

**Curriculum Vitae**  
**Emily M Must**

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Doctoral Student, ABD  
Sport Administration Department  
School of Sport and Exercise Science  
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## **Education**

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**Ph.D. (ABD), Sport Administration, University of Northern Colorado, Greeley, CO**

Expected Completion: 2016  
Major: Sport Administration  
Minor: Applied Statistics and Research Methods  
Dissertation: Assessing social impacts of subsidized professional sports stadiums

**M.S., Sport Management Barry University, Miami Shores, FL.**

Major: Sport Management  
Concentration: Business Administration  
Thesis: The Miami Marlins: Perceptions of a Publicly Financed Stadium  
An Analysis of Perceived Intangible Benefits

**B.S., Exercise Science, Barry University, Miami Shores, FL.**

Major: Exercise Science

## **Research Interests**

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- Sport-Anchored Urban Redevelopment
- Social Capital: Measurement, Analysis, and Application
- Impact Analysis of Sport Stadia and Mega-Events
- Sport Analytics and Big Data Implications
- Scale Development and Measurement
- Sport Economics, Finance, and Public Policy
- Sport Consumer Behavior
- Corporate Social Responsibility and Sport

## **Manuscripts under Review**

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Davies, M., Schmitt, C., & **Must, E.** (In Review). Measuring Sport Team Brand Personality: Scale Validation. *Sport, Business and Management: An International Journal*.

## **Manuscripts in Preparation**

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**Must, E.** (In Progress). Perception formation process for subsidized stadia: A grounded theory analysis of Miami-Dade residents. To be submitted for publication in *Journal of Applied Sport Management*.

## Research Presentations

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**Must, E.** (2016). Perception Formation Process for Subsidized Stadiums: A Grounded Theory Analysis of Miami-Dade Residents. *Paper to be presented at: North American Society for Sport Managers Conference, Orlando, FL.*

**Must, E.** (2015). Turning Fantasy into Reality. A presentation of Econfantasy simulation software. Activity presented at: *Sport Marketing Association Conference Pedagogy Symposium, Atlanta, GA.*

**Must, E.** (2014). The Five Minute Consultants: Strategies for preparedness and participation. Activity presented at: *Sport Marketing Association Conference Pedagogy Symposium, Philadelphia, PA*

Davies, M., Schmitt, C., & **Must, E.** (2013). Measuring Sport Team Brand Personality: Scale Validation. Paper presented at: *Sport Marketing Association Conference, Albuquerque, NM.*

Davies, M., Schmitt, C., & **Must, E.** (2013). Measuring Sport Team Brand Personality: Scale Validation. Poster presented at: *Student Research Day. University of Northern Colorado, Greeley, CO.*

Must, E. (2013). Assessment worksheet to facilitate preparedness and in-class discussion. Poster presented at: *North American Society for Sport Management Conference Teaching and Learning Fair, Austin, TX*

## Teaching Areas

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- Finance for Sport Managers
- Law for Sport, Recreation, Exercise, Health, and Coaching Managers
- Sport Administration: Management and Leadership

## Teaching Experience

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### Instructor of Record

#### *Metropolitan State University, Denver, CO, Department of Human Performance and Sport*

HPS 4660: Legal Liabilities 2014 – Present

HPS 4610: The Sport Enterprise (Financial Management) 2014 – Present

#### *University of Northern Colorado, Greeley, CO, School of Sport and Exercise Science*

SES 146: Group Fitness 2013 & 2014

SES 111: Bowling 2013 – 2014

SES 300: Fitness Management 2013

SES 153: Weight Training 2013

SES 150: Jogging and Walking 2013

SES 100: Basketball 2013

SES 145: Stress Management 2012

## Reports

*USA Synchronized Swimming: Market Research Report*

Sport Marketing Research Institute: University of Northern Colorado, Greeley, CO 2012

## Higher Education Experience

*Area Coordinator: Office of Residential Life*

Barry University, Miami Shores, FL 2006 – 2009

## Sport Industry Experience

*Alumni Coordinator (paid intern)*

National Football League Alumni, Fort Lauderdale, FL 2009

*Volunteer Coordinator, Market Researcher (unpaid)*

Miami Marlins, Miami, FL 2006 – 2009

## Business Experience

*Licensed Florida Real Estate Agent*

Keller Williams Realty, Miami Shores, FL 2011 – 2013

*Executive Summit Producer*

Marcus Evans, Miami, FL 2009 – 2011

*Marketing & Transaction Coordinator (part-time)*

The 'Nancy Knows' Team, Keller Williams Realty, Miami Shores, FL 2006 – 2011

## Awards and Honors

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*Graduate Teaching and Research Assistantship*

University of Northern Colorado, Greeley CO, 2012 – 2014

*Research Excellence Award for Graduate Poster Presentation in Natural and Health Sciences*

UNC Research Days, Greeley, CO 2013

*Producer of the Year*

Marcus Evans, Miami, FL 2010

*National Association of Sport and Physical Education (NASPE)*

*Major of the Year: Exercise Science*

Barry University, Miami Shores, FL 2006

*St. Catherine's Award Recipient*

Barry University, Miami Shores, FL 2006

*Residential Life Hall of the Year*

Barry University, Miami Shores, FL 2006

## Professional Membership and Certifications

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<i>Sport Marketing Association (SMA)</i> Member	2013 – Present
<i>North American Society for Sport Management (NASSM)</i> Member	2012 – Present
<i>American College of Sport Medicine (ACSM)</i> Member	2006 – Present
<i>ACSM</i> Certified Exercise Physiologist Present	2006 –
<i>American Red Cross</i> Standard First Aid and Adult CPR/ AED	2006 – Present

## Service

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<i>Faculty Co-Advisor, Sport Industry Operations Club</i> Metropolitan State University, Denver, CO	2015 – Present
<i>Graduate Research Assistant, Sport Marketing Research Institute</i> University of Northern Colorado, Greeley, CO	2012 – Present

## Selected Publication Abstract(s)

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Davies, M., Schmitt, C., & Must, E. (2013). *Measuring Sport Team Brand Personality: Scale Validation*.

One of the more salient tasks for a sport marketer is to develop brand equity through the differentiation of the team's brand within an oversaturated sport and entertainment market. Part of brand equity is the component of brand personality which involves associating the brand with human-like traits to which consumers can relate (Aaker, 1997). While brand personality measures have been found effective within traditional business literature, those same measures have not effectively captured the sport brand personality (Ross, 2008), possibly due to the largely "symbolic, experiential, and hedonic characteristics" related with sport teams (Tsiotsou, 2012, p. 243).

In order to fill the need for a sport team-specific personality measurement, Tsiotsou (2012) used a sample of Greek sports fans to develop the sport team personality scale (SPORTEAPE) consisting of five personality dimensions: competitiveness, prestige, morality, authenticity, and credibility. The purpose of the current study was to evaluate the SPORTEAPE scale in the United States on a sample of National Lacrosse League fans using a confirmatory factor analysis. A five-factor scale showed acceptable fit in this sample, though the model suffered from a lack of discriminant validity. Potential modifications to the scale including a four-factor scale and word revisions are discussed.

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