

# B. DAVID TYLER

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## Academic Positions

### University of Massachusetts Amherst, Amherst, MA, United States

2020-present    **Associate professor**  
Mark H. McCormack Dept of Sport Management, Isenberg School of Management

### Western Carolina University, Cullowhee, NC, United States

2017-2020    **Associate professor**  
School of Marketing, Entrepreneurship, Sport Mgmt, and Hospitality & Tourism Mgmt

2011-2017    **Assistant professor**  
School of Marketing, Entrepreneurship, Sport Mgmt, and Hospitality & Tourism Mgmt

### University of Massachusetts Amherst, Amherst, MA, United States

2007-2010    **Teaching associate** (full course responsibility)  
Dept of Sport Management and Isenberg Online Master's in Business Administration

2005-2007    **Teaching assistant**, Dept of Sport Management  
Instructors: Neil Longley, Betsy Goff

2004-2007    **Research assistant**, Dept of Sport Management and Isenberg School of Management  
Supervisors: Glenn Wong, Sheranne Fairley, Sheila Bair

### Massachusetts Institute of Technology, Cambridge, MA, United States

1999    **Research assistant**, Joint program on the science and policy of global change  
Supervisor: Therese Henderson

## Non-academic positions

2003-present    Ad hoc data consulting and training  
Various

2006    Sport sponsorship coordinator  
MassMutual Financial Group, Springfield, MA

2003-2004    Graduate assistant coach, Varsity fencing  
University of Notre Dame, Notre Dame, IN

- 2003-2004      Marketing and promotions student intern, Department of Athletics  
University of Notre Dame, Notre Dame, IN
- 2002-2003      Public relations coordinator, Varsity fencing  
University of Notre Dame, Notre Dame, IN
- 2001-2003      Business process consultant  
Accenture, Ltd., Chicago, IL
- 2000              Human resources intern  
MassMutual Financial Group, Springfield, MA

## Education

### Degree programs

- 2013              **Ph.D. in Management**, Concentration: Sport Management  
University of Massachusetts Amherst, Amherst, MA, United States  
Isenberg School of Management  
Faculty Advisor: Sheranne Fairley, Ph.D.  
Dissertation title:  
*Fan communities and subgroups: Exploring individuals' fan group experiences*
- 2006              **Master of Business Administration**  
University of Massachusetts, Amherst, MA, United States  
Isenberg School of Management
- 2006              **Master of Science** in Sport Management  
University of Massachusetts, Amherst, MA, United States  
Isenberg School of Management
- 2001              **Bachelor of Arts** in Government and Spanish  
University of Notre Dame, Notre Dame, IN, United States  
College of Arts & Letters

### International education programs

- 1999              Universidad San Pablo  
Madrid, Spain
- 1998              Universidad Internacional Menéndez Pelayo  
Santander, Spain

## Research

Topic	Summary
Overall research area	Consumer identification and brand communities, typically within the context of sport fans, supporter groups, and fan communities
Main emphasis	Sport rivalry, focusing on topics such as antecedents to rivalry, impact of rivalry on sponsorship, and how rivalry shapes one's ingroup
Theoretical grounding and contribution	Research builds on sport (e.g., fan motives and behaviors), marketing (e.g., brand communities, sponsorship), and social psychology (e.g., social identity)
Other research areas	Sport analytics; graph databases; teaching effectiveness; case studies in sport finance, marketing, and analytics
Managerial impact of research examples	Predicting consumption demand for sports (attendance, TV ratings) Effectively activating and valuing sponsorships Developing effective marketing strategies that safely leverage rivalry Reducing violence between sport fans Improving teaching effectiveness
Other notable research applications	Development of KnowRivalry.com, a website created by my co-author and me, that provides scholars and practitioners with rivalry research findings Integration of research and case studies into course curriculum Serving on the university Institutional Review Board (ensuring ethical treatment of human subjects in research)
Summary of production	20+ peer-reviewed publications, 9 in the top 3 sport journals: JSM, SMR, ESMQ. Research in both sport and mainstream business outlets Awards: Paper of the Year in Sport Marketing (AMA, 2022, 2017); Best Professional Research Paper (SMA, 2019); Case study used for case competition at national conference (2018) 40+ peer-reviewed and 20+ invited presentations across several countries.
Media attention	100+ media stories about the research, including in the <a href="#">New York Times</a> , <a href="#">Wall Street Journal</a> , <a href="#">Fox Sports Online</a> , <a href="#">SportsBusiness Journal</a> , and on <a href="#">BBC radio</a> & <a href="#">NPR affiliate stations</a> . Emmy-winning <a href="#">documentary film</a> featured rivalry research, extensive interviews.

