

# **Bradley J. Baker**

Assistant Professor  
Mark H. McCormack Department of Sport Management  
Isenberg School of Management  
University of Massachusetts Amherst  
121 Presidents Drive  
Amherst, MA 01003  
Email: bbaker@isenberg.umass.edu

---

## **ACADEMIC APPOINTMENTS**

<b>University of Massachusetts, Amherst, MA</b> Assistant Professor Mark H. McCormack Department of Sport Management Isenberg School of Management	2019-Present
---	--------------

---

## **EDUCATION**

<b>Temple University, Philadelphia, PA</b> Ph.D. in Business Administration	2017
<b>Temple University, Philadelphia, PA</b> M.S. in Sport and Recreation Management	2012
<b>Johns Hopkins University, Baltimore, MD</b> B.S. in Computer Science and Mathematical Sciences	1998

---

## **RESEARCH INTERESTS**

- Sport Consumer Behavior and Loyalty
  - Sport and Consumer Analytics
  - Social Media
  - Research Methods
  - Machine Learning and Artificial Intelligence
-

## RESEARCH

### Publications:

- Pizzo, A., **Baker, B.**, Jones, G. & Funk, D. (In press). Sport experience design: Wearable fitness technology in the health and fitness industry. *Journal of Sport Management*.
- Su, Y., **Baker, B.**, Doyle, J., & Yan, M. (In press). Fan engagement in fifteen seconds: Athletes' relationship marketing during a pandemic via TikTok. *International Journal of Sport Communication*.
- Behnam, M., Sato, M., **Baker, B.**, Delshab, V., & Winans, M. (In press). Connecting customer knowledge management and behavioral intention through psychological involvement and customer perceived value. *Journal of Sport Management*. DOI: 10.1123/jsm.2020-0033
- Baker, B.\***, Du, J.\*, Sato, M., & Funk, D. (In press). Rethinking segmentation within the Psychological Continuum Model using Bayesian analysis. *Sport Management Review*. DOI: 10.1016/j.smr.2019.09.003  
\* The first two authors contributed equally to this article
- Landy, J. et al. (including **Baker, B.**). (2020). Crowdsourcing hypothesis tests: Making transparent how design choices shape research results. *Psychological Bulletin*, 146(5), 451-479.
- Su, Y., **Baker, B.**, Doyle, J., & Kunkel, T. (2020). Rise of an athlete brand: Factors influencing the social media following of athletes. *Sport Marketing Quarterly*, 29(1), 33-46.
- Wegner, C., Delia, E., & **Baker, B.** (2020). Fan response in the face of identity threat. *Sport Management Review*, 23(2), 215-228.
- Kennedy, H., **Baker, B.**, Jordan, J., & Funk, D. (2019). Running recession: A trend analysis of running involvement and runner characteristics to understand declining participation. *Journal of Sport Management*, 33(3), 215-228.
- Baker, B.**, Jordan, J., & Funk, D. (2018). Run again another day: The role of consumer characteristics and satisfaction in repeat consumption of a sport-related experience product. *Journal of Sport Management*, 32(1), 38-52.  
\* **Winner: NASSM Student Research Competition** \*
- Pizzo, A, **Baker, B.**, Lee, M., Na, S., Kim, D., & Funk, D. (2018). eSport vs sport: A comparison of spectator motives. *Sport Marketing Quarterly*, 27(2), 45-60.
- Funk, D., Pizzo, A., & **Baker, B.** (2018). eSport management: Embracing education and research opportunities. *Sport Management Review*, 21(1), 7-13.

**Baker, B.**, Zhou, X., Pizzo, A., Du, J., & Funk, D. (2017). Collaborative self-study: Lessons from a study of wearable fitness technology and physical activity. *Sport Management Review*, 20(1), 114-127.

**Baker, B.**, McDonald, H., & Funk, D. (2016). The uniqueness of sport: Testing against marketing's empirical laws. *Sport Management Review*, 19(4), 378-390.

