

Matthew Katz
Dean's Research Faculty Fellow
Associate Professor
Mark H. McCormack Department of Sport Management
Isenberg School of Management
University of Massachusetts Amherst
mkatz@isenberg.umass.edu
June 1, 2026

Academic Appointments

2020 – Current	Associate Professor Mark H. McCormack Department of Sport Management Isenberg School of Management University of Massachusetts Amherst
2015 – 2020	Assistant Professor Mark H. McCormack Department of Sport Management Isenberg School of Management University of Massachusetts Amherst
2014 – 2015	Assistant Professor, Sport Leadership & Management Department of Kinesiology & Health College of Education, Health, & Society Miami University

Administrative Appointments

2025 – Current	Department Chair
2023 – 2025	Associate Department Chair
2020 – 2023	Undergraduate Program Director
2018 – 2019	Ph.D. Coordinator

Education

Ph.D.	UNIVERSITY OF TEXAS AT AUSTIN	Sport Management (2014)
M.S.	LOUISIANA STATE UNIVERSITY	Sport Management (2011)
M.A.	LOUISIANA STATE UNIVERSITY	History (2011)
B.A.	MUHLENBERG COLLEGE	History & Economics (2009)

Awards

- Dean's Research Faculty Fellow (2021 – 2026)
- Isenberg College Outstanding Teacher Award Nominee (2025)
- Isenberg College Outstanding Teacher Award Nominee (2023)
- Isenberg College Outstanding Teacher Award Nominee (2022)
- Isenberg College Outstanding Teacher Award Nominee (2021)
- Isenberg Outstanding Research Award Winner (2020)
- Isenberg College Outstanding Teacher Award Nominee (2020)
- UMass Distinguished Teaching Award Finalist (2020)
- Isenberg Teaching Excellence Recognition Award Winner (2019)
- UMass Distinguished Teaching Award Nominee (2019)
- NASSM Research Fellow (2018)

Research

Peer-Reviewed Journal Publications (* Indicates PhD Student)

40. Tingle, J. K., Jacobs, B. L., Baeth, A. C., **Katz, M.**, & Zvosec, C. C. (2026). Allyship and Social Support Networks: Examining Feelings of Safety and Confidence among LGBTQ+ Sports Officials. *Sport Management Review*, 29, 52-76.
39. Graham, J. A., **Katz, M.**, & Mansfield, A. C. (2026). The Hidden Players: An Egocentric Network Analysis of Work-Life Balance Among College Athletics Employees. *Journal of Sport Management*, 40, 30-43.
38. Smith, N., Rundio, A., & **Katz, M.** (2025). Trust Can Move Mountain (Biking): A Social Network Examination of the Role of Trust, Communication, and Coopetition in Youth Sports. *Sport Management Review*, 28, 1009-1029.
37. Su, Y., **Katz, M.**, & Doyle, J. (2025). Long-Distance Relationship Marketing in Sport: Determining Factors for Satellite Fans' Share of Wallet and Time. *Sport Management Review*, 28(3), 445-475.
36. *Du, H., Baker, T. A., III, Su, Y., Byon, K., & **Katz, M.** (2025). Sport Spectator Well-Being: A Scoping Review. *Sport Management Review*, 28 (2), 232-256.
35. *Huber, B., **Katz, M.**, Baker, B., & Melton, E. N. (2024). Convergence or Distinctiveness? Exploring How Geographic Location Influences Fan Behavior in Online Fan Communities. *Sport, Business, Management: An International Journal*, 14 (5/6), 627-647.
34. **Katz, M.**, Melton, E. N., *Isard, R., & Agha, N. (2024). Fan Networks in Women's Sport: An Egocentric Analysis of Social Fans and IsoFans. *Sport Marketing Quarterly*, 33(2), 166-180.