## Research: Publications

### Manuscripts – Refereed

Jensen, J. A., Cobbs, J. B., Mazer, A., & **Tyler, B. D.** (2024). Analyzing brand strategy on an international scale: The sponsorship performance cycle in Formula One racing. *Journal of International Marketing*, 32(3), 23-42. <https://doi.org/10.1177/1069031X241255094>

Cobbs, J. B., Jensen, J. A., & **Tyler, B. D.** (2022). The sponsorship performance cycle: Longitudinal evidence of sponsors' contribution to Formula One team achievement. *Journal of Business & Industrial Marketing*, 37(1), 103-114. <https://doi.org/10.1108/JBIM-06-2020-0299>

- Jensen, J. A., Cobbs, J. B., Albano, B., & **Tyler, B. D.** (2021). Analyzing price premiums in international sponsorship exchange: What drives marketing costs in Formula One racing? *Journal of Advertising Research*, 61(1), 44-57. <https://doi.org/10.2501/JAR-2020-018>  
 \*\*Named 2022 Paper of the Year in Sport Marketing by the American Marketing Association
- Tyler, B. D.**, Cobbs, J., Nichols, B. S., & Dalakas, V. (2021). Schadenfreude, rivalry antecedents, and the role of perceived sincerity in sponsorship of sport rivalries. *Journal of Business Research*.  
<https://doi.org/10.1016/j.jbusres.2019.09.029>
- 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(4), 291-302.  
<https://doi.org/10.1123/jsm.2019-0170>
- Nichols, B. S., Cobbs, J., & **Tyler, B. D.** (2019). Rival team effects in cause-related sports marketing. *International Journal of Sports Marketing and Sponsorship*, 21(1), 23-45.  
<https://doi.org/10.1108/IJSMS-01-2019-0010>
- Cobbs, J., Martinez del Campo del Castillo, D., **Tyler, B. D.**, & Ditter, J. (2019). Regional variation in rivalry: Canadians really are friendlier. *Journal of International Consumer Marketing*, 31(3), 191-202. <https://doi.org/10.1080/08961530.2018.1531364>
- Tyler, B. D.** (2017). Using the Time Value of Money Decision Tree to calculate an athlete's contract offers. *Case Studies in Sport Management*, 6(1), 48-57. <https://doi.org/10.1123/cssm.2017-0026>
- Tyler, B. D.**, Morehead, C., Cobbs, J., & DeSchriver, T. D. (2017). What is rivalry? Old and new approaches to specifying rivalry in demand estimations of spectator sports. *Sport Marketing Quarterly*, 26(4), 204-222.
- Cobbs, J. B., Sparks, D., & **Tyler, B. D.** (2017). Comparing rivalry effects across professional sports: National Football League fans exhibit most animosity. *Sport Marketing Quarterly*, 26(4), 235-246.
- Tyler, B. D.** & Cobbs, J. B. (2017). All rivals are not equal: Clarifying misrepresentations and discerning three core properties of rivalry. *Journal of Sport Management*, 31(1), 1-14.  
<https://doi.org/10.1123/jsm.2015-0371>
- Parrish, C., & **Tyler, B. D.** (2017). Superclásicos and rivalry antecedents: Exploring soccer club rivalries in Argentina, Brazil, and Mexico. *Soccer and Society*, 19(5-6), 766-782.  
<https://doi.org/10.1080/14660970.2017.1399604>
- Cobbs, J., & **Tyler, B. D.** (2017). The genesis of team rivalry in the New World: Sparks to fan animosity in Major League Soccer. *Soccer and Society*, 19(5-6), 798-810.  
<https://doi.org/10.1080/14660970.2017.1399609>
- Cobbs, J., **Tyler, B. D.**, Jensen, J., & Chan, K. (2017). Prioritizing sponsorship resources in Formula One racing: A longitudinal analysis. *Journal of Sport Management*, 31(1), 96-110.  
<https://doi.org/10.1123/jsm.2016-0115>  
 \*\*Named 2017 Paper of the Year in Sport Marketing by the American Marketing Association
- Agha, N. & **Tyler, B. D.** (2017). An investigation of highly identified fans who bet against their favorite teams. *Sport Management Review*, 20(3), 296-308. <https://doi.org/10.1016/j.smr.2016.09.004>

**Tyler, B. D.,** Morse, S. C., & Cook, R. K. (2017). Putting heads in beds: A small sport event seeks the right analysis to appeal to CVBs. *Case Studies in Sport Management*, 6(1), 10-19.  
<https://doi.org/10.1123/cssm.2016-0010>  
 \*\*Chosen as the 2018 focal case for the case study competition at the University of South Carolina's annual SEVT conference

**Tyler, B. D.** & Cruz, L. E. (2016). Competent or not?: Exploring adaptations to the neo-behaviorist paradigm in a sport marketing course. *Journal of the Scholarship of Teaching and Learning*, 16(3), 23-38. <https://doi.org/10.14434/josotl.v16i3.19288>

Fairley, S., Lovegrove, H., Smith, N. L., & **Tyler, B. D.** (2016). Scoring on and off the field?: The impact of Australia's inclusion in the Asian Football Confederation. *Sport Management Review*, 19(5), 578-586. <https://doi.org/10.1016/j.smr.2016.02.001>

**Tyler, B. D.** & Cobbs, J. B. (2015). Rival conceptions of rivalry: Why some competitions mean more than others. *European Sport Management Quarterly*, 15(2), 227-248.  
<https://doi.org/10.1080/16184742.2015.1010558>

Fairley, S. & **Tyler, B. D.** (2012). Bringing baseball to the big screen: Building sense of community outside of the ballpark. *Journal of Sport Management*, 26, 258-270.  
<https://doi.org/10.1123/jsm.26.3.258>