### **Manuscripts in Review:**

Wegner, C., **Baker, B.**, & Jones, G. (Third-Round Review). Identity formation and identity negotiation of sport volunteers. *Journal of Sport Management*.

Kunkel, T., **Baker, B.**, Baker, T., & Doyle, J. (Revise & Resubmit). There is no nil in NIL: Examining the social media value of student-athletes' names, images, and likeness. *Sport Management Review*.

Behnam, M., Sato, M., & **Baker, B.** (Revise & Resubmit). The role of consumer engagement in behavioral loyalty through co-production and value-in-use in fitness clubs. *Sport Management Review*.

Lower-Hoppe, L., Aicher, T., & **Baker, B.** (Under Review). Intention-behavior relationship within community running clubs: Examining the moderating influence of leisure constraints and facilitators. *Journal of Leisure Research*.

Du, J., Floyd, C., Kim, A., **Baker, B.**, Sato, M., James, J., & Funk, D. (Under Review). To be or not to be: Negotiating leisure constraints with technology and data analytics amid the COVID-19 pandemic. *Leisure Studies*.

### **Refereed Conference Presentations:**

**Baker, B.** (2020) Crossover loyalty: What social media analytics indicates about how teams share fans. Presented at the *North American Society for Sport Management*, Virtual Conference.

Kennedy, H., **Baker, B.**, & Funk, D. (2019) When to post? Predicting sport consumer engagement with social media posts. Presented at the *Sport Marketing Association*, Chicago, IL.

Aicher, T., Lower, L., & **Baker, B.** (2019) Factors influencing consumer behaviors preparing for marathon events: A longitudinal study of long-distance runners. Presented at the *Sport Marketing Association*, Chicago, IL.

Kunkel, T., Baker, T., **Baker, B.**, & Doyle, J. (2019) The social media value of college football players. Presented at the *European Association for Sport Management*, Seville, Spain.

- Lower-Hoppe, L., Aicher, T., & **Baker, B.** (2019) Club organizational support: Impact on member constraints, intentions, and behaviors. Presented at the *European Association for Sport Management*, Seville, Spain.
- Baker, B.** (2019). Funding prioritization of Division I NCAA institutions. Presented at the *North American Society for Sport Management*, New Orleans, LA.
- Baker, B.** & McDonald, H. (2019). Double jeopardy patterns in sport participation. Presented at the *North American Society for Sport Management*, New Orleans, LA.
- Su, Y., Kunkel, T., & **Baker, B.** (2018). Rise of an athlete brand: Factors influencing growth in athletes' social media following after NFL Draft. Presented at the *Sport Marketing Association*, Dallas, TX.
- Baker, B.** (2017). What's the big deal about big data?: Sport management research, practice, and education. Presented at the *Sport Marketing Association*, Boston, MA.  
**\* Winner: SMA Ignite Presentation Competition \***
- Baker, B.,** & Funk, D. (2017). Sentiment analysis from open-ended survey data. Presented at the *Sport Marketing Association*, Boston, MA.
- Baker, B.,** & Wegner, C. (2017). Outcomes of organizational identification in sport volunteers. Presented at the *North American Society for Sport Management*, Denver, CO.
- Du, J., **Baker, B.,** Funk, D., & James, J. (2017). Utilizing a Bayesian approach within the Psychological Continuum Model. Presented at the *North American Society for Sport Management*, Denver, CO.
- Baker, B.,** & Funk, D. (2016). Event-choice criteria among running event participants. Presented at the *Sport Marketing Association*, Indianapolis, IN.
- Baker, B.** (2016). Little bets: Reshaping academia. Presented at the *Sport Marketing Association*, Indianapolis, IN.
- Baker, B.** (2016). Run again another day: The role of satisfaction on repeat race participation. Presented at the *North American Society for Sport Management*, Orlando, FL.  
**\* Winner: NASSM Student Research Competition \***
- Baker, B.,** Jordan, J., & Funk, D. (2015). Buyer uncertainty in advance selling: An empirical investigation with marathon runners. Presented at the *Sport Marketing Association*, Atlanta, GA.
- Baker, B.,** Luo, X., & Fang, Z. (2015). Field experiment evidence for the hourly performance of mobile advertising. Presented at the *American Marketing Association Summer Educators' Conference*, Chicago, IL.