34. Tingle, J. K., Jacobs, B. L., **Katz, M.**, & Warner, S. (2024). The strength of community: Social support in sports and official's egocentric networks. *Journal of Sport Management*, 38(2), 122-132.
33. Chang, Y., & **Katz, M.** (2024). When Feeling is for Pursuing: Exploring the Moderating Role of Spectatorship Locus of Control on Fans' Emotion-Directed Pursuit of Consumption Goals. *Sport Management Review*, 27(1), 1-22.
32. Mansfield, A. C., Delia, E. B., Reifurth, K., & **Katz, M.** (2023). How Changes in Team Performance Impact Team Identity. *Sport Marketing Quarterly*, 32(4), 332-342.
31. Chang, Y., Warren, C., **Katz, M.** (2023). Determinants of Subscription Renewal Behavior in Sport Spectatorship Services: A CHAID Decision Tree Modeling Approach. *Sport Marketing Quarterly*, 32, 124-136.
30. *Mansfield, A. C., Melton, E. N., & **Katz, M.** (2022). An Analysis of Identity Conflict Among Health-Conscious Sport Fans. *Journal of Sport Management*, 36, 600-612.
29. *Mansfield, A. C., **Katz, M.**, & Delia, E. B. (2022). The Identity Work of Health-Conscious Sport Fans. *Journal of Sport Management*, 36, 330-340.
28. Cocco, A. R., **Katz, M.**, & Hambrick, M. E. (2021). Co-Attendance Communities: A Multilevel Egocentric Network Analysis of American Soccer Supporters' Groups *International Journal of Environmental Research and Public Health*, 18 (14), 7351 (Special Issue: Role of Social Networks for Sport and Physical Activity).
27. Delia, E. N., **Katz, M.**, & Armstrong, C. (2021). Understanding the Lack of Team Identification Research in Women's Sport. *Sport Marketing Quarterly*, 30, 58-68.
26. **Katz, M.**, Cocieru, O. C., *Springer, D. L., & Dixon, M. A. (2021). Fan Ties and Friendships: A Longitudinal Network Study of Division III Sports on Campus. *Journal of Intercollegiate Sport*, 141, 166-188.
25. * **Katz, M.**, *Mansfield, A. C., & Tyler, B. D. (2020). The Strength of Fan Ties: Emotional Support in Sport Fan Egocentric Networks. *Journal of Sport Management*, 34, 291-302.
24. Mansfield, A. C., Delia, E. B., & **Katz, M.** (2020). The Blurry Spectrums of Team Identity Threat. *Sport Management Review*, 23, 414-427.
23. **Katz, M.**, Heere, B., & Melton, E. N. (2020). Predicting Fan Behavior through Egocentric Network Analysis: Examining Season Ticket Holder Renewal. *Journal of Sport Management*, 34, 217-228.