Fairley, S., **Tyler, B. D.**, D'Elia, K. S., & Kellett, P. (2011). The Australian Formula One Grand Prix: Exploring the triple bottom line. *Sport Management Review*, 14, 141-152.  
<https://doi.org/10.1016/j.smr.2010.07.001>

Fairley, S. & **Tyler, B. D.** (2011). The Kia Amateur Australian Open: Lessons for sponsor activation and event management. *Sport Management Review*, 14(1), 25-32.  
<https://doi.org/10.1016/j.smr.2009.09.006>

Fairley, S. & **Tyler, B. D.** (2009). Cultural learning through a sport tourism experience: The role of the group. *Journal of Sport & Tourism*, 14(4), 273-292. <https://doi.org/10.1080/14775080903453823>

#### Non-refereed

Sloan, K., **Tyler, B. D.**, & Cobbs, J. (2023). Leveraging rivalries in sponsorship activation. *McCormack Case Study Collection*, UMass Amherst.

**Tyler, B. D.** (2013). Fan communities and subgroups: Exploring individuals' supporter group experiences. *Dissertations in ScholarWorks*, UMass Amherst. <https://doi.org/10.7275/xf75-ac29>

Book chapters

Katz, M. and **Tyler, B. D.** (2025) Spectator sport. In M. T. Bowers, M. A. Dixon, & F. Hemme (Eds.), *Sport management* (2<sup>nd</sup> edition). Sagamore-Venture.

Parrish, C., & **Tyler, B. D.** (2021). Superclásicos and rivalry antecedents: Exploring soccer club rivalries in Argentina, Brazil, and Mexico. In K. Bandyopadhyay (Ed.), *Face to face: Enduring rivalries in world soccer* (pp. 128-144). Routledge. <https://doi.org/10.4324/9781003159131>  
(reprint of peer-reviewed article from *Soccer and Society*)

Cobbs, J. & **Tyler, B. D.** (2021). The genesis of team rivalry in the New World: Sparks to fan animosity in Major League Soccer. In K. Bandyopadhyay (Ed.), *Face to face: Enduring rivalries in world soccer* (pp. 160-172). Routledge. <https://doi.org/10.4324/9781003159131>  
(reprint of peer-reviewed article from *Soccer and Society*)

**Tyler, B. D.**, Cobbs, J., Xantos, Y. (2019). The roots of rivalry: Elements and core characteristics of sport rivalry. In C. T. Havard (Ed.), *Understanding rivalry and its influence on sports fans* (pp. 1-37). Hershey, PA: IGI Global. [Peer reviewed] <https://doi.org/10.4018/978-1-5225-8125-3.ch001>

Industry Reports – Non-refereed

Sports Innovation Project, U. of North Texas (2023). *PGA Reach Opportunity Fund: Geographic insights analysis*. Texas: Professional Golfers' Association of America.  
Role: Data collection (partial), data management, and analysis via Neo4j and python.

Laboratory for Inclusion & Diversity in Sport (2022). *Content analysis*. Premier sport media outlet [currently under NDA].  
Role: Process automation and data analytics via python and Power Query.

Fairley, S., & **Tyler, B. D.** (2006). *A study of fan motives and experiences for viewing live baseball games in the cinemas: A summary report*. Massachusetts: National Amusements Showcase Cinemas and the Boston Red Sox.

**Tyler, B. D.**, Harispe, J., & Sherburne, E. W. (2006). *Assessment of customer relationship practices and opportunities*. New York: Major League Soccer.

**Tyler, B. D.**, Frey, C., & Harding, S. (2006). *U.S. Soccer's 2006 Fan Survey: Market research survey and analysis*. Massachusetts: U.S. Soccer Federation.

Bair, S., & **Tyler, B. D.** (2005). *Investor-owned life insurance: Boon or doom for charitable financing?* Massachusetts: MassMutual Financial Group, the American Council of Life Insurance, the Association for Advanced Life Underwriting, and the National Association of Insurance and Financial Advisors.

