

B. DAVID TYLER

Associate Professor, University of Massachusetts Amherst
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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

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)
Department of Sport Management, and
Isenberg Online Master's in Business Administration

2005-2007 **Teaching assistant**, Department of sport management
Instructors: Neil Longley, Betsy Goff

2004-2007 **Research assistant**, Department of sport management
Supervisors: Glenn Wong, Sheranne Fairley

2004 **Research assistant**, Isenberg School of Management
Supervisor: 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 consulting and training
Various; see section on Service to External Constituencies (page 14)

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

Research

Topic	Summary
Overall research area	Consumer identification and brand communities, typically within the context of sport fans and supporter groups
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	Teaching effectiveness (e.g., competency-based education); case studies in sport finance and marketing
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 as WCU College of Business representative for 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, including <i>Journal of Business Research</i> (#1 for h5-index among all marketing journals) Awards: Paper of the Year in Sport Marketing (AMA, 2017); Best Professional Research Paper (SMA, 2019); Case study used for case competition at national conference (2018) 25+ peer-reviewed and 15+ invited presentations across several countries.
Media attention	40+ media stories about the research, including in the New York Times , Wall Street Journal , Fox Sports Online , and on BBC radio & NPR affiliate stations .

Research: Publications

Manuscripts – Refereed

- Jensen, J. A., Cobbs, J., Albano, B., & **Tyler, B. D.** (in press). Analyzing price premiums in international sponsorship exchange: Driving advertising costs in F1 racing. *Journal of Advertising Research*.
- Tyler, B. D.**, Cobbs, J., Nichols, B. S., & Dalakas, V. (in press). 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., & DeSchraver, 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

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>

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.

Book chapters

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>

Acknowledgements

Wong, G. M. (2012). *The Comprehensive Guide to Careers in Sports, 2nd edition*. Sudbury, MA: Jones & Bartlett.

Wong, G. M. (2008). *The Comprehensive Guide to Careers in Sports*. Sudbury, MA: Jones & Bartlett.

Industry Reports – Non-refereed

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: PresentationsPresentations – Refereed

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., DeSchriver, 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

- 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.

Research: Other Intellectual Contributions

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

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 two 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 of 3.4/4.0 while maintaining rigorous standards (students earn A grades at half the rate of university average)
Research complements teaching	Published SoTL article & peer-reviewed case studies

Courses taught (subject, level, and delivery format)

Business courses (sport focus)

	Graduate	Undergrad	Face-to-face	Online	Other
Sport marketing	X	X	X	X	
Sport data analysis		X	X		
Sport finance and economics	X	X	X	X	
Intro to sport management		X	X		
Global sport & culture		X	X		Travel
Sport event and facility mgmt		X	X		
Sport administration		X	X		

Business courses (general)

	Graduate	Undergrad	Face-to-face	Online	Other
Managing data using MS Excel	X	X	X	X	
Intro to business		X	X		
Enhancing professional skills of graduate students	X	X	X	X	

Course coordination

	Graduate	Undergrad	Face-to-face	Online	Other
Sport management internship		X	X		
Sport management apprenticeship	X	X	X	X	

International education

- 2013-2019 **Faculty Led Travel Course.** 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 **Univ representative to partners.** Conduct site visits to partner institutions on behalf of the university and college. Destinations: China, India, South Korea, and Spain.
- 2017, 2018 **Catamount Gap Abroad.** 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.

Seminars

Managing data with MS Excel; Audience: MBA students

Viewing data in Microsoft Excel; Audience: university employees

Excel basics; Audience: undergraduate business students

Excel professional development workshop; Audience: Public policy graduate students

Service to the UniversityInstitution

- 2020 Representative, **Athletic Directory search committee**
Western Carolina University
- 2018-2020 Chair, **University Athletics Committee**
Western Carolina University
- 2015-2020 Representative for College of Business, **Institutional Review Board**
Western Carolina University
- 2014-2020 Consultant, **WCU Athletics** (Athlete Academic Support; Catamount Club; AD's office)
Western Carolina University
- 2016-2019 Faculty coordinator, **Learning Communities**
Western Carolina University