22. *Cocieru, O. C., **Katz, M.**, & McDonald, M. A. (2020). Understanding Interactions in a Classroom-as-Organization Using Dynamic Network Analysis. *Journal of Experiential Education*, 43, 5-20.
21. **Katz, M.**, Baker III, T. A., & *Hui, D. (2020). Team Identity, Club Identity, and Fan Relationships: A Brand Community Network Analysis of a Soccer Fan Club. *Journal of Sport Management*, 34, 9-21.
20. *Cocieru, O. C., **Katz, M.**, & McDonald, M. A. (2020). A Social Network Comparison between a Classroom-as-Organization and Traditional Management Classes. *Journal of Education for Business*, 95, 541-547.
19. Delia, E. B., & **Katz, M.** (2019). Becoming Fans Abroad: A Qualitative Study of Soccer Fan Socialization. *International Journal of Sport Management and Marketing*, 19, 313-329.
18. *Cocieru, O., Delia, E. B., & **Katz, M.** (2019). It's Our Club! From Fan's Psychological Ownership to Fan Shareholder Initiatives. *Sport Management Review*, 22, 322-334.
17. Pfleegor, A. P., **Katz, M.**, & Bowers, M. T. (2019). Publish, Perish, or Salami Slice? Authorship Ethics in an Emerging Field. *Journal of Business Ethics*, 156, 189-208.
16. **Katz, M.**, Heere, B., & Reifurth, K. (2018). The Loud Crowd: Using Vocal Responses to Understand the Emotional Experiences of Spectators. *Journal of Applied Sport Management*, 10, 36-48.
15. **Katz, M.**, Ward, R. M., & Heere, B. (2018). Explaining Attendance through the Brand Community Triad: Integrating Network Theory and Team Identification. *Sport Management Review*, 21, 176-188.
14. **Katz, M.**, Walker, N. A., & *Hindman, L. C. (2018). Gendered Leadership Networks in the NCAA: Analyzing Affiliation Networks of Senior Woman Administrators and Athletic Directors. *Journal of Sport Management*, 32, 135-149.
13. Seifried, C. S., **Katz, M.**, & Tutka, P. T. (2017). A Conceptual Model on the Process of Innovation Diffusion through a Historical Review of the United States Armed Forces and their Bowl Games. *Sport Management Review*, 20, 379-394.
12. **Katz, M.**, Dixon, M. A., Heere, B., & Bass, J. R. (2017). Front Porch, Small House: A Longitudinal Study of Team and University Identification among Incoming Students at a Division III University. *Journal of Intercollegiate Sport*, 10, 103-125.

11. **Katz, M., & Heere, B.** (2016). New Teams, New Fans: A Longitudinal Examination of Team Identification as a Driver of University Identification. *Journal of Sport Management, 30*, 135-148.
10. **Katz, M., & Heere, B.** (2015). Empowerment within Brand Communities: Overcoming the Achilles' Heel of Scale-Free Networks. *Sport Management Review, 18*, 370-383.
9. **Katz, M., Pfleegor, A. G., *Schaeperkoetter, C., & Bass, J. R.** (2015). Factors for Success in NCAA Division III Athletics. *Journal of Issues in Intercollegiate Athletics, 8*, 102-122.
8. Seifried, C. S., & **Katz, M.** (2015). The United States Armed Forces and their 'Bowl' Games from 1942 to 1967: An Example of Organizational Innovation in Action. *Journal of Leadership and Organizational Studies, 22*, 231-247.
7. Seifried, C. S., **Katz, M.**, & Pfleegor, A.G. (2015). Megalomaniac or Narcissist? Examining the Political Leadership Style of the Sports Fan in Huey P. Long. *Journal of Sport History, 42*, 39-58.
6. **Katz, M.**, & Seifried, C. S. (2014). And Then There Were Three: The NCAA's Struggle for Reorganization and the Emergence of Division III Athletics. *Sport History Review, 45*, 145-170.
5. **Katz, M.**, & Clopton, A. C. (2014). Town & Gown...& Jerseys? NCAA Division III Athletics as Social Anchors. *Journal of Issues in Intercollegiate Athletics, 7*, 285-306.
4. Heere, B., & **Katz, M.** (2014). Still Undeclared: Exploring the Dimensions of Team Identity among Fans of a New College Football Team. *Journal of Applied Sport Management, 6*, 25-47.
3. **Katz, M.**, & Heere, B. (2013). Leaders and Followers: An Exploration of the Notion of Scale-Free Networks within a New Brand Community. *Journal of Sport Management, 27*, 271-287.
2. **Katz, M.** & Seifried C. S. (2012). A Lawsuit in the Waiting: Special Relationships Within Campus Recreation. *Recreation Sports Journal, 36*, 45-59.
1. Seifried, C. S. & **Katz, M.** (2011). The Creation of Domestic and International Bowl Games from 1942 to 1946: The United States Military and Football as Conjoined Twins. *Sport History Review, 42*, 153-175.

