issues in Higher Education*  
Sturdivant, C. (2016). Melton breaks down diversity barriers in intercollegiate sports. Retrieved from <http://diverseeducation.com/article/83390/>
14. Mentioned in *Isenberg School of Management – News*  
Wigdor, L. (2015). MBA faculty panel addresses gender equity and inclusion. Retrieved from <https://www.isenberg.umass.edu/news/mba-faculty-panel-addresses-gender-equity-and-inclusion>
15. Mentioned in *Texas A&M Today*  
Edwards, S. (2015). LGBT-Inclusive sport organizations more likely to attract talented employees. Retrieved from <http://today.tamu.edu/2015/03/23/lgbt-inclusive-sport-organizations-are-more-likely-to-attract-talented-employees-study-finds/>
16. Mentioned in *Pacific Standard*  
Riches, S. (2015). The world's most progressive sport isn't the one you'd expect. Retrieved from <http://www.psmag.com/health-and-behavior/co-ed-quidditch-is-the-best>

## **INVITED PRESENTATIONS**

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1. **Melton, E.N.** (2018, November). *Allyship in sport*. University of Missouri, Department of Parks, Recreation, and Sport. Invited Lecture Series, Columbia, MO.
2. **Melton, E.N.** (2017, October). *You're hired! Now what? Being a junior faculty member*. University of Florida PhD Colloquium, Gainesville, FL.
3. **Melton, E.N.** (2017, June). *Building diversity through research, service, advising, and teaching*. North American Society for Sport Management Conference, Denver, CO.
4. **Melton, E.N.** (2017, May). *Making the mix work. Diversity and inclusion at work*. Isenberg Staff Professional Development Day, Amherst, MA.
5. **Melton, E.N.** (2016, April). *Initiatives that support LGBT inclusion in collegiate athletics and recreation*. 2016 NCAA Inclusion Forum, Indianapolis, IN.
6. Calas, M., Smircich, L., & **Melton, E.N.** (2016, April). *Gender and diversity in organizational life*. Women of Isenberg School Mellon Mutual Mentoring Conference, Amherst, MA.
7. Smircich, L., **Melton, E.N.**, & Fink, J.S. (2015, November). *Gender Equity and Inclusion*. Revised July 2022

Isenberg School of Management MBA Lecture Series, Amherst, MA.

8. **Melton, E.N.** (2015, January). *Inclusion in Sport*. Presentation at the University of South Florida, Sport and Entertainment Management Program, Tampa, FL.
9. Walker, N. A., **Melton, E.N.**, Fagan, K. (2014, October). *Continuing conversation: Breaking barriers in women's sports*. espnW. Women + Sport Summit, Dana Point, CA.
10. **Melton, E.N.** (2014, November). *Career Opportunities in Sport Management*. Presentation to KAS, Lubbock, TX.
11. **Melton, E.N.** (2014, March). *Opportunities in Sport Management Research*. Presentation to KAS, Lubbock, TX.
12. **Melton, E.N.** (2013, February). *LGBTQ Issues in Sport*. Presentation to Louisiana State University Sport Management Program, Baton Rouge, LA.
13. **Melton, E.N.** (2013, January). *Research Methods in Sport*. Presentation to the Center for Leadership in Intercollegiate Athletics, Seattle, WA.
14. **Melton, E.N.** (2012, April). *The experiences of LGBT coaches and players*. Served as moderator for the panel discussion at the Sexual Orientation and Gender Identity in Sport Conference, College Station, Texas.
15. Cunningham, G.B., & **Melton, E.N.** (2012, February). *Race and sexual prejudice in sport: Examining the influence of contact with sexual minorities, religious beliefs, and gender beliefs*. Paper presented at the Race and Ethnic Studies Fellows Workshop, College Station, Texas.

#### **FUNDED GRANT ACTIVITY**

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1. Co-Principle Investigator. February 2017-August 2017. *Creating Inclusive Space for Racial Justice in Springfield*. Center for Racial Justice and Urban Affairs Planning Grant, University of Massachusetts, Amherst. \$12,000.  
(PI: T. Crosset; Co-PIs: M. DiPasquale, F. Slegers, E. Brabec)
2. Principle Investigator. 2015-2016. *MSP Research Support Fund*. Office of Research & Engagement, University of Massachusetts, Amherst. \$1,000.
3. Principle Investigator. 2016-2017. *MSP Research Support Fund*. Office of Research & Engagement, University of Massachusetts, Amherst. \$1,000.
4. Principle Investigator. 2017-2018. *MSP Research Support Fund*. Office of Research & Engagement, University of Massachusetts, Amherst. \$1,000.
5. Principle Investigator. 2018-2019. *MSP Research Support Fund*. Office of Research & Engagement, University of Massachusetts, Amherst. \$1,000.
6. Principle Investigator. 2015-2016. *Teaching and Faculty Development Grant*. Institute for Teaching Excellence & Faculty Development, University of Massachusetts. \$500.