- 2016-2019 Member, **Faculty-led Travel committee**
Western Carolina University
- 2015-2019 Panelist, **Workshop/Information session for Faculty-led travel courses**
Western Carolina University
- 2014-2018 Developer, Travel course budget template, **International Programs Office**
Western Carolina University
- 2017 Presenter, **WCU Study Abroad Showcase**: Leading students as part of a short-term travel course (Global sport & culture)
Western Carolina University
- 2016 Member, **Scholarship and Awards Committee**
Western Carolina University
- 2015 Discussant, **Leadership Week**: Incorporating Successful Practices and Global Perspectives into your Class
Western Carolina University
- 2015 Discussant, **WCU Graduate Education Summit**
Western Carolina University
- 2015 Discussant, Beyond Boyer: **Discussion with visiting Provost & Assoc Provost**
Western Carolina University
- 2014 Chair, **Search committee for social media and digital marketing specialist**
Western Carolina University
- 2014 Faculty Associate for Professional Development, **Coulter Faculty Commons**
Western Carolina University
- 2012-2013 Chair, **Athletics Dept** strategic planning subcommittee for student-athlete experience
Western Carolina University
- 2012-2013 Member, **Athletics Department** strategic planning steering committee
Western Carolina University
- 2012-2014 Member, **Mountain Heritage Day planning committee**
Western Carolina University
- 2012 Beta tester, **Registrar's Office**
Tested and provided feedback for attendance & grade reporting mass update system
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

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

2011-2020 Subject matter expert for college, in-class personal response system ("**clickers**")
WCU College of Business

2013-2018 Chair, **College of Business Scholarship Committee**
WCU College of Business

2014-2015 Member, **AACSB Intellectual Contributions Working Group**
WCU College of Business

2011-2015 Member, **Undergraduate Curriculum and Standards Committee**
WCU College of Business

2011 Member, **Online course development study group**
WCU College of Business

Department

2018-2020 Secretary, **Collegial Review Committee for Tenure, Promotion, and Reappointment**

2011-2020 Peer reviewer, **Colleagues' classroom teaching**

2011-2020 SM Major representative, **WCU Open houses and graduations**

2015-2019 Member, **Undergraduate Curriculum and Standards Committee**

2013-2019 Member, **New faculty member hiring committees** (SM; Entrepreneurship)

2015 Course developer, **Global Sport and Culture** (SM 350)

2012-2013 Member, Marketing committee, **Alliance for Sport Business**

2012 Moderator, **focus group** for female WCU SM majors

2011-2013 Program representative, **Alliance for Sport Business**

2011-2012 Member, **QEP Revision committee**

2010-present Question writer, **Assurances of Learning**

Service to the Academy

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
 National Identities

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

Conference session chair

2019 World Association for Sport Management biennial conference
 2019 Appalachian Research in Business Symposium
 2014 Atlantic Marketing Association annual conference

Service to External Constituencies

2014-present Developer, Microsoft Excel
 Mosaic Realty, Asheville, NC

2014-2019 Consultant, Microsoft Excel and data visualization
 Metrical, San Francisco, CA

2012 Developer, Microsoft Access
 Family Preservation Services, Asheville, NC

2011 Developer, Microsoft Excel
 Mystique creative, Toronto, Canada

2011 Data consultant, Shawnee County Health Agency
 Topeka, Kansas

2010 Instructor, Microsoft Excel seminar
 Better World Books, Mishawaka, IN

2010 Data consultant, GraceTeam
 Topeka, Kansas

2006 Instructor, Microsoft Excel Training Seminars
 Marketing Department
 MassMutual Financial Group, Springfield, MA

2004 Committee Member
 NCAA Fencing Subcommittee on Scoring Regulations

- 2003-2004 Coaches Committee Member
Midwest Fencing Conference
- 2003 Instructor, Microsoft Excel Lunch & Learn Training Seminar
Health Care Community
Accenture, Chicago, IL

Service to Students

(Student names abbreviated to protect anonymity)

- 2011-2020 Advisor to over 30 sport management majors per semester
Western Carolina University
- 2011-2014 Faculty advisor, Sport Management Association student group
Western Carolina University

Supervised student research – Independent studies

- S., J. (2019). Graph database modeling and dynamic external data integration. Submitted as part of capstone CIS course.
- B., M. (2013). London 2014 - Research report and marketing plan.
- K., C. (2013). Where does the 5K go from here?: A review of the MHD 5k.