Scholarly Conference Presentations

- Tingle, J. K., **Katz, M.**, Leberman, S., & O’Gorman, J. (Submitted). The Impact of Egocentric Networks on Community, Support, and Retention for Referee Mentors. *Submitted for presentation at the North American Society for Sport Management Annual Conference.*
- Geurin, A. N., Babiak, K., Baker, B., Brison, N., **Katz, M.**, Kerwin, S., & Newland, B. (Submitted). From Submission to Decision: Best Practices for High-Quality Peer Review. *Submitted for a Panel at the North American Society for Sport Management Annual Conference.*
- Katz, M.**, Mansfield, A. C., & Melton, E. N (2025). IsoFans in Golf and Tennis: Examining Identities and Behaviors. *Presented at the North American Society for Sport Management Annual Conference.*
- Graham, J. A., **Katz, M.**, & Mansfield, A. C. (2025). The Hidden Players: An Egocentric Network Analysis of Work-Life Balance in College Athletics. *Presented at the North American Society for Sport Management Annual Conference.*
- Katz, M.**, Tyler, B. D., Melton, E. N., Shealy, M., & McAuley, A. (2024). IsoFans in Practice: An Industry-Academia Partnership. *Presented at Sport Marketing Association Conference.*
- Katz, M.**, Melton, E. N., Isard, R., & Tyler, B. D. (2024). Satisfied Alone? Understanding IsoFans and Fan Networks in Women’s Sports. *Presented at Sport Marketing Association Conference.*
- Katz, M.**, & Heere, B. (2024). A Theory of Fan Networks. *Presented North American Society for Sport Management Conference.*
- MacCharles, J., **Katz, M.**, *Quinton, J., & Melton, E. N. (2024). A Network to be Proud of? Investigating the Professional Networks of LGBTQ+ Sport Employees and their Impact on Subjective Career Success. *Presented at North American Society for Sport Management Conference.*
- Katz, M.**, Mansfield, A. C., & Inoue, Y. (2024). A Network Theory Perspective on the Relationship Between Sport Fandom & Physical Health. *Presented at North American Society for Sport Management Conference.*
- Katz, M.**, *Huber, B., & Greenhalgh, G. (2023). Fan Networks, Twitter, and Hockey: Modeling Fan Interactions around the Women’s and Men’s Frozen Four. *Presented at Sport Marketing Association Conference.*
- *Huber, B., **Katz, M.**, & Sveinson, K. (2023). Negotiating Identity: Comparing New Fan Socialization Between Women's and Men's Sport in Online Fan Communities. *Presented at North American Society for Sport Management Conference.*

- *Huber, B., Sveinson, K., & **Katz, M.** (2023). Constructing a Team Identity: A Discursive Analysis of Identity Formation in an Online Fan Community. *Presented at North American Society for Sport Management Conference.*
- Tingle, J. K., Jacobs, B. L., Zvosec, C. C., Baeth, A. C., & **Katz, M.** (2023). Allyship and Emotional Support: The Impact of Egocentric Networks on LGBTQ+ Referee's Mental Health. *Presented at North American Society for Sport Management Conference*
- Sveinson, K., **Katz, M.**, & Melton, E. N. (2023). The (in)convenient Sample: How Recruitment Strategies Create a Lack of Diversity in Consumer Behavior Studies. *Presented at North American Society for Sport Management Conference*
- *Huber, B., & **Katz, M.** (2022). "New Fan, What Do I Need to Know?" An Egocentric Sentiment Analysis of New Fan Socialization in Online Fan Communities. Presented at Sport Marketing Association Conference.
- *Du, H., Su, Y., Baker III, T. A., & **Katz, M** (2022). Sport Spectatorship and Psychological Well-Being of Spectators: A Scoping Review. Presented at Sport Marketing Association Conference.
- *Huber, B., & **Katz, M.** (2022). Earned Influence: Examining Emergent Leaders' Expressed Sentiment in Online Fan Communities. Presented at North American Society for Sport Management Conference
- Chang, Y., Warren, C., & **Katz, M.** (2022). Determinants of Subscription Renewal Behavior in Sport Spectatorship Services: A CHAID Decision Tree Modeling Approach. Presented at North American Society for Sport Management Conference
- Tingle, J. K., Jacobs, B. L., **Katz, M.**, & Warner, S. (2022). The Strength of Community: Social Support in Sports and Official's Egocentric Networks. Presented at North American Society for Sport Management Conference
- Katz, M.**, Heere, B., Tyler, B. D., & Walker, M. (2021). Advancing Social Network Analysis in Sport Marketing: A Theoretical, Methodological, and Applied Discussion. Presented at Sport Marketing Association Conference.
- *Mansfield, A. C., Melton, E. N., & **Katz, M.** (2021). An Analysis of Identity Conflict Among Health-Conscious Sport Fans. Presented at Sport Marketing Association Conference.
- *Huber, B., **Katz, M.**, & Baker, B. J. (2021). Converge or Diverge? A Text Mining Analysis of the Communication Behavior of Nonlocal fans. Presented at Sport Marketing Association Conference.