## Research: Presentations

### Presentations – Refereed

- Lin, S., **Tyler, B. D.**, & Cobbs, J. (2025, June). Testing a psychological framework for fans' assessment of rivalry intensity. Research presented at the annual meeting of the North American Society for Sport Management [NASSM], San Diego, CA.
- Cobbs, J. & **Tyler, B. D.** (2025, February). Comparative analysis of rivalries in men's college basketball: Applying the Know Rivalry empirical approach. Research presented at the Applied Sport Management Association [ASMA] annual conference, Cincinnati, OH.
- Truta, T. M., Campan, A., Cobbs, J., & **Tyler, B. D.** (2025, January). *Analyzing Premier League popularity through Twitter data*. Research presented at the IEEE 15th Annual Computing and Communication Workshop and Conference (CCWC), Las Vegas, NV.
- Katz, M., **Tyler, B. D.**, & Melton, E. N. (2024, October). *Satisfied alone? Understanding IsoFans and fan networks in women's sports*. Research presented at the Sport Marketing Association [SMA] annual conference, St. Louis, MO.
- Truta, T. M., Campan, A., Cobbs, J., & **Tyler, B. D.** (2024, June). *Analyzing Premier League tweets*. Research presented at the International Network for Social Network Analysis [INSNA] Sunbelt 2024 conference, Edinburgh, Scotland.
- Macaulay, C. D. T., **Tyler, B. D.**, Katz, M., & Corr, C. (2024, May). *Racialized leadership networks in college football*. Research presented at the annual meeting of the North American Society for Sport Management [NASSM], Minneapolis, Minnesota.
- Tyler, B. D.**, Mendonça, N., & Star, S. (2023, September). Bidding patterns of teams in a live auction. Research presented at the annual meeting of the European Association for Sport Management [EASM], Belfast, N. Ireland.
- Statz, K. M., **Tyler, B. D.**, & Katz, M. (2023, June). *No longer bowling alone: A social network analysis-based investigation of adult intramural sport leagues*. Research presented at the annual meeting of the North American Society for Sport Management [NASSM], Montréal, Canada.
- Cobbs, J., Star, S. & **Tyler, B. D.** (2023, March [postponed from 2022]). *Rivalry Dispersion Theory: Are multiple rivals good for society?* Research presented at the World Association for Sport Management Conference [WASM], Doha, Qatar.
- Tyler, B. D.** & Cobbs, J. (2022, November). *Using sport data to build a graph model of inconsistent hierarchies over time*. Research presented at the Neo4j Online Developer Education Summit [NODES], Virtual On-line.
- Cobbs, J. & **Tyler, B. D.** (2022, October). Managing the sponsorship performance cycle: Investigating the link between organizational performance and managerial decision-making in Formula One racing. Presented at the Sport Marketing Association annual conference, Charlotte, NC.
- Cobbs, J., **Tyler, B. D.**, Truta, T. M., & Nichols, B. (2022, August). *Mitigating antisocial effects in college football rivalries*. Research presented at the summer meeting of the American Marketing Association, Chicago, IL.

- Cobbs, J., Star, S., & **Tyler, B. D.** (2022, February). *Do the ingredients to rivalry influence antisocial outcomes? A multi-sport exploration*. Research presented at the Applied Sport Management Association Conference, Indianapolis, IN.
- Katz, M., Heere, B., Walker, M., & **Tyler, B. D.** (2021, October). *Advancing Social Network Analysis in sport marketing: A theoretical, methodological, and applied discussion*. Presented at the Sport Marketing Association annual conference, Las Vegas, NV.
- Yan, Y., Granda Marulanda, N. A., **Tyler, B. D.**, Jack, H., & Bishop, L. R. (2020, June). *Overcoming the challenges to launch a successful initiative of an engineering faculty-led travel course while boosting interdisciplinary collaborations*. Research presented at 2020 American Society for Engineering Education Annual Conference, Virtual On-line. <https://peer.asee.org/35026>
- Cobbs, J. B., Nichols, B. S., & **Tyler, B. D.** (2019, November). *Rivalry and player involvement effects in cause-related sports marketing*. Research presented at the Sport Marketing Association annual conference, Chicago, IL.  
 \*\* Named as 2019's Best Professional Research Paper by the Sport Marketing Association
- Tyler, B. D.**, Cobbs, J., & Star, S. (2019, October). *Rivalry in the Indian Premier League*. Presented at the World Association for Sport Management biennial conference, Santiago, Chile.
- Cobbs, J., Nichols, B. S., & **Tyler, B. D.**, Dalakas, V. (2019, August). *Navigating the culture war in sponsorship of rivalries*. Research presented at the summer meeting of the American Marketing Association, Chicago, IL.
- Jensen, J., Albano, B., Cobbs, J., & **Tyler, B. D.** (2018, August). *A multilevel analysis of sponsorship costs: The effects of sponsorship level, brand equity, and sponsor industry in Formula One racing*. Research presented at the summer meeting of the American Marketing Association, Boston, MA.
- Tyler, B. D.**, Cobbs, J., & Dalakas, V. (2018, March). *Schadenfreude and rivalries: Implications for sponsors*. Paper presented at the Sport Marketing and Sponsorship Conference, San Diego, CA.
- Morehead, C. A., Cobbs, J. B., DeSchraver, T. D., & **Tyler, B. D.** (2017, October). *Accounting for rivalry in estimations of demand in MLS and the NHL*. Research presented at the Sport Marketing Association annual conference, Boston, MA.
- Xantos, Y., Laumann, M., Harris, S., Cobbs, J., & **Tyler, B. D.** (2017, October). *Sparks to the rivalry fire: Comparing the antecedents to rivalry across professional sports*. Research presented at the Sport Marketing Association annual conference, Boston, MA.
- Nichols, B., Cobbs, J., & **Tyler, B. D.** (2017, August). *Data-driven approaches to cause-related sports marketing: Conflicting effects of rival team presence*. Research presented at the summer meeting of the American Marketing Association, San Francisco, CA.
- Cobbs, J., **Tyler, B. D.**, & Jensen, J. A. (2017, May). *Does sponsorship enhance team performance in Formula One?* Research presented at the annual meeting of the North American Society for Sport Management, Denver, CO.
- Cobbs, J. & **Tyler, B. D.** (2017, May). *Rivalry in Major League Soccer: Antecedents to rival fan discrimination*. Research presented at the annual meeting of the North American Society for Sport Management, Denver, CO.