Revised July 2022

7. Principle Investigator. 2016-2017. *Teaching and Faculty Development Grant*. Institute for Teaching Excellence & Faculty Development, University of Massachusetts. \$500.
8. Principle Investigator. 2017-2018. *Teaching and Faculty Development Grant*. Institute for Teaching Excellence & Faculty Development, University of Massachusetts. \$500.
9. Principle Investigator. 2018-2019. *Teaching and Faculty Development Grant*. Institute for Teaching Excellence & Faculty Development, University of Massachusetts. \$500.
10. Co-Principle Investigator. 2015-2017. *U.S. Social Justice Grant*. Arcus Foundation. \$100,000. (PI: H. Taylor)
11. Principle Investigator. 2014-2015. *Champions for Social Change: Examining How Athletes Influence Perceptions of Inclusion*. Scholarship Catalyst Program, Texas Tech University. \$3,000. (Co-PIs: C. Nite & A. Cohen)
12. Principle Investigator. 2014-2015. *Examining Inclusion in Intercollegiate Sport*. Faculty Diversity Development Grant, Texas Tech University. \$2,000
13. Co-Principle Investigator. 2014-2015. *Impact of LGBT inclusiveness on sport consumer behavior: Signals and cues to achieve desired marketing outcomes*. Laboratory for Diversity in Sport, Texas A&M University. \$1,000. (PI: D. Fickes)
14. Principle Investigator. 2013-2014. *Consumer Perceptions of Inclusive Practices*. ORAU. \$800.
15. Principle Investigator. 2013-2014. *Effectiveness of Ally Training*. Laboratory for Diversity in Sport, Texas A&M University. \$2,500.
16. Principle Investigator. 2010-2011. *Examining Minority Stress among College Athletes*. NCAA Student Research Grant. \$5,000.

## **TEACHING ACTIVITIES AND COURES TAUGHT**

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### University of Massachusetts—Amherst (Undergraduate)

- SCH-MGMT 201: Introduction to Diversity and Inclusion in Business (Co-taught)
- SCH-MGMT 191I: Business in Global Society
- SPORTMGT 490A: Diversity and Inclusion in Sport (Created Course)
- SPORTMGT 200: Sociology of Sport and Physical Activity
- SPORTMGT 494PI: Sport Strategy
- SPORTMGT 396: Independent Study
- SPORTMGT 499P: Honors Project

### University of Massachusetts—Amherst (Graduate)

- SPORTMGT 597W: Women in Business (Co-created Course)
- SPORTMGT 680: Strategic Management in the Sport Industry

- SPORTMGT 636: Sport Organizational Behavior and Development
- SPORTMGT 696: Independent Study
- SCH-MGMT 680: Organizational Behavior & Leadership
- SCH-MGMT 845: Theory and Research: Sport Organizational Behavior (PhD)
- SCH-MGMT 896: Advanced Quantitative Research Methods (PhD)
- SCH-MGMT 804: Research Methods (Co-taught) (PhD)

Texas Tech University (Undergraduate)

- ESS 4357: Revenue Generation and Budgeting for Sport Organizations
- ESS 4353: Human Resources and Diversity Management in Sport Organizations
- ESS 4000: Independent Study

Texas Tech University (Graduate)

- ESS 5315: Research Methods in ESS – Emphasis in Sport Marketing Research
- ESS 5315: Research Methods in ESS – Emphasis in Sport Management Research
- ESS 5317: Sport Sales and Fundraising
- ESS 5321: Financial Management in the Sport Industry
- ESS 5324: Sport Promotions and Marketing
- ESS 6000: Master’s Thesis
- ESS 7000: Research

Seattle University (Graduate)

- SADL 506: Strategic Marketing for Sport Organizations
- SADL 508: Sport Operations and Event Management
- SADL 516: Sport Promotion and Sponsorship
- SADL 518: Sport Event Planning
- SADL 519: Sport Event Design

Texas A&M University (Undergraduate)

- KINE 304: Psychology of Sport and Exercise (Online)
- SPMT 336: Diversity in Sport Organizations (Online)
- SPMT 340: Sport Governance (Online)
- SPMT 422: Revenue Generation in Sport
- KINE 198: Champs Life Skills

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**ONLINE COURSE DEVELOPMENT AND EDITING**

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Texas A&M University

- KINE 304: Psychology of Sport and Exercise (Undergraduate)
- KINE 319: Sociology of Sport (Undergraduate)
- SPMT 336: Diversity in Sport Organizations (Undergraduate)
- SPMT 340: Sport Governance (Undergraduate)
- SPMT 612: Human Resource Management in Sport (Graduate)