- Katz, M.,** Baker, B. J., & Melton, E. N. (2021). Sport Fan Networks and Social Advocacy: An Examination of Black Girl Hockey Club. Presented at the North American Society for Sport Management Conference.
- *Huber, B., **Katz, M.,** & Delia, E. B. (2021). Avoiding Fan Discontinuity: Nostalgia and Displaced Fans. Presented at the North American Society for Sport Management Conference.
- *Mansfield, A. C., & **Katz, M.** (2021). Segmenters, Synergistics, & Socialization: An Examination of Health-Conscious Sport Fans' Identity Work. Presented at the North American Society for Sport Management Conference.
- Katz, M.,** Mansfield, A. C., & Melton, E. N. (2020). An Egocentric Network Analysis of WNBA Fans: Examining IsoFans and Social Fans. Presented at the North American Society for Sport Management Annual Conference.
- *Huber, B., & **Katz, M.** (2020). Balancing a Nonlocal Fans' Need for Belongingness and Distinctiveness through Fantasy Football: A Qualitative Inquiry. Presented at the North American Society for Sport Management Annual Conference.
- *Du, H., Baker III, T. A., & **Katz, M.** (2020). The Influence of Social Network Structure on Sport Participation and Consumption: A Case of Chinese Amateur Tennis Club. Presented at the North American Society for Sport Management Annual Conference.
- Reifurth, K. R. N., Mansfield, A. C., **Katz, M.,** & Delia, E. B. (2019). We're Good Now! How Newfound On-Field Success Impacts Fan Identity. Presented at the Sport Marketing Association Annual Conference.
- *Du, H., Baker III, T. A., & **Katz, M.** (2019). The Homogeneity and Heterogeneity of Fans Within Sports Brand Community. Presented at the Sport Marketing Association Annual Conference
- Katz, M. & *Mansfield, A.** (2019). The Strength of Fan Ties: A Multilevel Model of Egocentric Consumption Networks. Presented at the North American Society of Sport Management Annual Conference.
- Walker, N. A., **Katz, M.,** & LaVoi, N. M. (2019). Gendered Hiring Networks and Access Discrimination: A Social Network Analysis of NCAA Sports. Presented at the North American Society of Sport Management Annual Conference.
- *Hui, D., Baker, T. A., III., & **Katz, M.** (2019). Sport Fan Engagement and Egocentric Social Networks: A Case Stud on Chinese Minor League Soccer. Presented at the North American Society of Sport Management Annual Conference.