- Cobbs, J. & **Tyler, B. D.** (2016, November). *Club rivalry in the New World: Sparks to fan animosity in Major League Soccer*. Research presented at the Sport Marketing Association annual conference, Indianapolis, IN.
- Ditter, J., Cobbs, J., **Tyler, B. D.**, & Nichols, B. (2016, November). *Rivalry variation by geographic region: Are Canadians really more friendly?* Research presented at the Sport Marketing Association annual conference, Indianapolis, IN.
- Sparks, D., Cobbs, J., **Tyler, B. D.**, & Gardner, J. (2016, November). *Measuring rivalry across professional leagues: Is animosity consistent across sports?* Research presented at the Sport Marketing Association annual conference, Indianapolis, IN.
- Tyler, B. D.** & Cobbs, J. (2016, August). *Why is rivalry important to college football fans? A comparative analysis of 12 elements*. Research presented at the summer meeting of the American Marketing Association, Atlanta, GA.
- Tyler, B. D.** (2016, May). *Decision tree for solving time value of money (TVM) problems*. Pedagogical approach presented at the annual meeting of the North American Society for Sport Management, Orlando, FL.
- Tyler, B. D.** (2015, October). *The mutually reinforcing nature of multiple foci of identification*. Research presented at the Sport Marketing Association annual conference, Atlanta, GA.
- Cobbs, J. B., Jensen, J. A., & **Tyler, B. D.** (2015, August). *Influence of technology partners in the history of sport organizations: The case of F1 Racing*. Research presented at the summer meeting of the American Marketing Association, Chicago, IL.
- Cobbs, J. B. & **Tyler, B. D.** (2015, May). *Team survival by sponsorship network embeddedness: Results from Formula One motor racing*. Research presented at the annual meeting of the European Marketing Academy Conference, Leuven, Belgium.
- Tyler, B. D.** (2014, September). *Identity, ownership, and autonomy: Lessons for brand community structure*. Research presented at the annual meeting of the Atlantic Marketing Association, Asheville, NC.
- Earle, A. N. & **Tyler, B. D.** (2014, September). *In the eyes of the beholder: Student perceptions of value in short-term travel courses*. Research presented at the annual meeting of the Atlantic Marketing Association, Asheville, NC.
- Tyler, B. D.** & Cruz, L. (2014, September). *Competent or not? A hybrid model of self-paced learning in marketing education*. Research presented at the annual meeting of the Atlantic Marketing Association, Asheville, NC.
- Tyler, B. D.** & Cobbs, J. B. (2014, May). *Visualizing rivalry intensity: A Social Network Analysis of fan perceptions*. Research presented at the annual meeting of the North American Society for Sport Management, Pittsburgh, PA.
- Agha, N. & **Tyler, B. D.** (2013, May). *Highly identified sport fans and the peculiar habit of wagering against their favorite team*. Research presented at the annual meeting of the North American Society for Sport Management, Austin, TX.

- Cobbs, J. B., **Tyler, B. D.**, & Chan, C. K. (2012, June). *Survival via sponsorship alliances: Not all exchanged resources are equal*. Paper presented at the Warsaw Sport Marketing Center's Research Conference in Sport Marketing: Focus on Sponsorship, Portland, OR.
- Fairley, S., & **Tyler, B. D.** (2010, May). *Supporting the nation: An examination of the manifestations and effects of national identity on national supporter groups*. Research presented at the annual meeting of the North American Society for Sport Management, Tampa, FL.
- Fairley, S. & **Tyler, B. D.** (2009, November). *Cultural learning through international study trips: The benefits and detriments of a group sport tourism experience*. Research presented at the annual meeting of the Sport Management Association of Australia and New Zealand, Gold Coast, Australia.
- Tyler, B. D.** & Cobbs, J. B. (2009, October). *Advancing toward an understanding of sport rivalry*. Paper presented at the Sport Marketing Association annual conference, Cleveland, OH.
- Fairley, S. & **Tyler, B. D.** (2009, September). *USFooty - Australian for Football: The penetration of Australian Rules Football in the United States*. Research presented at the annual meeting of the European Association for Sport Management, Amsterdam, The Netherlands.
- Tyler, B. D.** & Szarek, T. R. (2008, November). *The Enhanced Bowl Season: A least restrictive alternative to alleged antitrust behavior of the BCS*. Research presented at the annual Sports, Entertainment, and Venues Tomorrow conference, Columbia, SC.
- Fairley, S. & **Tyler, B. D.** (2006, May). *Take me out to the cinema: Building a sense of community outside the ballpark*. Research presented at the annual meeting of the North American Society for Sport Management, Kansas City, MO.