Supervised student research – Honors contracts

- 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.
- M., J. (2015). A qualitative assessment of college football fans' perceptions of rivalry. Submitted as part of SM361 course.
- P., N. (2015). Catamount Club donor survey. Submitted as part of SM361 course.
- J., K. (2015). Social media policies applied in American technology companies. Submitted as part of BA133 course.
- B., E. (2014). Regulatory barriers to international investment in a foreign country. Submitted as part of BA133 course.
- H., K. (2014). Best practices in collegiate athletics promotions. Submitted as part of SM361 course.
- K., C. (2013). MHD 5k Sponsorship database. Submitted as part of SM435 course.
- F., A. (2011). Repo 105. Submitted as part of BA133 course.

Grants

- 2019 Chancellor's Travel Fund (\$1,059) to present at WASM conference (Santiago, Chile)
Western Carolina University
- 2018 Professional Development Award (\$1,000) to visit sport sites in Chiapas, Mexico
Western Carolina University
- 2018 Chancellor's Travel Fund (\$1,200) to present at Sport Marketing & Sponsorship Conf
(San Diego, CA)
Western Carolina University
- 2017 Faculty Research & Creative Activities Award (\$4,976) to internationalize rivalry
research
Western Carolina University Graduate school
- 2016 Chancellor's Travel Fund (\$1,200) to present at NASSM (Orlando, FL)
Western Carolina University
- 2015 Chancellor's Travel Fund (\$1,200) to present at EMAC (Leuven, Belgium)
Western Carolina University
- 2014 Course development (\$521) to attend the Global Sports Symposium (London, UK)
Western Carolina University
- 2014 Educational technology grant (\$358) for Windows tablet
Western Carolina University
- 2014 QEP Development Grant (\$1,200) to support student travel abroad
Western Carolina University
- 2014 QEP Student/Faculty Travel Grant (\$1,227) to support student travel abroad
Western Carolina University
- 2014 Chancellor's Travel Fund (\$1,200) to present at NASSM (Pittsburgh, PA)
Western Carolina University
- 2013 College of Business Summer Research Grant program (\$5,000)
Western Carolina University
- 2013 QEP Development Grant (\$1,553) to support student travel abroad
Western Carolina University
- 2013 QEP Student/Faculty Travel Grant (\$1,284) to support student travel abroad
Western Carolina University
- 2013 Chancellor's Travel Fund (\$1,200) to present at NASSM (Austin, TX)
Western Carolina University
- 2011 Educational technology grant (\$3,000) to purchase clickers
Western Carolina University

2009 Travel grant (\$200) to present at SMA Conference (Cleveland, OH)
Isenberg School of Management

2008 Travel grant (\$150) to present at SEVT Conference (Columbia, SC)
Isenberg School of Management

Awards and Honors

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 for "Prioritizing sponsorship resources in Formula
One racing: A longitudinal analysis" (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

2013 Summer Institute for Teaching and Learning Facilitator (declined)
Western Carolina University

2009 Distinguished Teaching Award (finalist)
University of Massachusetts

Professional Development

2018 Site visit to Chiapas, Mexico
Western Carolina University

2016-2017 Global Learning Academy (inaugural member of year-long program)
Coulter Faculty Commons, Western Carolina University

2013 The Subject is Sports (student in MOOC course)
Falk College of Sport and Human Dynamics, Syracuse University

2007 Teaching and course development workshop (Marx, R. & Asebrook, R.)
Isenberg School of Management, University of Massachusetts

Professional Certifications

2016 Quality Matters: Independent Applying of the QM Rubric

2012-2015 Crowd Manager Training - Management Staff
NC Dept of Insurance - Office of the State Fire Marshal.

2003-2005 Division I Certified Coach (Fencing)
National Collegiate Athletics Association (NCAA)