Texas Tech University

- ESS 5315: Research Methods in ESS (Graduate)
- ESS 5321: Financial Management in the Sport Industry (Graduate)

## **EXPERIENTIAL LEARNING PARTNERSHIPS**

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Fall 2019	<b>Premiership Rugby</b> Project: Connecting with Diverse Fan Groups Class: Diversity and Inclusion in Sport Organizations (Graduate)
Fall 2019	<b>San Jose Sharks</b> Project: Diversity and Inclusion Task Force Class: Diversity and Inclusion in Sport Organizations (UG)
Spring 2018	<b>ESPN and espnW</b> Project: Campus Conversations Class: Strategic Management Issues in the Sport Industry
Spring 2017	<b>UMass Athletics</b> Project: Strategic Planning Class: Strategic Management Issues in the Sport Industry
Spring 2015	<b>NPF</b> Project: Fan Motivations Class: Sport Marketing and Promotions
Spring 2015	<b>Athlete Ally</b> Project: Examining Donor Intention for Athlete Ally Class: Research Methods in ESS
Spring 2014	<b>Special Olympics</b> Project: Volunteer Attraction and Retention Class: Research Methods in ESS
Summer 2014	<b>Drive Against Domestic Violence Classic</b> Project: Soliciting sponsorships and donations for Women's Protective Services of Lubbock Class: Sport Sales and Fundraising
Spring 2014	<b>Street Soccer Seattle</b> Project: Creating, marketing, organizing, and executing a homeless street soccer tournament Class: Sport Operations and Event Management

## **GRADUATE & UNDERGRADUTE STUDENT RESEARCH SUPERVISION**

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### *Doctoral Dissertation Chair – University of Massachusetts, Amherst*

- Jeffrey D. MacCharles (2020) –Assistant Professor at University of North Texas (TT)
- Risa F. Isard (in progress)

### *Doctoral Dissertation Committee – University of Massachusetts, Amherst*

- Lauren C. Hindman (2021)
- Aaron Mansfield (2021)
- Se Jin Kim (2022)
- Blaine Huber (in progress)

### *Graduate Independent Research – University of Massachusetts, Amherst*

- Grace Megaffin
- Melissa Paione
- Stephanie Collins
- Emily Broggy
- Michelle Pruitt
- Zoe Ochoa



- Steven Casali
- Marisa Kubik

*Undergraduate Honors Thesis or Project Chair – University of Massachusetts, Amherst*

- Paige Toot
- Kate Avard
- Marissa Pati
- Marissa Randall

*Undergraduate Independent Research – University of Massachusetts, Amherst*

- Alex Bernardo
- Benjamin Pereira
- Austin Plevy
- Alia Thompson
- Carla Pelton

*Master's Thesis Committee – Texas Tech University*

- Natalie Bernard Munoz (Chair)
- Donna J. Fickes (Chair)
- Christopher Powell

*Master's Non-Thesis – Texas Tech University*

- Rebecca Anderson
- Allysan Carles
- Tiffany Crossland
- Brooklyn Dendle
- Jessica Dilly
- Jesse Duran
- Amber Joyce
- Clark Lammert
- Christian Perez
- Maleah Schorpp
- J. P. Williams

*Graduate Independent Research – Texas Tech University*

- Rebecca Anderson
- Allysan Carles
- Zach Chaves
- Tiffany Crossland
- Omar Hernandez
- Chante Freeman
- Amber Joyce
- Tatum Holbert
- Maleah Schorpp

*Undergraduate Independent Research – Texas Tech University*

- Eboni Holliday
- Tamisha Minniffee
- Jon Mendoza
- Kyle Rose
- Omar Villarreal

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**REVIEWER DUTIES**

Revised July 2022

Editor for Special Issue

- *Journal of Intercollegiate Sport*

Editorial Board

- *Sport Business and Management: An International Journal*
- *Journal of Intercollegiate Sport*
- *Journal of Amateur Sport*
- *Journal of Athlete Development and Experience*

Ad Hoc Reviewer

- *Journal of Sport Management*
- *Journal of Applied Social Psychology*
- *Sex Roles: A Journal of Research*
- *Journal of Intercollegiate Sport*
- *Sport Management Review*
- *Journal of Consumer Marketing*
- *International Journal of Sport Finance*

Proceedings Reviewer

- North American Society for Sport Management Conference (2011, 2013-Present)
  - Section Head Reviewer, 2017-Present
- Sport Marketing Association (2012, 2013)

**CONSULTING ACTIVITIES**

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- The Collective, Wasserman
- Denver Broncos
- IRONMAN Group
- NCAA Office for Inclusion
- espnW
- USSSA Fast Pitch Softball
- National Soccer Coaches Association of America
- American Volleyball Coaches Association
- University of Massachusetts Athletics Department
- NPF (National Professional Fast pitch)
- Athlete Ally
- NIKEGOLF
- Street Soccer Seattle
- Rice University Athletic Department

**FELLOWSHIPS, HONORS, AND AWARDS**

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Fellow, North American Society for Sport Management, 2017

Graduate Diversity Fellowship, Texas A&M University, 2009-2012.