#### Presentations – Invited

- Truta, T. M., Campan, A., Cobbs, J., & **Tyler, B. D.** (2025, June). *Expert commentary: Analyzing Premier League popularity through Twitter data*. Research presented at the 1st annual Tbilisi International Cybersecurity Conference (TICC), Tbilisi, Georgia.
- Cobbs, J. & **Tyler, B. D.** (2023, February). *The Know Rivalry Project: Measuring the Sparks and Flames of Sport Rivalry*. Lecture given to undergraduate sport management students at the University of Michigan [via video], Ann Arbor, MI.
- Tyler, B. D.** & Cobbs, J. (2022, August). *Using Neo4j to power sport rivalry research*. Lecture broadcast via YouTube, Twitch, etc. as part of Neo4j's Neo4j Live series.
- Tyler, B. D.** & Cobbs, J. (2022, March). *The Know Rivalry Project: Measuring the sparks and flames of sport rivalry*. Lecture given as part of the Sport Business and Society Seminar at Loughborough University, UK [via video].
- Tyler, B. D.** (2021, November). *Data in research on sport rivalries using a graph database*. IUPUI Sports Innovation Institute Sports Analytics Group [via video], Indianapolis, IN.
- Tyler, B. D.** & Cobbs, J. (2021, July). *Rivalry & fandom*. Lecture given during the Pacific League Marketing organization's annual meeting [via video], Tokyo, Japan.

**Tyler, B. D.** (2021, February). *Data in research on sport rivalries*. Lecture given to computer science graduate students at Northern Kentucky University, Highland Heights, KY.

**Tyler, B. D.,** Cobbs, J., & Star, S. (2020, January). *Exploring rivalry within the Indian Premier League*. Lecture given at the Global Institute of Sport Business [via video], Mumbai, India.

**Tyler, B. D. &** Cobbs, J. B. (2017, October). *The global and the local of sport rivalry: Notre Dame*. Lecture given at the University of Notre Dame, Notre Dame, IN.

**Tyler, B. D.** (2017, September). *Catamount Gap Abroad*. Presentation given to WCU Board of Trustees, Cullowhee, NC.

**Tyler, B. D., &** Cobbs, J. B. (2017, March). *Are we enemies? Misconceptions, misrepresentations, and core properties of sport rivalry*. Lecture given at AMITY University, New Delhi, India.

Cobbs, J. B. & **Tyler, B. D.** (2016, November). *Antecedents of bias and their acrimonious effects in sports rivalry*. Research presented at annual Forum on Sport Rivalry, virtual.

**Tyler, B. D.** (2016, April). *The university classroom in the YouTube age*. WCU College of Business Advisory Board meeting, Asheville, NC.

**Tyler, B. D.** (2016, March). *Teaching finance basics with WeBWork*. AoL Faculty Workshop: Great Ideas for Teaching Students. Cullowhee, NC.

**Tyler, B. D. &** Cobbs, J. B. (2015, November). *Understanding rivalry: Misconceptions, misrepresentations, and core properties*. Research presented at annual Forum on Sport Rivalry, virtual.

**Tyler, B. D.** (sole presenter), & Cobbs, J. B. (2015, May). *Are we enemies? A look at sport rivalry, its antecedents, and inter-team relationships*. Lecture given at Deutsche Sporthochschule Köln, NRW, Germany.

**Tyler, B. D., &** Cobbs, J. B. (sole presenter) (2015, May). *Visualizing rivalry intensity: A social network analysis of fan perceptions*. Lecture given at Technische Universität Dortmund, NRW, Germany.

**Tyler, B. D. &** Cobbs, J. B. (2015, April). *Antecedents of sport rivalry*. Lecture given to students in SpB200: Rivalry and ritual in international sport. Northern Kentucky University. Newport, KY.

**Tyler, B. D.** (2014, December). *Internationalizing WCU: Sport & culture travel course*. Presentation given to WCU Board of Trustees, Cullowhee, NC.

**Tyler, B. D.** (2009, September). *Making the most of your TA experience*. Lecture given at the University of Massachusetts Center for Teaching's Teaching Assistant Orientation. Amherst, MA.

**Tyler, B. D. &** Cobbs, J. B. (2009, March). *Understanding sports rivalry*. Research presented at the University of Massachusetts Department of Sport Management's Research Seminar Series. Amherst, MA.

Posters – Refereed

McCullough, B., **Tyler, B. D.**, Pelcher, J., & Stahl, D. (2025, June). Assessing the carbon footprint of nba team travel: Trends and implications for climate action commitments. Research presented at the annual meeting of the North American Society for Sport Management [NASSM], San Diego, CA.

**Research: Other Intellectual Contributions**Media

Karl, P. (Director). (2022). *Rivals: Ohio State vs. Michigan* [Film]. Sinclair Broadcast Group, Tennis Channel Studios, DLP Media Group.  
Emmy-winning documentary heavily based on our rivalry research and on which we consulted.

**Tyler, B. D.**, & Cobbs, J. (2014). *KnowRivalry.com: The home for rivalry research on the web*. knowrivalry.com

**Tyler, B. D.** (2023, September 14). The Real Score: Think you “Know Rivalry?” UMass research lab takes fans’ opinion to heart. *Daily Hampshire Gazette*, p. B3.

**Tyler, B. D.** (2011, October 16). There's more than meets the eye of the sport fan [Review of the book *Scorecasting: The hidden influences behind how sports are played and games are won*, by T. J. Moskowitz and L. J. Wertheim]. *Asheville Citizen-Times*, p. E3.