- Baker, B.,** Jordan, J., & Funk, D. (2015). An assessment of consistency in the NCAA infractions process. Presented at the *North American Society for Sport Management*, Ottawa, Canada.
- Baker, B.,** Frascella, V., Funk, D., Jordan, J., & Filo, K. (2014). The volunteer lifecycle in sport-for-development volunteers. Presented at the *Sport Management Association of Australia and New Zealand*, Melbourne, Australia.
- Baker, B.,** & Funk, D. (2014). Web scraping for semi-automated data collection. Presented at the *Sport Marketing Association*, Philadelphia, PA.
- Baker, B.,** Fang Z., & Luo, X. (2014). Hour-by-hour mobile advertising effectiveness from two field experiments. Presented at *Conference on Digital Experimentation*, Cambridge, MA.
- Baker, B.** (2014). Strategic trade-offs in hotel best rate guarantees. Presented at the *Academy of Marketing Science*. Indianapolis, IN.  
**\* Winner: AMS Doctoral Student Travel Award \***
- Baker, B.,** & Funk, D. (2014). Lessons learned from a legacy of losing: A study of serial failed Olympic bids. Presented at the *North American Society for Sport Management*, Pittsburgh, PA.
- Baker, B.,** McDonald, H., & Funk, D. (2014). Exploring year-to-year attendance behavior and sport brand double jeopardy. Presented at the *North American Society for Sport Management*, Pittsburgh, PA.
- Baker, B.,** McDonald, H., & Funk, D. (2013). How sport brands conform to marketing empirical generalisations. Presented at the *Australia and New Zealand Marketing Academy Conference*, Auckland, New Zealand.  
**\* Winner: Best paper award for Tourism, Events and Sports Marketing track \***
- Baker, B.,** & Funk, D. (2013). University vs team brand-dominance effects on NCAA conference change. Presented at the *North American Society for Sport Management*, Austin, TX.

**Invited Presentations:**

- Baker, B.** et al. (2015). Inside out: How learning in community is reflected in how we teach. Presented at the *Organizational Behavior Teaching Conference*, La Verne, CA.

## TEACHING EXPERIENCE

### University of Massachusetts

#### **SPORTMGT 462 Advanced Sport Analytics** Spring 2020

Developed course providing project-based experience with sport analytics techniques

#### **SPORTMGT 697D Sport Analytics** Spring 2020

Masters-level survey of sport analytics topics and basic analytic techniques used in sport

#### **SPORTMGT 497D Sport Analytics** Fall 2019

An introduction to how analytics informs decision making in the sport industry

Average Student Evaluation Score:

“What is your overall rating of this instructor’s teaching?” 4.8/5.0

### Temple University

#### **STHM 2211 Organizational Strategy in Sport and Recreation** Fall 2016

Strategic challenges confronting firms that compete in the sport and recreation industries

Average Student Evaluation Score:

“The instructor taught this class well” 4.2/5.0

#### **STHM 1211 Sport and Society** Fall 2015

An introduction to the nature, scope, and significance of the field of sport and recreation

Average Student Evaluation Score:

“The instructor taught this class well” 4.3/5.0

#### **Kinesiology 1016 Fencing I** 16 sections Fall 2004 – Spring 2012

An introduction to the sport of fencing, including physical and psychological preparation

Average Student Evaluation Scores:

“The instructor taught this class well” 4.7/5.0

#### **Kinesiology 1012 Badminton** 6 sections Spring 2008 – Spring 2009

An introduction to the sport of badminton, including strategies, etiquette, and how to play

Average Student Evaluation Scores:

“The instructor taught this class well” 4.7/5.0

#### **Kinesiology 1037/1038 Physical Activity Workshop**, 7 sections Fall 2004 – Spring 2012

An introduction to beginning level fitness activities: fencing and badminton

## SELECTED NON-ACADEMIC PROFESSIONAL EXPERIENCE

<b>D5ai, LLC</b> Co-founder, Director	2017–Present
<b>Temple University</b> , Philadelphia, PA Assistant Coach, Women’s Fencing	2004–2013
<b>USA Fencing</b> , Colorado Springs, CO Board of Directors	2003–2013
<b>University of Massachusetts</b> , Amherst, MA Head Coach, Fencing Club	2000–2004
<b>SandboxScribe, Inc.</b> , Easthampton, MA Programmer	1999–2003

---

## GRANT ACTIVITY

- Baker, B.**, (2016). Doctoral Dissertation Completion Grant. Temple University.  
Amount: \$10,000. **Status: Funded**
- Baker, B.**, & Wegner, C. (2015). The importance of group dynamics in volunteer sport organizations. North American Society for Sport Management Doctoral Research Grant.  
Amount: \$1,100. **Status: Funded**
- 2015 Organizational Behavior Teaching Society Doctoral Institute Scholarship.  
Amount: \$975. **Status: Funded**
- Baker, B.**, King, C. & Funk, D. (2014). Discovering the best fit: Leveraging LinkedIn’s economic graph. LinkedIn Economic Graph Challenge.  
Amount: \$25,000. **Status: Not Funded**
- Baker, B.**, Harold, C., & Funk, D. (2014). Testing the employee connection model. Young Scholar Seed Funding, Temple University.  
Amount: \$1,600. **Status: Funded**
- 2014 Academy of Marketing Science Doctoral Student Travel Award.  
Amount: \$235. **Status: Funded**

## **ACADEMIC HONORS AND AWARDS**

- Presidential Fellow, Temple University 2012–2017
- 2017 Sport Marketing Association Ignite Presentation Competition Winner
- 2017 Temple University Outstanding PhD Student in Business Administration: Tourism/Sport
- 2017 Sport Marketing Association Best Student Paper Award Finalist
- 2017 Dean’s Outstanding Publication Award, Fox School of Business, Temple University
- 2016 NASSM Student Research Competition Award Winner
- 2016 Dean’s Outstanding Publication Award, Fox School of Business, Temple University
- 2016 Fox Doctoral Research Competition: Finalist – Third/Fourth-Year Research Paper
- 2015 Fox Doctoral Research Competition: Finalist – Third/Fourth-Year Research Paper
- 2014 Fox Doctoral Research Competition: 3<sup>rd</sup> Place – Second-Year Research Paper
- 2014 Academy of Marketing Science Doctoral Student Travel Award
- 2013 ANZMAC Conference: Best paper award for Tourism, Events and Sports Marketing track
- 2013 Fox Doctoral Research Competition: 3<sup>rd</sup> Place – First-Year Research Paper
- 2012 Temple University STHM Outstanding Graduate Student Award, Sport and Recreation Management



## ACADEMIC SERVICE

### Reviewer

Journal of Sport Management	2017–2020
Sport Management Review	2018–2020
Sport Marketing Quarterly	2015, 2019–2020
European Sport Management Quarterly	2019
Journal of Leisure Research	2019-2020
International Journal of Sport Communication	2020
International Journal of Sports Marketing and Sponsorship	2020
Journal of Applied Sport Management	2019-2020
International Journal of Behavioral Nutrition and Physical Activity	2019
American Marketing Association Conference	2015–2016
Academy of Marketing Science Conference	2014

Editorial Assistant, Sport Marketing Quarterly 2012–2015

### University Service

Mark H. McCormack Department of Sport Management, University of Massachusetts	
Department Curriculum Committee	2019-Present
Department Personnel Committee	2019–Present
Department Representative, Massachusetts Society of Professors	2019–Present
Department of Sport and Recreation, Temple University	
Tenure Track Search Committee	2015
Student Recreation Board	2012–2017

### Service to the Field

NASSM Faculty-Student Mentor Initiative	2019-2020
Engagement Committee Member, Organizational Behavior Teaching Society	2015–2016