- Katz, M.,** Ward, R. M., Melton, E. N., & Heere, B. (2018). With Whom Do Fans Consume? A Multilevel Model of Gender Homophily in Ego Networks. Presented at the Sport Marketing Association Annual Conference.
- Melton, E. N., Lopbries, J., & **Katz, M.** (2018). Examining Fan Community in Women's Professional Sport: A Case Study of the Dallas Charge. Presented at the Sport Marketing Association Annual Conference.
- Katz, M.,** & Baker, T. A. (2018). One Team, Multiple Identities, Many Relationships: A Network Analysis of a Soccer Fan Club. Presented at the North American Society of Sport Management Annual Conference.
- *Mansfield, A., **Katz, M.,** & Delia, E. (2018). The Salience of Networks for Coping Fans of Historically Disappointing Team. Presented at the North American Society of Sport Management Annual Conference.
- Delia, E., & **Katz, M.** (2018). Team Identification in Women's Sport: What Do We Know? Presented at the North American Society of Sport Management Annual Conference.
- Katz, M.,** Pfleegor, A. G., & Walker, N. (2018). Regional Components and Educational Cliques: A 2-Mode Network Analysis of Division III ADs. Presented at the College Sport Research Institute Conference. Columbia, South Carolina.
- Pfleegor, A. G., & **Katz, M.** (2018). Networks of Talent: A Network Examination of Division III Hockey Student Athletes. Presented at the College Sport Research Institute Conference. Columbia, South Carolina
- Katz, M.,** & Heere, B. (2017). Predicting Fan Behavior: Expanding the Network Approach. Presented at the Sport Marketing Association Annual Conference. Boston, MA.
- *Cocieru, O., Delia, E., & **Katz, M.** (2017). My team is MY team: Building theory about fan ownership of sport organizations. Presented at the Sport Marketing Association Annual Conference. Boston, MA.
- Katz, M.** (2017). Ego Networks and Sport Consumer Behavior: Using Social Network Analysis for Ego Networks within Sport Brand Communities. Presented at the North American Society of Sport Management Annual Conference. Denver, CO.
- Katz, M.,** Walker, N., & Hindman, L. (2017). Gendered Leadership Networks in the NCAA: 2-Mode Analysis of Senior Woman Administrator and Athletic Director Networks. Presented at the North American Society of Sport Management Annual Conference. Denver, CO.

- Katz, M.,** Heere, B., & Ward, R. M. (2016). Explaining Attendance through Social Network Analysis: The Effect of Centrality and Team Identification on Continued Game Attendance. Presented at the North American Society of Sport Management Annual Conference. Orlando, FL.
- Delia, E., & **Katz, M.** (2016). Mapping the Sport Consumer: Concept Mapping in Qualitative Research. Presented at the North American Society of Sport Management Annual Conference. Orlando, FL.
- Seifried, C. S., Tutka, P. T., & **Katz, M.** (2016). A Conceptual Model on the Process of Innovation Diffusion through a Historical Review. Presented at the Eastern Academy of Management Annual Conference. New Haven, CT.
- Drayer, J., Walker, M., Aicher, T., Ballouli, K., Heere, B., **Katz, M.**, Drane, D., Newland, B., Mahan, J., Kent, A., Pfleegor, A., & Cohen, A. (2015). The Importance of the Fantasy Football League Community: Understanding the Dynamics of a Fantasy Football League and How it Effects How We Consumer Our Football. Presented at the Annual Conference of the Sport Marketing Association. Atlanta, GA.
- Katz, M.,** Heere, B., & Dixon, M.A. (2015). Socializing New Fans: Venn Diagrams, Subcommunities, and New Member Adjustment. Presented at the North American Society for Sport Management Annual Conference. Ottawa, Canada.
- Katz, M.,** & Heere, B. (2014) The Loud Crowd: An Exploratory Study of Spectator Sound Levels and Emotional Experiences. Presented at the Sport Entertainment & Venues Tomorrow Conference. Columbia, South Carolina.
- Katz, M.,** & Heere, B. A Longitudinal Examination of New Fan Identification (2014). Presented at the Annual Conference of the Sport Marketing Association. Philadelphia, PA.
- Katz, M.,** Pfleegor, A.G., & Heere, B (2014). Recognizing Rivals: Developing Oppositional Brand Loyalty in Division III Sport Fans. Presented at North American Society for Sport Management Annual Conference. Pittsburgh, PA.
- Bass, J.R., Pfleegor, A.G., & **Katz, M.** (2014). Why D3? A Holistic Exploration of Division III Institutions and their Student Athletes. Presented at College Sport Research Institute Annual Conference. Columbia, SC.
- Katz, M.,** & Heere, B. (2013). Fans or Friends? The Role of Sport Fanship in Newcomer Adjustment and Socialization. Presented at Sport Entertainment & Venues Tomorrow Conference. Columbia, SC