**Teaching**

Highlight	Evidence/ Examples
Expertise in teaching data analysis, sport finance, and marketing, but able to teach several courses	Taught 16 different undergraduate & graduate courses. Created six new courses, one approved for university liberal studies curriculum (Global Sport & Culture).
User of disparate teaching styles that incorporate high-impact practices (HIPs) and andragogic research on best practices	Team-based learning, self-paced instruction, competency-based education (CBE), hybrid course structure, travel course, service-learning course, team-teaching, seminar, online, and supervising internships and apprenticeships
Teaching evaluated positively by students and peers	Winner of multiple teaching awards. Average student score above 4.0 (out of 5.0) while maintaining rigorous standards.
Research complements teaching	Published SoTL article & peer-reviewed case studies

**Courses taught (subject, level, and delivery format)**Business/ Sport courses

	Graduate	Undergrad	Face-to-face	Online	Other
Sport data analytics	X	X	X	X	
Sport finance and economics	X	X	X	X	
Sport marketing	X	X	X	X	
Sport data in a graph database	X	X	X		
Intro to sport management		X	X		
Global sport & culture		X	X		Travel

Business/ Data analytics courses (general)

	Graduate	Undergrad	Face-to-face	Online	Other
Ph.D. Research methods – Data collection and mgmt.	X				
Managing data using MS Excel	X	X	X	X	
Intro to business		X	X		Travel

International education

2013-2019	<b>Faculty Led Travel Course.</b> Developed and lead two-week summer study abroad course (Global sport & culture). Destinations include Europe (e.g., London, Munich, Budapest) and Japan (e.g., Tokyo, Osaka).
2017-2018	<b>Univ representative to partners.</b> Conduct site visits to partner institutions on behalf of the university and college. Destinations: China, India, South Korea, and Spain.
2017, 2018	<b>Catamount Gap Abroad.</b> Co-developed a 5-week study abroad program for incoming university freshman. Taught Intro to Business course as part of annual program. Destination: Dortmund, Germany.

## Service to the University

### Institution

2024-present	Member, <b>Faculty Activity Reporting Project</b> Faculty Advisory Committee UMass Amherst
2023-present	<b>Honors Program Director</b> , Commonwealth Honors College UMass Amherst
2020-2023	Member, <b>MS Teams Campus User Community</b> UMass Amherst
2020	Representative, <b>Athletic Directory search committee</b> Western Carolina University
2018-2020	Chair, <b>University Athletics Committee</b> Western Carolina University
2015-2020	Representative for College of Business, <b>Institutional Review Board</b> Western Carolina University
2014-2020	Consultant, <b>WCU Athletics</b> (Athlete Academic Support; Catamount Club; AD's office) Western Carolina University
2016-2019	Faculty coordinator, <b>Learning Communities</b> Western Carolina University
2016-2019	Member, <b>Faculty-led Travel committee</b> Western Carolina University
2017	Presenter, <b>WCU Study Abroad Showcase</b> : Leading students as part of a short-term travel course (Global sport & culture) Western Carolina University
2016	Member, <b>Scholarship and Awards Committee</b> Western Carolina University
2014	Chair, <b>Search committee for social media and digital marketing specialist</b> Western Carolina University
2014	Faculty Associate for Professional Development, <b>Coulter Faculty Commons</b> Western Carolina University
2012-2013	Chair, <b>Athletics Dept</b> strategic planning subcommittee for student-athlete experience Western Carolina University
2012-2013	Member, <b>Athletics Department</b> strategic planning steering committee Western Carolina University

- 2011-2012     Member, **2020 Commission Subcommittee** for meeting the educational needs of the state and region  
Western Carolina University
- 2011-2012     Member, **2020 Commission** for setting university strategic plan  
Western Carolina University
- 2003-2004     Application Reviewer, **Undergraduate Admissions Office**  
University of Notre Dame

College

- 2021-present     Member, **College Outstanding Teacher Award**  
Isenberg School of Management
- 2020-2021     Member, **Committee on Inspiring Innovation in Teaching and Learning**  
Isenberg School of Management
- 2019-2020     Member, **Undergraduate Curriculum and Standards Committee**  
WCU College of Business
- 2018-2020     Member, **College of Business Scholarship Committee**  
WCU College of Business
- 2011-2020     Subject matter expert for College, **WeBWorK**  
WCU College of Business
- 2013-2018     Chair, **College of Business Scholarship Committee**  
WCU College of Business
- 2011-2015     Member, **Undergraduate Curriculum and Standards Committee**  
WCU College of Business

Department

- 2021-present     Member, **Department Personnel Committee**
- 2021-present     Meetings secretary, **Departmental Faculty Meetings**
- 2023-2024     Chair, **Search committee for Sport Management lecturer**
- 2021-2022     **Journal Rankings Subcommittee**  
Wrote scraping/ aggregation code to help quantify publication metrics.
- 2021-2022     Faculty lead, **McCormack Data Crunch Competition**
- 2018-2020     Secretary, **Collegial Review Committee for Tenure, Promotion, and Reappointment**
- 2015-2019     Member, **Undergraduate Curriculum and Standards Committee**
- 2013-2019     Member, **New faculty member hiring committees** (SM; Entrepreneurship)

2012-2013	Member, Marketing committee, <b>Alliance for Sport Business</b>
2011-2013	Program representative, <b>Alliance for Sport Business</b>