Distinguished Graduate Student Award, College of Education and Human Development,  
Texas A&M University, Summer 2012

Armstrong Graduate Scholar Award, Department of Health and Kinesiology, Texas A&M  
University, 2012.

Outstanding Graduate Student of the Year in Sport Management Award, Department of  
Health and Kinesiology, Texas A&M University, 2012.

Finalist, Student Research Competition, North American Society for Sport Management,  
2012: *Who are the champions? Using a multilevel model to examine employee support for LGBT-inclusion in sport organizations.*

Finalist, Student Research Competition, North American Society for Sport Management,  
2011: *Experiences of LGBT Sport Employees: A Social Categorization Perspective*

Finalist, Student Research Competition, North American Society for Sport Management,  
2010: *Queer eye for the sports guy? The effect of LGBT-inclusive policies on organizational attractiveness.*

Bill Erwin Scholar Athlete of the Year, Texas A&M University, 2005

First Team All-Big XII for Women Golf, Big XII Conference, 2002 & 2005

NCAA All-Region Team for Women's Golf, National Golf Coaches Association, 2003 & 2005

Big XII Freshman of the Year for Women's Golf, Big XII Conference, 2002

Academic All-American, National Golf Coaches Association, 2002-2005

## **PROFESSIONAL AFFILIATIONS**

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- North American Society for Sport Management
- Sport Marketing Association

## **SERVICE**

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### Professional

- Volunteer, NASSM Working Group for Conference Structure, 2018-2019
- Member, NASSM Diversity Committee, 2013-2015

### University of Massachusetts

- Student Speaker Selection Committee for the Undergraduate Commencement, 2020
- Athletic Council, 2019-Present
- Athletic Council, Conduct and Compliance sub-committee chair, 2021-Present
- Athletic Council, Conduct and Compliance sub-committee member, 2019-Present
- Athletic Council, Equity and Diversity sub-committee member, 2019-Present

### Isenberg School of Management

- Isenberg Curriculum Committee, member, 2018-Present
- Isenberg Inclusion Summit, committee member, 2018-Present
- Member of Isenberg Diversity and Inclusion Task Force, 2018-Present
- Speaker at Women of Isenberg Conference, 2019
- Faculty Leader at Isenberg Senior Celebration, 2018
- Speaker at Isenberg Admitted Students Day, 2018—Present
- Speaker at all Isenberg Open Houses, 2017—Present
- Isenberg representative for 100 Males to College—Brotherhood for College Success, 2017
- Recruiter for Isenberg Diversity Initiative with Worcester Public High Schools, 2017
- Speaker, Isenberg Staff Professional Development Day, 2017
- Recruiter at DECA Conference, 2015

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- Panelist for MBA seminar, 2015
- Panelist for Isenberg Women's Mentoring Workshop, 2016

### Department

#### *University of Massachusetts—Amherst*

- Associate Department Chair, 2020-Present
- Undergraduate Program Director, 2017-2020
- Honors Program Director, 2017-2018
- Industry Relations Task Force, 2018-2019
- Diversity and Inclusion Task Force, 2018-Present
- Scholarship Committee, 2017-Present
- Top Senior Award Committee, 2017-Present
- Department Personnel Committee Member, 2015-Present
- Department Curriculum Committee Member, 2015-Present
- Faculty Advisor for ADS (Association for Diversity in Sport), 2016-2018
- Resident Golf Instructor for students and faculty, 2016-present

#### *Texas Tech University*

- HESS Graduate Admission Committee, 2013-2015
- HESS Student Learning Outcomes Committee, 2013-2015
- HESS Graduate Curriculum Committee, 2013-2015
- HESS Graduate Recruitment Committee, 2014-2015
- Sport Management Undergraduate Curriculum Committee, 2014-2015
- Sport Management Search Committee, 2014-2015
- Sport Business Association, Faculty Advisor, 2013-2015

### Community

- Not Bread Alone (2015-present)
- Human Rights Campaign (2010-present)
- Special Olympics (2013-present)
- Caring Companion (2016-2019)
- Women's Protective Services Lubbock (2014-2015)
- Habitat for Humanity (2010-present)
- Street Soccer Seattle (2012-2014)
- Volunteer Instructor for the First Tee Program (2000-2012)