- Pfleegor, A.P., **Katz, M.**, Seifried, C.S. (2013). A Caricature of the Past? The Renovations of Fenway Park & Soldier Field. Presented at Sport Entertainment & Venues Tomorrow Conference. Columbia, SC.
- Seifried, C.S., & **Katz, M.** (2013). Revising Organizational Innovation through the American Football Bowl Games Created by the United States Military from 1942 to 1967. Presented at the Southern Management Association Conference. New Orleans, LA.
- Katz, M.**, Heere, B. (2013). New Fans, New Places: Sport as a Tool for Organizational Socialization. Presented at the annual conference of the North American Society for Sport Management. Austin, TX.
- Morais, D., **Katz, M.**, & Todd, J. (2013). Sandow's Followers: A Historical Case Study of Brand Community. Presented at the annual conference of the North American Society for Sport Management. Austin, TX.
- Katz, M.** (2013). Assisting Newcomer Adjustment: Sport as a Tool for Organizational Socialization. Presented at the Texas Graduate Sport Management Student Symposium. College Station, TX
- Pfleegor, A.G., **Katz, M.**, & Clopton, A.W. (2012). Factors for Success: Fairness & Equity in Division III Athletics. Presented at the NCAA Scholarly Colloquium. Grapevine, TX
- Pfleegor, A.G., **Katz, M.**, & Bourke, B. (2012). Fairness and Equality in NCAA Athletics: Finding Division III's "Place." Presented at the North American Society for the Sociology of Sport Conference. New Orleans, LA.
- Heere, B., & **Katz, M.** (2012). A Longitudinal Examination of the Impact of a New College Football Team on the University. Presented at the Sport Marketing Association Conference. Orlando, FL
- Katz, M.**, & Bowers, M.T. (2012). The Impact of Huey P. Long on the Evolution of Tiger Stadium and Louisiana State University Football. Presented at the North American Society for Sport History Conference. Berkeley, CA.
- Katz, M.**, & Heere, B. (2012). UTSA Game Day Experience: The Formation of a New Community. Presented at the College Sport Research Institute Conference. Chapel Hill, NC.
- Clopton, A.W., **Katz, M.**, & Finch, B.L. (2012). Athletics and the Social Anchoring of NCAA Division III Communities. Presented at the American Alliance for Health, Physical Education, Recreation, and Dance National Convention. Boston, MA.

Katz, M. (2011). The Creation of Domestic and International Bowl Games from 1942 to 1946: The United States Military and Football as Conjoined Twins. Presented at the North American Society for Sport History Conference. Austin, TX.

Katz, M., Clopton, A.W., & Finch, B.L. (2011). Town or Gown? NCAA Division III Athletics as Social Anchors. Presented at the Sport Marketing Association Conference. Houston, TX.