### **Service to the Academy**

#### Reviewing

##### Journal reviewer

Journal of Sport Management  
 Sport Management Review  
 Sport Marketing Quarterly  
 Journal of Business Research  
 Case Studies in Sport Management  
 Journal of Applied Sport Management  
 Journal of Product & Brand Management  
 National Identities  
 International Journal of Sports Marketing  
 and Sponsorship  
 International Journal of Sport  
 Management and Marketing  
 International Journal of Sport Finance

##### Conference reviewer

N. Amer. Society for Sport Mgmt (NASSM)  
 American Marketing Association (AMA)  
 Academy of Marketing Science (AMS)  
 Sport Marketing Association (SMA)  
 Sport Marketing & Sponsorship Conference  
 Appalachian Research in Business Symposium

##### Tenure and Promotion letters

(Information withheld for anonymity)

#### Conference facilitation

2021-present	North American Society for Sport Management (NASSM; section head - Methods)
2025	North American Society for Sport Management (NASSM; Moderator, Special Interest topic: Technical tools in teaching)
2019-2023	World Association for Sport Management biennial conference (WASM; session chair)
2019	Appalachian Research in Business Symposium (session chair)
2014	Atlantic Marketing Association annual conference (session chair)

### **Service to Students**

2021-present	Faculty advisor, McCormack Sport Analytics student club UMass Amherst
2011-2020	Advisor to $\approx$ 45 sport management majors per semester Western Carolina University
2011-2014	Faculty advisor, Sport Management Association student group Western Carolina University



## **Supervised student research**

### Doctoral dissertations

- McArdle, D. (2023-2025). Who's in and who's out: An examination of social categorization in women's sport fandom. (Committee chair)
- Huber, B. (2022-2023). Online fan communities: Welcoming behavior, brand community markers, and multiple identities in sports fandom. (Committee member)
- Demiris, T. (2021-2023). Using historical research methods and modernization theory to understand financial decisions and activities. (Committee member)

### Undergraduate Honors Theses

- Luckner, B. (2025). Land of the blind: An analysis of the investment landscape for international women's professional soccer. (Co-supervisor)
- Martinez, D. C. (2024). Ticketmaster's identification of fans: The case of Taylor Swift. (Co-supervisor)
- Record, D. W. (2024). MVP voting in baseball and how the BBWAA values players. (Co-supervisor)
- Reis, J. (2022). Corporate social responsibility in sports in the digital age: Social media's impact on outreach. (Co-supervisor)
- Robinson, A. (2021). How data access affects work specialization. (Co-supervisor)

### Independent studies

*(Student names abbreviated to protect anonymity)*

- S., W. (2025). Practical applications of graph data structures to sports business. (master's level)
- S., D. (2025). Python visualizations with WSL data.
- B., A. (2023). Maths in Graphs: Applying discrete mathematics and graph theory to analyzing sport business data within a graph database.
- L., D. (2022). Sport performance data within a graph database. (master's level)
- S., C. (2021). Analysis of charitable giving among sport leagues.
- S., J. (2020). Conceptual data design and system build using a network data architecture.
- S., J. (2019). Graph database modeling and dynamic external data integration. Submitted as part of capstone CIS course.

### Honors contracts

- K. V. (2024). Soccer data mapping in pandas and python.

P., J. (2022). Working with data in a graph database. Submitted as part of Sportmgt 461.

S., J. (2019). Rivalry data dashboard in Tableau. Submitted as part of a CIS course.

P., J. C. (2019). Testing tennis narratives with data. Submitted as part of SM314 course.

P., N. (2016). Model of paying college athletes. Submitted as part of SM460 course.

### **Awards and Honors**

2022	Paper of the Year in Sport Marketing (winner) American Marketing Association
2022	Isenberg Teaching Fellow (nominee) Isenberg School of Management, UMass Amherst
2021	NASSM Research Fellow North American Society for Sport Management
2019	Best Professional Research Paper (winner) Sport Marketing Association
2019	Board of Governors Award for Excellence in Teaching (nominee) Western Carolina University
2018	Bloomberg Businessweek Teaching Award (winner) Western Carolina University College of Business
2018	Board of Governors Award for Excellence in Teaching (nominee) Western Carolina University
2017	Paper of the Year in Sport Marketing (winner) American Marketing Association
2017	Bloomberg Businessweek Teaching Award (winner) Western Carolina University College of Business
2017	Creative & Innovative Teaching Award (winner) Western Carolina University College of Business Board of Governors
2017	Excellence in Research Award (finalist) Western Carolina University College of Business
2017	Innovative Scholarship Award (nominee) Western Carolina University
2017	First Year Experience (FYE) Advocate (nominee) Western Carolina University
2016	Bloomberg Businessweek Teaching Award (winner) Western Carolina University College of Business

- 2015 Professor of Excellence (finalist)  
Western Carolina University College of Business
- 2015 Bloomberg Businessweek Teaching Award (winner)  
Western Carolina University College of Business
- 2014 First Year Experience (FYE) Advocate (nominee)  
Western Carolina University
- 2009 Distinguished Teaching Award (finalist)  
University of Massachusetts