Service

University of Massachusetts

Department Chair (2025 – Current)
Associate Department Chair (2023 – 2025)
Departmental Personnel Committee Member (2024 – 2025)
Sport Management Department Curriculum Chair (2022 – 2024)
Isenberg Workload Equity Committee Chair (2024)
Departmental Personnel Committee Chair (2023-2024)
Isenberg School Curriculum Committee (2022 – 2024)
Faculty Search Committee Chair (2022 – 2023)
Undergraduate Program Director (2020 – 2023)
Faculty Search Committee Chair (2021 – 2022)
Faculty Search Committee Chair (2019 – 2020)
Ph.D. Coordinator (2018 – 2019)
Faculty Search Committee Chair (2018 – 2019)

Professional

NASSM Awards Committee Chair: Zeigler Award (2025 – Current)
NASSM Nominating and Human Resources Committee (2024 – 2025)
NASSM Executive Board: Member-at-Large (2021 – 2023)
NASSM Awards Committee Chair: Distinguished Research Award (2022 – 2024)
NASSM Awards Committee: Paton Distinguished Service Award (2021 – 2023)
NASSM Awards Committee: Joy DeSensi Diversity Award (2021 – 2023)
NASSM Strategic Plan Member (2017-2018)
NASSM Doctoral Research Grant Committee Member (2019)

Associate Editor

Sport Marketing Quarterly (2022 – Current)

Editorial Review Board Member

Journal of Sport Management (2021 – Current)
Journal of Global Sport Management (2021 – Current)
Frontiers in Sport and Active Living: Sport Management and Marketing (2020 – Current)
Journal of Intercollegiate Sport (2016 - 2023)
Sport Marketing Quarterly (2019 – 2022)
International Journal of Sports Marketing and Sponsorships (2021 – 2022)
Journal of Issues in Intercollegiate Athletics (2016 – 2022)

Guest Reviewer

Journal of Service Management (2022)
Journal of Sport Management (2014-2015, 2017-2021)
Sport Management Review (2017-2024)
European Sport Management Quarterly (2014, 2019-2021, 2023)
International Journal of Sports Marketing & Sponsorship (2020)
Sport Marketing Quarterly (2014-2018)
Sport in Society (2017-2018)
International Journal of Exercise Science (2017)
Sociology of Sport Journal (2014-2015)
Journal of Intercollegiate Sport (2015)
Journal of Issues in Intercollegiate Athletics (2015)
Sport, Business, and Management: An International Journal (2015)

Conference Reviewer

NASSM Conference Section Head (2017, 2021-2025)
NASSM Annual Conference (2018-2020)
Sport Marketing Association Annual Conference (2016-2019, 2021)
Sport Management Association of Australia & New Zealand Annual Conference (2016)

Local Community

Western MA Sports Commission (2017 – 2022)

Teaching

University of Massachusetts Amherst: 2015 – Present

- Sport Sponsorship Strategy
- Sport Marketing
- Sport Marketing (Graduate)
- Sport History
- History of Baseball (Online)
- Business in Global Society I and II (Residential Academic Program)
- Strategic Marketing (MSBA)
- Sport Analytics

Miami University: 2014 – 2015

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

Advising

Dissertation Committees

- Blaine Huber (Chair)
- Aaron Mansfield (Chair)
- Du Hui (External Member)
- Gabriela Stevenson (External Member)
- Ovidiu Cocieru
- Jason Incorvati (External Member)
- Benjamin Downs (External Member)
- Soyoung Joo

Independent Studies

- Jessica Reis (2021-2022 Honors Thesis)
- Cyril Penn (Graduate: Spring 2021)
- Nicholas Georgette (Spring 2021)
- Sarah Burbank (Graduate: Spring 2019)
- Sydney Robinson (Fall 2018)
- Brett Albert (Graduate; Spring 2017)
- Nishant Nereyth (Graduate; Spring 2017)
- Abigail Rice (Fall 2016)
- Robert Grobmyer (Graduate; Spring 2016)

Professional Association Memberships

- North American Society for Sport Management
- Sport Marketing Association
- College Sport Research Institute
- National Intramural-Recreational Sport Association (2010-2011)
- North American Society for Sport History (2011-2013)